

Film Induced Tourism, Development and Policymaking:
The Case of Crete

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ΠΑΝΕΠΙΣΤΗΜΙΟ ΑΙΓΑΙΟΥ
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Overview of the Presentation

- Theoretical Background
 - *tourism, images and films*
 - *film-induced tourism and regional development*
- Empirical Framework
 - *methodological issues*
 - *results presented in tables and figures*
- Conclusions and the Way Forward

Theoretical Background

Tourism, Images and Films

- An extensive academic literature exists on the relation between tourism and image considering issues of increasing expectations; strategic marketing; choice of a destination; consumption and customer satisfaction construction and strengthening of images of place & time; effect on the markets.
- Research on film-induced tourism focuses on four major fields: a) it investigates if a movie influences a tourist to travel; b) it studies the behaviour of film-induced tourists; c) it looks at the effects of film-induced tourism on visitation levels and the societal impact on indigenous people; and d) it examines the activities which take place for the marketing of a destination and which are related to film-induced tourism.
- Another important issue to consider is the expectations of film-induced tourists. Tourists and visitors of cinematographic localities, are sometimes disappointed when they do not see precisely what is portrayed on the screen. For this type of tourists, reality is a not authentic experience: for film-induced tourists, what is shown on the screen is the real experience that they want to live and taste.

Film-Induced Tourism and Regional Development

- The “Grand Bleu” shot in Amorgos, Greece and the “Night of the Iguana” shot in Acapulco, Mexico are examples of films with substantial commercial successes; they resulted in a significant increase of awareness of these destinations by the international public.
- Papatheodorou (2004) stresses the importance of discontinuous changes as a result of corporate strategies in concentrated markets and historical accidents. The latter refer to cases of path dependence; in this context, the very decision of a film director to shoot a film in a specific area may lead to its subsequent tourism popularity and growth even if the particular area had no previous locational advantages compared to surrounding places.
- Film-induced tourism may be beneficial for regional development and for this very reason policymakers may wish to ally with international film production companies so that the latter become induced to make films featuring the destinations under consideration. Still, the emerging danger here is that policymakers of regions competing for films may enter into a mutually destructive beggar-thy-neighbour game in terms of offering far too many concessions to film makers so that in the end the net benefit for destinations becomes close to zero.

Empirical Framework

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Methodological Issues

- To empirically encapsulate the essence of film-induced tourism, primary data research was undertaken on the island of Crete, Greece. In terms of international films and TV series shot in Crete, imdb.com (2007) reports 43 titles.
- Earlier in 2007, a major international film entitled "El Greco: The Painter of God" was shot to portray the life of the famous Greek painter and sculptor who is regarded as one of the main early representatives of the Spanish Renaissance in arts. The film was partly shot in Crete (which is the birthplace of the painter) and was released in Greece earlier this month.
- To make an a-priori assessment of the possible impact of the film on Cretan tourism, the researchers used a structured-questionnaire addressed to 95 incoming travel agencies (out of a population of 100) in the Prefecture of Heraklion, Crete. The decision to use travel agencies is justified on the wide experience of the latter regarding the Cretan tourism product and their ability to provide an expert opinion on the possible impact of the film.
- All questionnaires were personally handled by one of the researchers who assisted the respondents in the completion without, however, intervening to affect their judgement. Statistical analysis was then undertaken to report the results in the form of tables and figures.

About The Film

An epic tale of an uncompromising artist and fighter for freedom, *Domenikos Theotokopoulos*, known to the world as «El Greco».

Set in the 16th century, El Greco's search for freedom, and love, ranges from the courts of Crete and Venice to Toledo in Spain. Here he is confronted by his greatest adversary the Holy Inquisition.

Never backing down in his fight with the establishments of his day El Greco's story is one of unusual heroism, betrayal, love, and the power of one man and his creative consciousness to stand out and overcome barbarity and ignorance.

An inspiration which lives on to this day.



ALEXANDROS FILM LA PRODUCTORA TITANAL ERT HOVA MAX PRODUCTIONS LE SPOT site by olivon

Profile of Interviewees

Table 1 – Position of the Interviewees

Position	Frequency	%
Owner	20	20,8
General Manager	8	8,3
Head of Branch	3	3,1
Sales Manager	3	3,1
Other	62	64,6
Total	96	100,0

Table 2 – Market Presence of the Travel Agency

Market Presence	Frequency	%
0-2 years	7	7,3
2-5 years	14	14,6
6-10 years	24	25,0
11-15 years	14	14,6
16-20 years	13	13,5
21-25 years	7	7,3
over 25 years	17	17,7
Total	96	100,0

Table 3 – Derivation of Tourism Business

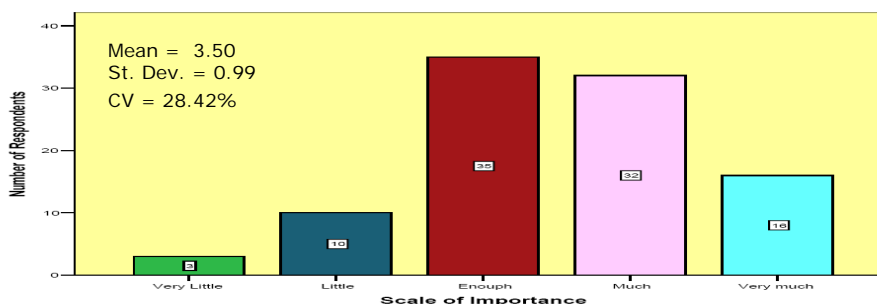
Country of Origin	Frequency	%
United Kingdom	17	17,7
France	9	9,4
Germany	21	21,9
USA	5	5,2
Other	44	45,8
Total	96	100,0

Media, Films and Tourism Development

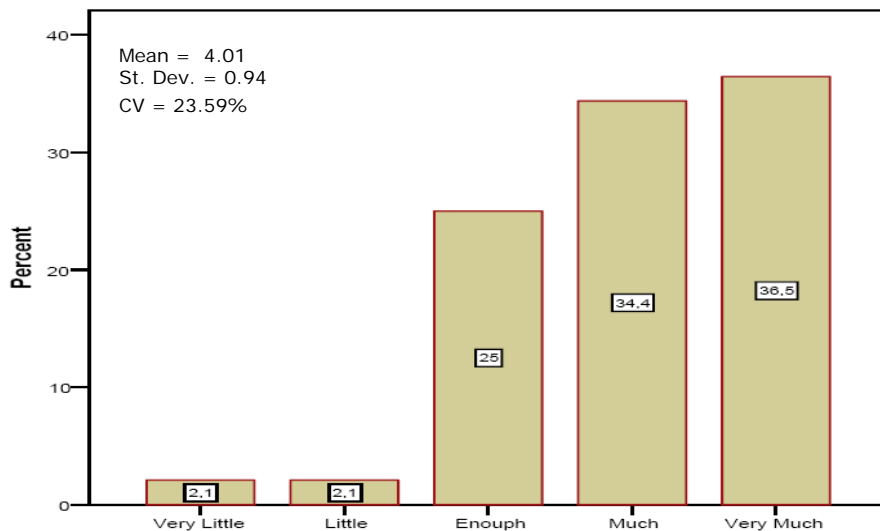
Table 4 – Importance of Media for Tourism Development

Importance	Frequency	%
Very Little (=1)	4	4,2
Little (=2)	6	6,3
Enough (=3)	32	33,3
Much (=4)	20	20,8
Very Much (=5)	34	35,4
Total	96	100,0

Figure 1 – Importance of Films for Tourism Development



Tourism and Image



Travel Agencies and Impact of Films

Table 5 – Cross tabulation of Travel Agency Market Presence and Impacts of Films on Tourism Development

$X^2=29.42$, $p=0.20$

		Importance of Films for Tourism Development										
		Very little	%	Little	%	Enough	%	Much	%	Very much	%	Total
Travel Agency Market Presence	0-2 years	0	0.00	0	0.00	4	57.14	2	28.57	1	14.29	7
	2-5 years	0	0.00	3	21.43	3	21.43	7	50.00	1	7.14	14
	6-10 years	1	4.17	1	4.17	13	54.17	6	25.00	3	12.50	24
	11-15 years	0	0.00	3	21.43	6	42.86	4	28.57	1	7.14	14
	16-20 years	1	7.69	2	15.38	2	15.38	6	46.15	2	15.38	13
	21-25 years	1	14.29	0	0.00	3	42.86	0	0.00	3	42.86	7
	> 25 years	0	0.00	1	5.88	4	23.53	7	41.18	5	29.41	17
	Total	3		10		35		32		16		96

Importance of the El Greco Movie

Figure 3 - "El Greco" Success and Competitive Position of Cretan Travel Agencies

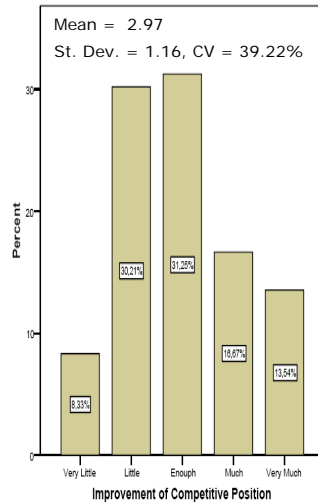
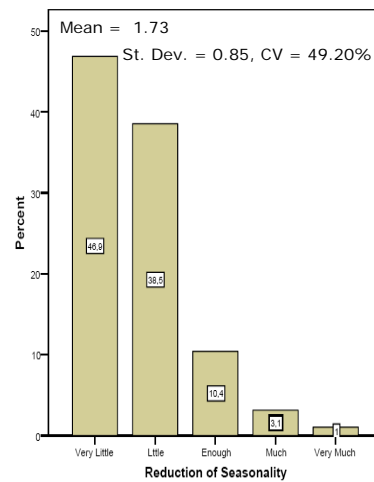


Figure 4 - "El Greco" Success and Reduction of Tourism Seasonality in Crete



Empirical Results

- 66.7% of interviewees acknowledge the influential role of film releases on cultural tourism activities arguing that the "El Greco" movie may induce tourists to search for the trails of the painter in Crete (e.g. by visiting his birthplace Fodele). Still, this rise of cultural tourism will only have a complementary impact and is not regarded as sufficient to change the prevailing mass tourism trend on the island. A fortiori, 59% of respondents do not believe that the movie is of national importance to Greece.
- 44.8% of respondents believe that the movie per se will have a limited effect on Cretan tourism development (mean: 2.63, standard deviation: 1.049, coefficient of variation: 39.88%) and 36.4% of interviewees argued that tourism flows into Crete will increase only slightly as a result of the film.
- In spite of these modest results, however, when the respondents were asked to rate the economic, social and environmental importance of film tourism for Crete, 49.0% of them ranked the economic benefits as the most important, followed by implications for the society (46.9%) and the environment (55.2%).

Awareness and Potential Impacts of El Greco Movie

Table 6 – Cross tabulation of presumed tourist awareness of El Greco and the possible increase of tourism visitation in Crete

$\chi^2=30.39, p=0.00$

		Movie will increase visits in Crete										Total
		Very little	%	Little	%	Enough	%	Much	%	Verymuch	%	
Tourist Awareness of El Greco	yes	9	13.24	26	38.24	22	32.35	9	13.24	2	2.94	68
	no	5	33.33	8	53.33	2	13.33	0	0.00	0	0.00	15
	i do not Know	3	23.08	1	7.69	1	7.69	4	30.77	4	30.77	13
	Total	17		35		25		13		6		96

Tourism Motivation and 'El Greco'

Table 7 – Rank of Characteristics Sought by Tourists Following the Movie Release (%)
1st Least – 4th Most Important

Characteristic - Rank	1 st	2 nd	3d	4 th
Authenticity	11.5	13.5	27.1	47.9
Image	9.4	17.7	42.7	30.2
Expectations	22.8	48.0	22.9	6.3
Awareness	56.3	20.8	7.3	15.6

Table 8 – Rank of Tourist Motives Following the Movie Release (%)
1st Least – 3rd Most Important

Characteristic - Rank	1 st	2 nd	3 rd
Primary Tourism Motive	24.0	46.9	29.2
Part of Vacation Activities	12.5	25.0	62.5
Tourism Pilgrimage	63.5	28.1	8.3

Conclusions

- This paper aimed at highlighting the importance of film-induced tourism for development and policymaking complementing a theoretical framework with an empirical case study on the island of Crete and the film "El Greco".
- Although the available literature does acknowledge the potential economic benefits of film-induced tourism, the Cretan travel agencies seem rather sceptical about its potential ability to change the prevailing pattern and image of tourism in Crete. In this context, they may also hesitate to promote this special interest product in the fear of commercial risk and loss.
- It is important, therefore, for local policymakers to undertake an effective communication campaign not only to advertise the shooting of the film "El Greco" in the international markets but also to convince the local intermediaries that it is worth investing on film-induced tourism. The cases of the film "Zorba the Greek" and the television series "Who Pays the Ferryman?" may be effectively used to persuade local travel agencies about the potential success of the product in general.

Thank You!

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