A Film Marketing Action Plan (FMAP) for Film Induced Tourism Destinations Using Yorkshire (UK) as the Case Study Area.

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Goal and objectives of the dissertation

The main objective of this research is to *develop a model to be used as a best practice framework for the successful integration of film induced tourism in a Destinations Marketing Strategy (DMS)*. These can be further broken down into:

1. Identify the film induced images that tourists presently have of Yorkshire.

- Evaluate the level of imagery that Yorkshire has in the mind of the tourist.

Identify if tourists are aware of Yorkshire based television series (*All Creatures Great and Small, Heartbeat and Last of the Summer Wine*).

- Discover the images, if any that tourists associate with the three Yorkshire based television series under review.

- Ascertain tourist awareness in relation to the three television associated marketing brands that are used by the Yorkshire Tourist Board to promote the county.

- Highlight the key success factors of the Yorkshire tourism product.

2. Determine if key tourism and film stakeholders support the integration of film into Yorkshire's tourism product.

3. Develop a model to be used as a best practice framework for the successful integration of film induced tourism into a destinations marketing strategy.

The key research questions in this work are:

- What are the film induced images that tourists presently have of Yorkshire? (See *Research Objective 1.*)

- What are the current and future tourism and marketing objectives and priorities of Yorkshire's key tourism and film stakeholders? (See *Research Objective 2.*)
- Are these stakeholders who are involved in the development of Yorkshire embracing the film tourism concept? (See *Research Objective 2.*)
- If so, is the film induced tourism concept successfully integrated into their destination marketing campaign? (See *Research Objective 2.*)
- Is the film induced tourism brand currently subsumed within Yorkshire's overall tourism brand? (See *Research Objective 2.*)
- Do the tourism and film stakeholders work in tandem? (See *Research Objective 2.*)
- What conclusions and recommendations emerge based on the research findings? (See *Research Objective 3.*)

Methodology

This PhD used a two-phase, sequential mixed methods study in order to acquire statistical quantitative results (tourist survey) from a sample, which was then followed up with individuals to investigate those results in more depth. In the first phase the quantitative research questions tackled the relationship between film induced tourism and destination branding in Yorkshire. In the second phase, qualitative interviews (strategic conversations) were utilized so as to explore the emergent themes and issues from the first phase with the key tourism and film stakeholders in Yorkshire.

Results

Following the findings of both phases of the research, it has become apparent that most of the film induced tourism models discussed in the literature review are inadequate in describing or explaining the film induced tourism process from a branding perspective. Thus, a new model which is more reflective of the process was constructed, using the main concepts and themes that emerged from the research findings. The FMAP provides a useful analytical tool for both academics and practitioners in terms of using the film induced tourism phenomenon to brand a destination. (See *Research Objective 3.*)

Theoretical conclusions

The principle findings of this research add to the existing pool of knowledge relating to film induced tourism. The topic has been largely neglected by academic researchers with few detailed examinations of this phenomenon being undertaken. Thus, this research goes some way to filling this knowledge gap. Its principle value can be seen in the development of the model (FMAP) for film induced tourism. This researcher's main objective was *to develop a model to be used as a best practice framework for the successful integration of film induced tourism in a destination marketing strategy.* This objective was investigated in the context of Yorkshire, which was used as the case study through which the film induced tourism phenomenon was observed. Overall, the outputs (the FMAP) represent a considerable amount of new insight into the film induced tourism phenomenon. This will not only contribute significantly to our existing knowledge on the topic but also stimulate further debate and research; something which is very much needed (See *Research Objective 3.*)

Practical application of the dissertation

In its simplest form, the FMAP forms a benchmark against which change (resulting from film induced tourism) in the destination can be measured. In a destination where there is an apparent concern for the lack of such tourism, more resources would firstly be spent on this aspect of the model, while this may not be an initial concern for other destinations. Depending on the destination in which the model is used, the positive or negative movement of tourists can indicate a move towards or away from the film induced tourism goals that the stakeholders have in place. The manner in which the model is applied will result from the tourism marketing strategy in which it is placed, however, to be seen as a true model of such tourism, all aspects of should be implemented.

Content of the dissertation

Abstract of chapter one

Chapter One provides a background to this research study – A Film Marketing Action

Plan (FMAP) for Film Induced Tourism Destinations, Using Yorkshire (UK) as the Case Study Area. It introduces the rationale for studying the literature associated with destination branding, destination imagery and film induced tourism. Chapter one also identifies the relevance of the study and examines the research questions and objectives which form the basis of this research. Finally, the organization of this research study is elaborated upon and is supported by the use of a model, which gives the reader an insight into the logic of this research.

Abstract of chapter two

Chapter Two is a literature review of the theoretical concepts of investigating a film induced tourism destination such as Yorkshire. This chapter reviews the impact of film related branding on a destination, by examining the current theoretical and applied branding literature with special emphasis on destination branding, destination imagery and film induced destination branding.

Abstract of chapter three

Chapter Three examines this evolving research area by studying the background and theoretical context of the film induced tourism phenomenon. An understanding of this concept and its emergence as a research discipline within the tourism area are examined. Furthermore, this chapter will look at both the negative and positive impacts that film induced tourism can have on a destination.

Abstract of chapter four

Chapter Four describes the methodology used for this research study. It also discusses in great detail, the qualitative and quantitative

methodological approaches used in this research study. Chapter four concludes with an investigation into the data analysis used and the research limitations met during the course of the study. (See *Research Objectives 1 and 2.*)

Abstract of chapter five

Chapter Five identifies the findings of the strategic conversation tourist survey and the issues which emerged from the literature review. A number of implications for the future development of such destinations are highlighted, for instance, the many positive and negative impacts of filming the various television series in Yorkshire and the use of destination branding in the promotion of a film destination. (See *Research Objectives 1 and 2.*)

Abstract of chapter six

The primary focus of Chapter Six is to design a model (the FMAP) for film induced tourism as a result of this research study. (See *Research Objective 3.*) The other purpose of this chapter is to draw together the crucial findings of the research, which address the main objectives of the study. To support the main objective stated previously, a model will be devised through the creation of the FMAP.

Abstract of chapter seven

Chapter Seven provides an overall discussion on the conclusions and recommendations of the outputs from the previous chapters and makes suggestions for future research in this discipline as well as summarizing how these conclusions and suggestions came into place. (See *Research Objectives 1, 2 and 3.*)