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## **RESEARCH TRENDS IN FILM TOURISM: A BIBLIOMETRIC ANALYSIS USING THE WOS DATABASE**

### **Trendy w badaniach nad turystyką filmową: analiza bibliometryczna z wykorzystaniem bazy danych Web of Science**

**Abstract:** Although the film tourism literature has grown significantly, no scientific landscape review of the subject has yet been conducted. The current article aims to fill this gap by providing an overview of the film tourism literature through the utilization of bibliometric analysis. To accomplish this objective, the authors utilized a publication dataset on film tourism obtained from the Web of Science database, without applying any publication year criterion. During the compilation of this dataset, certain inclusion criteria were established, such as considering articles published in English and limiting the dataset to articles of the publication type. Consequently, a total of 144 articles focusing on film tourism were included in the sample. The authors conducted the analyses using VOSviewer in December 2022, adhering to the predefined parameters. The first article on film tourism published in WoS was in 2005, and the most articles were published in 2021 ( $n = 17$ ). Upon examining the most cited articles, it was observed that four of them surpassed 150 citations. In terms of authors, it was seen that six authors had more than 200 citations. Four of the top five articles with the highest citations were published in Tourism Management. Australia emerged as the prominent country in the field of film tourism, with Flinders University, an Australian institution, making the most substantial contributions. As a result of the research, some suggestions were presented to the researchers. Future studies may focus on issues such as the effects of the film tourism on local people, destination sustainability, and the potential for new tourism and economic impacts that may occur in the region with film tourism. Furthermore, future bibliometric studies could explore and compare document types and/or film tourism studies acquired from different databases, augmenting the scope of analysis.

**Key words:** film tourism, film tourism papers, bibliometric analysis, WoS database, VOSviewer

## **INTRODUCTION**

The first study on the use of movies to motivate tourism demand was made by Cohen (1986). Cohen highlighted the potential of films as a strategic tool for destination marketing. Film tourism, previously overlooked until the 1990s with limited scientific inquiry, has evolved into a prominent

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global trend. Influential studies by Riley et al. (1998), Riley and Van Doren (1992), and Tooke and Baker (1996) have propelled its rapid growth since the late 20th century.

The filming of movies or TV series in a particular region has the potential to significantly impact the tourism activities of that region. Urry (1990) was among the pioneering researchers who posited that non-tourist activities, including film and television, can influence prospective tourists. Nonetheless, while predicting the specific films that will entice tourists remains challenging, researchers widely acknowledge the significance of film tourism studies for destination marketing and attracting larger numbers of tourists (Beeton 2007).

Some researchers have examined the motivations of film tourism (Oviedo-García et al. 2016; Pookaiyudom and Tan 2019), destination attachment of movie tourists (Chen 2018; Wu and Lai 2022), film tourists' experience (Kim 2012), tourists' behavioral intentions (Teng 2021), destination marketing (Nakayama 2022), product development (Ji, Beeton 2011), residents' perceptions of film tourism (Yoon et al. 2016), destination image (Busby et al. 2013), touristic movements based on a movie, TV series or similar content (Connell 2005; De Santi et al. 2022; Gomez-Morales et al. 2022; Jorgensen and Reichenberger 2022; Kim et al. 2007), the current situation of film tourism in various parts of the world (Bencivenga et al. 2015; Kolasinska 2020; Rodriguez 2022). The current study focused on articles published in WoS ( $n = 144$ ), and the review revealed that there is a significant body of knowledge on film tourism. This shows the richness and breadth of research in this field. From this viewpoint, it has been seen that the current situation in the literature should be revealed by examining film tourism studies.

While studies evaluating the expanding literature on film tourism exist (Beeton 2010; Connell 2012), no research employing a bibliometric method to examine film tourism studies has been identified. In this article, which is made with the bibliometric method, it is aimed to reveal the historical development, leading issues, and current situation of the field of film tourism. In this way, it is thought that the current study will make it easier for researchers who want to work on film tourism to identify potential gaps in the subject. To accomplish the research objective, this article is organized as follows: the first part presents an overview of the film tourism literature. Subsequently, information is provided regarding the methodology employed to analyze the film tourism literature, along with details on the data extracted from WoS. In the next section, we present the development of film tourism studies "in line with the determined parameters" because of the analysis of the research. The final section of the research encompasses the conclusions, implications for future research, and limitations of the study.

## FILM TOURISM

Film-induced tourism refers to the act of visiting locations where movies and TV programs have been filmed, as well as participating in tours to production studios and film-themed amusement parks (Beeton 2005, p. 11). The concept of film-induced tourism is defined differently by various researchers, with some utilizing the term 'movie tourism' and others employing the term 'film tourism' (Connell 2012). No matter how the concept of film-induced tourism is used, the purpose of the existence of films and TV series, which is at the core of the concept, is not to encourage touristic activities. Nevertheless, movies and TV series are considered significant tourism assets, as they possess the potential to unconsciously influence audiences and stimulate travel motivation, as exemplified by various studies (Kim, Assaker 2014; Riley et al. 1998). This notion is substantiated by the substantial academic interest in film tourism and a multitude of studies exploring the subject (Chen 2018).

Film tourism has experienced a steady growth since the 1990s, attracting the attention of researchers to explore its dynamics (Ji and Beeton 2011). After the 2000s, film tourism studies have gained momentum (Mordue 2001). The subjects that researchers focus on in film tourism studies are destination image development, destination marketing and management, the effect of films on tourism flows, and the experience and motivation of tourists (Yoon et al. 2015).

The research trend in the literature indicates that movies and TV series can be regarded as influential factors in shaping travel motivations (Riley, Van Doren 1992). Nevertheless, it is important to note that movies do not always evoke positive motivations. Certain films can have a negative impact on tourism, often attributed to unfavorable portrayals. The impressions formed in the minds of audiences can consequently influence their future decisions in a negative manner (Arýkan Saltýk, Gümüş Dönmez 2021; Beeton 2005). However, a limited number of researchers have based film tourism on both its positive and negative effects (Busby et al. 2013). In other words, since the positive effects of movies and TV series are more common in general, the film tourism literature has expanded in this direction (Iwashita 2008).

It is impossible to predict that a movie or series will be loved enough to make the audience travel to the place where the production was shot, but an increase in the number of tourists coming to that region can be seen thanks to an acclaimed production. For example, after the screening of the movie *Braveheart*, the number of visitors in Wallace Monument, Scotland increased by around 300 percent (Hudson, Ritchie 2016, p. 389). As another example, the *Harry Potter* series contributes 50 percent to travels to certain parts of England (Hudson, Ritchie 2016). Examples of movies that generate demand for specific locations include movies like ‘*Lord of The Rings*’ trilogy – various places in New Zealand (Jones, Smith 2005), ‘*Notting Hill*’ – Kenwood House (England) (Busby, Klug 2001), ‘*Troy*’ – Canakkale (Turkey) (Tuclea and Nistoreanu 2011), ‘*The Sound of Music*’ – Salzburg (Austria) (East and Luger 2002), and TV series like ‘*Game of Thrones*’ – various cities such as Seville, Osuna (Spain) and Dubrovnik (Croatia) (Mellinas 2020) or children’s shows – Mull (Scotland) (Connell 2005) and these examples could be increased.

## METHODOLOGY

This study used the bibliometric method to reveal the development of film tourism over time. The bibliometric method reveals the existing gaps and saturated points by classifying conference papers, research articles, research letters, book chapters, and theses of researchers focusing on a topic (Ulker, Ulker 2022). Although this method, which has started to be used frequently with the spread of journals on the internet, seems like a new one, it has actually been on the agenda of researchers for a long time (Ogretmenoglu et al. 2022). Broadus (1987, p. 376) defined the concept of bibliometry as, “the quantitative study of physical published units, or bibliographic units, or the surrogates for either.”

The bibliometric method used in this research has also been used in many special subjects in the field of tourism before. Some of the studies prepared by the bibliometric method are as follows: length of stay (Atsiz et al. 2022), cycling tourism (Ciascai et al. 2022), diaspora tourism (Çiki 2022), wine tourism (Durán-Sánchez et al. 2016), tourism journals (Hall 2006; Mulet-Forteza et al. 2018; Merigó et al. 2019), sports tourism (Jiménez-García et al. 2020), smart tourism (Johnson, Samakovlis 2019), tourism studies (Niñerola et al. 2019), slow tourism (Oh et al. 2016), dark tourism (Ogretmenoglu et al. 2022), food and gastronomy research (Okumus et al. 2018), etc. The authors used the Web of Science database to generate a dataset on research on film tourism. We obtained publication data from the WoS database between 15.12.2022 and 20.12.2022. The WoS database was preferred because it is a database containing quality journals with high-impact value (Yu et al. 2019).

In the search conducted in the WoS database, the keywords “film tourism” and “film-induced tourism” were used, with the search field limited to the “topic” category, including the title, abstract, and keywords. Subsequently, a total of 206 articles were retrieved. Subsequently, the research criteria were refined to be more specific. Specifically, only articles, review articles, and early access publications were included as document types, while articles written in languages other than English were excluded from the scope. No specific criteria were set regarding the publication year. As a result, 144 articles were approved for research analysis and the analysis process started with the VOSviewer program. VOSviewer-like software (CiteSpace, Bibexcel, etc.) facilitates the understanding of

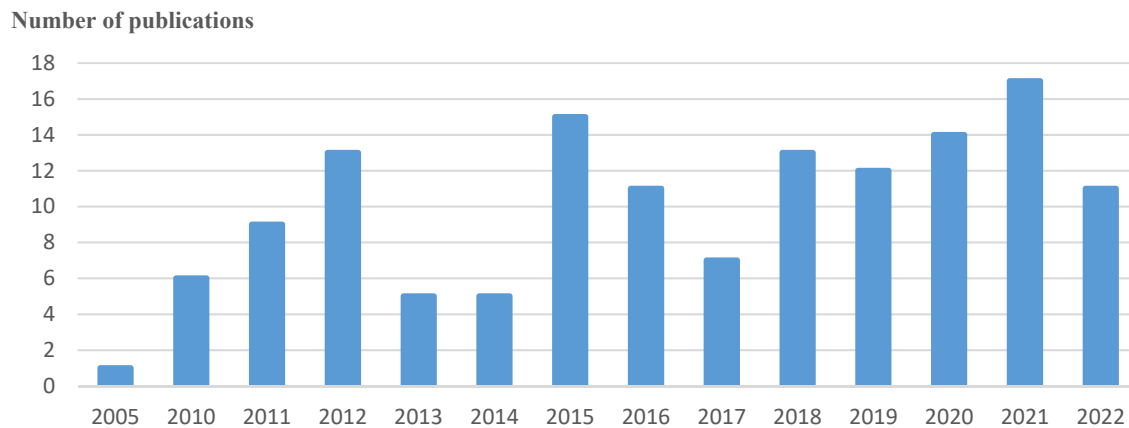
studies prepared using the bibliometric method, with its visual mapping and bibliometric networking options (Van Eck, Waltman 2010).

In studies using the bibliometric method, parameters such as the most contributing authors, universities, journals, countries, the most cited articles, and the number of annual publications are used (Leong et al. 2020). In line with previous studies, this article adopts the following parameters for analysis: the annual number of publications, the most contributing countries, the most productive authors, the Top 5 most cited articles, the most contributing organizations, and the most popular keywords in papers. Furthermore, the study also conducted co-citation analysis and bibliographic coupling to examine the connections and interrelationships among the cited references.

## RESULTS

### The annual number of publications of film tourism articles

Figure 1 presents the temporal distribution of articles on film tourism by year, indicating the publication trends of researchers in this field. Consistent with the emphasis in the present study, the analysis focused on articles specifically addressing the subject of ‘film tourism’ within the journals indexed in the WoS database. The inaugural article on film tourism within the WoS database dates back to 2005 (Connel 2005), marking the inception of research attention towards this subject on WoS. While the publication pattern of film tourism papers exhibits some statistical variability, it is noteworthy that the research domain has experienced significant growth in the past four years. Starting from 2007, the publication rate has consistently remained at least one article per year, with 2021 (with 17 papers) emerging as the most productive year for film tourism research (WoS 2022).

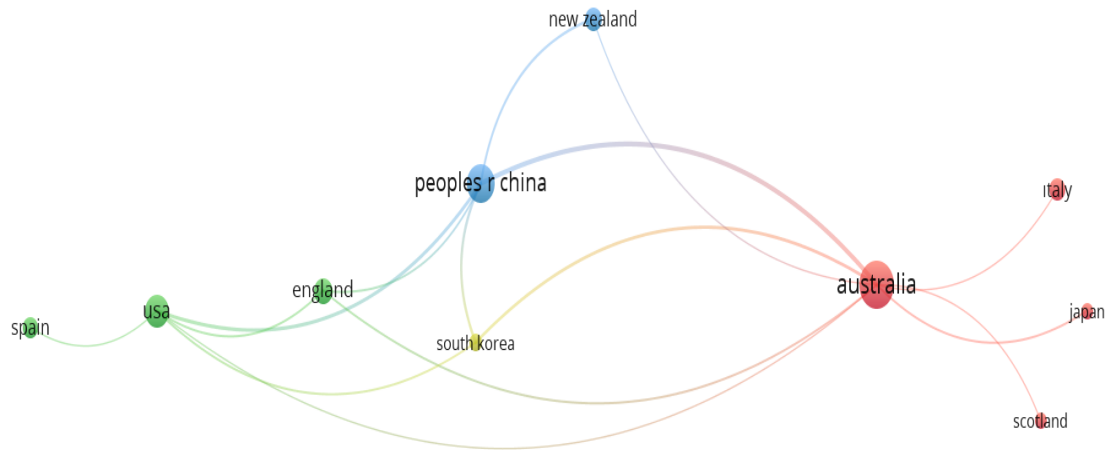


**Fig. 1.** The annual number of publications  
Source: Author’s own elaboration

### The most contributing countries (Top 5)

Australia is the country that contributes the most to the film tourism literature with 41 articles in WoS. Following closely, China ranks second with a significant publication count of 27 articles. The subsequent countries in the film tourism literature are the USA ( $n = 19$ ), England ( $n = 12$ ), New Zealand ( $n = 10$ ), Italy ( $n = 9$ ), Spain ( $n = 8$ ), and South Korea ( $n = 6$ ). The film tourism literature received contributions from researchers representing as many as 35 different countries. Within Europe, a diverse range of 21 countries made notable contributions to the film tourism literature, resulting in a total of 73 papers. Notably, Oceania, primarily driven by the influence of Australia, emerged as the second most significant contributor with 52 papers. The Asian continent took third place with the contribution of 49 articles from 8 different countries (WoS 2022).

Figure 2 provides a visual representation of the international network diagram. The purpose of this analysis is to illustrate the collaborative relationships between countries in film tourism articles in the WoS database. Through this analysis, the links between the countries of origin of authors contributing to the field of film tourism are identified and visualized in an effective way. Countries that meet 2 threshold criteria are included in the analysis. The reason for setting the threshold criterion is to clearly identify the elements that contribute more to the topic (VOSviewer 2022).



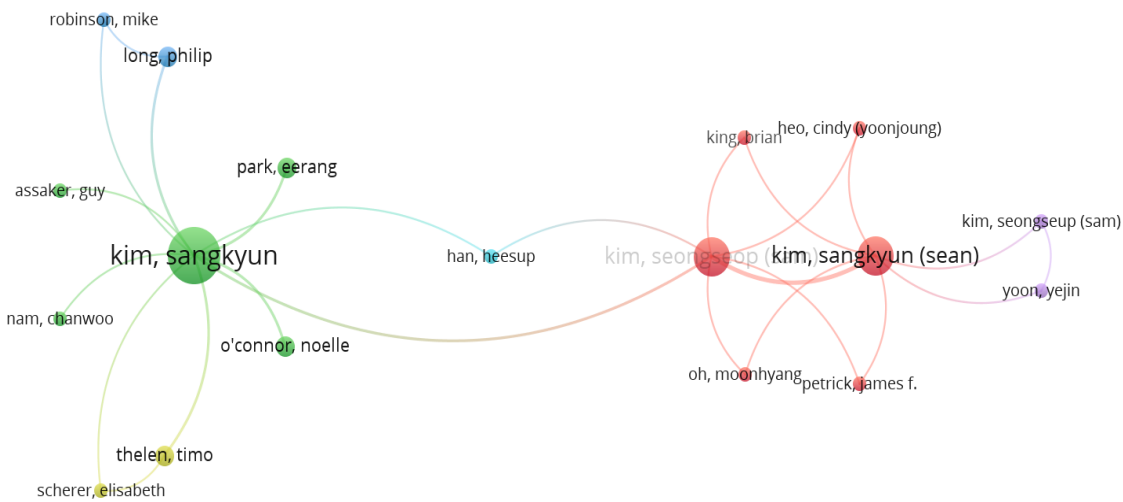
**Fig. 2.** Link of countries contributing at least 5 articles to film tourism  
Source: Created with the help of VOSviewer software

The clustering of film tourism research in WoS highlights the interconnections between countries. The blue cluster consists of China and New Zealand, while the green cluster comprises Spain, the USA, and the UK. Australia, Italy, Scotland, and Japan form the red cluster. Lastly, the yellow cluster represents South Korea (VOSviewer 2022).

### The most productive authors

Figure 3 displays the top 14 authors with the highest number of publications in the research field of film tourism. At the top of the list is Kim Sangkyun, with 15 articles. The top author is followed by Sangkyun (Sean) Kim and Seongseop (Sam) Kim with seven articles each, and William Glen Croy; Anna Irimitias; Stijn Reijnders; Chris Ryan; Anne Buchman with four articles each. Figure 3 illustrates frequency of linkages diagram of all authors who have published at least one article on film tourism. VOSviewer was used to map authors with the highest total link strengths. Examining frequency of linkages diagram of the authors reveals an even distribution of authors with no particular outliers (Dominko, Verbic 2018).

The citation numbers of the most prolific writers on film tourism were also examined in this study (until the date of analysis). The authors with the highest number of links between them were included in the cluster of the same color by the VOSviewer software. Kim Sangkyun, the most prolific writer in terms of article count, also stands out with a high number of citations (544 citations). Connell, who has 3 articles on the subject of film tourism, has 412 citations. Among the authors with the most articles on film tourism, another most cited author is A. Buchmann with 297 citations (with 4 papers). The analysis revealed that the fourth most cited author was W. G. Croy (with 211 citations). In addition, D. Fisher and K. Moore have co-authored three-author article on film tourism and this article has been cited 253 times (VOSviewer 2022).



**Fig. 3.** Link of authors' film tourism articles in WoS  
Source: Created with the help of VOSviewer software

**Top 5 most cited articles**

Table 1 displays the top five most cited studies on film tourism published in WoS by the end of 2022. Among the top five most cited articles on film tourism in WoS, four of them were published in the journal 'Tourism Management'. The article titled *Experiencing Film Tourism Authenticity & Fellowship* published in the Annals of Tourism Research is the most cited study among all film tourism-themed studies until December 2022, on WoS.

**Table 1.** Top 5 most cited articles

Author(s)	Title	Journal	Number of Citations (in WoS)	Year
A. Buchmann, K. Moore and D. Fisher	<i>Experiencing film tourism authenticity &amp; fellowship</i>	Annals of Tourism Research	253	2010
J. Connell	<i>Film tourism – evolution, progress and prospects</i>	Tourism Management	195	2012
Kim, Sangkyun	<i>Audience involvement and film tourism experiences: Emotional places, emotional experiences</i>	Tourism Management	184	2012
Kim, Samuel Seongseop; J. Agrusa, H. Lee and K. Chon	<i>Effects of Korean television dramas on the flow of Japanese tourists</i>	Tourism Management	173	2007
J. Connell	<i>Toddlers, tourism and Tobermory: Destination marketing issues and television-induced tourism</i>	Tourism Management	135	2005

Source: Author's own elaboration

Buchmann et al. (2010) conducted a case study on tourists coming to New Zealand because of the Lord of the Rings film series. Buchmann et al. (2010), who stated that the concepts of hyper-reality and 'simulacra' are cut out for film tourism, expressed that reality and myth come together, which creates a satisfying and authentic experience for most of the tourists who come to New Zealand for this purpose. Buchmann et al. (2010) suggested that if tourists bond with a movie, they would very much like to travel to the destination where the movie was shot, and even movie tourists are the same as pilgrims who travel to fulfill their religious obligations.

Among the studies on film tourism in WoS, the second most cited study belongs to Connell (2012). Connell (2012) considered film tourism as an interdisciplinary academic study topic. In this



context, Connell discussed the researchable aspects, problems and future of film tourism. As a result of the study, Connell identified nine key elements and five research dimensions that pertain to the scope of film tourism.

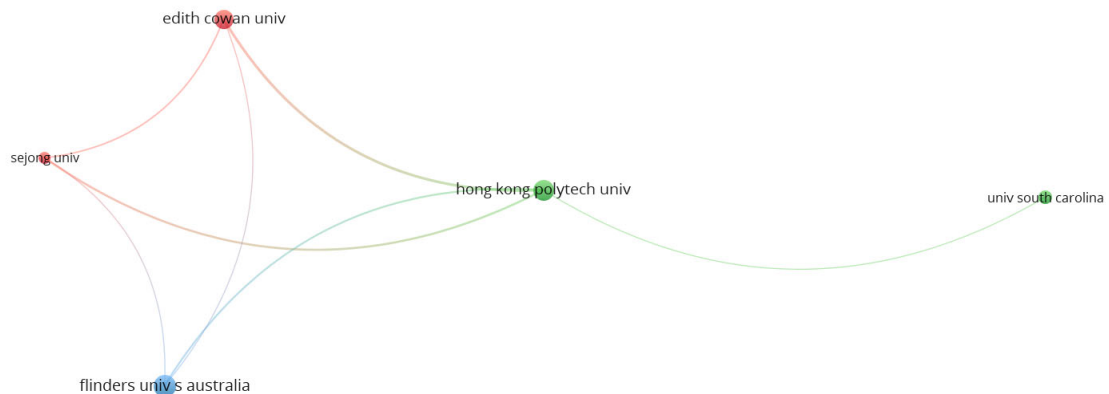
Kim, Sangkyun's article titled *Audience involvement and film tourism experiences: Emotional places, emotional experiences* holds the third position in terms of citation count. In this article, Kim, S. (2012) conducted an empirical study of international tourists at Daejangeum Theme Park, the main filming location of Jewel in the Palace. The findings of the research indicated that the emotional and behavioral engagement of the movie's audience has a positive impact on their film tourism experiences. Three dimensions are defined for audience participation and the experience of on-site film tourists. In addition, in this study, it was determined that intense audience participation can significantly affect attitudes and behavior after media-oriented viewing.

The article ranking fourth in terms of citation count was authored by Samuel Seongseop Kim, Jerome Agrusa, Heesung Lee and Kaye Chon (2007). Kim et al. (2007) examined the impacts of the Korean television series *Winter Sonata* on the influx of Japanese tourists to Korea, both in terms of existing and potential visitors. The research findings revealed that the Japanese participants exhibited a considerable level of interest and empathy towards actors and actresses in Korean dramas, consequently driving their viewership of these dramas. Furthermore, it was found that the Japanese participants exhibited a strong inclination to embark on trips related to the Hallyu phenomenon<sup>1</sup>.

Another article by Connell (2005), *Toddlers, tourism and Tobermory: Destination marketing issues and television-induced tourism*, ranks 5th among the most cited film tourism articles in WoS. Connell (2005), based on a new preschool children's television program called *Balamory* shot on the Isle of Mull, suggests that this TV program promotes a new activity called toddlers tourism. In this context, starting from the fact that the number of tourists has increased before the island is marketed in terms of tourism, a survey has been applied to tourism enterprises and as a result, suggestions about destination marketing have been presented.

### The most contributing organizations

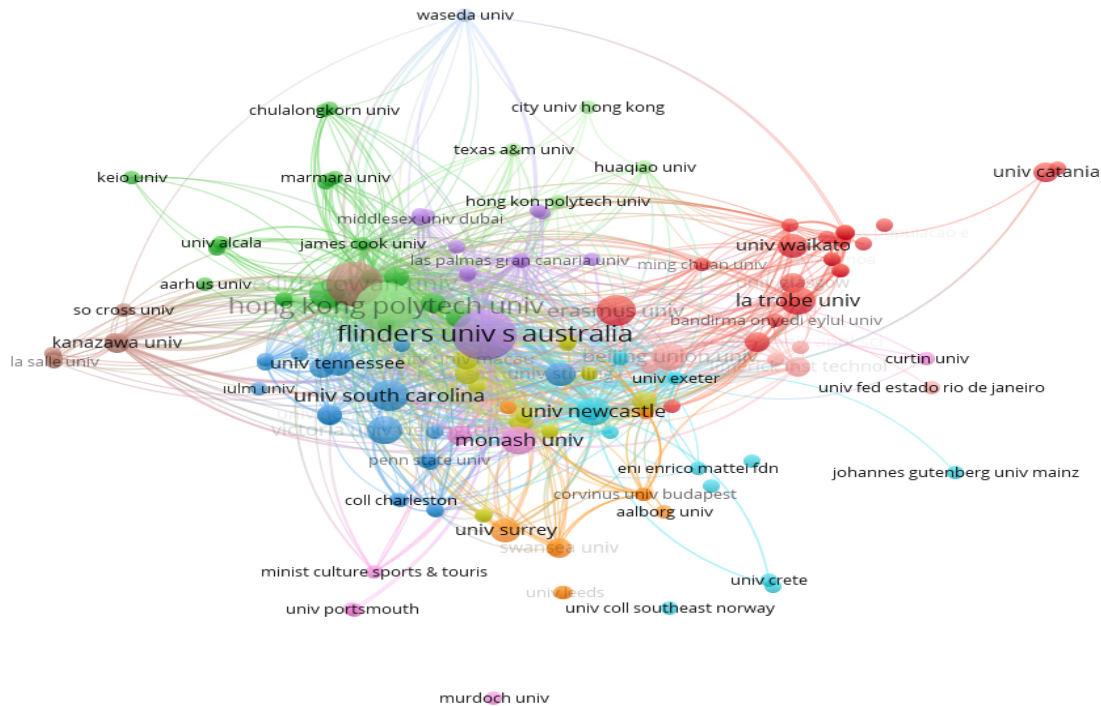
Figure 4 shows the link diagram of the institutions that contribute to film tourism. During the preparation of the institutional link diagram, a criterion was established, requiring a minimum contribution to four studies. The leading organization in film tourism article publications is Flinders University South Australia with 13 articles. It is followed by Hong Kong Polytechnic University with 12 articles. Edith Cowan University ranks third in productivity with 10 articles, followed by the University of South Carolina Columbia with 6 articles.



**Fig. 4.** The most contributing organizations  
Source: Created with the help of VOSviewer software

<sup>1</sup> Hallyu, a Chinese term meaning 'Korean Wave' (sometimes referred to as K-wave), is described by the Korea Tourism Organization (2012) as 'the favorite phenomenon of Korean popular culture abroad'. (Lee, How 2021).

Figure 5 displays the network of universities contributing to the field of film tourism, based on their citation links. The visualization was generated using the VOSviewer software. The threshold was not determined when creating the link diagram for the number of articles of the universities. Likewise, the citation threshold was not determined when creating the citation links. Flinders University S.A. emerged as the top organization in terms of citations, with a total of 557 citations. Following closely is Hong Kong Polytechnic University, with 398 citations. It was followed by Edith Cowan University with 170 citations and the University of South Carolina Columbia with 104 citations (VOSviewer 2022).



**Fig. 5.** Citation links of contributing universities  
Source: Created with the help of VOSviewer software

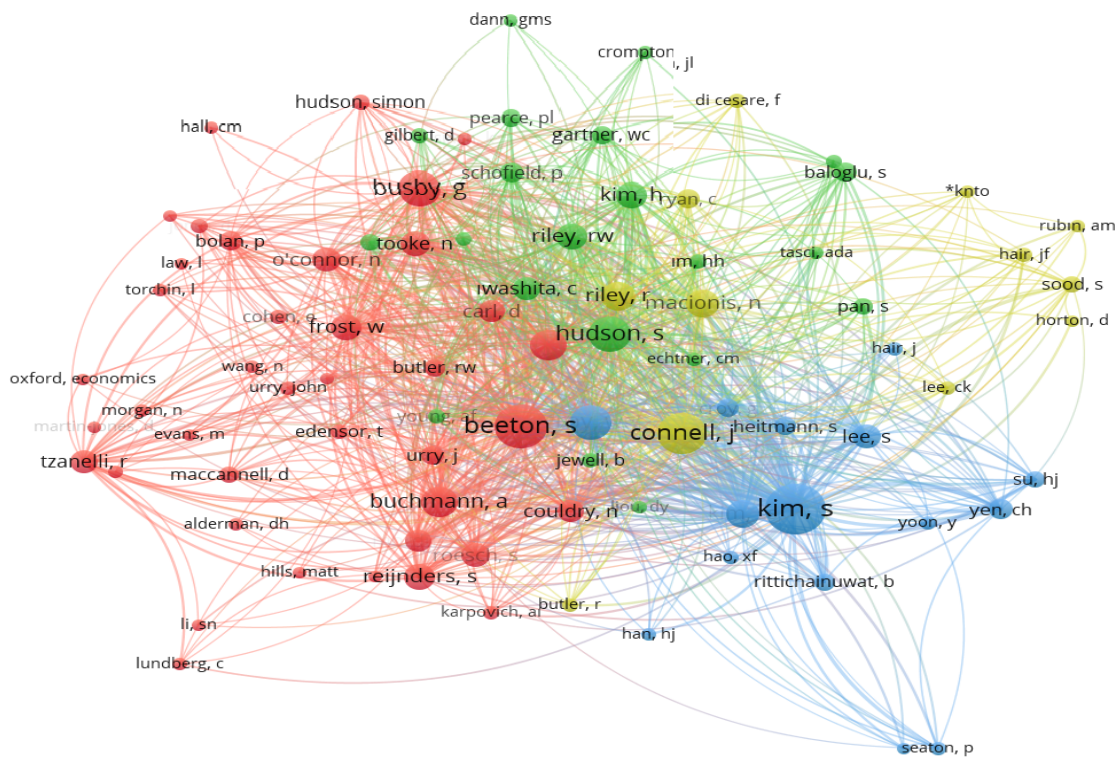
### The most popular keywords in articles

Figure 6 presents the analysis of keywords used by authors in the field of film tourism, utilizing the co-occurrence feature of VOSviewer. The analysis included keywords that appeared at least 2 times in the literature.

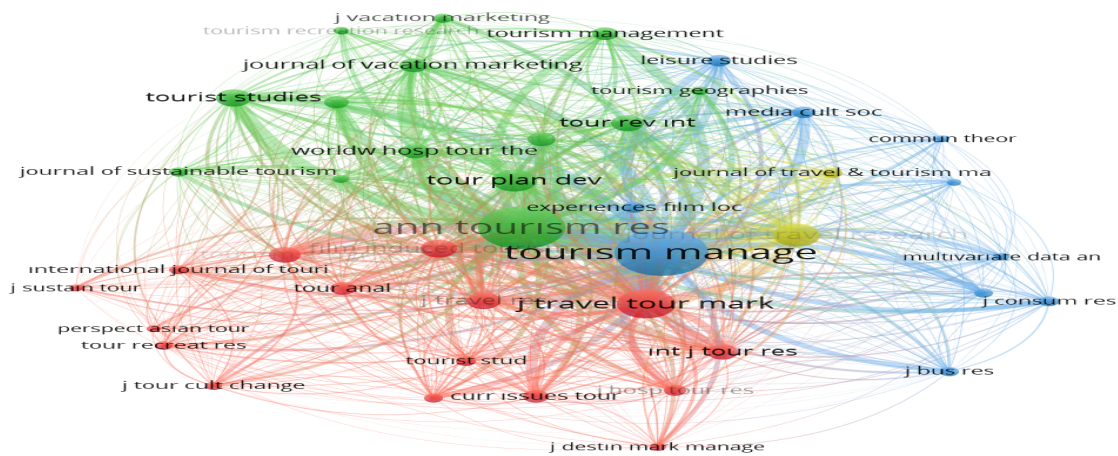
Because of the analysis, we found that 483 different keywords were used, but only 82 of these keywords met the inclusion (2 occurrences) criteria. As shown in figure 6, the most frequently used keyword in the articles is ‘film tourism’ with 69 re-occurrences. After the film tourism keyword, the most preferred ones are respectively; ‘destination image’ (15), ‘film’ (11), ‘film-induced tourism’ (10) and ‘popular culture’ (7), ‘tourist experience’ (6), ‘tourism’ (6), ‘tv drama’ (6) and ‘destination marketing’ (6). 15 keywords were used four times or more in film tourism articles. 21 keywords were used 3 times, and 46 keywords were used 2 times each.







**Fig. 7.** Co-citation analysis for authors  
 Source: Created with the help of VOSviewer software

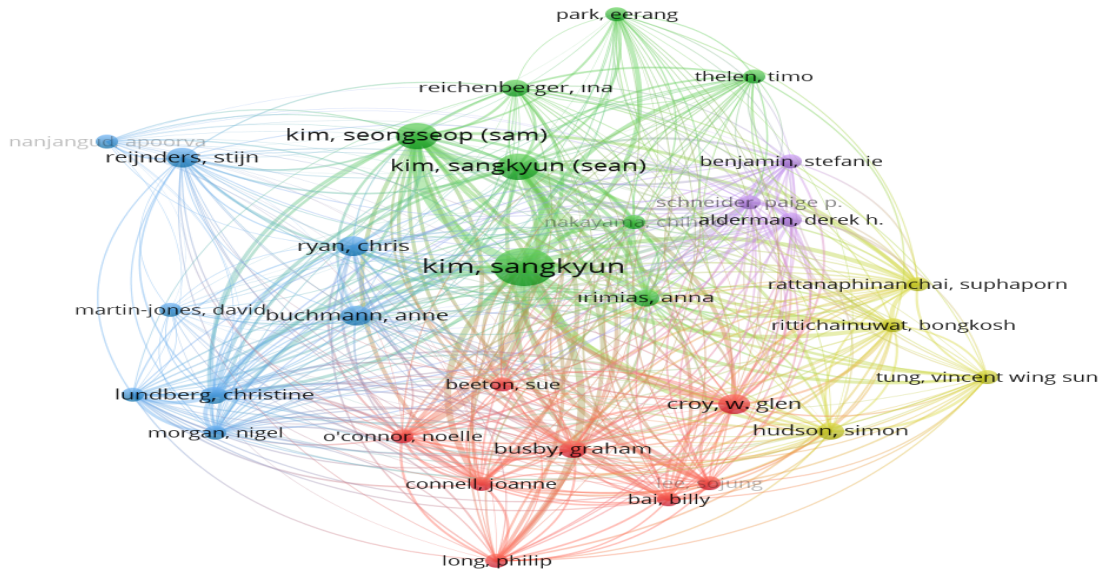


**Fig. 8.** Co-citation analysis for sources  
 Source: Created with the help of VOSviewer software

**Bibliographic coupling**

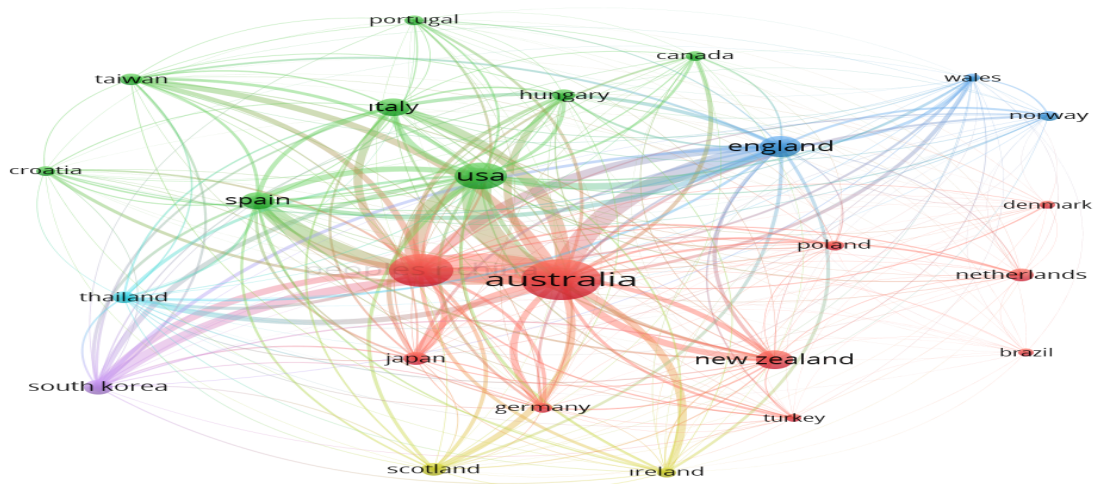
Bibliographic coupling is utilized as a complementary method to support and validate co-citation analysis. It provides a different perspective for conducting similarity analysis and examining the relationships between topics and authors (Kessler 1963). To summarize, co-citation analysis identifies the occurrence of two articles being referenced together in another article, while bibliographic coupling measures the number of common references shared by a group of documents (Garrigos-Simon et al. 2018, p. 14). In this context, bibliographic coupling of authors and countries was made by using the VOSviewer program.

In Figure 9, bibliographic matching is presented to distinguish the two-document thresholds and the most important articles on film tourism and to obtain sets of articles based on the references they share. In this analysis, connection strength and number are considered, and according to these criteria, Sangkyun Kim ranks first in the author category with 8816 connection strengths (with 15 articles and 544 citations). Sangkyun (Sean) Kim had 5580 connection strengths and 143 citations. These authors are followed by Seongseop (Sam) Kim with 5262 link strengths and 161 citations (VOSviewer 2022).



**Fig. 9.** Bibliographic coupling of authors  
Source: Created with the help of VOSviewer software

As in the bibliographic matching of authors on film tourism, a two-document threshold has been determined for the bibliographic matching of countries and is presented in Figure 10. Australia was the country with the largest network (1445 citations) with 29,909 connection strengths on the map shown in Figure 10. This supports the finding that Australia is also the most efficient country in terms of connectivity in film tourism. In summary, it supports Figure 10, which is prepared according to the number of articles. China is the other country with the highest connection strength after Australia with 19,665 connection strength (540 citations) and USA with 15,107 connection strength (584).



**Fig. 10.** Bibliographic coupling of countries  
Source: Created with the help of VOSviewer software



## CONCLUSION

This article presents a bibliometric review of articles published in WoS. The objective of the research is to shed light on future studies by examining the current state of film tourism research and identifying existing gaps. Additionally, along with the historical development of film tourism articles, an overview of the most important articles, authors, journals, organizations, and countries related to film tourism is provided.

As the inclusion criterion of the research, no limit was determined as ‘the year the articles were published’, but since the first article published in WoS was in 2005, the articles published between 2005 and 2022 were analyzed with the help of VOSviewer. 144 articles taken from WoS were included in the research and results were obtained that would be of interest to practitioners, especially researchers. Additionally, such bibliometric studies contribute to universities when they decide to establish a resource in a research area (Koseoglu et al. 2016).

The result of the research showed that Australia is the most productive country in film tourism articles, and Flinder University is the most productive institution. According to the analysis, 2021 was the most productive year for film tourism in WoS, and the most cited article was by Buchmann et al (2010). This article, which received 253 citations by the end of 2022, was published in the *Annals of Tourism Research*. It is worth noting that four out of the top five most cited articles were published in *Tourism Management*, which aligns with the extensive publication volume on film tourism within this journal. Because until the end of 2022, the most articles on film tourism were published in *Tourism Management*. Kim, Sangkyun emerged as the most prolific author in terms of both the number of documents authored and the total citation count.

The most frequently used keyword is film tourism. The fact that the keywords destination image and destination marketing are among the frequently repeated words is an indication that destination and destination development is frequently discussed in film tourism studies. Unsurprisingly, most articles are in the research field of hospitality, leisure, sport, and tourism ( $n = 110$ ). However, there are also articles on film tourism in less obvious research areas such as ‘management’ and ‘film, radio, tv’. Additionally, the study conducted an analysis of the bibliographic coupling of authors and countries, as well as the co-citation of authors and sources.

The current paper provides a comprehensive statistical analysis of the film tourism literature in WoS. In addition to the statistical data presented, this paper reveals current studies on film tourism. It has been observed that film tourism articles have focused on behavioral intentions (Kim, Kim 2018; Kim et al. 2019a; Kim et al. 2019b; Teng 2021) in recent years. Tourism motivation (Michael et al. 2020; Pookaiyaudom, Tan 2020) and destination image (Ozretic-Dosen et al. 2018; Wong et al. 2021) are also among the topics of interest. Topics such as Hallyu tourism (Lee, How 2021), anime tourism (Tung et al. 2021), cinema tours (Roig 2018), and nostalgia film tourism (Kim et al. 2021) offer a different perspective on the body of knowledge of film tourism. Some clues and suggestions for future studies on film tourism are presented in line with the previous research.

Therefore, it is critical that all stakeholders fulfill their responsibilities. Effective management of destination demand is crucial, and proactive measures should be taken to address issues related to excessive demand. For example, not paying attention to the carrying capacity of the destination may cause destruction and this may endanger the sustainability of the destination. Therefore, allocating more research efforts to explore the impact of film tourism on destination sustainability can provide valuable insights for stakeholders. Such studies to be conducted can also provide clues to policymakers and destination managers at the point of taking some precautions.

Another important issue is the local people’s perspective on tourism. Failure to pay attention to the perceptions and attitudes of the local people towards tourism may cause hatred and grudges against tourists. For this reason, the socio-cultural and psychological effects of tourism on the destination should also be considered. In this context, it is suggested to include more studies on the effects of film tourism on local people and the perspective of local people towards tourism. Having a positive

view of the local people towards tourism can enable them to support the policies related to tourism. This situation can have a positive effect on the development of tourism.

In addition to the local people's perspective on tourism, the attitudes of tourists towards the destination are also important. The destination, which has gained popularity with film tourism, is visited by people from many different cultures. As a result of this visit, it is recommended to conduct research on issues such as the interaction with the local people, the experience of reaching the destination, and the quality of the time spent in the destination. Thus, the stakeholders in the destination can be provided with clues on the issues they lack. Moreover, it is recommended to conduct studies on the types of tourism that develop thanks to film tourism and the types of tourism that can be developed. Such endeavors can contribute to the sustained attractiveness and appeal of the destination over time.

This paper, which was conducted to contribute to the film tourism literature, has some limitations. Firstly, the scope of the research is the film tourism articles (research-review papers and early access) published in the journals in the WoS database and does not cover the remaining document types. In future bibliometric studies, the remaining document types and/or film tourism studies in different databases can be considered. One of the important components of bibliometric studies is collaboration and social network mapping and/or visualization. In this paper, this process was carried out by using the VOSviewer program. In future studies, it can be compared with the results of this research by using different software (Citespace, Bibexcel, etc.). Third, this study examined film tourism articles published up to December 2022, and the results are likely to change in the future. Finally, as in many bibliometric studies, studies written in English were considered in this study and local study outputs are excluded. In this context, the sample obtained is limited and the research may not show a whole picture of the subject.

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