

The use of film tourism as a marketing strategy for post-pandemic tourism in The UK

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Abstract: Tourism is an important sector that contributes to the country's annual income. However, the COVID-19 pandemic, which has restricted tourist mobility, has decreased the number of visits to tourist destinations in various countries. Literature on the role of film and its involvement in post-pandemic tourism recovery strategies as a destination marketing tool is still limited. This study aims to analyze the strategy implemented by the United Kingdom in promoting tourist destinations by utilizing the potential of film tourism. This research was conducted using qualitative research methods with thematic analysis of secondary data in the form of policy documents, promotional activities, and case studies in the United Kingdom. The film tourism theory was used as a theoretical framework to understand the role of films in shaping destination branding and influencing visitation motivation. The results of this study indicate that the UK's efforts to promote film tourism destinations are driven by government policies that support film production processes, the availability of websites related to film tourism, and collaboration with various stakeholders from diverse backgrounds. However, film tourism destinations in the UK receive insufficient promotion from film studios and actors, making further collaboration in destination marketing crucial.

Keywords: Film Tourism, Marketing Strategy, Tourism Destination Promotion Strategy, Tourism Recovery

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Introduction

Tourism is an essential sector for most countries in the world. Tourism involves activities or individual domestic and international trips that contribute to a country's economy. Tourism is one of the sectors that has a significant impact on increasing the country's foreign exchange. Various countries often compete to promote their tourism globally (VisitBritain, 2025). The UK has various tourist destinations that are well-known to foreign tourists. The UK tourism sector can contribute around £106 billion to the country's GDP and successfully support 2.6 million jobs directly or indirectly. In 2019, domestic tourist arrivals provided 19.5 billion GBP, and international tourists provided 24.8 billion GBP to the UK economy (Department for Culture, Media and Sport & Department for Digital, Culture, Media & Sport, 2021).

In 2020, the COVID-19 pandemic hit the world and caused a decline in global tourist arrivals. The pandemic has also caused a significant decline in UK tourism revenues. Nine out of 10 tourism-related service sectors experienced the greatest economic losses during 2020. The tour operator sector declined by 87%, the residential accommodation sector fell by 80%, and 83% of employees in the accommodation sector had to take leave. The decline prompted the UK to develop a tourism recovery strategy to restore tourist arrivals and tourism sector revenues. The UK has sought to collaborate with other parties and sectors to promote tourism, one of which is by using popular culture, such as films (Department for Culture, Media and Sport & Department for Digital, Culture, Media & Sport, 2021).

The high interest of the international community in films set in a country can be used as a driver for international tourist visits. The use of cinema as a medium for promoting tourism or film tourism has become a tourism promotion tool that is often used by film production houses in a country since the 21st century. The strategy of combining film and tourism can attract tourists by providing a unique tourism experience and shaping tourist sentiment by making them directly

connected to films that were previously only watched on the screen (Velasco-Ferreiro et al., 2021). The UK is one of the world's leading film and television destinations. This allows the UK to offer a wide selection of iconic film tourism locations across the UK. According to a survey conducted by VisitBritain in 2023, at least 7 out of 10 leisure tourists have visited a location associated with a film or television series in the UK. Tourists from Turkey, Argentina and China dominate the number of film tourism visitors (VisitBritain, 2024).

Film tourism is a concept that highlights the role of movies in promoting tourist destinations in the country where the movie was produced. As the film industry grows, more people are discovering distractions from real life in the cinematic world and filming locations. These locations allow tourists to immerse themselves directly in a world of imagination (Zimmermann & Reeves, 2009). Generally, the target market for film tourism comprises tourists who select a destination due to their attachment to a movie or series. The size and number of the film tourism target market depend on a movie's success. Travelers with curiosity and a desire to experience what they enjoy about a film represent the ideal target market for film tourism (Zimmermann, 2003).

Tourism through film media is currently widely utilized by various countries involved in the filmmaking process. The Dallas drama series, which has been broadcast in numerous countries, has successfully influenced international audiences to visit the United States. Although the area does not attract much attention from domestic tourists, foreign visitors are keen to explore the location to experience the authentic American culture as depicted in the Dallas drama series (Iwashita, 2008). The high level of interest in film tourism has led to the development of movie set guides, providing insights into the fame of the location and how iconic scenes from the show were filmed, as well as vacation packages that include destinations featuring movie settings within the same country. Currently, the government also encourages the promotion of film tourism, which positively impacts the increase in visits to these film tourism destinations (Tamala & Faber, 2011).

From the perspective of tourist destination managers, films as tourism products involve attracting audiences, intentional promotion, and shaping destination images by leveraging film popularity (Araújo-Vila et al., 2024). Consequently, the process of film tourism can occur through the interaction of various actors, including organizations, individuals, and regulations (Nakayama, 2024). Noelle O'Connor, Sheila Flanagan, and David Gilbert state that film-driven tourism has a significant impact on destination branding, offering great opportunities but also weaknesses if it does not receive sufficient support from stakeholders (O'Connor et al., 2008). Destination management organizations and film commissions should work to ensure that the television series highlights the appealing aspects of the location (Vila et al., 2021). The offerings of film tourism comprise diverse production locations, attractions, and the engagement of stakeholders in regional marketing (Ágnes et al., 2018). Therefore, governments and authorities can support film tourism by providing incentives to directors and filmmaking companies to produce films within the country (Alhadder, 2023). Increasing government support for films that showcase attractive destinations is also essential for developing and managing film tourism destinations (Kusumawardhana & Imanjaya, 2018). Based on the background and literature review, this study will focus on the United Kingdom and the destination marketing strategies implemented to promote tourist destinations and attract tourists, whose numbers had declined due to COVID-19, through the film industry.

Methodology

Data collection in this research will be obtained using secondary data collection techniques that take sources from official websites published by the government and institutions or organizations related to film tourism, related journals, scientific articles, previous research, and reports. The data obtained will be analyzed using qualitative data analysis techniques. Qualitative research is research that aims to understand phenomena in depth, focusing on descriptive data in the form of words, narratives, or texts to uncover the meaning behind the phenomena being studied (Miles et al., 2014). Thematic analysis was used to identify patterns of meaning in the interpreted data that explain how film is used as a strategic tool for tourism recovery.

The theory used in this research is the film tourism strategy by (Hudson & Ritchie, 2006). According to Hudson & Ritchie (2006), the success factor of the influence of film tourism as a promotional tool for tourist destinations depends on five factors, namely destination marketing activities, destination attributes, film-specific factors, film commission and government efforts, and location (Hudson & Ritchie, 2006). Destination marketing activities consist of marketing activities before the movie release and marketing activities after the movie release. The next factor is destination attributes related to scenery, sets, backdrops, icons, awareness, and brand. Elements in this factor have a role in how tourists perceive tourist destinations. After that, there is a specific factor of a movie that can draw the audience's attention to the location of the movie. The efforts of film commissions and governments through cooperation and policies can support the sustainability of film tourism in a country. Finally, the location factor or location feasibility can be seen through the readiness of the supporting aspects of film tourism in the country.

This study will focus on the UK's promotional activities for film tourism between 2020 and 2024. The study period focuses on the impact of COVID-19 on UK tourism, with film tourism becoming one of the strategies for tourism recovery outlined in the UK Tourism Recovery Plan. The selected time frame of 2020–2024 is based on its relevance as a transition period from crisis to recovery. This time frame allows researchers to understand policy dynamics and the increasing role of film in shaping tourists' perceptions of tourist destinations.

Results

Destination Marketing Activities Before Release

Marketing activities before the release of a film may include activities such as appointing a public relations executive or specialist to deal directly with film studios, actively promoting the destination to film studios, offering assistance and tax credits to encourage studio use of the location, actively engaging in location scouting; carefully planning to maximize the impact of post-production exposure; carefully assessing the benefits of the film in terms of its promotional value; negotiating final credits for the destination; negotiating and/or producing the "making of the film"; engaging movie stars to promote the location; providing images for use by the media or tour operators in promotions; ensuring media coverage of the film mentions the location; inviting the press to tour the location; directly sponsoring the film; and planning activities to promote other tourism sectors such as arts, crafts, food, wine, music, and clothing (Hudson & Ritchie, 2006).

The UK has undertaken several activities as an initial effort to market production locations to film or series productions. The UK, through The British Film Commission (BFC) as the national agency supporting the production of international films and television series in the UK, is working to provide support and assistance to production parties who wish to carry out their production activities within the UK (British Film Commission, 2025). The BFC also plays a role in organizing trips for overseas executives. The primary purpose of these trips is for decision-makers from international film and television companies to get to know and learn about the film and television industry in the UK. Overseas executives will be guided through UK locations and facilities, meet crew members and practitioners in film and television production, and gain information on production-related matters such as tax breaks, funding, and legislation (British Film Commission, 2022).

Furthermore, to overcome the funding problems hampered by the COVID-19 pandemic, the British government plans to provide tax breaks for independent British film actors. The UK Culture Secretary intends to utilize the tax breaks as a driver of growth, investment, and increased employment in the UK. In response to these plans, Pinewood Studios announced a new Independent Film Centre at one of its renowned studios in Buckinghamshire. The studio will provide support services, including tax breaks and access to workshop space and sound stages (Department for Culture, Media and Sport & Nandy, 2024). The UK also provides the UK Global Screen Fund (UKGSF) program to provide grants to film productions in the UK. The UKGSF offers funding assistance in four areas: global distribution, international business development, international co-production, and Prints and Advertising (P&A) (Chianese, 2022). The UK Secretary of State for Digital, Culture, Media and Sport announced the launch of a GBP 500 million aid

package as government support for UK film and series productions struggling to get insurance for COVID-19-related costs. The Film and TV Production Restart Scheme is also expected to boost confidence in production houses, as they will be supported even if there are unexpected losses due to COVID-19 (Department for Culture, Media and Sport, HM Treasury & Department for Digital, Culture, Media & Sport, 2020).

To increase the motivation of production houses to produce shows in the UK, the UK Government provides tax relief for production houses. The Independent Film Tax Credit (IFTC) states that independent production houses with production costs of up to 15 million will be eligible to benefit from tax relief of approximately 53%. In 2007, tax incentives for film production were first introduced. This contributed to the popularity of film production in the UK and encouraged the government to be more motivated in its development. However, the development felt by the large production sector has not been felt by the independent film sector (Department for Culture, Media and Sport & Nandy, 2024).

Destination Marketing Activities After Release

In marketing activities after the release of a film or series, there are several activities that can be carried out, such as inviting the tourist media to a special film release event; placing signs or signs at the location; selling film souvenirs; replicating or preserving film icons/sites/scenes/settings to maintain authenticity; organizing events to continue the appeal of the film beyond the natural audience; developing a unique website for potential tourists; posting links on the website for film tours run by local tour operators; engaging in joint promotional activities with domestic tour operators; offering additional attraction packages to extend tourists' stay; working collectively with public and tourism organizations to promote film locations; promoting hotels and guest houses used in films; engaging in joint promotional activities with film companies; creating electronic links to destinations on film websites; having guided tours and/or film walks; producing maps of films and locations for tourists; creating exhibitions or displaying mementos from films; and drawing continuous media attention to locations in each release window (DVD, etc.) (Hudson & Ritchie, 2006).

As a form of marketing, after the release of a movie or series, some studios or even production sites sell souvenirs or memorabilia related to the film or series they have released. The production house of the popular movies Harry Potter and Fantastic Beasts, Warner Bros Studio London offers a variety of products, such as collectable items, seasonal items, apparel, and other trinkets, with the theme of Harry Potter and Fantastic Beasts, that movie fans can obtain if they visit and buy studio tickets (Warner Bros Studio Tour London, 2025). Not only Warner Bros Studio London, Bath's Royal Crescent Museum, which is the production area of royal-themed films and series, such as Bridgerton and several film adaptations of Jane Austen novels, but also offers themed souvenirs that can only be obtained when visiting the place (No. 1 Royal Crescent, 2025). In addition to selling merchandise, themed events or festivals can also be an effort to attract tourists to visit the production location. The Jane Austen Festival is one of the regency or period-themed festivals held annually in Bath, England. The festival is based on the popularity of Jane Austen's novels and film adaptations, which have production locations in Bath. At the festival, visitors can dress up in regency-themed costumes and experience the era in which Jane Austen's works are set (Jane Austen Centre Bath, 2025). Merchandise sales and events such as festivals are additional attractions that some destinations in the UK have as a continuous promotional effort. This is because continuous promotional efforts are needed to maintain tourist interest in the destination (Araújo-Vila et al., 2024).

With the high level of popularity of a movie or series, interest in tourist visits to the production locations, that is shown in the film and television series, will also increase. Therefore, there is a need for guiding information for prospective tourists who intend to visit the production locations of their favorite shows. For this reason, Bath, as a city that is the production location of various shows set in the period or regency, such as Bridgerton, seeks to provide a special page as a guide for prospective tourists. On the Visit Bath page, there is some information related to Bridgerton in the city of Bath, such as locations used in the series, accommodation available around the location, tour packages around the production locations accompanied by a tour guide,

and special offers that provide a memorable experience to visitors. The destination also provides several offerings related to the Bridgerton series, such as, afternoon tea, clothing rental, and regency-themed lodging (Visit Bath, 2024). By offering additional activities, tourists will feel closer to their favorite shows and have more reason to extend their stay. Additional activities will also make tourists willing to pay more to experience the unique experiences shown in the movies.

Destination Attributes

Another factor that influences the interest in visiting a movie or series is destination attributes. These include scenery, sets, backdrops, icons, awareness and brand. Elements of this factor have a role in how tourists perceive tourist destinations. Tourist destinations must be able to maintain the attributes of the destination to give the impression and image according to what is shown in a movie, to keep the interest of the audience visiting (Vila et al., 2021).

One of the iconic views and scenery often seen in British films and series is the period and kingdom setting. Therefore, various ancient royal-era buildings are frequently used as production locations for multiple shows. Several locations in England are also often used as production settings for different films or series, such as the iconic locations listed on the VisitBritain period filming locations page. One iconic location that the audience can easily recognize is Ranger's House, London. The audience can identify this location as the location of the Bridgerton family home from the popular series Bridgerton. Belvoir Castle, the production setting for *The Crown* and *The Da Vinci Code*. There is also The Royal Crescent, Bath, which is the production setting for various period films and series such as *Persuasion*, *The Duchess*, *Bridgerton*, and several other titles (VisitBritain, 2025).

Film-Specific Factors

The specific film factors that can be considered are the success of the film, recognizable and accessible locations, a clear connection between the area and the story, the number of exposures/length of duration on screen, images that tourists want to find or explore, film locations with emotional attachment, unpolluted environments, and locations with physical icons that the audience can recognize (Hudson & Ritchie, 2006).

The popularity of a film or television series has a significant impact on audience motivation to visit. This popularity also affects how prepared a location is to become a tourist destination, as well as the amount of support provided by stakeholders to that destination. From 2020 to 2024, the UK managed to have various films and series successfully gain international popularity. Some titles that managed to attract global attention were the series *Bridgerton*, *Queen Charlotte: A Bridgerton Story*, and *Fantastic Beasts: The Secrets of Dumbledore*. *Bridgerton*, which released its third season in 2024, became one of the best-selling series and is on Netflix's All-Time Most Popular TV Shows chart. Season one of the series was ranked 4th on Netflix with 113.3 million viewers. In the second season, *Bridgerton* ranked 10th with 93.8 million viewers. In its latest season, the third season, it ranked 6th with 106 million viewers and reached first place on the Netflix global TV chart just one day after its release (Lammers, 2024). *Queen Charlotte: A Bridgerton Story*, a prequel to the *Bridgerton* series, also managed to gain popularity with the number of viewers it received. The series ranked 5th on Netflix's Top 10 Most Popular TV 91 days after its release on Netflix (VanAcker, 2023). Furthermore, the prequel to the popular Harry Potter film, *Fantastic Beasts: The Secrets of Dumbledore*, earned more than 400 million USD at the global box office in June 2022. Although this figure is a decrease from the previous prequel, which earned 695 million USD, it is not disappointing. Streaming Service Vudu reported that the film was the highest-grossing film on the VOD platform (Mendelson, 2022). With the popularity of various films and series, VisitBritain has launched a special page that provides information about the production locations of popular films and series. The page is also equipped with an explanation of each destination found in famous movies and series. The page also provides an explanation of the scenes performed by the actors in the film or series and what activities can be done by tourists in each destination listed (VisitBritain, 2024).

Accessibility is one of the considerations for tourists who want to visit destinations according to popular films and series. The Royal Crescent, which has been the setting for many

popular period-themed movies and series, is one of the most visited destinations by tourists in Bath. The Royal Crescent website provides information on how to see the location using public transportation. The site also includes information on the nearest parking lot, contacts for visitors who need special access, facilities for visitors who bring babies or small children to the Royal Crescent area, and other significant information (No.1 Royal Crescent, 2025). Warner Bros Studio London also provides clear information for prospective tourists on its website. Instructions on access, information on the use of public transportation, directions for tourists using private vehicles, and offers on the availability of shuttle buses that will take tourists from specific meeting points (Warner Bros Studio Tour London, 2025). Some tourists prefer destinations that are accessible by various modes of transportation and destinations that are disability-friendly. A destination's accessibility can increase the motivation to visit, as it can be enjoyed by a wide range of people without barriers.

Film Commissions and Government Efforts

Film commissions and governments can exert efforts through lobbying, providing tax breaks, search services, dedicated websites, and active promotion. Support from authorities is essential for film tourism to ensure that the destination can be developed and managed sustainably and responsibly, which is profitable (Alhadder, 2023).

As a form of support for film tourism, the British government has done various things to support and promote destinations that are the settings for producing various popular films and series from the UK. The UK uses cooperation to build connections and promote the appeal of British film tourism to other countries. The British government has established three types of partnerships in implementing its film tourism marketing strategy: internal partnerships with British tourism authorities, commercial partnerships with British Airways, and trade sector partnerships through the Showcase Britain program.

There is a collaboration between British Airways and VisitBritain, which is also supported by BAFTA-nominated director Charlotte Regan, to launch a digital campaign that will show iconic production locations in the UK. This program will be implemented under the direction of Charlotte Regan, one of the British film directors. This aims to encourage the desire of tourists from the United States to visit and vacation in the UK using British Airways. This program will be showing the UK's diversity, unique characters, and iconic locations with an authentic side (VisitBritain, 2024). VisitBritain also signed a Memorandum of Understanding (MoU) with British Film Commission (BFC) to encourage film tourism throughout the UK. the MoU is expected to help increase economic growth, motivate domestic investment, and build a positive image of the UK as a tourist destination (VisitBritain, 2023).

As a national tourism agency, VisitBritain has tried to promote film tourism destinations internationally by showing British film tourism to international media through Showcase Britain. VisitBritain invited several international media crews to Birmingham, Bath, and London to explain film and television series-themed tourism by showing iconic locations that are the settings for the production of various shows in the UK. In implementing this, VisitBritain collaborated with Visit West, West Midlands Growth Company, and London & Partners to explore the British film tourism experience by inviting media from various countries such as Brazil, Canada, China, Germany, India, Norway, South Korea, Spain, and Gulf Co-operation Council (GCC) countries. The media were invited to visit popular film and series production locations and this visit became the starting point for the Starring GREAT Britain campaign program, which will be launched in 2025 (VisitBritain, 2024).

Starring GREAT Britain is a campaign program that was formed by utilizing the popularity of films and television series to encourage tourists from various countries to visit the UK for tourism visits. The program starts in January 2025 by highlighting popular films that feature Britain as the central star. The program will also include educational visits related to international trade and media. Top travel trade from key markets visited film locations in England, Scotland, and Wales to explore the products and experiences that will be offered to international markets (VisitBritain, 2025).

Locations

The location factor or location suitability can be seen through several things, such as resources, costs, taxes, labor, and experts. Film producers consider several things, such as the destination's uniqueness, subsidies, and infrastructure, including the resources owned by a destination, before choosing a production location. Therefore, these aspects are also essential to consider in supporting film tourism (Ágnes et al., 2018).

The British Council, the UK's international organization for cultural and educational opportunities, is trying to support film industry players by providing several resources. Through the British Council website, there are several resources such as short film toolkits, UK film catalogs, support organizations, UK shorts portal, British Council film archive, how-to guides, industry insights, and opportunities that can be accessed by filmmakers, festival programmers, actors, and film enthusiasts (British Council Film, 2025).

For further support, the UK government has launched the UK Global Screen Fund to support film sales in the UK, as well as promotion and international distribution. The support also includes creating marketing materials that UK sales agents and global distributors of British films can use. (GOV.UK, 2023). In addition, several funding assistance programs are still available to filmmakers in the UK. On the British Film Institute website, there is a page that explains information related to sources of funding assistance that can be accessed. This assistance is divided into national and regional agencies, development and production funding, UK tax relief, and regional investment funds (BFI, 2020). The UK government provides financial assistance and Film Tax Relief (FTR) as a tax relief incentive for creative industry players. Film Tax Relief will support film production companies by offering tax breaks on costs incurred by the company in a film's pre-production, principal photography, and post-production processes. Film production companies can claim up to 20% of the core production costs of the film (Myriad, 2024).

To increase the number of experts in film industry, the British Film Institute announced that the UK will seek to increase the number and quality of film and television industry players by establishing a program to support education in film and television. The Government will encourage learning about film and moving images and support using film as an educational tool. The BFI welcomes around 10,000 young people each year to participate in academic events across various curricula, including film and media (BFI, 2025).

Discussions

The policies issued by the British government show that the film industry are supported by the government and the policies are one of the key factors in the success of British film tourism. Through policies established for the film industry, the film production process has become easier and more efficient, motivating filmmakers to produce global films in the UK. Compared to the US, the UK has lower production costs, making it a more advantageous location for many filmmakers (Taylor & Rufo, 2025).

The effective promotion of destinations after the release of a film and series has had a significant impact on tourist visits, as seen in the case of the release of the *Bridgerton* series. According to data from Visa, the number of tourist visits to Bath and North East Somerset saw a decline during the first year of the COVID-19 pandemic in 2020, before experiencing an increase in 2021. According to Visa, this increase in visitor numbers was likely influenced by the release of the *Bridgerton* series in December 2020. By the first quarter of 2021, Bath and North East Somerset had recovered 8.3 percent of the tourist numbers from the first quarter of 2019 (VISA, 2022).

The popularity of film tourism destinations among tourists has led to the development of tour packages that offer visits to several destinations and activities related to the films and series. The availability of tour packages at film tourism destinations has a positive impact on the income of local communities in the areas surrounding these destinations. Visit Bath reported that the *Bridgerton* series contributed £1.5 million to Bath's local economy in the first year of the series' release. The hotel industry in Bath experienced an increase in visits from international tourists who visited destinations related to the series. As a result, local communities have the opportunity to develop various businesses related to the *Bridgerton* series theme (Rowlett, 2021). Following

the release of the second season of *Bridgerton* in 2022, the series contributed over 5 million GBP to the local economy, derived from domestic and international tourist visits. The series' popularity continues to support the development of the tourism industry in Bath, with an increasing number of tourists visiting historical tourist destinations. This has led to the creation of new tourist activities and packages in Bath (Visit West, 2024). The popularity of the *Peaky Blinders* series has also contributed to the development of attractions and tour packages in the West Midlands region of England. The high number of tourist visits has led the West Midlands to develop walking tours, street murals, and themed pubs around the region (Godfrey, 2024).

To maintain visitors' interest in visiting, film tourism destinations provide additional attractions or activities that can keep visitors enthusiastic. Collaborating with local tour operators is an effective way to encourage tourist visits, as local tour operators offer exciting experiences that bring tourists closer to films and television series. The experiences and attractions provided at tourist destinations significantly impact tourists' motivation to revisit a destination (Masriah, Ingkadijaya, & Mumin, 2024). For example, festivals and celebrations provide visitors with the opportunity to participate in events similar to those featured in films and television series. This is proven by the Jane Austen Festival from the movies *Pride and Prejudice*, that held the festival in the city of Bath, which attracted approximately 3,000 tourists in 2023 and 2024 (Jane Austen Center, 2024).

Another effort to maintain interest in film tourism destinations is done by the government through cooperation with foreign parties. Such as, inviting international tourism media to film tourism destinations to maintain international public attention on film tourism destinations. Such attention can be sustained through coverage and discussions in various media outlets. As the result, public interest can be maintained even after the films and TV series have been released for a long time, as seen with the *Harry Potter* films and *Pride and Prejudice*, which continue to attract tourists years after their release. News coverage, articles, and social media discourse regarding a film or series featuring locations in the UK significantly boosts the global profile of those locations (VisitBritain, 2024).

To maintain its position as a popular film tourism destination, the UK must ensure that its regions and countries remain a choice for film studios as production locations. The production of global films and series not only contribute to film tourism, but also contribute to national income. By providing various resources, incentives, and adequate production properties, the UK has become a production location for global studios. In 2022, the production of high-end films and television series spent approximately £6.27 billion across the UK. The popularity of the UK as a global production location has encouraged the construction of new studios in various locations across the UK, such as Sunderland, Hull, Birmingham, Liverpool, and Hartlepool (Tait, 2024).

Various efforts made by the UK in relation to film destination marketing have been effective in encouraging tourist visits and boosting the country's revenue. However, most of the UK's efforts are made after the film or series has been released and become popular, meaning that the UK is not maximizing destination marketing before the film or series is released. Although the UK has provided incentives for film studios to produce in the UK, it has not made additional efforts to market destinations within the films and series themselves. Discussions regarding location credits and the involvement of film stars should be considered. Therefore, movie stars and celebrities have an influence on the image of a destination and a person's motivation to visit a movie destination (Sinambela, Shelvina, & Fahlevi, 2024).

Conclusions

Film tourism is one of the tourist destinations with high interest in the UK. Knowing this, the UK utilizes the high tourist interest in film tourism as an attraction to promote UK tourism, which has declined due to the COVID-19 pandemic in 2020. The UK's strategy in promoting film tourism in 2020-2024 can be seen through five destination marketing strategy factors: destination marketing activities consisting of before the release of a film and after the release of a film, destination attributes, film-specific factors, film commission and government efforts, and location.

The results of this study indicate that the financial assistance and availability of resources for film production provided by the UK for the film production process have led various global film studios to choose to carry out their production processes in the UK. This has resulted in a large

number of popular films and television series being produced in the UK and has encouraged the emergence of film tourism destinations in the UK. The popularity of these films and television series is supported by extensive promotional activities from the government, which in turn drives high visitor numbers. Through collaboration with local tour operators to provide activities and annual festivals, visitor numbers can be sustained. Stable visitor numbers contribute to the income of the local tourism sector and have a positive impact in the form of job opportunities and business prospects for the local community around the destination. Moreover, media coverage of popular films and TV series helps maintain the interest of potential tourists in visiting these destinations. However, the British government has not done very well in collaborating with actors and actresses from popular films or series to promote the destination, such as by making behind-the-scenes videos or separate promotional videos to promote the production locations used. This is because actors and actresses have a significant influence on motivating fans to visit.

This research contributes to strengthening the position of film tourism, not only as a tool for promoting destinations, but also as an instrument for crisis recovery. Despite that, this research has limitations in terms of research data, which only uses information available on government websites and several British organizations. In addition, the use of qualitative research methods is insufficient to describe data related to the specific effects of the strategy. Therefore, future research could collect data through interviews or questionnaires with destination operators and visitors, and process the data using quantitative methods to obtain a broader range of information and describe the impact in greater detail.

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