

FILM-INDUCED TOURISM: THE ROLE OF CHINESE TOURISTS' PREFERENCE IN DESTINATION DEVELOPMENT

The study summarizes the Chinese preferences for film tourism to reduce the potential conflicts between Chinese tourists and film destination local stakeholders, contributing to destination planning. The hypothesis was that if Chinese tourists' preferences for film tourism are satisfied, it is conducive to destination development. The literature review offers an overview of film-induced tourism, its impacts, tourists' decision-making process, and travel process. Case analysis of Thailand investigates the impact of film travel on local stakeholders and challenges.

As primary research, a multi-method approach was applied, and Budapest was the destination of this study. A focus group discussion was conducted with three scenario settings which include before, during, and after the journey period. Besides, a set of questionnaires was conducted with 391 respondents to verify the findings of the focused group interview. The results were interpreted employing cross-analysis, comparison analysis, and frequency analysis. The results proved that Chinese tourists' preferences for film tourism are conducive to destination development. The focus group discussion and questionnaire findings indicate that Chinese tourists' film travel intentions positively correlate with photography, film attractiveness, actors' effect, emotional resonance with film story emotion, destination resources, film-related activities, convenience, and comfortability.

Creating an immersive experience plays a crucial role in improving satisfaction. Experiencing and learning new things during the journey can be used for tourist education and promoting the destination. The potential issue between the destination stakeholders and the increasing number of Chinese tourists can be avoided or mitigated. A better understanding of the young visitors' preferences and residents' perceptions helps the destination stakeholders and marketers.

Key findings contribute to sustainable destination strategy and tourism planning of infrastructure and resources. Budapest is a destination that attracts an increasing number of film producers from all over the world nowadays. By combining the key findings with a content analysis-based VRIO framework and TOW analysis of Budapest's local resources, based on that a story-based project is proposed. A foresight strategic tourism planning generates a profound influence on destination development and future potential.

Keywords: Chinese Tourists' Preference, Tourist Intention, Film Tourism, Destination Development, Budapest

