

EDITORIAL

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Almatourism continues with this fourth special issue to offer its support to conferences, events, projects and associations devoted to tourism and its cross-fertilization. Film-induced tourism is the topic of the first edition for 2015 (two special issues in addition to half-yearly issues).

This issue edited by Enrico Nicosia, researcher in Geography, Department of Education, Cultural Heritage and Tourism - University of Macerata, collects 17 essays by 27 authors among national and foreign academic researchers (University of Santiago de Compostela, Kodolanyi Janos University of Applied Sciences in Hungary, Ashland University and Arizona State University in the United States, La Trobe University in Australia), and professionals.

The tourism industry is characterized by a cross-fertilization that resonates with other areas and creates interdependencies. For this reason, tourism can become the engine of the local economy and the synergy between tourism and culture can prove to become a winning combination. The need for diversification and personalization has priority. The tourists, through the interaction between use and experience, become themselves actors that can generate territorial value. It follows that the tourist market should be managed in an innovative way. The new movietourist approach intends, therefore, to identifier hidden needs in the movements of the new tourist. Stimulated by images conveyed in a non-tourist context, he/she becomes interested in the location shown.

The pioneering studies on the subject were published by Cohen in 1986, Butler in 1990 and later Riley, Baker and Van Doren who in the 90's, published some interesting results. Investigations in this field of academic research, proceeded slowly, although in 2005 Sue Beeton, as Australian scholar at the University of La Trobe, provided a significant contribution to the advancement of the studies that analyze this particular tourist experience, through his work *Film Induced Tourism*. In Italy we started talking about film tourism when these occasional and niche flows have become important opportunities for the revival of the tourism sector in those places in which were carried out the filming of movies or TV series, as happened in Piedmont, thanks to TV fiction *Elisa di Rivombrosa*, in Umbria with the TV series *Don Matteo* and Sicily with the episodes of *Commissario Montalbano*, based on the novels of the writer Camilleri and recently in Cilento, Castellabate, after the success of *Benvenuti al Sud*.

The Italian definition of film tourism differs somewhat from that of the Anglo-Saxon Movie or Film Induced Tourism, but, even if it is inspired to it, refers to the relationship between film products and tourist product, which can occur: in

the search for information about the location, during the vision of a film and in the purchase of a tourist product. The film-induced tourism is defined by Beeton as "visitation to sites where movies and TV Programmes have been filmed as well as to tour to production studios, including movie-related theme parks what is it of interest is the tourist activity associated with the film industry "(Beeton 2005, p.9), while, for the Scottish Tourism Board, (1991) as "the business of attracting visitors through the portrayal of the place or a place's storylines in film, video and television." Moreover Riley and Van Doren liken the film-induced tourism to Hallmark events as defined by Ritchie: "Major one-time or recurring events of limited duration Primarily developed to Enhance the awareness, appeal and profitability of a destination in the short and / or long term. These events rely For Their success on uniqueness, status, or timely significance to create interest and attract attention "(Ritchie, cit. In Riley & Van Doren, 1992, p. 268). Grenier, however, stressed that the "cinétourisme comprend aussi des célébrités the workshop. Décédées même, les Personalities du cinéma, comme de la musique du monde ou politique de continuent susciter the intérêt du public, et en particulier des fans here souhaitent if recueillir sur la pierre de ces icônes tombstone, surtout lorsque emportées prématurément - Marilyn Monroe, James Dean, George Reeves, Farrah Fawcett, etc. "(Grenier, 2011, p. 80).

The essays are overall very different case studies with destinations and locations, as places or "placeness", such as : the Way of St. James or Camino de Santiago, one of the most historical and relevant European cultural routes, Budapest, Malta and the Fårö Island, Marche and Basilicata regions, the cityscape of Naples, Sicily and Marzamemi, and the American perception of Sicily. You can see the tourism generated by the television period drama as "Downton Abbey" in Highclere Castle and the village of Bampton in Oxfordshire, or the film-reinduced tourism by the numerous movies (1923-2012) devoted the Hatfield-McCoy Feud. Thus the fan culture studies posits a cross disciplinary approach using fan studies to inform tourism research, as in the case of "Shawshank Trail" or the adaptation-induced Tourism for consumers of literature on screen, as in the case of the experience of Jane Austen fans.

In a broader and deeper geopolitical vision, as shown by some authors, thanks to many movies and audiovisual works, the film-induced tourism can be one of the possible ways to enhance European visibility, its entirety rather than a set of destinations. This can encourage cooperation between the Member States especially in creating and developing trans-border thematic tourist products and experiences. The same is true for various representations of social life, including the poverty and degradation of the poorest urban areas of the developing world stimulating awareness and social engagement for responsible film-induced tourism.

This phenomenon has seen appreciable growth and represents a considerable opportunity for many communities to use filming locations, as seen in popular movies and/or television to draw additional visitors and potential new tourists (children in cartoons-induced tourism?). In recent times, film tourism has become one of the fastest-growing tourism niches in the world.