

Film-induced tourism: The case of Portugal

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Resumo | Este artigo aborda o tema do cineturismo em Portugal pela perspetiva das associações de promoção turística portuguesas. Dada a escassez de investigação sobre cineturismo em Portugal, devido à novidade do tema, foi desenvolvida investigação primária através de inquéritos por questionário, estudos de caso e entrevistas. A investigação primária conduzida concluiu que Portugal detém todos os recursos e atributos necessários para desenvolver o cineturismo, no entanto as associações de promoção turística e as *film commissions* necessitam de trabalhar em conjunto para garantir que os filmes são promovidos de uma forma que pode ser benéfica para o setor do turismo e para a indústria do cinema.

Palavras-chave | Cineturismo, Marketing de destinos, Associações de promoção turística, *Film commissions*, Estratégias de marketing do destino.

Abstract | This paper discusses the topic of film-induced tourism in Portugal from the perspective of the Portuguese destination marketing organizations. As research concerning film tourism in Portugal was unavailable due to the novelty of the topic, primary research was developed through online survey questionnaires, case studies and interviews. The primary research conducted found that Portugal has all the necessary resources and attributes required to develop film tourism; however destination marketing organizations and film commissions need to work together to ensure that films are promoted in a way which can be beneficial to both the tourism sector and the film industry.

Keywords | Film-induced tourism, Film tourism, Destination marketing, Destination marketing organizations (DMOs), Film commissions.

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