

Cinema Tourism in Seville

Research on the integration of cinema to attract tourists

Abstract

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<p>This analysis aims to identify the growing relationship between tourism, series, and cinema. The primary objective is to investigate the participation of the city of Seville in various film productions. To achieve this goal, qualitative descriptive analysis was used, which allowed reliable and verifiable information to be obtained, and a quantitative methodology based on surveys to obtain data that is crucial for the study.</p> <p>The qualitative component of this research constitutes a comprehensive examination of the multifaceted role of Seville in cinema and series endeavors. This thorough analysis enables the uncovering of the complex dynamics of the cinematic landscape of the city and a deeper understanding of how Seville's identity is portrayed and utilized in the field of cinema and series, and subsequently how this image affects the tourism sector.</p> <p>Concurrently, a quantitative methodology will be applied, using surveys as a powerful tool for collecting empirical data of paramount importance for the research. Through interactions with tourists and local stakeholders, quantitative information will be collected that will have a tangible impact on the cinematic and television representations of Seville.</p>		
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Film tourism, Cinematographic destination, History of cinema, Movies in Seville, Film-Induced Travel.		

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Appendix 1. Survey in the Real Alcazar

Appendix 2. Survey in the Roman Itálica

1 Introduction

The enchanting allure of cinema and television series transcends the confines of screens, reaching far beyond the realms of entertainment to extend their influence into the tangible landscapes of tourism. As travellers embark on a journey to explore the world, they often find themselves venturing into destinations they have encountered in movies and series. This prompts a compelling question: What impact do movies and series have on tourism?

This research is to analyze the close relationship that exists between tourism, cinema, and the series under consideration. To this end, the comparative nature and impact of productions is held in certain places. In addition, one of the main reasons is the motivating effect that such productions have, causing a desire to visit the place shown on the screen. This means that thanks to cinema today we know wonderful places that they served not only for the filming of any production, but also as a favorite tourist destination.

Nowadays, in the context of globalization and instant access to information, films are becoming an effective means of forming global perceptions and stereotypes. Seville, with its unique cultural and architectural identity, actively uses its potential as a sought-after place for filming world films. This factor attracts tourists interested in the idea of immersing themselves in the atmosphere of famous films, which, in turn, contributes to increasing the tourist attractiveness and increasing the income of the city. In this context, the study of the influence of cinematographic tourism on Seville is an urgent direction for understanding the dynamics of the development of the city as a popular tourist destination.

1.1 Research background

The study is based on the case of the famous city of Seville. It is the capital of the Andalusian autonomy in Spain, has a rich history, unique culture and impressive architecture, which makes it an attractive place for tourism. Located in the southwest of Spain, the city serves as an inspiration for many arts and cultural expressions, including cinema.

Seville has long attracted filmmakers with its beautiful landscapes and architecture. She provided the setting for numerous films and television series, giving rise to distinctive visual representations. Historical and cultural places such as the Alcazar and the old town have become popular locations for filming.

The study on "Cinema tourism in Seville" has the potential to bring numerous benefits to a few stakeholders, including:

- Local business: By attracting more tourists to Seville, local businesses, including hotels, restaurants, and shops, can count on increased patronage and income.
- Tourism industry: Tour operators, travel agencies and hotel services will benefit from the growth of tourism driven by the cinematic appeal of Seville.
- Cultural institutions: Museums, theaters and cultural institutions can use cinematographic themes to attract visitors, contributing to cultural enrichment and popularization of heritage.
- Moviegoers: Moviegoers and film lovers will be attracted to Seville to explore iconic film locations, which will make the city a dream destination for movie lovers.
- Academic community: Educational institutions such as universities can provide courses and research prospects in the realm of film tourism, fostering the expansion of knowledge and fostering mutual comprehension.
- Government agencies and travel agencies: Government agencies and travel agencies can benefit from increased tax revenue and can invest in infrastructure and marketing initiatives to support this growing sector.
- Cultural exchange: The interaction between cinema and tourism promotes cultural exchange, strengthening intercultural understanding and popularizing the unique heritage of Seville.

1.2 Justification of the work

It was decided to analyse film tourism and the influence that cinema has on Seville. The ability to attract and promote a place is vital for a destination to flourish and become attractive to the tourists who visit it, therefore, of particular interest is the effect that films about the destination cause, thereby turning it into a tourist destination.

In general, the research of cinema tourism in Seville can help to better understand the impact of the film industry on tourism and provide a basis for developing strategies to attract and retain tourists interested in cinema. This study may provide new ideas to attract tourist destinations and improve the economic situation of the province. Attracting tourists will be able to open up new potential jobs for the local population and replenish the city budget.

1.3 Objectives and delimitations

The main goal is to learn about the participation conducted by film productions about the city of Seville. To do this, global situations and scenarios are analysed to be able to compare

the potential of the city of Seville as a place for filming movies along with the potential of other places such as New York, Paris, or London, among others.

To achieve the main goal, it was necessary to set several secondary goals that helped implement this project. To this end, a thorough study of potential destinations around the world was conducted, as well as those places where the largest number of filming. In addition, several surveys were conducted both in the Real Alcazar and in Itálica, which, in addition, allowed analysing the people visiting both complexes. The table below shows the achievement of the set goals:

Main Objectives	Secondary Objectives	Achievement of the objectives
To know the influence and/or participation that film productions exert on the city of Seville	<ol style="list-style-type: none"> 1. Participation of Spain Film Commission for the filming of productions in our country. 2. Cinema routes in Andalusia. 3. The main global destinations for film tourism. 4. Where have the largest number of productions been carried out in Spain. 5. Film and serial productions in Seville. 6. Impact generated in the province due to various productions. 7. Impact of the filming of Game of Thrones on Real Alcázar and Itálica. 8. Impact caused by events and festivals in the city because of audiovisual production. 	<ol style="list-style-type: none"> 1. Paragraph 3.7. Spain Film Commission. 2. Paragraph 3.7.2. Andalucía Film Commission. 3. Paragraph 4. The main global destinations for cinema tourism. 4. Paragraph 5. The main destinations of cinema and series tourism in Spain. 5. Paragraph 5. The main destinations for cinema tourism in Spain. 6. Paragraph 6.3.1. Impacts on the province of Seville and surroundings. 7. Paragraph 6.3.2. Analysis of the motivation of visiting monuments linked to the Game of Thrones series Seville. 8. Regulation 6.5. Festivals and events held in the city of Seville

Table 1. Achievement of Goals

1.4 Methodology

1.4.1 Descriptive qualitative methodology

Descriptive qualitative methodology includes an approach to research aimed at a detailed description and understanding of phenomena, events or processes. This method uses qualitative data, such as text materials, interviews and focus groups, to identify the meaning, context and features of the phenomenon, rather than for quantitative measurement. (Bhandari P., 2020)

A descriptive qualitative methodology is the best choice for thesis, since it allows to systematically considering the impact of cinematography on tourism in Seville through a detailed analysis of academic literature, newspaper archives and specialized publications. This method will make it possible to highlight key themes, trends and important aspects of the interaction of cinematography and tourism in the context of Seville, enriching the analysis taking into account the deep and contextual features of the phenomenon.

1.4.2 Quantitative methodology

Quantitative methodology involves the systematic gathering and examination of numerical data to conduct research. This method involves the use of structured surveys, statistical data and other forms of numerical measurements to study a wide range of phenomena. The objective of quantitative methodology is to provide objective and generalized results, providing a basis for statistical analysis and identification of patterns. (Bhandari P., 2020)

This methodology will be also an ideal tool for research, since it helps to systematize the data obtained from surveys (tables 8 and 9) and analyze the motivation of tourists to visit the monuments of Seville in connection with cinematography. By employing this approach, it becomes feasible to acquire specific and quantifiable outcomes concerning the impact of cinematography on tourists' decisions to visit filming locations. Additionally, it allows for the identification of pivotal factors that establish the connection between cinematography and tourism within this particular.

1.4.3 Survey

A survey is a data collection method in which researchers ask respondents a standardized set of questions in order to gather information about opinions, preferences, experiences, or demographic characteristics. Surveys can be conducted in a variety of ways, including questionnaires, telephone interviews, online forms, or face-to-face meetings. (McCombes S., 2020)

The use of surveys will be very effective for research, as it will provide an opportunity to directly collect the opinions of tourists regarding their perception and the influence of cinematography on their decision to visit Seville. Surveys make it possible to identify specific film locations or elements of cinematography that stimulate tourists, as well as to obtain numerical data that will help to compile some statistics, supporting conclusions about the impact of cinematography on tourism in the city.

The choice of descriptive qualitative methodology, quantitative methodology and research is justified by the desire to obtain a comprehensive and exhaustive picture of the film's impact on tourism in Seville by combining qualitative aspects with quantitative competence. The application of all methodologies has allowed us to achieve our main objective.

2 Theoretical Framework

2.1 Definitions

Since the main object of this research is the relationship that exists between tourism and cinema, the beginning consists of defining the basic defining the main concepts that make up this binomial.

2.1.1 Cinema

After conducting a search to establish what this terminology consists of, several definitions were found. According to the Royal Spanish Academy, the cinema is the place where a set of cinematographic films are collected, as well as a space where moving images are exhibited on a screen, for which a series of techniques and specific art are used.

In addition, as established by several authors there are distinct types of cinemas such as auteur cinema, where it focuses on the director's decisions, commercial cinema being one that focuses on capturing the attention of most viewers. (Noriega, 2002)

2.1.2 Tourism

Many definitions can be found around the concept of tourism, since there are many disciplines that analyze this broad concept.

As per the guidelines set forth by the World Tourism Organization (UNWTO), tourism is that social, cultural, and economic phenomenon that supposes the displacement of people to countries or places outside their usual environment by personal, professional, or business reasons. These so-called travelers (classified in turn by the UNWTO as tourists or hikers; residents or not residents) are attracted by tourist resources, products and activities in different destinations that generate great benefits for the sector.

Nevertheless, the Royal Spanish Academy (2023) provides a definition of tourism as the activity or occurrence of traveling for enjoyment, encompassing both the individuals engaging in it and all the associated facilitating activities. Meanwhile, according to Arthur Bormann (2002), tourism is characterized by a series of journeys pursued for purposes such as pleasure, business, or professional obligations, with the condition that the absence from one's regular residence is temporary, lasting a minimum of 24 hours. Notably, trips undertaken solely for commuting to the workplace are excluded from the scope of tourism.

Ultimately, Cordova (2014) and the observations of Kurt Krapf and Walter Hunziker (1942)

collectively assert that tourism encompasses a complex network of connections and occurrences resulting from the movement and stay of individuals beyond their usual place of residence, emphasizing that such mobility is not driven by profit-oriented activities.

2.1.3 Cinematographic tourism

As defined by the Spain Film Commission, cinematographic tourism, also known internationally as Screen Tourism, is a burgeoning global phenomenon. It serves as a vital component in the promotion of numerous countries, complementing the broader promotion of national audio-visual culture. This emerging form of tourism reflects a changing interest among contemporary cultural consumers towards the creative industries, particularly the realm of multimedia arts. (Spain Film Commission, 2017).

Moreover, an alternative characterization of film tourism is the establishment of enterprises designed to draw in visitors by displaying a location or its narratives in movies, video productions, and television.

One of the reasons is what encourages people to want to go to any place is because they have been able to see it in a movie or series and has been able to influence their thought.

The fact that people decide to go to a certain place for the simple reason that they saw it through the screen may be due to the fact that they really liked this place or that this is some favorite movie or series, and, consequently, the opportunity to experience almost everything in all its glory. What they saw behind the screen and this was the main reason for the trip.

2.1.4 Series

As established by the Royal Spanish Academy, series are audio-visual works consisting of a series of artistic, animated or documentary episodes, having a common name or not, the purpose of which is a consistent and continuous broadcast on television channels, and each episode may correspond to a separate narrative or will be continued in the next episode.

In addition, "Bembibre (2009) says that this term is used in television programs that imply a continuity in the narrative and of important argumentative features." The name attributed comes specifically from the term 'series' whose meaning refers to a series of interlocking features to establish a nexus of continuity between all of them.

"*Game of Thrones*" has had a massive impact around the world. In the case of Spain, you can find scenes shot in the Country, Basque, Barcelona, Girona, Navarre, Almeria, Guadalajara, and Seville.

In the case of *“The Crown”*, filming took place at the Royal Gardens of Highgrove, at Bocket.

“Stranger Things” is one of the most successful series since the beginning of the Netflix platform where in just 3 days of the premiere, it had more than 287 million hours watched, breaking their own weekly records. (Cloud, 2022). It is a series set in the eighties and has genres of mystery, adventure, science fiction and romance.

3 Cinematographic tourism

3.1 History of film tourism

The beginnings of film tourism go back several decades already, and its history is determined by the beginning of cinema and the activity itself tourist. In this case, the development of film tourism closely aligns with the evolution of both cinema and tourism.

To understand the historical progression of cinematic tourism, it is essential to explore the separate origins of cinema and tourism, as outlined below.

The origins of cinema come from the nineteenth century, specifically, it was born on the 28 of December 1895 and whose authors were the Lumière brothers where they created the cinematograph, this object being the successor of the Kinetoscope made by Thomas Alva Edison. The vital difference between the two objects is that the cinematographer of the Lumière brothers managed to capture the movement, (History of Cinema, 2023) what they allowed to carry out works or projections such as: "Workers leaving the factory" of 1895 and "The Arrival of a train at the Ciotat Station" from 1895.

The beginning of these screenings was not of a commercial nature, but, nevertheless, the audience was amazed because they had never been able to project moving images so close to reality. The type of projections that were made were made of documentary style where only images were exposed, and they lacked dialogues. This led to the Lumiere Brothers having to travel to places or destinations of great cultural beauty, to document what is visualized and exposed on the big screens. (History of Cinema, 2023).

The chronological evolution of cinema from the beginnings of the Lumiere brothers it was carried out by the following cinematographers:

- Georges Méliès. It establishes cinema as a spectacle, and it includes the narration and montages. He is also known for introducing the first special effects through trickery in the photographs. For example, "Trips to the Moon" of 1902 and "To the Conquest of the Pole" of 1912.
- Brighton and Edwin Porter School. They give more language to the cinema and the concept of cinematographic planning. In this course, highlights the western-oriented and adventure-oriented screenings. Such a film is known as "Assault and robbery of a Train" from 1903.

- David Wark Griffith. He is considered the father of Moderna cinema because he used techniques that served as an evolution in the cinematographic sector and that have served as the basis for having the cinema that we know today.

Such works as *“The Birth of a Nation”* from 1915, *“Intolerance”* of 1916 and *“Broken Lilies”* of 1917. In addition, as established by history from the Cinema (2023), starting from the glorious twenties in the United States, a guy emerges of significant cinema known as Silent Cinema. From here the film industry suffers a significant increase, especially in the filming locations as it started in Hollywood. This genre did not feature narrative and sound, its main mission was to make people laugh through funny scenes especially by slapstick¹. In addition, it was trying to make people laugh according to the complexion of the characters.

Of all the actors who were part of this genre, Charles Chaplin is known, who has already starred in more than 35 feature films and has become one of the most recognizable characters around the world. During his career, such films as *The Boy* of 1921, *The Pilgrim* of 1923, *The Golden Chimera* of 1925, and others were renamed. In fact, Charles Chaplin himself discovered with Douglas Fairbanks, Mary Pickford, and David Wark Griffith a film studio called United.

Artists in 1919 and cinema influenced the various stages of which each of them was a part, and the creation of the cinema that we know today. (History of Cinema 2023).

The characteristic silent cinema was the trigger for Hollywood to grow up in the film industry and both filmmakers, screenwriters, directors, and the producers themselves have their origin in this neighborhood of Los Angeles, California.

Finally, it could be established that the trigger of wanting to meet in situ what was projected was provoked thanks to the documentary cinema that they developed the Lumiere Brothers. This fact has been able to influence the population when choosing one destination or another according to the beauty and majesty that caused them to visualize certain projections and therefore want and/or wish to be able to do it.

In addition, it is possible to divide the evolution of cinematography into several stages, each of which until today has been a cinematic activity. It acquires essential value when, in addition to projecting, it can establish dialogues, soundtracks, sound effects throughout the projection. The characteristic silent cinema triggered, in a significant way, the increase of the

¹ It is a cinematic subgenre of comedy based on physical humour. It is formed by a composition of the words slap (blow or slap) and stick.

film sector especially thanks to the participation of renowned actors, producers, screenwriters and film directors, in the renowned Hollywood neighborhood in Los Angeles, California.

As for the origin of tourism, society has changed over the centuries for several reasons. In this case, everyone will be able to observe prehistoric events, and, as established by the Mediterranean University of Escola (2022), this activity originated over the centuries, where we can transfer to Ancient Egypt, Ancient Rome or Greece, where the flow of people was very large. No matter how popular they were places of trade, this had a significant impact on the revival of tourist activity. In Greece, it was common that the population will move for sporting events, as happened in the Games Olympians or even for religious reasons, due to the veneration of gods in sanctuaries or for health reasons, given the rise of hot springs at the time. (Edgar Martinez, 2022).

The following is a temporal chronological line where Martinez (2022), briefly details which tourist typology was popularly known in that time.

- In the twelfth century, tourism begins especially when universities related to the population begin to be established, and therefore the population eventually moves to this place.
- From the sixteenth century, the population moved to Egypt to appreciate its majesty and beauty.
- Seventeenth and nineteenth centuries. The Grand Tour. It was a travel itinerary through European cities whose participants were young aristocrats who traveled for the mere fact of enriching themselves culturally.
- From the second half of the 18th century. After the Industrial Revolution, it caused significant economic, social, and technological change. With the arrival of the locomotive and railways. In addition, there are trade unions that they demonstrated the rights of workers where they demanded better working conditions, in addition to introducing the holidays and the respective remuneration leading to the population performing a greater number of travels.

Travelers making grand tours visited places like Rome and Greece to explore ancient ruins and admire outstanding achievements in architecture, painting and sculpture. The following image illustrates one of these iconic places:



Image 1. Visit made by the Grand Tour (National Library of Spain)

- 19th century. In 1841, the first trip organized by Thomas Cook was launched. It is the precedent of the tourist package. This is how the first travel agency was created.
- Twentieth Century. From 1950 to 1970, there begins to be what is known as a tourist boom or mass tourism. Moreover, it is from here that they begin to establish legislation on the sector since it was considered of a vital nature for the recipient countries. In addition, the fact that the population began to have holidays allowed the development of the activity tourism has increased even more.

3.2 Profile of the cinematographic tourist

A film tourist is a cultural tourist whose main motivation is to enjoy everything related to "the seventh art" cinema. (Canudo, 1911). As established by the University of Córdoba (2021), there have been more than five hundred thousand surveys between December 2020 and March 2021, more than five hundred thousand surveys were conducted, during which a new profile of a cinematic tourist was identified and implemented, referring primarily to a young woman aged 18 to 40 years, with a higher education and an average income level or above average.

In addition, it is possible to find a cinema-loving tourist who has developed thanks to numerous television platforms that anyone can find, and thanks to which the population can receive an infinite number of audiovisual works through them. However, there may be different profiles, since a commonly established profile is usually accompanied by the type of movie or series shot. In this case, the information changes depending on which productions will be associated with a certain audience.

3.3 Serial tourist

Basically, it corresponds to a subtype coming from tourism cinematographic although Moreno Villanueva (2021) states that the success they enjoy in the current affairs television series would not have been possible without the recent appearance of television platforms such as Netflix, HBO, Amazon Prime or Hulu. All of them increased the production of series and managed to attract loyal and diverse viewers.

The effect produced by the series has had such an impact on visualizers that the various locations that appear in it have attracted many visitors, as it takes place on location in Atlanta, Georgia, and the surrounding area. (Moon, 2022).

3.4 The influence of cinema and series on tourism

Considering what has been established previously, it becomes clear that the movie scenarios that have appeared throughout history in the movies have aroused the desire to travel in the viewer, since its origins. (Rewtrakunphaiboon, 2009).

Currently, a large part of the destinations that people want to visit or are visiting, have been chosen because they have been seen as settings for movies or series well-known, so cinema and series generate a promotion indirect but highly effective about the place.

The primary advantage of promoting film-induced tourism lies in elevating the visibility of the filming locations and positioning them as desirable destinations. Examining the influence of visitor conduct on tourism promotion, Kozak (2001) proposes that general contentment plays a vital role in augmenting the likelihood of tourists intending to revisit. This suggests that favorable encounters in a specific destination can shape future behavior and encourage revisits. Aligning with viewpoints expressed in diverse literature, such as O'Neill and Busby (2005), the focus is on the cost-effectiveness of "word of mouth recommendation" when contrasted with other paid advertising approaches for destinations (Kozak M., 2010).

Another excellent approach that garners appreciation involves exploring the influences exerted by movies on travel decisions. Yilmaz and Yolal (2008) assert, based on studio-focused group analyses, that students exhibit a keen interest in destinations featured or mentioned in films. This interest extends to locations that are merely referenced or featured for other reasons within a movie. Destinations showcased in movies possess the potential to

evoke emotional responses in the minds of the audience. Macionis (2004) suggests that the spectrum of motivation triggered by cinematic experiences can serve as a pivotal factor when deciding on travel plans. Making a distinction between movies and series, most individuals find the latter to be more captivating and impactful. (Kozak M., 2010).

3.5 Advantages and disadvantages of film-induced tourism

Numerous studies on the tourism sector indicate that there are several benefits generated by this activity in each destination.

The most significant is the one that generates economic benefits and, therefore, it provides greater wealth for the development of the destination in question. The economic factor is vital for a country to be prosperous since it will not only allow the increase of its capital, but it will also generate a significant output of employment, so the social factor will be positively affected. (Kozak M., 2010).

3.5.1 Economic benefits and disadvantages

From the information studied, it follows that the tourism sector is a direct supplier of the economy for the country. Taking a generalized approach, the fact that a destination that is considered "popular" brings with it a higher number of visitors so that this can translate into more income in the country in question. It fits to add that tourism has a significant effect on the economy of a country and will be reflected to a lesser or greater extent, depending on its development. (European Centre of Graduate degree, 2023).

Turning attention to Spain, and based on information from the National Institute of Statistics, tourist activity amounted to 97,126 million euros in 2021, constituting 8% of the GDP. This figure reflects a 2.2-point increase compared to 2020. Notably, this surge in tourism contributed to the creation of 2.27 million jobs, representing 11.4% of total employment (INE, 2021).

In this context, after the years of the COVID-19 pandemic it appears reflected that, in the in 2022, tourism was vital for the recovery of the Spanish economy. It reached 159,490 million euros, which accounted for 61% of GDP growth. This data originated from the uptick in domestic and international travelers that, after the pandemic years, did not take place. (Galindo, 2023).

It should be noted that in the short term, the offer is accompanied by the social component, so if a few benefits are not generated, it can have a negative impact on the destination since

no employment is generated, causing an increase in the unemployment rate, and directly harming the local economy. A long term, one can present what we know today as overtourism² and all the impact it has on the destination.

A report presented by Ostelea (2022), points out negative impacts such as those present below:

Inflation	Price increase on services
Distortions in the local economy	The usual prices vary for the population
Speculation	Incorrect estimates that may lead to financial losses

Table 2. Negative economic impacts

3.5.2 Social benefits and disadvantages

As for the social benefits that film tourism can bring, it highlights the fact that people go to tourist places or destinations to be acquainted with the scenes that were discovered through the screen. People are interested in a place from the movie and for this reason they decide to travel. At the same time, special attention is paid to cultural exchange, as well as the creation of local jobs.

Of all the various humanistic practices, the art of cinema was a means of communication through which society could influence and be influenced, as this practice begins to influence the socio-cultural aspects of society and change them. Changes are reflected in the practices, values of social groups or classes, their way of life, meanings and their global significance. In this aspect, cinema reflects the mentality of the nation, since one of its main characteristics is collective coverage. (Martinez Garcia, 2005).

In addition, in many cases, the population is not concerned about what tourism is, but about how influential it is in a given area and that it is a participant in the phenomenon in a given area, showing hospitality from the point of view of visitors.

The development of tourism in specific and less urbanized areas can cause changes in the behavior and attitudes of local residents. Development requires sustainable tourism in the local community and among permanent residents, as its contribution can resolve social and economic conflicts. (Beeton, 2004)

² Term that indicates the overcrowding of tourists in an unsustainable way in a destination.

As outlined by Devesa (2012), the impact of tourists flocking to engage in cinematic tourism can be analysed through a dual perspective, considering both short-term and long-term consequences:

Short-term	It influences the attraction and promotion of the destination. The visitors are those who consume the cultural activities of the region.
Long-term	The influx of people visiting the place is important.

Table 3. Comparison between short-term and long-term social impacts

For Beeton (2004), the perception of the resident is vital since the population is visitors who decide to do tourism in its locality threaten it. The tourist may not value the place in which it is located, exerting a degradation of the environment, encouraging the existing types of pollution, having a disrespectful and harmful behavior in the city, directly affecting the values, emotions of the population. The table below illustrates the social disadvantages:

Erosion of local culture	Excess tourism and demand for products make that the production is fast and economical
Transformation of culture	Loss of authenticity
Cultural hostility	If there is no local participation, it can generate hostility
Cultural arrogance	People may feel threatened by the tourists
Lack of authenticity in the experiences	To market and sell imitation items
Cultural changes	As a result of the evolution of society and influence of those coming from countries developed
Violation of the rights of cultural heritage	Treat local culture as a commodity and market with her
Cultural dissemination	Host communities adapt elements of their cultures to another
Cultural displacement	Temporary and random change in culture
Acculturation	Changes in traditions and behavior
Adaptation to culture	Adapting elements between cultures can cause apathy among the local
Assimilation of culture	Elements of one culture are replaced by another
Demonstration effect	Adapting to the tourist's behavior
Cultural conflicts	They can generate peace and understanding or conflict by their differences

Table 4. Social disadvantages by Tourist Environment Staff (2016)

3.5.3 Environmental benefits and drawbacks

Trying in a generic way, it can be known which those negative impacts are exerted by tourism activity in a certain space geographically. In fact, the environmental impacts generated by all kinds of tourist activity, they usually have a negative character, therefore, it is vital that all activity carries with it a sustainable nuance so that the impact that can be exerted be minimal and above all, to conserve and preserve our generations the future is what we currently own.

Considering what Pulso Turístico (2013) exposes, it requires a balance between tourism growth and the environment and for this, it is shown to then, the following impacts:

Vegetation	<ul style="list-style-type: none"> - Collection of species that alter the ecosystem - Misuse of protected areas - Felling of trees by constructions - Introduction of invasive species
Water quality	<ul style="list-style-type: none"> - Problems of supply, cleaning, or activities of leisure - Pollution by wastewater - Increase of algae due to excess nutrients - Shortage and lack of water
Air quality	<ul style="list-style-type: none"> - Air traffic or vehicles
Fauna	<ul style="list-style-type: none"> - Extinctions of species - Impacts on migration food and habitat
Geology	<ul style="list-style-type: none"> - Wear and tear of structures due to the influx - Excess of constructions that affect the terrain and that they can change the circulation of water

Table 5. Environmental impacts

Following the above table, a brief mention is made to five point's generics that are present in the environmental disadvantages.

- Architectural pollution: integration of infrastructures in places tourists with characteristics of the natural environment.
- Loss of landscape quality: the location and type of a resort are going to determine the landscape. If the area is coastal it is going to be linear while in valleys and scenic or inland routes, there comes to be an imbalance or overload.

- Overload on the infrastructure: it appears when the intensity of the visits exceeds the capacity of the planned infrastructure.
- Traffic congestion: it takes place in tourist resorts. This problem brings inconveniences associated with access, parking lots or pollution.
- Residual discharges: both the hotel industry and any offer complementary to it, are the main sources of residual discharges in the nuclei of development of tourism activity. If a historical center has great tourist attractions, this is going to be the one with the most pollution already that he is going to be more exposed.




Even though the negative impacts are the ones that most influence a destination and especially about the tourism sector and all its aspects, it should be noted that thanks to the development and continuity of this activity, natural capital has been able to benefit since places that had not been preserved or protected, now do they are. The creation of protected areas as well as planning and management plans have served to raise awareness among the population and offer an added value to the natural environment. (Ostelea, 2022).


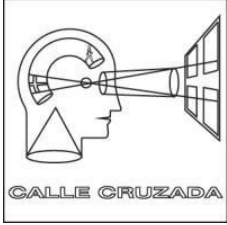

Considering the above, the environmental impact that the cinematographic tourism exercises, it can share in overwhelming majority many previous features since the tourism cinematographic is a variant of cultural tourism and so the tourist profile in both, it is going to be remarkably similar.

3.6 Film companies and entities

3.6.1 National Entities

In Spain, there are various production companies, depending on what a person wants to design - commercials or feature films, where it can also receive national and international recognition. In this case, focusing on what concerns Juan (2022), the following shows manufacturing companies of international importance:

<p>Babieka Films.</p> <p>Figure 1. Babieka Films logo</p>  <p>(https://www.babieka.com/)</p>	<ul style="list-style-type: none"> - Most veteran and international in the country. - Offices in Madrid, Las Palmas de Gran Canaria and Lisbon. - He has given services to Steven Spielberg, Ridley Scott or Davis Lean - Movies like <i>James Bond (1962)</i>, <i>Indiana Jones and the Last Crusade (1989)</i> or <i>Exodus: Gods and Kings (2014)</i>. In series <i>Black Mirror (2006)</i>
<p>Fresco Films.</p> <p>Figure 2. Fresco Film Logo</p>  <p>(https://frescofilm.com/)</p>	<ul style="list-style-type: none"> - Present since 1972 - Headquarters in Barcelona, Malaga and Lisbon He has offered services for the series <i>Game of Thrones (2011-2019)</i>, <i>WestWorld (2016)</i> and <i>Killing Eve (2018)</i>
<p>Nostromo Pictures.</p> <p>Figure 3. Nostromo Logo</p>  <p>(https://nostromopictures.com/movies/released/mi-soledad-tiene-alas/)</p>	<ul style="list-style-type: none"> - Leaders in content development, production and financing - Films such as <i>Grand Piano (2013)</i>, <i>Palm Trees in the Snow (2015)</i> or <i>Down a Dark Hall (2018)</i>

<p>Sur Film.</p> <p>Figure 4. Sur Film Logo</p>  <p>(https://www.sur-film.com/)</p>	<ul style="list-style-type: none"> - Founded in Tenerife in 2006 - Offices in Barcelona, Mallorca and Lisbon - Offers services to Chile and - Peru <p>Movies like <i>Wonder Woman (1984)</i> and <i>Fast & Furious 6 (2013)</i>. <i>The Witcher series (2019)</i></p>
<p>Calle Cruzada.</p> <p>Figure 5. Calle Cruzada Logo</p>  <p>(https://www.callecruzada.com/)</p>	<ul style="list-style-type: none"> - Specializes in providing production services to foreign companies that shoot in Spain, Spanish-speaking territories and Europe. - Founded in 1998 in Madrid - Movies like <i>Agora (2009)</i> and <i>Night and Day (2010)</i>. Highlights the series <i>Assassins Creed (2023)</i>
<p>Meñakoz Films.</p> <p>Figure 6. Meñakoz Films Logo</p>  <p>(https://madridfilmoffice.com)</p>	<ul style="list-style-type: none"> - International audiovisual - Projects coming to Spain founded in 2007 The films <i>The Dream of Gabrielle (2016)</i> or <i>The Brothers Sisters (2018)</i>





<p>Minded Factory.</p> <p>Figure 7. Minded Factory logo</p>  <p>(https://www.mindedfactory.com/es/)</p>	<ul style="list-style-type: none"> - Productions around the world in addition to collaborating with companies. - Founded in 2008 Movie like <i>Lesser Evil (2023)</i> and series like <i>Signal (2016)</i>
<p>TrueNorth.</p> <p>Figure 8. TrueNorth logo</p>  <p>(https://www.truenorth.is/)</p>	<ul style="list-style-type: none"> - It has offices in Norway, Iceland, and Spain The office in Spain emerged in 2019 and with the movie <i>Midnight Sky (2020)</i> - Participant in <i>Star Wars (1977)</i>, <i>Mission Impossible (2011)</i> and <i>Prometheus (2012)</i>
<p>Volcano Films.</p> <p>Figure 9. Volcano Films logo</p>  <p>(https://volcano films.com/)</p>	<ul style="list-style-type: none"> - Founded in 1994 in Santa Cruz de Tenerife. - Collaborator in films such as <i>Exodus: Gods and Kings (2014)</i> or <i>Kill Skills (2018)</i>
<p>Morena Films.</p> <p>Figure 10. Morena Films logo</p>  <p>(https://morenafilms.com/)</p>	<p>It was founded in 1999 with the aim of producing innovative and quality content.</p> <ul style="list-style-type: none"> - He has worked with directors such as <i>Oliver Stone</i>, <i>Iciar Bollain</i> or <i>Javier Fesser</i>

Table 6. Leading film and series producers nationwide

3.7 Film Commission of Spain

Spain Film Commission corresponds to be a non-profit association that since 2001, leads the positioning of the country as a filming destination audiovisual where the efforts of the Film Commission Network and Film Offices distributed throughout Spain. (Spanish Film Commission).

Focusing on the specific case of Spain, it is worth highlighting the influence that the Spain Film Commission is in charge since this institution is the one that mainly achieves the positioning of the country as a destination for audiovisual shoots. In it, they coordinate the efforts of a wide network of Film Commissions and Film Offices distributed throughout the territory.

Among its objectives is the international promotion of Spain as a destination for audiovisual shoots, as well as the promotion of cinematographic tourism.

In addition, it is an attempt to coordinate the network of Film Commissions and Film Offices, makes interlocutor between the central, territorial and municipal administration to enhance the shooting industry, and collaborates with the administration to create an incentive system efficient taxation and finally, the opening of new international markets. (Spain Film Commission).

3.7.1 Red Spain Film Commission

The Spain Film Commission Network covers the whole country, and each member offers free services to audiovisual producers who wish to make films, series, television content, advertising spots or advertising reports. Currently, it is a wide network covering 41 members, where the Film Offices and Film Commissions have the support of municipalities, autonomous communities and other entities, public and private.

3.7.2 Andalucía Film Commission

Andalucía Film Commission was founded in 1998 and its function is to promote the Autonomous Community as a filming location and offer support to companies and professionals of the audiovisual industry. In addition, it is responsible for reporting on possible locations in Andalusia and coordinates the audiovisual industry and the companies of production with

the public administrations, always focusing on the attraction of tourist and economic repercussions in the Andalusian territory. (Spain Film Commission). The following are illustrative examples of products on film routes:



Image 2. Andalucía Film Commission Logo (Andalucía Film Commission)

Image 5. Cinema Routes in Andalucía

After a thorough search on what have been the most outstanding places of Andalusia thanks to cinema, the Andalusia Film Commission (2022) has established a portal where has created a portal where everyone can find which scenarios of national works were similar to international ones, and this allows to learn about the heritage in question. That is why they are called film routes in Andalusia, established by the Andalucía Film Commission.

"*The Dollar Trilogy*" route is in the province of Almeria, where its main setting has been the Tabernas Desert. Have made great films like that, and without the contribution of Sergio Leone as director, now we would know Almeria as it is today. The revolution he brought to rolling films of the western genre in the place caused, without a doubt, a highlight thematic and aesthetic in the province. We highlight world-famous films such as

"*The death has a Price*" (1965), the Dollar Trilogy: "*The Good the Bad and the Ugly*" (1966) and "*For a Fistful of Dollars*" (1964). The route in question runs through the Cortijos of El Fraile and El Sotillo, in addition to passing through the Desert of Tabernas, through the dunes of Cabo de Gata and through the complex recreational Oasis-Mini Hollywood.

"*Exodus. Gods and Kings*" was a blockbuster that put an Almeria back on the front page of the world cinema map. It is based on the book of the Exodus and recreates scenarios such as the ten plagues in Egypt, the division of the waters of the Red Sea or the giving of the Ten Commandments. The filming locations were at the marble quarries, the Paraje de Los Yesos Estate, the Llano de Búho, the place of El Chorrillo and the Rambla Viciiana.

"*Game of Thrones*" is a television blockbuster followed by millions of people around the world, that has had a global impact, and that has served as an international showcase for the provinces of Seville, Cordoba and Almeria. They rolled in seasons five, six, seven and

eight of the series corresponding to the years 2015, 2016, 2017 and 2019. In the series they appear:

- In Almeria: the Desert of Tabernas, Mesa Roldán and the Place of El Chorrillo.
- In Cordoba: The Castle of Almodóvar del Río and the Roman Bridge
- In Seville: the Archaeological Site of Itálica, the Real Maestranza, the Real Alcázar and the Real Atarazanas.

"The Crown" is considered one of the most acclaimed series of recent years since it narrates the years of reign of Queen Elizabeth II of England since her coronation.

Seasons 3 and 4 have been toured through Andalusia and whose filming locations have been in the provinces of Almeria, Cadiz, Malaga and Seville.

- In Cádiz: the Arsenal de la Carraca, the Campus Library, the Convent of Santo Domingo, La Hacienda La Peñuela, la Cala de los Alemanes in Zahara de los Atunes, Iron Bridge over the Guadiaro River and Sotogrande.
- In Malaga: The Municipal Auditorium, Molina Lario Street, the Gran Hotel Miramar, the Hotel Málaga Palacio, the Botanical-Historical Garden La Concepción, the Palace of Congresses, the Monte Miramar Palace and the Castañón Military Residence of Mena.
- In Seville, stages appear in San Juan de Aznalfarache and the Alfonso Hotel XIII.
- In Almeria there are scenes filmed in El Toyo and El Llano del Búho.

4 The main global destination for cinema tourism

In order to become aware of the influence that cinema exerts on tourism, a series of destinations around the world have been recapitulated where it shows the direct impact that cinema has on future and potential tourists.

For this, the assessment suggested by Barper (2014) has been followed, where:

1. Hollywood is an area located in the city of Los Angeles in California, is currently the cradle of cinema and where millions of people flock, not only for the thousands of recordings made, but because it is home to multiple celebrities. In addition, the Academy of Motion Picture Arts and Sciences gives world-renowned awards such as the "Oscars". (Oscars). In addition, Miguel R. (2021) presents us that among his various scenarios, a of the most outstanding films is: "Back to the Future" (1985), "Casino" (1995), "Pearl Harbour" (2001), "La La Land" (2016), among other great works of cinema.
2. New York is considered the busiest city in the history of cinema. In almost a total of 400 films have been shot in this city without counting the number of series, as found in Giggster. It is a world-famous city and all his recordings have been of worldwide impact. In the blog presented by Angie NY (2020), its streets, parks and even avenues have been the scenarios that have starred in films such as "Spiderman" (2002-2017), "Breakfast at Tiffany's" (1961), "King Kong" (1933 and 2005), "The Ghostbusters" (1984), "The Devil Wears Prada" (2006), "Night at the Museum" (2006), or "The Joker" (2019) and as for series we find for example crime series such as "Castle" (2009) or "CSI: New York" (2004).
3. Rome, the capital of Italy, was chosen as the setting for various plays as are "Holidays in Rome" (1957), "The Godfather" (1972), "Cinema Paradiso" (1988), "The Tourist" (2010), "Life is Beautiful" (1997), "Gladiator" (2000), "Eat, Pray and Love" (2010), among many others. (2022).
4. Paris is a French city has been involved in various works, such as "Moulin Rouge" (2001), "Amelie" (2001), "Midnight in Paris" (2011), "Mission Impossible: Fallout" (2018), "The Da Vinci Code" (2006) and without forgetting animated films made by Disney Pixar such as "Ratatouille" (2007).
5. London is the scene of other great productions, such as "Harry Potter" (2001-2017), "Mary Poppins" (1965), "V for Vendetta" (2005), "Notting Hill" (1999), "Bridget

Jones's Diary" (2001), as well as series that have had worldwide impact as "Sherlock Holmes" (2010) or "The Crown" (2016).

6. New Zealand served as the setting for the trilogy of "The Lord of the Rings" (2001) or "The Hobbit" (2012) as well as "The Chronicles of Narnia" (2005), "The Last Samurai" (2003), etc. (Garcia, 2020).

In the specific instance of The Lord of the Rings, Air New Zealand launched a campaign titled "Embark on your own Middle-Earth Adventure," featuring scenes from the movie and implying that New Zealand served as the backdrop for The Lord of the Rings trilogies. The accompanying images highlight airplanes as part of this distinctive marketing initiative:



Image 3. Airline with images of The Hobbit Image 4. Characters from the movie on the airline (Airline Reporter)

Furthermore, it is crucial to highlight the statistics presented by Tourism Tattler (2019), indicating that 72% of international tourists who visited New Zealand had encountered at least one of the films. In addition, about 120,000 people attended its premiere.

Another fact extracted by Tourism New Zealand, states that the 47,000 annual visitors they visit the filming location and that since the release of the films, 6% of visitors (between 120,000 and 150,000) mention The Lord of the Rings as a primary motivation for visiting New Zealand.

4.1 Benefits of filming. Case of New York

In one of his texts Cardiel (2013) asks why New York wants to be it still a movie set? The answer is quite simple, because despite the traffic and the pollution generated by tourists, the city recognizes that the impact is mostly positive.

The shooting of various films in the city, generate jobs well paid to New Yorkers in addition to favouring local businesses and promoting to the city as a tourist destination (Cardiel,

2013). Since 2002, the income annual direct generated by the shootings have increased by 2,000 million dollars and employment increased by 130,000 jobs in 2012.

Made in NY was created where the Department of Media and Entertainment of New York City Hall, creating a commitment to the diversification of the entertainment of the city in which it corresponds to be the way more accurate to demonstrate the diversity of the population. (Cardiel, 2013).

5 The main destinations of cinema tourism in Spain

5.1 Case of Spain

Spain has a great and extensive potential in terms of film tourism is concerned. Thanks to this institution, it becomes known what potential Spain has, and which productions have had the greatest impact on the country.

Spain Film Commission is a non-profit institution operating from the 2001 that leads the positioning of the country as a destination for audiovisual shoots, coordinating a wide network of film commissions and film offices throughout Spain. (Shooting in Spain).

In addition, Porras (2020) tells that 5 Spanish productions they are eligible for the award for the Best Tourism Films in the World, a contest organized by the International Committee of Tourism Film Festivals (ICTFF) held in Venice. The five Spanish productions presented were as follows:

- "Help and You got me used to it", from the Madrid City Council
- "Hunger for Experiences of the Diputación de Pontevedra" - Tourism Rías Baixas
- "Magic Cordoba" of the Provincial Tourist Board of Cordoba
- "El Capitan", from the Municipal Tourist Board of Conil
- "Toledo Alfonso X", from the Toledo City Council

In the official tourism portal of Spain (2023), the most highlights of major audio-visual productions. In the specific case of Spain, it had a great decisive influence on the development of Western cinema, thanks to which it is known as the "Spaghetti Western"³.

1. Madrid - Jose (2022) has provided in his blog, relevant information about the number of productions that have taken place in the country's capital, such as "Spartacus" (1960), "Doctor Zhivago" (1965), "Quantum of Solace" (2008), "The List" (2008), "Way Down" (2021) among others. In addition, he had a great repercussion the series "La Casa de Papel" (2017).
2. The Canary Islands starred in such major films as "Fast & Furious 6" (2013) in Tenerife. In addition, "Fury of Titans" (2010) and "Wrath of Titans" (2012) where most of it took place in Tenerife although there are scenes in Punta de Teno, the Masca

³ The Spaghetti Western is a comprehensive genre encompassing Western films produced in Europe. Its origins can be pinpointed to the mid-1960s, characterized by a notable influence from the cinematic techniques introduced by Sergio Leone.

Ravine and the Teide National Park. In Fuerteventura, se they originated scenes from the production “Exodus: Gods and Kings” (2014) where the Dunes of Corralejo and Jandia appear, the coast of El Cotillo and the Barranco del Bad Step. (Luque, 2022).

3. Almeria is one of the provinces where the largest number of shootings of super productions have been carried out. It has been the centre of attraction since the 50s; it is home to classics such as “Lawrence of Arabia” (1962) where is the Nicolás Salmerón Park, the Rambla del Cautivo of Tabernas, the dunes of Cabo de Gata and the beach of Algarrobico. “The Good, The Bad and The Ugly” (1966) where most of the scripts were shot in the Park Native of Cabo de Gata-Níjar, as well as “Indiana Jones and the Last Crusade” (1989), there are also scenes in the Desert of Tabernas, the beach of Mónsul, the Mojácar airfield, among others. “Exodus: Gods and Reyes” (2014) took place in the exteriors of Pechina, Macael and the Desert of Taverns, the area of the West village Fort Bravo. (Catholic University of Murcia, 2020).
4. Hundreds of productions have been performed in Seville, but of all of them, the following have acquired an international character, which are shown, like “Night and Day” (2010) and where the streets of the Jewish quarter appear, “Star Wars: Attack of the Clones (2002)” was filmed in the Spanish Steps as well as it occurs in the movie “Lawrence of Arabia” (1962), in addition to including the House of Pilate or the Real Alcazar. It should not be forgotten the influence that the series “Game of Thrones” (2011-2019) about the capital. (Trajan, 2021).

5.2 Benefits of filming. Case of Seville

According to the Diario de Sevilla (2023), the city broke its record in filming with 212 productions. In 2022, the city of Seville joined Spain Film Commission and began its promotional action at international forums in Seville as a set. In addition, of all the productions, twelve were of an international character with the United Kingdom mainly. Of the 212 productions, nine have been feature films, eight television series and platforms, twenty-one documentaries, thirty short films, fifty-one television and seventeen video clips.

In the face of such indirect promotion that has been carried out through such productions, caused a direct influence on the number of events that have been propitiated. Perhaps the recognition that has been acquiring has been able to generate interest in events that are not related to cinema such as UEFA Europa League or the Christian Dior fashion show where in both events, an economic impact on the city of 160 million euros.

6 Research Implementation

6.1 Seville as a cinema tourism destination

The Andalusian capital is composed of an endless number of attractions that make it a showcase of the heritage culture that Spain has. Such is its value that it has been chosen on multiple occasions as the setting for majestic productions of international nature such as “Game of Thrones” or “The Crown”.

The audio-visual sector agrees that the moment that Seville is living and that spread across Spain, it is the best. At the International Tourism Fair, the Andalusian administration showed the importance for the tourism sector from the cinema. Hence, the growth in the number of routes for travellers and filming, being the latter who leave money in the community and publish the territory to through his images. (Soria, 2019).

About 130 shoots are hosted per year that move an investment close to twelve millions of euros, a fact that corroborates that the audiovisual industry allows making box and generator of employment and wealth. (Guzmán, 2019). According to Soria (2019), the 30% of the budget of a production is spent on the shooting being the money that stay in the city. Nevertheless, the publicity that a production offers to a city or one destination is equivalent to an advertisement watched by seventy-two million viewers.

6.2 Describing of the research

The objective of this research is to examine the impact of cinema on the tourist activity in Seville, specifically focusing on film tourism within historically significant locations such as the Real Alcazar and Roman Itálica. The methodology used includes a combined approach, combining the analysis of literary sources, library resources, as well as conducting surveys among visitors to these locations.

The study began with a thorough review of literary sources devoted to film tourism, tourist behaviour and the influence of the film industry on the choice of tourist destinations. This stage provided a theoretical basis for the formulation of hypotheses and the identification of key factors that can influence the attractiveness of the city of Seville for film tourists.

In addition, the study analysed data from library resources, including scientific articles, books and magazines covering topics related to film tourism and tourism in Seville. This stage provided a detailed understanding of the history of cinematographic filming in the region and their impact on tourist demand.

The key stage of the methodology was conducting surveys in real filming locations – Real Alcazar in Seville and Roman Itálica. Structured questions were aimed at identifying the motives for visiting these places, the influence of movies on the decision of tourists, as well as on expectations and impressions of the visit. The surveys were carried out using mobile applications, which ensured high accuracy and efficiency of data collection.

The choice to initiate the survey was determined with the aim of enhancing the study's credibility. The primary goal of the survey was to gather information pertaining to tourists' experiences in the realm of cinematic tourism in Seville. The information obtained provides an opportunity to analyze general ideas about the role of the city in the film industry, as well as to assess the impact of the popular TV series "Game of Thrones" on visiting the Real Alcazar and Itálica. An important aspect of the survey is the desire to identify the demand among potential tourists to visit the city, inspired by watching specific films.

6.3 Research methodology

After making a decision to conduct a survey, it was necessary to choose an approach to data collection. The author preferred to use the online survey strategy for the empirical part of the study. This method of quantitative research provides data collection and feedback from a wide audience of tourists, converting them into statistical information. This approach is considered descriptive and allows the researcher to identify the relationship of opinions (Saunders et al., 2009, 144-145).

The focus of the dissertation research is focused on the experience of tourists in the Real Alcazar and Itálica. Therefore, it was decided to collect data from representatives of various groups in order to get a general idea of their preferences. The choice to conduct a generalized survey was made purposefully, in order to assess the diversity of opinions and identify correlations between them in different segments of the audience from different countries.

6.3.1 Justification of the choice of the target audience

The target audience was chosen because the author herself had previously acted as a tourist, and had the opportunity to visit popular places, conduct observations and collect data. In addition, the author's personal experience led to the assumption that tourists, as a target group, show a high interest in the opportunity to explore cinematic routes or visit museums related to films. This assumption is based on personal observations and has been the subject of verification during the study. The author believes that the target group is in need of new impressions from the world of cinema and tourism.

For the analysis, a probabilistic sampling method was used, characterized by a random selection of respondents. This method also takes into account the marginal error - the statistical error at which the results of the survey may differ from the real opinion of the population (Saunders et al., 2009, 216-220).

Although the indicator can be considered relatively high, given the limited resources for an extensive survey of all tourists/locals of Seville, the data obtained reflect the opinion of a wide audience and foreign travellers, considering them reliable. The survey questions are presented in Appendix 1 and Appendix 2.

6.4 Data collection process

The questionnaire was designed and created in an online format using Google Forms, which provided a convenient way to summarize the data. In addition, the survey was also conducted on several social platforms, such as WhatsApp, Instagram and Facebook, to maximize audience coverage. This decision was made in order to attract a wide and diverse audience. The publication of the survey included a brief introduction from the author, a description of the research topic, the survey itself and a link to the online form.

In addition, in order to get more answers, personal surveys were conducted at popular tourist sites, including in the Real Alcazar and Italica. This method facilitated a more comprehensive comprehension of tourists' encounters through direct interaction. The author started planning the survey a month before the trip to Seville and conducted face-to-face surveys, providing an emotional connection, telling about the goals of the study and offering to participate in the survey.

The collected data has been thoroughly analysed. Quantitative data were subjected to statistical processing, while qualitative data were subjected to thematic analysis.

6.5 Analysis of the shooting of the series in Seville

As it has been observed, the city of Seville has been a participant in multiple productions that have allowed a stellar position in productions cinematographic. Today, it is one of the most photographed cities in the country and it is because it has a number of unique and majestic enclaves. Then, it they have chosen the series that have generated the greatest impact on the city, since his shoots have taken place in the province.

“*Game of Thrones*” is a fiction, mystery, drama and fantasy series, set in the Middle Ages, composed of seven kingdoms and where countless houses will be disputed the power. (Written by, 2022). As Sevilla4Real (2020) expose, it is shown to the following enclaves that have served as the setting for the production. The series shows the Real Alcázar, the town of Osuna and the whole roman archaeological of Itálica:



Image 5. Game of Thrones shooting in the Alcázar Image 6. Game of Thrones shooting in the Itálica. (Diario de Sevilla. Sevilla Secreta)

Redacción (2022) establishes that “*The Crown*” is a series that recreates the environment and biography of the British royal family. The Alfonso XIII Hotel and San Juan de Aznalfarache they were the locations chosen for the filming of a series of scenes. Gallardo (2021) claims that the city served as colonial Egypt and evokes the cession of sovereignty Egyptian and moments around the family of Mohamed Al-Fayed.

Also, can consider the movie “*The Plague*”. Hacienda Guzmán (2019) states that it has been a production made by Movistar + that recreates the rawness of sixteenth-century Seville, ravaged by continued epidemics. As for their locations, they opted for the Cathedral and surroundings, the Guadalquivir River, the Chapter House of the City Hall, the Real Atarazanas and the interior of Casa Pilatos. In addition, part of the filming took place in the Royal Artillery Factory, the Convent of the Conception in Carmona or the Hacienda Martín Navarro in Alcalá de Guadaira.

6.5.1 Impacts on the province of Seville and surroundings

In the international framework, Game of Thrones is in the first place already that his influence and participation in the city of Seville has contributed to the promotion of fate. In fact, Ruiz Sevilla (2020) states that the popularization of the place as a result of having been the scene of some episodes of the series, it has led to the Real Alcázar has surpassed, for the first time, the two million visitors in the year 2019.

In the tourism framework, not only the capital has benefited but also regions of around have managed to revitalize their tourism thanks to the series. Before the arrival of the mega production to the province, Andalusia Film Commission estimates that the previous days to the shooting and with the arrival of the whole crew, and during the shooting, there were 12,000 overnight stays in various hotels, causing the hiring of about 140 people, presented in his Memory of Activity and Filming that year. (Zurro, 2019).

Considering the impact characterized by Game of Thrones, Guzman (2019) it states that the overproduction has been a miracle in the province since after first shooting in Osuna, the visits increased by more than 10%, in the Whole of Italics amounted to 43% and in the Real Alcázar of Seville, more than 20% and whose tourists were mainly Americans.

Special emphasis should be placed on the economic impact generated by the production of the series in Spain since the HBO platform provided around of eighteen million euros to the Spanish government. The production of The Plague has been awarded the prize in best audio-visual production that has promoted the Spanish territory the best in 2018. The alliance between cinema and tourism was explicitly seen, since the potential that own is noticeably big. (Guzmán, 2019).

6.5.2 Analysis of the motivation of visiting monuments linked to the series of Game of Thrones in Seville

The following surveys carried out in the Archaeological Ensemble of Itálica and in the Real Alcázar, allow to know an approximate number of tourists who visit the following enclaves and whose motive has been after the visualization of projections and/or cinematographic or series audio-visual productions:

Main objective	To know the number of people visiting the enclave through Game of Thrones
Secondary objectives	To know what the reasons are attached to the choice of the place, as well as the type of tourist visiting
Geographical coverage	Real Alcázar in Seville
Criterion of inclusion	Visitors to the Real Alcázar
Population	184,946 visitors. The number of visitors in September 2023 is taken as a reference
Design of the interview	There are a total of thirteen questions and whose answers are open and closed

Sample size	150 responses were obtained according to the inclusion criterion
Sample design	Simple random
Level of confidence	95%
Margin of error	8%
Data collection technique	Face-to-face, on-site
Date of data collection	September 2023

Table 7. Technical Data Survey of the Real Alcázar

The survey results from Alcazar indicate that it draws a demographic primarily aged between 25 and 34 years, with the age bracket of 18 to 24 years closely following, and those aged 35 to 44 years securing the third position. The two diagrams below show the answers to the first question: **“What is your age and place of residence?”**

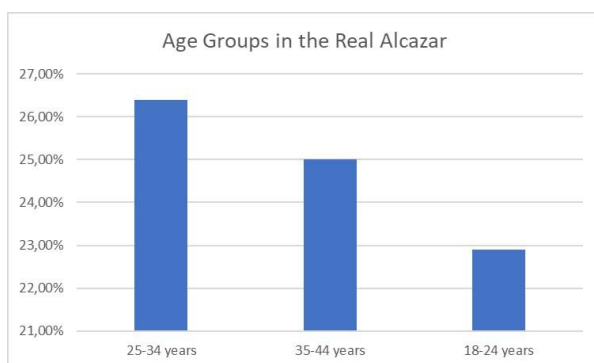


Figure 1. Age of tourists in Real Alcazar

The United States (14%) and the United Kingdom are in fourth place (13.3%). In addition, thirty countries are classified as “Other”, which provides the fifth place with 13.3%. Italy's share is 10.6%, while Germany adds 6% to the diverse composition. Data on the nationality of tourists are clearly presented in Figure 2.

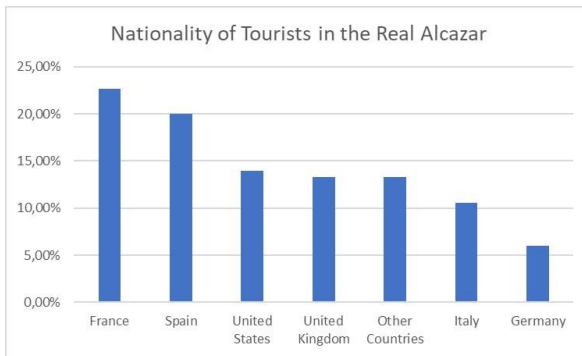


Figure 2. Tourists' Country of Origin in Real Alcazar

The predominant type of travel is trips “Together” and “with friends”, which together makes up 34.7%. The family-oriented destination ranks third with an indicator of 17.3%, while 12% of respondents prefer to travel alone, and only 1.3% travel for work reasons. The dynamics of trips is shown in Figure 3: **“Who are you traveling with?”**

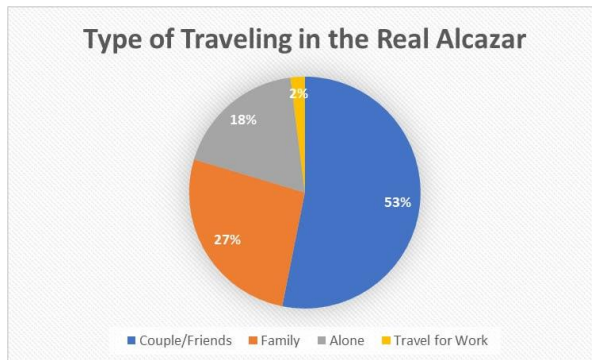


Figure 3. Type of travel of tourists

It is worth noting that 74% have not been to Seville before, so this was their first time, and the chosen period of stay varies from 3 to 5 days (59.3%), followed by those who stay only for 1-2 days (20%), those who stay more than 5 days correspond to 18% and finally, there are those who stay for less than 1 day (2.7%). The table below provides information on how many days the trips take: **“How many days do you usually spend in Seville in one visit?”**

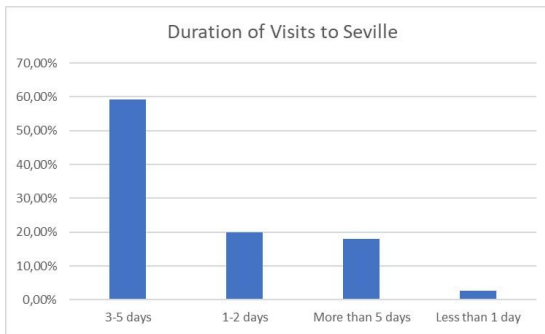


Figure 4. Visit Duration in Real Alcazar

In addition, 65.3% read about the Alcazar via the Internet, although 24% were influenced by friends and relatives who had been there before. Thirdly, 4.7% got to know him through travel agencies or guides, and in this case the filming of the series "Game of Thrones" influenced 3.3% in the coverage of the real Alcazar. **"Did you know that the real Alcazar in Seville was used in the filming of Game of Thrones?"**

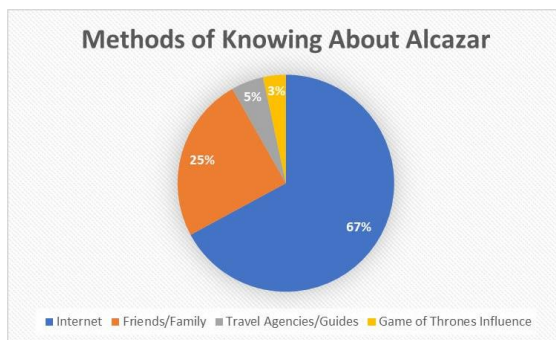


Figure 5. Ways of Discovering Alcazar

After all the above, the main reason for the visit is "acquaintance with the cultural and artistic heritage of Seville", which is 98%, and the second motivating factor for visiting the Alcazar was "because it was part of the Game of Thrones series." one of 27.3% of visits.

The majority of visitors (63.3%) would watch a movie or TV series where the Alcazar is depicted as a scene, as they consider it a great place to rent. 18.7% believe that they would "probably" watch a movie or a TV series, depending on their genre or plot, and not in "Alcazar". Finally, 18% believe that they would not watch a movie or TV series shot in the Alcazar.

Despite this, 86.7% believe that more films or TV series should be shot in Alcazar, which serve to popularize the enclave, since it is worth telling about it, and thus the population will learn about its existence. However, 13.3% believe that there should be no more films or TV shows that serve as advertising, as this can lead to a large influx of visitors and, as a result, to their overflow.

During their visit, 77.3% noted that the visit was particularly good, having reached an exceptional level, 90% would like to visit the Alcazar again in the future, and 96% would recommend visiting it. The following question is asked: **"Do you think that the cinematic heritage of Seville has added value to your journey?"**

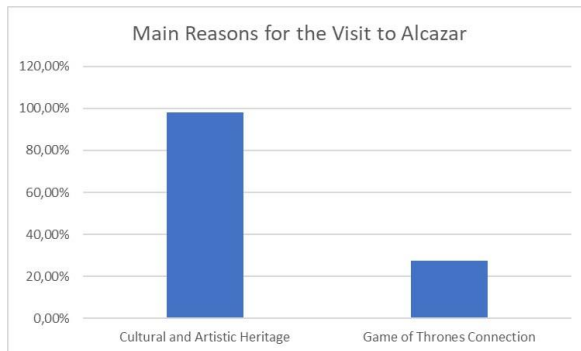


Figure 6. Main Reasons of Visit

At the end of the survey, they were asked to express their impression of the Alcazar, and most of them described it as an "impressive" place, "majestic", "historical", "unique", "colorful", "inspiring", "impressive", "grandiose" (etc.).

Summing up, it becomes clear that the profile of a tourist visiting the Alcazar includes people aged 25 to 34, of French origin, traveling with a partner or friends. The vast majority have never been to Seville before and they stay there for 3 to 5 days. More than 65% of tourists get acquainted with the real Alcazar through search engines, and their main goal is to get acquainted with the historical and artistic heritage of the city. However, almost 30% decided to visit this place because it was the scene of the "Game of Thrones", so we understand why such a number of visitors. Finally, more than 60% believe that they would watch productions featuring the enclave, and more than 85% believe that more productions should be shot in the Alcazar that serve to promote this place. It is worth noting that most of the answers to the rest of the survey questions were given in long sentences, which does not allow you to make a diagram, however, the author used the most accurate indicators of the empirical data.

The following table shows a similar survey, but conducted in Itálica:

Main objective	To know the number of people visiting the enclave through Game of Thrones
Secondary objectives	To know what the reasons are attached to the choice of the place, as well as personal data of the tourist, reason for the visit, opinion, among others

Geographical coverage	The Roman city of Itálica
Criterion of inclusion	Visitors of Itálica
Population	10,948 visitors. The number of visitors before September 2023 is taken as a reference
Design of the interview	There are a total of nine questions and whose answers are open-ended and closed
Sample size	150 responses were obtained according to the inclusion criterion
Sample design	Simple random
Level of confidence	95%
Margin of error	8%
Data collection technique	Face-to-face, on-site
Date of data collection	September 2023

Table 8. Technical Data Survey of the Itálica

The data obtained during a survey conducted in Italy allowed us to determine which profile is preferable for visiting archaeological excavations. It should be said that it was not possible to establish a specific number of respondents to make it 100% reliable or as truthful as possible, the figure of 140 respondents still remains.

In this case, people aged 25 to 34 (26.4%) are in first place, followed by people aged 35 to 44 (25%), and people aged 18 to 24 (22.9%) are in third place. The following pair of graphs illustrates "**Age groups and location of residence**"

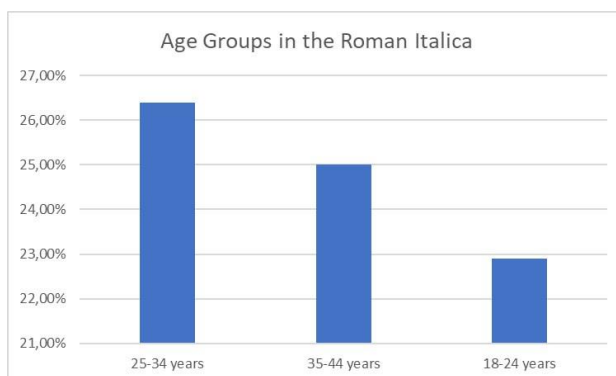


Figure 7. Age of tourists in Itálica

According to the survey, the main market is the national one, which accounts for almost 40% of visitors' responses, as it is the preferred place for local residents, since they can use the aviary and enjoy it. Almost 20% are the United States, followed by France with

11.4%, and the United Kingdom and “Others”, which include countries such as the Netherlands, Belgium, Portugal or South America, make up 10% of respondents.

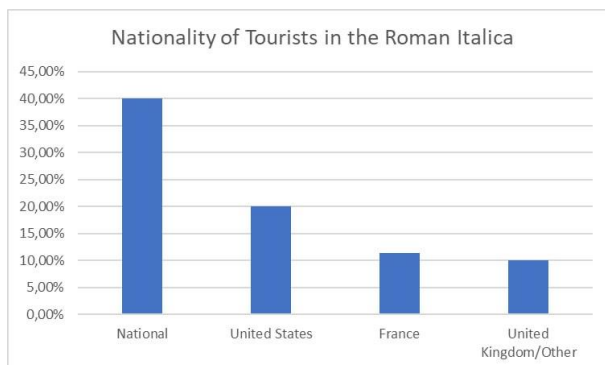


Figure 8. Tourists' Country of Origin in Italica

In addition, the preferred way of traveling for representatives of all nationalities is a “couple” (33.6%), although there is also a significant percentage - more than 27% - of those who visited the complex with the whole family. Thirdly, visitors decided to go on a trip with friends, which is 25% of respondents. It should be noted that more than 10% of respondents decided to travel alone. The following charts provide information on: **“Who are you traveling with?”**

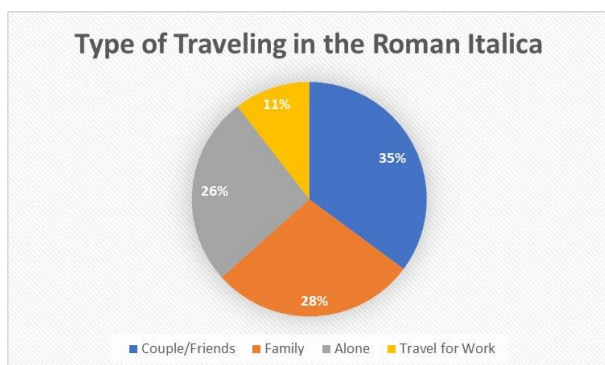


Figure 9. Type of travel of tourists

Almost 56%, if they had visited Seville before or were even citizens of the country who often left the set for a walk. As for the days they spend in the city, almost 40% choose to stay in it from 3 to 5 days. In second place, with almost 30%, they stay for more than 5 days. In third place, with almost 20%, respondents decide to stay for 1-2 days. Finally, 13.6% are those who stay in the country for less than 1 day, since this usually corresponds to citizens visiting this place and returning to them at their place of residence. So, the following diagram shows the answer to the question: **“How many days do you usually spend in Seville in one visit?”**

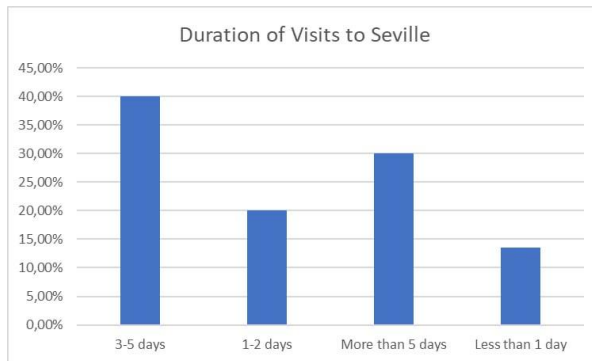


Figure 10. Visit Duration in Italica

The vast majority (40.7%) learn about the complex from friends or family members or ask local residents about their place of residence or relocation. The second method used is through search engines such as the Internet or mobile applications, this figure is 36.4%. In third place - 15.7% of respondents familiar with Italy through travel agencies.

The main reason for the visit, for which 90% of respondents visited Italy, was familiarity with the cultural and artistic heritage of the province of Seville. However, secondly, it is noteworthy that more than 30% visited Italy, because it was the filming location of the series "Game of Thrones". So, the diagram below shows the result of the question: **"Did you know that the Roman Italica in Seville was used in the filming of Game of Thrones?"**

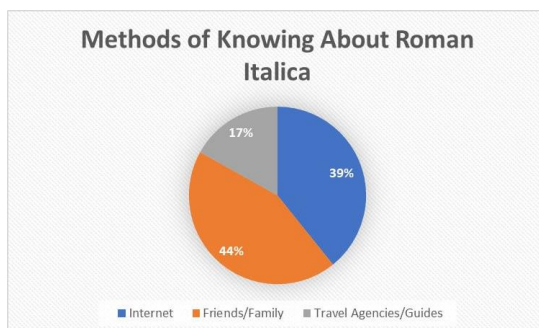


Figure 11. Ways of Discovering Italica

Finally, 52.1% rated the visit as exceptionally pleasant, and more than 95% would undoubtedly recommend visiting Italy. This is confirmed by the following graph:

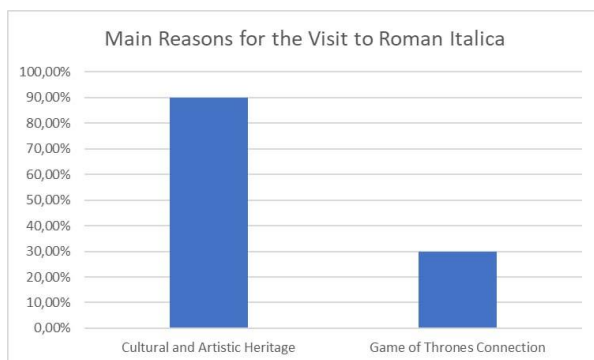


Figure 12. Main Reasons of Visit

Summing up, we can say that the predominant profile of visitors to Italy are citizens whose age ranges from 25 to 34 years, who travel as a couple and stay in the city from 3 to 5 days. They should be familiar with the complex through friends or family, and the main reason for their visit is familiarity with the cultural heritage. Nevertheless, there is a great motivation to go to the filming location of “Game of Thrones”, which gives the room even more value. This means that the fact that the series was filmed on location is not the main reason why I came, but if the second one, then I can assume that, the effect produced is remarkable, and therefore consider the advertising effect that the filming had on the archaeological ensemble of Italica.

After analysing the surveys, a portrait of a potential tourist is formed:

Destination:	Real Alcázar	Itálica
Age:	25 to 34 years	25 to 34
Nationality:	French	Spanish
Typology:	Traveling with friends	Traveling as a couple
Search engine:	Internet	By friends or family
Stay:	3 – 5 days	2 – 4 days
Main reason:	To know the artistic and cultural heritage	To know the artistic and cultural heritage
Secondary reason:	Influenced by knowing the filming location of Game of Thrones	Influenced by knowing the filming location of Game of Thrones
Personal opinion:	Promote the location of the shooting	Promote the location of the shooting

Table 9. Portrait of a tourist

6.6 Film productions in Seville

The making of feature films in the city has been vital to the positioning of Seville as a cinematographic destination. With the help of the intervention of influential production companies, directors and even actors, the city has been part of blockbusters that have been broadcast around the world. Some of them are highlighted below. (Mencos, 2015).

In case of “*Star Wars II: Attack of the Clones*” Mencos (2015) collects that the scenario chosen for the production was the Plaza de España. Ceased to be a hallmark of the city to become the planet Naboo, home of Queen Padmé Amidala. (Civitats, 2020).

Hosticasa (2020) notes that “*Night and Day*” is an American film starring Tom Cruise and Cameron Diaz. The streets of Seville were chosen for such an action blockbuster. Scenes appear in the Plaza de San Francisco and the Plaza Nueva, as well as the Plaza Virgen de los Reyes, the Maestranza, the City Hall and the square of Santa Marta. (Rego de Arcos, 2022).

The following images illustrate the filming in Seville:

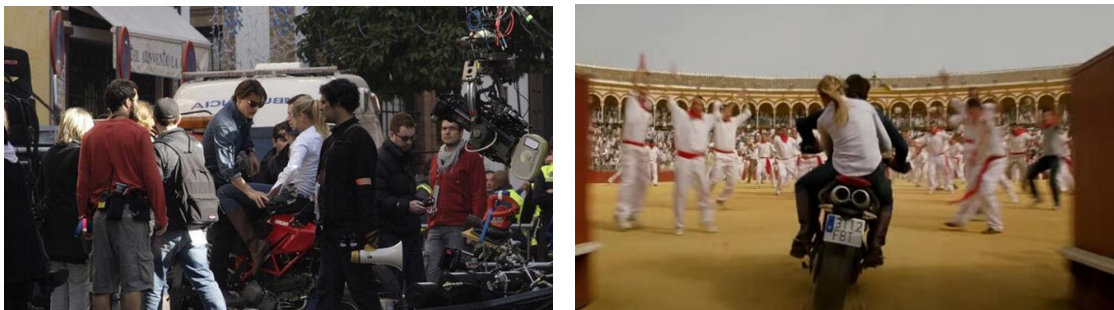


Image 10. Shooting at Night and Day Image 11. Night and Day Scene in the Maestranza (Diaro de Sevilla)

“*Kingdom of heaven*” is an adventure production based on the medieval and set in the time of the Crusades. (Hosticasa, 2020). In addition, Rego de Arcos (2022) agrees that the Andalusian capital was again chosen as the place of filming and whose scenarios were in the Reales Alcázares and the House of Pilatos that they depict a Jerusalem palace during the movie.

6.6.1 Impacts generated on the city

During the filming of *Star Wars II: Attack of the Clones*, Mencos (2015) points out that during the days that the team was in the Plaza de España, there were more than 7,000 people who wanted to get the acting part. In addition, the perimeter was completely closed, and the fans were crowding on the outskirts of the Maria Luisa.

Highlights what happened a year before the shooting where with the premiere of "The phantom Menace" in 1999, a Stellar Holonet association formed in Seville by Star Wars fans. This association corresponds to be the most important, old and with more partners from Spain. This association is also responsible for organizing every year one of the most important Star Wars fan event of Spain, the Conference and Exhibition HoloRed Estelar Sevilla. In 2015, the association was able to gather more than 17,000 fans of the saga in the leisure centre East Area where it was possible to see models that reproduced ships and moments of the saga, storm trooper uniforms, and busts of the characters, among several.

That said, the effect produced by making film productions in the city, has generated positive behaviour among movie fans and series that in turn will become future potential tourists.

In the case of *Night and Day*, Guillén (2010) argues that Seville hosted the world premiere of the production at the Lope de Vega Theater, where there were many supporters who had gathered at the venue to get a photo and autographs of the actors. In addition, CCO54 sources estimated that a total of 15,000 and 20,000 spectators would pass by the place. Finally, Delegate Maribel Montaña assured the media that the presentation of the film would produce a great economic impact on Seville, around ten million euros. This fact may have led to the anteroom for the city to become a key stage for future productions. (Guillén, 2010).

6.6.2 Newspaper library data

It was extracted with the help of the National Library of Spain (2018), from the analysis of posters about the series of the saga. The research focuses on the impact produced by each poster, because one of their tasks is to convince and inform. The "Harry Potter" saga, "Fast and Furious" and "Star Wars" were chosen for this study.

From the analysis, it is clear that the posters of "Harry Potter" and "Star Wars" have almost the same number of characters, and in them, the influence of the cult is combined with text prompts. The title reinforces each film, although each typeface is exclusive. Another point

⁴ Operational Coordination Center of the City of Seville is responsible for coordinating special events such as Holy Week, the Fair, the King's parade, or sporting events.

to highlight is the videotapes collected by the National Library of Spain where in its collections on national audio-visual productions appear.

Cinematographic records appear from the beginnings of cinema as the film *Carmencita: Spanish Dance* by director William K.L Dickson filmed in the United States United in 1894. Flamenco dance clips of the dancer are collected in the production *Juana Vargas* registered in Seville. (National Library of Spain).

6.7 Festivals and events held in the city of Seville

With the influence of productions generated in Seville, the city has been favored by this sector since the European Film Festival, giving the city a positioning in the cinematographic world.

The main goal of the European Film Festival is the promotion and dissemination of European cinematography. To do this, he holds this annual event so that talents Europeans of cinema, journalists and professionals of the sector come to meet. They take place the film premieres of contemporary auteur cinema, future virtuosos of the world of acting, as well as a support for Andalusian cinema. In addition, every year it presents nominations from the European Film Academy Awards. (Festival of Seville).

International Film Music Festival of Seville, FMFS. It is organized by Loyola University, Seville Film Orchestra and Soundtrack Fest, also has the collaboration of the Academy of Cinematographic Arts and Sciences of Spain.

Among its objectives are the following:

- Positioning of Seville as one of the capitals in film music
- Dissemination of film music and the creation and production of soundtracks
- To be the meeting point for those who value music for cinema, television, and video games
- To train future composers and creators
- Contribute to the growth of the audiovisual industry, generating synergies and encouraging the development of creative projects

6.7.1 Impact and comparison of the 2019 and 2023 Goya Awards

Goya Awards 2019

On 2 February 2019, the 33rd edition of the Goya Awards took place, at the city of Seville. This event caused a reception of more than 3,000 cinema guests. Arroyo (2019) stated that the Andalusian capital illuminates its emblematic sites, and it consolidates as a filming and festival destination. In addition, there was a remarkable growth in the number of visits, where eight hotel establishments could not offer your service. In this area, the accommodation sector offered in the city, he witnessed the arrival of 2,500 overnight stays. (Arroyo, 2019).

The direct economic impact exerted because of the event reached the figure of five million euros and indirectly, the city achieved a projection in media advertising valued at 100 million euros, according to estimates of the City of Seville. (Arroyo, 2019). As a means of deploying the city through the Goya, a Giraldillo was given to the Andalusian nominees as a symbol of the city. At that time Mayor, Juan Espadas established wanting to congratulations to the Andalusian cinema and highlight its enormous strength and potential.

According to Hola (2019), the Goya Awards took place in the streets of Seville, starting from the Avenida de la Constitution where 22 snapshots of the protagonists were shown. It is followed by the Torre del Oro, the Zapata on Betis Street, and the Wall of the Macarena where lighting effects were implemented for the arrival of the awards to the city.

In the environmental field, the 2023 Goya Awards established an agreement in trying to measure their carbon footprint through Crest technology. The ceremony is designed based on the principles of sustainability and respect for the environment and they were so committed to this that the statues were made of recycled material, and their red carpet was recycled and recyclable. In addition, the guests of the gala stayed at LEED-certified hotels and to reduce pollution and the consumption of fuel, a fleet of eco-friendly cars was counted on. Finally, they turned on water fountains for visitors and thus contributed to the philosophy of zero use of plastic, as well as whether they would count on the nearest suppliers for public catering, thus offering the products of kilometer 0. (Cabal, 2023).

The Academy of Cinematographic Arts and Sciences of Spain took advantage of the celebration of the gala to renew collaboration agreements with companies such as Renfe. In fact, the Official Train of the 2023 Goya Awards was implemented that allowed attend the gala with special prices on AVE and Alvia tickets to Seville. (2023).

Another point of view is that offered by F.P (2023) where the fact that they have once again being the Goya in Seville, it is because it is one of the capitals with the greatest offer hotel of Spain. It has establishments of various kinds, although before the event, the best options are those that offer the maximum distinction and exclusivity.

An important fact is what Picazo exposes (2023), from the Academy of Cinema and the City Council of Seville, in which the activities that could be to do in the city before the gala. All of them served to satisfy those who were unable to attend the gala and therefore acted as entertainment for the visitors:

Replica Goya Award	Photographs can be taken with a Goya Award and red carpet at the Town Hall
Screening of nominated films	In the cinemas of Nervión, largome-costumes nominated for the Goya were played
Exhibition on the Avenue of the Constitution	On the streets witnessed photographs made by professionals who have received a Goya Award
Giant replicas of the Goyas	There were 9 in the city
Guided tours to the Alcázar's film sets	10 groups of 20 people have to know the scenarios of film series and movies.
City lighting: 11 de febrero	The Torre del Oro or the Muralla de la Macarena produced images from the nominated films
Meetings with Ibero-American filmmakers, documentary directors and residents	<i>The 10 of February.</i> Iberoamericana film professionals-did not have meetings with the public on <i>the 11 of February.</i> Notable directors and directors talked with the public on the Marqués del Contadores Promenade.

Table 10. Activities leading up to the 2023 Goya Awards Gala

7 Interpretation of Results

Seville has emerged as a key player in the realm of cinematography, holding a prominent position in the filming of numerous productions. The city's unique and majestic locations, particularly the Real Alcazar, have contributed to its widespread recognition. Productions like "Game of Thrones," "The Crown," and "The Plague" have notably influenced Seville, offering viewers a diverse experience across genres and historical settings.

Internally, "Game of Thrones" stands out, leaving a positive imprint on Real Alcazar and drawing over two million visitors in 2023 alone. Beyond the city limits, the series has stimulated tourism and job creation in the surrounding regions, delivering substantial economic benefits to the province. This aligns with expectations, as the cinematic activity attracted significant investments and bolstered the tourism industry.

Surveys conducted in Roman Itálica and Real Alcazar provided crucial insights into the audience attracted by cinematic filming. In Real Alcazar, a predominant young audience aged 25-34, many visiting Seville for the first time, is evident. In Itálica, the primary market comprises national tourists, often visiting as couples or families, with over 30% visiting due to the filming of popular productions—an indication of significant impact on tourist flow.

The films shot in Seville underscore its significance as a film destination, fostering positive associations with the city among spectators. Events like the European Film Festival and Seville International Film Music Festival enhance the city's standing in the world of cinema, attracting professionals and contributing to the popularization of European cinema.

Ceremonies like the Goya Awards in 2019 have notably affected Seville, drawing thousands of visitors and yielding substantial economic benefits. The city has become a media focal point, enjoying significant advertising. Thus, cinematic activity in Seville has propelled a robust economic impact, tourism growth, and heightened international visibility.

This research delves into the intricate relationship between tourism and cinema, highlighting the substantial impact of film and series production on tourist destinations. By exploring the historical origins of both sectors and analyzing globally acclaimed films, the study unravels a symbiotic relationship that persists to this day. Focusing on the specific case of Seville, where well-known series played a pivotal role in shaping tourism dynamics, the study emphasizes the positive impact of series like "Game of Thrones" on iconic locations such as Real Alcázar and archaeological excavations in Itálica.

While the growth of tourism fueled by such series brings economic benefits and employment opportunities, the study reveals that "Game of Thrones" significantly influences tourists' decisions to explore these places, acting as a compelling incentive. Notably, a substantial portion of visitors, especially at Real Alcázar, initially lacked awareness of the filming locations. This lack of awareness suggests the untapped potential for greater impact through strategic promotional materials explicitly connecting these locations to the series.

The thesis underscores the importance of recognizing movies and series as integral components of the tourism sector. The influential role of cinema in shaping tourists' preferences and destination choices necessitates proactive measures to harness this connection. As the research concludes, it becomes evident that the fusion of cinema and tourism is not a fleeting trend but a dynamic force poised to make a significant contribution to the growth and enrichment of tourist destinations.

8 Summary and discussion

The thesis "Cinema Tourism in Seville" explores the interaction between cinema, television series and tourism, driven by the mesmerizing charm that these visual narratives radiate from the screens. As people travel around the world in search of new discoveries, the influence of cinematic landscapes and television series becomes tangible, prompting fundamental research into the integral role that movies play in shaping the tourist experience.

This concluding chapter functions as a cohesive summary of the objectives, primary content and key findings resulting from the conducted work. According to the initial request, the focus is on the impact of productions taking place in specific locations, as well as how these cinematic images contribute to the expansion of destinations by increasing the number of visitors. In the course of the study, it was found out that cinematic productions and TV series have a significant impact on tourist activity. In the end, the main goal was achieved - films and series really have a big impact on tourist activity. The presence of popular films, such as "Game of Thrones" and others greatly stimulates the interest of the audience, causing her to desire a personal visit to the depicted places. This is confirmed by the growth of tourism in the cities where the filming took place, such as Seville, and the positive impact on the economy and employment in these regions.

The main content of the research involves a comprehensive study of the interrelated dynamics between cinematic images, series plots and the tourism industry. Comparative analysis of productions in specific locations, including their transformative impact on the number of visitors, is an important part of the research process.

Results of this research highlight the significant impact of films and series on tourism. Comparative analysis sheds light on the unique charm that certain places possess, including those that are in the spotlight, as a cinematic backdrop. The motivating effect manifested in the audience is expressed in a tangible desire to explore the places depicted on the screen. These results highlight the multifaceted influence of visual narratives on the behaviours of tourists, increasing the attractiveness of tourist destinations and strengthening the symbiotic relationship between the entertainment industry and the tourism sector.

In addition, the survey conducted using Google Forms played a key role in revealing the motives of visitors to Real Alcazar and Italica, giving a dynamic impetus to the study. This allowed us to obtain important information about the demographic composition, travel preferences and the cinematic direction that attracts people to this historical enclave. The collected data became a solid basis for study. In addition, it is worth noting that in addition to

online data, it was also possible to collect a large number of oral respondents, which produced an even more effective result.

The survey played an important role in creating a narrative that goes beyond simple tourism. It revealed the charm of the Alcazar and Roman Itálica, combining history, art and cinematic production into a cultural heritage.

The proper use of this research entails cultural enrichment and audience engagement, providing stakeholders with valuable tools to capitalize on the cinematic appeal of places. Furthermore, this research will be able to push to explore new directions. In addition, strategies for managers of tourist destinations, cinematographers and travel agencies to use the potential of cinematic attractiveness can extract new ideas for the development of business industries. The research can act as an initial step for establishing film-related museums, guided tours, festivals, and extensive events to highlight Seville as a tourist hotspot. This initiative not only promotes tourism but also stimulates the local economy, generating employment opportunities for the community.

The conclusions drawn from this study not only contribute to understanding the dynamics of what is happening, but also serve as a springboard for future research and practical initiatives in a dynamic field where a combination of visual narratives meets tangible travel landscapes.

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Appendix 1. Survey in the Real Alcazar

Questions for tourists of tourists of the Real Alcazar

(Google Forms: [Survey in the Real Alcazar \(google.com\)](#))

1. What is your age and place of residence?
2. How many times have you visited the city of Seville?
3. Who are you traveling with?
4. How many days do you usually spend in Seville during one visit?
5. What are the main attractions in Seville that you have visited?
6. Did you know that the city of Seville is a popular location for film productions?
7. What movies or series shot in Seville do you know?
8. Did you know that the Real Alcazar in Seville was used in the filming of "Game of Thrones"?
9. Have you visited the Real Alcazar because of its connection to Game of Thrones?
10. What emotions and impressions did visiting the place used in the filming of "Game of Thrones" cause you?
11. What role did the cinematic heritage of Seville play when you chose this destination to visit?
12. Do you think that Seville's cinematic heritage has benefit to your travel experience?
13. Can you name specific scenes or locations from the films that have become key moments for you on the trip?
14. Would you recommend Seville as a place for film tourism to other tourists?

Appendix 1. Survey in the Roman Itálica

Questions for tourists of the Roman Itálica

(Google Forms: [Survey in the Roman Itálica \(google.com\)](#))

1. What is your age and place of residence?
2. How many times have you visited Seville?
3. Who are you traveling with?
4. How many days do you usually spend in the province of Seville in one visit?
5. What are the main attractions of the province of Seville that you have visited?
6. Did you know that Roman Itálica is a popular place for filming movies?
7. What films or series shot in the province of Seville do you know?
8. Did you know that Roman Itálica was used in the filming of "Game of Thrones"?
9. Have you visited Roman Itálica because of its connection to Game of Thrones?
10. What emotions and impressions did visiting the place used in the filming of "Game of Thrones" cause you?
11. What role did the cinematic heritage of Seville play when you chose this place to visit?
12. Do you think that Seville's cinematic heritage has benefit to your travel experience?
13. Can you name specific scenes or locations from the films that have become key moments for you on the trip?
14. Would you recommend Seville as a place for film tourism to other tourists?