
ASSESSING THE ADVANTAGES AND DISADVANTAGES OF PROMOTING LUXOR AS A TOURIST FILM DESTINATION

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ABSTRACT

Tourist destinations all over the World are competing and racing to use the most influential and creative marketing and promotional methods to guarantee attracting more tourists and building positive and attractive image. Films shooting in tourist attraction sites is a modern, creative and effective method to accomplish this aim, however, there are several global successful experiences in this concern. This study aims to assess the advantages and disadvantages of using tourist attractions sites in general, and cultural heritage and tourist attractions sites in Luxor governorate in particular as film shooting locations to promote Luxor as a tourist film destination. The study used quantitative approach by distributing a questionnaire to citizens of Luxor governorate, as well as another questionnaire to officials of tourist sites in Luxor, tour guides and experts of archeology, to investigate their opinions concerning allowing films shooting in cultural heritage sites in Luxor, and the advantages and disadvantages in this concern. The study concluded that despite of the numerous advantages that could be gained by using cultural heritage sites and other tourist attractions in Luxor as locations for shooting cinematic films, there are some concerns about the negative impacts that could take place, but it can be easily minimized to maximize positive advantages. To achieve this aim, the study recommended that the cooperation and coordination must be present in its' ideal way between different Egyptian concerned authorities to promote Luxor as a tourist film destination in the most distinguished and competitive way, however to obtain maximum advantages and avoid the disadvantages.

KEYWORDS: Film tourism, Cultural Heritage Sites, Tourist attractions, Luxor.

INTRODUCTION

From several years, film production has become a crucial tool and is considered a successful investment in tourism industry. Despite film and

tourism industries are not related at first glance, but in reality, both of them can link leisure, entertainment and World of culture together. Evidence shows that there is a great growth in film tourism that has been participated in tourism researches as they play an important role in developing many destinations (Connell, 2012). Cynthia and Beeton (2009) have assured that film tourism is a powerful tool which is used in tourism for marketing and promotion. It can offer a short- and long-term promotion for many destinations (Rewtrakunphaiboon, 2009). Moreover, many studies have suggested that the audience's personal engagement with TV programme and film create personalized memory and associated symbolic meanings. It also shapes audiences' feelings, emotions and attitudes towards places (Kim, 2012; Beric et al., 2013 and Soliman, 2011). On the other hand, film tourism may have some negative impacts on the destination and the local community whether during film shooting process or after films release (Hudson, S. & Ritchie, J., 2006; Hua, Y. et al., 2021; Kim and Park., 2021)

This study aims to monitor the advantages and disadvantages of promoting Luxor as a tourist film destination and using its' cultural heritage sites and attractions as films shooting locations, through answering the following questions:

- What is the concept and scope of film tourism?
- What are the advantages and disadvantages of film tourism and shooting films in cultural heritage sites and other tourist attractions in Luxor?
- To what extent the disadvantages of shooting films in cultural heritage sites in Luxor could be avoided or minimized to maximize the advantages?

LITERATURE REVIEW

CONCEPT OF FILM TOURISM

There are several definitions for film tourism. Evans (1997) is the one who suggested another term for film tourism which is (film induced tourism). Azcue et al. (2021) agreed with Evans (1997) that film induced tourism is the other term of film tourism in addition to the term of movie induced tourism. According to Hudson and Ritchie (2005), it was defined as the visits of tourists to certain destinations which have been portrayed through cinema screen or TV series as it is considered a part of heritage tourism, which is reflected successfully on many destinations. Buchmann (2010) has stated that film tourism is a new type of tourism that includes the visit to places, locations or sites that have been accompanied with filming. Osacar (2018) has also added that film tourism is the places that people travel to due to their appearance in series or films, in addition to the experience of tourists

through the attractions and products linked to series and films. Film induced tourism was also classified into two types. On-film and Off-film induced tourism. On- Film is a type of film tourism resulted from a film shown on a screen or during its shot, while the off- film is referred to the destinations and locations that have been visited due to its appearance after film or TV series have been released (Mijalce and Sinolicka, 2012; Sawińska and Smalec. 2023).

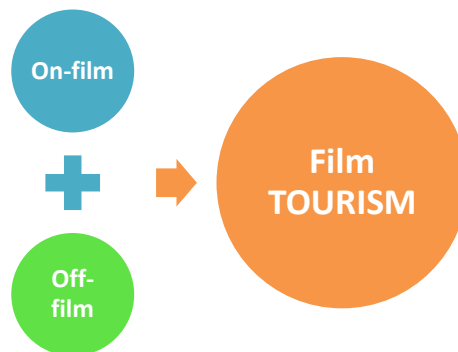


Figure 1: Types of Film tourism

DESTINATION MANAGEMENT ORGANIZATIONS AND FILM INDUCED TOURISM

There are different types of platforms that contribute in increasing the awareness of any destination. Destination Management Organizations (DMOs) are one of these platforms that are considered an up-to-date source of information (Mohamed, 2016). DMOs use trade shows, exhibitions, hosting programs, sales agents and also do sales agreements to create the awareness and to market to their destination. These methods are traditional and can't contribute aggressively with the massive competition that can lead to the increase of tourists' arrivals (Tourism Kwazulu – Natal Occasional paper, 2013); (Morrison, 2013). Recently, DMOs apply the film induced tourism in marketing activities to create successful marketing strategies. According to Hudson & Ritchie (2006); Ferreiro et al. (2021), there are some activities that done before the release of films such as: targeting film producers, arrange tours to such locations where film was shot, prepare marketing materials before the release, make media coverage in addition to sponsoring. Anul (2013) has clarified some of the marketing activities that can be done after the release, from these activities: produce maps for tourists to such locations, hosting events, market for the hotels that have appeared in such films and also develop websites that links the locations of these films with tours' locations.

From the famous examples of films that have been contributed in increasing the tourists' arrivals to films' locations: Braveheart (Scotland), Harry Potter (UK), Dallas (Dallas), The Lord of the Rings (New Zealand), The Beach (Thailand), Heart Beat (England), Mission Impossible 2 (Sydney) and Troy (Turkey) (Real and Herrera, 2018; Ferreiro et al., 2021).

THE ADVANTAGES OF FILM TOURISM FOR A DESTINATION

Movie induced tourism is a form of niche tourism which has appeared. Natural, historical and cultural sites were shown in films and accordingly, visitors travel to those places to explore these locations lively due to their appearance (Teng, 2021). Part of tourists are keen to visit those places due to their psychological connection to the places where film was shot. Another part travel to try this experience because of their curiosity to see and visit such places (Abdel Latif, 2019). Moreover, film tourism has an important and significant role in revitalizing tourist destinations which is reflected in increasing the tourist demand (Ahmed and Unuvar, 2022). Film and TV series also have a great effect on the image of destinations, they also play an important role in tourists' awareness which is accordingly affect the tourists' perception on destinations and in turn their decision to travel (Vara, 2020). There are also a lot of economic impacts of film tourism on tourist destinations and also on local communities. According to Ferrerio et al. (2021), it was mentioned that economic effects have been generated on three levels: during filming, after filming and also afterwards on the image of the destination. During filming, economic activities flourishment is observed during the film' shooting, not only hotels and restaurants benefit from it but also, it affects greatly local businesses such as gas stations, stores, general merchandise, furniture m supplies, agricultural products and other service firms which affected greatly the local communities and in turn generate job opportunities (Strauss, 2003). After filming, many heritage sites that have appeared in films gain cultural value and obtain specific meaning. After the release of the TV and films in such destinations, an observable increase in the awareness of their image that built in people's mind. Thus, they become more favorable to those people more than other destinations to be visited (Tuclea and Nistoreanu, 2011). ICT Research (2018) has mentioned that during 2017, there were about 80 million international travelers have visited destinations where films have been shot. Finally, the reputation of the destination has been affected positively and has been improved due to the effect of film tourism on the destinations' image (Ferreiro et al., 2021). Socio cultural impacts are also from the positive effects of film tourism as values and local traditions become more widely respected from tourists (Jocelyn, 2014) and there is empowerment of traditions and local customs (Aquines, 2016). Moreover, it plays a significant role in promoting and preserving

local culture with the help of documentation of Information & Communication Technology (ICT) (Yuging and Yueming ,2022). According to the final report of Republic of South Africa (2017), governments began to contribute in establishing innovative and unique infrastructure to attract film producers to their countries. Thus, many destinations did all possible efforts to improve its basic infrastructure. Another privilege of film tourism as Kireeva (2018) has mentioned that film tourism has eliminated seasonality, as tourists' arrivals extended all the year around and not on specific period. Thus, films' locations play an important role in enhancing the sustainability of the destination.

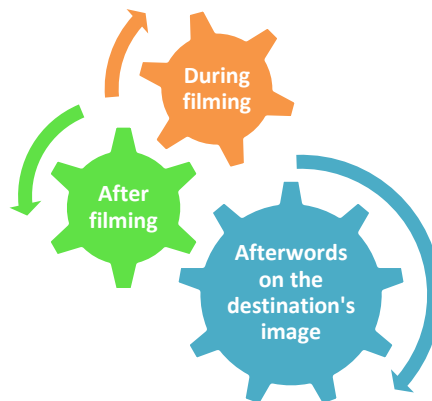


Figure 2: Levels of Film tourism impacts on a destination

THE DISADVANTAGES OF FILM TOURISM FOR A DESTINATION

Despite the presence of several benefits from film tourism which are evident, there are also several negative issues and problems that have emerged due to film tourism. Open Research Exerter has mentioned one of these issues which is the increase in traffic which leads to traffic congestion because of the increase in number of people in such locations, and the overcrowding of shooting locations. As the destinations don't have the capacity that can cope with the large number of these visitors. Moreover, local residents' attitudes towards the influx of film producing crews and the tourists that are interested in such element and visiting these locations. As local residents in most cases are not capable or been prepared for such sudden influx of shooting films locations. One other problem is the increase of demand on services due to the increase of visitors, that led to the increase in prices on such services and also the increase in the trained labor costs. This dramatically cause difficulty for local residents to assess local facilities. This issue may in turn be the reason of the dissatisfaction of some visitors to such locations, as these locations have been portrayed different in films than how they were in real World (Vara, 2020). Another drawback of film tourism is that it causes

destruction of natural environment, as it affects environment sustainability that includes heritage sites as there is an environmental pressure due to the increase of tourist numbers at certain location in the destination (Hudson & Ritchie, 2006; Hua, et al. ,2021). According to Fuentes et al. (2020), they have clarified that there is concentration of tourism activity in specific areas and parts of the destination that in turn increases also the pressure on such location. Kim and Park (2021) have also clarified a negative impact which is the feeling of the local residents in losing their privacy due to the presence of cameras everywhere during the films' shooting and also because of the sudden increase of visitors in such locations.

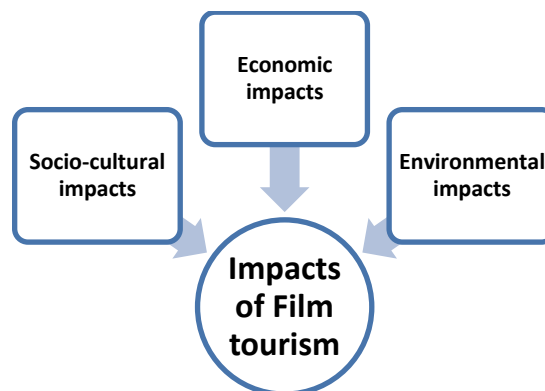


Figure 3: Impacts of Film tourism on a destination

LUXOR A VERY RICH THEMED SITE FOR FILM SHOOTING AND FILM TOURISM

Luxor is a main stop for cultural tourists for its incredible richness of beauty whether natural or man-made. Luxor has dry and sunny weather especially in winter that make it a favorable destination to most of tourists. River Nile and its villages that are located on it despite of all monuments that present all over the city make Luxor an amazing destination (Rashed and Hanafi, 2002). From the main and significant sightseeing that Luxor governorate has, the East Bank which contains Luxor and Karnak temples and the West bank that contains Valley of the Kings, master piece which is Colossi of Memnon, Hatshepsut Temple, etc. Ancient Thebes and its Necropolis Thebes which is almost Luxor city is considered one of the seven World Heritage Sites in Egypt (Sanad et al., 2022) and this is due to its earliest civilization. Luxor Governorate has made a long-term strategy for development such as establishing an international marina for tourists called El Murayes area which is located at the South West of it. The open area which surrounds Luxor Temple where Abu El Haggag Mosque, in the south they revive Luxor's heritage by establishing the Nubian village. Moreover, a mall is being rebuilt to make a large complex of variety of bazars and

shops. In addition, the Karnak's pavilion which is being built to be a temple yard for informal settlements and also the Avenue of Sphinxes between Luxor and Karnak temples (Amara, 2022). All these locations can make from Luxor governorate a suitable place for film- induced tourism.

METHODOLOGY

RESEARCH METHODS (STUDY MODEL)

The researchers used both descriptive and inferential statistics to answer the research questions and assess the positive and negative effects of film tourism and film shooting in cultural heritage sites and tourist attractions in Luxor, Mean scores, standard deviations are calculated for all factors in the research. Mann-Whitney U Analysis at a significance level of 5% is used to test the difference between the opinions of citizens and experts concerning the positive and negative impacts of using cultural heritage sites in Luxor as film shooting locations, and the possibility to minimize the negative impacts and maximize the positive impacts to promote Luxor as a tourist film destination.

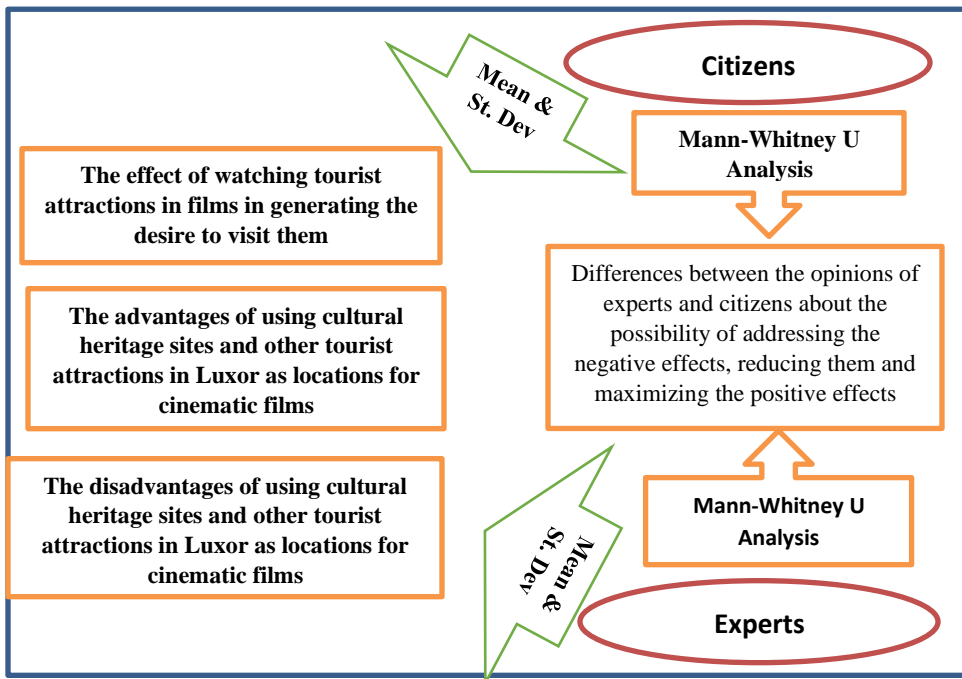


Figure 4: Study methods and measures

STUDY POPULATION AND SAMPLE SELECTION

The research population consists of citizens of Luxor governorate, as well as managers and experts of archaeology and cultural heritage sites. The sample of respondents was selected via convenience sampling.

The study was conducted on a total population of 1.27 million citizen (CAPMAS. 2018). Where the sample was calculated using sample size calculator and complete guide (available on www.qualtrics.com) with 95% confidence level and 5% error margin.

DATA COLLECTION METHODS

This study adopted a quantitative approach by using a questionnaire as a tool for data collection. Data was collected through mailed and manually distributed forms. A number of (500) questionnaire forms were distributed to citizens of different categories in Luxor governorate, (440) valid questionnaire forms were retrieved. Thus, the percentage of valid returned forms constitutes approximately (88%) of the total distributed forms. Another questionnaire was distributed online and manually in archaeological and tourist sites for (45) individuals from archaeological site managers, tourist guides, and experts. The questionnaire forms were distributed from January 2024 to March 2024.

DESCRIPTION OF THE CITIZENS QUESTIONNAIRE

The study used the questionnaire as the main tool for collecting data, in addition to the demographic data, the questionnaire is divided into three parts, the first part concerns items measuring "The effect of watching touristic monuments in films and dramatic materials in generating the desire to visit those monuments" consists of 7 items. The second part of the questionnaire measures "The positive effects of using heritage sites and cultural monuments in Luxor as locations for cinematic films", consists of 8 items (Jocelyn, 2014; Aquines, 2016; Vara, 2020; Ferrerio et al., 2021; Ahmed and Unuvar, 2022) However, the third part of the questionnaire measures "The negative effects of using heritage sites and cultural monuments in Luxor as locations for cinematic films" consists of 10 items (Hudson and Ritchie, 2006; Fuentes et al., 2020; Kim and Park, 2021; Hua, et al. ,2021).. In the end, the last two questions ask about citizens' opinion about the possibility of addressing the negative effects, reducing them and maximizing the positive effects, and adding any suggestions by citizens.

DESCRIPTION OF THE EXPERTS AND OFFICIALS QUESTIONNAIRE

The study used the questionnaire as the main tool for collecting data, in addition to the demographic data, the questionnaire is divided into two parts, the first part concerns items measuring "The positive effects of using heritage sites and cultural monuments in Luxor as locations for cinematic films" consists of 7 items (Jocelyn, 2014; Aquines, 2016; Vara, 2020; Ferrerio et al., 2021; Ahmed and Unuvar, 2022). And the second part of the questionnaire measures "The negative effects of using heritage sites and cultural monuments in Luxor as locations for cinematic films" consists of 5 items (Hudson and Ritchie, 2006; Fuentes et al., 2020; Kim and Park, 2021; Hua, et al. ,2021).

VALIDITY AND RELIABILITY

The validity of the questionnaire was tested using the arbitrators' validity, where both questionnaires were presented to a number of arbitrators related to the topic and the necessary modifications were made.

Reliability by Internal consistency measures the degree of the interrelatedness among the items. Internal consistency was assessed by calculating Cronbach's alpha. As for the citizens questionnaire and experts questionnaire/ Cronbach's alpha value is 0.911 and 0.710 in order, which is >0.70 and was considered sufficient evidence for reliability.

RESULTS AND DISCUSSION

CITIZENS' QUESTIONNAIRE ANALYSIS

SAMPLE DEMOGRAPHIC CHARACTERISTICS

A total of 440 samples were recruited for this research, 54.5 percent of the sample (240 people) is males, and 45.5percent (200 people) is females. 59.1 percent of the sample (260 people) have post-university education, and 36.4 percent (160 people) have a bachelors degree, and 4.5% (20 people) are pre-university. 80 of them (18.2%) are associate professors and 80 are also language teachers. 63.6 percent of the sample (280 people) are from 31 to 50 years old, 18.2 percent (80 people) are from 18 to 30 years old, also 18.2 percent (80 people) are 50 years and over.

Table (1) Sample Demographic Characteristics

Sample Characteristics (n= 440):		Count	%
Gender	Males	240	54.5%
	Females	200	45.5%

Educational Qualification	Pre-university	20	4.5%
	Bachelors	160	36.4%
	Postgraduate	260	59.1%
Job	Associate Professor	80	18.2%
	Does not Work	20	4.5%
	General Manager	20	4.5%
	Housewife	40	9.1%
	Language Teacher	80	18.2%
	Professor	60	13.6%
	Receptionist	20	4.5%
	Researcher	20	4.5%
	Student	40	9.1%
	University Lecturer	60	13.6%
Age	18 -30	80	18.2%
	31-50	280	63.6%
	50 <	80	18.2%

PSYCHOMETRIC Properties

DESCRIPTIVE Statistics

THE EFFECT OF WATCHING TOURIST ATTRACTION IN FILMS IN GENERATING THE DESIRE TO VISIT THEM

Table 2: Mean and St. Dev. of the respondents’ acceptance degree concerning "the effect of watching tourist attraction in films in generating the desire to visit them" items (Citizens=440):

(Five-points Likert scale ranging from 1= strongly disagree to 5 = strongly agree).

#	ITEMS	1	2	3	4	5	Total		
		%	%	%	%	%	Mean	St.Dev	Rank
E1	Films are an effective tool to provide people with information in various fields	9.1%	4.5%	4.5%	22.7%	59.1%	4.18	1.30	6
E2	My viewing of movies and other dramatic material often influences my decisions regarding choosing and making my travel plans.	18.2%	4.5%	18.2%	18.2%	40.9%	3.59	1.53	7

E3	Films are an effective tool for promoting tourist and cultural attractions	4.5%	0.0%	4.5%	13.6%	77.3%	4.59	0.96	1
E4	Cinema films and other dramatic materials contribute to increasing people's knowledge and information about tourist and cultural attractions at the tourist destination	4.5%	4.5%	4.5%	18.2%	68.2%	4.41	1.10	3
E5	Seeing a landmark or tourist site in a movie creates an incentive for me to visit it and see it in person	4.5%	0.0%	0.0%	31.8%	63.6%	4.50	0.91	2
E6	Film and television films play an effective role in promoting tourist destinations and the tourist and cultural attractions they contain.	4.5%	4.5%	4.5%	22.7%	63.6%	4.36	1.09	4
E1	Using Luxor tourist sites and landmarks as locations for filming international cinema works to increase the effectiveness and impact of campaigns to promote Luxor as a tourist destination.	9.1%	4.5%	0.0%	18.2%	68.2%	4.32	1.29	5
Total							4.28	1.04	

The results in table (2) indicated a high level of acceptance that watching cultural heritage sites and other tourist attractions in films and dramatic materials have a positive effect on generating and influencing the desire to visit them with a mean (4.28) and St. Dev. (1.04). In other words, they agree that using cultural heritage sites in Luxor as film shooting locations will have a great positive effect on promoting Luxor as a tourist destination.

1- The advantages of using cultural heritage sites and other tourist attractions in Luxor as locations for cinematic films

TABLE 3: Mean and St. Dev. of the Respondents' Acceptance Degree Concerning "The advantages of using cultural heritage sites and other tourist attractions in Luxor as locations for cinematic films" Items (Citizens=440):

(Five-points Likert scale ranging from 1= strongly disagree to 5 = strongly agree).

#	ITEMS	1	2	3	4	5	Total		
		%	%	%	%	%	Mean	St.Dev	Rank
Adv1	Increased demand for visiting tourist sites in Luxor	4.5%	0.0%	4.5%	45.5%	45.5%	4.27	0.94	3
Adv2	Promoting and increasing the development process of Luxor as a tourist destination	9.1%	0.0%	9.1%	18.2%	63.6%	4.27	1.24	3
Adv3	Larger number of tourists recognizing tourist destination and the various attractions and services it offers, as well as creating positive expectations for them regarding their trip.	9.1%	0.0%	9.1%	22.7%	59.1%	4.23	1.23	4
Adv4	Reviving economic movement and economic activities in the tourist destination and providing new job opportunities	4.5%	4.5%	13.6%	9.1%	68.2%	4.32	1.17	2
Adv5	Increasing the cultural and tourist value of the city and improving its image worldwide	4.5%	0.0%	4.5%	27.3%	63.6%	4.45	0.96	1
Adv6	Protecting, preserving and developing the customs, traditions, cultural and social values of the local community	9.1%	4.5%	13.6%	22.7%	50.0%	4.00	1.31	5
Adv7	Developing and renewing infrastructure	4.5%	0.0%	13.6%	31.8%	50.0%	4.23	1.02	4
Adv8	Extending the duration of the tourist season and reducing the seasonality of tourism activity	4.5%	9.1%	9.1%	13.6%	63.6%	4.23	1.23	4
	Total						4.25	0.99	

The results in table (3) indicated a high level of acceptance concerning the advantages of using cultural heritage sites and other tourist attractions in Luxor as locations for cinematic films with a mean (4.25) and St. Dev. (0.99), mentioning (Increasing the cultural and tourist value of the city and improving its image worldwide) in the first rank, and (Protecting, preserving and developing the customs, traditions, cultural and social values of the local community) in the last rank.

THE DISADVANTAGES OF USING CULTURAL HERITAGE SITES AND OTHER TOURIST ATTRACTIONS IN LUXOR AS LOCATIONS FOR CINEMATIC FILMS:

TABLE 4: Mean and St. Dev. of the respondents’ acceptance degree concerning “The disadvantages of using cultural heritage sites and other tourist attractions in Luxor as locations for cinematic films” Items (Citizens=440):

(Five-points Likert scale ranging from 1= strongly disagree to 5 = strongly agree).

#	ITEMS	1	2	3	4	5	Total		
		%	%	%	%	%	Mean	St.Dev	Rank
Disadv1	Traffic congestion on city streets and pressure on infrastructure and public facilities	31.8%	9.1%	40.9%	4.5%	13.6%	2.59	1.37	7
Disadv2	Extreme crowding and noise on filming sites	18.2%	27.3%	31.8%	4.5%	18.2%	2.77	1.34	6
Disadv3	Local community members are dissatisfied with the behavior of the camera crews and their conflict with prevailing social values	45.5%	22.7%	22.7%	4.5%	4.5%	2.00	1.15	10
Disadv4	A significant increase in the prices of goods and services beyond the capabilities of the local community	13.6%	18.2%	36.4%	18.2%	13.6%	3.00	1.23	4
Disadv5	High wages for skilled and scarce workers	9.1%	13.6%	18.2%	27.3%	31.8%	3.59	1.33	1
Disadv6	Local community members face great difficulties in accessing necessary services and goods	22.7%	13.6%	31.8%	22.7%	9.1%	2.82	1.30	5
Disadv7	Deterioration of the natural environment, affecting the sustainability of the city’s tourist attractions	36.4%	18.2%	18.2%	13.6%	13.6%	2.50	1.47	9

	and the inability to preserve and protect it from deterioration.								
Disadv8	Concentration of tourism activity in a specific area of the tourist destination, which places great pressure on its resources and rapid deterioration	13.6%	27.3%	22.7%	13.6%	22.7%	3.05	1.40	3
Disadv9	Violating the privacy of members of the local community	31.8%	18.2%	27.3%	9.1%	13.6%	2.55	1.41	8
Disadv10	Temples, cemeteries, and other environmentally sensitive tourist sites are affected by crowds, camera lights, and noise associated with the filming process.	22.7%	4.5%	13.6%	40.9%	18.2%	3.27	1.45	2
Total							2.81	0.86	

The results in table (4) indicated a moderate level of acceptance concerning the disadvantages of using cultural heritage sites and other tourist attractions in Luxor as locations for cinematic films with a mean (2.81) and St. Dev. (0.86), mentioning high workers wages, environmental negative effects on tourist attractions and high prices levels as the most important disadvantages. This means that the respondents consider these disadvantages less effective if compared to the advantages.

RESPONDENTS’ OPINION ABOUT THE POSSIBILITY OF ADDRESSING THE NEGATIVE EFFECTS, REDUCING THEM AND MAXIMIZING THE POSITIVE EFFECTS:

TABLE 5: Respondents’ opinion about the possibility of addressing the negative effects, reducing them and maximizing the positive effects: (Citizens=440):

Citizens’ opinion	Frequencies (F)	Percent (%)
Strongly Disagrees	80	18.2
Disagrees	20	4.5
Neutral	60	13.6
Agrees	180	40.9
Strongly Agrees	100	22.7

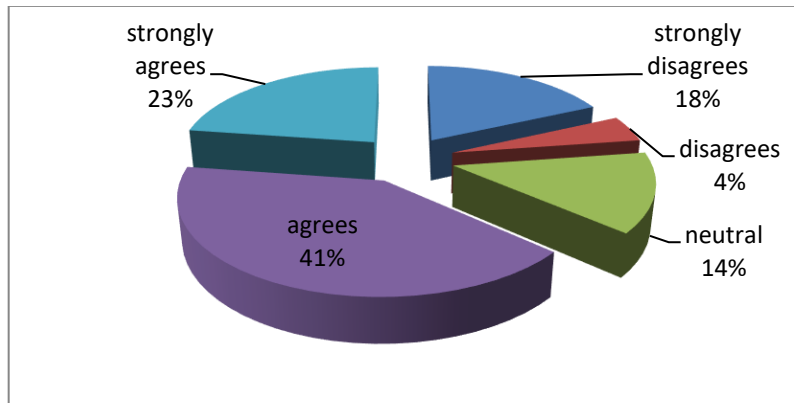


Figure 5: Respondents opinion about the possibility of addressing the negative effects, reducing them and maximizing the positive effects

The results in table (5) and figure (5) indicate a high degree of respondents’ approval concerning the possibility of addressing the negative effects of using cultural heritage sites and other tourist attractions in Luxor as locations for cinematic films, reducing them and maximizing the positive effects.

EXPERTS’ QUESTIONNAIRE ANALYSIS

SAMPLE DEMOGRAPHIC CHARACTERISTICS

A total of 45 experts were recruited for this research, 66.7 percent of the sample (30 experts) is professors of archeology or tourism guidance, and 33.3 percent (15 experts) is officials at archaeological sites. 66.7 percent of the sample (30 experts) have a Ph.D. degree, and 33.3 percent (15 experts) have a bachelor's degree. 66.7 percent of the sample (30 experts) have less than 5 years of experience.

Table: 6: Sample Demographic Characteristics

Sample Characteristics (n= 45):		Frequency	%
Job	An official at an archaeological site	15	33.3%
	Professor of archeology or tourism guidance	30	66.7%
Educational Qualification	Bachelor's	15	33.3%
	Master	0	0.0%
	PhD	30	66.7%
Expertise	<5	30	66.7%
	5-10	5	11.1%

	11-20	5	11.1%
	20<	5	11.1%

PSYCHOMETRIC PROPERTIES:

DESCRIPTIVE STATISTICS

1-The advantages of using cultural heritage sites and other tourist attractions in Luxor as locations for cinematic films:

TABLE 7: Mean and St. Dev. of the Respondents’ Acceptance Degree Concerning “The advantages of using cultural heritage sites and other tourist attractions in Luxor as locations for cinematic films” Items (Experts=45):

(Five-points Likert scale ranging from 1= strongly disagree to 5 = strongly agree).

#	ITEMS	1	2	3	4	5	Total		
		%	%	%	%	%	Mean	St.Dev	Rank
adv1	Making films and other dramatic materials available at archaeological sites and various tourist attractions helps increase the effectiveness of their promotion	0.0%	0.0%	11.1%	33.3%	55.6%	4.44	0.73	4
adv2	Cinema films and other dramatic materials contribute to increasing people’s knowledge and information about tourist and cultural attractions at the tourist destination	0.0%	11.1%	0.0%	33.3%	55.6%	4.33	1.00	5
adv3	Using Luxor tourist sites and landmarks as locations for filming international cinema works to increase the effectiveness and impact of campaigns to promote Luxor as a tourist destination.	0.0%	0.0%	11.1%	11.1%	77.8%	4.67	0.71	2
adv4	The appearance of tourist and archaeological attractions in cinematic films increases the	0.0%	0.0%	0.0%	11.1%	88.9%	4.89	0.33	1

	demand for visiting tourist sites in Luxor								
adv5	Promoting and increasing the development process of Luxor as a tourist destination	0.0%	0.0%	0.0%	44.4%	55.6%	4.56	0.53	3
adv6	Larger number of tourists recognizing tourist destination and the various attractions and services it offers, as well as creating positive expectations for them regarding their trip	0.0%	0.0%	11.1%	33.3%	55.6%	4.44	0.73	4
adv7	Increasing the cultural and tourism value of the city and improving its image worldwide	0.0%	0.0%	0.0%	44.4%	55.6%	4.56	0.53	3
Total							4.56	0.52	

The results in table (7) indicated a high level of acceptance concerning the advantages of using cultural heritage sites and other tourist attractions in Luxor as locations for cinematic films with a mean (4.56) and St. Dev. (0.52), mentioning (the appearance of these sites in films increases number of visitors) in the first rank, and (the contribution of films in increasing people’s knowledge) in the last rank.

2- The disadvantages of using cultural heritage sites and other tourist attractions in Luxor as locations for cinematic films

TABLE 8: Mean and St. Dev. of the respondents’ acceptance degree concerning “The disadvantages of using cultural heritage sites and other tourist attractions in Luxor as locations for cinematic films” Items” (Experts=45):

(five-points Likert scale ranging from 1= strongly disagree to 5 = strongly agree).

#	ITEMS	1	2	3	4	5	Total		
		%	%	%	%	%	Mean	St.Dev	Rank
Disadv1	Extreme crowding and noise on filming sites	33.3%	11.1%	33.3%	0.0%	22.2%	2.67	1.58	4
Disadv2	Deterioration of the natural environment, affecting the sustainability of the city’s tourist attractions and the	11.1%	11.1%	22.2%	11.1%	44.4%	3.67	1.50	3

	inability to preserve and protect it from deterioration.								
Disadv3	Concentration of tourism activity in a specific area of the tourist destination, which places great pressure on its resources and rapid deterioration	11.1%	0.0%	22.2%	22.2%	44.4%	3.89	1.36	1
Disadv4	temples, cemeteries, and other environmentally sensitive tourist sites are affected by crowds, camera lights, and noise associated with the filming process.	11.1%	0.0%	33.3%	11.1%	44.4%	3.78	1.39	2
Total							3.50	1.17	

The results in table (8) indicated a moderate level of acceptance concerning the disadvantages of using cultural heritage sites and other tourist attractions in Luxor as locations for cinematic films with a mean (2.50) and St. Dev. (1.17), mentioning posing high pressure and deterioration of the city’s resources, and the deterioration of heritage sites and monuments as the most important disadvantages. This means that the respondents consider these disadvantages less effective if compared to the advantages.

3- Experts’ opinion about the possibility of addressing the disadvantages, reducing them and maximizing the advantages:

TABLE 9: Descriptive statistics of experts’ opinion about the possibility of addressing the disadvantages, reducing them and maximizing the advantages (Experts=9):

Citizens’ opinion	Frequencies (F)	Percent (%)
Neutral	5	11.1
Agrees	15	33.3
Strongly agrees	25	55.6

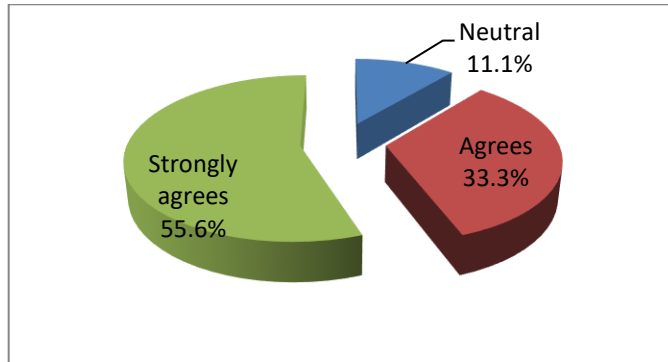


Figure 6: Respondents’ opinion about the possibility of addressing the negative Effects, reducing them and maximizing the positive Effects:

The results in table (9) and figure (2) indicate a high degree of respondents’ approval concerning the possibility of addressing the negative effects of using cultural heritage sites and other tourist attractions in Luxor as locations for cinematic films, reducing them and maximizing the positive effects.

INFERENTIAL STATISTIC

The difference between opinions of experts and citizens concerning positive effects of using cultural heritage sites in Luxor as film shooting locations.

TABLE 10: Mann-Whitney U Analysis showing the difference between opinions of experts and citizens concerning positive effects of using cultural heritage sites in Luxor as film shooting locations (n=485):

Group	Mean Rank	Mann-Whitney U	Z	Sig
Citizens	15.39	85.5	-0.598	0.55
Experts	17.50			

Table 10 illustrated Mann-Whitney U Analysis to test the difference between the opinions of experts and citizens about the positive effects of using cultural heritage sites in Luxor as film shooting locations (Mann-Whitney U = 85.5, Z= -0.598, Sig > 0.5). This indicates that both experts and citizens agree on the positive effects, and this is confirmed by the high means of this axis items for both of them (in Table 3 and Table 7). Thus, the second question of the research questions was answered.

A- The difference between opinions of experts and citizens concerning the negative effects of using cultural heritage sites in Luxor as film shooting locations, and possibility of addressing the negative effects.

TABLE 11: Mann-Whitney U Analysis showing the difference between opinions of experts and citizens concerning the negative effects, and the Possibility of Addressing and minimizing them. (n=485):

Axis	Group	Mean Rank	Mann-Whitney U	Z	Sig
Disadvantages	Citizens (n=22)	14.41	64	-1.528	0.127
	Experts (n=9)	19.89			
Possibility of Addressing the Disadvantages	Citizens (n=22)	14.07	56.5	-1.944	0.052
	Experts (n=9)	20.72			

Table 11 illustrated Mann-Whitney U Analysis to test the difference between the opinions of experts and citizens concerning the negative effects of using cultural heritage sites in Luxor as film shooting locations (Mann-Whitney U = 64, Z= -1.528, Sig > 0.5). This indicates that experts and citizens have concerns about negative impacts, but to a much lesser extent than positive impacts, and this is confirmed by the low averages of the items in this axis for each of them (in Table 4 and Table 8) Thus, the second question of the research questions was answered.

This also confirms that both experts and citizens agree that these negative effects could be minimized, to maximize the advantages, the table above revealed a non-significant differences between the opinions of experts and citizens about the possibility of addressing the negative effects, reducing them and maximizing the positive effects (Mann-Whitney U = 56.5, Z= -1.944, Sig > 0.5), Thus, the third question of the research questions was answered.

CONCLUSION

THE STUDY CONCLUDED THAT

Film induced tourism is the visits of tourists to certain destinations which have been portrayed through cinema screen or TV series, as it is considered a part of heritage tourism, that DMOs could use to build and provide more

effective marketing and promotional strategies. As it could play an important role in revitalizing tourist destinations and building their image, as well as building tourists' perceptions and awareness concerning film tourism destinations. Moreover, film tourism provides numerous positive economic, social and environmental advantages for a destination and its' local community. Despite the presence of several benefits from film tourism, there are also several negative issues and problems as extreme crowding and noise, deterioration of the natural environment, concentration of tourism activity in a specific area of the tourist destination, which places great pressure on its resources, difficulties in accessing necessary services and goods and significant increase in prices. Luxor is an ideal multi-themed destination for film shooting for its incredible richness of beauty whether natural or man-made. Thus, using cultural heritage sites and other tourist attractions in Luxor as locations for cinematic films could revitalize the image and the promotional benefits of the city, as well as providing a lot of economic, social and environmental advantages for the city and the local community. However, despite of the numerous advantages that could be gained by using cultural heritage sites and other tourist attractions in Luxor as locations for shooting cinematic films, there are some concerns about the negative impacts that could take place, but to a much lesser extent than positive impacts, as they could be easily minimized to maximize the positive advantages.

RECOMMENDATIONS

Egyptian Ministry of Tourism should use modern creative methods to promote and market different Egyptian destinations, such as allowing films shooting in different tourist attractions sites, to build wider awareness and knowledge about them, as well as building their image and tourists' perception and desire to visit them. Regulations and restrictions must be created to organize the process of film shooting in these sites to guarantee avoiding and minimizing negative impacts, however maximizing the advantages. Cooperation and coordination must be present in its' ideal way between different Egyptian concerned authorities to promote Luxor as a tourist film destination in the most distinguished and competitive way, however to obtain maximum advantages and avoid the disadvantages.

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