THE IMPACTS OF CREATIVE INDUSTRIES ON TOURISM: THE CASE OF FILM INDUSTRY IN CROATIA

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Introduction

Over the last few years creative industries have become significant new consideration in urban economics and city politics.

Therefore, it is essential for LOCALITIES that HOST significant concentrations of CREATIVE INDUSTRIES to UTILIZE the tremendous beneficial impacts – local growth potential.

Even dough defined broadly as those industries that are based on individual creativity, skill and talent with the potential to create wealth and jobs through developing intellectual property, the BOUNDRIES of creative economy remained imprecise.
Film – Tourism – Local community framework

FILM INDUSTRY contributes not only to the domicile economy, but also to the economy of a community and a state where the film has been made.

Film production actually produces a CASCADING effect throughout the host economy.

Developing proper FILM INDUSTRY IMAGE, which is highly associated with principal destination tourism product (most often cultural tourism product) potentially results in increase of the number of visitors.
The conceptual model of the film and tourism industry interconnectedness at the level of a local community.
Experiences from Croatia

In case of Croatia, creative economy combines 45 different activities, grouped in 12 sectors, including FILM.

In 2012, creative industry accounted for 2.3% of Croatian GDP (film was on 7th place). Law on audiovisual activities from 2008 has boosted creative industries development in Croatia.

Production Incentive Program in period from 2012-2016 has resulted in arrival of 27 productions (including HBO’s Game of Thrones)!
Experiences from Croatia

When considering **impacts on tourism development** it can be concluded that **current statistics record only direct economic impacts** (expenditures of international film makers in Croatia), while **indirect effects on local community where film has been made can only be roughly estimated**.

*Increase in number of tourist arrivals* can not be properly estimated because conventional research usually *do not involve film as motive for arrival* to tourism destination. Latter can only be estimated considering trend of growth on the number of visitors in period before and after film was made.
Instead of conclusion – policy proposals

1. Develop and continue offering incentives to attract international film companies – Croatian Audio Visual Centre should focus on presenting natural and cultural heritage of Croatia
2. Attract film tourists – once film is made national and regional level institutions should focus on using created image to attract visitors
3. In coordination with travel agencies and local suppliers, prepare range of activities for tourists who arrive in destination
4. Tourism board should prepare film and site maps for tourists
5. Local tourism board should engage travel media to film location especially for the purpose of maximizing the impacts of postproduction exposure.
Thank you for your attention!

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