

A META-SYNTHESIS STUDY ON THE EFFECT OF MOVIES AND TV SERIES ON DESTINATION MARKETING

Um Estudo de Meta-Síntese sobre o Efeito de Filmes e Séries Televisivas no Marketing de Destinação

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ABSTRACT

This research is a meta-synthesis research on the effects of movies and TV series on destination marketing. The data of the research was reached by searching Google, Google academic, Sobiad Index, TÜBİTAK ULAKBİM TR DIRECT databases using the keywords "film tourism", "destinations and film tourism", "the role of films in the marketing of destinations" in Turkey. In these scans, 34 studies were included in the study. This research is based on the meta-synthesis stages developed by Walsh & Downe (2005) and implemented by Kil & Uşun (2021). The generated codes and themes were converted into frequency tables. As a result of the research, the contributions/problems of movies and TV series to destination marketing were examined under 10 different themes. Among these contributions, it was revealed that "contributions to destination marketing" with the highest frequency, "economic problems" and "problems for local people" were among the problems with the lowest frequency.

KEYWORDS

Tourism; Movie and TV Series; Destination Marketing; Turkey.

RESUMO

Este artigo traz meta-síntese de pesquisa sobre os efeitos de filmes e séries de televisão no marketing de destino. Os dados da pesquisa foram obtidos através de buscas no Google, Google Academic, Sobiad Index, Tübitak Ulakbim Tr Direto, usando como palavras-chave <turismo cinematográfico>, <destinos e turismo cinematográfico>, <o papel dos filmes no marketing de destinos> na Turquia. Nessas varreduras, 34 estudos foram incluídos no estudo. Esta pesquisa é baseada nas etapas de meta-síntese desenvolvidas por Walsh e Downe (2005) e implementadas por Kil e Uşun (2021). Os códigos e temas gerados foram convertidos em tabelas de frequência. Como resultado da pesquisa, as contribuições/problemas de filmes e séries de TV para o marketing de destino foram examinadas sob 10 temas diferentes. Entre essas contribuições, foi revelado que <contribuições para o marketing de destino> com a maior frequência, <problemas econômicos> e <problemas para a população local> estavam entre os problemas com a menor frequência.

PALAVRAS-CHAVE

Turismo; Filmes e Séries de TV; Marketing de Destino; Turquia.

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INTRODUCTION

In our age, the necessity of doing the work of the cities in the name of marketing in a continuous and strategic way has emerged. The city, which is handled with different images depending on the content of the films, benefits from the marketing and perception management ability of cinema in our age (Özdel, 2014: 29). According to Hudson & Ritchie (2006), activities such as excursions to filming locations, film studios, and hotels and houses used in films are very attractive for tourists (Yılmaz & Yolal, 2008, p. 179). Film/TV series tourism is a type of cultural tourism in which the audience is influenced by TV series or movies in cinemas, in order to see the natural and historical places, cultural environment, TV series sets and studios and actors they see in TV series/movies (Çiftçi et al., 2017, p. 271).

It is known that the perception of space created in movies has a strong and long-lasting effect on people (Karakök & Çakmak, 2021). Today, television series and movies are used to increase the awareness of destinations and to influence the travel motivations of potential tourists. Turkish TV series and movies have been exported to many countries recently. The export of these TV series/films brings with it important gains not only in financial terms, but also in terms of promotion and awareness of Turkey (Kaya, 2021). It is seen that the cinema, which is described as a "service industry/smokeless industry", undertakes a very important mission in the promotion of the economies of countries, their cultures and cultural tourism. Movies and television series contribute to the achievement of great economic gains, on the one hand, and to the promotion of the cultures of the countries and the development of cultural tourism, on the other hand (Özdemir, 2019, p. 362).

Film tourism activities have positive and negative effects on the destination and local people. Planning and implementation of applications by taking the opinions of local people in destinations is important for the development of film tourism (Saltık & Dönmez, 2021: 65). Destination marketing; It includes the promotion efforts of countries, regions, provinces and places. Film-influenced tourism is the inclusion of natural beauties, historical places, cultural elements and events, which are destination elements in the content of films or TV series, and ensuring that tourists come to these destinations (Koçer & Gürer, 2021, p. 122).

Film-effect tourism is expressed as a new way of motivating passive tourists to the activity after watching a destination or activity on TV screens (Beeton, 2008). There has been a significant increase in the number of domestic television series in recent years. It allows the audience to

know the natural and cultural attractions in the areas where these TV series are shot. Creating positive impressions about the regions or cities where the said TV series are filmed is also very important for the destination (Akbulut & Yayla, 2021, p. 106). Television broadcasting, which affects the knowledge, emotions, opinions, attitudes and behaviors of individuals, has also started to be used as a promotional tool in the field of tourism through movies and serials (Taş et al., 2017).

Destinations that have been placed in movies or TV series in recent times create a new holiday area for tourists. Touristic activities as a result of the destinations represented by the films/series and the expectations of the consumers for them, revealed the concept of film tourism developed by Hudson & Ritchie (2006) for the first time (Akdu & Akın, 2016). In this context, Kervankıran & Çuhadar (2018) proposes more comprehensive studies to analyze the perceptions and attitudes of local people in regions of Turkey where movies and TV series are shot intensively, and studies that deal with the social, economic and environmental effects of TV series and films. The places where the movies are shot, studios, hotels, houses and other places can be touristic attraction centers according to the success of the movie (Yılmaz & Yolal, 2008, p. 175).

Today, many Turkish TV series are sold to South America, Russia, USA, China and Middle East countries. In recent years, Turkish movies/series have achieved significant success in the Middle East and Balkan countries. TV series produced by Turkey's national channel TRT are in demand in more than 150 countries. Turkish TV series have more than 700 million viewers. Turkey's export revenue has reached 500 million dollars. 1 billion dollars of export income is targeted in 2023 (<https://www.trthaber.com/>). The places, destinations, houses, movie studios and sets where movies and TV series are shot have become a new holiday destination for tourists. In addition, consumers carry out a kind of film/TV series tourism in order to see the historical-cultural places, natural beauties, sets or TV series actors they see in movies/TV series. Film/TV series tourism positively changes the socio-economic and cultural structures of the destinations and supports the tourist flow intensely to the destinations. For these reasons, in this study, the contributions of movies/TV series to destination marketing were examined and the problems created by movies/TV series in destinations were tried to be revealed.

It can be stated that the results of this research will be guiding for countries or destinations that want to make a difference to their competitors in the market due to reasons such as increasing competition, strong new entrants to the market and the inadequacy of traditional marketing

efforts today. At the same time, these research results contribute to revealing the themes that contribute the most to the destination marketing of the films/series and to revealing the problems caused by the films/series in the destination marketing. Thanks to these results, destination marketers and managers can make healthier and rational decisions. At the same time, these themes can contribute to the tourist flow by providing a stronger destination image.

LITERATURE ON THE EFFECT OF MOVIES AND TV SERIES ON DESTINATION PREFERENCES

Since it is much easier to access the places where movies/series that arouse curiosity and desire to see, are much easier than before, “film tourism” has inevitably emerged as a new type of tourism (Kılınç & Çalıřkan, 2021, p. 329). Film tourism; It is defined as tourist visits to destinations related to TV, video, DVD, VCD or cinema screenings or to shooting places such as homes, restaurants, cafes, etc. Film tourism is a new research area in Turkey. He has been involved in academic studies since the 2000s (Çelik, 2019, p. 442). According to Hudson & Ritchie (2006), film tourism; It is defined as tourist visits to relevant destinations or shooting places such as houses, restaurants, cafes, etc., through TV, Video, DVD, VCD or cinema (Yılmaz & Yolal, 2008). While the effects of the changing world order manifest themselves in many areas, the marketing activities of destinations in the international tourism sector necessitated the use of new approaches and methods. The new approach, called film-effective tourism, has gained importance in strengthening the images of destinations and creating awareness about the destination in target markets (Güzel & Aktař, 2016, p. 111).

According to Kuliyeva (2012), the landscapes, studios, houses and other places where movies and television series are shot can be touristic attraction centers depending on the success of the movie. The desire of tourists to visit the destination shown in the film is affected by many factors. These factors are; the actor in the movie, the genre of the movie, the soundtrack, the characters, and the destination image. As with product placement, where the attitudes of the audience towards a brand are tried to be affected, the fact that a part of the film takes place in a destination will have an impact on the image of that destination. Since the destination image will affect the tourist behavior, the destination has to be differentiated from its competitors in some way and must be positioned in the minds of the tourists in a way that will arouse curiosity (Yılmaz & Yolal, 2008, p. 177).

In a global context, a number of film tourism initiatives have been undertaken by destination marketing organizations in order to increase the image of destinations, create visitor awareness

and increase the number of visitors (Connell, 2012). According to O'Connor et al., (2006), because of the feature of film tourism to offer something for everyone in the relevant market, tourism organizations also use films to initiate marketing campaigns for destinations, if they see fit (Yılmaz & Yolal, 2008). The idea that such initiatives are effective has proven to be effective as we discover that movies change or enhance the image of prominent destinations in the minds of tourists and further increase their participation in film-related activities (Volo & Irimiás, 2016). In this context, it is an important advertising medium for destinations. At the same time, because movies and TV series affect people's perceptions, they also pull the destination image in the desired direction (Şahbaz & Kılıçlar, 2009).

According to Mestre et al. (2008); Güngör & Uysal (2019), movies and TV series can reach millions of people in a short time. Thus, the places where movies and TV series are shot can become tourist attraction centers and increase tourism movements. For example, many movies such as Indiana Jones and the Last Crusade; Slumdog Millionaire; Truva; The Lord of the Rings, Harry Potter, and Brave Heart have significantly influenced tourism trends. The Foreign Groom TV series broke ratings records by reaching 1.2 million viewers. After the movie Medea, shot by Italian director Pier Paolo Pasolini, Japan became the country that showed the most interest to Nevşehir. These films have been the main driver of increasing tourist traffic to their filming locations in different parts of the world (Karakaya, 2014: 13; Mendes, 2016).

There is a lot of literature examining the marketing of destinations through movies and TV series in Turkey. Özdel (2014) examined how visual indicators with artistic content used in movies are used for city marketing and what kind of 'myth' attributes are made to art works in order to market cities through visual indicators. Çiftçi et al. (2017), on the other hand, examined the effect of Karagül TV series on tourists visiting Old Halfeti. The main purpose of the research is to reveal the effects of the series on the decision-making process of the tourists, and to reveal the features that affect the tourists. In addition, Karakök & Çakmak (2021) conducted a comprehensive literature review on the subject, considering that the perception of space and culture will have an impact on tourism through movies and TV series. The contribution of cinema to tourism in the context of architecture and culture has been examined. Kaya (2021), on the other hand, carried out a research aiming to reveal the effect of Turkish films and TV series broadcast in Argentina on Argentines choosing Turkey for their vacation. In addition, Eser & Duman (2006) contributed to the tourism literature regarding the marketing elements of film-induced tourism and film-promoted tourism. In addition, Özdemir (2019) took the movie

"Leblebi Tozu", which was released in 2016, and evaluated in the context of cultural tourism and economy. With the study, the contribution of the said film to cultural tourism and economy was also questioned.

Kılınç & Çalışkan, (2021), on the other hand, examined the relationship between local people's film tourism perceptions and support attitudes in rural areas. They examined the economic, socio-cultural and environmental perceptions of the people living in Yeşilyurt village of Muğla towards the tourism activity that started in the region and the effects of these perceptions on supporting tourism development in the region. In addition, Saltık & Dönmez (2021) tried to determine the relationships between the social commitment of local people in film tourism destinations, their perceptions of the positive and negative effects of film tourism, and their satisfaction with film tourism.

Koçer & Gürer (2021), on the other hand, tried to reveal how important the TV series are in the promotion of the region by revealing the process of transferring the place promotion and destination content to the audience. In the study, three television series broadcast on national channels and still being shown; The film is examined in terms of including effective tourism elements. The series of Bride from İstanbul, You Tell Black Sea and Fazilet Hanım and Girls were chosen as the subject of the case study. In addition, Çelik (2019) conducted a research to determine the effects of the TV series-film industry on Sığacık tourism. Yılmaz (2019), on the other hand, tried to evaluate the film tourism potential of Mardin Province.

In addition, Kervankıran and Çuhadar (2018) examined the cultural, economic and environmental effects of TV series and films shot in Mardin and aimed to determine the perceptions of the local people regarding film tourism in Mardin. In addition, Güzel & Aktaş (2016) aimed to investigate the effect of Turkish TV series broadcast in Greece on the destination image and the tendency to travel. Boz & Kömürcü (2012), on the other hand, selected the Geyikli district of Çanakkale and Yeşilyurt village, where the movies and TV series were shot, as the research area, and the economic, socio-cultural and environmental effects of the promotion of the destination were revealed. Akbulut & Yayla (2021) provided information about the place and importance of TV series, which can be evaluated in film tourism, on destination marketing by scanning the literature.

In the study of Kuliyeveva (2012), after giving information about the structure and characteristics of film tourism, the benefits of films in destination marketing, and the priorities of destination image development, the factors affecting the marketing of destinations in films and television

series shot in Izmir and its districts are discussed. Şahbaz & Kılıçlar (2009), on the other hand, included a field study on domestic tourists visiting the province of Mardin. In this study, the effects of movies and television series on the destination image were examined. Taş et al. (2017) examined whether the movies and television series shot in the Eastern Black Sea Region have an effect on the preference of local tourists visiting the region.

On the other hand, Akdu & Akın (2016) tried to examine the effects of movies on consumer preferences and related destinations and to present suggestions in this direction. In addition, Güngör & Uysal (2019) investigated the effects of movies and TV series shot in Nevşehir on the preference process of domestic tourists coming to Nevşehir. Özel (2021), on the other hand, examined the province of Ordu within the scope of the role of television series and films in the promotion of destinations. Özbek & Güllü (2021), on the other hand, aimed to determine how effective the destinations placed in films and television series are in the choice of destinations of tourists and to reveal the perceptions of tourists about these destinations placed in films and TV series. Yılmaz & Yolal (2008), on the other hand, examined the determination of how effective the destinations placed in the movies were in the choice of places to visit by the students. Finally, Kömürcü & Öter (2018) has carried out a conceptual analysis on the role of TV series and movies in the marketing of Turkey as a destination.

It is thought that it is important for the future film/series tourism industry and destination marketers to reveal the contributions of films and TV series to destination marketing and the problems they cause, especially in Turkey. For this reason, in this research, the contribution of movies and TV series to destination marketing and the problems they create in the destination have been tried to be examined.

METHOD

OBJECTIVE AND DESIGN OF THE RESEARCH

In this research, the meta-synthesis approach to reveal the contributions and problems created by movies and TV series on destination marketing in Turkey is discussed. For this purpose; *What are the contributions/problems related to the economy?, *What are the contributions/problems related to the socio-cultural structure?, *What are the contributions/problems related to the local people?, *What are the contributions/problems related to the destination marketing? , *What are the contributions/problems related to the

destination image? In the form of answers to the questions were sought.

Meta-synthesis studies are the qualitative findings of studies conducted in a particular field; These are studies that aim to interpret, evaluate, reveal similar and different aspects and make new inferences (Polat & Ay, 2016, p. 52). This study is based on the meta-synthesis stages developed by Walsh & Downe (2005). These meta-synthesis stages are: (1) Determining the scope and purpose of the research, (2) Finding relevant studies, (3) Evaluating the quality of the studies, (4) Benchmarking and comparison, (5) coding and thematizing the studies, (6) synthesizing of themes derived from the analysis of studies (Kil & Uşun, 2021). In addition, in this research process, the processes used by Kil & Uşun (2021) in the method part of her research were used.

DATA COLLECTION AND ANALYSIS

In the first step of the research, in Turkey, the keywords "film tourism", "destinations and film tourism", "the role of films in the marketing of destinations" were searched in Google, Google academic, Sobiad Index, TÜBİTAK ULAKBİM TR INDEX databases. As a result of these scans, a total of 34 studies suitable for the purpose of the research were found. As research inclusion criteria; (a) all studies reveal that movies and TV series are effective in destination marketing, (b) studies are selected only from samples made in Turkey, (c) the aims, findings and results of the studies are clearly stated, (d) the full texts of the studies are accessible (e) the studies are open access from Google, Google academic, Sobiad Directory, TÜBİTAK ULAKBİM TR INDEX databases. Table 1 contains literature from studies on the role of movies and TV series in destination marketing.

For the analysis part of the data in the study, the thematic synthesis method from the meta-synthesis approach was used. Thanks to the thematic synthesis method developed by Thomas & Harden (2008), themes are determined and results are reached with the help of systematic evaluations. Thematic synthesis realized in 3 stages; It is based on reading and coding the texts, developing descriptive themes and obtaining main themes by combining these themes (Kil & Uşun, 2021, p. 3). In the research, codes as S1, S2, S3, ...S34 were given to each study examined. The results of the researched cases are validated by methods such as colleague, expert, participant confirmation (Yıldırım & Şimşek, 2018, p. 269). In this study, validity was ensured by confirming the results by 3 experts in the field.

RESULTS

Thematic synthesis approach was used within the scope of meta-synthesis analysis in this research on the destination preferences of movie and TV series lovers. The sub-objectives of the research are ""contributions/problems related to economy", "contributions/problems related to socio-cultural structure", "contributions/problems related to local people", "contributions/problems related to destination marketing", "contributions/problems related to destination image". were discussed under 10 different themes, including "contributions/problems".

Table 1. The Role of Films/TV Series in Destination Marketing

S1	Film Tourism: The Role of Films in Marketing Destinations	Yılmaz & Yolal (2008)
S2	The Role of TV Series and Movies in Marketing Turkey as a Destination	Kömürcü & Oter (2018)
S3	The Importance of Watching Movies and TV Series in Destination Choice: An Example of Film Tourism in Cappadocia	Özbek & Güllü (2021)
S4	Film Tourism: The Effect of Films and TV Series as Popular Culture Tools on Tourism Activities in Nevşehir Province	Güngör & Uysal (2019)
S5	The Role of Television Series and Movies in the Promotion of Destinations (Example of Ordu Province)	Özel (2021)
S6	The Effects of Movies and TV Series on Destination Preference	Akdu & Akın (2016)
S7	The Effect of Movies and TV Series on Touristic Destination Preferences: The Sample of the Eastern Black Sea Region	Taş et al. (2017).
S8	Effects of Movies and Television Series on Destination Image	Şahbaz & Kılıçlar (2009)
S9	Film Tourism: The Role of Films in Marketing Destinations	Kuliyeva (2012)
S10	The Place and Importance of Domestic TV Series on Destination Marketing	Akbulut & Yayla (2021).
S11	In the Creation of Köroğlu Tourism Role of Movies	Yılmaz (2015).
S12	Film and TV Series Tourism Evaluation in Destination Marketing: The Case of Cappadocia	Bayrak (2013)
S13	The Role of the Film and TV Series Industry with Differentiating Tourist Behaviors in Destination Marketing	Sarıbaş & Yılmaz (2013).
S14	Audience Attitudes Towards Product Placements in Movies (Ofu Hoca's Code 2)	Altıntaş et al. (2017)
S15	Film-Induced Tourism: Benefits And Challenges For Destination Marketing	Saltık et al. (2011).
S16	Evaluation of the Film Tourism Potential of Mardin Province	Yılmaz (2019)
S17	Perception of Local People on TV Series and Movies Shooting in Mardin	Kervankıran & Çuhadar (2018).
S18	The Effects of Turkish Television Series on Destination Image and Travel Tendency: The Case of Athens	Güzel & Aktaş (2016)
S19	Possible Consequences of Television Series for Destination Marketing	Saltık et al. (2010)
S20	Film Tourism and Its Effects on Sığacık (İzmir)	Çelik (2019)
S21	Case Study on Destination Promotion in TV Series in the Scope of Film Effective Tourism	Koçer & Gürer (2021)

S22	Evaluation of the Works of Destination Marketing Organizations Film Tourism	Umutlu & Adan (2014).
S23	The Importance of 'Cine-Tourism' in Creating the Global Vision of Turkey and Istanbul	Güngör (2015).
S24	Uludağ Image in Turkish Cinema: Content Analysis of Turkish Films Shot in Uludağ	Evren (2021)
S25	Evaluation of Turkish Television Series in Terms of Destination Preference: Tourists from the Middle East	Boukari et al. (2019)
S26	An Evaluation of the Film "Leblebi Tozu" in the Context of Cultural Tourism and Economy	Özdemir (2019).
S27	The Relationship Between Film Tourism Perceptions and Support Attitudes of Local People in Rural Areas: The Case of Muğla Yeşilyurt	Kılınc & Çalışkan (2021)
S28	Social Engagement, Effects of Film Tourism and Perception of Satisfaction: A Study on Local People	Saltık & Dönmez (2021).
S29	A Conceptual Study on Film Incentive Tourism and Marketing Elements	Eser & Duman (2006)
S30	The Effect of Karagül Television Series on Visiting Decisions of Tourists Visiting Old Halfeti in the Context of TV Series Tourism	Çiftçi et al. (2017)
S31	The Effect of Culture and Space Perception on Tourism in Cinema and TV Series	Karakök & Çakmak (2021)
S32	The Effect of Turkish Movies and TV Series on Destination Preference: A Study on Argentina	Kaya (2021)
S33	Marketing Modern Cities Through Artistic Themes in Motion Picture	Özdel (2014)
S34	The Role of Films and TV Series in Destination Promotion in Tourism: A Study on Geyikli and Yeşilyurt	Boz & Kömürcü (2012)

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The evaluations of the authors in the studies in Table 1 in the conclusion and recommendations section are discussed. In the studies examined, the most contributions of movies and TV series to destination marketing are related to the themes of "contribution to destination marketing" (f = 14) and "socio-cultural contributions" (f = 6), on the contrary, it has the least frequency among the problems created by movies and TV series in destination marketing. Among the problems, "economic problems" (f = 1) and "problems for local people" (f = 1) are the themes. Table 2 of the themes of this study and the statements of the authors of these themes are given below.

Table 2. Themes, Codes and Frequencies Obtained as a Result of the Research

Themes	Codes	f	Themes	Codes	f
Contributions to the economy	S,33; S20; S17; S34; S10.	5	Problems to the economy	S20	1
Contributions to socio-cultural structure	S33; S33; S31; S26; S27; S34	6	Problems related to socio-cultural structure	S28; S26; S17; S34; S10	5
Contributions to local people	S34	1	Problems to local people	S33;S33	2
Contributions to destination marketing	S33,S31;S31;S32; S21;S20;S10; S7;S6;S5;S4;S3;S2;S1	14	Problems to destination marketing	S21;S7;S4	3

Contributions to destination image	S34;S33;S18;S9;S8	5	Problems to destination image	S33;S20	2
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Statements about contributions to the economy (f=5) –

“Old Halfeti settlement, with its natural environment and historical and cultural features, has become a place where tourism investments have started to increase and tourism activities have started to become attractive” (P33).

“The rental income of the venues used in TV series and movies has been an important economic gain for the tradesmen of Siğacık”(P20).

"In the findings of the study, it was observed that the local people living in Mardin showed a high level of participation in the statements that TV series and movies shot in the region contributed positively to the regional economy, the promotion of Mardin province, and the development of tourism in the region" (S17).

“Movies or TV series shot in Geyikli district and Yeşilyurt village support the promotion of the destination, contribute to the economy of the local people, promote the cultural characteristics of the destinations, increase the number of tourists coming to the destination and positively affect the image of the destination” (P34).

“Favorite TV series and movies create a sense of curiosity in people and can cause a movement towards the destination. Selling movies and TV series to different countries generates income as an export factor, while contributing to an increase in the number of tourists coming to the country” (S10).

Expressions about economic problems: (f=1)

“The exploitation in Siğacık refers to the increasing commercial viability and the introduction of counterfeit products as natural-organic products. The abuse in question will harm the economy and image of Siğacık in the long run” (S20).

Statements regarding the contributions related to the socio-cultural structure: (f=6)

“Today, cities are marketed through works of art that are the subject of movies. However, these works of art, which are used for the marketing of cities, are known and adopted by the society through fictional information uploaded by movies instead of art historical information” (P33).

“The screening of the Karagül series aroused curiosity among the audience; It has caused an increase in the number of tourists who come to be curious about the folk songs, dishes, traditional clothing and natural beauties of the region” (P33).

“The use of real places or their fictions in films enables all societies to recognize and visit the archaeological, historical or natural heritage sites of another society. In this way, the film industry also acts as a cultural ambassador. It enables different societies to recognize each other's cultural values and empathize with each other” (S31).

“Leblebi Tozu”, the natural beauty of Çorum, its historical texture, the comfort of the people of Çorum, which can reach the point of callousness, the places that reflect the urban texture of Çorum, and the dialect features of the film, although it received serious criticism from the cinema critics and the audience, it works within the scope of cultural tourism and economy. It is remarkable in terms of contributing to it” (S26).

“Although the participants think that films/TV series promote the region, they also underline that it is necessary to introduce their culture more “correctly” and they think that film tourism does not create negative socio-cultural effects, or in other words, there is no significant effect” (P27).

“Movies or TV series shot in Geyikli district and Yeşilyurt village support the promotion of the destination, contribute to the economy of the local people, promote the cultural characteristics of the destinations, increase the number of tourists coming to the destination and positively affect the image of the destination” (P34).

Expressions about problems related to socio-cultural structure: (f=5)

“While local people's perceptions of the positive effects of film tourism have a positive effect on their satisfaction with film tourism; showed that their perceptions of the negative effects of film tourism negatively affect their satisfaction” (S28).

“The weakness of the script of the film and the fact that it does not include the cultural features that make Çorum Çorum fluently and strikingly are perhaps its most important shortcomings” (P26).

“In the study, in addition to the positive economic effects that emerged with the development of film-influenced tourism in the region, socially negative effects such as

material self-interest in human relations and damage to moral and spiritual values were among the problems conveyed by the people of the region” (S17).

“However, it also brings some negative consequences such as overcrowding and an increase in traffic problems” (S34).

“If the tourist management of the destination is not done well, there is a high probability that the carbon footprint in the region will increase, environmental problems will become unmanageable, natural and cultural resources will be depleted rapidly, and the region or destination will lose its former attractiveness” (S10).

Statements about contributions related to local people: (f=1)

“Local people are not bothered by the production of movies and TV series in their regions, and they have a positive attitude towards shooting movies and TV series again in their region” (P34).

Expressions about problems related to local people: (f=2)

“Due to the lack of a specific tourism planning in the settlement, it causes a density above the carrying capacity in some periods of the year. This situation will cause environmental and social problems in the old Halfeti settlement in the future” (P33).

“While the local people living in the old Halfeti settlement expect an economic benefit from the increased tourism activity, they will face different problems. It is of great importance that the district's tourism action plan is prepared and implemented as soon as possible. If these measures are not taken, the Old Halfeti settlement will face unavoidable environmental problems” (P33).

Statements regarding contributions to destination marketing: (f=14)

“Karagül Series, which increased the tourism activity of the Old Halfeti settlement, introduced the Old Halfeti settlement, which reminds people of a hidden paradise, without creating additional costs in the domestic market. This aroused the desire of people to see this hidden place. The number of people who come to visit and rest in this area has nearly doubled through this TV series” (P33).

“The presence of world-renowned star actors in films is an important factor in the audience's preference to watch these films. In addition, the role of star actors ensures that the world magazine is directly interested in the film” (P31).

“It is the formation of fanatical audiences of the movie series that are transferred to the big screen at regular intervals, and these audiences follow both the films and the filming locations” (P31).

“It was determined that the participants were influenced by the TV series/movies they watched and wanted to go to these places where TV series/movies were shot. Also; participants stated that their thoughts about Turkey have changed with the Turkish TV series/films they watch and they think that the TV series give correct information about Turkey” (P32).

“A film effective tourism application is effective, permanent and convincing in destination marketing and encourages the audience to visit these places” (S21).

“With the TV series and film industry, Sığacık has become a popular destination. Sığacık has become a place that many people from near and far want to see and consider visiting” (S20).

“It can be said that movies and TV series play a role in increasing the awareness of the destination and increase the tourist potential significantly” (S10).

“It has been seen that the films and television series shot in this region have an impact on the preference of the Eastern Black Sea Region by the visitors and play an important role in the destination choices of the visitors” (S7).

“James Bond, which was shot in Turkey (Fethiye/Muğla) mostly with domestic TV series destinations such as 'Asmalı Konak', 'Yer Gök Aşk', 'Beautiful Villager', 'Sevdaluk', 'Fırtına', 'Muhteşem Yüzyıl' : It is seen that movies such as Skyfall', 'Son Umut' visit their destinations and the most visited destinations on the basis of provinces are Muğla, Nevşehir, İstanbul, Rize and Artvin, without being subjected to a ranking” (S6).

“The destinations where the series was shot, which managed to reach different audiences of all ages thanks to the series, succeed in attracting tourists and increase the popularity of these destinations” (S5)

“73.4% of the participants stated that the movies and soap operas they watched contributed to the selection of Nevşehir as a touristic destination” (S4).

“The tourists coming to Cappadocia are generally impressed by the landscape and geographical beauties shown in films and television series, the historical structures shown in films and television series are impressive, the story of films and television series is interesting, the destination shown in films and television series has become one of the

popular touristic destinations. It is seen that they came because of the fact that the music played in movies and television series add a strong and unique meaning to the movie” (S3).

“It is seen that TV series and movies are important in terms of tourism. This importance is particularly evident in terms of marketing” (S2).

“Films arouse students' interest in destinations that are mentioned or mentioned in the films or where the film was shot. Similarly, students think that movies are important in terms of destination marketing” (S1).

Expressions about problems related to destination marketing: (f=3)

“There is a lack of information and inadequate practices in both destination marketing and film effective tourism practices in Turkey; scientific and strategic action plans are needed in these areas” (S21).

"According to the answers given by more than half of the respondents, factors such as the actors in the movies or television series shot in the Eastern Black Sea Region, the subject of the movie or the type of the movie have little effect on their destination choices" (S7).

“The participants, who stated that their expectations were not met, said that the venues were neglected, smaller than they appear in movies or TV series, and that the fair chimneys and chapels were abandoned. In addition, a participant originally from the city stated that the city is misrepresented in movies and TV series for scenarios focusing on the traditional local chief, and the accents and customs in such productions do not reflect the local/urban culture” (S4).

Statements regarding the contributions to the destination image: (f=5)

“Movies or TV series shot in Geyikli district and Yeşilyurt village support the promotion of the destination, contribute to the economy of the local people, promote the cultural characteristics of the destinations, increase the number of tourists coming to the destination and positively affect the image of the destination” (P34).

“Thanks to the myths created with a movie-oriented focus such as Paris 'city of love', 'city of art', Rome 'city of history' 'city of romance', New York 'City of Freedom', 'City of Opportunities', besides generating large revenues, the image of the city is constantly being maintained. It is ensured that it has a positive structure” (S33).

“In line with the findings, it has been concluded that the existing image of Turkey has changed positively thanks to Turkish TV series. These changes occur in the subjects of natural beauty, historical places, costumes shown in TV series” (S18).

“When the factors affecting the selection of the place shown in the films and TV series of the tourists are examined, the film story, the geographical beauties shown in the film, the famous actors in the film, the type of the film, the characters in the film and the destination image factors are effective. The image created through the film affects the destination selection processes of tourists” (S9).

“Domestic tourists, who find the TV series and movies shot in Mardin interesting, have a positive image of Mardin” (S8).

Expressions about problems related to destination image: (f=2)

“In Hollywood movies, where Turkey has been featured with an 'Orientalist' point of view for a long time, the city of İstanbul cannot achieve a stable appeal. Even today, city administrators who support instead of preventing the portrayal of İstanbul in films with an 'Orientalist' discourse in the name of city marketing cause a stable Middle Eastern city image to be produced” (P33).

“In addition to the benefits described above, the TV series-film industry and film tourism also cause some problems in Siğacık. These; noise, environmental pollution, infrastructure problems, parking problem are excessive commercialization and abuse” (S20).

CONCLUSIONS

Destinations attract millions of visitors thanks to film/TV series tourism. Thus, the number of tourists in these destinations is increasing and as a result, their economy is progressing. These destinations, which have become more popular with tourists thanks to movies/series, also indirectly contribute to the country's economy. At the same time, it helps to provide intercultural interaction, to recognize different cultures and lifestyles, and to obtain accurate information about countries. In this research, the contributions of movies and TV series on destination marketing in Turkey and the problems they create are handled with a meta-synthesis approach.

10 themes that were the subject of the research were determined. These themes are; Contributions related to economy, Problems related to economy, Contributions related to socio-

cultural structure, Problems related to socio-cultural structure, Contributions related to local people, Problems related to local people, Contributions related to destination marketing, Problems related to destination marketing, Contributions related to destination image, Problems related to destination image. The effects of film/series tourism on destination marketing were examined. According to the results obtained from the research, it was revealed that the highest frequency among the contributions of movies/series to destinations belonged to the themes of "*contribution to destination marketing*" and "*socio-cultural contributions*", and the themes of "*Problems related to economy*" and "*Problems for local people*" were among the problems with the lowest frequency. out. Thanks to the global recognition of Turkish films/series, it is an important success both economically and socio-culturally. In addition, movies/series bring similar cultures closer and attract the curiosity of different cultures about each other. Showing different attractions from Turkey in movies/TV series is published as a touristic product, which contributes to better recognition of the country in the market. Turkey is becoming more remembered and known with movies/series in which product placement is heavily used. TV series/films not only contribute to the destination but also cause economic problems and some problems for the local people. Especially overcrowding, traffic problem, noise pollution, deterioration of natural and cultural resources, etc. Destinations where local people live are damaged for reasons and destination managers have to allocate more resources and budgets to eliminate this environmental pollution.

Film-based tourism affects social change by providing a tourist flow by motivating the audience to visit the destinations shown on the screen by providing audio-visual productions (Fonseca & Gomes, 2020). The summary findings obtained as a result of the literature review in the research are given below. Among the economic contributions of film and TV series tourism, it causes an increase in tourism investments and a significant income for the local tradesmen and local people. In addition, the films and TV series of the countries provide input to the country's economies due to their sales to different countries (Özdel, 2014; Çelik, 2019; Kervankıran & Çuhadar, 2018; Boz & Kömürcü, 2012; Silveira & Baptista, 2020; Akbulut & Yayla, 2021). Among the economic problems of film and TV series tourism is the introduction of counterfeit products under the name of organic in the products in the regions where the films were shot (Çelik, 2019). In addition, films reproduce the stereotypes built by the historical process and promote tourism and travel (Lopes et al., 2017).

Among the socio-cultural contributions of film and TV series tourism, the songs, food and traditional clothes of the destinations that were filmed have been the subject of much curiosity, and have provided greater awareness of the archaeological, historical and natural heritage sites. It helped different cultures get to know each other more accurately and empathize with each other (Özdel, 2014; Karakök & Çakmak, 2021; Özdemir, 2019; Kılınç & Çalışkan, 2021; Boz & Kömürcü, 2012). Additionally, Gomes et al. (2021), they carried out bibliographic research and content analysis of ten previously selected films. Research results show that these films span natural and urban landscapes, including rural areas, small towns and historic colonial towns, and the mountains, which are the symbol of Gerais, are featured in almost all films. As a result, there is increasing potential to promote tourism in Minas Gerais through the landscapes depicted in film environments that promote a synergy between tourism and audiovisual media. Problems related to socio-cultural structure of film and TV series tourism; Negative perceptions of the local people towards film tourism, not including enough cultural elements in the scenarios, social negativities such as material self-interest in human relations, decrease in moral and spiritual values, overcrowding, traffic problem, increase in carbon footprint, deterioration of natural and cultural resources, lack of destination attractiveness. (Saltık & Dönmez, 2021; Özdemir, 2019; Kervankıran & Çuhadar, 2018; Boz & Kömürcü, 2012; Akbulut & Yayla, 2021).

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Among the contributions of film and TV series tourism to the local people is the positive attitude of the local people to the shooting of movies and TV series (Boz & Kömürcü, 2012). Among the problems related to the local people of film and TV series tourism is the formation of crowds and the emergence of environmental problems if the carrying capacity exceeds the carrying capacity in the destinations where the film / TV series are shot (Özdel, 2014; Boz & Kömürcü, 2012).

Among the contributions of film and TV series tourism to destination marketing, it affects the intentions of the audience to visit destinations. It is known that the fanatic viewers of the movie series have an effect on following the destinations where the movies are shot, getting information about the countries where the movies are shot, making the destination marketing more effective, increasing the awareness of the destination and increasing the tourist potential (Özdel, 2014; Karakök & Çakmak, 2021; Kaya, 2021; Koçer & Gürer, 2021; Çelik, 2019; Akbulut & Yayla, 2021; Taş et al., 2017; Akdu & Akın, 2016; Özel, 2021; Güngör & Uysal, 2019; Özbek & Güllü, 2021; Kömürcü & Öter, 2018; Yılmaz & Yolal, 2008). Among the problems related to destination marketing of film and TV series tourism are inadequate applications in film-

influenced tourism applications, misrepresentation of destinations, misrepresentation of various customs, traditions and cultures (Koçer & Gürer, 2021; Taş et al., 2017; Güngör & Uysal, 2019).

Among the contributions of film and TV series tourism to the destination image, it introduces the natural and cultural characteristics of the destination, and the images of cities and countries increase thanks to film-oriented myths (Boz & Kömürçü, 2012; Özdel, 2014; Güzel & Aktaş, 2016; Kuliyeva, 2012). Among the problems related to the destination image of film and TV series tourism, is the marketing of Istanbul and Turkey with an Orientalist perspective and displaying a Middle Eastern image. In addition, problems such as noise, environmental pollution, infrastructure problems and overcrowding arise (Özdel, 2014; Çelik, 2019).

Destination marketers should give more importance to product placement in movies/series, and should emphasize socio-cultural appeals, traditions, customs and traditions in these product placement. These differences can make destinations more attractive. In addition, destination marketers offer the most watched paid/free platforms such as Netflix, BluTV, puhutv, FOXPlay, beIN CONNECT, D-Smart GO etc. By choosing movie/series channels, they can increase the viewing rates of these movies. In addition to these, while destination marketers are marketing destinations, the audiences prefer the most popular movie/series genres such as romantic comedy, action, adventure, etc. Destination marketers should determine the movies/series taking this into consideration. Some sample romantic movies; *Love is Different in Rome*, *Autumn in New York*, etc. On the contrary, destination managers are responsible for the crowd, noise, heavy traffic, etc. that will occur towards destinations in parallel with the increase rate of tourists. In order to overcome the problems, the tours and groups that will come to the destination should be spread over different times.

In the literature review, it is seen that the studies conducted in general terms focus on quantitative research on the effects of film/TV series tourism on tourists' intention to visit, its effects on local people, its effects on destination preferences, its effects on destination image, and its effects on destination promotion, but qualitative studies are not included much. For this reason, in this study, a meta-synthesis research was conducted on the effects of movies and TV series on destination marketing and original categorical structures were tried to be revealed. Future research can conduct qualitative research with foreign tourists to measure their perspectives on the destination where the movies/series were shot. In addition, the reasons

why different countries (Middle East, Balkans, etc.) prefer Turkish TV Series/Movies can be investigated, and comparative results can be presented.

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