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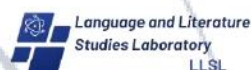
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## Screen to Scene: Drama's Multifaceted Contribution to Tourism Development and Destination Marketing

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### Abstract

The global tourism industry is increasingly influenced by media, with drama (films and television shows) serving as a significant catalyst affecting destination perception and tourist behavior. This study fulfills the necessity for an exhaustive synthesis of current literature by doing a narrative review to examine the role of theater in the tourism sector. The study sought to identify, classify, and elucidate the various mechanisms by which dramatic portrayals of locations affect travel interest, visitor motivation, and destination development. A systematic search technique was implemented across academic databases such as Scopus, Web of Science, and Google Scholar, succeeded by thorough screening, comprehensive full-text review, and thematic analysis of pertinent scholarly publications. Significant studies indicate that drama directly enhances visitor attendance, motivated by a yearning for authentic engagement in fictitious realms. Moreover, drama plays a crucial role in destination branding and image enhancement, promotes cultural comprehension and appreciation, and encourages the development and diversification of creative tourism products. These effects are consistently supported by cohesive narratives, striking cinematography, genuine cultural depiction, and profound emotional impact. This study posits that drama serves as a significant "narrative conduit" affecting travel motivation, recommending the incorporation of mediated experiences into forthcoming tourism frameworks. It provides practical insights for tourism organizations to strategically incorporate drama into marketing, helps destination marketers in content production, and promotes cross-sector collaboration for sustainable tourism growth.

**Keyword:** Tourism Development; Film; Tourism; Drama; Destination Marketing

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## INTRODUCTION

The global tourism sector has experienced a significant transformation in recent decades, evolving from a simple act of travel to a complicated relationship that includes narrative engagement and cultural immersion. This transformation has been markedly expedited by swift progress in information and communication technology, especially in the media sector, creating new synergies between entertainment consumption and the motivation for travel. In this evolving environment, drama comprising feature films, television series, and various types of visual storytelling has become a powerful force in influencing public impressions of destinations, sparking curiosity, and eventually driving tourist visits. This phenomenon, known as "screen tourism" or "film tourism," has evolved from a mere inadvertent outcome into a deliberately utilized and actively executed destination marketing strategy by various global players.

The intrinsic ability of drama to impact tourism is based on its distinctive potential to create profound emotional bonds between viewers and the portrayed destinations. Through immersive storytelling, drama can effectively transport viewers to exotic, historically significant, or mythical settings, allowing them to vicariously engage with the ambiance, culture, and emotional depth of these locations. The use of bright visuals, interesting stories, and characters that people can connect with creates strong mental images of a place, often being more convincing than regular travel ads. Dramatic natural landscapes, prominent historical landmarks, and depictions of everyday life in a certain place, as represented in a play, can serve as significant incentives for potential tourists anxious to experience firsthand what they have observed in film. The economic impact of screen tourism is considerable, since rising visitor numbers produce substantial cash for local communities through spending on lodging, dining, transportation, souvenirs, and other services. In addition to economic benefits, screen tourism enhances awareness and appreciation of a region's cultural and natural history while also promoting a favorable global image.

The existing research has looked closely at different parts of screen tourism, such as what drives people to travel because of media and how it affects the economy and society in the places involved. Initial academic investigations frequently focused on notable success narratives, such as the significant impact of *The Lord of the Rings* films on New Zealand's tourism and the substantial influence of the *Game of Thrones* series on filming sites in Croatia and Northern Ireland. This research has given us vital information about the direct correlation between the widespread popularity of a dramatic play and an increase in visitor visits. Additionally, studies have looked into the importance of promoting places through drama, the best ways to manage film tourism sites, and the challenges of handling unexpected rises in tourist numbers. A burgeoning area of research has been exploring the psychological factors driving screen tourism, encompassing aspirations for fantasy fulfillment, nostalgia, and affinity with characters and narratives. [18]. The expansion of digital media and streaming platforms has enhanced the accessibility and influence of drama, enabling swift global distribution of content, which subsequently accelerates the dissemination of destination information and stimulates travel interest on an unparalleled scale.

Despite the increasing amount of research on screen tourism, a significant majority of current studies are empirical, primarily concentrating on particular case studies or measurable effects [20]. There is a clear lack of organized efforts to bring together what we already know through a detailed study that looks at how play affects the tourism industry in different ways. Current research often feels scattered, focusing too much on specific types of drama (like just movies or TV shows) or on single aspects of impact (like only economic effects or just why tourists are motivated), which prevents a full understanding of how narrative, production, promotion, and the tourist experience are all connected. Moreover, although the concept of screen tourism is well-established, there remains an imperative to delineate and classify the diverse contributions of drama in greater depth, transcending the reductive idea of just "attracting tourists" [23]. For example, in what ways does drama affect the enduring perceptions of a destination, how can it promote cultural comprehension, or how might it inspire the development of creative tourism products? The discovered inadequacies highlight the need for a cohesive narrative review that may amalgamate diverse data and viewpoints to develop a more comprehensive conceptual framework for comprehending the role of drama in tourism [24].

This study seeks to fill these significant gaps by performing a thorough narrative assessment to examine and integrate the role of drama in the tourism sector. The main aim of

this research is to discover, classify, and explain the essential mechanisms by which the dramatic portrayal of a location affects travel interest, visitor motivation, and destination development. This study will specifically aim to (1) identify the diverse contributions of drama to tourism, including, but not limited to, enhanced visitation, destination branding, and image construction; (2) examine the most effective narrative and visual components within drama that stimulate travel motivation; and (3) assess the challenges and opportunities related to utilizing drama as a promotional instrument for tourism.

We anticipate this study to make significant contributions to both theory and practice. This narrative review aims to synthesize the literature, enhancing comprehension of the complex relationship between drama and tourism, and pinpointing opportunities for future empirical research. It will facilitate the development of a more comprehensive conceptual framework for screen tourism studies, which can provide a foundational basis for future research. The results of this analysis will provide essential information for stakeholders in the tourist industry, including national and regional tourism organizations, destination marketers, tour operators, and local governments [26]. This knowledge may be strategically utilized to create more effective marketing efforts, pinpoint potential promotional destinations through drama, and craft more engaging tourism experiences that align with dramatic narratives. This study can provide recommendations to theater producers and cultural policymakers on the potential tourist consequences of their creative works, promoting enhanced cross-sector interactions between the creative industries and tourism [27]. This research will enhance academic literature and provide pertinent practical consequences for the ongoing growth and sustainability of the tourist sector in an increasingly interconnected media environment.

## **METHOD**

This study utilizes a narrative review as its principal research methodology, a qualitative method particularly adept at combining varied viewpoints and findings from a wide range of current scholarly literature. In contrast to systematic reviews that follow strict protocols for quantitative synthesis, a narrative review provides the flexibility to comprehensively examine a complex phenomenon, such as the role of drama in tourism, facilitating a deeper appreciation for the diverse mechanisms and pathways involved [28]. This approach is especially good for meeting the different goals of this research because it helps to find main themes, theoretical developments, and practical insights from various studies, creating a complete conceptual framework instead of just summarizing data. This method allows for a clear argument about the complicated link between dramatic media and tourist behavior, going beyond just stating facts to provide a deeper and more complete understanding.

This narrative review's literature search will primarily utilize prominent academic databases recognized for their extensive coverage of tourism, media, cultural studies, and social sciences, such as Scopus, Web of Science, and Google Scholar. Choosing these databases ensures access to a wide variety of peer-reviewed articles, conference papers, and academic book chapters that are essential for understanding screen tourism and related fields. Google Scholar will be used for initial searches to find important works, but the main focus for thorough research and analysis will be on well-organized databases like Scopus and Web of Science to ensure the quality and academic standards of the literature included. The principal tool for data gathering in this narrative review is a carefully crafted search strategy utilizing a combination of keywords and Boolean operators, aimed to find pertinent scholarly publications systematically that explore the relationship between drama and tourism. This compilation of keywords will include terms associated with dramatic media, such as "drama," "film," "movie," "television series," "TV show," "screen media," "audiovisual content," and "narrative media," as well as terms pertinent to tourism, including "tourism," "travel," "destination," "visitation," "tourist behavior," "destination marketing," "cultural tourism," "film tourism," and "screen tourism." The terms will be systematically amalgamated utilizing "AND" and "OR" operators to either expand or refine the search as necessary, such as "film AND tourism," "television series AND destination marketing," or "screen media AND tourist motivation." Additionally, a defined set of inclusion and exclusion criteria will function as essential tools for the screening and selection of the most relevant literature; inclusion criteria mandate the consideration of peer-reviewed journal articles, conference papers, and scholarly book chapters, publications authored in English, studies that explicitly investigate the relationship or impact of dramatic media on tourism, research that directly enhances the understanding of the mechanisms, motivations, or impacts specified in the research objectives, and publications from the last two decades (2005-2025) to maintain contemporary relevance, with the allowance to incorporate

earlier foundational works if recognized as significantly influential. Conversely, exclusion criteria will eliminate non-academic sources (e.g., news articles, popular magazines, blogs, and unverified websites), studies concentrating exclusively on alternative media forms (e.g., social media influencers, non-narrative advertising campaigns, and documentaries lacking a dramatic narrative structure), research that does not explicitly connect drama or screen media to tourism (e.g., studies on film production economics without tourism relevance or general tourism marketing unrelated to media), as well as duplicate publications or preprints that have not undergone peer review.

The data collection method will be conducted systematically in multiple phases to guarantee thorough coverage and meticulous selection of literature. The process starts with the first search, where specific search terms will be used in chosen academic databases (Scopus, Web of Science, Google Scholar), and the initial results will be saved in reference management software (like Zotero or Mendeley) to help keep things organized and remove duplicates. Next, the titles and summaries of the returned papers will be reviewed to quickly find and remove irrelevant publications, focusing on those that clearly relate to the study's topic. Next, we will get the full text of the articles that seemed relevant in the first screening and carefully check each one against our set rules for including or excluding them, resolving any questions about their inclusion through thorough re-evaluation. A vital procedure is reference chaining (snowballing), which involves examining the reference lists of relevant and seminal articles to uncover additional pertinent publications that may have been missed in the initial database searches, thereby ensuring that no significant contributions are neglected [31]. In the end, data extraction and organization will involve carefully gathering important information related to the research goals from each selected article, including the type of drama studied, the location examined, the specific benefits to tourism identified (like increased visitors, branding, and cultural understanding), the methods used, and key results or theories, all organized in a way that makes it easier to analyze later.

This narrative review will employ a qualitative and iterative approach to data analysis, encompassing synthesis, interpretation, and thematic analysis. This process starts with reading and re-reading all selected full-text articles many times to deeply understand their content, arguments, and findings, helping to get familiar with the literature and identify initial patterns. A thematic analysis will be conducted to discern recurring themes, concepts, and arguments within the extensive literature [32]. This process entails initial open coding to pinpoint key ideas, statements, and findings regarding the role of drama in tourism. Subsequently, these codes will be organized into broader categories that correspond with the research objectives, such as "increased visitation," "destination branding," "cultural understanding," "tourism product development," "motivations," "challenges," and "opportunities." Finally, the relationships among these categories will be examined to uncover overarching patterns, commonalities, divergences, and unique insights across various studies. The identified themes and patterns will be synthesized into a coherent narrative during the synthesis and interpretation phase, directly addressing the research objectives.

This involves detailing the specific ways in which drama influences travel interest and destination development, analyzing the narrative and visual elements within drama that are most frequently recognized as effective in eliciting travel desire, synthesizing insights from the literature regarding the practical considerations of utilizing drama for tourism, and highlighting areas where current research is limited or contradictory, thereby proposing directions for future empirical studies. In conclusion, the development of a conceptual framework will seek to propose or refine a framework based on a thorough synthesis, demonstrating the diverse contributions of drama to the tourism sector by incorporating the identified mechanisms, influential factors, and practical considerations, thereby offering a structured comprehension of this delicate connection. The analysis will be thoughtful, making sure that conclusions are clearly supported by the existing research while also acknowledging the researcher's influence in shaping the story, which will help ensure that the review provides a complete, meaningful, and strong academic insight into how drama impacts tourism.

## **FINDING AND DISCUSSION**

### ***Finding***

The extensive narrative review of existing literature on screen tourism demonstrates a complex and growing impact of drama on the global tourism industry, influencing not only visitor statistics but also destination perception, cultural comprehension, and product innovation. The

aggregated data are thematically grouped, illustrating the principal ways by which dramatic media influences tourist behavior and location attractiveness, as found in diverse academic literature (Figure 1).

Primarily, the most immediate and commonly referenced contribution of drama is its ability to enhance tourist influxes to portrayed locations. Multiple studies continuously reveal a direct relationship between the popularity of a film or television series and an ensuing increase in visitor visits to its filming or inspirational locations [33], [34]. This phenomenon is frequently motivated by viewers' desire to engage with the fictitious world in a physical manner, to emulate famous characters, or to immerse themselves in the captivating settings depicted on television. The literature extensively documents how productions such as *The Lord of the Rings* transformed New Zealand into a global adventure tourism hub and how *Game of Thrones* revitalized tourism in regions of Croatia and Northern Ireland, drawing visitors specifically to the iconic locations. This boost in tourism frequently results in significant economic advantages for local economies, encompassing heightened revenue for lodging establishments, dining venues, tour operators, and local enterprises offering associated items [37]. The influence extends beyond major blockbusters; even smaller, culturally specific dramas can attract niche audiences interested in realistic representations of their settings.

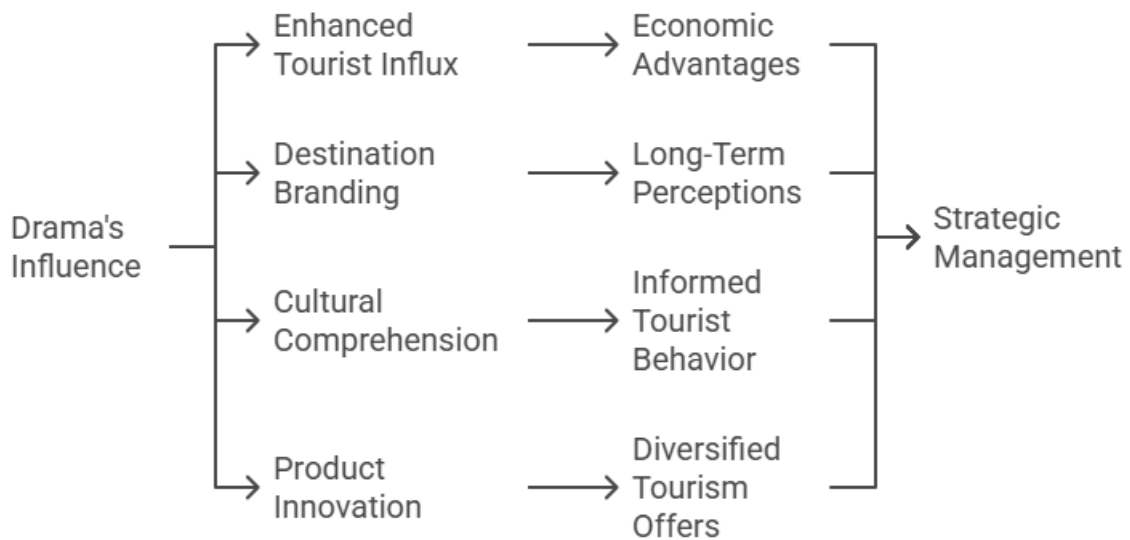
Secondly, drama is integral to destination branding and image construction, frequently influencing or altering the global view of a location. Through engaging storylines and striking pictures, drama may endow a location with distinct traits, emotions, and cultural connotations that profoundly resonate with prospective travelers [38]. This is especially apparent when a location is constantly shown in a favorable or aspirational manner, building a strong and often lasting brand image that surpasses conventional marketing strategies. Studies illustrate how certain romantic comedies have effectively marketed cities as prime romantic destinations, while historical dramas have elevated the view of areas as sites of significant cultural heritage. On the other hand, the research acknowledges that negative portrayals can happen, but they are not often focused on tourism studies, showing that drama can influence how a place is viewed worldwide. This branding effect transcends immediate visitation, impacting long-term perceptions and attractiveness.

Thirdly, drama substantially enhances cultural comprehension and appreciation, serving as an effective vehicle for cultural exchange and education. Dramatic plays can enhance viewers' awareness of a destination's cultural identity by highlighting local customs, traditions, historical events, and sociological nuances. This type of contribution transcends superficial allure, fostering a deeper involvement with the host culture upon tourists' arrival. Research shows that people often seek real cultural experiences after watching plays that accurately show specific cultural traditions or historical events, leading to more informed and respectful behavior from tourists [42]. This educative facet is especially advantageous for countries aiming to enhance cultural tourism and heritage conservation, since drama can adeptly convey the depth and intricacy of a local culture to a worldwide audience.

Fourth, the evaluation recognizes drama's evolving function in the development and diversification of tourism products. The prominence of filming sites frequently stimulates the development of novel tourism offerings and experiences, like guided tours of film locales, themed lodging, or specialized events associated with the plot of the drama. This entrepreneurial initiative by local stakeholders illustrates how drama can foster innovation in the tourism sector, resulting in diversified offers and the establishment of new revenue sources. The rise of "set-jetting" tours, where tourists intentionally visit sites featured in films or television series, illustrates the clear connection between dramatic content and the creation of customized tourism offerings. This encompasses the creation of digital experiences, including augmented reality applications that enable visitors to superimpose scenes from the theater on actual sites, further obscuring the distinction between fiction and reality for tourists.

The literature emphasizes the narrative and visual components of drama that most effectively evoke travel desire and influence location attractiveness. Robust and engaging narratives that incorporate the destination as a fundamental character, rather than merely a setting, are frequently recognized as significantly impactful [45]. Striking cinematography that emphasizes the aesthetic beauty or distinctive features of an area, along with genuine cultural portrayal, greatly elevates a destination's appeal. Moreover, the emotional impact of individuals and their narratives within a specific context frequently generates a compelling aspirational allure for viewers, prompting them to pursue analogous experiences [47]. The perceived authenticity and immersive nature of the depiction are essential, since audiences are attracted to locations that seem genuine and provide a true connection to the dramatic plot.

The findings highlight that drama's impact on tourism is complex, involving direct visitation, strategic branding, cultural enhancement, and new product development. The effects are mostly influenced by the drama's capacity to forge emotional connections, construct engaging tales about locations, and deliver visually captivating and culturally genuine representations. Although the advantages are considerable, the literature also indirectly indicates the necessity for strategic management to optimize favorable results and alleviate potential obstacles, establishing a foundation for future studies and actual implementations.



**Figure 1:** Impact of Drama on Tourism Industry

### Discussion

This narrative study has carefully integrated existing research, highlighting the diverse contributions of theater to the worldwide tourism industry. The principal findings highlight that drama's impact goes beyond a mere association with heightened visitor numbers, significantly shaping destination perception, enhancing cultural comprehension, and catalyzing the development of creative tourism products. Our investigation specifically indicated that heightened tourist visitation is a direct and extensively established result, motivated by individuals' aspirations for authentic immersion in imaginary realms. Moreover, drama plays a crucial role in destination branding and image construction, influencing global perceptions through engaging storytelling and striking imagery. A significant contribution resides in its ability to foster cultural awareness and appreciation, serving as an effective vehicle for cultural interchange. Ultimately, drama serves a pivotal function in fostering the development and diversity of tourism products, leading to the production of novel, tailored experiences. The effects are usually ascribed to the potency of cohesive narratives, striking cinematography, genuine cultural depiction, and the emotional impact elicited by characters and their experiences within a specific context.

These findings clearly align with and expand upon current scholarly discussions around screen tourism while also providing nuanced insights that address recognized gaps in the research. The rise in tourist visits corresponds with established empirical evidence from notable case studies, such as *The Lord of the Rings* in New Zealand and *Game of Thrones* in Croatia. Our analysis substantiates the idea that the popularity of a theatrical performance acts as a significant impetus for travel, confirming previous claims that media exposure can directly influence visitor influxes [13], [14]. This review transcends mere confirmation of the association by highlighting the fundamental psychological motivations, the aspiration for physical immersion, and the experience of embodying characters, which are essential for comprehending why viewers transform into visitors. This comprehensive examination of motivation enhances prior studies addressing fantasy fulfillment and nostalgia [18], offering a more cohesive perspective on the psychological influences. The recognized function of drama in destination branding and image construction supports previous research on the influence of media on destination imaging [38] and its contribution to destination branding [15]. Our summary highlights that this branding goes beyond just showing pretty places; it includes giving a destination unique emotional and cultural qualities, which helps create a strong and lasting brand image that often works better than traditional marketing methods. This discovery enhances the comprehension of media's branding influence by highlighting the immersive

narrative's capacity to forge a profoundly ingrained perception rather than merely a surface visual connection.

Additionally, drama plays a big part in helping people understand and appreciate different cultures, which adds an important layer to the conversation beyond just economic or marketing impacts. Although certain prior studies have recognized the cultural dimensions of screen tourism, this study emphasizes its significant function as a conduit for cultural exchange and education, promoting a deeper and more meaningful interaction with host cultures. This discovery is especially significant in a time when sustainable and responsible tourism is becoming increasingly important, indicating that drama can foster more knowledgeable and polite tourist conduct. This differs from previous evaluations that prioritized commercial aspects and may have neglected the educational and cultural advantages of high-quality dramatic content. The recognition of drama's function in fostering tourism product development and diversification enhances the current literature [43]. Although "set-jetting" tours have been previously acknowledged [44], our synthesis emphasizes how the allure of filming locales stimulates entrepreneurial initiatives within the tourism industry, resulting in novel offers and additional revenue sources. This broadens the comprehension of screen tourism's economic influence beyond direct expenditure to encompass the encouragement of innovative business models and the diversification of the tourism economy. In the end, consistently recognizing specific story and visual elements, like interesting plots, beautiful cinematography, real cultural representation, and emotional effects, helps us understand the important parts that make drama work well. This transcends vague assertions on "effective storytelling" to provide specific actionable components for both drama makers and tourism marketers.

The theoretical ramifications of these observations are significant. This review integrates disparate findings into a unified narrative, thereby enhancing the conceptual framework for screen tourism. It asserts that drama serves as an effective narrative medium, converting abstract characteristics of destinations into relatable, emotionally resonant experiences that directly impact travel motivation and behavior. This approach transcends a basic stimulus-response model, highlighting the complex interaction among story immersion, emotional engagement, and ensuing behavioral results. It suggests that future theories about why people travel should definitely consider how experiences from movies, especially dramatic ones, affect their desire to travel. The findings emphasize the significance of multidisciplinary approaches that integrate film studies, tourism management, cultural studies, and psychology to thoroughly understand the phenomenon of screen tourism. The emphasis on understanding culture and having a variety of products highlights how drama can improve tourism that is both sustainable and sensitive to local cultures, aligning with the growing ideas about responsible tourism.

The ramifications of this study are extensive for numerous stakeholders in the tourist and creative sectors. The findings offer persuasive evidence for national and regional tourist groups to deliberately incorporate drama into destination marketing initiatives. Rather than simply responding to a film's success, these entities can actively collaborate with film commissions and production companies to promote filming in their areas, ensuring that the stories and visuals correspond with intended branding goals. This proactive strategy can result in more efficient and economical marketing, utilizing the organic reach and emotional resonance that drama offers [26]. Destination marketers may leverage insights into effective narrative and visual components to inform their content development, ensuring that advertising materials appeal to prospective tourists akin to successful dramas. The findings indicate chances for local communities and tour operators to build novel, themed tourist products and experiences that leverage the appeal of screen places, therefore diversifying local economies and generating new revenue streams. Additionally, theater producers and cultural planners need to recognize the significant tourism opportunities their work can create, encouraging better teamwork across different sectors to maximize mutual benefits. This may entail preliminary collaboration between production teams and tourist boards to identify and cultivate tourism assets associated with the drama, ensuring that the depiction of regions is both artistically engaging and conducive to tourism.

This narrative assessment, despite its thoroughness, has limits. Primarily, as an interpretive qualitative synthesis, it does not utilize the stringent statistical aggregation typical of meta-analyses or systematic reviews. This facilitates a more comprehensive and nuanced understanding; nevertheless, it essentially implies that the findings cannot be quantified in terms of impact sizes or statistical significance. The dependence on existing literature limits the review to the breadth and techniques of available primary studies, perhaps neglecting

developing trends or specialized areas that have not been well investigated. Secondly, focusing only on English-language publications might lead to a bias, leaving out important discoveries from non-English research, especially since play production and tourism are global topics. Thirdly, although the analysis delineates overarching mechanisms, the particular details about how certain drama genres (e.g., historical drama versus science fiction, or comedy versus thriller) influence tourism may differ markedly, a degree of specificity that is beyond the parameters of this comprehensive review. The review mainly highlights the positive effects of drama; while it acknowledges that there can be negative portrayals, it does not deeply explore their impacts or the problems of over-tourism caused by screen media, which needs more detailed study.

Despite these limitations, this study establishes a strong basis for future research. Future empirical research may utilize mixed-methods approaches to quantify the exact economic effects of certain dramatic performances on tourism while also examining the qualitative experiences and motives of screen tourists in greater detail. Longitudinal studies are essential to comprehend the enduring sustainability of screen tourism and the evolution of initial visitation surges over time. Comparative analyses across diverse cultural contexts and theatrical genres would yield significant insights into the universality and particularity of drama's impact on tourism. Moreover, the study might investigate the influence of digital platforms and social media in enhancing the impact of drama on tourism, analyzing how user-generated content and online communities facilitate the screen tourism phenomena. There is a distinct necessity for further investigation into the challenges posed by screen tourism, such as managing overtourism, preserving the authenticity of locations, and alleviating potential adverse socio-cultural effects, thus fostering more sustainable and responsible tourism development strategies.

## **CONCLUSION AND IMPLICATIONS**

This narrative review has methodically clarified the significant and intricate contributions of drama to the global tourist industry, transcending a naive view of screen-induced visitation to uncover a range of complex impacts. Our analysis of the existing literature clearly shows that drama acts as a significant trigger for heightened tourist attendance, motivated by the audience's strong desire to physically engage with the imaginary realms and renowned landscapes depicted on screen. Beyond basic statistics, narrative significantly influences and elevates destination branding and image construction, endowing locations with distinct emotional and cultural attributes that profoundly resonate with prospective passengers. This assessment emphasizes drama's substantial ability to enhance cultural awareness and appreciation, serving as an essential medium for cross-cultural interchange and encouraging more educated and considerate visitor conduct. The investigation demonstrates drama's role in fostering innovative tourist product development and diversification, inciting entrepreneurial initiatives that generate new revenue streams and enhance the visitor experience. The varied effects are consistently supported by the strength of cohesive narratives, compelling cinematography, genuine cultural representation, and the profound emotional impact generated by characters and their experiences within a specific context.

The ramifications of these findings are considerable, providing notable contributions to both theoretical comprehension and practical implementation within the tourism and creative sectors. This review theoretically reinforces the understanding of drama as a potent storytelling medium that adeptly transforms abstract location characteristics into relatable, emotionally resonant experiences, thereby directly impacting travel motivation and behavior. This perspective encourages the clear inclusion of experiences shaped by drama into future theories about why people travel, fostering a more collaborative approach that links film studies, tourism management, cultural studies, and psychology. This study offers substantial evidence for tourist organizations to proactively and purposefully use drama in their destination marketing strategies, beyond mere reactive responses to cinematic triumphs. It provides actionable insights for destination marketers to create promotional content that reflects the narrative and visual impact of popular dramas while also emphasizing the potential for local communities and tour operators to generate creative, themed tourist products. Furthermore, it points out the vital need for drama producers and cultural policymakers to recognize the substantial tourism potential embedded in their creations, promoting strong cross-sector partnerships that generate reciprocal advantages and advance more sustainable and culturally attuned tourism development.

In conclusion, the symbiotic relationship between drama and tourism is not a fleeting trend but a deeply ingrained and evolving phenomenon with significant implications for global locations. As global audiences increasingly engage with dramatic narratives across a widening number of mediums, the influence of storytelling to encourage travel and change attitudes will strengthen. This review is a strong call for more research and teamwork in the industry, urging everyone involved to use the power of drama to boost economic growth, improve cultural understanding, and create stronger bonds between people and communities. By using drama as a powerful element in destination development, the tourist industry may unveil new opportunities for growth, authenticity, and sustained involvement in the linked landscape of the 21st century.

#### **DECLARATION OF CONFLICTING INTEREST**

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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