The primary question to explore within this research is:
To identify the critical success factors to build upon film-induced tourism in Ireland

**Introduction**

The overall theme of this research is to explore the potential development of film-induced tourism in Ireland as a niche tourism product. The Irish Tourism Minister Cullen (2009) stated that “Film is also a driver of tourism. In 2008, 18% of all tourists to Ireland said film influenced their decision to visit our country” (arts-sporttourism.gov.ie/publications/accessed:16/09/09).

“The Atlantic Film Trail was devised to allow visitors to take in some of Ireland's most stunning Atlantic scenery as they journey between the spectacular coastal locations, which provided both the backdrops and the inspiration for great films. The trail takes in a diverse range of genres and eras; from iconic movies such as The Quiet Man and Ryan’s Daughter, to lesser known works like the Ballroom of Romance, to the very popular series Father Ted” (www.tourismirelandinfo.com /accessed:07/05/10).

**Objectives**

- Determine factors that are used to develop film-induced tourism
- Synthesise international best practice for film-induced tourism success
- Design a model to enhance film-induced tourism in Ireland

**Exploratory and Case Study Research**

**Phase 1 Strategic and Policy Insight**

Carry out strategic interviews with relevant stakeholders in the area of film-induced tourism in Ireland to ascertain future policy decisions, trends and or collaboration with the chosen regions

**Phase 2 Communities (locals) and Tourists**

Case study 1, 2, 3

- Conduct interviews with the locals in Cong, Co. Mayo, Leenane, Co. Galway and Dunquin, Co. Kerry to ascertain their views and opinions of film-induced tourism in their community
- To survey film-induced tourists to the region of Cong, Leenane and Dunquin to gain quantitative data proving that this form of tourism exists

**Conclusion**

- It is proposed that this research will add to the existing theory within the topic of film-induced tourism.
- It is proposed a model to exploit and develop film-induced tourism at film locations will be produced to be used by the tourism industry and regions studied in relation to the future of film-induced tourism.
- The outcome of this research will serve as a strategic document for both the local communities and policy makers to build upon sustainable film-induced tourism in their area.

**References**

1. arts-sporttourism.gov.ie/publications/accessed:16/09/09
2. www.tourismirelandinfo.com /accessed:07/05/10