



Görlitz:
European film
location of the
decade
2007-2017*

Cinematically dramatized cities

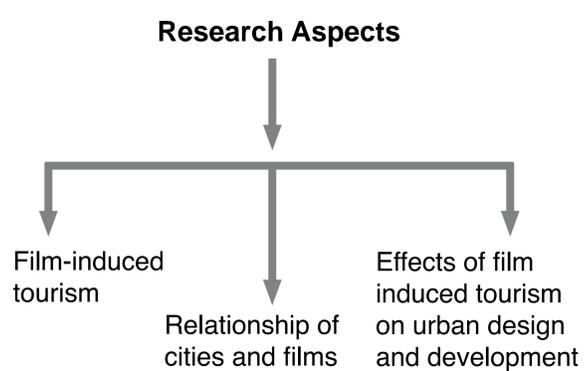
Influence of film-induced tourism on cities



Photo 1: Photo montage of City of Görlitz

Introduction

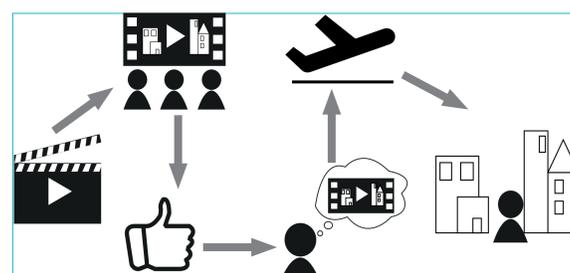
This research addresses the disquisition of the influence of film-induced tourism activities on the urban design and urban development. Film is a medium which is capable of playing a role as a marketing tool and image creating apparatus, for various locations. In order to understand the relation of city and film, this research deals with mainly three aspects as follows:



Film-induced tourism

Since the birth of public cinema in the form of screen projections to today's 'palm cinema' in the form of mobile phones, it has integrated well into the daily lives of individuals, thus playing an integral part in effecting the process of decision making in terms of daily life practices, for example, likes or dislikes, political views, preconceived notions about nations, countries, cities and so on.

Graphical representation of a typical pattern of film-induced tourism creation process



Case study: Stadt Görlitz

Görlitz is located in Sachsen state of Germany. There are many well preserved heritage buildings in the old city area of Görlitz, these buildings create a suitable backdrop for many European and American films, including *Inglourious Basterds*, *The Grand Budapest Hotel*, *The Reader*, *Goethe!* etc. It is also known as the Görlitwood of Germany. Görlitz is a film city so it is an apt case study for this research. Studying the case of Görlitz will help in understanding the role of film-induced tourism on the social, economical structure of the city as well as in urban planning of cities.

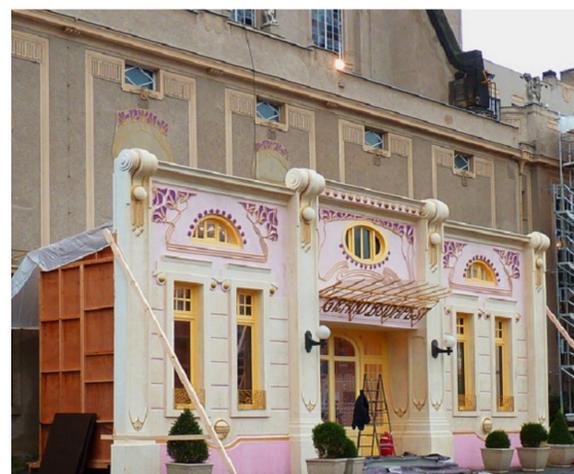


Photo 2: set of the Movie 'The Grand Budapest Hotel' in Görlitz

Similarly, films help in the creation of an image of a specific place by dramatizing the space onscreen, as a result, the viewer prepares a mindset about this place and an urge might occur to visit the location, to experience the sense of place or to perform the same activities shown in the film, hence creating tourism activities on a specific location in a city.

References

- www.googlemaps.com (map redrawn by the Aisha Aman)
- Pictograms by Aisha Aman
- *<https://www.goerlitz.de/>
- Photo 1: Die Partner / Europastadt GörlitzZgorzelec GmbH
- Photo 2: Karina Thiemann
- Photo 3: Stadtverwaltung Görlitz



Photo 3: Scenes from the shooting of the Movie 'Inglourious Basterds'

