

Film and Tourism Course

Abstract

The "Film and Tourism" course explores the intersection of cinema and tourism, examining how films influence travel behaviours, shape destination images, and promote cultural heritage. Drawing on global and African/Kenyan examples, the course analyzes the role of film in marketing destinations, fostering national identity, and enhancing the tourist experience. Students will engage with case studies of films that have significantly impacted tourism, including location analysis, film-induced tourism trends, and the economic and social implications for host communities. The course combines theoretical insights with practical approaches, providing students with a comprehensive understanding of the symbiotic relationship between film and tourism in a global context.