



Analysis of Product Placement in Film-induced Tourism: Case Study of *Summer Times*

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ABSTRACT The purpose of this research was to investigate the effects of film-induced tourism and analyze whether the audience would notice messages about tourist attractions and whether this information would affect the audience's intentions toward the tourist attractions. In the experiment, volunteers were asked to watch films with scenic spots, and questionnaires were given before and after the test. The structured questionnaire was designed to collect data on marketing strategy, attitude and travel intentions. The results show that attitudes and travel intentions toward scenic sites are affected by the exposure effects of scenic sites, strength of the link between scenic sites and plot, and the preferences shown through the roles and plot. Attitudes have significant influence on travel intentions. The results of this study show that films are a useful tool to promote tourism.