

**PERCEPTIONS AND ATTITUDES OF LOCAL PEOPLE TOWARD FILM TOURISM WITHIN THE
CONTEXT OF PLACE ATTACHMENT**
A study in Mugla Province – Turkey

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The study was conducted in Mugla province of Turkey, which has been famous thanks to various movies, TV series and documentaries. The movie which was directed by Russell Crowe "Water Diviner" filmed in Mugla province as an international production. The aim of this research is to examine the influence of socio-demographic variables, film tourism benefits expected, tourism impacts and attitudes to film to tourism on the place attachment. It was conducted in Mugla province between January-July 2016. Totally, 456 questionnaires were collected and analyzed in SPSS 21.0. Regression analysis results indicate that peoples' socio-demographic characteristics influence their tourism benefits expected. Moreover, their tourism benefit expected and impact perceptions influence their attitudes towards film tourism development.

KEY WORDS: *Film tourism, perceptions of local people, tourism impacts, place attachment*