



## Cineturismo: la percepción de la ciudad de Rio de Janeiro en base al film Rio por parte de los potenciales turistas [

2017

text (article)

Analítica

Film-induced Tourism: The Perception of Potential Tourists over the City of Rio de Janeiro- based on the Rio movie. This paper presents a study on the competitive potential of filminduced tourism in Brazil. To this end, its study object was the influence of the animated film Rio (2011) in shaping the image of the city of Rio de Janeiro regarding the domestic tourist. The film is reinforcement tools that can influence the choice of a tourist destination and through it raise the demand for sites that previously did not have tourist visibility. This activity brings a change in the way films are experienced. Brazil has been the scene of several national and foreign films, mainly in the city of Rio de Janeiro, however, there are not many studies and based scripts in this segment of tourism. The methodology used for this study was a descriptive and exploratory research with the application of 105 questionnaires that allowed identifying the projected image of Brazil, specifically the city of Rio de Janeiro, for the Rio film. It was concluded that both positive and negative aspects are introduced by this experience

Film-induced Tourism: The Perception of Potential Tourists over the City of Rio de Janeiro- based on the Rio movie. This paper presents a study on the competitive potential of filminduced tourism in Brazil. To this end, its study object was the influence of the animated film Rio (2011) in shaping the image of the city of Rio de Janeiro regarding the domestic tourist. The film is reinforcement tools that can influence the choice of a tourist destination and through it raise the demand for sites that previously did not have tourist visibility. This activity brings a change in the way films are experienced. Brazil has been the scene of several national and foreign films, mainly in the city of Rio de Janeiro, however, there are not many studies and based scripts in this segment of tourism. The methodology used for this study was a descriptive and exploratory research with the application of 105 questionnaires that allowed identifying the projected image of Brazil, specifically the city of Rio de Janeiro, for the Rio film. It was concluded that both positive and negative aspects are introduced by this experience

<https://rebiunoda.pro.baratznet.cloud:28443/OpacDiscovery/public/catalog/detail/b2FpOmNlbGVicmF0aW9uOmVzLmJhcmF0ei5yZW4vMzMwMzcyMTg>

**Título:** Cineturismo: la percepción de la ciudad de Rio de Janeiro en base al film Rio por parte de los potenciales turistas electronic resource]

**Editorial:** 2017

**Tipo Audiovisual:** cineturismo imagen turismo Rio de Janeiro film-induced tourism image tourism Rio de Janeiro

**Documento fuente:** Estudios y perspectivas en turismo, ISSN 1851-1732, Vol. 26, Nº. 1, 2017, pags. 22-41

**Nota general:** application/pdf

**Restricciones de acceso:** Open access content. Open access content star

**Condiciones de uso y reproducción:** LICENCIA DE USO: Los documentos a texto completo incluidos en Dialnet son de acceso libre y propiedad de sus autores y/o editores. Por tanto, cualquier acto de reproducción, distribución, comunicación pública y/o transformación total o parcial requiere el consentimiento expreso y escrito de aquéllos. Cualquier enlace al texto completo de estos documentos deberá hacerse a través de la URL oficial de éstos en Dialnet. Más información: <https://dialnet.unirioja.es/info/derechosOAI> | INTELLECTUAL PROPERTY RIGHTS STATEMENT: Full text documents hosted by Dialnet are protected by copyright and/or related rights. This digital object is accessible without charge, but its use is subject to the licensing conditions set by its authors or editors. Unless expressly stated otherwise in the licensing conditions, you are free to linking, browsing, printing and making a copy for your own personal purposes. All other acts of reproduction and communication to the public are subject to the licensing conditions expressed by editors and authors and require consent from them. Any link to this document should be made using its official URL in Dialnet. More info: <https://dialnet.unirioja.es/info/derechosOAI>

**Lengua:** Spanish

**Enlace a fuente de información:** Estudios y perspectivas en turismo, ISSN 1851-1732, Vol. 26, Nº. 1, 2017, pags. 22-41

---

## Baratz Innovación Documental

- Gran Vía, 59 28013 Madrid
- (+34) 91 456 03 60
- [informa@baratz.es](mailto:informa@baratz.es)