

# When Cinema Boosts Tourism in Ouarazazate: The Cine-Tourism as a New Form of Tourism in the Southern Region of Morocco?

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## Abstract

Thanks to many cultural and natural, the region of Ouarazazate in south of Morocco is a touristic destination for cinematography assets. Cinema contributes to the territorial development of the region. It also contributes to regional development in the region through direct and indirect financial fallout in the regional economy, but also the services and infrastructure of tourism. It has also created the touristic image of this territory. It is the connection between cinema and tourism that we call cine-tourism. But what are the connection forms between cinema and tourism? What are its impacts on territory? This article is one of the first attempts to answer these two questions by studying the advantages of cine-tourism, the actors and the future of the field of cine-tourism.

**Keywords:** Cine tourism, Networking, actors, territorial development, impact of the study

## Introduction

Despite its long history and its economic importance, it is only recently that the film tourism has been subject of academic research. It is the Anglo-Saxons (USA, Canada, England and Australia) which started to point on this phenomenon with two main publications on the subject, seen in 2005 by Beeton and Roesch in 2009. Recently, a Canadian Journal *Téoros* (2011) devoted several articles to the cine-tourism as a new form of tourism destination. The Film and Television makers shine a spotlight on narratives, artists, places, lifestyles, customs and way of doing things, be it real or fictitious. Thus, they are able to attract millions of viewers which can generate the acquisition of property associated with a costly production.

Also, film and television makers have the ability to promote the environment (naturally and culturally) and they use it like a backdrop. The viewer has the possibility to reject these items or, conversely, to dream and, eventually, to adopt them. The previous option will be translated to tourism via the selection of a vocational places tied to a movie with TV series or a documentary movie.

On the other hand, the big-screen movies and telefilm used very important tools in the websites or in the region where they film: people who are in charge of filming call for touristic services like hotels, catering and transportation.

So cine-tourism is the convergence of two fields (cinema and tourism) that contribute to territorial development. The audiovisual production and the touristic frequency are the crucial sources to fall for the territory in economy and tourism. The cine-tourism works on both fronts to encourage targets remain in the territory.

The cinematography in Ouarazazate has been described in some brochures and news papers as the temple of world cinema and also as Hollywood of Africa and Mollyood of Morocco. Thanks to its geographical assets, beautiful sun, and the infrastructure Ouarazazate is regarded as a destination of cinematography. It is increasingly rich, because of and also the legendary hospitality of its inhabitants. The Hollywood of Morocco hosted very famous international cinematographic production varying from film makers and cinema producers, in which they produced movies like "Gladiator", "kingdom of heaven", "Alexander", "Indigènes", "le retour de la momie", "Sahara", "Astèrix et Obèlix" "last not least, "Babel".

This contribution of cinematography proposes to know in which way the cinema participates either in qualification or requalification of seemingly some nasty places. Then cinema will work to make them worthy of interested touristic destination. The cinema will deal with issues, objectives, "target" and the impacts of tourism on the cine-territorial development. This study attempts to explain the interest of the improvement of networks related to the cine-tourism and associated limitation and identifiable actors that are concerned with this field of study.

## 1. What is meant by cine-tourism?

From its name, it is the combination of Cinema and tourism, but its definition has got various dimensions and is a bit complex. This term is well known in USA and in United Kingdom by (Beeton, S., & Roesch, S., 2009). It emerged in France by (Barral, L., 2011) and recently used in Morocco. Indeed, it is until 2011 that local actors of the two fields are interested in it. The term cine-tourism is still a new vocabulary for professionals in the domain who used it systematically. Accordingly, this concept has just appeared in the following awareness of

professional interest that may have the film industry for tourism and vice versa.

The cine-tourism is perceived as a direct impact on the cinema of a region during the period of filming: the filming teams spend a period of time more or less longer on sites in a region and invest a lot of means at the level of touristic activities and in local economy. So one can understand that cinema influences tourism and that the cinema appeal tourists to a region or a country after having seen an attractive film or a film of big screens, a film or a documentary. Simply, the cine-tourism in its smaller conception is doing visits to the studios of the cinema in the region. Generally Sue Beeton who is the co founder of cine-tourism highlights that cine-tourism is seen like “ an on-location tourism that follow the success of a movie made (or set) in a particular region” but this approach is recognized by the author as too reductive and much broader. The cine-tourism is defined by Grenier. A, (2011) as “all the activities that are related to the film industry like Cinema and TV in which tourists participate in a trip to . Cine-tourism is the combination of cinema production and the viewer in both big and small screen. Therefore, cine-tourism is the interaction and collaboration between tourism and the field of audiovisual production. ” improving the synergy in:

- ✓ Reception of film makers
- ✓ The attractiveness of the territory for the film and audiovisual industry
- ✓ The attractiveness of the area for visitors and investors thanks to its media image.
- ✓ The improvement of touristic production
- ✓ The creation of job market in both fields

## **2. The assets of Ouarzazate: a coveted potential by tourism and cinema.**

The province and the region of Ouarzazat have several natural and cultural assets that make it a touristic and cinematographic destination. This region is well known by its awesome landscape: high snowy mountains, vast desert plateau, canyons like Todgha , Dades, and M'gouna gorge sand dunes like Erg chgaga and tin fou in Zagora, pre-Saharan climate and light that brings out the colors. All these previous elements give exhilarating colors to landscapes and enchanting natural scenery. In addition to this, the region has an impressive cultural heritage like, oasis, farmers working on their fields, occasionally interrupts the dominant aspects of the desert. These tiny spots of greenery bounds other heritage elements, namely earth architecture which is known by the region of one thousand Kasba and other cultural aspects like festival of rose in Kelaa M'gouna, one week of cultural tourism in Ouarzazate, the festival of Sidi Daoud<sup>1</sup> in Ouarzazate, the festival of Lhaj Ameer in Tinghir, the festival of Imerdal Daoud in Tidili). The lifestyle of farmers and nomads and ethical diversity put a human setting that refers to the historical century between man and nature.

These assets are originally from the vocational touristic of Ouarzazate. In the beginning, it was a little tourist destination in search of adventure far from established resorts on the Moroccan coast. Later on the saturation of the stations and the development of demand in the eco-cultural tourism, the Moroccan government decided to make this area a tourist destination rather than other big cities like (Agadir and Marrakech), the creation of the label the (great- south) created an alternative destination for Moroccan tourism: subject and assess the tourism throughout the year also brought the spread over a large part of the national territory. The eighties, Ouarzazate became a touristic destination confirmed with 50 highly qualified Hotels. This mission is due to the efforts of private and state International Airport.

Likewise, Ouarzazate was regarded as a vocational cinematographic destination. Starting from the fifties, the first film was filmed in Ouarzazate. Afterwards, the demand of cinematographic companies was mandatory especially in the eighteenth with touristic activities. In addition to the local assets which were mentioned earlier, the accessibility to Ouarzazate can easily be attained through airport and the existence of hosting infrastructure like hotels, restaurants, and renting cars in addition to the efforts of various actors made Ouarzazate the industrial cinematographic of Morocco.

## **3. Ouarzazate: Tourist destination par excellence.**

In this part the focus will not be on the studies or touristic activities in Ouarzazate but rather on the infrastructure that are created for and by tourism. Also, the focus is on the quality of accommodation, restaurants, and agencies of renting cars so as to have an idea on the services applications for tourism and cinematographic activities.

Ouarzazate and Marrakech are interrelated cities both culturally and geographically they are the capitals of tourism in Morocco, Ouarzazate constitutes the third angle of what used to be called the golden triangle of national tourism. Generally the region of Ouarzazate as well as that of the of southeast offers touristic production for the Imperial City of Marrakech and seaside city like Agadir. Suddenly Ouarzazate occupies a significant place in the market. Moreover, its proximity with two first destinations, the Airport since 1971 and the policy of "open sky" established by the public authority made in Ouarzazate to become quickly the mostly accessible by

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<sup>1</sup> It is kind of cultural and religious festival which takes place every each year in the rural area. It is a vocational, economic and social manifestation

tourists. It is not far away from many capitals, it is just 3 or 4 hours from Ouarzazate. The tour operators offer Brookings at competitive prices which made Ouarzazate a destination that offers various and cheap products.

This result a dynamic infrastructures and services on this activity which became one of the most economic pillars of the region. The first sector following this development is the sector of accommodation. Nowadays in Ouarzazate there are 37 of the class hotels, including hotels with five stars with 250 room and 436 beds in addition to 264 room and 5354 beds. Also there is a residential complex with 90 villa and Kasbah<sup>1</sup>, 50 hotels not ranked with 916 rooms and 1975 beds<sup>2</sup>. Moreover, there are 15 hosts of homes with 102 room and 230 beds. With all these previous Monographic capacity, we need to build a number of private flats for families who would like to spend their holiday in more tense-free and intimate atmosphere.

It has got the same in restaurant; it is regarded as the only one in Ouarzazate, with 19 touristic restaurants with a capacity of 4432 coverts. The city is full of popular restaurants which offer good food that tourists order themselves.

As far as touristic transportation is concerned, it is increasingly growing up step by step. There are more travel agencies generally related to major companies such as tour operators (Holly Day Service, Herts and fram for example) and with 11 agencies that contain more than 80 unites, including 32 agencies with 417 units and 28 renting cars agencies with a park which exceed more than 270 units.

The above mentioned infrastructure is a plus for cinematographic activities, and it simplifies the stay while filming, so it is already the first connection between tourism and cinema

#### 4. Ouarzazate: policy and actors a destination of the cinema

In the region of Ouarzazate the natural landscapes and the heritage forms of Sahara and pre-Saharan of Ouarzazate and its beautiful environment is reported as the main scenery backdrops of all film turns in this region. With its assets Ouarzazate simplifies favored production by public authorities to attract cinema investors and companies. These facilities can be summarized as follow: the filming production is reduced to 50% which is not the same in USA, VAT exemption for all services acquired in Morocco, simplification of the import of arms and ammunition used for the action movies. The human resources that are either lapped by the industry or trained by the school of Cinema facilitate the task of the team location working as extras, craftsman and manipulators.

If the industry alerts its thirst in the natural trays and the human sceneries in the region, the creation of the film studios is the necessary structure to turn facts into sets that can be found outside. Private stakeholders took the decision to build three main studios which are in need of internal decors:

**Studios Atlas Corporation:** the cinematographic studios of Ouarzazate were built in 1986 by the hotel chain SALAM, on an area of 25 h. This studio is hosted by hotel Oscar of 3 stars which contain 65 rooms, workshops, carpentry and Costume, open space for internal decors, shop lighting and free spaces for realizing external decors.

**Studio CLA :** It belongs to an Italian American company build in an area of 160h, in the west of Ouarzazate. Now the first trench of building this studios coasted about 70 000 000 00 DH, and it is still under construction. In the beginning it provides 40 permanent jobs. The studio contains several structures needed for internal filming decors like:

- ✓ two film sets of 2357 m<sup>2</sup>
- ✓ four workshops of decoration in a total of 2400 m<sup>2</sup>
- ✓ 3 workshops of productions of 4252 m<sup>2</sup>
- ✓ A restaurant with a capacity of preparing 200 means per hour
- ✓ A space of cloths
- ✓ An administration
- ✓ A decoration workshop

Studio Kenzamane : The group of Ceneccitta holding Italian, the Luce institution, the region of Latium and Daghmas films, the owners of the Moroccan studios Kenzamane in Ouarzazate, contributed heavily to build this center to train more than 200 students per year.

The main objective of this center is to get these students access to jobs that are related to the industry of cinematography, and to train them in theory and practice, as well as enabling them to exercise their jobs in line with international norms.

The museum of cinema in Ouarzazate has become operational since 2007, and it was created by the local authorities and financially supported by many sponsors. The museum has the ambition to follow the film industry by setting the following objectives:

- ✓ To ensure cultural heritage and local movies

<sup>1</sup> Many villas are bought only for the big actors of the cinema

<sup>2</sup> For economic reasons and for some specific characters, these hotels are

- ✓ To ensure safe operation and management of the museum
- ✓ disseminate and promote the local film and audiovisuals by different communicators
- ✓ Animation and promotion cultural and touristic of Ouarzazate city
- ✓ Organize cultural and interactive cultural cinematographic and audiovisual by different communicators
- ✓ Promote cultural exchange and create links of cooperation with other national and international associations and organizations with the same vocation

“Ouarzazate film commission” was created in 2008 and initiated by the region of Souss-Massa Daraa. This window is designed only for the field of cinematography. Its mission is to promote the region from cinematographic point of view and simplify the welcome of the turning in Ouarzazate.

The role of “One stop shop” is specifically offered for the professionals of cinema and the team of turning the best cinema production. Its main goal is to promote the turning and cinematographic services of the region of Ouarzazate, and to facilitate the welcome for the production team to look for sitting film location, logistical assistance, promote the use of local resources, like ( artists, technicians, space for film turning, recipients...) and to foster synergies between tourism and film production.

During the same year, the region of Souss-Massa-Daraa has created a fund and call for projects which was launched for cinematography in the same region. The region endowed with an amount of 3 million MAD, the main goal of this fund is to structure actors and enable new structures and new businesses to emerge.

Concurrently, Ouarzazate has welcomed many business companies of film turning every year.

Because of the richness and diversity of heritage and landscapes, many documentary films are made in the region via foreigners and home TV channels in addition to some advertisers.

**Moviemed** is a project which appeared in 2009 so as to network actors from overseas. This network has not only got the ambition to link between the two fields and meanwhile to encourage the field of audiovisual through co-productions but also the field of tourism through improving the territory. For two years under the aegis of the European program “invest in med”. Moviemed has managed to grow up, thanks to the realization of two meetings, the First was in Marseille in 2010 and then in Ouarzazate in January in 2011, in meeting film tourism actors of 6 continents members namely ( France, Spain, Morocco, Tunisia, Egypt and Lebanon).

The meetings of this organization were set up for trainings and master classes under the theme of film-tourism. The project has also initiated two studies of actors of cinema and tourism:

The first one is under the theme “The Mediterranean: the welcome land of film turning” targeting professionals of audiovisual to highlight the natural cultural, human and technical assets for partners of the six project countries for the film turning. The second is called “Better take advantage of filming to enhance its territory” designed for professionals of tourism and territory and for the Reception structure of film turning of territories.(Barral. L, P, 45-56)

#### **a) Films and international documentaries**

The vocation of the film made in Ouarzazate has started from the fifties, the first movies were Ali Baba and the forties Thieves in 954 with a very slow pace which took 3 years, but in the early eighties when cinema started to trigger in the region, Ouarzazate is regarded for some specialists as a temple world cinema, Hollywood of Africa and Hollywood of Morocco. In the festival of Cinema many European and American movies have been suggested like Cannes, including several classics that have been partially or completely shot in natural sceneries of Ouarzazate. Various types of films were turned in the festival varying from Western Comedy, adventure movies, and all the movies of Jesus and the autobiography of Dalai Lamae of Martin Scorses. Since 1984, there has been a rhythm of turning two foreign movies.

French TV channels have made various reports on Morocco in general like the train is not like the others which made a visit to the whole Morocco in a train, but in every place the report remind the reviewers about the historical nature of the region. However, the main rapports that were made about the vocation of Ouarzazate and its cinematographic nature was titled “roots and wings sent special” which focused on the witnesses of the architecture of Kassbahs and the diversity of its landscapes and its cinematographic.

In short, the landscape of the region can restore everything and during the time of filming Ouarzazate becomes turn Egypt, Nevada and the Middle East, India, or even the Himalayas.

All movies about all religion were filmed in Ouarzazate, starting from Jesus, Bible or the Mec and Dalai Lama, In addition to action movies. The population of Ouarzazate and tourists are traveling in time and space. Where you ever you go, in cafes, restaurants are full of extras of each movie. A French tourist who usually comes to Ouarzazate said “ I have the chance to be in Ouarzazate during the turning of the movie of Dalai lama in 1997. I was in Ouarzazate and in Tibet as well, it is an extraordinary mixture of Moroccan faces and the orange color of Asian people ”

#### **b) TV movies and national documentaries.**

In addition to feature movies, Ouarzazate is also known by realizing rapports, documentaries, short footage, TV

commercials and TV movies. These turnings are good omen for Ouarzazate, simply because it automatically brings new hotels unites foundations, restaurants and improving the quality of services offered.

Indeed, many national movies were turned in Ouarzazate, in the Oasis and the other environmental valleys. Those movies often deal with facts and character that marked Moroccan rural history: “the history of strong tribal leaders” like The leader Ayadi, the leader Aabdouni, Tiyiouti, Aghnagh and so on and so forth who governed formerly far from central power. The Moroccan movies deal with complex problems of traditional communities, their conflicts, and wars, The viewer is often attracted by the beauty of the architectural Heritage last of touri<sup>1</sup>sm.

If Ouarzazate is a subject of many attraction documentary films, it is due to the wealth of its heritage and its diverse landscapes. This documentary films focus on the local life like Nomads and farmers on social practices and on architectural heritage. They also deal with historical overview on farmers of the mountains and desert people, in addition to natural interrelated phenomena. These documentaries are presented in the Arabic language, be it classical, dialects or Tamazight.

Amoudou means “Tourism” in Tamazight is the most famous documentary presented in all the six Moroccan channels; it is the documentary which enables the audience to travel virtually in time and space. It is the only one which covered in one sense the whole national territory. It spent more than 6 episodes only for the region of Ouarzazate. Additionally, the documentary film Toubkal attracts a large number of viewers; it is presented totally a different style from Amoudo, simply because it merely presents its work under no historical background of the region which is totally the opposite from Amoudou.

Other documentaries are interested in festivals and local folklores and also in cooking. This latter is presented every week under the theme of “Lusts of my country”. Every week, the documentary presents a specific meal for a specific region. Before it starts, the documentary presents the region in its geographical and humane environment. It is a really a successful mission especially among females.

These previous three types of documentaries created a clear touristic picture of the region and invite people to travel and discover it. When the tourists were interviewed about visiting the region it was found that through the documentaries they watch attracted them to visit those areas for few days. A father of a family came from casa blanca in the northwest of Morocco said “we have seen various reports, documentaries, and missions about Ouarzazate and we decided to come and visit this area and to spending our summer vacation here. Despite the hot weather, we try to discover another place of Morocco and then comeback”

If Ouarzazate attracts all different kinds of people, it has neither a theater<sup>2</sup>, nor a festival.

If Zagora which is far away from Ouarzazate about 200 Km has been able to establish its own festival which arrive at its 3<sup>rd</sup> edition, the capital of Cinema, feels shame to see only one festival that can be able to give its national and international dimension in its vocational Hollywood and a niche activity in the region.

## 5. The film tourism: a challenge for territory

The global impact of cinema allowed a new specific form of cinema related to this activity both at the level of economy and artistic. The geographical sites associated to cine-cultural productions have touristic potential that Ouarzazate tries to highlight on many sites. Also this kind of tourism can also provide solutions for periods of unemployment to extras, artist, and local technicians through the animation vectors of the regional economy, because it affects many slots directly or indirectly related to the region. The cinematographic industry became one among the vectors of the regional economy, which affect directly or indirectly several niches related to this domain:

- ✓ Creating jobs, directly or indirectly
- ✓ The impacts on accommodation and restaurant
- ✓ The involvement of transportation and other equipments
- ✓ Promotion of investment in the area in general, be it in the domains that are related with this activity or other things, by the effect of the picture transmitted by this sensitive area.

Foreign movies generate a large amount of money with 100 million dollars and create thousands of jobs.

More than eighty thousands of people including artists, extracts, technicians,

The owners of hotels earn their living from this windfall region, so it is a considerable challenge. Since local people’s living depends on the rhythm of the passage of Hollywood blockbusters, the Astérix was the first movie that plants his camera in the south of Morocco. It spent months of preparation, fourteen weeks of filming, two thousands five hundreds of extracts, and nine hundreds mobilized technicians.... The socio-economic benefits were more than substantial, especially that on worker can ten other people of his relatives.

<sup>1</sup> Many kasbahs are rehabilitated and transformed into guesthouses. This kind of houses create a completion with the owners of hotels. (Look at El Fasskaoui, 2010)

<sup>2</sup> The city has only two theaters but they are closed since the early nineties



Between, 1997 and 2001, there have been 340 films making that brought about 1.4 billion MAD, and created ninety two thousand jobs varying from craft people for the decor, technicians, interpreters, administrative staff... The best example is while filming the movie “La lux et Dagham” as it employed three hundred people in various jobs, with a wage of 300.000 DH per week , plus 300 000 DH per week for extracts.

Second table. The cinematography in numbers

Genre	Number	Jobs created	Budget invested in DH
Feature movies	68	94.264	1.925.372.711.00
Short movies	32	116	7.658.000.00
Reports	181	207	9.142.000.00
Documentaries	146	299	44.300.000.00
Total	429	94.886	1.986.472.711.00

Monograph of the province of Ouarzazate, 2009

The Moroccan cinematography center requires a combination between producers, technicians and Moroccan actors in the movies that are filmed in Moroccan territory. It is really a valuable condition, simply because it promotes learning new movie techniques and the creation of a large market for Moroccan society service providers.

Another direct and positive impact of the cinematography on the region is that it invests an amount of money that run the tourism in the dead seasons and creates jobs. The cinema carries on attracting tourist through the visits of the studios and the museum of cinematography.

The visit to the cinema studios is a space where mutual needs of the two fields are realized, and it is a step forward for travelling agencies to include it in their program. The film studios are in great need of tourists for the income and tourism as well is in need of studios to overtake it. The price to the visit is 50DH for each person (about 5 Dollars), but if it is a group they pay only 40dh each. The visits are done with a guide who has got background knowledge about the cinematography. When they are inside of the studio they travel by their minds from various places and periods of time, mainly when hugging around from one decor to another to the bowlers’ temples, Egyptian pyramids moving through the Duda and Jerusalem. In December and May the studios are full of tourists, as the studio Atlas cooperation claimed that they could achieve more than 500 visitors a day.

Kasba of Taourirt is at the center of Ouarzazate which is not far away from the museum of cinema in Ouarzazate. It offers another way of getting to know more about the cinematographic activities and its history. In addition to various decors, it posts posters about all movies that were turned in Ouarzazate and European tourists internalize that the movies are shown in international festivals were filmed in Ouarzazate.

The challenge of cine-tourism on the territory is multidimensional:

It is seen that through all that money spent while filming in a specific territory, be it on accommodation, transportation or restaurant that boosts the local market tourism providers,

The cine-tourism is an economic and touristic level for territory. The film making on the territory generates notoriety in terms of the economy. It includes the created jobs that tourism generates. In addition to that, while filming, the participating actors spend a lot of money on the territory. Mainly there was some movies that took a lot of time while film making<sup>1</sup>. Some people think that the team filming is represented in one sense as business tourism. Whereas, the cinematographic production is considered as a means of communication and attraction of people on territories, the presence of symbolic elements in a territory means that integrating and associating a well known monument in promoting films and identifications of a territory so as to call for tourism<sup>2</sup>. Nevertheless, what is worse is when the name of the city or the region takes a negative reputation in the movie. Thus, one of the main motivations for tourists to travel is mainly related to cinema and also the image that tourists give to them. All elements that are filmed constitute cinematographic writing as well as cine-touristic writing. Thus, investing in the film tourism in its strategy of development of a tourist destination is a possibility that it is considered important. Therefore attracting the filming of their territory is a real challenge for them.

**Conclusion**

The cine-tourism is a branch to be improved

The cinematography and tourism are relatively interrelated in Ouarzazate and the benefits of one over the other are clearly visible and important. Likewise, the two branches, consequently, have an impact on the whole region. Still, more efforts are needed to do so as to establish the third field which is cine-tourism.

If the efforts are being implemented, the development of this niche will pass inevitably by the

<sup>1</sup> Filming the movie of (Dallai Lama) took 70 days with 500 Tibetan and 500 other stooges.

<sup>2</sup> Filming some films in kasbahs or oasis or other landscapes in the region of Ouarzazat contributed to the territorial identity and consequently it becomes a touristic product. In addition to some decors that are taken by tourists with them.

advanced integration of all stakeholders, which means an organizational network. The network organization which is a collective action is not that easy, because it depends on the subjectivity of actors but we can contemplate it depends on the mutual interest of and voluntary membership for each actor. But what are the targeted stakeholders by cinematography? They are limited and related to the public and private sector.

The public stakeholders could be classified depends on their important order as follow: the ministry of culture and tourism should have a mutual perception of the destination of the cinema of Ouarzazate. Also the ministry should cooperate with the Moroccan cinematographic which manages the field of cinema in all what is related the authority and the resulting activities. The Moroccan office of tourism overseas should work to promote the cinematography. At the local level, the delegation of tourism and culture, and the regional and provincial councils have to mobilize the other actors as well as Ouarzazate film commission, the region, the province, local communities .Additionally the academic institution especially the branch of cinema and the institution of cinema must be all involved by applicable research studies and in the field of education and supervision.

There are also a number of stakeholders in the private sector, who are the targeted people in cinematography: all the touristic establishment should be involved in this networking sector, starting by the studios of the cinema which should improve their structure to the touristic guides who are also of great importance. They must think of organizing festivals of cinema in the capital of cinema.

Briefly, the following diagram tries to show how different actors can be organized in a network.

The targeted actors of cinematography are those who intervene in the private sectors rather than in public and in the field of cinema rather than in tourism. In addition to the synergies who are created among stakeholders that are the result of cross and bridges between different areas. The main goal of the projects of cinematography is to open up its zone.

The diagram presented below highlights the different stakeholders who intervene and those who are more likely to intervene in the field of cine-tourism. It is important to highlight that the objectives are not just to make a list of actors of the cinema or tourism but, it is only to the relevant people.

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