

The Contribution of Series and Films to Scottish Tourism

A Contribuição das Séries e Filmes para o Turismo Escocês

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ABSTRACT: This work searches into the significance of series and films in influencing Scottish Tourism, through the Screen Tourism, a burgeoning phenomenon where viewers are inspired to visit locations depicted in their favourite on-screen productions. The text aims to provide a brief definition of Screen Tourism and investigating its impact on the Scottish tourism industry. The primary focus is on the contributions of the television series "Outlander" and the films "Braveheart" and "Harry Potter" to the fascination of Scotland as a tourist destination. By examining the influence of these popular screen productions on audience perceptions and travel choices, this work aims to see and show the complex relation between media representation and the tourism industry, particularly in the context of Scotland.

KEYWORDS: Tourism, Screen Tourism, Films, Series, Harry Potter, Braveheart, Outlander, Scotland

RESUMO: Este trabalho envereda pela importância significativa de séries e filmes como fatores de influência no âmbito do Turismo escocês. Através de tipo de turismo denominado neste trabalho por Screen Tourism, que se define pela inspiração que consumidores dos conteúdos supramencionados obtenham para os locais onde estas produções foram realizadas. Este artigo foca-se então em primariamente definir de forma sucinta aquilo que é o Screen Tourism e investigar o impacto do mesmo no setor terciário do turismo escocês. Para abordar este tema, será tido em conta o caso de três exemplos de séries e filmes, a série televisiva e de plataformas online "Outlander", o filme

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“Braveheart” e a saga cinematográfica “Harry Potter”, e como estes são influenciadores no processo de fascínio da Escócia como destino turístico. Através da análise da influência das produções supramencionadas naquilo que foi e é a percepção da audiência e as escolhas de viagem, este artigo irá também focalizar-se na investigação da existência da complexidade existente na relação entre aquilo que é a representação dos media e a indústria do turismo, a ser especificado no caso escocês.

PALAVRAS-CHAVE: Turismo, Turismo de Ecrã, Filmes, Séries, Harry Potter, Braveheart, Outlander, Escócia

1. Introduction

Series and film industries are major influencers on nowadays world and in everything that is made in society. The series that get huge audiences, the films that sell out theatres, define what can be seen, used, heard, or even thought and what is a tendency and what is not, in society. For being so much important nowadays it is purely logical that both represent an extreme importance in what tourism takes matter. People tend to visit or at least wish to go to certain places that they find beautiful, that resembles them from the films or series seen and even watch and get to know the places where the characters and actors were too. It is the importance of series and films and how they contribute to the so-called Screen Tourism. Giving a brief definition of what it is, this work intends to analyse the contribution of the Serie “Outlander” and the movies “Braveheart” and “Harry Potter” to the Scottish Tourism.

Scotland, a land, and a nation with a rich national treasure accompanied by a deep and important history, with a vast heritage coming since the Middle Ages. Beautiful forests, the marvellous highlands and historical and important cities that served as a stage for several and famous worldwide productions. Besides that, a list of films and series that, directly or indirectly, are connected to Scotland have also endorsed and enhanced the tourism flow visiting the nation yearly. This work pretends to show how the Scottish tourism was influenced by the Serie “Outlander” and the movies “Braveheart” and “Harry Potter”.

2. Brief definition of screen tourism

Even though it exists plenty forms of tourism around the world, one of the most worldwide known is the cultural tourism. The search for knowledge and get to find out more about the culture of the place one’s visit is always important, and it is a way to understand how the society from that place works. Screen Tourism or Film Tourism “(...) which is defined as “tourist visit to a destination or attraction as a result of the destination’s being featured on television, video, or the cinema screen” (...)” (Topler & Špenko, 2019) is even more important to the economic contribution to tourism

everywhere than it was before. This is given to the fact that people tend, after watching a determined Serie or film, to have the intention to go to the scenarios where the episodes or scenes were recorded and live its own trip or follow the steps from those in the fiction. It is through the series “Outlander”, passing to the films “Braveheart” and “Harry Potter” that it is going to be analysed how they contributed to Scottish tourism, by being screen tourism.

3. Outlander and the Outlander-effect in Scottish tourism

The list starts with the series *Outlander*. The show premiered in 2014, based on the literary series with the same name written by Diana Gabaldon. The Serie starts in 1946 with the character Claire Randall (later known also with the surname Beauchamp and Fraser) in a honeymoon with her husband (Frank Randall) in the region of Inverness and after assisting a ritual and touching a magical stone, Claire is sent back to the 18th century, more precisely to 1743, two years before the Jacobite Revolt and the consequent Culloden battle that decimated thousands of Scots and also ended with most of the highlander way of living as well as the clan system in Scotland. It is right in the beginning of the series that is possible to stablish the first connection and contribution to Scottish tourism with the historical background behind the series and books, which is the Jacobite uprising of 1745.

To proceed in the importance of the series to tourism in the country, a brief historical context is necessary, the Jacobite's, meaning supporters of James, were the people left that supported the last roman catholic king in England. In the 18th century, the persecution on Scottish tradition and culture was harsh and the religion barrier was also a severe reality and through that reason and the promise of an independent Scotland the Prince Charles Edward Stuart, also known as “The Young Pretender”, seized the opportunity and in 1745 claimed the right of his father to the British throne as James III. After rising his flag at Fort William and with the support of Jacobite cause sympathizers and highlanders he proceeded to march against the English until London. Winning several battles against them, he eventually reached Derby, near of London where the king was, but due to desertion from men on the revolt, lack of supplies and the British gaining numbers he is forced to fall back until Inverness. Near to that city, in the year 1746, the Battle of Culloden puts an end to the Jacobite uprising and consequently to the attempt of an independent Scotland. Beyond the disaster in Culloden and the loss of several highlanders, the northern Scots faced after the battle years of repression that would eliminate most elements of highlander culture and way of living. Furthermore, the clan system in Scotland ended after Culloden.

After this brief context of the main historical event in the series, it is possible to see how people were attracted to visit Scotland and to get to know more about the disaster of Culloden. With that it is possible to visit the Culloden memorial with the opportunity to live and “Experience the powerful

emotions of the Battle of Culloden in our visitor centre's 360-degree battle immersion theatre, which puts you right in the heart of the action.” (National Trust for Scotland, 2020)

Besides this, all along the battlefield there are several memorial stones, paying tribute to the several men from the clans that lost their lives in that place. But with the increase of popularity of *Outlander* the Clan Fraser memorial stone, became one of the most important must see from the existing Outlander tour in Scotland. With that huge increase on visits to the place, more specifically to Clan Fraser stone, belonging to the clan of other main character of the series, James Fraser, there was the need to it to be “(...) sealed off to the public for repair amid the pressures of rising visitor numbers.” (David, 2019) The need to do this protection measure is a way to show how the series influenced the tourism flow in the nation, more specifically in the memorial, with the numbers going up especially in 2018 by 28% in comparison to 2016. (David, 2018) This was due to the fact the second season ended, and the third season premiered around this time where a recreation of Battle of Culloden was made. Even though it had a great impact on visits and tourism in that area, it did not escape from receiving negative reactions, mainly from people who have connections to the war memorial as a place of respect and not a film set.

“Some of the things I have seen at Culloden have really got my back up,” Alasdair MacNeill of the Circle of Gentlemen, a Jacobite appreciation society, tells the Daily Record. “A lot the visitors are American and seem to think they are on a film set rather than a war grave. They maybe don't know the history. But how would they feel if I walked my dog across Gettysburg?” (David, 2018)



Figure 1 Culloden Battlefield Memorial (Peel, 2009)



Figure 2 Clan Fraser stone (Sweeney, 2023)

Beyond Culloden, Inverness benefits from the series success and despite many scenes supposedly passed there, it was not filmed on that location, the region gained a lot of attraction and with that, an Outlander Tour was made in the area, so people can visit places that may bring resemblances towards the events and characters from “Outlander”.

The Highland Folk Museum, located in Inverness is an immersive museum when one can experience the life in the Highlands since the 1700's until the 1950's. (Highland Folk Museum, n.d.) The place gained even more notoriety when "Outlander" released in 2014, thanks to some scenes being filmed there. The open-air museum watched its numbers growing, something that made them do a thematic day for tourists and fans who want to have an even better immersive experience related to the series time.

In 2014 our 1700s Highland Township was used as a filming location for the hugely successful TV series 'Outlander'. Based on the popular books by Diana Gabaldon, the series has a cult following and many fans have been visiting the Highland Folk Museum as part of a Scottish tour taking in the sights and locations from the show. From 2015 onwards we have held our 'Outlander Day' each year in conjunction with the Inverness Outlanders. Lots of traditional skills are on display, including spinning & weaving, waulking the cloth and cooking. (Highland Folk Museum, n.d.)



Figure 3. Highland Folk Museum (Highland Folk Museum, n.d.)

Another place that benefited from the series and contributed to Scottish Tourism was the Aberdour Castle located in Aberdour. The castle built around the 12th century, that served three noble families and even a regent of Scotland, was used in "Outlander" as a French monastery where the main characters fled to. With some scenes recorded there the castle gained a lot of reputation and had an increase of 58% on visitors since it made a cameo appearance in the series. (Historic Environment Scotland, 2017)

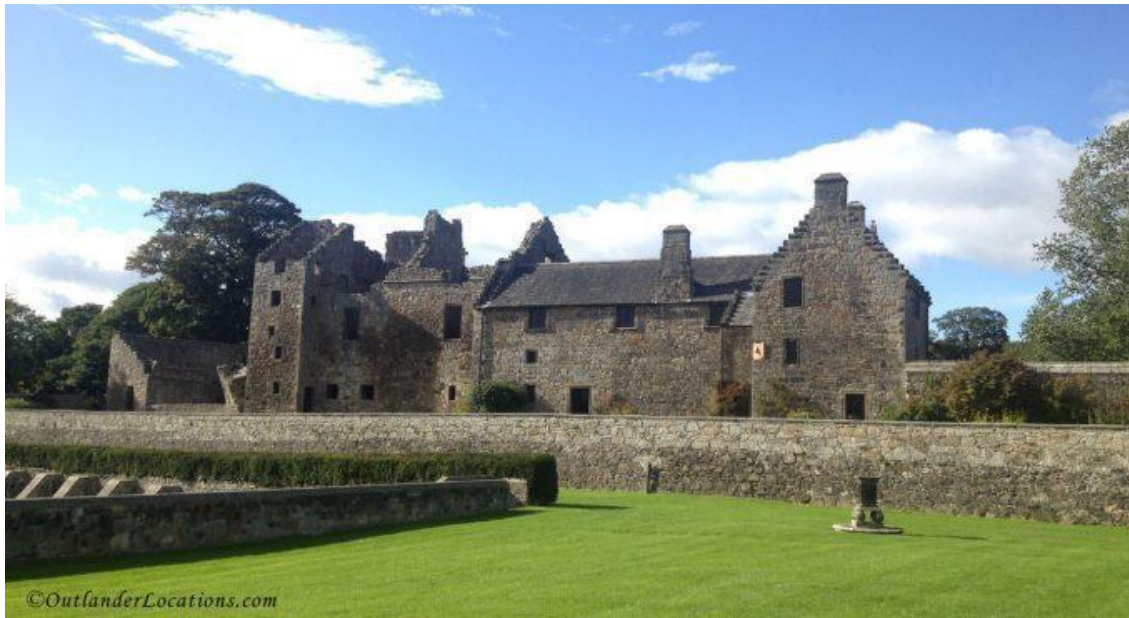


Figure 4. Aberdour Castle (Outlander Locations)

The Blackness Castle was another monument that thanks to the series had the numbers of tourists visiting it increased. Built in the 15th century the castle lasted in functions until the 19th century serving as Royal Castle, a Garrison Fortress, a State Prison and in the later 19th century as an ammunition depot. In “Outlander” this fortress appeared as Fort William and was the headquarters of the first season antagonist. In Tourism matters and with the series worldwide impact, the Blackness Castle had in just a period between 1 April to June 2017 a rise of 72% on its visitors. (Historical Environment Scotland, 2017)

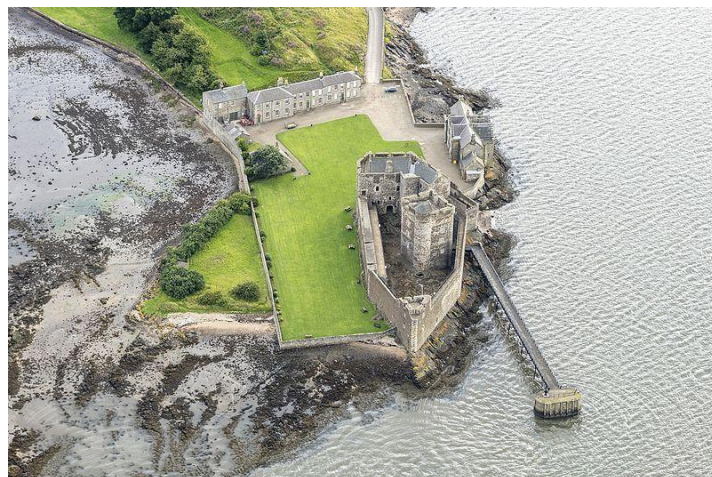


Figure 5 Blackness Castle (Shiva Andrew, 2016)

The Doune Castle, another historical site in Scotland, serves as well as a set and scenario for the television show. The building appeared as a cameo for the fictional Castle Leoch, which was the official residence of Clan Mackenzie in “Outlander”. The monument also registered in the same period

as Blackness Castle, a rise in its touristic numbers of 50%. (Historical Environment Scotland, 2017). Beyond that, upgrades were made in the retail offering of the monument and that generated an income of 62% from the beginning of 2017 until June from the same year.

This is an excellent return on the investment we have made across our estate. At Doune Castle, for example, after upgrading the visitor and retail offering, we have seen retail income increase 62% for the year to date. (Historical Environment Scotland, 2017)



Figure 6. Doune Castle (Shiva, Andrew 2016)

Despite not having the same bigger increase as the examples mentioned above the Linlithgow Palace, used as the Wentworth prison in the series also registered good numbers. The palace, that served as royal nursery for the Stewarts and as a rest stop for royals between Edinburgh and the Stirling Castle had a rise of 43% in tourist visits due to the phenomenon of “Outlander”. (Historical Environment Scotland, 2017)

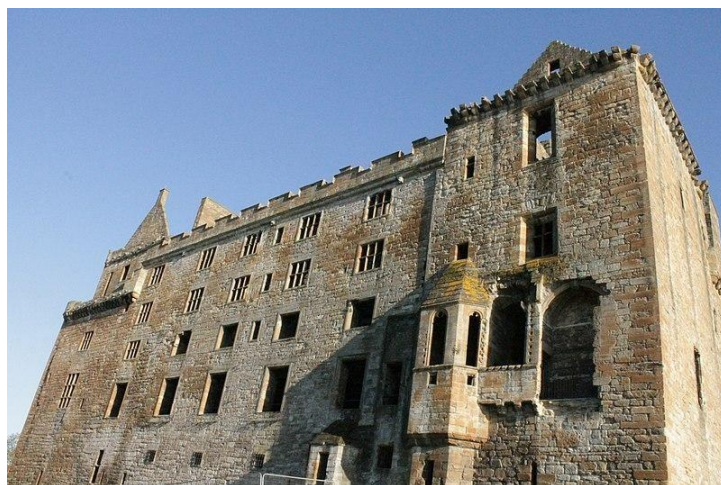


Figure 7. Linlithgow Palace (Dickson Stephen, 2019)

Glasgow Cathedral, which according to Visit Scotland appears as a cameo in the series as *L'Hopital des Anges* in Paris, is where one of the main characters, Claire Fraser worked as a volunteer. Even though the scenes were mainly filmed in its crypt, it was sufficient to have more tourists visiting

it, circa 39% more. (Historical Environment Scotland, 2017) Even after the covid pandemic the Cathedral was able to register an astonishing number of 256,001 in 2022. (ALVA, 2022)



Figure 8. Glasgow Cathedral (Hanselmann Michael, 2007)

Craigmillar Castle was another place and monument used to film the series, especially in season 3. The building appeared as cameo to the so called Ardsmuir Prison, where James Fraser was arrested after the huge defeat in Culloden. The Castle is considered to be one of the best-preserved medieval castles in Scotland and was home to Mary Queen of Scots in the 1560's. Thanks to the so-called Outlander effects the castle was not an exception and also had a huge increase in the flow of tourists visiting it, right in the same year that the season 3 premiered, in 2017.

Outlander season 3 was released in 2017, featuring Ardsmuir Prison, unsurprisingly, in the same year Edinburgh City heritage bosses revealed a 42-per-cent increase in footfall at Craigmillar Castle, as part of a record-breaking summer for historical sites across the Lothians (Beattie, 2022). This goes even further right to 2022, a year after the huge crisis of Covid-19 pandemic and still with flight and health restrictions worldwide the Craigmillar Castle was able to have 28,958 visitors. (ALVA, 2022)



Figure 9. Craigmillar Castle (Yeates Stuart, 2006)

Preston Mill was also another location used to film *Outlander*. The last working watermill in the region has nowadays guided tours showing the “gruelling nature of the miller’s work, from heavy lifting to dealing with floods, mice and dust.” (National Trust for Scotland, n.d.) The ground surrounding the area as well as the mill itself was used in “*Outlander*” to give “(...) the backdrop for several scenes during the Jacobite Uprisings. (...)” (Visit Scotland/ ALBA, n.d.) Since the beginning of the series that this zone had visits from tourists and it still registered in 2022, almost ten years after the first episode, 2 793 visitors. (ALVA, 2022)



Figure 10. Preston Mill (MacNeill Nick, 2011)

The Newhailes House & Gardens was another historical Scottish building that used the success of the series and the consequent *Outlander* effect to attract more tourists to visit not only the house itself but also the gardens there. The monument appears as a cameo in the fourth season of “*Outlander*” as the home where Jamie Fraser discusses land grants with the North Carolina Governor William Tryon. “(...) What you may not know, however, is that Governor Tryon's 'North Carolina' is actually Newhailes.” (Smail, 2023) In 2022, despite the recent turmoil of the pandemic, Newhailes House & Gardens registered a total of 272,737 visitors.



Figure 11. Newhailes House & Gardens (Traynor Kim, 2013)

Falkland village, in Scotland was the stage of *Outlander*'s first episode. Appearing as a cameo for Inverness, the place served as honeymoon destination for Claire and Frank Randall. Several buildings were used to the series and are nowadays businesses there. For instance, the "Mrs Baird's B&B" where the couple checks in is the Covenanter Hotel. (National trust for Scotland, n.d.). In Season 2, Falkland also appears, but only a certain section of the Falkland Palace. "Falkland Palace was also used in Season 2. One of the East Range cellars was transformed into an apothecary in the episode 'The Hail Mary'. Claire is after additional medical supplies (...)" (National trust for Scotland, n.d.) In 2022 and with the help of "*Outlander*" being filmed there the Falkland Palace had 44,585 visitors. (ALVA, 2022)



Figure 12. Falkland Palace (Traynor Kim, 2012)

To finish this list of examples and to see the astonishing impact of "*Outlander*" in Scottish tourism, we have the case of Glencoe. A beautiful zone known for being "(...) a world-famous Scottish landmark with high mountain peaks, ridges, rushing rivers and waterfalls. (...)" (Visit Scotland/ ALBA, n.d.) The zone served as the opening credits for the series during Season 1. Even though it is a mountain region with fewer accessibilities than cities or other monument in Scotland, Glencoe in the Highlands had, in 2022, 344,896 visitors passing through the Glencoe Visitor Centre. (ALVA, 2022)

From the cases seen above it is possible to conclude that beyond giving more knowledge about history and its past and important historical events, "*Outlander*" also gave great numbers for tourism to the local regions with the increase on visits around the areas used for filming. According to Stephen Duncan, Director of Commercial and Tourism at Historic Environment Scotland in 2017 "Featuring in *Outlander* has opened up our sites to a whole new audience, inspiring more and more visitors to come and discover the history behind these places, further demonstrating the enduring value and significance of heritage attractions in Scotland." (Historical Environment Scotland, 2017)

Furthermore, the series had also an impact on the local businesses around the areas and monuments where it was filmed. According to a BBC article made in 2020, “Small businesses close to the various locations have welcomed the boost in tourism.” (“Outlander Tourism Effect a ‘Double Edged Sword,’” 2020). It is given in the same news the example of a business owner and how her business grew and diversified in nationalities thanks to the series.

Suzanne Gillies, of the Buttercup Cafe in the village of Doune, said her customers were from all over the world.

She said: "I like having them. They create a good atmosphere.

"They do ask a lot of questions: 'how far is it to Loch Lomond, and where is this? But I am happy to help, and you want to sell your country and want them to experience the best of Scotland. (Outlander Tourism Effect a ‘Double Edged Sword’, 2020)

Nonetheless, the fever to get to know all the locations where the series was made and set, brought to businesses also a couple of problems, as well to the cities or areas affected by them. Increase in traffic is a condition directly associated with this rise in tourism levels in cities.

Vicki Chapman-Campbell, who offers holiday accommodation in the area, says the Outlander effect is a double-edged sword, bringing a welcome economic boost but also some challenges, such as those posed by busy traffic on Doune Castle's "very wiggly small" road. (Outlander Tourism Effect a ‘Double Edged Sword’, 2020)

This question goes even further when the case reaches to the topic of souvenir hunting with some things being stolen of historical places like Culloden. “Mr Curtis-Machin said a more unusual issue has been souvenir hunters. He said he had recently been sent a letter from the US along with a package containing stones taken from Culloden. The sender apologised for taking the stones and asked if they could be returned to the battlefield. "I duly did," said Mr Curtis-Machin, adding:

"To me, although you could not possibly condone anybody taking stones, the very gesture they sent them back is to me a mark of respect." (“Outlander Tourism Effect a ‘Double Edged Sword,’” 2020)

Despite the consequences, it is possible to see how “Outlander” was able to contribute to Scottish tourism and enhance the business opportunities in the areas affected by it.

Researchers at Glasgow Caledonian University have studied the Outlander effect on 25 of the shows locations across Scotland and seen a 45% rise in visitors to the sites over four years, "well in excess" of increases experienced at other Scottish attractions. (Outlander Tourism Effect a ‘Double Edged Sword’, 2020)

4. Braveheart’s Effect on Tourism

Other good case to be examined as a contribution to the Scottish tourism is the film “Braveheart”, describing the famous and notorious historical figure of Willy Wallace, made by Mel Gibson. The

film talks about the life of the Scottish and was released in cinemas in 1995 and had a tremendous impact in Scottish tourism, mainly in places directly linked to the film whether they were monuments or zones where the movie was filmed whether monuments and memorials connected to the story portrayed in the film. A great example of it is the National Wallace Monument in Stirling. The National Wallace Monument completed in 1869 is until nowadays one of the biggest tourist attractions in Scotland. Made to honour one of their national heroes, William Wallace.

On Saturday 11th September 1869, 572 years after William Wallace had been triumphant at The Battle of Stirling Bridge the National Wallace Monument was completed and opened to the public. The ceremony held marked its completion – and the country now had a monument of which it could be proud, and which honoured ‘Scotland’s National Hero’. (National Wallace Monument, n.d.)

The impact was so enormous that before the film premiered, the National Wallace Monument received circa 80,000 visitors per annum. After the film the number increased reaching in 1998 to the number of 184 265 tourists in that same year.



Figure 13. National Wallace Monument (McWalter Finlay, 2005)

Beyond getting more interest in Scottish heritage and publicize more Scotland as a cultural tourism destination, the film also contributed to the search and interest on the figure of William Wallace and what he had really done, what he was like and how it ended. That developed the number of tourists in the city of Stirling, gathering great visitors to the site of the Stirling Bridge Battle, but also to the Stirling Castle, which registered in 2022 a total of 418,180 visitors. (ALVA, 2022). The city of Stirling thanks to the film had also an exponential growth on visitors registering “(...) over one million additional visitors to the city at the heart of “Braveheart country” (Mair, 2021)



Figure 14. Stirling Castle (Shiva Andrew, 2016)

It is possible to see how *Braveheart* is another successful case of a film that contributed to Scottish tourism, enabling the development of the areas affected by the movie, mainly the Stirling region. “But now it has been claimed that *Braveheart* did more to bring visitors to Scotland than its own national tourism body could have achieved in 20 years.” (Mair, 2021) It gave to the city a tremendous income that was further on invested in improving their businesses and the offer of services directly linked to tourism or indirectly connected to it.

And to say that the impact was phenomenal is no exaggeration. The film has prompted at least 1 million visitors to come to Stirling – and they have spent at least £25m here in the city – in Stirling’s shops and restaurants, in its hotels and guesthouses, and in its outstanding visitor attractions.

That has supported local businesses, it has supported jobs, and it has enabled the operators of venues such as The National Wallace Monument to invest in their property, to invest in their services, and to provide a warm welcome to all those *Braveheart* fans who still make their way to Stirling every year. (National Wallace Monument, n.d.)

5. Harry Potter’s contribution to tourism in Scotland

The magic world of Hogwarts and the incredible landscapes seen through the movies, based on the books made by the writer J. K Rowling, served also as a steam to Scottish economy. It is also thanks to the writer that the Scottish tourism and adjacent services got a contribution. Given the fact that the fans from the franchise do whole tours around the city looking and searching for the places where the writer has been and where she inspired herself to write the books. Even though this mentions the books, the notoriety of Harry Potter had a huge boost when it gained life on the cinemas, so it was especially in the end of the series with the film “*Harry Potter and the Deathly Hallows Part 2*” that the Harry Potter tourism started to be seen as a real opportunity and contribution to Scottish tourism and more specifically to dynamize even more the city of Edinburgh. One of the must sees in

Edinburgh and that attracted a lot of fans was “The Elephant House”. This place got famous, due to being one of the places where J. K Rowling wrote her novels and that assured since that discovery huge lines of people in that place.

The Elephant House Cafe frequently had a line out of the shop and down the sidewalk. This is most likely Harry Potter tourism, because the draw of the cafe, aside from coffee and pastries, is its association with Rowling. (Webb, 2020)

The Greyfriars Kirkyard is a graveyard where it is said that J. K Rowling herself based in some of the characters names with the main attraction being the grave of Thomas Riddle, the name of the villain in the films Tom Riddle also known as Voldemort. That place is visited regularly for a lot of tourists and Harry Potter fans that a path was made to it and grass will never grow around the tombstone again.

For example, in Greyfriars Kirkyard, the grave of Thomas Riddell (the namesake of the series’ antagonist) has a near permanent patch of dirt where grass will no longer grow due to the heavy foot traffic and the numerous amounts of letters and gifts that are left at the grave. (Webb, 2020)

Victoria Street and West Bow are streets in the city of Edinburgh that are full of shops and restaurants in buildings with vivid colours. These characteristics make the Harry Potter fans believe that the area served as inspiration for the magic street of Diagon Alley that appears in the film due to the similarities between them.

The first story is about how this street is most likely the inspiration for Diagon Alley in the Harry Potter books. Based on the description in the books, many people believe that it’s true, but there is no official word from Rowling herself. One specific clue that people get from Victoria Street is a joke shop on the street that features a giant pair of novelty glasses above the doorway.

In addition, the shop also has two official Harry Potter merchandising shops called “The Museum Context” and “The Boy Wizard”. The influence of the films was such that it took over that part of the street with official and non-official products being sold in those shops, with the goal of getting a wider range of clients.

(...) Posters, post cards, and cards decorated with handmade Harry Potter inspired art, but these items are not licensed. They also carry other “magical delights and curated curiosities” according to their website. I noticed that many of the places that carried Harry Potter merchandise also offered cheaper off-brand unlicensed merchandise as well. For example, they may carry graphic shirts that reference magic, but don’t directly use Harry Potter images or quotes, or they may have scarfs that match the house colors of Hogwarts. (Webb, 2020)

Beyond the city of Edinburgh, the Harry Potter franchise also explored the area and the building of Alnwick castle. It is believed that the fortress began to be built in the 11th century, to

protect the border with several defences. “(...) the castle boasts numerous defences, including 2metre-thick walls, a 7-metre-deep moat, two baileys and thick oak gates” (Alnwick Castle, 2024)

Officially serving the Percy Family until nowadays the castle served as film set for the two first Harry Potter movies as well, “Harry Potter: The Philosophers Stone” and “Harry Potter and the Chamber of Secrets” were filmed there. That increased the visits to the castle and still is nowadays something announced on the official website of the Castle as one of other major productions that passed through there.



Figure 15. Alnwick Castle (Britannica E, n.d.)

Another activity that thanks to Harry Potter franchise gained life and attracts a lot of tourists to Scotland is the trip on board of the Jacobite Steam Train or commonly known by the fans of the movies and books as “The Hogwarts’ Express”. The train takes people through an incredible journey in the Highlands showing the natural heritage Scotland has to offer like the Lochs and the train also passes through villages and cities too. It starts in the city of Fort William and passes by the famous Glenfinnan viaduct stopping in the city with the same name to let people stretch their legs. After that the railway voyage ends in Mallaig. The fact that the locomotive was used in the Harry Potter movies made this trip even more recognizable especially by the astonishing view in the Glenfinnan viaduct. (Railways, West Coast, 2024)



Figure 16. Glenfinnan viaduct (Paul Tomkins, Visit Scotland, n.d.)

Even after Covid the famous and iconic viaduct did not stop of getting constant visits “The latest figures suggest 500,000 people visit every year, with the West Highland village population standing at fewer than 150.” (Brawn, 2023). The movie franchise was the main responsible for this phenomenon thanks to the viaduct being specially filmed in the movies. “The viaduct featured in the Harry Potter films as the Hogwarts Express travelled across it, leading to fans of the book series travelling in their hoards to see it ever since.” (Brawn, 2023)

Once again it is possible to see how a film and, in this case, a whole franchise of it, influenced the Scottish Tourism with a high number of visitors going to Edinburgh with tours on the city to get to know better the places and things in which J. K Rowling inspired herself to write the books for instance. This provoked the huge flow of tourism in the city and with predictions to not stopping so soon due to how the whole world that Harry Potter has nowadays passes from generation to generation.

Some examples of how Harry Potter tourism is affecting the area are fairly harmless, others are leaving a lasting impact on this historical city as well as its residents. As the generation that grew up with Harry Potter become adults and begin starting families of their own, and the series continues expanding, it seems unlikely that the Harry Potter tourism will see a significant decrease for a long time. (Webb, 2020)

Beyond that, there is the possibility to realize a trip by the west coast Scottish railway passing through the Highlands in the famous locomotive used in the films. The voyages and tours to that zone is something that increased through time mainly due to the movies franchise.

“Explaining the huge rise in numbers and what the National Trust are doing to mitigate them, Emily Bryce, Glenfinnan Monument manager told the P&J: “People want to come and see the real Highlands, and we have so many people who come here to see the truly iconic site at Glenfinnan.

Some of the rise in visitors can be accounted for in those people who are coming to see three of the most identifiable Harry Potter sites – the small island on Loch Eil that Harry and Ron

Weasley flew over in the car, or Loch Eil that features predominately in a number of the films – or the Glenfinnan Viaduct where Harry's train makes its way to Hogwarts. (Glen, 2018)

6. Results

It was possible to assure the extreme importance of film tourism in nowadays society as way to revive or increase tourism in a determined country or nation. In this specific case, it was possible to see through this work the effects of this phenomenon through the Scottish case, based on “Outlander series”, “Harry Potter” films and “Braveheart” movie, the capability that these industries have to generate a strong income not only for themselves, but also generate profitable and good goals for all cities, villages or other areas by them affected.

The “Outlander” case is an interesting one. Due to the tremendous success from the Serie in that time all the places where the city was recorded or filmed had a tremendous boost in tourism and consequently in economic levels, this was so intense that was called by the “Outlander-effect” and with this growth a sustainable project to increase it in all areas affected need to walk hand in hand.

Both the local authorities are aware of the benefits of screen tourism. They are seeking to develop sustainable tourism projects which allow visitors access to their region's heritage while monitoring the effect of increasing numbers of tour operators. Initiatives to manage these aspects such as pedestrian safety, extending opening hours and seasonality are all actively being investigated. (Visit Scotland, 2022)

Some similar results were seen already with the case of the movie “Braveheart” from 1995. This production increased drastically the numbers of visitors in monuments related to Willy Wallace like The National Wallace Monument in Stirling that went from 80,000 visitors a year to almost 200.000 in 1996. In the following years the number of visitors remained above the 100,000. (Visit Scotland, 2022)

It goes even further when it comes to influence the commerce of certain parts of the city with the case of Harry Potter, that allowed Edinburgh tourism to have another interesting point to tours and give economic impulse to the areas affected by the fame of the writer in the town contributing to its growth. Nevertheless, it goes even beyond than this city and passes to a whole train voyage that developed not only the acknowledgement of the railway in Scotland, but also the businesses around the areas affected by the train line.

The value of screen tourism in Scotland was so good that generated an economic contribution of £55 million, it also created 1220 Full Time Equivalent Jobs and through Screen Tourism activities, Scottish businesses had a £64 million visitor spending. (Visit Scotland, 2022)

According to a graph made by Visit Scotland on “The Outlander Effect and Tourism” the Screen

Tourism is “(...) beneficial and something that if the opportunity presented should be capitalised on. For attractions adjacent to Outlander locations, 15% reported developing new product development and specific events related to film tourism.” (Visit Scotland, 2022)

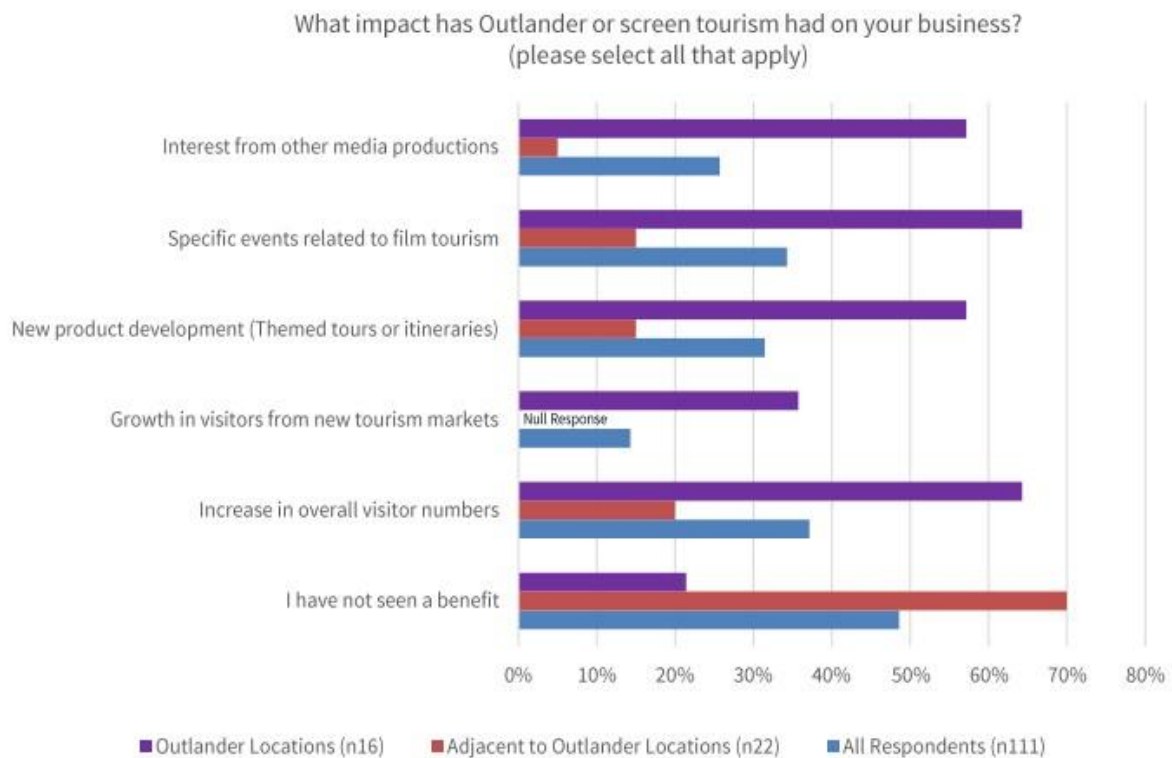


Figure 17. Impact of Outlander or Screen tourism in business (Visit Scotland, 2022)

6. Conclusion

Summing up, the Screen tourism seen through the case of the Serie “Outlander”, and the films “Braveheart” and “Harry Potter” proved the exponential growth of the sector and all the services and activities connected to it. It is possible to conclude that, in fact, the three cases above are examples of how series and films contribute to tourism and how in this case promoted and increased Scottish Tourism.

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