

The Perception of Local People towards Films and TV Series Filmed in Mardin

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Abstract

Having a rich cultural heritage, Mardin has been a place of choice for many film and TV series producers for years, due to the historical, cultural and natural richness it has, and the authenticity of its social values, which have reached daily from past years. In this study, it was aimed to determine the perceptions of the local people about the economic, cultural and environmental effects of films and TV series filmed in Mardin and contribution to Mardin tourism. In the study, the questionnaire technique was chosen as the data collection tool and the data were obtained by face to face interview with 401 individuals living in Mardin province with convenience sampling approach. The obtained data were analyzed by frequency analysis, Mann-Whitney U and Kruskal-Wallis tests. According to research findings, local people think that television series and films shot in the region contribute positively to the economy and promotion of the city. However, it has been observed that they have negative perceptions such as misunderstanding of cultures, exaggerated lifestyles, and the attempt to obtain economic rents.

Keywords: Mardin Province, TV Series and Films, Local People.



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