Subject matter of the dissertation: Influence of mass impact means on new tourist destination emergence with development tours of the “Game of thrones” filming places

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Topicality of the research: indicates the degree of influence of components of mass impact means, in particular cinema, fashion, and mass literature on the areas of human leisure, including a choice tourist destination.

Objective: to study the influence of the mass impact means on the development of new tourist destinations and to develop tours of the “Game of thrones” filming places.

Tasks:
- to explore the history of film, fashion, and mass literature formation as components of mass impact means;
- to consider the system of new tourist destinations influenced of mass impact means and to examine possible problems in the development of destination;
- to study the technology of tour operator activities and principles of dealing with service providers;
- to carry out market segmentation based on the formation of tourist needs;
- to develop several thematic tours based on mass impact means.

Theoretical and practical significance of the research: lies in the generalization of theoretical knowledge about the chosen topic, and its use in the development of the four tourist destinations.

Results of the research: analysis of the market of tourist services on the subject of influence of mass impact means development tours of the “Game of thrones” filming places.

Recommendations: continuous monitoring of mass impact means for the product, affecting the appearance and popularization of new tourist destinations.