Abstract: The main aim of my thesis is to introduce and in detail describe so far left out topic – the movie tourism, which is a phenomenon of modern age. Effectivity of visualization destinations through audiovisual images submits on example of probably the world's leader on the field of movie tourism, New Zealand. The focus of this work is an abnormal increase in the interest of tourists in visiting Iceland, caused by the number of audiovisual works made in recent years in Iceland. Thus, the threefold increase in the number of tourists in one destination has both positive and negative effects on the economy and the creation of new jobs. I am concentrating on possible solutions to problems caused by excessive attendance of the named sites.

As part of the Icelandic film tourism chapter, the work focuses on specific audiovisual images that helped promote the country and improve its economic situation, which has changed dramatically for the better after the first series of *The Game of Thrones*. The work is culminated in a quantitative research, which is elaborated on a sample of one hundred of respondents in order to find interest in film tourism of Generation Y.