



Film Reveals New Tourism Destinations, Allied Events & Marketing

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Abstract

Present tourism industry hosts a serious competition among the states and countries particularly those countries are mainly depending on tourism as their main source of income; it reorganized existing income and other to a large extent. If we look at in a wider extent, all over the countries are trying to promote their tourist products and services by using different marketing strategies, however tourism business seeks a variety of promotional activities like Biennale, regional festivals, annual festivals even the local festivals and mythological identities and landmarks are also used for the popularity of the tourism industry. On the other hand, there is a new trend in the exploring of new tourism destination sited through the movies, recent trend reveals that national and international movies became a main factor for identifying and promoting new tourism destinations and it is accelerating related business activities. So the movies are counting as the one of the main marketing tool at present time. Promotion of festivals, landscapes, industries, hotels, historical monuments, etc have quite often been considered as the film shooting locations, later such evidences/ visuals noticed and captured the attention of the public, such films may be classified under certain mode, which may be called as the 'film tourism or film induced tourism'. This trend eventually leads to increase in the number of visitors and the increase in the financial and other related things.

Keywords: Film on Tourism demand, Findings new tourism destinations, Film sets as a destination, Film-induced tourism, Tourism promotion.

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Introduction

Cinemas and Television programmes have always been powerful tools for promoting or advertising new waves of cities, new destinations and cultures. They incite, tempt and invite the viewer to plan their vacation time "movie induced". Today's tourists are more experienced than previous generation. Presently they are looking for new destinations to enjoy new experiences. Tour operator/agencies' resources are very limited to elaborate their market so most of the time their strategies of marketing also became unsuccessful. Tourist operators have been competitively catering the tourists' needs to increase their market share although their resources are very limited. In the tourism industry, there has been a growing phenomenon that tourists visit destinations featured through films which are not directly related to tour agencies' tourism promotion. This is a new form of cultural tourism called cinema/film-induced tourism or media induced tourism, which still receives little attention from both academia and practitioners due to the lack of knowledge and understanding on the benefits of film on tourism. Recent research suggests that films can have strong influence on tourist decision-making and films do not only provide short-term tourism revenue but long-term prosperity to the destination. Several tour

agencies have taken these advantages and have effectively increased the number of tourists through the illusions of films. Film-induced tourism is one of the fast growing trends of the tourism industry. The increasing popularity of such films owes to the increasing of Indian tourism industry. When people are seeking sights seen on the screen, they are categorized as film-induced tourists.

Objectives

Despite the evidence presented above, many tourism organizations have been slow to tap the potential benefits of film tourism. The impacts of film tourism still appear to be underappreciated by destinations even though they can be long lasting and have significant long-term economic and social effects. One reason could be that there is little or no guidance for Destination marketing organizations (DMO) wishing to capitalize on this fast growing phenomenon. Very little research has been conducted related to film induced tourism and on film tourism, and more research is required at a destination level to fully understand the potential of film tourism. The main objective of this article, therefore, was to identify the critical film marketing factors that help attract tourists to destinations. The focus of the article was on the relative importance of the film as a marketing tool to attracting tourists. In other words, what are DMOs around the world doing to attract tourists through media? Understanding the most important determinants of film tourism success would be of major practical

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significance for DMOs.

Methodology

An online survey was developed to achieve the research objectives. Researchers are still experimenting with online surveys, and there are no conclusive guidelines on the strengths and weaknesses of online research. Comparative studies have shown that online surveys result in higher response rates and are cheaper to administer, especially for larger sample sizes, when comparing to other, the initial costs are higher for other survey methods. Other advantages are the relative speed and flexibility of online surveys and the potential of reaching a large and growing audience on the Internet and other new media. The anonymity of Web-based surveys also provides a comfort level that cannot be achieved with traditional methods such as mail, telephone, and mall-intercept surveys. As a result, Web-based or new media based surveys tend to draw more honest responses than other types of surveys. Web surveys also provide many more options for the designer, far exceeding the relatively limited design features of traditional mail surveys. Finally, online surveys are dynamic in the sense that a Web site and new media can dynamically provide statistical results of the survey, even on a daily or hourly basis. The online survey was divided into five sections. The first part asked respondents to indicate on a Likert-type scale, it is designed for generating the idea of film tourism and film induced tourism. Secondly, they were asked to comment on their degree of success in attracting film induced tourists, how much they spent on different media to find the destinations have seen before in film, and whether they had seen an increase in visitor numbers. If they did not make an effort to find destination through film tourism, they were asked why. The third part asked respondents to indicate how important the audience gave to refer and remember destination through film. The fourth part of the questionnaire inquired about their perceptions of the relative benefits and drawbacks of film induced tourism. The last section collected details about the characteristics of the respondents and their DMOs. The survey was planned for a period of four months, and two follow-up e-mails and personal messages were sent during this time to encourage respondents to complete the survey. In total, 140 useable responses were collected.

Films on tourism demand

It has been widely renowned in 'Tourism literature' that visualized images greatly influence on tourist destination choice. Visuals of destinations play a significant role in influencing tourist decision-making process, on the basis of those visuals, tourists make choice about where to visit. The more appealing visual images of the destination create greater the possibility of being selected as a destination choice. Butler (1990) suggests that films can influence the travel preference of those who expose to the destination attributes and create

a favorable destination image through their representation. Film also can provide knowledge of certain aspects of the country such as nature, culture and others. That results in the construction of the attitudes towards the country. A positive image can sooner or later lead to an actual visit to that destination. Once the main attraction and carrier of tourists was the novels and travelogues, the travelogues like 'travel with Charley' (1962), into the wild (1996), Brazilian adventure (1933), An area of darkness (1964) and etc are made a wider exposure about new destination to a large audience, now the visual image carrying similar kind of job the travelogues did before. Leisure hour activities such as traveling as well as watching films are the good ways to escape from the boring moments and the tensions of daily life. Both provide temporary relief from the real world [Carl et al. – 2007]. Films could be inducing viewers to travel by the physical properties (scenery and landscape) and their associated theme like storylines, events and actors to shaping the audience's feelings, emotion and attitudes towards places. Physical experiences and film experiences are enhanced in memories by associating them with the actors, act, events and setting [Iwashita 2006; Riley & Van Doren, - 1992]. People are tending to visit particular places by specific images, memories, associations and emotional attachments to places and meanings. Such Pre-knowledge is mainly created through the moving images. Travelogue movies, tourism based programmes and documentaries have a vital role in the building and setting of such Pre-knowledge.

Television shows and films an initiative for identifying tourist destinations

Since the emergence of moving image it has a special attraction. It was always mystic. Each image gave sage memories, such Unforgettable images and visuals from the movies and TV shows that take part the life of the viewer. It had design and shape their daily experiences, including leisure choices. World well known cities and tourist places have been almost attached the minds through the eyes of the audience rather than the traveler or tourist. The world knew the African landscapes, American township and Chinese culture, India's popular identity and Middle East Geographic's are through popular cinema. Incidents like wars, conflict, massacre etc are made the land well known to the world. Later those lands became a memorable thinks to the world. The world is curious to see and feel such memories and incidence, so the scholars and travelers are roamed everywhere. Migrations and movements led to make the land famous to all over the world. The moving images (cinema and video) recreated such incidents and it placed a better attention on the new audience. Such movies accelerated the number of visitors and scholars to visit such places, later those places are became a major tourist attraction of that state. Recently it is very common in all over the world (*Chart 1*). Film has a major role in the creation

and propagation of new tourist destinations. India is the one among the best tourist places. Here there are two kinds of travelers. Foreigners and own citizens. The cultural and linguistic difference and the geographical verity are always made India ever best for the visitors.

Each time Hollywood-Bollywood and language cinema accelerated its strength.

Table I. Visitors most influenced films and number of likes generated through online survey

Sl.n	Film, Travelogues or TV Series	Location	Visited after watch	Wish to visit after watch
1	The Dargiling limited (2007)	Dargiling-India		
2	In to the wild (2007)	Alexander Supertramp and Tracy visit Salvation Mountain: Salvation Mountain, Salton Sea, California	3%	18.9%
3	Road (2002)	haveli in Rajgarh, Alwar, Rajasthan	13%	57%
4	The good road (2013)	Gujarath	1.5%	24%
5	Dil chahtha hei (2001)	Australia	2%	24%
6	Rab Ne bana di Jodi (2008)	Panjab	11.8%	58.7%
7	Haider (2014)	Kashmir	16.6%	62%
8	Happy New Year(2014)	Dubai	22%	35.4%
9	Ordinary(2012)	Idukki -kerala	87%	94%
10	Mosayile kuthira meenukal (2014)	Lakshadweep, Andaman	6%	94%
11	Namasthe bhali (2015)	Bhali island	10%	76.2%
12	Diamond necklace (2012)	Dubai		
13	Happy husbands & Husbands in Goa (2010,2012)	Goa	58%	81%
14	Raavan (2010)	Athirappally & Vazhachal,	61%	66.7%
Influenced programmes to visit certain locations all over the world (in %)				
15	Sancharam	International Travelogue	12%	41%
16	Safari		8%	32%
17	Yathra	National travelogue	9.2%	22%
18	Flavors of India		36.4%	52%
19	Walk with subhidha		22%	54%
20	Motorcycle diaries	Regional travelogue	11%	26%
21	Puzha		18%	26%
22	Kanna kaychakal		9.12%	23.1%
23	Kanatha Keralam		8%	19.2%

(Chart 1)

The trend of becoming ‘film sets as a destination’

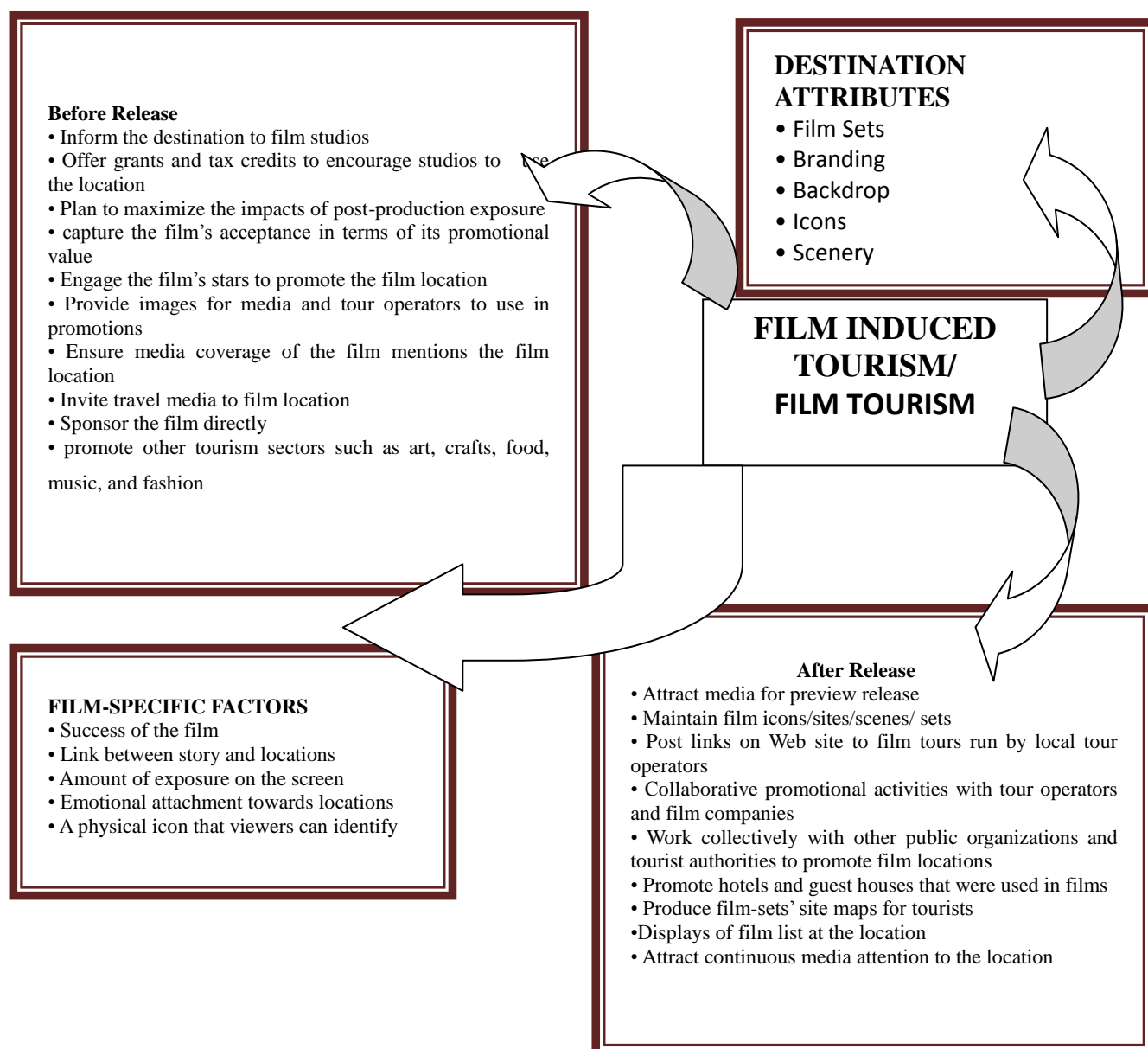
Current trend in film induced tourism is to form a tour package of places including famous film sets especially working sets, hotels, historical places and film cities. It became popular in the current tourism projects. Here there are three kinds of destinations, first one is the existing cities and building becomes a film set. Like burj khalifa of Dubai, Atlantis, The Palm at Dubai, casino royale at Goa, casino royale building at venice, Best Western Plus Casino Royale at vegas, these are the some of the best examples for film using hotels as their film sets and now this form of set became a marketing

strategy to establish such hotels to the public. Some time the film directors choosing the historical places to shoot their theme, such places are already well known to all, even at this point the recalling value get increased and more people get attracted to that existing historical places. Egypt, rome, india, venice, peru, china and etc are the main attraction of such historical destinations. These are the best places chosen by the world famous directors. Here people already knows about it, even such films help to make a recall to visit those places once again on the perspective of that film. On the other side some places are only knows some people, here the films

help to widen those places information. 'Athirappally water fall, Ooty hill views, machu picchu, rabindra sadh(howra bridge) are the best examples. Similarly cities becomes popular through cinema, places like puducherry, kovalam, ooty, waynad, bekal fort at kasargod, ginge fort became famous through the cinema visuals. Simultaneously film sets, film cities and film studios like loseangels, Hollywood, Mumbai film city, Ramoji rao filmcity and film studios like dreamworld

film studio, MGM, Weinstein Company, Viacom, fox news corporation, universal, walt Disney, time warner, etc became a tourist destinations. Recently Efficient and brilliant sets are opening for the public to see the set ups, and this made a huge profit to those companies and tour operators. Sets like harry potter film set, batman set, even some soap opera sets are also became a main attraction for the tourists.

Destination Marketing Activities



The focus of this article is shown through the figure no 1. The destination marketing activities related to film tourism. Despite suggestions that destination marketers have neglected this very effective form of

publicity, a review of the secondary research related to film tourism suggests that some destinations have leveraged the visibility that films provide and benefited by showing a significant rise in visitor numbers

following a film's release. The marketing activities in the model are based on this secondary research. The model suggests that destination marketing organizations can engage in a variety of marketing activities both before and after release of a film.

Film-induced tourism, the practices of tourism promotion

There have been an increasing number of tourists visiting destinations featured through films and television programmes and series. Which are not directly related to tourism promotion campaigns. This phenomenon is called film-induced tourism or movie-induced tourism. Film-induced tourism is defined as tourist visits to the destination featured on television, video, or cinema screen (Hudson & Ritchie, 2006a). Film-induced tourism is one of the fast growing sectors of the tourism industry. There are many types of films to accelerate the tourism like Travelogues, Road movies, Commercial films; other programmes were shooting in visually appealing destinations. (Figure 1)

Film tourism success factors

Despite the growing body of research relating to film tourism, no attempt has been made to identify the critical factors behind this fast-growing phenomenon, therefore, is the first theoretical model to present the key influences on film tourism. The model suggests that film tourism will depend on the following five factors: destination marketing activities, destination attributes, film-specific factors, film commission and government efforts, and location feasibility. The focus of this article is on the left side of the model, the destination marketing activities related to film tourism. Despite suggestions that destination marketers have neglected this very effective form of publicity, a review of the secondary research related to film tourism suggests that some destinations have leveraged the visibility that films provide and benefited by showing a significant rise in visitor numbers following a film's release. The marketing activities in the model are based on this secondary research. The model suggests that destination marketing organizations can engage in a variety of marketing activities both before and after release of a film. There are many examples before us like the Road movies like Motorcycle diaries, My little sunshine, Easy rider, Wild boys of the road from Hollywood and sholley, the good road, dil chahtha hei, road, movie, road, Neelakasham pachakkadal chuvanna bhoomi are from the Indian film industries are made a drastic changes in the setting of new tour identity, those films made an attempt to cover different landscapes and it portrayed very impressively to its audience. These road movies gave a typical experience to the audience and it created a motivation to visit those landscapes which are covered by the film. So the imitations or the attempts of replica made an alternative form of tourism promotion. It also identified and introduced new tourist lands. Films like motor cycle diaries are the recreation of the past, so it

makes a sense of history and the same history will be reproduced by the individual through their traveling platform. It is impossible not to mention two typical cases of today's popular culture. The recognition of shows like "Lost" and "Sex and The City" have led to a new form of tourism that borders "pilgrimage". Tours tailored from this emblematic series' geographical landmarks are institutionalized offer in some destinations. Hawaii and the New York of Carrie Bradshaw well know destination trademarks; have been invigorated by television hits. "The Lord of the Rings" trilogy has generated as much. New Zealand destination has set thanks to the advantage that local tourism administration has achieved from the commercial success of films. Similarly, other tourism authorities have recognized the promotional benefits of film images and have plotted strategies to capitalize its advantages for advertising destinations. For example, the Goa Tourist Board published a brochure with possible locations for the film industry. Another form of contribution is direct investment in film projects. The case of many thelugu films, it shot in Ramoji Rao film city with the support of authority and regional council and etc.

Conclusion

In addition to numerous qualitative benefits of filmmaking in an area including enhanced regional image, the rise of the Indian creative class, and development of film and arts programs, filmmaking is big business for India. Historically, The Indian Film, Video and Music Office has concentrated solely on the value of actual production income and spent in state and the economic impact of that revenue. In the future, municipalities selected for productions should be educated and prepared to exploit the long term impact of hosting film projects, rather than concentrating solely on the relatively short production time. Through this effort, communities should work to put in place methods of determining increased revenues and tourism after filming takes place in a region. While there is little numerical data of the amount of film tourism revenue in India, it exists nonetheless. When considering the economic impact of film making in the State, one must take into account this important factor. Film induced tourism and destination branding is one of the fastest growing sectors in tourism currently. However, there are some key issues that need to be considered before promoting a location for film productions and tourism. Applying responsible tourism practices, creating a film friendly environment in advance, through community participation and awareness campaigns, safety and security, service excellence and understanding the impact of destination branding to name. Film tourism provides an abundance of community and product development opportunities, if approached responsibly and applied correctly. It is a fast paced industry, driven by creative passion, positive energy and tremendous enthusiasm, which I believe can be cross-pollinated into the tourism and services sector.

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