

# FILMS AND DESTINATION PROMOTION: AN EXPLORATORY STUDY

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**Abstract** *Film tourism is quite a new concept; it is also referred to as film-induced or movie-induced tourism. It promotes the tourism advantage induced for any destination or country due to its exposure to public through the film media. This concept is at its nascent stage in the world. Many countries are found to work on this concept after realizing the benefits which can be reaped by their people, society and economy as a whole. Every theory, if advantageous, also tends to present some challenges. This mode of tourism promotion has its own benefits and challenges too for the administration, but, it depends on the government: local and central both, to make use of the concept in the manner befitting most for the locales and the economy. The international or worldwide famous films have been found to do wonders to the inflow of tourist for the country and shooting destinations in specific. Various governments have also started playing a significant role, and contributing by providing assistance to the film producers. In India we've had films promoting various destinations in the country itself through our own Bollywood, whereas some films under the international banner also have had some scenes or part of the film shot in the country. It would be of immense benefit to use this concept for the tourism industry of the country, but before that, it is essential to be prepared to deliver the required infrastructure and facilities. The study of this model is quite complex and requires an exhaustive research to understand the benefits (in exact measures) any country can reap for its economy. This paper aims to induce further research in the field and integrate the efforts and research in the field of tourism and management.*

**Keywords:** *Film, Tourism, Destination, Economy, Promotion*

## BACKGROUND

Film tourism, also called film-induced or movie-induced tourism, refers to the tourism advantage induced for any destination due to its exposure through the film media. This phenomenon is quite complex and requires an exhaustive study of the benefits any country can reap for its economy. It is a very dynamic concept and lately has been given due recognition in quite a few countries. Efforts are being made to popularize the places, bring awareness about the culture and boost the tourism.

The concept being relatively new has attracted many studies and surveys on the concept, and its implication. Earlier little efforts were made for the promotion of various destinations. Gradually, efforts were made by the government and private firms for the same. Brochures, TV advertisement, Print advertisements, etc are the traditional form of advertising and have a direct impact. Whereas, newspaper articles about a destination, documentaries, movies and television programs also form a very important medium of advertisement though indirectly.

A tourist visiting a destination after getting fascinated by a place featured on television or in a movie is referred to as Film Tourism. This concept also falls under the cultural tourism and invokes tremendous benefits to the entertainment industry and the tourism industry of the country.

It is a very efficient vehicle of advertisement because of its ability to have a long term impact on the viewers. The impact of direct marketing medium, for a place, is only limited to a certain area and time which is not so in case of the advertising through films, which are viewed across boundaries and over undefined time period. It motivates and inspires the people to have a firsthand experience of the place.

The various aspects of this paper involves focus on (a) the benefits and challenges of the concept in context of social and economic facets of the destination, (b) film tourism as a mode of advertisement, (c) study of the impact of film's exposure on level of tourist inflow for the destination in question, (d) role of government authorities, and (e) India's film tourism.

Films have unconsciously promoted quite a lot of places around the world. Besides developing a tourist destination

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and creating awareness, it also helps in providing information to the viewers about the country, its culture and people.

An efficient promotion of a destination is positively correlated to the success of the film, thus leading to the desired effect of film induced tourism. For this purpose, various factors play a measured role; like the film itself, the caste, story, pre and post release destination marketing, the destination characteristics and its accessibility, and efforts of the government.

## LITERATURE OVERVIEW

Hudson and Ritchie (2006) in their work 'Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives' have researched on the factors which can be used for the purpose of study of film tourism and their impact on the promotion of the destination. They have identified four marketing activities; namely, proactive efforts to encourage producers, efforts to generate media publicity around the film and its location, marketing activities to promote the film after its production, and some additional marketing activities to leverage the film tourism potential. A model for studying the film marketing opportunities have been developed by them which discusses various destination marketing activities before and after the release of the film, along with factors like Destination Attributes, Film Specific factors, Film Commissions & Government Effort, and Location itself. The research included an online survey amongst 140 DMOs (Destination Marketing Organizations) from across the globe, with 85% participants being from USA, UK and Canada, whereas the remaining 15% were from other countries. The use of multiple regression analysis has resulted in inferring that there is a high correlation between the efforts of local government to promote the destination and film tourism.

Kraaijenzank (2009) has studied the impact of The Lord of the Rings Trilogy through the master thesis titled 'Movie-Induced Tourism: An analytical report on how the Lord of the Rings trilogy has affected tourism in New Zealand'. The focus of the study was to establish the fact that film-induced tourism can be advantageous for any particular destination, provided that the image sent across to the public is consistent with the actual destination image. It is important to understand that the level of authenticity of the destination would be important for the tourists visiting the places. The benefit New Zealand derived of the movie series was that many of the places got known all over the world. The image of the destinations were kept closest to the actual which helped build and maintain the satisfaction level of the tourists. New Zealand witnessed the largest group of tourist from Australia, accounting for almost one-third of the

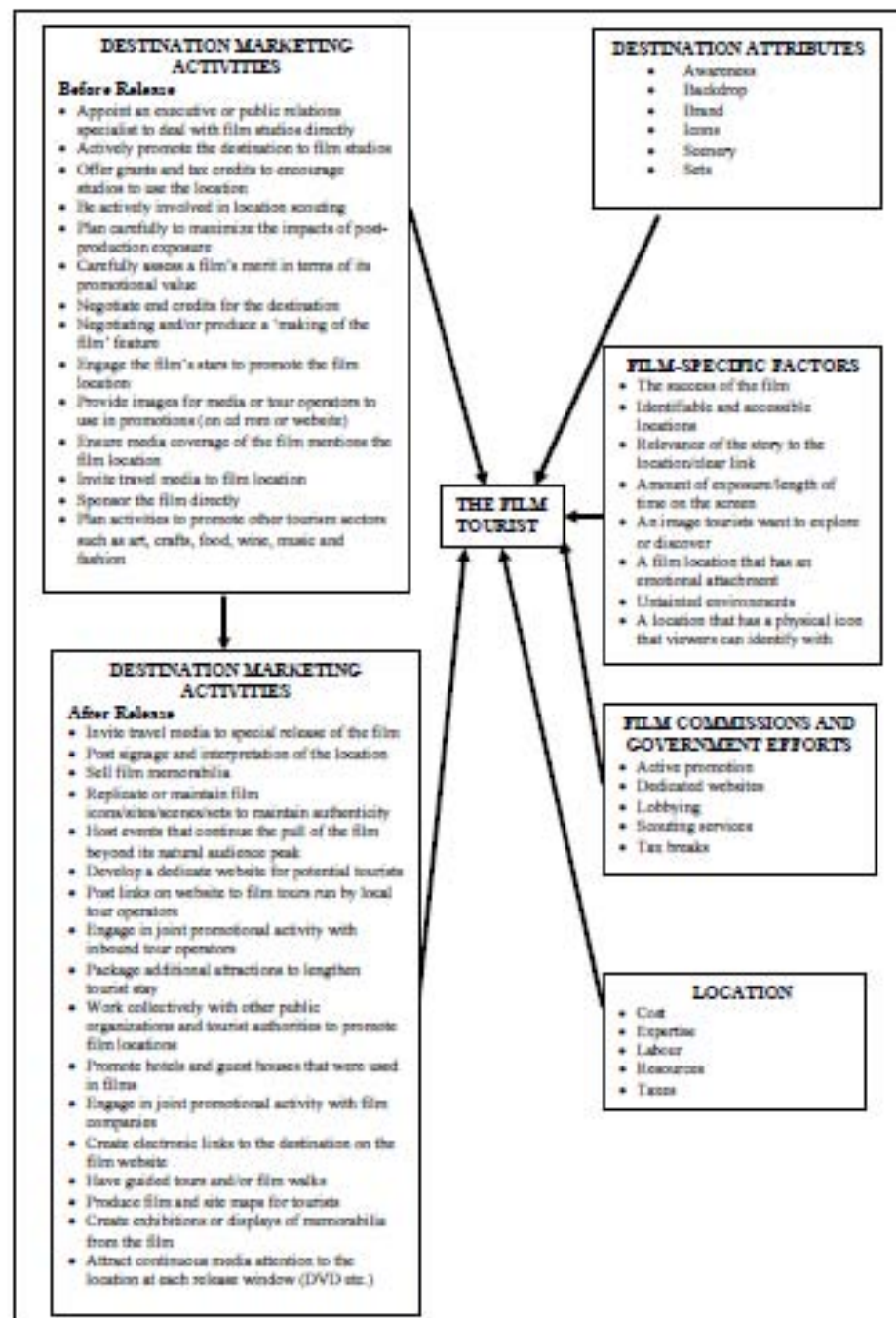
international tourists. The study revealed that for the country some key markets in future would be Australia, Canada, USA, China, Germany, The Netherlands, Hong Kong, India, Japan, Malaysia, Singapore, Taiwan, South Korea, Thailand and the United Kingdom.

In another research 'Film-induced Tourism: Inventing a Vacation to a Location', Walaiporn *yes, she is the author* (2009) discusses the benefits of Film Tourism through her paper. Also, the paper highlights the little attention given by industry and academician, calling for further in-depth analysis as this process of promoting tourism can reap long-term benefits for the location. The study discusses, through past researches, the impact of various international films on tourism and the course of action adopted by various DMOs and government across the world. It also studies the various variables suggested through past studies, which influence the tourist's decision making process. The variables vary from travel stimuli to confidence in travel intermediary, past travel experience, perceived risks and prior destination knowledge. It states that when countries like Korea, New Zealand, United Kingdom and United States can reap the benefit through film-tourism marketing strategies, then even the other countries can take clue and deploy strategies to build on their tourism sector.

Noelle O'Connor (2010) had her doctoral thesis on 'A Film Marketing Action Plan (FMAP) for Film Induced Tourism Destinations' wherein Yorkshire (UK) was taken as study area. The research studies the impact of film tourism and destination branding on locations featured in popular films and television series. It is not just the films and their locations, but also television series or songs which would contribute a lot towards bringing forth a certain picture of the city or the country where it has been shot. The culture and lifestyle of the people has been shared through many television series also. The release of films on an international level helps create numerous marketing opportunities for the trade and the location. The research was conducted through the mode of secondary data as well as primary data, through a 300 tourist survey and strategic conversations with them. The results showed that the Yorkshire shot television series had little impact on the actual perceptions of the place or location in the minds of the general tourist population. Of the ten television series shot in the city, only four television series had the identification of public, above 50%, whereas the majority tourist was not even aware about the rest of the series being shot. The author had also tried to study the various reasons for visiting a particular destination. It was thus, that the Film Marketing Action Plan (FMAP) model for exploiting the opportunities in the appropriate manner was applied for the benefit of its tourism industry and economy as well (Refer Diagram 1).

Diagram 1

**Film Tourism: A Model for Exploiting Film Tourism Marketing Opportunities**



Source: Hudson and Ritchie (2006)

**OBJECTIVE & RESEARCH METHODOLOGY**

This paper aims at exploring the concept of destination promotion via films. This concept has in the last few years gained prominence in various countries for the purpose of attracting tourists; tourism being one of the largest revenue

sectors for the countries. This paper therefore aims to study the various attempts at this notion and its impact on the flow of tourism.

The research undertaken for this article has been based on historical data, as it puts forth an assortment of the contributions made by various researchers across the world. Based on the same, it aims at understanding the concept,

the trend and opportunities which can be availed by various countries.

## SOCIO-ECONOMIC BENEFITS OF FILM TOURISM

The benefits of film tourism are manifold; not just for the particular destination and its society, but also to the economy of the country as a whole. The best aspect of this mode of advertisement and promotion is that it has a long term effect and the paybacks are reaped over a long period of time, unlike any other mode of advertisement which has instantaneous rewards only.

Another major benefit of the activity is that the exposure is over a vast geographical area; to-say, actually around the world. Any other mode of advertisement, apart from online promotions, is limited to certain geographical area only, but the films are watched all around the world, though subject to its release in various dialects and its availability in various countries.

The positive effect on tourism leads to the enhancement in the provision of working opportunities to the inhabitants of the place. Various shops, adventure activities, photography, tourist guides and similar activities get promoted in the region thereby providing employment. Such economic prospects also help boost the living standard of the populace. The greater exposure and widened economic activities prove to be a good source of income.

In terms of tourism, the growth of any economy is integrated with the benefits obtained by the various places in the country. Many a times, the natural places are unexplored, under-explored or not promoted desirably. It directly helps the country to make a mark on the world map; which is possible through proper advertisement and sponsorship. Film tourism, thus, makes its use and possibilities obvious.

The advantages enjoyed by a destination are passed on to the economy as a whole. It strengthens the economy with the help of inflow of foreign exchange. Makes the country more popular and enhances the image. In this current scenario, the cultural and social environmental exposure made possible through film tourism cannot be reaped through books, literature or any other print media. The books can only help conjure an image in the readers mind, but the visual effect received from a film is incomparable. The visuals make a viewer want to be a part of that place, makes him interested in having the first hand experience and feel the smell, sight and sound of the whereabouts.

Various movies have proven to promote the culture of a particular city or country. It has popularized the historic monuments, the culture and tradition, the environment, the food or lifestyle of a place. Such cultural exchange

shrinks the world and people come closer. They understand, acknowledge and develop a sense of cultural empathy towards the other people. Film tourism has the capacity to share a wide range of cultural meanings and values. Many heritage sites that serve as film locations gain popularity after the release of the film, though proper historic narration and value depends on the film narration. Busby & Klug, in their work stated that without film storylines, a castle or a stately home may not be indistinguishable from each other. Thus, we observe that the social benefits to the society could be magnificent in terms of awareness and promotion of their culture and tradition. Sam (2014) in his research paper on Socio-Economic Impact of Tourism Development in the Forest Community of Nigeria has discussed the aspect of employment opportunities in context of social benefits. The study of 150 respondents, analyzed using Pearson product moment correlation statistical technique, implied that there was a significant relationship between employment opportunity and tourism development in the forest community.

Another report by Mariska Wouters, Socio-economic effects of concession-based tourism in New Zealand's national parks, throws light on how tourism can bring positive socio-economic effect. Three national parks in the country had been selected to study the impact of tourism. It concluded that the exposure of the local communities in the near-by areas was immense due to the tourism in the selected areas. It had also helped in better service provision for the tourist and therefore increasing the standard of living of the local residents.

Though the benefits are immense, it is necessary to reap them in the right manner. In one of the studies conducted by Kraaijenzank in 2009 the effect of Lord of Rings on the Tourism of New Zealand, was studied to conclude that the film-induced tourism can prove to be effective for a destination as long as the image presented through the film is in tandem and consistent with the actual destination image. It is imperative to understand that if the image in the film is not what the actual destination is then it gives a negative impression on the mind of the tourist which might not prove to be beneficial.

## CHALLENGES POSED BY FILM TOURISM ACTIVITIES

The benefits obtained through film tourism are many; but as a package deal, there are some negative effects too. The adverse effects which a city can face due to great popularity can be the negative environmental effect of traffic and congestion, loss of privacy of the local residents of the place, increase in population as traders might move in to such a place to bank on the tourists for their trade, and public safety is also at stake due to increased crime levels at such places.

Some of these ill effects are found generally across all the popular destinations. Destruction of natural environment is an impact which also could be detrimental for the destination.

We have also seen instances when the historic monuments are marred when people scribble or pollute such places of scenic beauty. The role of the local administration becomes very crucial at such places, and especially during the peak season when the number of tourists coming in is very high. Care should be taken to see that the integrity and beauty of the place is maintained intact.

The instance of damage to the natural environment was seen when the film *The Beach* was shot in Thailand and the consequent film tourism activities resulting in its popularity leading to extensive environmental damage to Phi Phi Lae Island in Southern Thailand. It was like a paradise discovered and everyone wanted to be a part of it. Due to the unexpected immense tourism boom the island suffered massive coral damage and over-fishing in the areas.

Another problem is likely to be faced if the appearance of a place portrayed in the film is actually different than what it is. This can result in loss of tourists' satisfaction. As mentioned earlier, the studies conducted have proved that if the image of a place presented through the film is not consistent with the actual destination then it leads to a feeling of dissatisfaction. Therefore, it is also important for the administration to coordinate with the producers and maintain the authenticity of the destination so that no wrong impression is created in the minds of the viewer.

## FILM TOURISM AS COMPARED TO OTHER MEDIUMS OF DESTINATION PROMOTION

Films have the capacity to give a prolonged exposure to the place. The films are viewed over a long time period, across the globe by various people; unlike the television advertisements which only have an immediate viewership possible. This is an indirect but immense benefit in terms of marketing. This effect can last for about a year, and sometimes even more, as after the film is released and screened in theatres, it is available on the DVDs, through DTH, cable network and on various television channels.

The exposure obtained by a town or country through a film is a kind of advertisement which is viewed by potentially millions of people; thus becoming a huge target audience that cannot be reached through traditional tourism promotions.

There are various film related aspects also which help in promoting the films itself; like

- (a) Participation of international actors in the film,
- (b) Film festivals, and

- (c) International award shows.

Viewing international actors in local film also lead to viewing of more international films as these actors tend to have a good impact on the audience of the other country. International film festivals also tend to attract people from across the globe, be it the directors, producers, choreographers, actors or anyone else related to the film fraternity. It is a good medium of popularizing any particular destination. Award shows, be it related to films or music, gathers the international audience for umpteen benefits; not just for the local market but also for the national and international performers.

The benefit accruing of films is far more as compared to other promotion medium.

- ~ Visit of a celebrity or film actor
- ~ Film Festival, Music Festival or Award show
- ~ Public Interface of the cast or crew

All these are events which would take place at a particular time, attract guests and tourists but end the benefits to the destination as soon as the event is over. On the contrary, the film are released and viewed across the country and overseas too. Tourism is more of a planned activity by the tourist who carefully chooses his destination. The image of the movie and its location leave a mark in the viewers' mind (taking that the essence of the location is captured and presented in the best manner). A subsequent discussion about the movie and its shooting captures the attention of the audience. Also, the broadcast of the film on TV channels even after it has been taken off the theaters keep the destination alive in the mind of the viewer. The availability of the CDs & DVDs of the film in the market also ensures a continued exposure of the destination, even though comparatively less, but it cannot be ruled out totally.

## PRE-RELEASE AND POST-RELEASE ACTIVITIES

The trend of Destination Marketing Organizations (DMOs) has lately come into practice in some countries. Some of the best examples are of the DMOs in Britain, Singapore, New Zealand and Kansas. The DMOs plan and execute the promotion activities; tie up with the producers to know their requirement and assist them with the preparation of the site and its promotion accordingly. The promotion activities are implemented before and after the release, i.e. pre-release and post-release.

The pre-release and post-release activities can include a combination of various activities. Pre-release activities include a tour package to the film shooting sites and nearby locations, or even better, it can include tours planned in coordination with the producers and actors of the film to allow some tourists to meet them. The post-release activities

consists of providing film location guides or film maps to the tourists in the city, planning special family/couple/student's tours to the destination, having a dedicated website for the city or country places and the films shot there, having the provision of memorabilia related to the films sold at the tourist gift shops or restaurants and more of such activities can add charm.

New Zealand has a tourism website where it had a special dedicated section for the film *The Lord of the Rings* to enable website visitors to see all the various shooting locations and then plan their visit accordingly. Such promotion tools provide opportunity to market the locations in a unique manner.

- <http://www.newzealand.com/int/feature/lord-of-the-rings/>
- <http://www.newzealand.com/in/article/lord-of-the-rings-roadtrip-guide/>

The Santa Barbara Conference and Visitors Bureau, in 2004, produced 'Sideways—The Map' a guide book to the film locations of *Sideways*, even before the release of the film. This initiative helped increase the tourism for California, USA as within a few weeks of the release of the film, visitors were eager to see the diners, hotels, and wineries used in the film. This led to the sales of 10,000 copies of the guide within a short span of the release of the film.

The pre-release initiatives include the DMOs working with the producers and publicist throughout the film production process to ensure a steady flow of message amongst the public about the shooting locations and its key features. Like, during the shooting of *The Lord of the Rings*, media mentioned it explicitly that it was being shot in New Zealand, thus, providing an early link between the film and the location. The actors also endorsed the location by eulogizing the islands.

Apart from New Zealand, few other destinations also have produced movie maps, like United States, Australia and Korea.

Other marketing strategies include the sales of mementos or artifacts of the shooting locations or of the actors at that particular location.

## IMPACT OF INTERNATIONALLY ACCLAIMED FILMS ON TOURISM

An internationally acclaimed film provides the benefit to a destination what any other mode of marketing cannot provide; the exposure is worldwide and immense. This has been recorded and reflected in the tourism data pronounced by various countries.

It was observed that 28 million visitors visit Britain each year after viewing the country on screen. VisitBritain, the tourist board of Great Britain, makes attempts to invite Indian film producers to use locations in UK for Bollywood films.

The *Lord of the Rings* trilogy, a series of films based on the novels written by J. R. R. Tolkien, had been nominated for 30 academy awards in total and has received 17 of them. These three films have been voted to be amongst the most popular films ever made. As per the New Zealand Institute of Economic Research, published in 2002, The New Zealand Tourism Board, after the first of the trilogy, assessed the cost of a promotional act providing an equivalent exposure and estimated the exposure to be worth over US\$41 million. The movie created such hype that it seemed 'Mordor' had become a pilgrimage spot, looking at the way the number of visitors shot up. Other areas which gained attention were the Queenstown area and the nearby village Glenorchy.

Such impact has not been seen in just the last few decades, but the same has been witnessed way back in 1960s, when in 1960 a film *La Dolce Vita* transformed the image of Rome in Italy. Through the film, the image conjured in the minds of the public worldwide, for Rome, was that of a city of sin and pleasure, of elegance and nightclubs, of aristocrats and Latin lovers, of fast cars and stylish intellectuals.

The Crown Hotel at Amersham, Buckinghamshire, England, despite being a small one, quite successfully promoted the room used by the actor Hugh Grant in 'Four Weddings and a Funeral'. The hotel was fully booked for at least three years after the film's release in 1994.

Release of *Quantum of Solace*, a James Bond film, though shot across six countries, created a noticeable interest in Panama. Some scenes were shot in the Panama City's Casco Viejo, the old quarter of the place. The place, after a cleanup act by the tourism police, is now safe for the tourists to visit, which was not so earlier. The picturesque dilapidation retains the intimate Latin feel.

The movie *Mamma Mia!*, shot in Greece, brought a massive tourist boom for the idyllic island of Skopelos. After the film released, the then Mayor announced that there was a sudden increase of interest in the island. Earlier known for its plums, pears and pine tree, the island of less than 5000 inhabitants, suddenly got known on the world map. This musical movie made young couples and other people too flock the island and plan their wedding on the island similar to the one in the film. Amongst all this tourism promotion, the only disappointment for the tourists was the church which was used for the wedding in the film; but was actually a set. Rest, the beaches and the idyllic scenery in the film made quite an impact and it came to be known as the *Mamma Mia* Effect.

The vampire and human love based *The Twilight Saga* is another in the league to bring about similar effects for places

in USA. The small town of Forks in Washington, which had the first of the series shot there, witnessed a tremendous 1000% increase in lodgings since the movie's success. Lot of effort had gone into building the Twilight related tourism and they are still going on as the last of the series *Breaking Dawn-II* is yet to release. The fans and visitors coming can actually get an experience of their lifetime; they can visit the school Edward and Bella went, have a glass of so called Twilight-wine at the restaurant which filed Bella and Edward for their first date, and many such places. The Forks

Chamber of Commerce also flaunts the orange colored truck used in the movie outside its wooden building in the city.

Countries can also work through films to draw attention towards a particular unexplored or lesser known geographical area. Like, France, in 2000 used the film *Chocolat* to seek attention for the town Burgundy. Films are an excellent medium to make a destination popular, which otherwise struggle to find good reason to be able to develop its tourism industry.

**Table 1: Impact of Some International Films on the Tourism of the Shooting Location**

Sr. No.	Film & year of release	Shooting Location/Country	Impact on Tourism
1	Dances with Wolves, 1990	Kansas, USA	25% increase in tourism post-release, as compared to 7% of 4 years pre-release
2	Four Weddings and a Funeral, 1994	The Crown Hotel, Amersham, England	Hotel was fully booked for atleast three years after release
3	Braveheart, 1995	Scotland	Increase was 300% a year of release
4	Mission Impossible 2, 2000	Sydney	In 2000 the increase was 200%
5	The Beach, 2000	Thailand	Marked increase was noted specifically in the youth segment
6	Captain Corelli's Mandolin, 2001	Greece	50% increase over the next 3 years
7	Harry Potter, 2001 (first release)	UK	Increase was more than 50% at all locations
8	The Lord of the Rings, 2001 (first release)	New Zealand	A continuous increase of 10% every year from 1998 to 2003, specifically in the tourist segment of UK
9	Troy, 2004	Turkey	Increase was 73%
10	Pride and Prejudice, 2005	Lyme Park, England	Increase was 150%
11	The Twilight, 2008 (first release)	Forks, Washington	Increase of 1000% in the lodgings
12	Lost in Thailand, 2012	Thailand	Tourist arrivals in Thailand increased by 10 percent in 2013
Some of the non-quantified Impact on tourism has been as follows -			
13	The Descendants, 2011	Hawaii	The family-owned restaurant and bar by the name of "Da Nui" got packed and buzzing with talks of George Clooney coz of the film being shot there. The St. Regis Princeville Resort, another filmed location on Kauai, drew lots of customers because of the exposure in the film, as the customers came asking for the rooms where George or the film crew stayed. This shows that the hotel financially benefited first from their long-term guests from the film industry, and then because of the interest of movie lovers.
14	Hangover II, 2011	Thailand	Wansiri Morakul, Director of the Thailand Film Office, a unit of the Department of Tourism, said: "Hangover 2 has helped to promote Thailand and after its success several foreign filmmakers are more confident about shooting their movies here. This is proof that Thailand is still safe for film productions." The film not just increased the inflow of tourist, but also the number of television/documentaries/movie projects for the country.

Source: Hudson and Ritchie (2006) and author's own research

## ROLE OF THE GOVERNMENT AND TOURISM BOARDS

The government of a country can strategically plan to market its location and grab the world's attention. It is important for them to understand the requirement of the tourism industry for the destination in question and also promote it accordingly within the film industry. Also, there should be provision of necessary support and incentives by the government accounting the benefits which will arise due to the release of the film.

Like for example, Europe, the leading continent in term of number of international tourist arrivals, spent €600 million in 2007 for their advertising campaigns. Tourism Authority of Thailand alone spent 1.2 billion Baht in total for their advertising campaigns. With international films making the required efforts (though indirect) for the promotion of a film, some additional effort by the tourism agencies or government could synergies the impact.

As mentioned earlier, DMOs have started playing an active role for the same in quite a few countries. The DMOs plan everything from the promotion of a destination to its collaboration with film producers for the appropriate exposure. It depends on the government on how much support and benefits are extended to them to for this purpose.

As stated by Rewtrakunphaiboon (2009), The Singapore Tourism Board launched 'The Film in Singapore! Scheme' (FSS) to facilitate international film-makers and broadcasters in the shooting, production and post-production of films and television. As per this scheme, subsidy upto 50% of the cost incurred while filming in the state has been provided. In her paper, she also mentions about The Australian Tourism Commission (ATC) acting dynamically in relationship building with the film industry by collaborating with Disney on 'Finding Nemo', being the first DMO to promote a destination through an animated film.

The Swiss Tourist Board pays all the scouting expenses for top Bollywood directors, as Bollywood films shot in Switzerland have proved to stimulate inflow of tourists from India. It is not just one film but a series of them shot over a place over a certain time period that the country has gained so much preference amongst the tourists.

Various other countries have also initiated the promotion themselves through movies. Like in the Bahamas, the film commission with the support of Ministry of Tourism, invested US\$16 million on the film 'After the Sunset', starring Pierce Brosnan, to ensure maximum exposure for the island. The Bahamas realized the potential of promoting tourism through films after the Beatles filmed "Help!" in 1964 at the islands. Later, it started getting involved with the producers from the very beginning to understand the requirements of the movie and support them appropriately.

## BOLLYWOOD ABROAD

Numerous Bollywood films have been shot abroad and in the past few decades the frequency has been pretty high. Be it Switzerland or Britain, some of the famous films were released from those picturesque places of the world. Though, quite recently, the producers have experimented with countries like France and Italy.

Switzerland has hosted more than 200 Bollywood films, starting in 1964 from Sangam and thereon playing one of the most favored location for the Indian film makers. Some of the tremendous hits include Dilwale Dulhaniya Le Jayenge, Kabhi Khushi Kabhi Gham, Mujhse Dosti Karoge, and many more.

Britain has also been one more favorable destination for the industry. The number of Indian tourists increased from 205,000 to 367,000 in 2006 according to a source. The average expenditure by an Indian tourist was 793 pounds as compared to 710 pounds by an American tourist. This reflects how much a country can benefit through its international tourists and enjoy the inflow of income from other nations. People interested in visiting the popular film shooting locations in the country have been flocking to Britain, boosting its tourism by 2 billion pounds. The Britain's tourism authorities have introduced a 'Bollywood map' which depicts the popular shooting locations of the Indian movies. One very popular movie, based completely on Britain, 'Bend it like Beckham', by an Indian-origin director Gurinder Chaddha, raised the profile of Britain in India, South Asia and the Far East. It placed the west London town of Southall on the international tourist map after its release.

The highly acclaimed Kaho Naa Pyar Hai, had a lot of the film shot in New Zealand and also in Thailand. The RA One, highly technologically advanced film, was shot in England, while Don-2 had been filmed in Berlin in Germany. These locations have been quite favorable and famous amongst the producers. Though, Egypt has been explored earlier and so was Prague, Czech Republic and Verona, Italy in the latest Rockstar starring Ranbir Kapoor.

The producers have been found to be bold and experimental with new places around the world to suit their needs, story and the setting required to present the perfect picture. The only important point to be considered by the local authorities is that it is important to maintain maximum originality of the place and not present something else, which could end up disappointing the tourists.

One of the major song sequences in Rajnikant's film Lingaa (2014) is shot in Scotland and this has the Tourism Board of Scotland very excited about the shoot. They are banking on the Indian superstar Rajnikanth to put it on the "must visit" list of Indian travelers. Sarah Drummond from the Scotland



Tourism Board said, “Set-jetting where people visit their favourite movie locations is a growing trend - we know from research that one in five people are inspired to visit Scotland having seen it on film or on TV so there is a huge market for us to explore. Our screen tourism activities vary depending on the type of film and the link it has to Scotland but at the core of our activity it is about us promoting the destination and encouraging people to visit it.” This growing trend of film tourism has many countries promoting their locations by inviting the directors from across the world.

## TOURISM INDUSTRY IN INDIA IN CONTEXT OF FILM TOURISM

The promotion of films in India has been dominantly within the country. There have been films based on a city or a state; thus promoting its culture and lifestyle. India being a multicultural country, has promoted this mix through various films. Mumbai, Kashmir, Goa, Kerala, Rajasthan, Punjab and the like find their way in majority of the Indian films.

The movie *Dil Se* promoted some locations of Kerala, but unfortunately still some of the film locations remain un-promoted. The super-starrer movie *Pheli*, where the protagonist was played by Shahrukh Khan, exhibited the cultures of Rajasthan. The film *Delhi 6*, shot in the streets of Delhi contributed towards increasing the tourism of the city. *Rockstar* showed the snow covered hills of Kashmir and the breathtaking mountainous regions of the place. The movie, *Kahani*, released in 2012, had been shot in Kolkata which shows the century old mode of public transportation and its world famous Durga Puja ceremony. *Finding Fanny*, released in 2014, has exhibited Goa in the most extensive manner as it went on to cover quite some unexplored areas of the city which are frequented very rarely by the tourists too. The film was released in both Hindi and English and thus was targeted at domestic and foreign audience both.

Foreign or international movies shot in India, though few as of yet, but they have started venturing on the same. It is this opportunity the country needs to bank on and obtain maximum benefit out of it. The 2008 Oscar winning film *Slumdog Millionaire* created quite a hype and controversy. The hype was due to the international banner and the film's release around the world and also the Oscar nomination; but the controversy was created due to the images of the country that was projected in the movie. The film was shot at various locations in Mumbai and at Agra. In 2010, a novel based movie, *Eat Pray Love*, was filmed at the ashrams in India. Hari Mandir Ashram at Pataudi's in Haryana was the host for the event. These two movies had been the most popular, though we've had various other ventures too.

*Octopussy* (1983) was the thirteenth in the series of James Bond films, which was extensively shot in Udaipur with

maximum exposure given to the Monsoon Palace. *Mighty Heart* (2007) based on the search story of Daniel Pearl, the reporter from Wall Street Journal, after his kidnapping in 2002, was shot in Pune and Mumbai. The movie *Mission Impossible 4* (2011) got filmed at locations in Mumbai and Bengaluru.

As of yet, almost 22 films of Hollywood productions like the James Bond, Christopher Nolan's *Dark Night Rises*, Ang Lee's 3D fantasy film *Life of Pi*, *Singularity* and John Madden's *The Best Exotic Marigold Hotel* have been given permission to shoot in the country. The choice of shooting locations depends on the script of the movie, but other reason is the emergence of a global economic player in the entertainment industry. In 2009-10 there were 10 requests for film shootings in India from foreign crews which increased to 28 in 2010-11, according to the Information and Broadcasting Ministry official.

Some of the films filmed in India released in the year 2012 and 2013 were -

- The director of *The Dark Knight Rises*, the last released film in the batman series, was at Jodhpur for the shooting of his film, which was released on 20 July 2012.
- *Life of Pi*, another film released on 20 December 2012, based on Yann Martel's booker prize winner directed by Ang Lee began shooting in January 2011, and was filmed in Pondicherry.
- *Zero Dark 30*, directed by Kathryn Bigelow, was shot at various locations of Chandigarh and released on 25 January 2013.
- *The Lovers*, is a film yet to be released (2014) was earlier named, *Singularity*. It is an epic romance time travel adventure film and a tale of love set across two time periods and continents. It was initially shot in Australia, in the state of Queensland, and then in India, at the topography of Orchha, Chambal and Gwalior in the state of Madhya Pradesh.

The film *Skyfall*, earlier named *Bond 23*, tried to obtain permission for shooting the sections of Konkan Railway, which came after quite some hurdles that too conditioned with some restrictions and constraints, which led the production crew to take a decision against shooting in the country.

**Table 2: International films shot in India**

Year of Release	International Films and Shooting Locations in India
1983	<i>Octopussy</i> (Agra & Udaipur)
1992	<i>City of Joy</i> (Calcutta)
1999	<i>Holy Smoke</i> (Pushkar, Rajasthan & New Delhi)

2004	The Bourne Supremacy (Goa)
2006	Outsourced (Mumbai)
2007	Mighty Heart (Pune & Mumbai)
2007	The Darjeeling Limited (Udaipur & Jodhpur)
2007	A Mighty Heart (Pune & Mumbai)
2008	Slumdog Millionaire (Mumbai)
2010	Eat Pray Love (Ashram Hari Mandir in Pataudi, Haryana)
2011	Mission Impossible 4 (Mumbai & Bengaluru)
2011	The Best Exotic Marigold Hotel (Jaipur & Udaipur)
2011	Trishna (Rajasthan & Mumbai)
2012	The Dark Night Rises (Jodhpur)
2012	Life of Pi (Pondicherry)
2013	Zero Dark 30 (Chandigarh)
2015	The Lovers (earlier named Singularity; Orchha, Chambal & Gwalior)

Source: Author’s own research

## PROSPECTS OF FILM TOURISM IN INDIA

The top tourist places in India include Agra, Jaipur, Goa, Kashmir, Old Delhi, Kerala, and many more; but the reasons can be historical and cultural too. Even the majority of films are shot at places which are already popular. Be it domestic or international films, the prospects are many, that too not just for the already popular but also for the undiscovered, unexplored or underexposed destinations of the country. Better and right the promotion methods: better can we expect the inflow of the tourists. Also, the importance of having international tourists for India is manifold. It is not only the natural beauty but also the customs and tradition of the various cultures which get popularized across the world.

Though strategic plans will need to be formulated and implemented to help promote the concept of Film Tourism for the country and subsequently cope up with the tourist inflow which would be expected to increase thus. Efforts will have to start from the grass root level; maintain cleanliness, provide good infrastructural and public facilities across the country and make provisions accordingly to suit an increased traffic in the city. Government will have to provide for the proper administration and provisions for law and order of the city. As stated earlier the administrative authorities will need to provide for the appropriate facilities to support the locales and the production crew too. If the increased tourism brings in better economic opportunities, it also requires resident’s co-operation for a good environment.

The producers would require the locations to suit their needs and requirement, rather than the good presentation and

promotion of the location for the purpose of its promotion. Therefore, the local tourism offices will be required to manage the needs of the producer and right presentation of the location too. The media also paves its way in through print and electronic media. Internet is another powerful tool to help in the effective promotion. A finely presented web domain helps attract fans around the world which no other media channel can do.

The government also provides for a provision of 100% foreign direct investment in the Indian film industry to ensure the market attractiveness and allow easy entry of foreign production houses. This initiative has been effective in calling foreign enterprises such as 20th Century Fox, Sony Pictures, Walt Disney Pictures and Warner Bros. Continued effort on the lines can bring world-wide popularity and fame to the varied culture and natural beauty of the country. The Ministry of Information & Broadcasting, in April 2013, formed an inter-ministerial committee for promotion and facilitation of film production in India. It had rolled out the single window clearance system for filmmakers who wish to shoot across various locations in the country.

Also, some State Governments too have taken measures to attract foreign and local filmmakers both by offering production and tax incentives. Some of the initiatives are as follows:

- The Maharashtra Tourism Development Corporation (MTDC) has announced a Bollywood tourism plan, which will enable Indian and foreign tourists to take guided tours of film studios and sets while being exposed to a first-hand experience of film shooting.
- The Gujarat State Government has started a single-window clearance desk to help filmmakers scout locations and provide them with logistic support.
- Hindi films that are shot at least 75% in Uttar Pradesh will be eligible for a grant amounting to 25% of their production cost or INR10 million (whichever is less).
- The Jammu & Kashmir Government initiated to waive off taxes for filmmakers while they shoot films in the state.
- Films that are 75% shot in Rajasthan and have been given U certificates, will get a 100% exemption from Entertainment Tax for one year.
- The Himachal Pradesh Government offers 100% exemption from Entertainment Tax to filmmakers shooting their films in the state.

Source: ‘Made in India: Attracting and Incentivizing Film Productions’ Report by Ernst &Young and LA India Film Council

The Goa tourism department has gone ahead to tie up with the Bollywood films that are shot in Goa for the purpose

of targeting the NRIs. The state tourism director said that initiatives to tie up with films depicting beauty of Goa can result in the increased footfalls of the NRIs. Goa tourism department had tied up with the 2014 release of 'Finding Fanny' which stars Deepika Padakone and Arjun Kapoor. This film has covered numerous locations of Goa and thus proves to be a great opportunity for the State Tourism Board to bank on.

## CONCLUSION

The concept of Film Tourism requires study and research on a broader scale. An operational model is required to help formulated and evaluate the effect of film Tourism for a destination. It is either at the stage of inception or has been over it in various countries; this had been possible due to the development of DMOs. Also, it has the potential to provide huge benefits from which the society and economy benefits on a whole. Though there are undesirable consequences also; but their effect can be minimized and controlled by proper administration and law-order implementation. This paper calls for empirical studies in this area and further examination of its effect on the tourism.

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