

# Cinema and Tourism

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*Abstract: Films play an eloquent role in customers' decision making regarding choice of clothes, fashion, food and also the destination they want to travel. It has been proved by previous studies that when films are shot in a destination it boosts tourism. Government also offers various initiatives to promote film shooting so that tourism can be encashed. In this paper with the help of secondary data the status of film tourism has been identified in India as well as international destinations. The study found that films give a boost to tourism and various international destinations have been trying to woo Indian film makers to shoot at their locations. Even the ministry of tourism, government of India also gives incentives to filmmakers in order to promote film tourism.*

*Keywords: film tourism, cinema, tourism, movies.*

## Introduction

Bollywood is a cardinal part of Indian society and has a considerable impact on the members of society. Cinema is one of the significant communication tools for conveying social values, social evils, corruption, sexual exploitation, historical events, drama or even tourism. Anything or everything can be communicated effectively to the society with the help of films or cinema. India, Brazil and China are the emerging travel and tourism markets and they are expected to supersede even the developed markets because of the development in infrastructure and increase in the disposable incomes.

Placing or showcasing destinations in movies which helps in increasing tourism of that particular place is known as film tourism. Film Tourism is a component of cultural tourism. Films act as a pull factor which attracts and fascinates tourists to the destinations which have been intentionally personified in the movies. Locations become popular because they have been incarnated in the movies. The components of film tourism which attract the tourists are the place itself, the curiosity which is created by the scenic beauty in the background, the inducing activities like adventurous activities and the personalities like the famous celebrities.

## Research Objective

The primary objective of the study is to analyse film induced tourism in India and other International destinations.

## Data Collection

Secondary data like magazines, blogs, research papers, tourism reports, newspaper articles, ministry of tourism websites etc has been used for data collection.

## Theoretical Framework

According to **Macionis and Sparks** (2009) cinema shows courtship, fantasy, love and imagined and pretended experiences which motivates and induce a film tourist to visit that location and experience the same. The lavish and beautiful personification of cinematic images has a strong impact on travel decisions in terms of choice of destinations. **Cineswani** in 2012 also stated that cinema is an integral part of Indian's life and is ingrained in human psyche. Films have a considerable impact on the choice of holiday destination Indians make. In the same context **Baker** in 2007 in his study connoted that cinema is positively related to tourism, helps in positioning and promoting the destination and also has a strong impact on choice of holiday destinations.

Film Tourism is an age old phenomena but there is a marked lack of research in this area. But now film induced tourism is gaining popularity and acknowledgement in academics as well as industry.

## World Woo's Bollywood

Lord of Rings trilogy which was shot in New Zealand and it accounted for a 72% rise in international tourists visiting New Zealand. Growth in number of tourists visiting New Zealand from 2,32,000 to 3,60,000 in the same period is accounted to the movie Hobbiton. Kaho Na Pyar Hai (KNPH) which was also shot in New Zealand was a blockbuster hit and it lead to ten fold increase in Indian tourists.

Due to Liberalization and globalization, Indian cinema reached international destinations not only for shooting films but also started targeting segment of international audience. Today, the overseas market makes a significant contribution to bollywood box office collections.

Post Liberalization DDLJ ( Dilwale Dulhania Le Jaenge) gave a boost to tourism in Europe and UK because the spending power of customer increased with a shift in lesser saving pattern. Yash Chopra in his movies has deeply covered Switzerland's high Alpine grasslands, shown the lead characters romancing in the beautiful towns, serene background which portrays the destination as a symbol of beauty, happiness, love and placidity in movies like Chandani, DDLJ, Darr etc. Such beautifully captured scenes of movies create curiosity among the tourists and encourage them to visit that place. After the success of these movies travel agencies deliberated tour packages in which tourists were shown the movie DVD's displaying the film scenes shot in the serene locations of Switzerland so that they can relive those cinematic Swiss moments during the visit.

This trend was started by Yash Chopra and was widened by many bollywood movies like Gangster in Korea, Ek tha Tiger in Scotland and Cuba, Don II in Malaysia, Race in South Africa. Even in 2011, South African Tourism's research declared that people accepted that presence of South

Africa in movies or television motivated them to visit the destination. According to Swiss Federal Statistical Office Indian film star Ranveer Singh started endorsing Switzerland Tourism in November, 2016 and it resulted in an increase in Indian tourists visiting Switzerland by 25%. Spain otherwise is not among the exclusive list of destinations Indians want to visit but Zindagi Na Milegi Dobara, one of the Bollywood blockbusters made Spain a sought after destination especially the La Tomatina Festival which was depicted in the movie with the help of a lively song. Movie also showcased running with the bulls, deep sea diving through various scenes in the movie. The movie also gave an upswing to Indian tourism in Spain.

Kabhi Khushi Kabhi Gham, Namaste London, Pardes, Kabhi Alvida Na Kehna were some of the superhit movies and benefitted Britain in Tourism. Certain places like Blenheim Palace, comparison of river Thames with river Ganges in India etc. made the locations popular and the repeated casting in the movies entices tourists to visit those places. Kim et al. in 2008 also acclaimed that Britain confronted 28 million visitors and the motivation behind the visit was the presence of the country on big screen. In 2013, 3,75,000 tourists from India visited Britain (an increase of 10% from 12) due to film tourism.

In 2006 Singapore Tourism Board after the success of 'Krissh' also lofted special tour packages which covered the famous locations like Sentosa Island, Singapore Zoo which were depicted in the movie. Even Singapore Tourism Board launched a scheme "Filming in Singapore" in which a subsidy of 50% was given to the film companies for shooting in the country.

French Government has also started a initiative by the name 'Film France' in order to attract Bollywood producers to shoot in France. In this initiative refunds on VAT and other financial incentives are offered to Bollywood movies. Success of Hey baby and Salam Namaste lead to a 20% increase in the flow of Indian tourists to Australia from 2004-2006. Hey baby production made Australian economy earn US \$ 2.1 million. In the similar context, Ryan in 2012 in his study stated that by shooting Ek Tha Tiger in Dublin in 2011 which was a superhit and almost over 20 million people watched the movie, Tourism Board, Ireland was successful in enticing Indians to visit that location. According to Ernst & Young report, Ireland's Minister of Arts and Tourism sent a delegation to India to meet the senior producers of Bollywood movies, with the objective of persuading them to shoot films in Ireland.

USA has always been a popular destination for Bollywood movies. Some of the successful movies shot in USA were My name is Khan, Kal ho na ho, Kabhi Alvida Na Kehna etc. Some of the US states also offers incentives to promote film tourism.

### Indian Destination Branding through Film Tourism

Kashmir has become a favourite destination for honeymoon because so many love songs of superhit movies have been shot there. Socho ke jheelo sa shahar song was shot in Dal Lake in the scenic beauty of serene valley of Kashmir, love song of student of the year, 'Jia Re' from Jab Tak hai Jaan, Fitoor, Rockstar, Highway etc were also shot in Kashmir and glazed the grandeur of Kashmir. Jammu and Kashmir government in association with the central government has planned to spend 2400 crore rupees to abet tourism in the vivid and eloquent state focusing on the unexplored areas like Kargil.

'Rann of Kutch' in Gujarat became famous when the films like hum dil de chuke sanam, songs of race, Lagaan, Mohenjodaro, Refugee etc were shot there. The movies displayed beautifully various temples, remote villages, forts and also the grasslands. J.P Dutta's Border also glazed the vast dessert area near the battle site of Indo-Pakistan war, 1976.

The last scene of 3 Idiots, Jab tak hai jaan, satrangi re song of Dil Se made Pangong lake in Ladakh a famous destination and attracted lots of young tourists. This magical destination Pangong Tso has been added to every travellers' map and the credit goes to Bollywood movie 3 Idiots. There was so much impact of the movie that many restaurants and cafes changed their name to 3 Idiots or rancho café.

Films like Chennai Express, Raavn, Dil se, Bahubali, Baaghi etc were shot in Kerala and made Kerala famous and an enticing destination. Not only Bollywood but international directors are also attracted to the scenic beauty of Kerala. One such example is Oscar winning movie 'Life of Pi' which was shot in Munnar.

Rajasthan Tourism department in 2017, stated in a report that there has been an increase of 20% in Spanish tourist arrival in Rajasthan over the previous year. Many films have been shot glazing the royal history of Rajasthan, its culture, the attractions, rich cuisine etc. Padmavat has led to phenomenal increase in tourist inflows in the Mewar region and moreover the ban on the movie also elevated the curiosity of people to travel and see the specific places which have been portrayed in the movie. Rajasthan is one of the popular destinations in India for film shooting. The tourism department of Rajasthan has taken many initiatives for boosting film production in the state which gives boost to tourism like waiving off the application fees, security deposit and various other processing charges.

Movies also have the ability to promote adventure tourism by displaying many adventure activities like scuba diving, trekking, skiing, motor biking, parasailing, motor boating etc. Movies like Jab tak hai jaan, Lakshya, Yeh jawani hai deewani, Rangeela and many more bolstered many such adventurous activities and endorsed adventure tourism. Kaal can be an example to promote wildlife tourism. Beeches of Goa also got publicity and a boost to tourism by many movies like Golmaal series, Dil chahta hai, Pyar tune kya kia etc. (Khader, L.B.A, 2017)

### Conclusion

Film Tourism is one of the niche tourism which is an emerging phenomena worldwide. The study found that so many international destinations like Spain, Europe, New Zealand, Britain etc are offering lucrative schemes, waivers and financial incentives to motivate Indian filmmakers to shoot at those locations which further induce Indians to visit the destinations showcased in the popular movies. Even the Indian states have experienced a robust boost in tourism because of films. Many such examples have been discussed. Ministry of Tourism, Government of India is also trying to boost film induced tourism by offering such incentives. Films also augment adventure tourism by portraying the protagonist performing adventure activities. So, this segment of tourism can be very instrumental for earning foreign exchange and boosting tourism.

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