Film Tourism: A new and innovative approach in promoting Tourist Destinations.

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Abstract

Films are the part of society, what ever seen on the silver screen is somehow influenced from the real life to reel life of the masses. Films are the mirror of society people got fascinated by different scenes in the movie. People not just got influenced by the stories these movies also influence the destination selection of the tourists. Moreover, the perception of the people also got affected by the film destinations. These movies not just influence the domestic tourist however the inbound or the foreign tourist got influenced by the silver screen. In the current paper film tourism is discussed and how they are influenced as far as their gender, age, education and nationality is concerned.

Keywords: Film tourism, tourist, domestic, inbound, perception, destination.

Introduction

In Indian society movies or films are the most awaited passion of the country men. Most of the people waits for the new box office releases. Movies are not just mind boggling but sometimes effects the perception, life and decisions. In today's scenario the concept of DINGs is prevailing i.e. double income no kids. These people love to travel and explore the world.

Moreover, when people are into cinema halls they fascinate the destination and make decision to travel someday to that particular destination. Tourism and travel are intangible it can only be experienced and felt. How soothing it would be when they travel and explore their dream destination. Tourism also helps in boosting the economy of the country by providing opportunities for employment. There are several examples of the destinations which fascinate the audience with their splendid picturization. These destinations also enhance the choice for destination weddings.

Film Tourism, an innovative approach to Tourism marketing, is playing an important role in selling destinations. After the release of the movie "Zindgi na milegi dobara" there was an increase of 32% Indian Tourists inflow in Spain, the destination is picturized beautifully. (Bhaskar, 2016).

Research Methodology

The study on "**Film Tourism: A new and innovative approach in promoting Tourist Destinations**" emphasizes on the new marketing moves undertaken by the perception of the target customers in the industry i.e. the tourists (Domestic and Inbound).

In this, the methodology to investigate the problem is presented covering statement of the problem i.e. objectives, hypotheses, and significance of the study. Research design including sampling methods, sample size, methods of data collection, tools of data interpretation.

Literature review:-

Hudson & Brent (2006), the authors in their work mentioned film tourism as a complex and dynamic concept, and success depends upon a number of factors outside the control of a destination. Many variables may affect a film's

impact on viewer's attitude towards destination and on tourism. Film tourism is a growing phenomenon worldwide, fueled by both the growth of the entertainment industry and the increase in international travel. This article proposes a model for exploiting film tourism marketing opportunities. It identifies the optimum marketing factors that encourage film tourists to visit destinations that appear (or are depicted) in the movies. Factor analysis reveals four types of marketing activities in which destinations can engage to promote film tourism: proactive efforts to encourage producers and studios to film at the location, efforts to generate media publicity around the film and its location, marketing activities that promote the film location after production and peripheral marketing activities that leverage film tourism potential. Results of a stepwise multiple regression analysis indicate a high correlation between film tourism success and one of the four factors: the proactive efforts of destinations that encourage producers and studios to film at their location.

Objective of the study:-

1. To know the perception of tourist by the destinations shown in movies.

Hypotheses of the study

Following hypotheses were formulated which have been tested by using independent sample t Test and one way ANOVA for their acceptance or rejection on the basis of the data collected.

H_1:There is no significant difference in the perception of the tourists towards destinations shown in movies w.r.t Nationality.

H_2 :There is no significant difference in the perception of the tourists towards destinations shown in movies w.r.t Age.

H_3: There is no significant difference in the perception of the Tourists towards Destinations shown in movies w.r.t Gender.

H_4: There is no significant difference in the perception of the Tourists towards Destinations shown in movies w.r.t Qualifications.

Sample Design

Sampling is a means of selecting a subset of units from a target population for the purpose of collecting information. This information is used to draw inferences about the population as a whole.

In the present study the description of sample design is as follows-

 Type of Universe- Finite universe, the number of items is the tourist population of famous Tourists spots of Madhya Pradesh.

Sampling units-

- Tourists (Domestic & Inbound)

A survey of Domestic & Inbound Tourists was done to know about their perception and opinion about tourists' destination of Madhya Pradesh. 6 Tourist Destinations were selected on the bases of Tourist Inflow chart, showing Tourists visiting the Destinations most. And likewise the most visited destinations by both Domestic and Inbound Tourists were selected. The Destinations are-

- National Parks.
- World Heritage sites.
- Historic sites.

Heritage site is a place such as a Building, City, Complex, Desert, Forests, Islands, Lakes, Monuments or Mountains that is listed by the UNESCO (United Nations Educational, Scientific and Cultural Organization) as being of special cultural or physical significance. The individual States (Nations) also list such monuments or sites within the limits of their country, other than the places listed by the UNESCO.

Sample Size - It is the number of items selected from the universe to constitute a sample. The sample size should be optimum; it should fulfil the requirement of reliabity, validity and flexibility. The study constitutes a total number of 300 respondents. In which 200 Domestic, 100 Inbound Tourists were taken for the study.

Sampling Procedure- For consumer survey three stage sampling was undertaken-

- Area sampling
- Stratified Sampling
- Convenient Sampling

Area Sampling- In first stage sampling the most visited Tourist Destinations were selected. Destinations are-

NATIONAL PARKS	*HERITAGE SITES*	*HISTORIC SITES-*
BANDHAVGARH NATIONAL PARK.	*KHAJURAHO.*	*GWALIOR*
PANNA NATIONAL PARK.	*SANCHI*	*ORCHA*

Stratified Sampling- In the II stage the sample was drawn on the bases of stratified sampling method. The Strata is divided on the base of Nationality of the Tourists i.e. Foreign (Inbound) and Indian Tourists.

Convenient Sampling- In the III stage data was collected from 200 Domestic & 100 Inbound respondents on the bases of Convenient Sampling.

The Pilot Survey- Before preceding further a Pilot Survey was conducted on a sample of 20 respondents (questionnaire Tourists). This task was done to check the reliability of the questionnaire and to ascertain if the respondents have understood the questions or not. The data obtained by the pilot study was analyzed to see whether they are pertinent to the objective of the study. The instrument of data collection and finalization of the questionnaire was completed after evaluation. The instrument was checked by applying Reliability Test using SPSS software and the results were Cronbach's Alpha 0.781 respectively.

Hypotheses Testing-

H_{01}: There is no significant difference in the perception of the Tourists towards Destinations shown in movies w.r.t Nationality.

Table No.1

DESTINATIONS SHOWN IN MOVIES INSPIRE ME TO VISIT THOSE LOCATIONS.				
	DOMESTIC TOURISTS		*INBOUND TOURISTS*	
	COUNT	*%*	*COUNT*	*%*
STRONGLY DISAGREE	26	13%	10	10%
DISAGREE	22	11%	8	8.0%
NEUTRAL	55	27.5%	28	28.0%
AGREE	62	31.0%	32	32.0%
STRONGLY AGREE	35	17.5%	22	22.0%
TOTAL	200	100%	100	100%

it is evident from the above mentioned **Table No.1** that majority of respondents either agree or are neutral (31% Domestic and 32% Inbound are agreed, 27.5% Domestic and 28% Inbound are neutral) with the statement, signifying that there is no significant difference in the perception of the Tourists towards destination shown in movies w.r.t. Nationality for more clear vision independent sample t-test was applied.

Table No.2
Group Statistics

	Nationality	N	Mean	Std. Deviation	Std. Error Mean
Perception_in_movies	Indian	200	3.2900	1.25049	.08842
	Foreigner	100	3.4800	1.21006	.12101

Table No.3

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Perception_in_movies	Equal variances assumed	.195	.659	-1.254	298	.211	-.19000	.15153	-.48820	.10820
	Equal variances not assumed			-1.268	204.014	.206	-.19000	.14987	-.48549	.10549

The mean scores of independent samples of 200 Domestic Tourists and 100 Inbound Tourists are found to be (3.2900 and3.4800 respectively) in the above **Table No.2**, which indicates that perception of Inbound Tourists is slightly more (3.4800) than Domestic Tourists (3.2900). To test whether the difference is significant t-test was applied which indicates that above mean scores do not differ significantly at p>.05 level (p=.221). Also the calculated value of t=1.254 is smaller than the tabulated value (1.960) at 0.05 level of significance.

Thus, our null hypothesis is accepted.

Further, to test whether the difference is similar among all age groups of Tourists following results have been derived:

H02: There is no significant difference in the perception of the Tourists towards Destinations shown in movies w.r.t Age.

Table NO. 4
Perception of Tourists towards Destinations shown in movies Age wise-

	DESTINATIONS SHOWN IN MOVIES INSPIRE ME TO VISIT THOSE LOCATIONS.									
	BELOW 25 YRS		*25-35 YRS*		*36-45 YRS*		*46-55YRS*		*ABOVE 55 YRS*	
	COUNT	*%*	*COUNT*	*%*	*COUNT*	*%*	*COUNT*	*%*	*COUNT*	*%*
STRONGLY DISAGREE	2	0.66%	18	6%	13	4.33%	0	0%	3	1%
DISAGREE	4	1.33%	10	3.33%	6	2%	7	2.33%	3	1%
NEUTRAL	15	5%	28	9.3%	21	7%	11	3.66%	8	2.66%
AGREE	17	8.5%	37	12.33%	18	6%	12	4%	10	3.33%
STRONGLY AGREE	11	5.5%	31	10.33%	12	4%	0	0%	3	1%

It is evident from the above mentioned **Table NO. 4** that majority of respondents either agree or are neutral (8.5% below 25 years,12.33% respondents belongs to the age group 25-35 yrs are agree, 7% from the age group 36-45 yrs are neutral 4% respondents are from the age group 46-55years and 3.33% respondents are from the age group of above 55 yrs are found to be agreed) with the statement, signifying that there is no significant difference in the perception of the Tourists towards destination shown in movies w.r.t. age for more clear vision ANOVA was applied and following results were obtained.
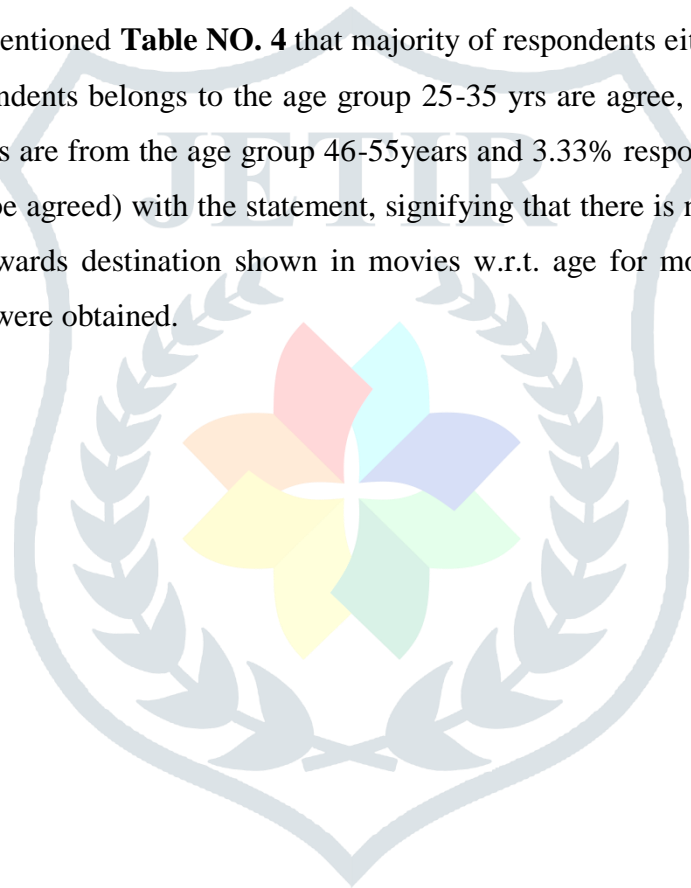
Table NO.5

Descriptives

Perception_in_movies

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below 25 years	49	3.6327	1.05463	.15066	3.3297	3.9356	1.00	5.00
25-35 yrs	124	3.4274	1.33845	.12020	3.1895	3.6653	1.00	5.00
36-45 Yesrs	70	3.1429	1.33282	.15930	2.8251	3.4607	1.00	5.00
46-55 Years	30	3.1667	.79148	.14450	2.8711	3.4622	2.00	4.00
Above 55yrs	27	3.2593	1.16330	.22388	2.7991	3.7194	1.00	5.00
Total	300	3.3533	1.23839	.07150	3.2126	3.4940	1.00	5.00

Table NO. 6

Test of Homogeneity of Variances

Perception_in_movies

Levene Statistic	df1	df2	Sig.
3.620	4	295	.007

In the above table the level of significance is 5%, Degree of Freedom v1=4, v2= 295, so Tabulated value =3.09.

Table NO.7

ANOVA

Perception_in_movies

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	8.889	4	2.222	1.458	.215
Within Groups	449.658	295	1.524		
Total	458.547	299			

The mean scores of independent sample of below 25 years 28 Domestic Tourists and 21 Inbound Tourists, 25-35 years 88 Domestic and 36 Inbound Tourists, 36-45 years 53 Domestic and 17 Inbound Tourists, 46-55 years 18 Domestic and 12 Inbound Tourists and above 55 years 13 Domestic and 14 Inbound Tourists are found to be (3.6327, 3.4274, 3.1429, 3.1667, 3.2593 respectively) from the above **Table NO.5** which indicates that age wise perception of Tourists' is slightly different and highest in the age group of Below 25 years (3.6327), to test whether the difference is significant or not, ANOVA was applied which indicates that above mean scores do not differ significantly at $p>.05$ level ($p=.215$). Also the calculated value 1.458 is less than the tabulated value (3.09) at 0.05 level of significance. Therefore, null hypothesis is accepted and inference drawn that the perception of Tourists are similar as per destination are concerned it doesn't differs on the bases of their educational level.

H03: There is no significant difference in the perception of the Tourists towards Destinations shown in movies w.r.t Gender.

Table NO. 8
Perception of Tourists towards Destinations shown in movies Gender wise

DESTINATIONS SHOWN IN MOVIES INSPIRE ME TO VISIT THOSE LOCATIONS.				
	MALE TOURISTS		*FEMALE TOURISTS*	
	COUNT	*%*	*COUNT*	*%*
STRONGLY DISAGREE	23	7.66%	13	4.33%
DISAGREE	16	5.33%	14	4.66%
NEUTRAL	47	15.66%	36	12.0%
AGREE	63	21.0%	31	10.33%
STRONGLY AGREE	25	8.33%	32	10.66%
TOTAL	174	100%	126	100%

It is evident from the above mentioned **Table NO.8** that majority of respondents either agree or neutral (21.0% male respondents are agreed, 12.0% female respondents are neutral) with the statement, signifying that there is no significant difference in the perception of the Tourists towards destination shown in movies w.r.t. gender for more clear vision independent sample t-test is applied and following results were obtained.

Table NO. 9
Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Perception_in_movies	Male	174	3.2931	1.21658	.09223
	Female	126	3.4365	1.26804	.11297

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Table NO.10
Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference		
									Lower	Upper	
Perception_in_movies	Equal variances assumed	.755	.386	-.990	298	.323	-.14340	.14487	-.42850	.14169	
	Equal variances not assumed			-.983	262.808	.326	-.14340	.14583	-.43056	.14375	

The mean scores of independent samples of 174 male Tourists and 126 female Tourists are found to be (3.2931 and3.4365 respectively) in the above **Table NO.9**, which indicates that perception of female Tourists is slightly more (3.4364) than male Tourists (3.2931), to test whether the difference is significant or not, t-test was applied which indicates that above mean scores differ significantly at p>05 level (p=.323). Also the calculated value of t=.990 is less than the tabulated value (1.960) at 0.05 level of significance. Therefore, null hypothesis is accepted which means that the perception of Tourists are similar as per Destinations shown in movies is concerned it doesn't differs on the basis of their gender.

H04: There is no significant difference in the perception of the Tourists towards Destinations shown in movies w.r.t Qualifications.

Table NO.11
Perception of Tourists towards Destinations shown in movies Qualification wise-

DESTINATIONS SHOWN IN MOVIES INSPIRE ME TO VISIT THOSE LOCATIONS.						
	SSC-HSC		*GRADUATE*		*POST GRADUATE*	
	COUNT	*%*	*COUNT*	*%*	*COUNT*	*%*
STRONGLY DISAGREE	*0*	*0%*	*15*	*5%*	*21*	*7%*
DISAGREE	*5*	*1.66%*	*9*	*3%*	*16*	*5.33%*
NEUTRAL	*8*	*2.66%*	*23*	*7.66%*	*52*	*17.33%*
AGREE	*10*	*3.33%*	*34*	*11.33%*	*50*	*16.66%*
STRONGLY AGREE	*5*	*1.66%*	*15*	*5%*	*37*	*12.33%*

It is evident from the above mentioned **Table NO.10** that majority of respondents are agree (3.33% respondents are SSC-HSC, 11.33% respondents are graduate and 16.66% respondents are post graduate) with the statement, signifying that there is no significant difference in the perception of the Tourists towards destination shown in movies w.r.t. education for more clear vision ANOVA was applied and following results were obtained.

Table NO. 12
Descriptives

Perception_in_movies

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
SSC-HSC	28	3.5357	.99934	.18886	3.1482	3.9232	2.00	5.00
Graduate	96	3.2604	1.28346	.13099	3.0004	3.5205	1.00	5.00
Post graduate	176	3.3750	1.24957	.09419	3.1891	3.5609	1.00	5.00
Total	300	3.3533	1.23839	.07150	3.2126	3.4940	1.00	5.00

Table NO. 13

Test of Homogeneity of Variances

Perception_in_movies

Levene Statistic	df1	df2	Sig.
1.093	2	297	.337

In the above table the level of significance is 5%, Degree of Freedom v1=2, v2= 297, so Tabulated value =3.09.

Table NO.14

ANOVA

Perception_in_movies

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.843	2	.921	.599	.550
Within Groups	456.704	297	1.538		
Total	458.547	299			

The mean scores of independent sample are SSC-HSC-28, Graduate- 96, and Post-Graduate-176 respectively are found to be (3.5357, 3.2604, 3.3750 respectively) in the above **Table NO. 12**, Which indicates that perception of Tourists' qualification wise is slightly different and highest in SSC-HSC level (3.5357), to test whether the difference is significant or not, ANOVA was applied, which indicates that above mean scores do not differ significantly at p>.05 level (p=.550). Also the calculated value .599 is less than the tabulated value (3.09) at 0.05 level of significance. Therefore, null hypothesis is accepted. The perception of Tourists are similar as per movies is concerned it doesn't differs on the bases of their educational level.

Film Tourism

Film Tourism is the group of marketing activities promoting the film locations themselves (Hudson, Ritchie 2006). The apparent increasing desire of film Tourists to visit icons or attractions that they have seen in films (Riley, Baker and Van Doren 1998). In the present study the following results are obtained-

- The results for the hypothesis testing **(H₁)** for independent sample t-Test shows that there is no significant difference in the perception of the Tourists towards destinations shown in movies w.r.t. nationality as the mean scores (3.2900 and 3.4800) for an independent sample of 200 Domestic and 100 Inbound Tourists, do not differ significantly.

- The results for the hypothesis testing **(H₂)** for 5 variables one way ANOVA shows that there is no significant difference in the perception of the Tourists towards destinations shown in movies w.r.t. age as the mean scores (3.6327, 3.4274, 3.1429, 3.1667, 3.2593, 3.3533) of independent samples for different age groups of Inbound and Domestic Tourists do not differ significantly.

- The results for the hypothesis testing **(H03)** for independent sample t-Test shows that there is no significant difference in the perception of the Tourists towards destinations shown in movies w.r.t .gender as the mean scores (3.2931 and 3.4365) of independent samples of 174 males and 126 females, do not differ significantly.

- The results for the hypothesis testing **(H04)** for 3 variables one way ANOVA shows that there is no significant difference in the perception of the Tourists towards destinations shown in movies w.r.t. qualification as the mean scores (3.5357, 3.2604, 3.3750, 3.3533). The independent samples are SSC-HSC-28, Graduate- 96, and Post-Graduate-176, do not differ significantly.

Conclusion

Film tourism is effectively used in promotion of tourism industry in India as most of the respondents from different demographies have agreed that it is a good mode of promoting tourists' destinations. Hence, it can be concluded the things which are liked by eyes attracts more to be visited.

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