

CINEMA INDUCED TOURISM IN INDIA

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ABSTRACT

The modern Indian tourism industry has started during 1960s when the government body called Indian tourism Development Corporation began to provide better amenities to the tourists. This tourism organization played a role of catalysts in promoting tourism in India. With the passage of time different types of tourism emerged in India. Today many famous destinations in India have reached to the maturity stage of their life cycle. Now tourists are more knowledgeable and choosy in their selection for holidays, in terms of places they want to visit and activities which they want to undertake. This change in the pattern of travel and activities can be due to the fact that these places and activities are featured through films. Hence in other words we can say that it is a new form of tourism which is known as cinema tourism. The cinema tourism still obtains minute attention both from practitioners and academia because of less knowledge about the cinema tourism and its benefits on tourism. Recent studies advocate that cinema tourism can have great impact on the tourism in making decision for their travel and so long-term success to the destination. The tourism promotion stakeholders have to change the traditional concept of marketing already explored areas” to discovering new areas to be marketed”. This chapter highlights the benefits of cinemas in creating new tourist destinations.

Keywords: tourism industry, cinema tourism, destinations marketing organizations

INTRODUCTION

In today's contemporary social order, movies have become a part and parcel of the everyday life. Many movies become very popular when they are released in theatre and some movies are awaited with great potentials. The example of this statement is the Lord of the Rings trilogy. At global level the trilogy was incredibly popular and many went to the movies to see them. Not only did the audience like the movies, the movies were also showered with awards and prizes that not many movies have achieved. Even though the movies were set in a fictional scene and based upon a book, the scenes in the movies created an urge among people to go to New Zealand to see the stunning nature that was portrayed in the movies. It was rather hard to determine which areas to study as there are many new forms of tourism to look further into; however, it was found that the cultural meanings in form of the destination image and the authenticity level could be the most interesting. There are some other studies on movie-induced tourism, although this is a subject not studied much.

According to Sue Beeton, an Australian researcher movie-induced tourism has its roots in literary-induced tourism. However, this is not the case in Australia and New Zealand, in the rest of the world, it can

be hard to find the significant effects a film has had on the tourism to the particular destination because of the written media's effects, but in Australia and New Zealand the vast majority of the tourism sites are created in the 20th century or later. Beeton claims that many of the places in these two destinations such as the the Opera House, Uluru, Maori culture, and the dramatic scenery of New Zealand have reached their current "top-tourism attraction" because they have been shown in films. Movie-induced tourism is an aspect that has been around ever since television and movie theaters started showing movies (and TV-shows) from distant places that one had only heard about. It added pictures to the words you had heard and created a curiosity to go there. However, the area of research on cinematic tourism is not large and is for that reason also an interesting subject to study. There are a number of things to take into consideration when dealing with cinematic tourism.

The first public screening of the cinema was presented by the Lumiere brothers in Paris, France in 1895. This film has captured and captivated the public imagination. Since then, cinema became the leading form of art in the 20th century. From there it grew to all over the globe and also many other innovations relating to cinema had been developed. Cinema induced tourism can be considered as such an innovation. Before 1990s, the academic studies have given very small attention to cinema tourism. But after 1990, American academics created the phenomenon of "movie induced tourism." Today we can define movie/cinema tourism as in which people come to a place which they have seen in the films and serials on their TV screens. Today it has become one of the fastest growing segments of the economy in India which has long been recognized by destination planners and academicians. Within a short span cinema tourism has become very popular and got considerable from academics and the industry alike. This chapter examines the growth and development of cinema induced tourism by reviewing earlier researches and practices to call for more attention into this area and to outline the tourist sites promoted by film industry. Tourism industry in India is economically very important and is growing very fast. The role of the media and entertainment industry in India has been huge in our day to day life. Newspapers, magazines and movies are the three most important mediums which influences common people.

Media & entertainment industry has influenced us from breakfast to dinner and also kept us awake and aware of the diversified Indian landscape, language, religion, cuisine, dance, music and festival. Hence the entertainment industry has effect on our tourism industry also.

STATEMENT OF THE PROBLEM

Films are the main element of tourism promotion .Films can be quickly penetrate to the mind of audience and they have a curiosity to see the place in that film .In this key issue is knowing how film inducing the tourism.

OBJECTIVES

- To identify Indian films played important role in creating new tourist destinations.
- To find out merits and demerits of film induced tourism

RESEARCH METHODOLOGY

The present paper used secondary data to fulfill the objectives. Secondary data was collected from travel and tourism magazines newspaper, film magazine, journals.

THEORITICAL FRAMEWORK

Cinema Tourism

Cinema encouraged form of travel is a concept in which people visit to a place as that particular place being shown on television screen. In other words it includes both television shows and dramas. The present chapter basically deals with films and its influence through cinema and theatre, screening on TV and video etc.

Characteristics features of cinema tourism

The researching of scientific studies made on this new type of tourism emphasizes many forms of film encouraged tourism as follows.

1. Travel due to cinema is measured as a part of a bigger holiday. The tourist explore a shooting site and takes part in audiovisual tour deprived of having earlier information of that site.
2. Travel motivated by Cinema is a main source of diverse interest. The destination booking for holiday is made due to its image in the films.
3. This new form of tourism is measured as a asset of the vacations. The landscape, historical sites, and natural beauty can be consider as facts of countless interest.
4. Cinema motivated travel has been seen as idealistic holiday as tourists explore places which are shown in films as special and love etc.

Locations in India developed by movies

It might be the most ordinary of locations, but put it in a movie and it will turn into a tourist spot overnight. That is what happened to these places in India. Some of them were totally unknown, others were already famous in their own right but after being included in iconic scenes, their fame has increased tenfold. Here they are:

Indian cinema bringing out new places

Remember the song, “panchi nadiya pawan ke jhoke” from the movie, Refugee that was extensively shot in some of the hidden parts of the “Great Rann of Kutch” in Gujarat. The whole film showcased some of the oldest temples, palaces, and isolated villages tucked in the Great Rann of Kutch. On the other hand, the Tanot Mata Temple in the middle of the Thar Desert was first unveiled in J.P. Dutta’s Border. It is approximately 150 kilometers away from Jaisalmer city and close to the battle site of Longewala of the Indo-Pakistani War of 1971, and is another good example of how the Indian cinema influences the Travel and Tourism sector in India.

After Mani Ratnam’s Dil Se that unwrapped the picturesque Pangong Lake in the song, “Satrangi re...” several other Bollywood flicks lined up following with Heroes, 3 Idiots, Shakti, Jab Tak Hai Jaan, Waqt, Tashan and Fugly. Today, Pangong Lake, which lies at an elevation of 4,250 meters in the Ladakh region, is kone of the best places for camping in the Indian Himalayan region. Likewise, Tawang in Arunachal Pradesh became a permanent fixture in the tourism map of India after the movie

Koyla’ shot some of the scenes for the song, Tanhai Tanhai “ here. The song highlighted the Shonga- Tser Lake and Nuranang Falls and the unexplored rugged beauty of the region. Tawang at 3,038 meters is home to India’s largest Tibetan monastery and is also noted for the Sela Pass and Sela Lake. Coorg is fast turning

out to be one of the favourite weekend getaways from Bangalore these days. But it was one of the unexplored destinations in India till the mid-90s. The Kannada film industry has played a pivotal role by filming many regional movies that helped the Indian Tourism to promote Coorg as one of the eco-tourist destinations in India. Several Bollywood films like Ravaan and Saat Khoon Maaf were shot in Coorg. Today, Coorg is noted for its rich spice and coffee plantations and tourist spots like Tala Cauveri, Bagamandala, Madikeri Fort, Nagarhole National Park, Nisargadhama Forest, Bylakuppe and several waterfalls.

The Malayalam film industry was successful in promoting several unexplored destinations of Kerala. The green paradise of Wayanad became one of the favourite locations for the regional film makers. In 1974 Ramu Karyatt's Nellu was extensively shot in Wayanad and was the first film to be shot in the region; it was followed by other movies like Panchami in 1976, Indradhanussu in 1979, Varikkuzhi in 1982, Nandanam in 2002, Anyar in 2003 and Pazhassi Raja in 2009. The backwaters of Kerala have been other leading shooting locations for several Tamil, Telegu, Malayalam and Hindi films. The song 'Jiya jale' from the movie Dil Se was entirely shot in Athirapilly Waterfalls and Periyar Wildlife Sanctuary, Thekkady. Movies like Bhagyadevatha, Vinaythangi Varavaya and Kuselan were shot in the backwaters of Alleppey. Nishabd is one of the Bollywood flicks that were shot in the rejuvenating greenery of Munnar.

The terracotta temples of Bishnupur and the rural culture of Purulia and Bankura districts of West Bengal were used by several regional filmmakers in their films. Many Bengali, Bhojpuri and Oriya films were shot in this region. Lootera is one such pick from Bollywood that has been shot in Purulia. Satyajit Rays Gupi Gayan Bagha Bayan, Hirak Rajar Deshe, Gupi Bagha Phire Elo are the most popular movies in Indian Film history that have been filmed extensively in Purulia and Bankura districts.

Indian cinema promoting Indian heritage

There are more than a thousand Indian movies that present a quaint picture of Indian history. Remember the song "Ek lo ek muft" from the movie Guru? That is the location we are talking about. The beautiful piece of architecture in the song is "Badami cave temples" in Karnataka. The song "Panchadara Bomma Bomma" from the Telegu movie, Magadheera, was shot at Golkonda Fort in Hyderabad. The movie also filmed some scenes in Badami and Hampi and yet some scenes in Rajasthan and Gujarat. A song from the Kannada movie, Killadi Kittu, was extensively shot in the ruins of Hampi, which is a UNESCO World Heritage site in India. Arjun Sajani's Agni Varsha is another Indian movie that was entirely shot in Hampi. Another Kannada based movie, Mungaru Male (Pre Monsoon Rain) revisited the lost Gadag style of architecture that originated during the period of the Western Chalukya. Gadag-Betageri, the twin city in Karnataka houses some of the historical temples like the Trikuteshwara temple complex, Kasivisvesvara temple, Lakkundi, Doddabasappa Temple at Dambal and Amritheshwara temple at Annigeri.

Indian cinema promoting hill stations in India

Again there is an endless list of movies that were shot in some of the popular hill stations in India. The major locations are Gulmarg and Srinagar in Kashmir, Manali, Dalhousie and Shimla in Himachal Pradesh, Nainital in Uttarakhand, Darjeeling in West Bengal, Ooty in Tamil Nadu and Wayanad

and Munnar in Kerala.

The unforgettable affair of the legendary actor Shammi Kapoor with Kashmir is truly a tribute to Indian Tourism. Songs like „Yahoo“ in which he slides down the snow-capped mountains or “Yeh chaand sa roshan chehra” in which he tries to woo Sharmila Tagore while they riding on shikaras on the famous Dal Lake... as well as many other songs from movies like Tumse Achha Kaun Hai, Andaz, Kashmir Ki Kali or Jungle – were shot in the picturesque Kashmir Valley. Veering towards some of the latest Bollywood flicks, the song “Socho ke jheelon ka Sheher Ho” from Mission Kashmir, “Madno” from Lamhaa, “Katiya” from Rockstar, “Ishq wala love” from Student of the Year and “Jiya Re” from Jab Tak Hai Jaan reflects the grandeur of Kashmir. Well the popular songs, “Jab Hum Jawan Honge” from Betab and “Jadu Sa chanay laga” from Dil Kya Karey were extensively shot in Gulmarg and Pahalgam.

Indian cinema promoting adventure activities in India

Recently filmmakers have decided to add some spice to their movies by including adventure activities in the mountains like trekking, skiing, mountaineering, camping and motor biking and beach activities like parasailing, scuba diving and motor boating. Some Bollywood flicks like Yeh Jawani Hai Deewani, Lakshya, Jab Tak Hai Jaan, Hindustan ki Kasam, Pyar Tune Kya Kia and Rangeela promoted a number of adventure activities in India. The movie Kaal is one such example from Indian cinema that has been dedicated to wildlife safari in India. The movie has been extensively shot in Corbett National Park, which is one of the major national parks in India and is a home to several endangered species.

Indian cinema detailing the diversified Indian culture

I could recollect 4 such films that dilate on the dark side of Indian culture. Once again it is Rudali that reflects on the life of a female weeper who publicly express grief on behalf of family members who are not permitted to display any emotion due to their social status. Then it is Sushil Rajpal’s Antardwand that is based on Pakaruah shaadi or Jabaria shaadi, which is a phenomenon common in the western parts of Bihar, and eastern Uttar Pradesh, wherein eligible bachelors are abducted by the personals of bride and later got married, to evade huge amount of dowry. Thirdly, the Marathi movie Jogawa gives a glimpse of caste, religion and identity. And lastly, the Bengali movie Sati directed by Aparna Sen reveals the social funeral practice among some Indian communities. Glimpses of the film Sati can also be noticed in the movie Mangal Pandey: The Rising. (Please note that the practice of Sati is now abolished in India.) A movie like Papilio Buddha, directed by Jayan K. Cherain reveals the true colour of Indian casteism. The movie focuses on the atrocities committed against Dalits, women and the environment.

Indian cinema promoting sea beaches in India

Indian cinema’s one of the boldest films that you can recall is bipasa basu and jhone Abraham starred jism. The sensual and sizzling tracks, “jadoo hai nasha hai” and “awarapan” from the movie were shot in the serene paradise beach Pondicherry. Goa is one of the popular destinations for bollywood movie shooting. Fardeen khan and urmila matondkar starred pyar tune kya kiya was extensively shot in dona paula and Miramar. A few scenes from the award winning Bollywood flick, dil chahtha hei, were shot in sinquerim and anjuna, the two most popular beaches in Goa.

FINDINGS

- Indian cinema industry has significant role in the promotion of culture, landscape, forts and palaces or heritage, hill stations etc.
- The cinema tourism has given a city popularity which is being regarded by potentially lots of people.
- Cinema tourism can bring higher income to local people.
- Besides advantages of cinema tourism there are also certain disadvantages. These disadvantages include destruction of the Natural environment and visitor dissatisfaction due to different look of destination than portrayed in films.

CONCLUSION

This chapter tries to find out the significance of cinema in promoting shooting sites to the wider section of society. It can be concluded that the image of a place highly influences tourist selection for travel. Movies results in showing certain aspects of a nation like its culture, natural beauty and people which result in building of the perception towards that nation. The main economic benefit of cinema encouraged travel is that it brings higher income to the host community. The study advises that cinemas can have a great effect on decision making, affect revenues and long-term success of destinations.

This study suggests that there is great popularity for movies in India. Just because of this popularity there is great higher popularity the tourist destination also become more popular when featured in movies. Hence famous movies and serials can be an important tool for promoting some hidden places and bringing those destinations into limelight. As movies could have such an important influence on images and travel decisions of spectators, it is essential for destination marketers to concern themselves with the cinema industry to as to associate with them and develop destinations thereby increasing tourist arrivals to those destinations. There is a huge relation between cinema and decision making travel as they select their places to travel by watching those places in movies.

SUGGESION

- *India can earn more income from film induced tourism, for this new strategies must be needed.
- *There is a need of teaching more about film induced tourism.
- *We can explore more tourist places through films.

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