



# Impact of Film Tourism on Udaipur

Harsha Kumawat<sup>1</sup>, Chandra Shekhar<sup>2</sup>, Prof. Anil Kothari<sup>3</sup>

Ph.D. Scholar, Department of Tourism & Hotel Management, MLSU, Udaipur, India<sup>1</sup>

Ph.D. Scholar, Teaching Consultant, Department of Tourism & Hotel Management, MLSU, Udaipur, India<sup>2</sup>

Professor, Faculty of Management Studies, MLSU, Udaipur, India<sup>3</sup>

**Abstract:** As one of the fastest growing tourism sectors, film tourism is widely recognized as driving many destinations' economic development. Film tourism can impact destinations as well as tourists in its way. It plays a huge role in destination marketing and branding. It becomes more important for unexplored destinations and presenting them in a certain way to attract tourists. Whereas, for popular destinations like Udaipur which is primarily known for its lakes and heritage, it adds an extra element to explore and give new angles to the existing one. The correlation between films and the tourism industry can be seen when movies like Guide and Octopussy brought a surge in both domestic and international tourist arrivals in Udaipur. This study focuses on how the unseen factor of the entertainment industry knowingly or unknowingly playing a major role in the travel decision-making process of tourists or becoming a motivation factor in their travel plans. A successful marketing tool can be created by developing insight into the potential growth of the entertainment industry and its influence.

**Keywords** Tourism, Film Tourism, Destinations, Entertainment Industry, Udaipur.

## Introduction

### Film Tourism

Stories have consistently assumed a significant part in molding minds; it develops more when stories wake up in the type of films. In India, films have consistently been a joining factor bringing assorted societies under one umbrella often looked upon as the most influential media. The motivation for travel is one of the most important components of tourism definition, thus when we combine films and tourism, we get a byproduct known as Film Induce tourism.

Film-induced business is outlined as, "a sort of business during which, traveler visits a destination or location as a result of the destination featured in films or tv (Hudson and Ritchie, 2006); whereas in its broader scope the idea includes tv shows, dramas, and videos this paper in the main issues itself with medium film and its influence on business. The words "film-induced tourism" and "film tourism" have additionally been utilized in the world literature", or "media-induced

tourism”, or “movie-induced tourism”, or “cinematographic tourism”, or perhaps “media pilgrim” seen as a media pilgrim's journey.

Over a decade, film tourism emerged as a new trend in the industry with the growing popularity of the entertainment business and increase travel worldwide. Destinations offer a variety of attractions and activities to tourists just like the entertainment industry has different genres for audiences. Many people nowadays, particularly the younger generation, spend a large amount of time watching movies, web series, television shows, and other forms of media, and these representations and images have a huge influence in shaping people's travel decisions. The film- inspired travel sector will quickly become a trend as the general public is extremely interested in having authentic interactions where motion pictures are made. The film not solely drives motivation to go to an area however conjointly creates or builds a picture of a destination, creating travelers playing analysis concerning the destination whereas taking part in a task in potential traveller image building and decision-making. At the purpose once people search for touristic target seen on screen, it implies that we have a tendency to area unit managing film-initiated travel business.

Film tourism can result in the creation of new enterprises and services, which can help to extend and deepen the visiting season based on the assembly of experiences, monuments related to a movie, or the placement photography venue, the presence of a destination on a screen becomes a resource that may facilitate diversify a site's tourer provide or overcome seasonality. the various benefits of film commercial enterprise have piqued the interest of tourer teams, stakeholders, and brass, World Health Organization have stressed however it is used as a roaring selling tool for a destination.

Two major activities of film tourism are:

- Shooting and production of films
- Tourism-related activities resulting from film production

### **Role of Films in Tourist Decision making**

Films play a big role as a motivator in the tourism destination decision-making process in the below-mentioned stages.

- I. After seeing the area in the film, the tourist develops a desire to travel. At the very least, it becomes a factor in the minds of potential tourists.
- II. Tourists are more likely to seek out further information about a location.
- III. Travel decisions are chosen after thoroughly examining the tour potential and gathering information from films and other sources, such as websites.
- IV. The likability of the area, which plays a large role in the movie's depiction, affects the travel experience.
- V. Vacationers will be fulfilled if their thoughts of places relying upon films surpass their genuine encounters. Movies assume a huge part in deciding travelers' assumptions.

### **Objectives:**

- Examine the impact of movies on tourism promotion and growth
- Analyzing how films have impacted their travel decision
- Determine how film tourism impacted host destination

**Review of literature:**

- The exploration zeroed in on the connection among films and the picture of an objective that might be utilized to effectively sell vacationer locations. The examination zeroed in on the advantages and disadvantages of film-prompted the travel industry in Udaipur. It has been seen that movies are the new and developing showcasing devices for an objective. O'Connor, N., Flanagan, S., and Gilbert, D. (2010)
- The study took a gander at the connection among films and an objective's picture, which might be utilized to successfully publicize vacationer locations. The review checked out the benefits and hindrances of film-initiated the travel industry in Udaipur. Films have demonstrated to be a new and quickly creating showcasing apparatus for an objective. It is apparent from the above comment that not just shooting a spot is adequate for advertising, yet the occasions encompassing the film's delivery likewise help in expanding the diagram of the travel industry inundation. Hudson, S., and Ritchie, B. (2006)
- While the expressions "film the travel industry" and "film-prompted the travel industry" are at times utilized aimlessly, there is a distinction (Croy, 2011). Film the travel industry is depicted as a visit to an objective that is or has been utilized for shooting or is connected with recording (Buchmann, Moore, and Fisher, 2010), while film-actuated the travel industry is portrayed as the travel industry that is affected by both TV and film and draws in and motivates individuals to visit a film area. (Beeton, 2010; Croy, 2011).

Film the travel industry incorporates visits to depicted areas (genuine or counterfeit), voyages through film studios, film amusement parks, participation at film debuts, grant functions, film celebrations, big name spotting, places advertised through film areas, and coordinated voyages through depicted areas, just as watching progressing recording. (Beeton, 2005; Connell, 2012; Croy and Heitmann, 2011; Macionis, 2004; Macionis and Sparks, 2009)

- Unsurprisingly, certain film tourists have relatively high levels of admiration and devotion for a particular actor or actress, particularly their favorite celebrities (Raviv, Bar-Tal, Raviv, & Ben-Horin, 1996; Yen & Croy, 2013). As a result, celebrities are regularly employed to market a destination and encourage movie-induced tourism (Hao & Ryan, 2013; Hudson & Ritchie, 2006).
- Film the travel industry is a brilliant illustration of interdisciplinary or multidisciplinary research that traverses brain science, media, and crowd studies, social investigations, social geology, social legacy, showcasing, and ecological examinations (Beeton, 2010; Reijnders, 2011 and Connell, 2012)

The encounters of film vacationers can stretch out past the substantial mental element of the shot locales (Coudry 1998). They should be visible as a nostalgic design or a memory, and this appreciation may raise the recorded regions to turn out to be more representative and ceremonial settings (Coudry 1998; Kim 2010), a 'hallowed site' (Seaton et al. 2017), or 'envisioned scene' (Reijnders 2016).

## History of Udaipur

Udaipur, a significant town in Rajasthan was supported in 1559 by Maharana Udai Singh foreign terrorist organization ||, the capital of erstwhile Mewar Kingdom. Thus, the town was named once him. Udaipur's history dates back to the Ahar culture, that flourished within the space round the Berach watercourse from 3000 BCE to 1500 BCE. Chittorgarh was the primary capital of Maharana Udai Singh's Mewar kingdom, in addition as an oversized a part of Rajputana. because of continuous Mughal assaults, the capital was resettled to Udaipur. The monarch created the correct call, and therefore the Aravalli, as expected by the Sage, secure the capital kingdom from the Mughals. The fierce Mughals smitten while not mercy, however Rajasthan's natural boundaries and natural virtue control the road. The Mughal Emperor managed to seize the Chittorgarh Fort and different parts of Mewar within the year 1568. However, Mewar regained a solid grip and recaptured most of their land quickly once the combat ship was transported, apart from the Chittorgarh Fort. Udaipur remained the capital of Mewar till 1818, once it became a princely state of British Republic of India. once India's independence, on April eighteen, 1948; it became a vicinity of Rajasthan.

A city royal residence, situated on the shore of Pichola Lake, was the heart of Maharana Udai Singh's unused town, and it was encompassed by the respectable chateaus of the upper class Sisodias, unusual gardens, springs in the middle of the forest, and orange and lemon orchards. There is a incredible, fortified wall that is still visible in a few places around the town, which is unimaginable discount smaller than what the town is today. Toward the south, the divider climbed Machhla Magras soak and rough slope and outlined some expansive gardens.

The created and vital history of Udaipur and conjointly the illustrious city is honorable by the nonworker because of its refined vogue and imperial tribe. Udaipur has been dubbed a “cool oasis among the dry heart of Rajasthan,” “Venice of the East,” “City of Sunrise,” and “The city of Dreams,” and “the most romantic city in India,” among different accolades. One author hailed its deserves as a result of the picturesque stylish capital of the Sisodias of Mewar, “the Supreme Head of the Aryan race, and conjointly the first gentleman of Aryavarta (the Aryan world)” throughout Maharana Fateh Singh's rule. With its urban ramble of roads, circles (roundabouts), winding laneways, spirited bazaars, and a formidable panorama of recent painted houses; stylish Udaipur still radiates that romantic air.

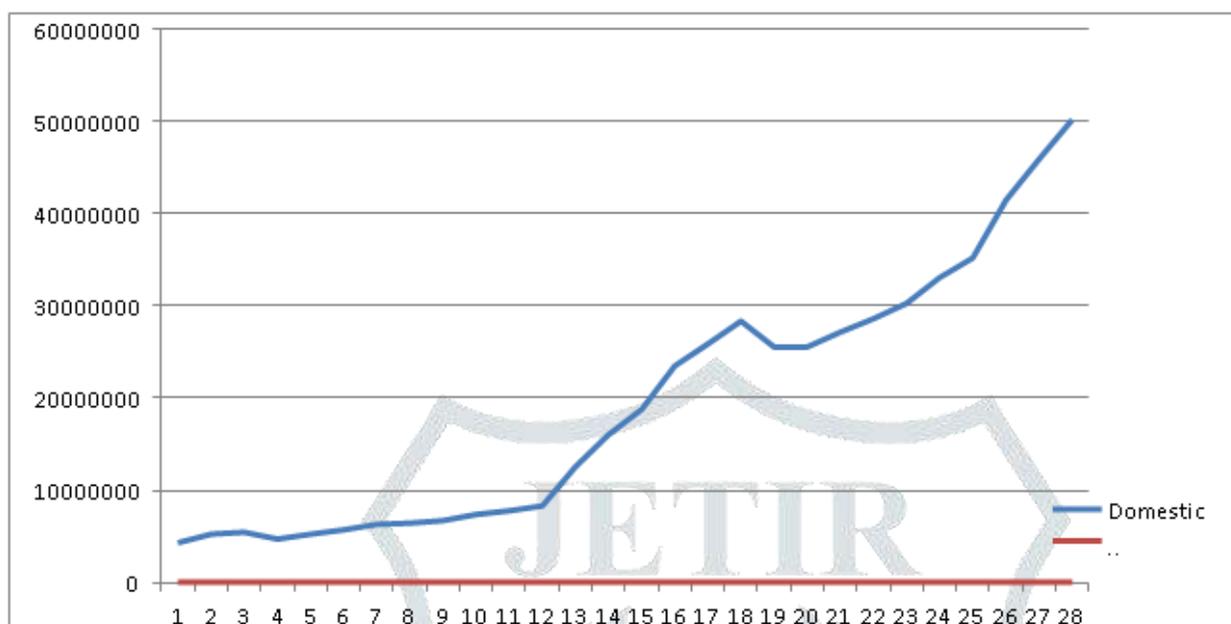
**Table 2: Movies shot in Udaipur**

Film Name	Year	Location featured
Guide	1965	Fateh Sagar Lake, Surajpole & Hathipole
Mera Saya	1966	Dudh Talai, Lake Palace & Jagmandir Palace
Octopussy	1983	Monsoon Palace, Lake Palace, Jagmandir Palace, Shiv Niwas & Fateh Sagar Lake Niwas & Fateh Sagar Lake
Phool Bane Angaray	1991	Hathipole, Delhi gate, Gandhi Ground, Swaroop Sagar Lake & Jagdish Temple
Yaadein	2001	Jagmandir Palace
The Fall	2006	Lake Palace
Dhamaal	2007	Badipal, Monsoon Palace
The Cheetah Girls-One World	2008	Monsoon Palace, Delhi Gate, Dudh Talai & City Palace
The Best Exotic Marigold Hotel	2011	Old City

Yeh Jawaani Hai Deewani	2013	Oberoi Udaivilas & Gangaur Ghat
Goliyon ki Raasleela Ram-Leela	2013	Gangaur Ghat, Hanuman Ghat & City Palace
Prem Ratan Dhan Paayo	2015	Jagmandir Palace & Fateh Sagar Lake
Mirzya	2016	Shiv Niwas Palace & Fateh Sagar Lake
Dhadak	2018	Ahar Royal Cenotaphs, Lake Pichola, Jagmandir Palace & Old city
Love Aaj Kal	2020	Ambrai Ghat, Gangaur Ghat & Lake Pichola
Angrezi Medium	2020	Old City



## Domestic Tourist Arrival in Udaipur



Source: <http://www.tourism.rajasthan.gov.in>

Concerning table no. 2 Blockbuster movies shot within the Udaipur and Domestic traveler Arrival in Udaipur graph from the year 1991 to 2018 it is declared that the amount of domestic traveler arrivals has multiplied following the discharge of the film and its success. Hence, film touristry is enjoying a major role in stigmatization destinations.

## Impacts of Film Tourism

- The city offers a mix of sights, sounds, and experiences, making it one of the most popular tourist destinations for weddings and celebrations. Udaipur also caught the attention of movie producers from Bollywood as well Hollywood and various production houses of the entertainment industry. Being a dream destination Udaipur became a popular choice of film producers this all started decades ago in 1955. It has been noted the film tourism in Udaipur gain acceleration over the last decade. Film tourism changed Udaipur's image on a global level. Film tourism is a major contributor to the economy by giving employment to locals, marketing local handicrafts making Udaipur renowned for its marble handicrafts and miniature paintings in the international market. Udaipur tourism flourished in the last few years making it home to world-class hotels. Parameter of Udaipur extends from tourist destination to one of the best filming locations to highly.

consider for elite weddings and events. Thus impacts of Film tourism to a Destination (Udaipur) are mentioned below:

- Revenue generated from direct expenditures on equipment rental, lodging, and leisure and travel expenses incurred during the filming period in the area.
- Benefits coupled to expenses within the host space resulting in Associate in Nursing influx of exchange. Job creation may be a result of the hiring of native abilities like technicians, artists, and folks with native ability.
- Giving the native screenland a lift by educating native talent and exposing them to new technology and techniques.
- Transfers of technology that permit native artists to hone their abilities and severally explore future filmmaking possibilities.
- Enables hosts to expertise and study numerous cultures and nationalities.
- Encourage data sharing of latest film creating techniques.

#### Induced Benefits

- Creating awareness showcasing less-known locations in films or television programs. For instance, Ahar cenotaphs are now among the most visited places in Udaipur after the shooting of the popular movie Dhadak.
- Creating a lasting memory or aspirational value in a site or attraction that would not otherwise exist. For example, Udaipur has always been famous because of its mesmerizing architecture and historical monuments, and lakes. For instance, Badi Lake caught attention after being shot in the movie Yeh Jawani Hai Deewani.
- Creating/shaping attractions actively creating attractions shot in film/television content. For example, Rameshwar Ghat became popular after shooting Ram Leela.

#### Negative Impacts of Film Tourism

- Tourist destinations that are unaware of or unprepared for a sudden rush of visitors
  - Increased traffic and insufficient parking to accommodate
- Local's resident's impacts, including issues of congestion and privacy

#### Long-term challenges in maintaining tourism demand

- Real estate price soared
- Invasion of privacy
- Noise pollution
- Disrespect for the local community
- Copyright restrictions disallowing promotion
- Extensive landscaping
- Keeping tourists in tourism bubble showing what is known rather than exploring the local and authentic side of a destination
- Littering problem

**Suggestions:**

- New strategies need to procure more income from the film-induced tourism of a destination.
- There is a need of teaching more about film-induced tourism to get better benefits.
- We can explore more tourist places through films.
- Effective one window clearance for shooting permit
- Equipment hire facilities for filming
- Availability of skilled manpower
- Need of dynamic and contemporary marketing model and strategies to generate maximum output
- Tax concessions & benefits to producers

**Conclusion:**

This paper tries to supply a read of film-induced tourism and to reveal the advantages of film-induced tourism in promoting locations to a wider audience. The importance of destination image in traveller destination choice has long been recognized in tourism literature. a movie may also convey data concerning explicit characteristics of a rustic, like nature, culture, and people, leading to the formation of attitudes toward that place. one among the foremost important economic advantages of film-induced tourism is that it can boost municipal revenue. Films, according to researchers, can have a significant impact not only on short-term vacation decisions but also on tourism revenues and long-term destination prosperity.

This study suggests that there's higher quality for movies in Asian country. once a holidaymaker website is featured during a film, it gains in quality as a result of its hyperbolic visibility. thence common movies is a good tool for promoting some unknown destinations and transfer those destinations into the limelight. Considering movies have such a robust influence on viewers' perceptions of pictures and travel choices, destination marketers have to be compelled to concern themselves with the movie industry to on go along with them and develop places thereby increasing holidaymaker arrivals to those destinations. there's a robust linkage between movies and travel choices as they select their places to pass by observation movies.

Indian cinema has vie an excellent role in promoting Indian culture, landscape, heritage, hill stations, and conjointly blazing the town lights. However, film-induced commercial enterprise contains a smorgasbord of effects. many repercussions should be rigorously examined and, wherever possible, mitigated. for example, state of affairs and environmental impact square measure, maybe, the foremost undesirable negative impact of film-induced commercial enterprise.

**References:**

- Andrea Zurdo Vara. (2020, July). *The Impact of the Film Industry on Tourism* (Thesis). Modul Vienna University.
- Țuclea, C.-E., & Nistoreanu, P. (2011). How film and television programs can promote tourism and increase the competitiveness of tourist destinations. *Cactus Tourism Journal*, 2(2/2011), 25–30.
- Hudson, S., & Ritchie, J. R. B. (2006). Promoting Destinations via Film Tourism: An Empirical Identification of Supporting Marketing Initiatives. *Journal of Travel Research*, 44(4), 387–396. <https://doi.org/10.1177/0047287506286720>
- Ms Noëlle O'Connor. (2010, January). *A Film Marketing Action Plan (FMAP) for Film Induced Tourism Destinations* (Thesis). Dublin Institute of Technology
- Mitta, N., & Anjaneyaswamy, G. (2013). Film Induced Tourism: A Study in Indian Outbound Tourism. *Atna - Journal of Tourism Studies*, 8(2), 37–54. <https://doi.org/10.12727/ajts.10.3>
- Ministry of Tourism (Ed.). (2015, May). Integrated Approach for Single Window System. In *Indian Cinematic Tourism* (pp. 1–19). Ministry of Tourism.
- PHD Chamber of Commerce and Industry (PHDCCI). (2019, January). Transforming Location into Vacation. In PHD Chamber of Commerce and Industry (PHDCCI) (Ed.), *Transforming Location into Vacation* (pp. 1–36). Ernst & Young LLP.
- Khader, L. B. A. (2017). FILM INDUCED TOURISM IN INDIA. *INTERCONTINENTAL JOURNAL OF MARKETING RESEARCH REVIEW*, 5(2).
- Heitmann, S. (2010). Film Tourism Planning and Development—Questioning the Role of Stakeholders and Sustainability. *Tourism and Hospitality Planning & Development*, 7(1), 31–46. <https://doi.org/10.1080/14790530903522606>
- Raj, M. P. M. (2018). Film induced tourism Model-A qualitative research study. *Asian Journal of Research in Marketing*, 7(2), 28. <https://doi.org/10.5958/2277-6621.2018.00005.1>
- PHD Chamber of Commerce and Industry (PHDCCI). (2017, October). Promoting Destinations through Films. In PHD Chamber of Commerce and Industry (PHDCCI) (Ed.), *Promoting Destinations through Films*. Global Film Tourism Conclave.
- Hiloriya, V. (2020, October 26). *19 Bollywood and Hollywood Movies Shot in Udaipur*. Udaipurbox.Com. <https://udaipurbox.com/movies-shot-in-udaipur/>
- *Tourism Department Annual Progress Reports - Rajasthan Tourism*. (n.d.). [Http://www.tourism.rajasthan.gov.in/](http://www.tourism.rajasthan.gov.in/). Retrieved June 12, 2021, from <http://www.tourism.rajasthan.gov.in/annual-progress-report.html>

**BIOGRAPHY**

Prof. Anil Kothari is currently working as Course Director MBA - FSM in Faculty of Management Studies, MLSU with core specialization in Finance & Tourism. He has more than 29 years of teaching experience and awarded 20 PhD's and 12 ongoing. He is also known by name "Sensex ka Sultan." Under his guidance more than 60 prestigious projects, workshop had been organized.



Ms. Harsha Kumawat is Research Scholar & Guest Faculty at Department of Tourism & Hotel Management, MLSU. She is actively working in Destination Development & core specialization in Fundamentals of Travel & Tourism, Heritage Management and impacts of Tourism.



Mr. Chandra Shekhar is Teaching Consultant and Research Scholar at Department of Tourism & Hotel Management, MLSU. He is actively working in Medical Tourism and his core specialization in Agro-Tourism, MICE and Dark Tourism.