

Sector-wise Impact of Film Induced Tourism over National Economic Perspective

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Abstract: Indian film Industry is also termed as Bollywood which is world-famous for its epic drama and storyline. The shooting locations used in movies are adventurous beautiful and memorable [3]. As per the report of recent surveys by champion traveller organization. A famous movie can push up the tourism of the film location from a minimum of 25% to a maximum of 300%. Tourism is the industry which can revitalise the nation's economy to a much favourable extent. The survey states some popular movies which boosted the tourism sector to a higher notch. Braveheart - 300% increase in the tourism of Scotland's, Wallace Monument. Harry Potter - 50% increase in the tourism of all filming locations, in most places the increase was as higher as 200%. Mission Impossible 2 - 200% in the tourism of Sidney's National Park. Troy - 73% in the tourism of Turkey's Canakkale. There are several other locations to discuss worldwide. The essence of all the above data records is, films have a vast impact over the tourism sector and tourism has a directly proportional relationship with the country's economy [5]. In this paper, we discuss cinema induced tourism in the Indian context by learning the experiences from worldwide movie industries. We discuss different regional film industries and their contribution over-tourism, the lagging and leading Indian film industry based on tourism context. We also discuss the recent plans and subsidies provided by the Indian government to film producers to encourage national and international movies shooting in India. The worldwide movie fraternity contribution and benefits in terms of tourism is widely discussed.

Index Terms: Bollywood, Champion Traveler, Braveheart, Harry Potter, Troy etc.

I. INTRODUCTION

Indian cinema is the binding force which results as unity in diversity. A country with huge geographical Extension of 33 lakhs sq. KM, with 28 states and 9 union territories. 22 major languages are spoken in India but cinema is a common link to the whole country. The whole Indian film industry is mainly divided into several subcategories like Bollywood, tollywood, pahariwood, dhollywood, gollywood, sandalwood, mollywood, ollywood, pollywood, kollywood and deccanwood. For every region, there is the film industry.

These industries are located in their regional sectors and make films in their languages. The locations shot in regional movies are mostly from the local spots. With crossing over the cultures, internet revolution, diminished language barrier people like to watch the movies of the different movies industry. This is the prime reason for cinema-induced tourism in India. When a north Indian family watches a south Indian or Pahari movie, they see the locations shot in the movie as well. Seeing the location, they Google it and plan an excursion for the family and friends. Television industry also acts as the catalyst to put the tourism plans by showing different language dubbed movies in Hindi channels. Hindi is the largest spoken language in India, implants the tourism plan to viewers. The same process takes place when other language people watch the movies shot on different locations and later dubbed in their industry. The same movie gets released in multiple languages. This brings good mass to the shooting locations and encourages a good revenue collection. There are some recent initiatives taken by the state government to make some famous personalities the brand ambassador of their state. This makes the starts to initiate the campaign to request the people a visit to his/her endorsee state.



Fig. 1.1 – Film stars - Brand Ambassadors of State Tourism

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There are several plan and strategies initiated by different states to reach the common goal of tourist attraction. In our next section, we deal with some of the literature surveys which supports our research.

II. LITERATURE SURVEY

[1]. **Walaiporn Rewtrakunphaiboon** explained briefly in the paper “*Film-Induced Tourism: Inverting a vocation to a Location*” about how tourists look forward toward new destinations and unique experience. The tourists today are much experienced and intelligent due to the internet, social connections and International Tourism Clubs. Film induced tourism receives very little attention due to the scarcity of tourism knowledge and benefits film-induced tourism can do over the tourism sector. Tourism decision making can be severely motivated by films and could lead to long term tourism attraction for tourist places. The whole paper works for two goals. First is to find the much relevant sources and implementation to further boost up the tourism sector and second to highlight the films and its shooting locations. Successful movies attract a large number of tourists due to its huge viewers and popularity. There was a huge increase in the shooting location of several, Hollywood movies like four weddings and a funeral, Notting Hill, Sense and sensibility, the beach etc. A Complete overview of how the tourist attraction gradually increases for a hit movie was presented in the tabular column by the author. The cultural value of the film location increases when the scene becomes so popular. The destination image awareness of host city suddenly increases in all the major aspects like cleanliness business and prosperity. Author not only discussed the positive aspects but also the negative dimensions. The author explained how film shooting can have undesirable consequences like the loss of privacy, traffic issues, natural habitat destruction and local people disturbance by crew members.

[2]. **Donata Juškelytė** discussed briefly in the paper titled “*Film Induced Tourism: Destination Image Formation and Development*” that how the image of a tourist place is made using films. How the positive or negative image about a location is formed using movies is briefly explained in the paper. The article enlightened the potential of the host country on the film-induced tourism and how it can be converted into destination promotional strategies. This paper also discusses how Lithuania (The host country) uses the opportunity to use films as the tool to destination image formation. The overall concentration in this paper also is about the strategies to evolve the destinations as film-friendly and also the promotions to be done to highlight these film locations.

The paper states that according to some scholars of films and tourism studies it is not feasible to use film and film industry to create a place of tourism attraction. The prime reason behind this is movies are not made considering the tourists to be attracted but to highlight a scene which looks more elegant with beautiful background. In the United Kingdom the movie “War and Peace” was reviewed one of the best movies ever shows which was almost shot completely in Lithuania. The movie release led to a whopping 2.3 per cent foreign tourists visit in the country after the movie release. The tourists coming from the United Kingdom increased by 17.2 per cent in 2015. This was just the start of the film-induced tourism in Lithuania. The film office director announced that with STD they are planning more filming site routes in Vilnius (capital of Lithuania). These reports show how a movie can impact the tourism sector of the country. It is the proper planning and strategies are placed in correct formation the miraculous results can be obtained. The film industry plays a vital role in the tourism sector and leads to the country's prosperity with tourism income.

[3]. **Roger Riley**, Ithaca College, USA, **Dwayne Baker** Arizona State University, USA, **Carlton S. Van Doren** Texas A&M University, USA discussed in their paper “*Movie Induced Tourism*” about the influence of movies over the mindset of the people to select the tourism locations. In the column “*Silver Screen to the Location Scene*”, the fact about the film tourism is discussed extensively. How the movies are extensively connected with commoners to take tourism decisions. The iconic scenes are very crucial to take the tourism decision. A scene which is very captive and iconic remains on the minds of the people and during their next tourism plan, it gets highlighted in the list. There is an extensive review of movies based on their shooting locations and success. A survey report was observed to find how the movie success further boosted the tourism sector of the movie been shot. Film tourism behaves differently for different regions for example for some places it hugely increased the economic progress but for some places, it created major safety concerns and overcrowding. Movies equally attract people of different mindsets from extremely gentle to extremely disturbing. There is a strong need to discuss these issues to overcome the negative issues and solve them to further boost up the tourism sector. This type of strategies can lead to increase the tourist attraction and reduce the negative mouth publicity about the place and people.

III. FACTORS INFLUENCING FILM INDUCED TOURISM – MOVIE RANKERS/CRITICS

There are several variables based on which people watch movies and get the perspective of tourism based on film locations.

There are several movie ranking websites like IMDB, Rotten Tomatoes, Meta Critic, Yahoo! Movies, Flixster, Film.com etc. They hugely impact the mindset of the viewers on the tourism perspective. These are some of the major ranking sites which can hugely increase the Film- Induced tourism for sure with little measures.

IMDb



Source: IMDb official website

IMDb is one of the topmost and authentic media to reach the world's best movie, Shows and cinema content. It ranks the contents on the rank of 10 for a movie produced worldwide.

Rotten Tomatoes



Source: Rotten Tomatoes official website

Rotten Tomatoes, is one of the most trusted movie ranking websites for quality content of the movies and Television. Different movie aspects, trailers, reviews and showtimes are extensively displayed on the websites. This makes the user to easily reach on the world's best movies without being confused in the sea of movies.

Metacritic



Source: Metacritic official website

Metacritic aggregates music, game, T.V, and movie reviews from the leading critics. It uses the meta scores and in terms of the color red, yellow and green for ranking the movies.

3.1 Initiatives these content ranking websites should take to support film-induced tourism

- Along with the movie story, cast and screenplay, the shooting location and its scenic beauty should also be explained.



Source: IMDb official website

- Now only the movie rank Director, Writers and Stars with a gist of the story is only displayed. If the shooting location names with little detail (for an extraordinary location) is displayed it can help the people to find themselves a great location to visit in their next vacation.

IV. FACTORS INFLUENCING FILM INDUCED TOURISM - GOVERNMENT SUBSIDIES

Several States Taking Initiatives to Promote Film Induced Tourism by subsidizing the movies

Madhya Pradesh

The State Government of Madhya Pradesh announced that the movies which are shot in the state will be granted a huge subsidy up to 2 Crores. The South Indian filmmakers will additionally receive a 10% subsidy by the government. This is part of the state's 'Film Tourism Policy 2020' [6].

Uttar Pradesh

The State Government of Uttar Pradesh announced that the movies which are shot in the state will be granted an incentive of 50 Lakh. The movie can be in any Indian language or English and the filmmaker can be either Indian or overseas Indian. The world-famous shooting locations like Taj Mahal, Ghats of Varanasi can be used for the purpose. There is a huge probability that these benefits will be soon extended for foreign filmmakers too [7].

Andhra Pradesh

The Andhra Pradesh State Film Television and Theatre Development Corporation, which issues shooting permission, levies no charges on children filmmakers, who can shoot free of cost at public places. Best 15 movies given Rs 10 lakhs each of subsidy [8].

Karnataka

Along with some other conditions if a movie showcase at least 3 out of 319 tourist destinations in Karnataka as per the Government's Tourism Policy 2015-20 then they are eligible to receive INR 2.5 crore as the financial incentive [9].

These are the direct initiatives taken by the state governments to strengthen their state tourism policies. Other states should also take such measures to further boost up the Film Induced Tourism.

V. CONCLUSION

The tourism sector of India is much extensive and holds greater economic opportunity. We also have diverse tourism locations country wise to support the financial needs of the country. Efficient utilization of the resources with the promotion in movies may lead to many sounds tourism sector. We discussed the plans and processes to promote the tourism sector of the country. We observed how different states contribute in terms of tourism. We also notice how different states took initiatives to boost up the film-induced tourism. We can use several ways to promote less popular tourism locations with the efficient utilization of the film industry. The tourism sectors can boost the finance, travel, and job and education sectors industry. Overall conclusion we have is, India has huge scope in tourism and many states took greater measures to further strengths the tourism utilizing films, actor's players and ambassadors. Less tourism popular states need to learn from them and utilize their tourism attraction to earn more revenue which ultimately leads to a much prosperous nation.

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