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# **Film-Induced Tourism Model - A Qualitative Research Study**

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**FILM INDUCED TOURISM MODEL 3P's Model - A QUALITATIVE  
RESEARCH STUDY**

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# **FILM INDUCED TOURISM MODEL 3P'S MODEL - A QUALITATIVE RESEARCH STUDY**

## **ABSTRACT**

Entertainment media industry has been successful in creating favorable image of a destination in consumers' minds. Film induced Tourism is defined as "Tourists' visits to a destination or attraction as a result of destination's being featured on television, video or the cinema screen" This article will discuss the importance and relevance of film induced tourism and how it has helped to escalate tourism. Numerous international examples like "The Lord of the Rings" in New Zealand, "Troy" in Canakkale, Turkey, and "Braveheart" in Scotland are reviewed as success stories to this marriage between films and destinations. In India, "Bombay" is featuring Bekal Fort in Kerala, "Guru" and "Dil Se" featuring Alappuzha Back waters in Kerala are few examples of destination branding stories through films. This article will be focusing on the influence that films have on choices of tour destinations and how this can be tapped. Exploratory research design is adopted. Primary data was collected through Focus group discussion. A conceptual 3 P's model is developed to understand the extent of influence, movies have on tourism.

**Keywords:** Film induced tourism, 3 Ps Model, destination placement, Focus Group Discussion and Qualitative Research

**FILM INDUCED TOURISM 3P'S MODEL - A QUALITATIVE**  
**RESEARCH STUDY**  
**(Dr.M.Prasanna Mohan raj )**

**1. INTRODUCTION TO FILM INDUCED TOURISM:**

Entertainment media industry has been successful in creating favourable image of a destination in consumers' minds. When this favourable image induces an urge in consumer's mind they may travel to the destination. This phenomenon has been coined with various names but similar definitions. Hudson and Ritchie (2006) define film – induced tourism as:

*“Tourist visits to a destination or attraction as a result of destination's being featured on television, video or the cinema screen”*

The phenomenon is receiving amplified attention and has been fuelled by the increase in international travelling and the growth in entertainment industry. It is today accepted that if travel destinations are featured in film and television it will in most cases have a positive effect on tourism and sales for the destination. Going to the cinema, watching television dramas , DVDs and downloaded material occupy much time for a lot of people today, especially the younger generation. In tourism, when people decide what places to visit, these representations and images generated from media play a major role in influencing the decision-making process (Echtner and Ritchie,1991).The images people gain from television and film can be strong enough to make people want to visit the destinations.

Many countries have experienced an increase of visitors – both domestic and international – as a result of being featured in film or television dramas. In the UK, the Yorkshire County has seen an increase of visitors as a result of popular TV---dramas being shot there, such as *Heartbeat* (Tooke and Baker, 1998). Part of the North Yorkshire Moors has even been branded 'Heartbeat Country' (Murphy,1981). India experienced a 50% increase of tourism after the release of the Oscar winning film *Gandhi* (Kotler, 1993, cited in Morgan and Pritchard, 1998). It is generally easier to measure visitors to more isolated and less populated areas.Hence, Riley and Van Doren (1992) observed an increase in visitors, after movie release, to rather isolated or just not tourist---associated locations that were featured in movies such as *Deliverance*, *Dances with Wolves* and *Close Encounters of the Third Kind*. South Korea has in the last decade received a large increase of tourists from other Asian countries because of successful Korean television dramas (Demetriadi,1996). The phenomenon has increased the last decade and caused a Korean wave throughout Asia. Lin and Huang (2008) claim that it has definitely strengthened South Korea's attractiveness as a tourist destination as a whole but also many specific locations that have been appearing in the TV series. Take for example the hit Korean TV series *Winter Sonata* that was filmed on Nami Island in the Gang won province. In 2004 the province received a 40.4% increase of foreign tourists, mainly from China, Japan and Taiwan, compared to 2003 when *Winter Sonata* Aired (Lin and Huang., 2008).

**2. IMPACT OF FILM ON TOURIST ARRIVAL:**

One of the major economic benefits that film-induced tourism can bring to the local community is enduring tourism receipts. Film locations can be all-year, all-weather attractions which alleviates problems of seasonality in the tourism industry (*Beeton, 2004*). *Riley et al. (1998)* studied 12 films and found that the peak of the interest appear after the

release of the film, approximately 50% increase in visitation at least five years later and the image is often retained for a long time. There are a number of studies shown in Table 3 that reveal the increasing visitation numbers at film locations

**Table 1: Impact of Film on Visitor Number**

<b>Film</b>	<b>Location</b>	<b>Impact of visitor number</b>
Braveheart	Wallace Monument, Scotland	300% increase a year after release
Captain Corelli's Mandolin	Cephalonia, Greece	50% increase
Field of Dreams	Iowa	35,000 visits in 1991 and steady increase every year
Four Weddings and a Funeral	The Crown Hotel, Amersham, England	Fully booked for at least 3 years
Harry Potter	Various locations in UK	Increase of 50% or more in all filmed locations
Mission Impossible 2	National Park, Sydney	200% increase in 2000
Notting Hill	Kenwood House, England	10% increase in one month
Pride and Prejudice	Lyme Park, England	150% increase
Sense and Sensibility	Saltram House, England	39% increase
The Beach	Thailand	22% increase in youth market in 2000
Troy	Canakkale, Turkey	73% increase

*Source: Hudson & Ritchie (2006)*

Another significant benefit of the film tourism is that it increases the cultural value for the film location. Film tourism is a medium of which a range of cultural meanings and values may be communicated. Many heritage sites that serve as film locations gain popularity after the film release because these places acquire specific meaning through film narration. Without film storylines, a castle or a stately home may not be indistinguishable from others (Busby & Klug, 2001).

Film can enhance the destination image and increase the awareness of the host city. Previous research (Kim & Richardson, 2003) suggests that those who are exposed to the film have more favourable destination image towards destinations featured through films than those who are not exposed to films. Television series are even more powerful since they can continuously reinforce the appeal of the destination that build top-of-the mind awareness. One of the most recent destinations that has largely benefited from film-induced tourism is New Zealand. 'The Piano' provides positive benefits for tourism in New Zealand and was depicted in posters to promote international tourism advertising. The image of New Zealand has been further reinforced since it has been the backdrop of the three 'Lord of the Rings' films. The New Zealand tourism website promotes the country as 'Home of Middle-earth'. Other well-known films shot in New Zealand include 'The Last Samurai', 'Whale Rider' and 'Perfect Strangers'.

## **2. CLASSIFICATION OF FILM TOURIST:**

Macionis and Sparks (2006) argued in the work regarding film induced tourism that there exist different kinds of film -induced tourists and divided them into three groups in a continuum. The *general tourists* are those who have not visited a film location. They may be aware of a film site but are not interested in visiting it. The *incidental film tourists* are those who are not specifically drawn to a film location but while on holiday they have visited a film site. The *dedicated film tourists* are those who visit a film site as the prime reason for travelling. They will actively seek out locations they have seen on screen. The dedicated film tourists' behaviour can in a way be compared to religious pilgrimages (Beeton, 2005). Since the framework is a continuum tourists are not always classified as one of the three groups specifically. Tourists can also be classified differently depending on what trip they make. Macionis and Sparks (2006) concluded that for the great majority of travellers, film-induced tourism tends to be a non-existent or incidental experience. Tourists sometimes randomly end up in a place or do not plan long in advance to go there and movies can be only one of many reasons for being there. The authors therefore concluded that for many tourists film is only a secondary motivator to visit a movie location.

## **3. TOURIST DECISION MAKING MODELS:**

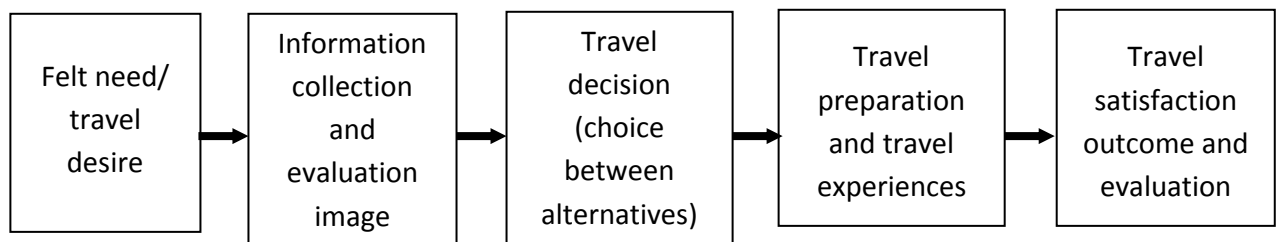
There exist many theories of consumer decision-making process which assumes that the consumer's purchase decision process consists of steps through which the buyer passes in purchasing a product or service. However, this might not hold well in all cases. Every tourist would not always adhere to the various stages. some stages maybe skipped depending on the selection.

The reasons for the study of consumer's helps firms and organizations improve their marketing strategies by understanding issues such as:

- The psychology of how tourists think, feel, reason, and select between different alternatives as far as destinations are concerned
- The psychology of how the tourist is influenced by his or her social environment (example: culture, family, signs, media);
- The behavior of tourist while selecting or making other marketing decisions regarding the location;
- Limitations in tourist knowledge or information processing abilities influence decisions and marketing outcome;
- How the location has been projected in the movie

Mathieson and Wall (1982) suggested a linear five-stage model of travel buying behaviour, which is shown in the figure below.

**Figure 1: Model of Travel-Buying Behaviour**



**4. ROLE OF FILMS IN TOURIST DECISION MAKING:**

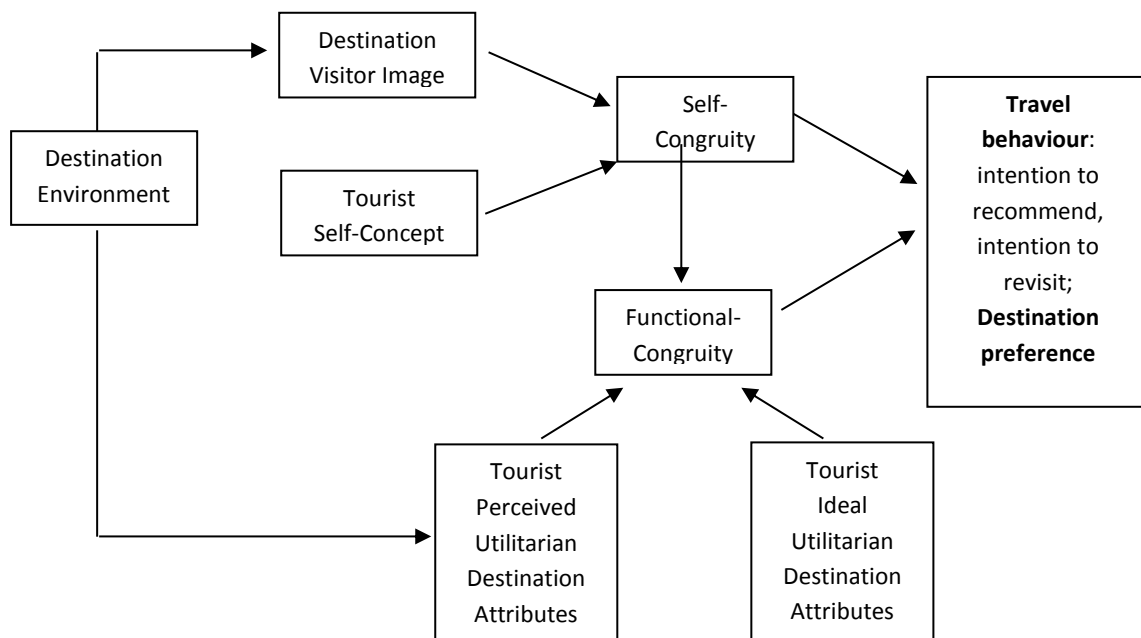
Films play the major role of influencer in decision making of tourist places almost in all the five stages.

- i) Travel desire is inculcated into the tourist after watching the location in the film. At least it becomes part of the potential tourist’s consideration set
- ii) Tourist tends to find more information regarding the location.
- iii) Travel decisions are made after clearly analyzing the tour prospective and the information gathered through films and other sources include websites.
- iv) Travel experience depends on the extend of likability of the location which has a big share in the visualization in the movie.
- v) If the tourists’ expectation on places, developed by films exceeds the experience, tourist will be satisfied. Films play the deterministic role in determining the expectations of the tourists.

**5. TRAVEL BEHAVIOUR MODEL OF SELF-CONGRUITY:**

A more encompassing approach to the understanding of consumer decision making can be found in Sirgy's evaluative congruity models of consumer behavior (Sirgy 1983; Sirgy and Tyagi 1986).

**Figure 2 : An Integrated Model of Self-Congruity and Functional Congruity in Explaining and Predicting Travel Behaviour. (Sirgy 1983; Sirgy and Tyagi 1986).**



Consumer decision making in tourism is a function of both

- (1) The evaluative congruity of a tourist's expectation of destination and his/her perceived outcome of the destination experience; and
- (2) The evaluative congruity of a tourist's self-image and his/her perception of the destination's value-expressive image. Deference to him as an object," has been construed from a multi-dimensional perspective (Rosenberg 1979).

The theory explains the effect of self-image congruence on consumer attitude through the mediating effects of two self-concept motives: self-esteem and self-consistency. According to the self-image/product-image congruity model, a consumer's specific value-laden self-image belief interacts with a corresponding value-laden product-image perception in terms of the typical user image in a product purchase. Four congruity conditions can be observed out of such interactions which can be discussed as:

**First, a "positive self-image congruity,"** occurs when there exists a state of positive self-congruity (a low discrepancy between tourist's actual self-image and the destination image) and a state of positive ideal self-congruity (a low discrepancy between one's ideal self-image and the destination image).

**Second, a "positive self-image incongruity"** condition occurs when there exists a state of negative self-congruity (a high discrepancy between one's actual self-image and the destination image), but a state of positive ideal self-congruity (low discrepancy between one's ideal self-image and the product image). In this situation the individual might be motivated to visit the place but his/her satisfaction level would be moderate.

**Third, a "negative self-image incongruity"** condition is the opposite of the "positive self-image incongruity" condition. That is, there is a state of positive self-congruity (low discrepancy between one's actual self-image and the destination image) but a state of negative ideal self-congruity (high discrepancy between one's ideal self-image and the destination image). The situation again would result in a moderate satisfaction level because the individual's self-consistency motive would conflict with his/her self-esteem motive.

**Finally, "negative self-image congruity"** occurs when there exists negative self-congruity (high discrepancy between one's actual self-image and the destination image,) as well as negative ideal congruity (high discrepancy between his/her ideal self-image and the destination image.)

## **6. RESEARCH STATEMENT:**

The research focus will be on the influence of films and the film industry in to creation of destination brands. Exploratory research design is adopted. Primary data was collected through **Focus group discussion** method to understand the extent of influence, movies have on tourism.

## **7. RESEARCH OBJECTIVES:**

- To develop a Conceptual model of Film tourism based on qualitative research.
- To know how does the perception of a destination formed in the minds of the travellers



- To find the role of movies in forming the image about a destination
- To know the decision making process of a potential film induced tourist
- To understand the attributes of the film which influence the tourist

## **8. METHOD OF DATA COLLECTION-FOCUS GROUP DISCUSSION:**

Focus group is used as a tool to collect primary data for this study. Focus groups are often used “to reveal consumer needs, motives, perceptions and attitudes”. Focus group consists of 12 respondents with equal proportion of males and females. The age ranged between 22-30. The focus group took approximately 60 minutes. It’s ensured that the respondents shared similarities. All respondents are university students at a business faculty at the time the research conducted. All respondents are enjoyed travelling and majority of the respondents are movie lovers and highly involved in movie watching. Respondents hailed from a range of different states of the country and cultural backgrounds.

## **9. FINDINGS:**

### **9.1 FACTORS INFLUENCING THE SELECTION OF DESTINATION:**

It was uncovered that people choose the destination by considering three major sources:

- Word of mouth
- Movies and television
- Internet and social networks

Though movies are one of the sources but word of mouth is still the most credible source of knowing about the destination. But it is found that the choice of the destination differs according to the people accompanying with them for the trip.

*“ when I saw **Dil Chahta hai** , I knew that it is a place I would love to travel with friends , the movie featured it in such a way that I could see myself doing the same things with all my pals”*  
*(Male, 24 years)*

**Gunnah caves**, named after the movie shot at that location has been a famous destination for youth but it cannot be considered a family destination due to the risk involved in the caves. This leads to the discussion about the application of figure and ground principle used in the movies which the director uses to create a specific impact on the viewers mind.

#### **9.1.1 FIGURE AND GROUND THEORY:**

Figure and ground theory given in **Gestalt theory of perception** refers to the relationship between foreground and background. In case of films, foreground is the people in the frame and background is the location of the film. The location can sometimes be so powerful that it can move the focus of the viewer away from the cast in the frame.

*“ I was so glued to the imagery of the song shot in the film **Jeans** .The song had all the 7 wonders of the world from pyramids in Egypt to Taj mahal in India.”*

*(Female, 22 years)*

## **9.2 FILMS – HOW CREDIBLE?**

The respondents are asked about the credibility of the films which shows locations and majority of the respondents trusted film as the credible source. But the rest believed that the director of the film make it more appealing. This is done due to the vested interest on the directors but viewers often get misled due to this. Most members of the group believed that credibility comes later but all respondents agree films are the major source of awareness.

*“I would have never gone to J&K after I saw **Roja**. They showed how heaven has been converted to hell due to terrorism there. Later i came to know that most parts of the film have been shot in Ooty”*

*(Female, 23 years)*

There is a trend which goes on in film industry which makes it hard to understand that did films induced tourism or tourism induced films being shot in those locations. Switzerland has become a famous honeymoon destination after so many romantic movies shot there. Whereas Ireland and New Zealand has been known for its vast green pastures which have become hot destination for shooting films.

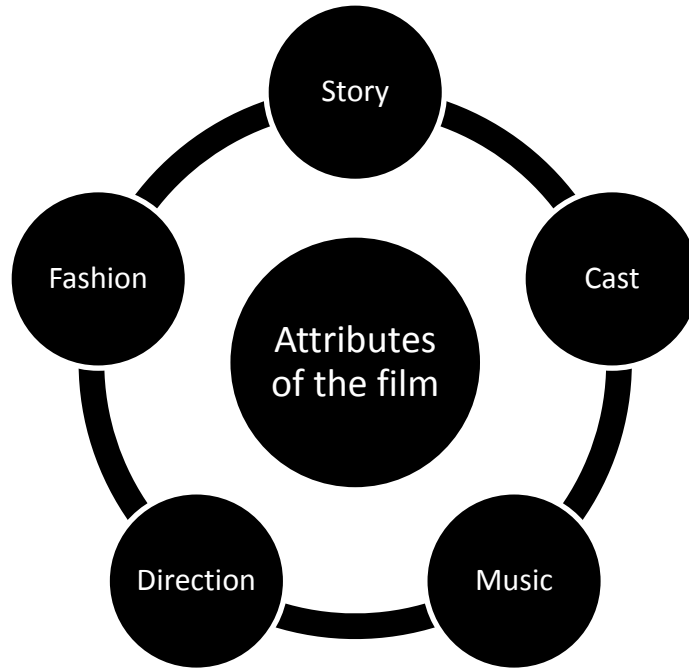
## **9.3 DECISION MAKING PROCESS EMPLOYED:**

Proximity and affordability are also the significant decision criteria in selection of destination. Extensive information gathering becomes a necessity when people go with their family due to the responsibility involved. It is found from the discussion that need recognition and evaluation of alternatives are the two stages of tourist decision making where films can play a major role. Travel decisions are heavily altered by the weight of movie branding. Another explanation which was uncovered in the discussion was that the last stage i.e. travel satisfaction is also influenced by the film.

## **9.4 ATTRIBUTES OF THE FILM:**

It is important to identify the important attributes of the film. The findings will help destination managers to promote their places based on the attributes. The following model depicts the important attributes of the film.

**Figure 3: Attributes of the film**

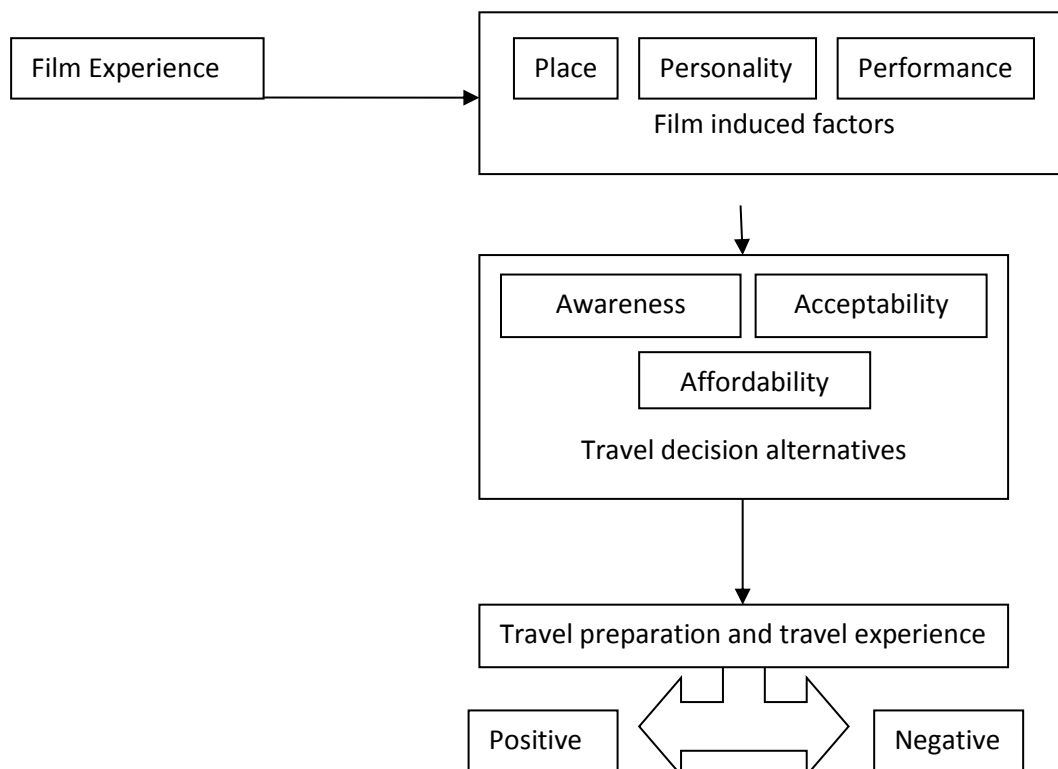


Most people vouched for the story and cast. But we had majority of the members having direction as the second choice. Fashion factor including apparel and jewellery of the cast is one of the most important attributes of the film. All female respondents agree that the fashion factor is the most important attribute of the film.

### **10. DEVELOPED CONCEPTUAL MODEL OF FILM INDUCED TOURISM**

The following conceptual model of film induced tourism is developed based on the findings of focus group discussion and literature review.

**Figure 4: 3 P's Model of Film Induced Tourism**



This model traces the mental process of potential tourists based on film based tourism. There are three film based factors discussed here namely **Place, Personality and Performance**. Place refers to the scenery where the film is shot. It is often seen that Hollywood films are based in a single location, whereas, Bollywood films are shot all along the globe these days. Therefore, we can deduce the both the genre caters to different segments of the film induced tourists. **3 A's principal – Awareness, Acceptability and Affordability** is developed to explain tourist decision making process. Tourist should get valid and right information about the place. It should create favourable image in his/her mind. . Acceptability is introduced due the increasing use of special effects in the movie that make locations in the movies to good to be true. This raises the question in the mind of the travellers. Finally it should be affordable. Destination marketers could use movies to position their places to influence 3 A's. Travel experience is heavily altered by the expectations about the places which created by movies. Destination managers should portray the real picture of the location; otherwise it may lead to tourist dissatisfaction. The study finds that movies play major role in selecting the destination. The presentation of the places becomes more important to avoid overshadowing by cast. The study suggests that destination managers should position their movies more innovatively to grab attention of the tourist and to make in impression in their mind. The study also suggests the place can be promoted jointly with the movie in all phases. This should be empirically tested and validated through quantitative research methods.

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