

BIG SCREEN TOURISM: THE INTERNATIONAL PRACTICE AND ITS FUTURE IN INDIA

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Abstract

Film tourism is almost a new concept; it is also referred to as film-induced tourism. It encourages the tourism benefits induced for any target or country due to its revelation to public through the film media. This concept is at its emerging stage in the world. Many countries are found to work on this concept after realizing the advantages which can be reaped by their people, society and economy as a whole. However the challenges of the same can't be ignored. This mode of tourism promotion has its own benefits and challenges too for the administration, but, it depends on the government: local and central both, to make use of the concept in the behavior being suitable most for the locales and the economy. The international or worldwide famous films have been found to do wonders to the inflow of tourist for the country. Various governments have also started playing a important role, and contributing by providing assistance to the film producers. In India we've had films promoting various destinations in the country itself through our own Bollywood, whereas some films under the international banner also have had some scenes or part of the film shot in the country. It would be of immense advantage to use this thought for the tourism industry of the country, but before that, it is important to be prepared to deliver the required infrastructure and facilities. The study of this concept is quite complex and requires a thorough research to understand the benefits any country can reap for its economy. This paper aims to encourage further research in the field and incorporate the efforts and research in the field of tourism and management.

Keywords: Film, Media, Destination, Tourism, Promotion

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What is Film Tourism?

Film tourism or movie tourism refers to the tourism benefits induced for any destination due to its exposure through the film media. This fact is quite complex and requires an exhaustive study of the benefits any country can reap for its economy. It is a very active concept and lately has been given due importance in quite a few countries. Also varied steps are being undertaken by the government and countries to stimulate the film tourism seeing its benefits.

Film or Media tourism is relatively in its infant stage in India. The concept being relatively new has attracted many studies and surveys on the concept, and its implication. Slowly, efforts were made by the government and private firms for the same. Brochures, TV advertisement, Print advertisements, etc are the traditional form of advertising and have a direct impact. Whereas, newspaper articles about a destination, documentaries, movies and television programs also form a very important medium of advertisement though indirectly. There is a considerable amount of dedicated study confirming that films generate demand for tourism (Beeton, 2005, Jones and Smith, 2005, Bolandand Williams, 2008, Tzanelli, 2008, Roesch, 2009, O'Connor, Flanagan and 11

Gilbert, 2010 and Hudson, Wang and Gil, 2011) mostly mentioning “The Lord of the Rings” film trilogy (2001-2003), filmed in New Zealand over 10 years ago, and that still manages to attract visitors to the country

In simple words “A tourist visiting a destination after getting fascinated by a place featured on television or in a movie is referred to as Film Tourism”. This concept also falls under the cultural tourism and invokes tremendous benefits to the entertainment industry and the tourism industry of the country. The research showed that films work as virtual brochures and offer more subtle way of marketing compared to traditional touristic campaigns. Place-placement, just like product placement, is seen as the ultimate touristic campaign as it gives access to wider markets, offers differentiation from competitors and can increase interest towards more unconventional touristic destinations.

It is a very efficient means of advertisement because of its ability to have a long term contact with the viewers. The impact of direct marketing medium, for a place, is only limited to a certain area and time which is not so in case of the advertising through films, which are viewed across boundaries and over undefined time period. It motivates the people to have a immediate experience of the place.

Paper Highlights

The various aspects of the paper focus on:

- (a) Benefits and challenges of the concept in context of social and economic facets of the destination
- (b) Film tourism as a mode of advertisement
- (c) Study of the impact of film's exposure on level of tourist inflow for the destination in question
- (d) Role of government authorities
- (e) India's film tourism.

Films have automatically promoted quite a lot of places around the world. Besides developing a tourist destination and creating awareness, it also helps in providing information to the viewers about the country, its culture and people.

A well-organized promotion of a destination is positively co-related to the success of the film, thus leading to the desired effect of film induced tourism. For this purpose, various factors play a measured role; like the film itself, the caste, story, pre and post release destination marketing, the destination characteristics and its accessibility, and efforts of the government.

Literature Review

Hudson and Ritchie have identified four marketing activities; namely, proactive efforts to encourage producers, efforts to generate media publicity around the film and its location, marketing activities to promote the film after its production, and some additional marketing

activities to leverage the film tourism potential. A model for studying the film marketing opportunities have been developed by them which discusses various destination marketing activities before and after the release of the film, along with factors like Destination Attributes, Film Specific factors, Film Commissions & Government Effort, and Location itself. The research included an online survey amongst 140 DMOs (Destination Marketing Organizations) from across the globe, with 85% participants being from USA, UK and Canada, whereas the remaining 15% were from other countries. The use of multiple regression analysis has resulted in inferring that there is a high correlation between the efforts of local government to promote the destination and film tourism.

Kraaijenzank has studied the impact of The Lord of the Rings Trilogy through the master thesis titled 'Movie-Induced Tourism: An analytical report on how the Lord of the Rings trilogy has affected tourism in New Zealand'. The focus of the study was to establish the fact that film-induced tourism can be advantageous for any particular destination, provided that the image sent across to the public is consistent with the actual destination image. It is important to understand that the level of authenticity of the destination would be important for the tourists visiting the places. The benefit New Zealand derived of the movie series was that many of the places got known all over the world. The image of the destinations were kept closest to the actual which helped build and maintain the satisfaction level of the tourists. New Zealand witnessed the largest group of tourist from Australia, accounting for almost one-third of the international tourists. The study revealed that for the country some key markets in future would be Australia, Canada, USA, China, Germany, The Netherlands, Hong Kong, India, Japan, Malaysia, Singapore, Taiwan, South Korea, Thailand and the United Kingdom.

In another research 'Film-induced Tourism: Inventing a Vacation to a Location', Walaiporn discusses the benefits of Film Tourism through her paper. Also, the paper highlights the little attention given by industry and academician, calling for further in-depth analysis as this process of promoting tourism can reap long-term benefits for the location. The study discusses, through past researches, the impact of various international films on tourism and the course of action adopted by various DMOs and government across the world. It also studies the various variables suggested through past studies, which influence the tourist's decision making process. The

variables vary from travel stimuli to confidence in travel intermediary, past travel experience, perceived risks and prior destination knowledge. It states that when countries like Korea, New Zealand, United Kingdom and United States can reap the benefit through film-tourism marketing strategies, then even the other countries can take clue and deploy strategies to build on their tourism sector.

Noelle O'Connor had her doctoral thesis on 'A Film Marketing Action Plan (FMAP) for Film Induced Tourism Destinations' wherein Yorkshire (UK) was taken as study area. The research studies the impact of film tourism and destination branding on locations featured in popular films and television series. It is not just the films and their locations, but also television series or songs which would contribute a lot towards bringing forth a certain picture of the city or the country where it has been shot. The culture and lifestyle of the people has been shared through many television series also. The release of films on an international level helps create numerous marketing opportunities for the trade and the location. The research was conducted through the mode of secondary data, 300 tourist surveys and strategic conversations. All this had finally led to generating a Film Marketing Action Plan (FMAP) model for the tourist destinations. This pseudo reality created by films is exploited by various mediathrough advertising, promotional artifices used in persuasion in order to influence consumption of products, for instance a holiday. Therefore is of vital importance to understand how images and imaginaries of places created by films are perceived by the film spectator (potential tourist), as the imagery tends to impact on the tourist decision making (Aziz and Zainol, 2011). According to Beeton (2005:11) film-induced tourism can be defined as the "visitation to sites where movies and TV programs have been filmed as well as to tours to production studios, including film-related theme park"

Research Methodology

The research commenced for this article has been secondary, as it puts forth an assortment of the contributions made by various researchers across the world. Based on which, it aims at understanding the concept, the international trend and opportunities which can be availed by India, as a country.

Profits of Film Induced Tourism to the Society and Economy

The advantages of film tourism are many; not just for the particular destination and its society, but also to the economy of the country as a whole. The best aspect of this mode of advertisement and promotion is that it has a long term effect and the paybacks are reaped over a long period of time, unlike any other mode of advertisement which has instantaneous rewards only.

Also the film tourism has a vast exposure over a vast geographical area; to-say, actually around the world. Any other mode of advertisement, apart from online promotions, is limited to certain geographical area only, but the films are watched all around the world, though subject to its release in various dialects and its availability in various countries.

The positive effect on tourism leads to the enhancement in the provision of working opportunities to the inhabitants of the place. Various shops, adventure activities, photography, tourist guides and similar activities get promoted in the region thereby providing employment. Such economic prospects also help boost the living standard of the populace. The greater exposure and widened economic activities prove to be a good source of income.

In terms of tourism, the growth of any economy is integrated with the benefits obtained by the various places in the country. Many a times, the natural places are unexplored, under-explored or not promoted desirably. It directly helps the country to make a mark on the world map; which is possible through proper advertisement and sponsorship. Film tourism, thus, makes its use and possibilities obvious.

The advantages enjoyed by a destination are passed on to the economy as a whole. It strengthens the economy with the help of inflow of foreign exchange. Makes the country more popular and enhances the image. In this current scenario, the cultural and social environmental exposure made possible through film tourism cannot be reaped through books, literature or any other print media. The books can only help conjure an image in the readers mind, but the visual effect received from a film is incomparable. The visuals make a viewer want to be a part of that place,

makes him interested in having the first hand experience and feel the smell, sight and sound of the whereabouts.

Various movies have proven to promote the culture of a particular city or country. It has popularized the historic monuments, the culture and tradition, the environment, the food or lifestyle of a place. Such cultural exchange shrinks the world and people come closer. They understand, acknowledge and develop a sense of cultural empathy towards the other people. Film tourism has the capacity to share a wide range of cultural meanings and values. Many heritage sites that serve as film locations gain popularity after the release of the film, though proper historic narration and value depends on the film narration. Busby & Klug, in their work stated that without film storylines, a castle or a stately home may not be indistinguishable from each other.

Though the benefits are immense, it is necessary to reap them in the right manner. In one of the studies conducted on the effect of Lord of Rings on the Tourism of New Zealand, it was concluded that the film-induced tourism can prove to be effective for a destination as long as the image presented through the film is in tandem and consistent with the actual destination image. It is imperative to understand that if the image in the film is not what the actual destination is then it gives a negative impression on the mind of the tourist which might not prove to be beneficial.

Challenges faced by Film Tourism Activities

The benefits obtained through film tourism are many; but as a package deal, there are some negative effects too. The contrary effects which a city can face due to great fame can be the negative environmental effect of traffic and congestion, loss of privacy of the local residents of the place, increase in population as traders might move in to such a place to bank on the tourists for their trade, and public safety is also at stake due to increased crime levels at such places. Some of these ill effects are found generally across all the popular destinations.

Also the historic monuments are marred when people scribble or pollute such places of scenic beauty. The role of the local administration becomes very crucial at such places, and especially during the peak season when the number of tourists coming in is very high.

The instance of damage to the natural environment was seen when the film *The Beach* was shot in Thailand and the consequent film tourism activities resulting in its popularity leading to extensive environmental damage to Phi Phi Lae Island in Southern Thailand. It was like a paradise discovered and everyone wanted to be a part of it. Due to the unexpected immense tourism boom the island suffered massive coral damage and over-fishing in the areas.

Another problem is likely to be faced if the appearance of a place portrayed in the film is actually different than what it is. This can result in loss of tourists' satisfaction. As mentioned earlier, the studies conducted have proved that if the image of a place presented through the film is not consistent with the actual destination then it leads to a feeling of dissatisfaction. Therefore, it is also important for the administration to coordinate with the producers and maintain the authenticity of the destination so that no wrong impression is created in the minds of the viewer.

Pre-release and Post-release Activities

The Destination Marketing Organizations (DMOs) has lately come into practice in some countries. Some of the best examples are of the DMOs in Britain, Singapore, New Zealand and Kansas. The DMOs plan and execute the promotion activities; tie up with the producers to know their prerequisites and assist them with the preparation of the site and its promotion accordingly. The promotion activities are implemented before and after the release, i.e. pre-release and post-release.

The pre-release and post-release activities can include a combination of various activities. Pre-release activities include a tour package to the film shooting sites and nearby locations, or even better, it can include tours planned in coordination with the producers and actors of the film to allow some tourists to meet them. The post-release activities consists of providing film location

guides or film maps to the tourists in the city, planning special family/couple/student's tours to the destination, having a dedicated website for the city or country places and the films shot there, having the provision of memorabilia related to the films sold at the tourist gift shops or restaurants and more of such activities can add charm.

New Zealand has a tourism website where it had a special dedicated section for the film The Lord of the Rings to enable website visitors to see all the various shooting locations and then plan their visit accordingly. Such promotion tools provide opportunity to market the locations in a unique manner.

The Santa Barbara Conference and Visitors Bureau, in 2004, produced 'Sideways—The Map' a guide book to the film locations of Sideways, even before the release of the film. This initiative helped increase the tourism for California, USA as within a few weeks of the release of the film, visitors were eager to see the diners, hotels, and wineries used in the film. This had led to the sales of 10,000 copies of the guide within a short span of the release of the film.

The pre-release initiatives include the DMOs working with the producers and publicist throughout the film production process to ensure a steady flow of message amongst the public about the shooting locations and its key features. Like, during the shooting of The Lord of the Rings, media mentioned it explicitly that it was being shot in New Zealand, thus, providing an early link between the film and the location. The actors also endorsed the location by eulogizing the islands.

Apart from New Zealand, few other destinations also have produced movie maps, like United States, Australia and Korea.

Other marketing strategies include the sales of mementos or artifacts of the shooting locations or of the actors at that particular location.

Internationally Acclaimed Films Bringing Tourism Boom

An internationally acclaimed film provides the benefit to a destination what any other mode of marketing cannot provide; the exposure is worldwide and immense. This has been recorded and reflected in the tourism data pronounced by various countries.

It was observed that 28 million visitors visit Britain each year after viewing the country on screen. Visit Britain, the tourist board of Great Britain, makes attempts to invite Indian film producers to use locations in UK for Bollywood films.

The Lord of the Rings trilogy, a series of films based on the novels written by J. R. R. Tolkien, had been nominated for 30 academy awards in total and has received 17 of them. These three films have been voted to be amongst the most popular films ever made. As per the New Zealand Institute of Economic Research, published in 2002, The New Zealand Tourism Board, after the first of the trilogy, assessed the cost of a promotional act providing an equivalent exposure and estimated the exposure to be worth over US\$41 million. The movie created such hype that it seemed 'Mordor' had become a pilgrimage spot, looking at the way the number of visitors shot up. Other areas which gained attention were the Queenstown area and the nearby village Glenorchy.

Such impact has not been seen in just the last few decades, but the same has been witnessed way back in 1960s, when in 1960 a film La Dolce Vita transformed the image of Rome in Italy. Through the film, the image conjured in the minds of the public worldwide, for Rome, was that of a city of sin and pleasure, of elegance and nightclubs, of aristocrats and Latin lovers, of fast cars and stylish intellectuals.

The Crown Hotel at Amersham, Buckinghamshire, England, despite being a small one, quite successfully promoted the room used by the actor Hugh Grant in 'Four Weddings and a Funeral'. The hotel was fully booked for at least three years after the film's release in 1994.

Release of Quantum of Solace, a James Bond film, though shot across six countries, created a noticeable interest in Panama. Some scenes were shot in the Panama City's Casco Viejo, the old quarter of the place. The place, after a cleanup act by the tourism police, is now safe for the tourists to visit, which was not so earlier. The picturesque dilapidation retains the intimate Latin feel.

The movie Mamma Mia!, shot in Greece, brought a massive tourist boom for the idyllic island of Skopelos. After the film released, the then Mayor announced that there was a sudden increase of interest in the island. Earlier known for its plums pears and pine tree, the island of less than 5000 inhabitants, suddenly got known on the world map. This musical movie made young couples and other people too flock the island and plan their wedding on the island similar to the one in the film. Amongst all this tourism promotion, the only disappointment for the tourists was the church which was used for the wedding in the film; but was actually a set. Rest, the beaches and the idyllic scenery in the film made quite an impact and it came to be known as the Mamma Mia Effect.

The vampire and human love based The Twilight Saga is another in the league to bring about similar effects for places in USA. The small town of Forks in Washington, which had the first of the series shot there, witnessed a tremendous 1000% increase in lodgings since the movie's success. Lot of effort had gone into building the Twilight related tourism and they are still going on as the last of the series Breaking Dawn-II is yet to release. The fans and visitors coming can actually get an experience of their lifetime; they can visit the school Edward and Bella went, have a glass of so called Twilight-wine at the restaurant which filed Bella and Edward for their first date, and many such places. The Forks Chamber of Commerce also flaunts the orange colored truck used in the movie outside its wooden building in the city.

| Sr. No. | Film & year of release | Shooting Location\Country | Impact on Tourism |
|---------|-----------------------------------|------------------------------------|--|
| 1 | Four Weddings and a Funeral, 1994 | The Crown Hotel, Amersham, England | Hotel was fully booked for atleast three years after release |

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|---|---|--------------------|--|
| 2 | Braveheart, 1995 | Scotland | Increase was 300% a year of release |
| 3 | Mission Impossible 2, 2000 | Sydney | In 2000 the increase was 200% |
| 4 | The Beach, 2000 | Thailand | Marked increase was noted specifically in the youth segment |
| 5 | Harry Potter, 2001 (first release) | UK | Increase was more than 50% at all locations |
| 6 | The Lord of the Rings, 2001 (first release) | New Zealand | A continuous increase of 10% every year from 1998 to 2003, specifically in the tourist segment of UK |
| 7 | Troy, 2004 | Turkey | Increase was 73% |
| 8 | Pride and Prejudice, 2005 | Lyme Park, England | Increase was 150% |
| 9 | The Twilight, 2008 (first release) | Forks, Washington | Increase of 1000% in the lodgings |

Source: Hudson and Ritchie (2006) and author's own research

Role of the Government and Tourism Boards

The government of a country can strategically plan to market its location and grab the world's attention. It is important for them to understand the requirement of the tourism industry for the destination in question and also promote it accordingly within the film industry. Also, there should be provision of necessary support and incentives by the government accounting the benefits which will arise due to the release of the film.

Like for example, Europe, the leading continent in term of number of international tourist arrivals, spent €600 million in 2007 for their advertising campaigns. Tourism Authority of Thailand alone spent 1.2 billion Baht in total for their advertising campaigns. Today international

films are making the required efforts (though indirect) for the promotion of a film, some additional effort by the tourism agencies or government could synergies the impact.

As mentioned earlier, DMOs have started playing an active role for the same in quite a few countries. The DMOs plan everything from the promotion of a destination to its collaboration with film producers for the appropriate exposure. It depends on the government on how much support and benefits are extended to them to for this purpose.

The Singapore Tourism Board launched 'The Film in Singapore! Scheme' (FSS) to facilitate international film-makers and broadcasters in the shooting, production and post-production of quality films and television.

The Australian Tourism Commission (ATC) also acted dynamically in relationship building with the film industry by collaborating with Disney on 'Finding Nemo', being the first DMO to promote a destination through an animated film.

The Swiss Tourist Board pays all the scouting expenses for top Bollywood directors, as Bollywood films shot in Switzerland have proved to stimulate inflow of tourists from India. It is not just one film but a series of them shot over a place over a certain time period that the country has gained so much preference amongst the tourists.

Various other countries have also initiated the promotion themselves through movies. Like in the Bahamas, the film commission with the support of Ministry of Tourism, invested US\$16 million on the film 'After the Sunset', starring Pierce Brosnan, to ensure maximum exposure for the island. The Bahamas realized the potential of promoting tourism through films after the Beatles filmed "Help!" in 1964 at the islands. Later, it started getting involved with the producers from the very beginning to understand the requirements of the movie and support them appropriately.

Tourism Industry in India & Abroad

Recently launched movie Marry Kom where the majority of the movie has been shot in Uttrakhand also showcasing Manipur captures the audience interest. A lot of other movies have been promoted in places like Mumbai, Kashmir, Goa, Kerala, Rajasthan and Punjab.

Numerous Bollywood films have been shot abroad and in the past few decades the frequency has been pretty high. Be it Switzerland or Britain, some of the famous films were released from those picturesque places of the world. Though, quite recently, the producers have experimented with countries like France and Italy.

Switzerland has hosted more than 200 Bollywood films, starting in 1964 from Sangam and thereon playing one of the most favored location for the Indian film makers. Some of the tremendous hits include Dilwale Dulhaniya Le Jayenge, Kabhi Khushi Kabhi Gham, Mujhse Dosti Karoge, and many more.

The highly acclaimed Kaho Naa Pyar Hai, had a lot of the film shot in New Zealand and also in Thailand. The RA One, highly technologically advanced film, was shot in England, while Don-2 had been filmed in Berlin in Germany. These locations have been quite favorable and famous amongst the producers. Though, Egypt has been explored earlier and so was Prague, Czech Republic and Verona, Italy in the latest Rockstar starring Ranbir Kapoor.

The producers have been found to be bold and experimental with new places around the world to suit their needs, story and the setting required to present the perfect picture. The only important point to be considered by the local authorities is that it is important to maintain maximum originality of the place and not present something else, which could end up disappointing the tourists.

The movie starring Shahrukh Khan Dil Se promoted some locations of Kerala, but unfortunately still some of the film locations remain un-promoted. The super-starrer movie Pheli, where the protagonist was played by Shahrukh Khan, exhibited the cultures of Rajasthan. The film Delhi 6, shot in the streets of Delhi contributed towards increasing the tourism of the city. Rockstar showed the snow covered hills of Kashmir and the breathtaking mountainous regions of the place. Recently released Kahani, shot in Kolkata, shows the century old mode of public transportation and its world famous Durga Puja ceremony.

Foreign or international movies shot in India, though few as of yet, but they have started venturing on the same. It is this opportunity the country needs to bank on and obtain maximum benefit out of it. The 2008 Oscar winning film Slumdog Millionaire created quite a hype and controversy. The hype was due to the international banner and the film's release around the world and also the Oscar nomination; but the controversy was created due to the images of the country that was projected in the movie. The film was shot at various locations in Mumbai and at Agra. In 2010, a novel based movie, Eat Pray Love, was filmed at the ashrams in India. Hari Mandir Ashram at Pataudi's in Haryana was the host for the event. These two movies had been the most popular, though we've had various other ventures too.

Octopussy (1983) was the thirteenth in the series of James Bond films, which was extensively shot in Udaipur with maximum exposure given to the Monsoon Palace. Mighty Heart (2007) based on the search story of Daniel Pearl, the reporter from Wall Street Journal, after his kidnapping in 2002, was shot in Pune and Mumbai. The movie Mission Impossible 4 (2011) got filmed at locations in Mumbai and Bengaluru.

The film Skyfall, earlier named Bond 23, tried to obtain permission for shooting the sections of Konkan Railway, which came after quite some hurdles that too conditioned with some restrictions and constraints, which led the production crew to take a decision against shooting in the country.

As of yet, almost 22 films of Hollywood productions like the James Bond, Christopher Nolan's Dark Night Rises (the next Batman movie) , Ang Lee's 3D fantasy film Life of Pi, Singularity and John Madden's The Best Exotic Marigold Hotel have been given permission to shoot in the

country. The choice of shooting locations depends on the script of the movie, but other reason is the emergence of a global economic player in the entertainment industry. In 2009-10 there were 10 requests for film shootings in India from foreign crews which increased to 28 in 2010-11, according to the Information and Broadcasting Ministry official.

Some of the films filmed in India :

- The director of The Dark Knight Rises, the last released film in the batman series, was at Jodhpur for the shooting of his film, which was released on 20 July 2012.
- Life of Pi, another film released on 20 December 2012, based on Yann Martel's booker prize winner directed by Ang Lee began shooting in January 2011, and was filmed in Pondicherry.
- Zero Dark Thirty, directed by Kathryn Bigelow, was shot at various locations of Chandigarh and released on 25 January 2013.
- Singularity, is an epic romance time travel adventure film. It is a tale of love set across two time periods and continents. It was initially shot in Australia, in the state of Queensland, and then in India, at the topography of Orchha, Chambal and Gwalior in the state of Madhya Pradesh.
- The Darjeeling Limited - Jodhpur This is a comedy-drama film about spiritual-self discovery of three brothers who reunite on the train to Darjeeling. The director, Wes Anderson, said his inspiration for this movie was Satyajit Ray and several other documentaries on India. Apart from locations from Jodhpur, one can also spot Irrfan Khan in the movie.
- Eat Pray Love - Delhi and Pataudi Heavily revolving around India, this romantic comedy-drama starring Julia Roberts was shot in parts of Delhi and Pataudi. On her search for enlightenment, she ends up going to an ashram in India. It's a must watch for people who want a peek into the power of prayers in India.
- Jobs - Delhi and Vrindavan
- A biographical drama film based on Steve Jobs played by Ashton Kutcher has some parts which were shot in Delhi and Vrindavan. It provided a backdrop of Job's 1974 trek to India. Don't be surprised if you spot locations around Chandni Chowk or Red Fort.
- Million Dollar Arm - Mumbai

- This biographical sports drama film about baseball pitchers Rinku Singh and Dinesh Patel was partly shot in Mumbai. The film's music is an interesting mix composed by A.R. Rahman.
- The Bourne Supremacy - Goa
- The second of the spy film series was shot in Goa. I guess even the director was bewitched by Goa!

Benefits of Film Tourism in India

Examining the top tourist places in India, we have Agra, Jaipur, Goa, Kashmir, Old Delhi, Kerala, and many more; and the reasons are both historical and cultural. Even the majority of films are shot at places which are already popular. Be it domestic or international films, the prospects are many, that too not just for the already popular but also for the undiscovered, unexplored or underexposed destinations of the country. Better and right the promotion methods: better can we expect the inflow of the tourists. Also, the importance of having international tourists for India is manifold. It is not only the natural beauty but also the customs and tradition of the various cultures which get popularized across the world.

Though strategic plans will need to be formulated and implemented to help enhance the concept of Film Tourism for the country and subsequently cope up with the tourist inflow which would be expected to increase thus. Measures will have to start from the grass root level; maintain cleanliness, provide good infrastructural and public facilities across the country and make provisions accordingly to suit an increased traffic in the city. Government will have to provide for the proper administration and provisions for law and order of the city. As stated earlier the administrative authorities will need to provide for the appropriate facilities to support the locales and the production crew too. If the increased tourism brings in better economic opportunities, it also requires resident's co-operation for a systematic effective development.

The producers are also required to look for the locations to suit their needs and requirement, rather than the good presentation and promotion of the location for the purpose of its promotion. Therefore, the local tourism offices will be required to manage the needs of the producer and

right presentation of the location too. The media also paves its way in through print and electronic media. Internet is another powerful tool to help in the effective promotion. A finely presented web domain helps attract fans around the world which no other media channel can do.

The government also provides for a provision of 100% foreign direct investment in the Indian film industry to ensure the market attractiveness and allow easy entry of foreign production houses. This initiative has been effective in calling foreign enterprises such as 20th Century Fox, Sony Pictures, Walt Disney Pictures and Warner Bros. Continued effort on the lines can bring world-wide popularity and fame to the varied culture and natural beauty of the country.

Conclusion

The concept of Film Tourism is at its infancy especially in India and requires study and research on a broader scale. A systematic operational model is required to help formulated and evaluate the effect of film Tourism for a destination. The role of DMOs has been crucial is bringing a momentum to film tourism. Also, it has the potential to provide huge benefits from which the society and economy benefits on a whole. There are undoubtedly a lot of negative consequences also associated with the Film Tourism, yet if effectively managed along with a systematic development it could reap huge benefits to the Indian economy by generating wealth and creating more employment opportunities.

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