DISSERTATION ON A DETAILED STUDY ON RECOGNIZING THE IMPORTANCE OF FILM TOURISM IN KERALA

Submitted to

Department of French

St. Teresa's College (Autonomous), Ernakulam

In partial fulfillment of the requirement for the award of the Degree of
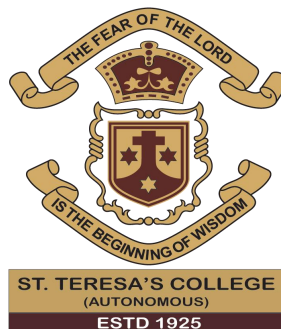
MASTER OF TOURISM AND TRAVEL MANAGEMENT (MTTM)

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(COLLEGE WITH POTENTIAL FOR EXCELLENCE)

Nationally Re- Accredited at 'A++° Grade

CERTIFICATE

This is to certify that the **"A DETAILED STUDY ON RECOGNIZING THE IMPORTANCE OF FILM TOURISM IN KERALA"** submitted by SANDRA P.S towards the partial fulfillment of the requirement for the award of degree of MASTER OF TOURISM AND TRAVEL MANGAEMENT (MTTM) is a record of bonafide work carried out by her during the academic year 2021-2023.

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Viva/voice examination held on 9/6/2023

INTERNAL EXAMINER

EXTERNAL EXAMINER

DECLARATION

I SANDRA P.S, student of 2021-2023 batch, St. Teresa's College, Ernakulam, do hereby declare that the project entitled as "**A DETAIL STUDY ON RECOGNIZING THE IMPORTANCE OF FILM TOURISM IN KERALA**" is bonafide record work done by me under the guidance of Ms. Sandhya George, Department of French, St. Teresa's College(Autonomous), Ernakulam and is submitted to the Mahatma Gandhi University as a dissertation for the Post Graduation Degree in Tourism and Travel Management.

I also declare that this project has not previously been formed on the basis for the award of any academic qualifications, fellowship or other similar title of any other university on board.

SANDRA P.S

Place: Ernakulam

Date: 09|06|2023

ACKNOWLEDGEMENT

PREFACE

As part of MTTM curriculum and in order to gain practical knowledge in the field of travel and tourism industry, I was required to do a dissertation which is related to Tourism. The basic objective of doing this project is to gain in-depth knowledge about the various services provided by Film tourism. In this report I have included my personal experience of learning, different observations done during the period of study and made necessary suggestions regarding the study

TABLE OF CONTENT

LIST OF TABLES

LIST OF FIGURES

CHAPTER - 1
INTRODUCTION

1. INTRODUCTION

Film tourism has emerged as a significant contributor to the tourism industry, offering a unique opportunity for visitors to experience the locations where their favorite films or TV shows were shot, immersing them in the world of their favorite stories. The concept of film tourism has gained attraction , with an increasing number of destinations leveraging their representation in popular films and TV shows to attract visitors. In this research paper, we will explore the importance and relevance of film tourism in the current scenario, focusing on the case of Kerala, a state in India known for its natural beauty and cultural richness.

Kerala has a long history of filmmaking, with the first Malayalam-language film produced in the state in the 1920s. Over the years, Kerala has become a favorite shooting location for both Indian and international filmmakers due to its diverse natural beauty, including serene backwaters, pristine beaches, lush greenery, and misty hills. Kerala's rich cultural heritage, with its colorful festivals, traditional art forms, and unique architecture, also adds to its appeal as a film tourism destination.

The film industry in Kerala has played a significant role in promoting the state's tourism industry. The Malayalam film industry, which produces over 150 films annually, has showcased the state's natural beauty and cultural heritage through its films. The state's tourism board has actively collaborated with filmmakers to promote the state's unique offerings, resulting in an increase in the number of tourists visiting the state.

In Kerala, the link between tourism and film has been successfully leveraged, with the state's natural beauty and cultural richness being showcased in popular films and TV shows. The state's tourism board has actively collaborated with filmmakers to promote the state's unique offerings, resulting in an increase in the number of tourists visiting the state. The success of both industries in Kerala highlights the potential for film to complement and enhance the overall tourism industry of a destination.

This study is significant as it contribute to the understanding of film tourism and its impact on the tourism industry. The study will provide insights into the potential of film tourism to drive economic growth, promote destination branding and marketing, and enhance the tourist experience. The research will also identify the challenges and opportunities associated with film tourism and suggest measures to promote sustainable and inclusive development.

Film tourism, also known as screen tourism or movie-induced tourism, refers to the phenomenon where people visit destinations primarily because of their association with films, TV shows, or other forms of media. It involves travelers seeking out and visiting locations that have been featured in popular films, often motivated by a desire to experience the settings, landmarks, and attractions showcased on the screen.

Film tourism has gained significant popularity in recent years, fueled by the influence of media and the global reach of the film industry. Movies and television series have the power to capture viewers' imagination, create a sense of connection with fictional worlds, and inspire a desire to explore the actual places depicted on screen.

Film tourism can have a profound impact on destinations. It can generate economic benefits by attracting tourists, increasing visitor spending, and creating employment opportunities in the local tourism and hospitality sectors. Additionally, film tourism can enhance a destination's visibility, brand image, and international recognition, leading to long-term positive effects on its tourism industry.

The phenomenon of film tourism is not limited to specific genres or locations. From iconic film cities like Hollywood to exotic international destinations, countless places around the world have experienced the influence of film-induced travel. Famous film franchises, such as the Harry Potter series or The Lord of the Rings trilogy, have particularly strong fan followings and have sparked significant tourism interest in their filming locations.

However, film tourism also presents challenges and considerations. The sustainability of film tourism, the balance between the preservation of natural and cultural heritage and the demands of increased visitation, and the management of visitor expectations are important aspects to address.

Understanding the dynamics, impacts, and opportunities associated with film tourism is crucial for destinations seeking to leverage their cinematic appeal. Research on the subject helps stakeholders in the tourism and entertainment industries to develop effective strategies to maximize the benefits of film-induced tourism while minimizing potential drawbacks.

film tourism represents a unique intersection between the worlds of cinema and travel. It offers a compelling and immersive travel experience for enthusiasts, showcases the cultural and natural beauty of destinations, and holds the potential to contribute significantly to the economic and branding aspects of a destination's tourism industry.

1.1 SCOPE OF THE STUDY

The scope of this study is to recognize the importance of film tourism in the state of Kerala, India. Specifically, the study will examine the impact of film tourism on the tourism industry in Kerala, and the opportunities and challenges associated with promoting it. The study will explore the ways in which film tourism can contribute to the growth of the tourism industry, as well as its potential for cultural preservation and economic development. And also, the study will analyze the strategies and best practices for promoting and sustaining the film tourism industry in Kerala

1.2 OBJECTIVES

- To analyze the trends and patterns of film tourism in Kerala.
- To explore the role of film tourism in promoting Kerala as a tourist destination and its impact on destination branding and marketing.
- To assess the employment generation potential of film tourism in Kerala and its contribution to local livelihoods .
- To identify the challenges and opportunities of film tourism in Kerala.

1.3 RESEARCH METHODOLOGY

The particular methods used to carry out this study are described in the research methodology, along with sampling methods, data gathering and analysis methodologies, and how obstacles and restrictions affected the study as a whole. This section explains the information gathering process, including how we include the public, conduct analysis, surveys, and questionnaires, among other things.

Researching and evaluating the currently available information is the first stage in determining its relevance to the dissertation. Then, primary data will be collected in order to draw a conclusion for the study.

1.4 DATA COLLECTION

This study is based on both primary and secondary data .primary data is collected through issue of Questionnaire .the sample size is taken as 50 ,by using convenient sampling. Secondary data are collected from journals , publications and internet. Data collection refers to the process of gathering information and collecting data for research or analysis purposes. It involves systematically collecting relevant data from various sources using specific methods and techniques.

l. Primary data collection methods involve conducting surveys, interviews, and focus groups to gather firsthand information directly from local communities, businesses, and stakeholders involved in the film tourism industry in Kerala. All the data required for the purpose of study is obtained through questionnaire .

ll. Secondary data collection involves gathering existing data from sources such as government reports, industry studies, statistical databases, and literature reviews that provide information on tourism employment statistics, film production activities, economic indicators, and previous research conducted on the topic. secondary data which are used for the purpose of analysis are taken from various published journals, websites and other sources by using internet.

1.5 LIMITATIONS OF THE STUDY

*Unavailability of sufficient amount of data from the secondary resources.

 *Availability of relevant data on film tourism in Kerala, especially specific aspects , may be limited or incomplete.

*Considerable difficulty in confirming the accuracy of the data that have been obtained .

*The time allotted was very short for type of research undertaken.

*The difficulty in understanding and interpretation.

CHAPTER - 2
REVIEW OF LITERATURE

2. REVIEW OF LITEATURE

One of the first ways to describe film tourism was the term "movie induced tourism" coined by (Riley & Van Dore, 1992), who noted the influence of the Seventh Art on the tourism industry. Although there are various accepted definitions of film-induced tourism, (Evans, 1997) proposes the term "film induced tourism". He defines it as "tourists' visits to a destination or attraction as a result of the destination being featured on cinema screens, television or video" (Evans, 1997). Years later, (Busby & Klug, 2001) introduced the term "film tourism" and, for the first time, proposed the relationship between the audiovisual sector and the tourism sector, pointing out that this type of tourism can offer beneficial opportunities for the development and promotion of tourism for tourist destinations.

These concepts have been addressed by other researchers, in this sense, **(Beeton, 2005)** distinguishes between the concepts of "film induced tourism" and "movie induced tourism". The former refers to an interest in travelling to a "real" place depicted in a film, series, etc. and the latter to an interest in travelling to a "not real" place associated with a film, series, etc., such as, for example, a theme park created for purely tourist purposes.

These terms are widely used in the English-speaking world. However, according to **(López & Osácar, 2006**), in Spain, the term "film tourism" is the one that has gained most acceptance in recent years.

According to **Roesch (2009),** it can be stated that film tourism refers to tourists who decide to travel to a place they have previously seen in a film or series. Roesch's definition refers to films or series.

(Osácar, 2018)A more updated definition proposed by Osácar defines film tourism as: Travel to places, prompted by their appearance in films or series, as well as the tourist experience through products and attractions linked to films and series.

Mittal, N. (2013) The study was based on Indian movies specifically Bollywood movies promoting foreign destinations such as Europe, New Zealand, Scotland, Spain, London and USA. The research paper also talked about the increase in outbound tourism among Indians. With the showcase of foreign destinations in Bollywood movies, there have been a higher number of tourist arrivals to these countries. Bollywood movies influence viewers to a great extent. The research also specially refer to the movie 'ZindagiNaMilegiDobara' where the European country, Spain has been beautifully featured and the huge success of this movie led to more number of Indians travelling to Spain to visit the destinations showcased in the movie. The findings of the research also indicate that more number of Indians prefer travelling to foreign destinations than domestic destinations and this trend has increased over the past few years. The research article depicts the importance of film tourism and the role played by Bollywood movies in attracting tourists to undertake travel abroad.

Wiley, J.(2010) The study was based on identifying the impact of movies on perception of viewers from different countries. For this experiment, the movie chosen was Motorcycle Diaries in which South America was featured. The respondents were made to watch the movie and a study was conducted on their perception after watching the movie. The respondents were from different countries and they showed a strong desire to travel to South America after watching the movie. An analysis was also done to find out the factors that attracted the viewers towards the place. The findings from the study indicated that the Governments in South America were not putting enough efforts to promote their destinations, when compared to other places such as New Zealand, through the movie The Lord of the Rings and Australia through the movie Australia. A major limitation of this study was that the focus was on only one place and one movie.

Josiam, M., B., & Spears, D. (2014) The study was based on finding out the popularity of European destinations through their showcasing in Bollywood movies. The findings of the study indicated that there has been a strong influence by Bollywood movies in choosing Europe as a preferred holiday destination. A survey was carried out among 670 respondents

as a part of data collection. The top movies representing European destinations were identified. After watching the Bollywood movies the most sought after destinations were identified through the survey. It was also acknowledged that the tourist arrivals to certain destinations increased after these destinations were showcased in the movies.

Rewtrakunphaiboon, W. (2011) The study was based on the concept of film-induced tourism which the author describes as a part of cultural tourism. This paper revolved around the benefits of film tourism and how a new place could be promoted effectively through films. Some popular movies such as The Lord of the Rings Trilogy, Captain Corelli's Mandolin on the Island of Cephalonia in Greece and Notting Hill had great impact on the destinations where they were shot. There was also a major role played by the Korean Dramas which depicted a number of destinations that attracted viewers. The findings of the study highlighted that film tourism marketing strategies have been successfully employed by leading film destinations such as United Kingdom, United States, New Zealand and Korea. An important aspect this research indicates is that the success of the locations is directly depended on the success of the movies. The findings of the study depicted that films have a huge impact on tourist decision making.

Tanskanen, T. (2012) The study was based on how films could be used as a strong marketing tool for promoting destinations. The author had conducted a study in Finland on how Finnish movies helped in promoting Finland. This study was based on descriptive and evaluative research. Primary research was conducted through interviews and observations.

Blaha, D. (2012) The study was conducted to find out the general awareness of film induced tourism among students and to also study the influence of movies on students in choosing a holiday destination. The focus was on two movies – Harry Potter and Twilight. Comparisons were made with respect to travel activities at each of the places where these movies were shot. Data was collected through online surveys targeting respondents in the age group of 17 to 20.

O'Connor, N., Flanagan, S., & Gilbert, D. (2010) The study was based on the relationship between films and destination image that can be effectively used to market tourist destinations. The place chosen for this study was Yorkshire (UK). The findings revolved around the positive and negative impacts of film induced tourism in UK. For the purpose of data collection a tourist survey was conducted and the quantitative data that was collected

was analyzed. The study also involved strategic conversations with stakeholders behind the development of Yorkshire.

Strauss, A. (2003) The study was based on the economic benefits that a community stands to gain from film tourism. The study embarked on finding out the effects of tourism on communities that were featured in films and also the impact of films on tourism in those regions. For the purpose of this research, 13 North American communities were surveyed. This data collected indicated that when the communities were showcased in films it attracted more number of tourist arrivals. It was observed that the tourism revenue also increased as a result. A model was developed analyzing the data which could further be developed and used to market the destination through movies.

Hudson, S., & Ritchie, B. (2006) The study revolved around the marketing factors that can be utilized in attracting tourists to a particular destination, portrayed in the movies. It focused on the marketing activities that have a huge impact on tourist inflow. It also identified the critical factors behind this fast growing phenomenon. An analysis was drawn out by reviewing the marketing activities before the release of a film and after its release. A four factor model was initiated with respect to this study and results were drawn out through the model. Results indicated that DMOs should be more proactive and supportive to filmmakers. It shows that very few DMOs realize the greater impact film tourism has in generating more number of tourists. This article also highlighted the importance of measuring the results of promotional activities of films.

Hong Hoa, P., Ngoc Khuong, M., &ThanhTruc, V. (2010) The study aimed at identifying the determinants of Vietnamese intentions to visit Korea after watching Korean TV Dramas and Movies. Quantitative method was mainly employed and a self-administered questionnaire survey was conducted with a sample size of 380 Vietnamese respondents. The results showed that the more Korean film makers invested in the topics and contents; actors, music and backgrounds; culture and tradition; and humanism contents, the more likely Vietnamese tourists were to travel to Korea. Factors of ‗perception changes on Korean country's image' and ‗frequency of watching Korean films' were also positively associated with travel intentions. In addition, the empirical results indicated that factors like film topics and contents; actors, music and backgrounds; culture and tradition had significantly affected

the frequency of watching and perceptional change on the country's image, which implied that Korean films have globally differentiated themselves from films from other nationalities by focusing more into the unique aspects of their socio-cultural values.

Elena Ţuclea, C. (2011) The study outlined the correlation between the power of film (both movies and television series) as a motivational and image building tool and the attractiveness of tourism destinations. The paper evaluated a number of key questions and provided stronger insights into the nature of productions, which could induce tourism and recommend ways in which the relation could be strategically utilized from the economic and cultural points of view

Chiang, Y., &Yeh, S.(2011) The study was built on the model of Perdue for studying residents' support for tourism development. The purpose of the study was to understand the influence of benefits sought, socio-demographics on tourist perception, attitude and development influenced by film induced tourism. The area of the study focused on Hengchun Town, which gained fame through the movie Cape No: 7. The survey was conducted in 5 villages of Hengchun Town, over a population of 18 year old and above. The study collected 561 responses and these responses were analyzed using SPSS 12.0. The result indicated that residents' tourism benefits sought could be used to predict the impact, perception and attitude, but not their view on the necessity for tourism growth management. Furthermore, young respondents are more likely to have positive perceptions on the local development through film induced tourism.

Govers, R., Kumar, K., & M. GO, F. (2009) The study examined the role of tourism promotion as a component of destination image formation. It reports the findings of a study in which 1,100 respondents from around the globe described their pre-visit perceived image of seven sample destinations, as well as the information sources they used. The findings suggested that tourism promotion do not always have a major impact on the perceptions of travelers and that other sources of information have a much greater bearing on the formation of destination images. As a result, tourism authorities need to understand that successful tourism promotion is dependent on a broad range of external influences

Hahm, J. (1997) The study focused on determining the differences between pre and post measures resulting from watching a destination specific movie. The research method was a

pre and posttest experimental design conducted to a convenience sample of 247 hospitality management students enrolled in a major metropolitan university located in Southeastern United States. Results of the study revealed that: 1) certain perceived destination images were different before and after the movie; 2) level of interest in visiting the destination was not different before and after the movie; 3) destination image had a positive relationship with the level of interest in visiting the destination; and 4) certain audience characteristics had an impact on the destination

Bazyk, K. (2011) The objective of this study was to find out which are the crucial success factors of film tourism in order to give advice on what kind of marketing strategies should be implemented on the film/TV destinations. The study was done in Funen and Northern Sea regions. The Northern Sea region includes many countries with a lot of potential to gain economic success through film tourism. Many stakeholders and factors influence the development of film tourism in specific regions.

CHAPTER - 3
THEORITICAL FRAMEWORK

3. THEORETICAL FRAMEWORK

3.1 THE EVOLUTION OF FILM TOURISM

The relationship between film and tourism is a fascinating and mutually beneficial one. Over the years, the film industry and the tourism sector have developed a symbiotic connection, with films influencing travel choices and destinations attracting filmmakers. This brief history delves into the intertwined evolution of film and tourism, highlighting key milestones and showcasing the impact of this relationship on both industries.

The roots of film and tourism intertwine in the early days of cinema. As motion pictures emerged in the late 19th century, they sparked curiosity and excitement among audiences. Silent films transported viewers to exotic locations, offering glimpses of distant lands and cultures they had never seen before. This cinematic escapism ignited a desire in people to explore these destinations in real life, laying the foundation for film-induced tourism.

In the mid-20th century, destinations began to recognize the potential of film as a marketing tool. Filmmakers collaborated with tourism boards to showcase scenic landscapes, cultural heritage, and iconic landmarks. These cinematic portrayals acted as powerful advertisements, enticing travelers to visit these destinations. Films like "Roman Holiday" (1953) popularized Rome, while "The Sound of Music" (1965) made Salzburg a must-visit for fans of the musical.

The advent of blockbuster films in the latter half of the 20th century further fueled the link between film and tourism. Movies such as "Jaws" (1975) and "Star Wars" (1977) sparked a surge in visitors to the filming locations, demonstrating the significant impact that movies can have on tourism. Destinations recognized the economic potential and actively sought to attract filmmakers by offering incentives and infrastructure support.

In recent decades, film tourism has emerged as a recognizable phenomenon. With the rise of social media and digital platforms, film-induced travel experiences have become more

accessible and influential. Fans now actively seek out filming locations, creating a dedicated niche within the tourism industry. From the "Harry Potter" franchise drawing visitors to the Wizarding World of Harry Potter in London to the "Lord of the Rings" trilogy boosting tourism in New Zealand, the power of film to shape travel choices is undeniable.

Film tourism not only generates revenue for destinations but also contributes to local economies through job creation and increased visitor spending. Furthermore, the exposure gained from being featured in films can enhance a destination's reputation, leading to long-term benefits. However, challenges exist, including managing visitor expectations, preserving the integrity of filming locations, and balancing the needs of local communities with the influx of tourists.

3.2 A DYNAMIC RELATIONSHIP SHAPING DESTINATION AND TRAVEL CHOICES

Technological Advancements:

The development of new technologies, such as color film and sound, revolutionized the film industry and its impact on tourism. With color films becoming the norm in the mid-20th century, audiences were treated to vivid portrayals of destinations, enhancing their allure. The introduction of sound in films brought the destination experience to life, immersing viewers in the sights and sounds of iconic locations.

Destination Partnerships and Collaborations:

Recognizing the promotional potential of films, destinations began actively partnering with filmmakers to showcase their offerings. Tourism boards, local governments, and businesses collaborated to attract film productions, providing incentives, logistical support, and infrastructure development. These partnerships not only benefited the destination by increasing visibility but also provided filmmakers with unique and diverse locations to enhance their storytelling.

Cultural Exchange and Image Projection:

Film tourism has played a significant role in cultural exchange and projecting the image of destinations. Filmmakers have portrayed local customs, traditions, and ways of life, offering a glimpse into different cultures and promoting intercultural understanding. Additionally, the portrayal of a destination in films can shape its image and influence perceptions, leading to increased interest and visitation.

Film Festivals and Events:

Film festivals and events dedicated to showcasing films and celebrating the industry have become prominent attractions for film enthusiasts and tourists alike. Festivals like Cannes, Sundance, and Berlinale draw international attention and bring tourism to host cities. These events provide opportunities for networking, industry exposure, and the promotion of host destinations as film-friendly locations.

Emerging Digital Platforms:

The rise of digital platforms and streaming services has further expanded the reach and impact of films on tourism. Online platforms like YouTube, social media channels, and dedicated film tourism websites have made it easier for fans to discover filming locations, access behind-the-scenes content, and share their travel experiences. This digital landscape has facilitated the growth of film tourism communities and influenced travel decisions through user-generated content and recommendations.

Sustainability and Responsible Tourism:

As film tourism continues to grow, the importance of sustainability and responsible tourism practices becomes crucial. Destination management organizations and stakeholders must balance the preservation of natural and cultural resources with the demands of film-induced tourism. Sustainable practices, community engagement, and stakeholder cooperation are essential to ensure the long-term viability and positive impacts of film tourism.

The symbiotic relationship between film and tourism has evolved over time, shaping the way we choose our travel destinations and providing economic opportunities for both industries. As films continue to captivate audiences and inspire wanderlust, the impact of film tourism will likely grow. Understanding this dynamic relationship can guide destinations in harnessing the power of film to promote their unique offerings and create memorable experiences for travelers.

3.3 TOURISM IN INDIA

Tourism has moved to be the one of the major source of income to India. Tourism in India is going through a significant phase of growth and development. The growth in Indian tourism industry both in terms of Tourist arrival and foreign exchange earnings is remarkable. Tourism is promoted by the government both state and national level because it supposedly contributes to creating wealth at the national and local levels. In many developing countries tourism have moved as the best method for earning the foreign exchange. This means that tourism is the only way to attract people throughout the world to a country. Tourism also generates enough revenue to maintain and preserve the heritage and historical monuments which would otherwise have fallen into rapid dilapidation. Kerala is the southern-most state of India. It enjoys unique geographical features that have made it one of the most sought-after tourist destinations in Asia. The Government of Kerala has projected tourism as an engine of economic growth and an instrument for eliminating poverty, solving unemployment problem, opening up new fields of activity and the uplifting status of livelihood of the people. Kerala being moving to be a totally consumer state, development of tourism has changed as one of the major source of income.

Film tourism has emerged as a significant contributor to Kerala's tourism industry. The state's natural beauty and cultural heritage have attracted filmmakers from all over the world, resulting in an increasing number of films being shot in the state. These films showcase the state's scenic beauty, cultural richness, and diverse landscapes, which has piqued the interest of film enthusiasts and tourists alike.

Despite having enormous potential, Kerala Tourism has thus far shown little interest in "film tourism." 'God's Own Country,' a natural haven, is unquestionably a favourite setting for filmmakers. Numerous Bollywood and Mollywood films are filmed in various parts of this

alluring country. Many countries around the world have a large fan following for Indian cinema, particularly Bollywood blockbusters. Kerala also organises a well-known international film festival that draws thousands of moviegoers and hundreds of filmmakers from both inside and outside the nation.

3.4 IMPACTS OF FILM TOURISM

Film tourism has a direct impact on the local economy, generating revenue through accommodation, transportation, food, and other related services. This revenue not only benefits the tourism industry but also the local communities, as it creates employment opportunities and stimulates the growth of small businesses.

ECONOMIC IMPACT

Film tourism has significant economic impacts on Kerala's local economy. The influx of tourists, both domestic and international, creates employment opportunities in various sectors, such as accommodation, transportation, food and beverage, and local handicrafts. The demand for lodging and dining options increases, leading to the growth of hotels, restaurants, and other tourism-related businesses. Additionally, film production activities generate

revenue for the state through location fees, permits, and taxes, contributing to the overall economic development of the region.

ENVIRONMENTAL IMPACT

Film tourism can have both positive and negative environmental impacts on Kerala. On the positive side, filmmakers often choose pristine natural locations for shooting, which promotes the conservation and preservation of these areas. It also raises awareness about the importance of protecting the environment among tourists and locals alike. However, film production activities, such as set construction, equipment transportation, and waste disposal, can also have negative impacts on the environment, including deforestation, pollution, and habitat destruction. Therefore, proper planning and regulation are necessary to ensure sustainable film tourism practices in Kerala.

SOCIOCULTURAL IMPACT

Film tourism can also have sociocultural impacts on Kerala's local communities. It can lead to an exchange of ideas, knowledge, and cultural experiences between tourists and locals, fostering mutual understanding and appreciation. Local communities may also benefit from increased exposure and recognition of their culture through films, leading to cultural preservation and revitalization efforts. However, film tourism can also lead to issues such as overcrowding, congestion, and cultural commodification , which may impact the authenticity and integrity of local traditions and lifestyles. Therefore, careful management and community engagement are essential to mitigate any potential negative sociocultural impacts.

3.5   SUCCESS AND GROWTH OF FILM TOURISM

Kerala has been successful in leveraging film tourism to promote its tourism industry. The state's tourism board has actively collaborated with filmmakers to promote the state's unique offerings, such as its backwaters, hill stations, beaches, and wildlife sanctuaries. These collaborations have resulted in an increase in the number of tourists visiting the state, generating revenue for the local economy.

Kerala's film tourism industry has enormous potential for future growth. The state's natural beauty, cultural heritage, and diverse landscapes provide a unique backdrop for filmmakers, offering endless possibilities for creative expression. Additionally, the increasing popularity of OTT platforms has resulted in a surge in demand for content, which has created opportunities for filmmakers to explore new locations and themes.

Kerala's film industry can further boost its tourism potential by promoting film-related events and activities. Film festivals, film shoots, and film-related workshops can attract film enthusiasts and tourists, providing them with an opportunity to experience the state's unique offerings.

Film tourism has become an increasingly popular phenomenon in many regions around the world. The UK, for example, has seen a significant increase in the number of tourists visiting locations featured in popular TV shows such as Game of Thrones and Downton Abbey. Similarly, New Zealand has capitalized on its scenic beauty and used it as a backdrop for films like The Lord of the Rings and The Hobbit.

In Kerala, the concept of film tourism has gained traction in recent years, with the state becoming a favored location for both Indian and international film productions. The

Malayalam film industry, in particular, has seen a surge in popularity, with films like Ordinary, Charlie , Premam and Kumbalangi Nights garnering critical acclaim and attracting a large audience. The success of these films has led to an increase in the number of to tourists visiting Kerala for film tourism.

3.6   INCREDIBLE INDIA

To promote Incredible India as a film tourist destination, the Central Ministry of tourist in India has already undertaken a number of initiatives. By promoting Cinemas of India as a sub-brand of Incredible India and emphasising its linguistic, cultural, and regional diversity, India Tourism hopes to accomplish a number of goals with this current initiative, including promoting India as a filming destination for both foreign and domestic film producers and participating in a number of international and domestic film festivals, markets, and events. shooting of foreign films in India; starting discussions with state and union territory administrations to develop shooting locations and promote tourism; and forming a national level committee to coordinate with different stakeholders to promote India as a film and

tourism destination and to make it easier for foreign film crews to obtain visas. Major film festivals like the Cannes Film Festival and the European Film Market in Berlin already secure Indian tourism's representation. Additionally, in order to facilitate filming permission in India, the Ministry of Information and Broadcasting established an Inter-Ministerial Committee for the Promotion and Facilitation of Film Production.

3.7 THE INTERNATIONAL FILM FESTIVAL (IFFK)

The International Film Festival (IFFK)which is held annually in the first or second week of December and is specifically focused on Kerala, is becoming more and more well-known. Films from Latin America, Africa, and Asia are shown in the competitive segment of the event. Among the films in the non-competition section are recent films from around the world and works by legendary directors. A large number of foreign delegates, especially those from Latin American and African nations, attend. Tourism may be promoted by making this event into a major event. Additionally, the delegates may serve as tourism ambassadors for the state if they are utilised effectively. By including tourism agencies, the

event's planning needs to be updated. At this time, promotion of Kerala can be done in major international film festivals.

We all are ordinary people who are fascinated by films and would love to travel to the locations where our favourite films were filmed. We assure you that everyone experiences this. A study by Champion Traveller found that films can significantly boost travel to the filming location by 25–30%. The 1990s saw the emergence of film tourism as a popular kind of travel, and it is today one of the tourism industries with the fastest growth rates.

3.8   POPULAR FILM LOCATIONS

Here are several stunning locations in Kerala that have become well-known thanks to cinema, including Bollywood and Hollywood productions as well as other Indian-language films. Gavi, Kumbalangi Village, Meesapulimala, Payyoli Beach, Kanthalloor, and Vagamon are some examples.

Top tourist places in Kerala are also desired locations for films. The list of these is extensive and includes Athirappilly Waterfalls, Bekal Fort, Vagamon, Munnar, and Kumarakom.

Some of the most well-known scenes from blockbuster films like Bahubali, Dil Se, and Guru were shot at Athirapilly Falls. Karwaan , Bollywood movie was filmed in large portions in Kochi and Kumarakom. Another popular destination is Bekal Fort. Some of the sequences from hit films like Bombay and Rang De Basanti were shot in this unique setting. Even the Hollywood film Life of Pi shot parts of its scenes in Kerala's mystic hills because the state is so attractive.

3.9 THE IMPORTANCE OF FILM TOURISM IN KERALA

Destination Management - This emphasizes the importance of managing a destination's resources and stakeholders to achieve sustainable tourism development. It can be applied to film tourism in Kerala by identifying the factors that contribute to the success of film tourism, including the management of film-related resources, collaboration between stakeholders, and the development of supportive policies and infrastructure.

Cultural Tourism - This explores the role of culture in tourism and the potential for cultural tourism to promote local economic development and preserve cultural heritage. It can be applied to film tourism in Kerala by examining how the state's rich cultural heritage can be leveraged to attract film tourists, promote local businesses, and preserve cultural assets. the cultural tourism perspective can be used to explore the significance of film as a cultural product and how it can enhance the tourism experience for visitors. This perspective considers the role of film as a representation of local culture and identity, and how it can contribute to the promotion of the destination and the development of cultural tourism.

Experiential Tourism –This emphasizes the importance of providing unique and memorable experiences for tourists, as a way to differentiate a destination from competitors and build customer loyalty. It can be applied to film tourism in Kerala by exploring how film-related experiences, such as film festivals, studio tours, and location visits, can be developed and marketed to appeal to film tourists.

Destination Marketing - This explores the marketing strategies and tactics that destinations can use to attract and retain tourists. It can be applied to film tourism in Kerala by identifying the marketing strategies and tactics that can be used to promote and sustain film tourism in the state, including branding, advertising, and the development of film-friendly policies and infrastructure. the destination image perspective can be used to investigate the influence of film tourism on the image and reputation of Kerala as a tourism destination. This perspective considers how film can shape the perceptions and expectations of tourists about the destination, and how it can impact their decision-making process.

Cultural and heritage preservation: Explore how film tourism can contribute to the preservation and promotion of Kerala's cultural and heritage assets. Discuss the potential for films to showcase the unique cultural aspects of the region, raise awareness, and foster pride among the local community.

Destination competitiveness: Investigate the factors that contribute to the competitiveness of Kerala as a film tourism destination. Analyze the destination's attractiveness in terms of infrastructure, accessibility, hospitality services, marketing strategies, and collaborations between the film industry and the tourism sector.

Tourist behavior and motivations: Examine the motivations and behavior of tourists who engage in film tourism activities in Kerala. Explore how film-induced tourism experiences influence their decision-making process, travel patterns, and overall satisfaction.

Film-induced place attachment: Study the emotional and psychological connections that film tourists develop with the shooting locations and the destination as a whole. Investigate how these connections influence their intentions to revisit and recommend the destination to others.

Film-induced marketing and promotion: Explore the role of film-induced marketing and promotion strategies in attracting tourists to Kerala. Investigate the effectiveness of various marketing channels, including social media, film festivals, promotional campaigns, and collaborations with film production companies.

Policy and governance: Examine the policy and governance frameworks that support the development and management of film tourism in Kerala. Analyze the role of government agencies, industry associations, and other stakeholders in shaping the industry's growth and sustainability.

3.10 GOVERNMENT SUPPORT FOR FILM TOURISM

Government policies and incentives: Explore the specific policies, regulations, and incentives provided by the government of Kerala to promote and support film tourism. Discuss how these policies facilitate the growth of the film industry and attract filmmakers to choose Kerala as a shooting destination.

Infrastructure development: Examine the role of the government in developing and maintaining the necessary infrastructure to support film tourism. This includes the provision of film studios, production facilities, shooting locations, accommodation options, transportation networks, and other related amenities.

Financial support and funding: Discuss the financial support mechanisms available to filmmakers and film-related businesses through government grants, subsidies, and funding programs. Analyze how these financial resources contribute to the growth and sustainability of the film tourism industry in Kerala.

Collaboration and partnerships: Investigate the government's efforts in fostering collaboration and partnerships between the film industry, tourism organizations, local communities, and other stakeholders. Analyze the effectiveness of these collaborations in promoting film tourism and maximizing its benefits for all parties involved.

Marketing and promotion: Examine the role of the government in marketing and promoting Kerala as a film tourism destination. Discuss government-led initiatives, campaigns, and collaborations with film production companies and tourism boards to enhance the visibility and attractiveness of the destination to filmmakers and tourists.

Capacity building and skill development: Explore the government's initiatives to enhance the skills and capacities of local talent in the film industry. Discuss training programs, workshops, and educational institutions supported by the government to nurture a skilled workforce and promote local participation in the film tourism sector.

3.11 THE IMPORTANCE OF FILM TOURISM IN KERALA CAN BE BASED ON SEVERAL THEORETICAL PERSPECTIVE

the economic perspective can be used to examine the economic impacts of film tourism in Kerala. This perspective considers the economic benefits and costs of film tourism, including its contribution to employment, income generation, and local economic development.

Cultural tourism perspective can be used to explore the significance of film as a cultural product and how it can enhance the tourism experience for visitors. This perspective considers the role of film as a representation of local culture and identity, and how it can contribute to the promotion of the destination and the development of cultural tourism.

Economic perspective can be used to examine the economic impacts of film tourism in Kerala. This perspective considers the economic benefits and costs of film tourism, including its contribution to employment, income generation, and local economic development.

Destination image perspective can be used to investigate the influence of film tourism on the image and reputation of Kerala as a tourism destination. This perspective considers how film can shape the perceptions and expectations of tourists about the destination, and how it can impact their decision-making process.

Stakeholder theory can be used to analyze the roles and interests of various stakeholders involved in the film tourism industry in Kerala, including government agencies, private businesses, film producers, local communities, and tourists. This perspective considers the interrelationships and power dynamics among stakeholders and how they influence the development and management of film tourism in Kerala.

Sustainability perspective: This perspective can be used to examine the environmental, social, and cultural sustainability of film tourism in Kerala. It considers the potential negative impacts of film tourism on the natural and cultural heritage of the destination, and how they can be mitigated through sustainable tourism practices.

Innovation perspective: This perspective can be used to explore how film tourism in Kerala can be leveraged as a platform for innovation and creativity. It considers the potential for film tourism to inspire new forms of entrepreneurship, artistic expression, and cultural exchange, and how it can foster innovation in the tourism industry.

Social exchange perspective: This perspective can be used to examine the social interactions and relationships that occur between tourists and locals in the context of film tourism in Kerala. It considers how film can serve as a catalyst for social exchange, intercultural communication, and mutual learning, and how it can promote positive attitudes towards the host community.

Technology perspective: This perspective can be used to investigate how digital technologies are transforming the film tourism industry in Kerala. It considers the potential of digital platforms and tools for enhancing the marketing, distribution, and consumption of film tourism products, and how they can improve the overall tourism experience for visitors.

Film tourism can play a significant role in promoting destination branding by showcasing the unique features and attractions of a place to potential tourists. The visual medium of films can provide a powerful representation of the culture, heritage, landscapes, and people of a destination, which can stimulate the imagination and interest of viewers. When a destination is featured in a popular film, it can create a lasting impression in the minds of the audience, and can encourage them to visit the place to experience it firsthand.

Film-induced tourism can contribute to creating a unique destination brand by building on the association of the destination with a particular film or movie. This can create a niche market for tourists interested in film tourism, which can help in differentiating the destination from others and creating a competitive edge. For instance, Kerala has gained recognition as a popular film tourism destination due to its scenic beauty and rich cultural heritage, which have been showcased in various films.

Film tourism can also help in improving the perception of a destination by creating a positive image in the minds of the audience. By showcasing the natural beauty, history, and culture of a place, film-induced tourism can help to dispel negative stereotypes or perceptions that may exist about a destination. This can, in turn, help to attract more tourists who are interested in exploring the destination and experiencing its unique offerings.

Therefore, film tourism can play a crucial role in promoting destination branding by creating a unique identity for the destination, building a positive image, and attracting a niche market of tourists interested in film tourism. The promotion of film tourism in a destination can also have a positive impact on the local economy, employment, and cultural preservation, making it a valuable asset for the tourism industry.

3.12 CURRENT TRENDS IN FILM TOURISM

Film tourism is a dynamic and growing sector in the global tourism industry, and it is constantly evolving with changing consumer preferences, technological advancements, and industry trends. Some of the current trends in film tourism are:

Destination marketing through film tourism: Many destinations are now leveraging film tourism to promote their brand and attract tourists. By creating an association with popular films or TV shows, destinations can create a unique identity and appeal to a wide range of audiences.

Interactive and immersive experiences: With the growing popularity of virtual and augmented reality, many destinations are now offering immersive and interactive experiences to tourists. Film tourism experiences can be enhanced through virtual reality tours, interactive exhibits, and other innovative technologies.

Sustainable film tourism: Sustainability has become a key focus in the tourism industry, and film tourism is no exception. Many destinations are now adopting sustainable practices in their film tourism offerings, such as using eco-friendly transportation, reducing waste, and promoting local cultural preservation.

Pop culture tourism: Pop culture tourism, which involves visiting locations that are significant in popular culture, has gained popularity in recent years. This includes destinations that are featured in movies, TV shows, and music videos.

Film festivals: Film festivals have always been a significant part of the film tourism industry. Many destinations now host film festivals that attract tourists from around the world, providing an opportunity to showcase their culture, heritage, and attractions through the medium of films.

Social media influence: Social media has become a powerful tool in promoting film tourism, with many tourists sharing their experiences and photos on social media platforms. Destinations and film production companies are also using social media to engage with audiences, promote their offerings, and build brand awareness.
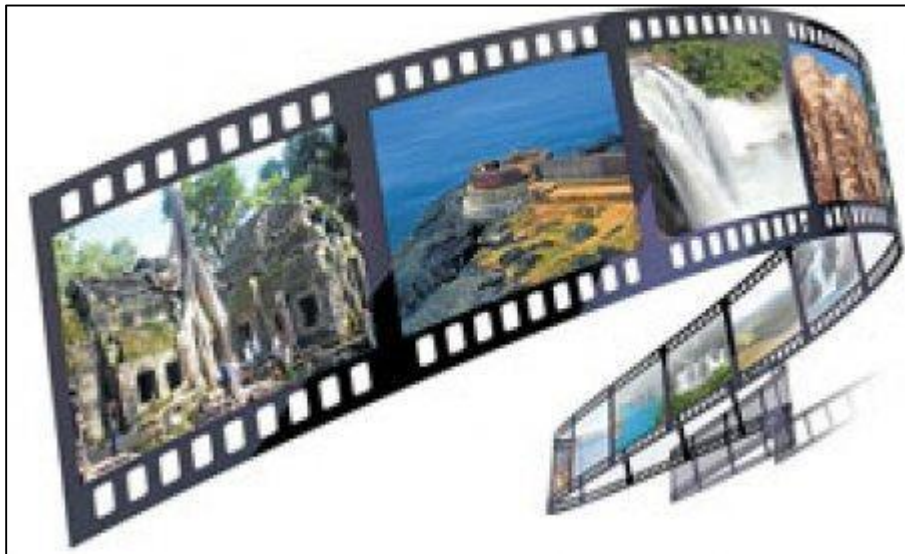
Film-induced heritage tourism: Film-induced heritage tourism involves visiting sites of historical or cultural significance that have been featured in films or TV shows. This trend has gained popularity in recent years, with many tourists visiting locations such as ancient ruins, castles, and museums that have been featured in films.

Film location scouting apps: With the rise of mobile technology, many film location scouting apps have been developed that allow filmmakers and tourists to find and explore filming locations. These apps provide information about the locations, including photos, videos, and maps.

Film-themed accommodations: Film tourism has also influenced the hospitality industry, with many hotels and accommodations offering film-themed rooms and packages. This trend provides tourists with a unique and immersive experience, allowing them to live out their favorite film moments.

Film tourism trails: Many destinations now offer film tourism trails that take tourists on a journey through the filming locations of popular movies or TV shows. These trails provide tourists with an opportunity to explore the destination while also experiencing the magic of film.

3.13 CHALLENGES AND OPPORTUNITIES

Challenges and opportunities are present in every industry, and the film tourism industry is no exception. Here are some challenges and opportunities faced by the film tourism industry.

Challenges:

Competition: With the rise of film tourism, many destinations are competing for a share of the market. This competition can lead to challenges in attracting filmmakers and tourists, especially for smaller or less well-known destinations.

Location accessibility: Film locations can be difficult to access, especially in remote or less-developed areas. This can be a challenge for filmmakers and tourists, who require adequate infrastructure and transportation to reach the locations.

Environmental impact: Film tourism can have a significant environmental impact, especially in natural or protected areas. The construction of film sets and the increased foot traffic can lead to damage to the environment and local ecosystems.

Cultural sensitivity: Film tourism can also raise cultural sensitivity issues, especially when portraying local customs and traditions. Filmmakers and tourists must be respectful of local cultures and traditions to avoid causing offense.

Opportunities:

Economic benefits: Film tourism can provide significant economic benefits to destinations and local communities. Film productions can create jobs, generate revenue, and increase tourist spending.

Destination promotion: Film tourism can be a powerful tool in promoting destinations and attracting tourists. By showcasing a destination in a film or TV show, destinations can create a unique identity and appeal to a wide range of audiences.

Cultural exchange: Film tourism can provide opportunities for cultural exchange between tourists and local communities. Tourists can learn about local customs and traditions, while locals can benefit from exposure to different cultures.

Industry innovation: Film tourism can drive innovation and development in the tourism and film industries. For example, new technologies and experiences can be developed to enhance the film tourism experience, leading to new opportunities for industry growth and development.

Overall, the challenges and opportunities in the film tourism industry are complex and varied. By addressing the challenges and leveraging the opportunities, destinations and industry players can work together to build a sustainable and successful film tourism

industry .

3.14   WHY KERALA IS A FAMOUS SHOOTING LOCATION IN INDIA?

Kerala fulfills all the requirements that are needed for a film shoot. It has all the aesthetic beauty. If you are looking for Beaches, Waterfalls, Hill Stations, Historical Caves, Ghats, Dams, Wildlife, the state situated on India's tropical Malabar Coast has it all. The production cost is reasonable. The place is logistically feasible.

There are many domestic and international airports like Cochin International Airport, Calicut International Airport, and Trivandrum International Airport. The place can be reached by road, water, and rail as well. The weather of 600 km of the Arabian Sea shoreline makes it apt to shoot indoors and outdoors as well. All these things attract directors to prefer film shooting locations in Kerala. Let's see a few famous shoots that happen in Kerala.

Popular Film Shooting Locations in Kerala

- Athirappilly Waterfalls
- Bolgatty Island
- Chandragiri Fort and River
- Eravikulam National Park
- Periyar Wildlife Sanctuary
- Munnar
- Chettuva Backwater
- Cherai Beach
- Fort Kochi
- Kovalam etc.

The state that is known for palm-lined beaches, coconut trees, and emerald greenery all over, makes the director of a film head over heels to capture the beauty of the place. The backwaters of Kerala land bestow some of mesmerizing effects to the overall scenario. This is the reason why Kerala tops the charts when it comes to film shooting locations.

- **"Bahubali" Shooting Location at Athirapally**
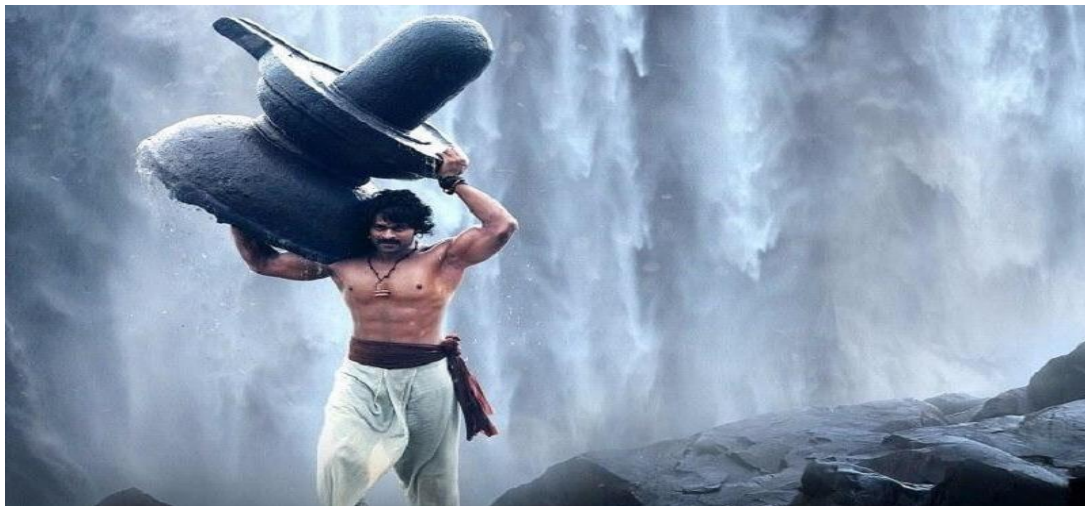
- **Karwaan Song Chota Sa Fasana Was Shot in Irinjalakuda & Kumarakom**

- **"Guru" was Here – Barso Re Megha Song! -Athirappally Falls**

- **"Chennai Express" was Here - "Kashmir Main, Tu Kanyakumari"song!- munnar.**

- **Even Hollywood Loves Kerala: 'Life of Pi' Was Shot Here**
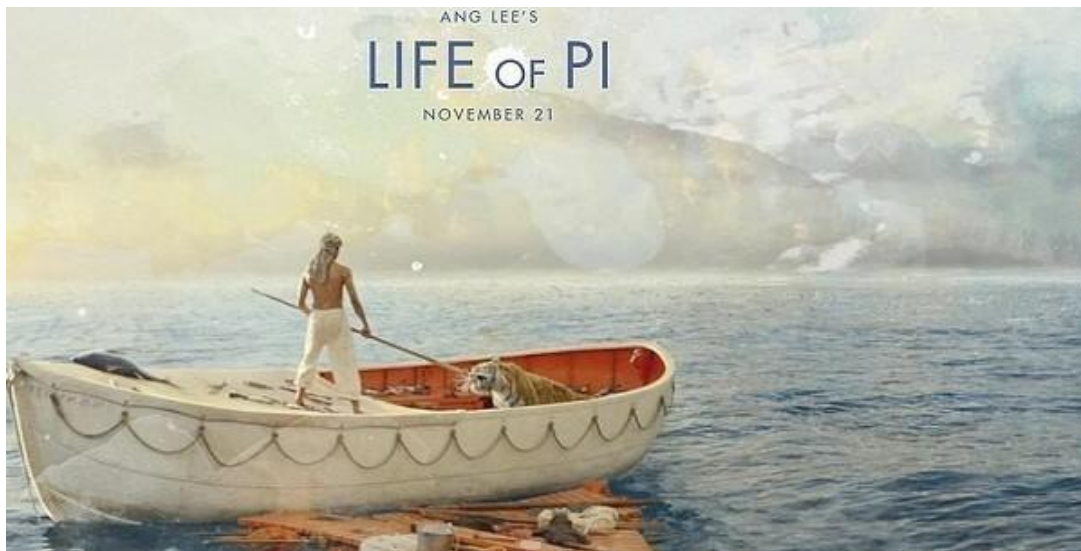
- **Raavan Shooting in Malayatoor Reserve Forest, Athirappilly Falls & Surrounding Forest**

- **"Tu Hi Re…" from 'Bombay' Mesmerized Everyone. it was shot in the heart of Kerala's most massive fort, Bekal Fort.**

- **"Ek Deewana Tha" to "Baaghi" was here at Alleppy**

3.15 Film Tourism: The Preferred Choice for Travelers Seeking Immersive Experiences

Film tourism has emerged as a preferred option for modern travelers seeking unique and enriching experiences during their journeys. Gone are the days when tourists solely focused on traditional sightseeing. Today, travelers are increasingly drawn to destinations that have been featured in films, allowing them to step into the world of their favorite movies and TV shows. This article explores why film tourism has become the preferred choice for travelers and the various factors that make it an appealing option in the contemporary travel landscape.

Immersive and Authentic Experiences: Film tourism offers travelers the opportunity to immerse themselves in the world of their favorite films. By visiting filming locations, travelers can walk in the footsteps of beloved characters, explore iconic landmarks, and witness the settings that brought memorable scenes to life. This level of immersion allows travelers to forge a deeper connection with the film and creates a sense of authenticity that traditional tourism may not provide.

Emotional Connection and Nostalgia: Films have the power to evoke strong emotions and create lasting memories. For many travelers, film tourism allows them to revisit those emotions and relive cherished cinematic moments. Visiting a filming location can trigger a sense of nostalgia, bringing back the excitement and joy associated with a beloved film. This emotional connection enhances the travel experience and adds a layer of personal significance to the journey.

Unique and Offbeat Destinations: Film tourism often takes travelers to unique and offbeat destinations that may not be on the typical tourist itinerary. Filmmakers are constantly seeking new and visually captivating locations, leading them to explore lesser-known corners of the world. Travelers who venture to these filming locations get to discover hidden gems, untouched landscapes, and vibrant local cultures that may have otherwise remained undiscovered.

Social Media Influence and Inspiration: In the age of social media, film-induced travel has gained significant popularity. Platforms like Instagram and YouTube are filled with stunning photos and videos from filming locations, inspiring wanderlust in travelers around the globe.

The visual appeal and storytelling capabilities of these platforms serve as powerful tools for promoting film tourism and encouraging travelers to explore the destinations they've seen on screen.

Community and Fan Engagement: Film tourism has also fostered a sense of community and fan engagement. Enthusiasts of particular films or franchises often connect with like-minded individuals through online forums, fan events, and dedicated conventions. This shared passion for films creates a supportive community that not only shares travel experiences but also exchanges recommendations, tips, and insights, further enhancing the overall film tourism experience.

3.16 THE KEY ADVANTAGE OF FILM TOURISM

Emotional Connection: Film tourism creates an emotional connection between travelers and the stories they have watched on screen. By visiting filming locations, fans can relive their favorite moments, walk in the footsteps of beloved characters, and experience the settings that played a significant role in the narrative. This emotional connection enhances the travel experience and creates lasting memories.

Authenticity: Film tourism provides an authentic experience by allowing travelers to explore real-life locations where movies and TV shows were filmed. Being physically present in these settings gives travelers a sense of authenticity and allows them to see firsthand the landscapes, landmarks, and environments that were featured in the production. This authenticity adds depth and meaning to the travel experience.

Offbeat Destinations: Film tourism often takes travelers to offbeat and lesser-known destinations. Filmmakers are constantly seeking unique and visually captivating locations, which means that travelers have the opportunity to explore hidden gems and discover places that may not be on the typical tourist map. This aspect of film tourism allows travelers to go beyond the mainstream and uncover hidden treasures.

Inspiration and Discovery: Film tourism inspires travelers to explore new destinations. Seeing a location featured in a film or TV show can spark curiosity and ignite the desire to visit and discover that place in person. Film-induced travel encourages travelers to explore beyond their comfort zones and seek out new experiences, fostering a spirit of adventure and discovery.

Community and Connection: Film tourism has created a community of like-minded individuals who share a passion for particular films or franchises. Travelers who engage in film tourism often connect with other fans through online forums, fan events, and dedicated conventions. This sense of community allows travelers to share experiences, exchange recommendations, and form connections with others who share their love for a particular film or TV show.

Economic Benefits: Film tourism can have significant economic benefits for destinations. When a film or TV show gains popularity, it can attract a large number of visitors to the filming locations, resulting in increased tourism revenue. This influx of tourists stimulates the local economy by generating income for hotels, restaurants, transportation services, and local businesses. It can also create employment opportunities in the tourism and hospitality sectors.

Destination Promotion: Films and TV shows that showcase a particular destination can serve as powerful promotional tools. The visual representation of a location in popular media can increase its visibility and attract attention from potential visitors. The exposure gained through film tourism can help position a destination as an attractive and desirable place to visit, leading to long-term benefits for tourism development.

Cultural Exchange and Preservation: Film tourism can contribute to cultural exchange and preservation. When filmmakers choose a specific location for their productions, they often collaborate with local communities, businesses, and authorities. This collaboration can lead to the preservation and restoration of historic sites, cultural landmarks, and traditional practices. Additionally, film-induced tourism can promote cultural exchange as travelers engage with local communities and learn about their customs, traditions, and ways of life.

Destination Diversification: Film tourism can diversify a destination's tourism offerings. By featuring in films or TV shows, a location that may not have been traditionally known for tourism can attract a new segment of visitors. This diversification can help balance the seasonal fluctuations in tourist arrivals and distribute the economic benefits of tourism more evenly across different regions.

Long-term Impact: Film tourism can have a lasting impact on a destination. When a film becomes a classic or achieves cult status, it can continue to attract visitors for years or even decades. This sustained interest can generate a steady flow of tourists to the filming locations, providing ongoing economic benefits and keeping the destination in the spotlight.

3.17 MEASURES TAKEN TO PROMOTE FILM TOURISM

Destination Marketing Campaigns: Destinations can launch targeted marketing campaigns that highlight their film tourism potential. This can include creating promotional materials, such as brochures, videos, and websites, that showcase filming locations, behind-the-scenes stories, and the overall cinematic appeal of the destination. Collaborations with production companies, filmmakers, and local film festivals can also help generate buzz and attract visitors.

Film Commissions and Offices: Establishing film commissions or offices dedicated to promoting film tourism can be highly effective. These entities can facilitate the filming process by offering location scouting assistance, permits, and logistical support to production companies. They can also work closely with tourism boards to develop film-related itineraries, guided tours, and interactive experiences for visitors.

Film Festivals and Events: Hosting film festivals and events that celebrate local and international cinema can draw attention to filming locations and stimulate tourism. Film festivals provide platforms for showcasing films shot in the destination, organizing panel discussions, and engaging with filmmakers and industry professionals. Such events create a vibrant atmosphere that attracts film enthusiasts and encourages them to explore the destination.

Film Trails and Maps: Developing film trails or maps that guide visitors to significant filming locations within a destination can enhance the film tourism experience. These trails can highlight iconic sites, landmarks, and scenic spots that have appeared in popular films. Providing informational signage, multimedia displays, and interactive elements along the trails can further enrich the visitor's understanding and connection to the films.

Collaboration with Production Companies: Collaborating with production companies can bring more film projects to the destination, creating opportunities for film tourism. Offering incentives such as tax credits, production facilities, and streamlined permit processes can

attract filmmakers and encourage them to choose the destination for their productions. This collaboration can lead to increased exposure, media coverage, and a steady flow of film-induced tourists.

Partnerships with Travel Industry: Forming partnerships with travel agencies, tour operators, and accommodations can help promote film tourism packages and experiences. These partnerships can include offering specialized film-themed tours, accommodation packages, and exclusive access to filming locations. Collaborating with influencers and travel bloggers who have a keen interest in film tourism can also generate buzz and attract a wider audience.

Stakeholder Engagement and Training: Engaging with local communities, businesses, and residents is crucial for the successful promotion of film tourism. Providing training and capacity-building programs to local businesses, such as hospitality providers and tour operators, can ensure they are equipped to cater to the needs of film tourists. Engaging with communities to raise awareness of the benefits of film tourism and garner support can help create a positive environment for its development.

3.18 LIMITATION OF FILM TOURISM IN KERALA

Seasonal Nature: Film tourism in Kerala may be affected by the seasonal nature of film releases. The popularity and interest in a particular film or TV show may diminish over time, resulting in a decline in tourist arrivals to the associated filming locations. This seasonality can pose challenges in sustaining a consistent flow of film-induced tourists throughout the year.

Limited Film Diversity: While Kerala has been the backdrop for many popular films, the diversity of film genres and languages may be limited. Most films shot in Kerala are predominantly in the Malayalam language, which may limit the appeal to tourists who are not familiar with the language or the local film industry. Increasing the diversity of films shot in Kerala can attract a broader range of film tourists.

Location Accessibility: Some filming locations in Kerala may be remote or difficult to access, especially for tourists who are not familiar with the local geography. Limited infrastructure, inadequate transportation options, or lack of proper signage and guidance may pose challenges for tourists trying to reach these locations. Improved accessibility and infrastructure development can help overcome this limitation.

Overcrowding and Conservation Concerns: Popular filming locations in Kerala may experience issues related to overcrowding and strain on local infrastructure and resources. The influx of tourists can put pressure on the natural environment, cultural sites, and local communities. It is crucial to implement sustainable tourism practices and manage visitor flows to ensure the long-term preservation of these locations and mitigate any negative impacts on the destination.

Perceptions of Authenticity: In some cases, film tourism experiences may not live up to the expectations of visitors. The discrepancy between the on-screen portrayal and the reality of the filming locations can lead to a perceived lack of authenticity. Visitors may expect the locations to match the exact scenes depicted in the films, but the actual settings may have been modified or enhanced for cinematic purposes. Managing visitor expectations and providing accurate information can help address this limitation.

Dependency on Film Releases: The success of film tourism in Kerala is closely linked to the popularity of films released in the region. A lack of new film releases or a decline in the local film industry may impact the attraction of film-induced tourists. Diversifying the tourism offerings beyond film-related attractions can help reduce the dependency on film releases and ensure a more sustainable tourism industry.

Competition with Other Destinations: Kerala faces competition from other destinations globally that are also promoting film tourism. To stand out in a crowded market, Kerala needs to continuously innovate, enhance its marketing strategies, and offer unique experiences that differentiate it from other film tourism destinations.

Understanding these limitations is essential for effective planning, management, and sustainable development of film tourism in Kerala. By addressing these challenges, Kerala can maximize the potential of film tourism while minimizing any negative impacts on the destination and its communities.

3.18 IMPORTANCE OF CULYURE AND HERITAGE IN FILM TOURISM

Film tourists are often drawn to destinations that showcase a rich cultural heritage. The inclusion of cultural elements and heritage sites in films adds an authentic and immersive dimension to the tourism experience. Visitors are not only able to witness the captivating visuals on screen but also explore and engage with the tangible aspects of the destination's cultural heritage. This creates a deeper connection and enhances the overall satisfaction of film tourist . Culture and heritage offer a unique selling point for film tourism destinations. Each destination has its distinct cultural identity and heritage assets, including historical landmarks, architectural marvels, traditional festivals, and artistic traditions. By featuring these cultural elements in films, destinations can differentiate themselves from competitors and attract film tourists seeking new and culturally enriching experiences.

Film tourism can contribute to the preservation and conservation of cultural and heritage sites. The exposure gained through film productions brings attention to these sites, leading to increased awareness and investment in their protection. The revenue generated from film tourism can be channeled into the conservation and restoration of heritage buildings, archaeological sites, and cultural landscapes, ensuring their long-term sustainability.Culture and heritage-based film tourism can have significant economic benefits for destinations. Film-induced tourists not only spend on accommodation, transportation, and food but also on cultural attractions, local crafts, and traditional performances. This expenditure boosts the local economy, supports local businesses, and creates employment opportunities in the tourism and cultural sectors.

Film tourism provides a platform for cultural exchange and understanding. When films showcase a destination's culture and heritage, they can spark curiosity and interest among viewers from different parts of the world. Film-induced tourists have the opportunity to interact with local communities, witness traditional practices, and gain insights into the customs and values of the destination. This fosters cross-cultural understanding, appreciation, and respect. Culture and heritage are integral to a destination's branding and promotion.

Films that prominently feature a destination's cultural assets create a visual and emotional impact on viewers, generating curiosity and desire to visit. The association of a destination with culturally significant films can elevate its image, attract a wider audience, and position it as a cultural tourism hotspot.

Culture and heritage-based film tourism align well with the principles of sustainable tourism. By promoting cultural preservation, community engagement, and responsible tourism practices, destinations can ensure that film tourism contributes positively to their social, environmental, and economic well-being. This sustainable approach helps in maintaining the authenticity and integrity of the cultural and heritage sites for future generations.

culture and heritage are fundamental to the success and appeal of film tourism. They add depth, authenticity, and experiential value to the tourism product, create economic opportunities, foster cultural exchange, and contribute to the sustainable development of destinations. Incorporating and promoting culture and heritage in film tourism strategies can yield significant benefits for both the destination and the visitors.

3.19 DESTINATION TOURISM THROUGH MOVIES

Destination tourism through movies, also known as film-induced tourism or movie tourism, refers to the phenomenon where individuals are inspired to visit a destination based on its portrayal in films. Movies have the power to captivate audiences and evoke a sense of curiosity and wanderlust, leading viewers to desire to experience the depicted locations firsthand.

Film-induced tourism has become increasingly popular in recent years, with travelers seeking to explore the places they have seen on the big screen. Destinations that have been featured prominently in movies often witness a surge in tourist arrivals, as fans and film enthusiasts are drawn to the allure and familiarity of these locations.

There are several reasons why destination tourism through movies is appealing:

Emotional Connection: Movies have the ability to evoke emotions and create a strong sense of connection with the audience. When viewers see a destination portrayed in a positive or visually stunning way, they develop a desire to experience it themselves and recreate the emotions they felt while watching the film.

Visual Appeal: Movies provide a visual representation of destinations, showcasing their landscapes, architecture, culture, and unique features. The visual appeal of these locations can be captivating, inspiring travelers to visit and witness the beauty firsthand.

Familiarity and Recognition: Films create a sense of familiarity with a destination. When viewers see a location they have seen in a movie, they feel a connection and a sense of recognition. This familiarity adds to the appeal of visiting the destination, as individuals seek to explore the places they have already formed a connection with through the cinematic experience.

Cultural Exploration: Movies often depict the local culture, traditions, and way of life in the destination. This portrayal can ignite a desire in travelers to immerse themselves in the culture, interact with the local community, and experience the authenticity of the place.

Unique Experiences: Film-induced tourism offers the opportunity to recreate iconic scenes or experiences from movies. Visitors can visit famous landmarks, explore filming locations, and participate in themed tours or activities related to the films. This allows them to have a unique and memorable travel experience.

Sense of Adventure: Movies often transport viewers to exotic or thrilling destinations, sparking a sense of adventure and exploration. Travelers are motivated to visit these destinations to embark on their own adventures and create their own stories.

Destination Promotion: Movies provide a powerful promotional platform for destinations. When a location is featured in a popular film, it receives exposure to a global audience. This exposure can lead to increased awareness and interest in the destination, attracting not only film enthusiasts but also a broader range of travelers seeking unique and memorable experiences.

Extended Marketing Lifespan: One of the advantages of destination tourism through movies is the longevity of its marketing impact. Unlike traditional advertising campaigns that have a limited lifespan, movies continue to be watched and enjoyed by audiences for years, even decades, after their release. This means that the promotional benefits for a destination can persist long after the film's initial release.

Cultural Exchange and Understanding: Film-induced tourism facilitates cultural exchange and understanding between visitors and the local community. Travelers have the opportunity to interact with locals, learn about their customs and traditions, and gain a deeper appreciation for the destination's culture. This cultural exchange can foster mutual respect, cross-cultural learning, and the preservation of cultural heritage.

Destination Development: The popularity of a destination in films can attract investments for infrastructure development and improvement. The increased tourism demand may lead to the enhancement of transportation networks, the creation of new tourist facilities, and the preservation or restoration of cultural and natural sites. This can benefit both the tourism

industry and the local community by providing improved facilities and preserving the destination's assets.

Destinations can leverage the power of movies to promote tourism and attract visitors by capitalizing on their cinematic assets. This can be done through strategic marketing, collaboration with filmmakers, developing film-themed experiences, and showcasing the destination's unique features that have been highlighted in movies.

However, it is important to note that the success of destination tourism through movies is not guaranteed, and there are challenges to consider, such as managing visitor expectations, maintaining sustainability, and ensuring that the destination's infrastructure and resources can support the increased tourist influx.

Destination tourism through movies is a compelling and influential phenomenon that drives travelers to explore and experience the places they have seen on the silver screen. By understanding the power of films in shaping travel desires and leveraging this influence, destinations can harness the potential of film-induced tourism to boost their tourism industry and create memorable experiences for visitors.

A detailed study on recognizing the importance of film tourism in kerala .

3.20 FILM TOURISM PLAYS AN IMPORTANT ROLE IN TOURISM DEVELOPMENT

Film tourism can have a substantial economic impact on destinations. When a location is featured in popular films, it attracts tourists who want to experience the places they have seen on screen. This influx of visitors generates revenue for local businesses, including hotels, restaurants, transportation services, and souvenir shops. Film-induced tourism can contribute to job creation, stimulate economic growth, and diversify the local economy

Films provide a powerful promotional platform for destinations. The visual medium of cinema captures the attention of audiences worldwide and showcases the unique landscapes, landmarks, and cultural aspects of a destination. When a location is prominently featured in a film, it gains exposure and raises its profile as a desirable travel destination. This increased visibility can attract a wider range of tourists and help to position the destination on the global tourism map.

Film tourism can contribute to the preservation and promotion of a destination's cultural heritage. Filmmakers often seek out culturally significant sites, historical landmarks, and traditional festivals to create an authentic backdrop for their stories. This preservation of cultural elements not only enhances the aesthetic appeal of a destination but also helps to safeguard its heritage for future generations. Film-induced tourism can generate interest in the cultural aspects of a destination, leading to increased efforts in conservation and cultural preservation.

Film tourism can provide a competitive edge to destinations by differentiating them from others. When a location is featured in films, it becomes associated with a particular story, genre, or iconic scenes. This unique association sets the destination apart from its competitors and creates a sense of intrigue among potential visitors. Travelers may choose to visit a destination precisely because it offers a connection to their favorite films or because it offers a distinct cinematic experience.

Film tourism can enhance the image and perception of a destination. Positive portrayals in films can create a strong emotional connection with audiences, generating a desire to visit

and experience the destination firsthand. The association of a location with successful and acclaimed films can elevate its reputation and create a positive brand image. This can lead to increased tourism demand, positive word-of-mouth recommendations, and repeat visits from film enthusiasts.

Film tourism can foster community engagement and pride among local residents. When a destination is chosen as a filming location, it often involves collaboration between filmmakers and local communities. This engagement can create a sense of ownership and pride among the local population, as they contribute to the success of the film and witness the positive impact it brings to their community. Film-induced tourism can also provide opportunities for residents to participate as extras, guides, or in other supporting roles, further enhancing their involvement in the tourism industry.

film tourism plays a vital role in tourism development by contributing to the local economy, promoting destinations, preserving cultural heritage, differentiating destinations from competitors, enhancing destination image, and fostering community engagement. The power of films to inspire travel and create lasting impressions on audiences makes film tourism an effective tool for destination marketing and development.

3.21 HISTORY OF FILM TOURISM IN KERALA TIMELINE

1928: The first Malayalam silent film, "Vigathakumaran," is released, marking the beginning of the film industry in Kerala. The film's success paves the way for future film productions in the region.

1952: The film "Neelakkuyil" becomes a major hit and showcases the scenic beauty of Munnar, a hill station in Kerala. The film's success leads to an increase in tourism to Munnar, as visitors are attracted to the picturesque landscapes featured in the movie.

1986: The film "Piravi" directed by Shaji N. Karun wins the Camera d'Or at the Cannes Film Festival, bringing international recognition to the Malayalam film industry. The film's success helps to put Kerala on the global cinema map and generates interest in the state as a filming location.

1991: The film "Manichitrathazhu" becomes a blockbuster hit and features the famous Padmanabhapuram Palace in Kerala. The film's success highlights the architectural beauty and cultural heritage of the palace, attracting tourists to visit the location.

2005: The film "Ritu" showcases the scenic beauty of the backwaters in Kerala, particularly Alleppey (Alappuzha). The film's release leads to an increase in tourists visiting the backwaters and experiencing the serene and picturesque environment.

2013: The film "Drishyam" becomes a massive success, both critically and commercially. The film showcases the beautiful village of Meenvellam in Kerala, attracting tourists to explore the real-life locations and relive the gripping storyline.

2017: The film "Take Off" gains critical acclaim and highlights the beauty of the Malabar region in Kerala, including its lush greenery and coastal areas. The film's success contributes to an increase in tourists visiting these locations and exploring the natural splendor of the region.

2018: The film "Kayamkulam Kochunni" portrays the historical setting of Kerala during the 19th century. The film's release generates interest in the historical sites and cultural heritage of Kerala, attracting tourists interested in experiencing the rich history of the region.

2001: The film "Niram" showcases the picturesque landscapes of Vagamon, a hill station in Kerala. The film's release increases tourism to Vagamon as visitors are enticed by the serene beauty of the location depicted in the movie.

2006: The film "Pazhassi Raja" portrays the historical figure Pazhassi Raja and his rebellion against the British East India Company. The film's success creates interest in the historical sites associated with Pazhassi Raja, such as the Pazhassi Tomb in Wayanad, leading to increased tourism to these locations.

2014: The film "Bangalore Days" features various popular tourist destinations in Kerala, including Fort Kochi, Athirappilly Waterfalls, and Munnar. The film's release contributes to an upsurge in tourists visiting these locations and experiencing the beauty and charm depicted in the movie.

2016: The film "Charlie" showcases the bohemian town of Fort Kochi in Kerala. The film's success highlights the artistic and cultural vibe of the town, attracting tourists interested in exploring its vibrant streets, art galleries, and cafes.

2019: The film "Virus" depicts the real-life events surrounding the Nipah virus outbreak in Kerala. While the film focuses on a challenging period in the state's history, it raises awareness about the resilience and determination of the people of Kerala. The film's release generates interest in the healthcare system and public health initiatives in Kerala, attracting visitors interested in learning more about the response to the outbreak.

2003: The film "Kilukkam Kilukilukkam" features the scenic beauty of Kumarakom, a popular backwater destination in Kerala. The film's release increases tourism to Kumarakom as visitors are attracted to the tranquil backwaters and serene environment depicted in the movie.

2009: The film "Ustad Hotel" showcases the culinary delights and cultural aspects of Malabar cuisine in Kerala. The film's success sparks interest in food tourism, with travelers seeking to explore the flavors and culinary traditions of Kerala.

2012: The film "Diamond Necklace" highlights the breathtaking beauty of the Athirappilly Waterfalls in Kerala. The film's release leads to a surge in tourists visiting the waterfalls and experiencing the natural grandeur depicted in the movie.

2015: The film "Premam" becomes a sensation and showcases the charm of Aluva and its surroundings in Kerala. The film's success attracts a significant number of fans and movie enthusiasts to visit Aluva and relive the moments from the movie.

2017: The film "Munthirivallikal Thalirkkumbol" showcases the idyllic village life in Kerala and features the beautiful landscape of Kozhikode. The film's release promotes tourism to Kozhikode, with travelers drawn to the scenic beauty and cultural experiences depicted in the movie.

2021: The film "Malik" tells the story of a coastal village in Kerala and highlights the unique culture and lifestyle of the fishing community. The film's release creates interest in exploring the coastal regions of Kerala and understanding the socio-cultural aspects of the fishing communities.

1998: The film "Harikrishnans" showcases the scenic beauty of the picturesque hill station of Ooty, which is located near the border of Kerala and Tamil Nadu. The film's release increases tourism to Ooty as visitors are captivated by its lush green landscapes and pleasant climate.

2008: The film "Rama Ravanan" highlights the magnificent backwaters of Kerala, particularly the popular destination of Kumarakom. The film's release boosts tourism to Kumarakom as travelers are enchanted by the tranquil backwater experiences portrayed in the movie.

2011: The film "Traffic" depicts the famous MG Road in Kochi, showcasing its bustling streets and vibrant atmosphere. The film's release increases footfall in Kochi as visitors are drawn to explore the city's iconic landmarks and experience its unique blend of modernity and tradition.

2014: The film "Iyobinte Pusthakam" showcases the breathtaking landscapes of the tea plantations in Munnar. The film's release attracts tourists to Munnar, with visitors seeking to immerse themselves in the scenic beauty and tranquility of the tea estates.

2018: The film "Ee. Ma. Yau" depicts the cultural and religious traditions of a coastal village in Kerala. The film's release generates interest in exploring the coastal areas of Kerala, with travelers eager to witness the vibrant festivals, rituals, and traditions showcased in the movie.

2020: The film "C U Soon" gains international recognition for its innovative storytelling technique and use of screen sharing technology. The film's success puts the spotlight on the

thriving film industry in Kerala and draws attention to the state as a hub for innovative filmmaking.

These examples demonstrate the influence of films on tourism in Kerala. The success of films showcasing the state's natural beauty, cultural heritage, and historical sites has played a significant role in attracting tourists to explore and experience the diverse attractions that Kerala has to offer.

CHAPTER - 4
DATA ANALYSIS AND INTEPRETATION

4. DATA ANALYSIS AND INTERPRETATION

4.1 Gender

Category	Respondents	Percentage
Male	16	32%
Female	34	68%
Total	50	100%

Table 4.1
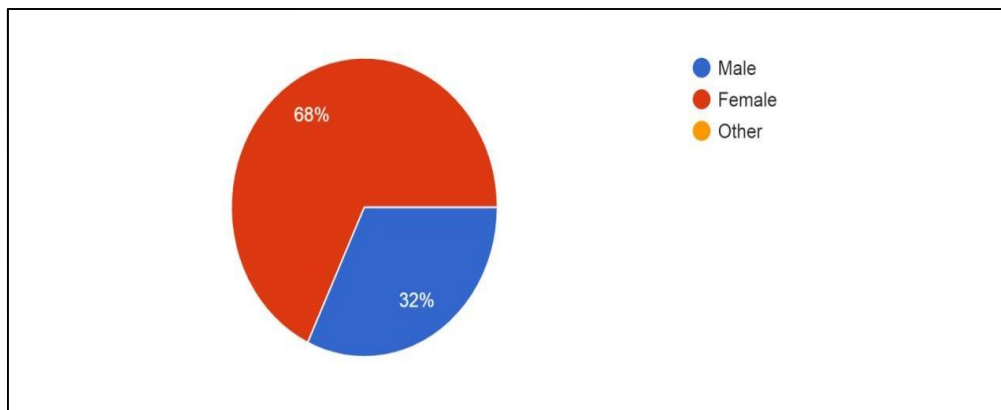
Fig 4.1 Gender

Interpretation :

The table shows that out of 50 respondents 68 per cent were female respondents and 32 per cent were male respondents.

4.2   Have you heard about film tourism?

Category	Respondents	Percentage
Yes, I am aware of it	37	74%
No, I am not aware of it	13	26%
Total	50	100%

Table 4.2
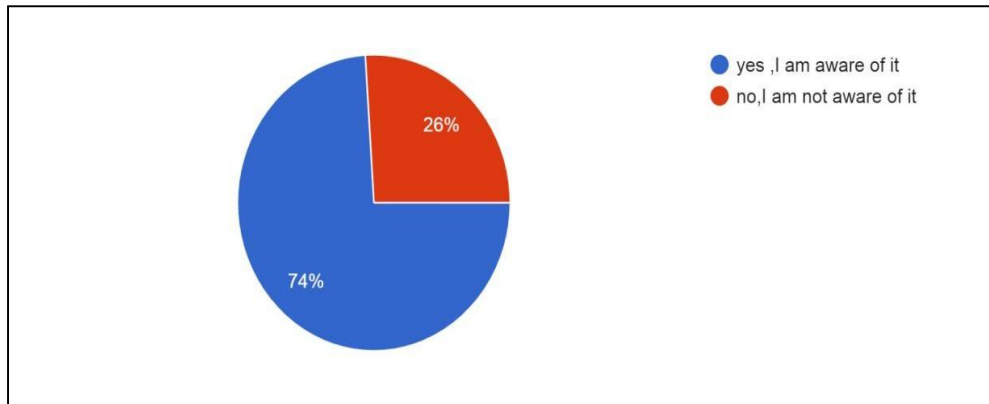
Fig 4.2 film tourism

Interpretation :

From the above table , 74 percent of the respondents are heard about film tourism and 26 percent of the respondents are not heard about film tourism.

4.3 How do you feel about visiting a destination that has been featured in a film or TV show ?

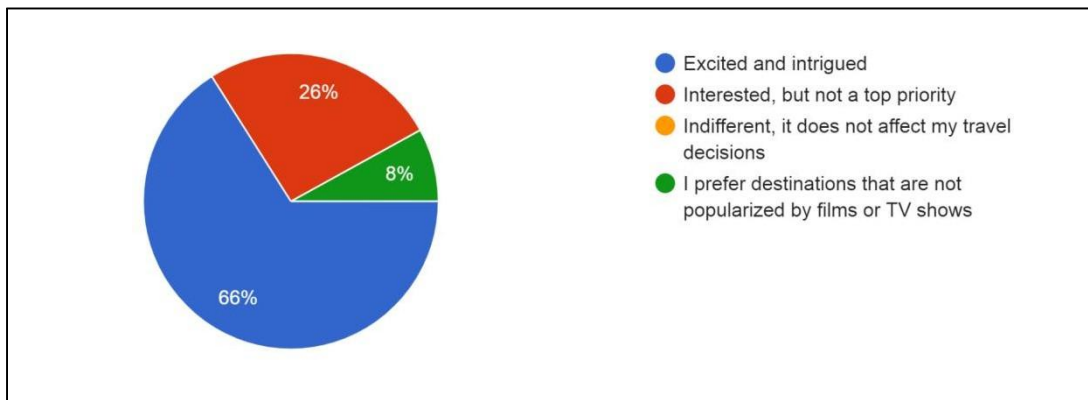| Category	Respondents	Percentage
Excited and intrigued	33	66%
Interested ,but not a top priority	13	26%
Indifferent ,it does not affect my travel decisions .	0	0%
I prefer destinations that are not popularized by film or TV shows	4	8%
Total	50	100%

Table 4.3

Fig 4.3 visiting a
destination

Interpretation :

From the above table , 66 percent of the respondents are excited to visit a destination that has been featured in a film or TV show , 26 percent are interested , but not a top priority , 8 percent of the respondents are prefer destinations that are not popularized by film or TV shows .

4.4 Have you ever made a decision to travel to a destination specifically because you saw it in a film or TV show?

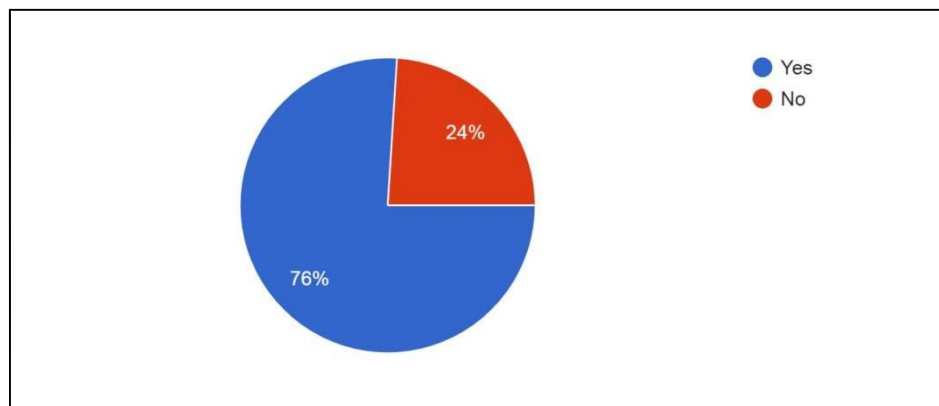| Category	Respondents	Percentage
Yes	38	76%
No	12	24%
Total	50	100%

Table 4.4

Fig 4.4decision to travel

Interpretation :

From the above table , 76 percent of the respondents are decided to travel because of film or TV shows and the remaining 24 percent are not bothered by the same while traveling .

4.5 How influential do you think film are in shaping your travel choices ?

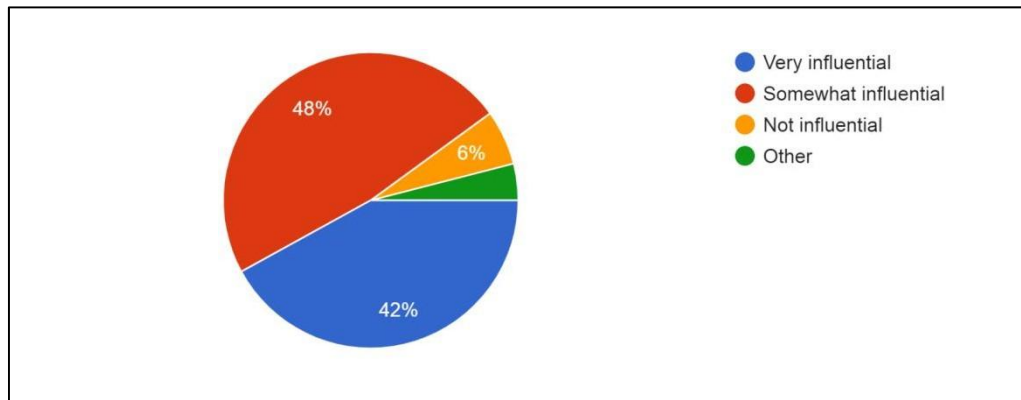| Category	Respondents	Percentage
Very influential	21	42%
Somewhat influential	24	48%
Not influential	3	6%
Other	2	4%
Total	50	100%

Table 4.5

Fig 4.5 travel choices

Interpretation :

From the above table , 42 percent are very influential by film for shaping travel choices , 48 percent are somewhat influential , 6 percent are not influential and 4 percent are other .

4.6 Did the destination in reality match your expectations based on what you saw in the film ?

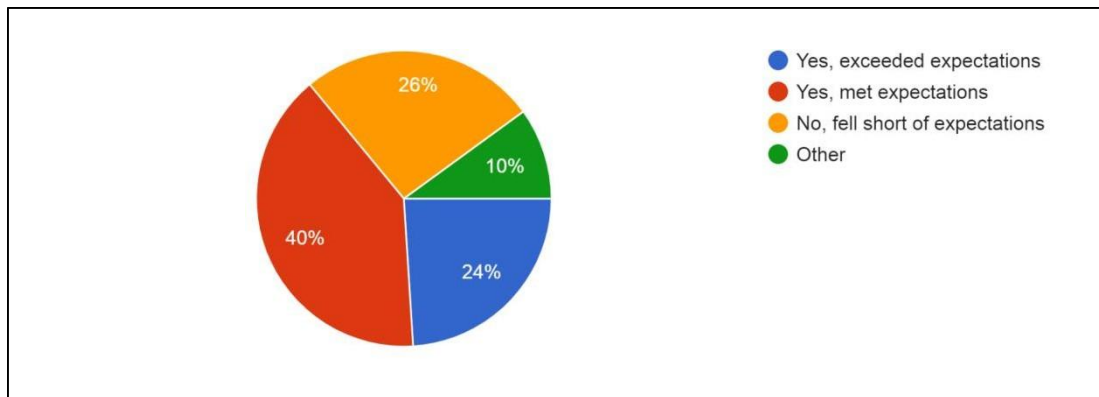| Category	Respondents	Percentage
Yes, exceeded expectations	12	24%
Yes, met expectations	20	40%
No, fell short of expectations	13	26%
Other	5	10%
Total	50	100%

Table 4.6

Fig 4.6 expectations

Interpretation :

From the above table , 24 percent of the respondents are exceeded expectations ,40 percent of the respondents are met expectations, 26 percent are fell short of expectation and the remaining 10 percent are other

4.7 What additional initiatives , in your opinion , can be undertaken to promote film tourism in Kerala ?

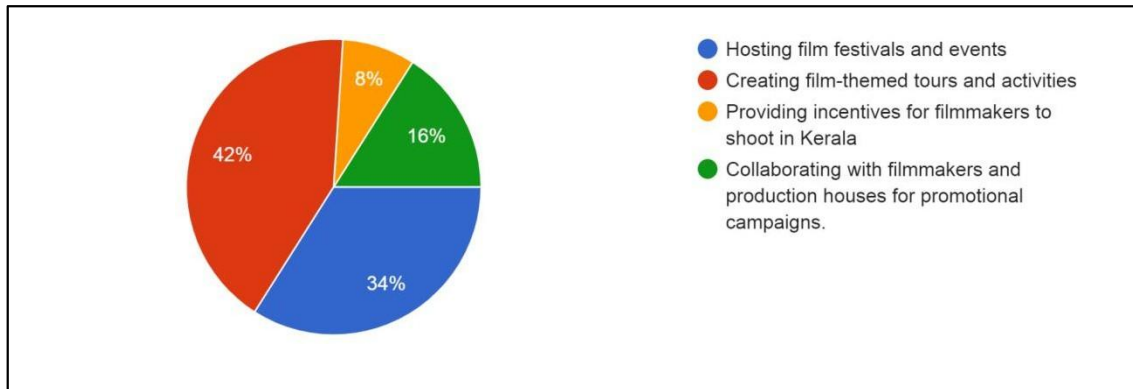| Category	Respondents	Percentage
Hosting film festivals and events	17	34%
Creating film-themed tours and activities	21	42%
Providing incentives for filmmakers to shoot in Kerala	4	8%
Collaborating with filmmakers and production house	8	16%
Total	50	100%

Table 4.7

Fig 4.7 Promote film tourism

Interpretation :From the above table , 34 percent of the respondents have the opinion for hosting film festivals and events ,42 percent have the opinion for creating film-themed tours and activities, 8 percent have the opinion for providing incentive for filmmakers to shoot in Kerala and the remaining 16 percent have the opinion for collaborating with filmmakers and production house .

4.8 Do you think the government and tourism stakeholders in Kerala are taking adequate measures to promote film tourism in the region ?

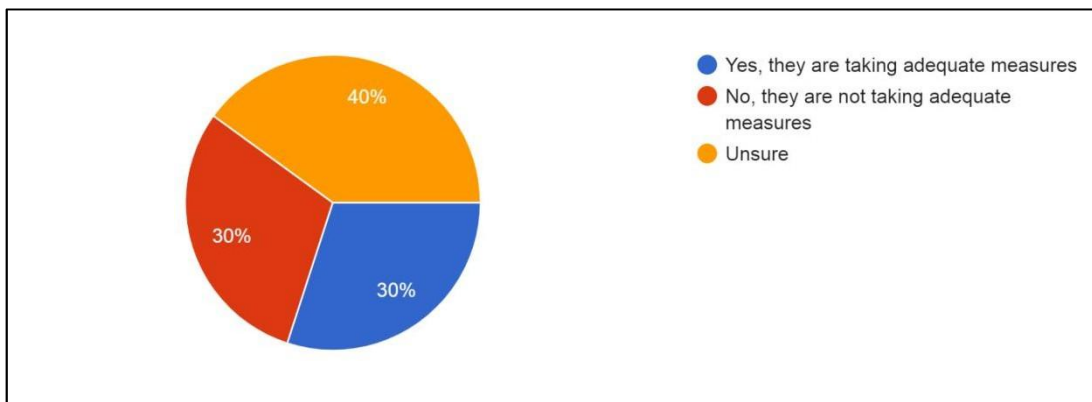| Category	Respondents	Percentage
Yes ,they are taking adequate measures	15	30%
No , they are taking adequate measures	15	30%
Unsure	20	40%
Total	50	100%

Table 4.8

Fig 4.8 Adequate measures

Interpretation :

From the above table , 30 percent of them agree that government and tourism stakeholders in Kerala are taking adequate measures, 30 percent of the respondents are not agree that they are taking adequate measures and the remaining 40 percent are unsure about it .

4.9 How important do you think film tourism can be for the overall tourism development in Kerala ?

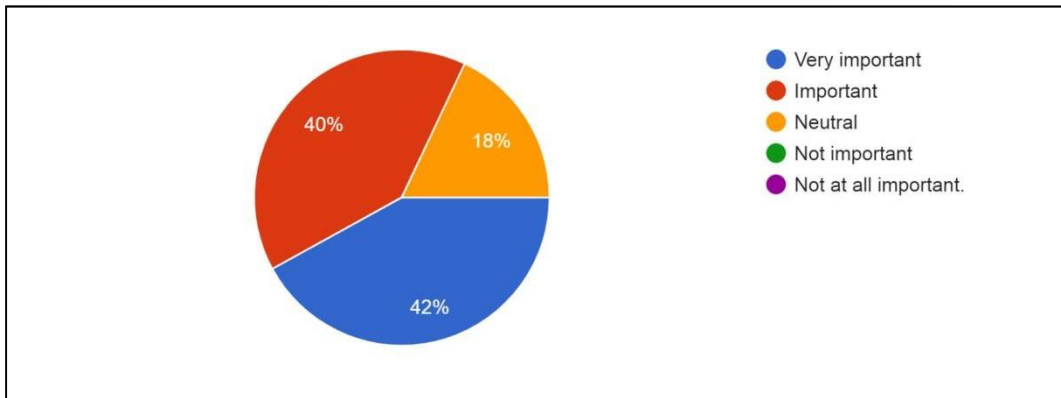| Category	Respondents	Percentage
Very important	21	42%
Important	20	40%
Neutral	9	18%
Not important	0	0%
Not at all important	0	0%
Total	50	100%

Table 4.9

Fig 4.9 Tourism
development

Interpretation :

From the above table , 42 percent responded as very important , 40 percent responded important , 18 percent responded neutral . as the majority responded film tourism is very important for the overall tourism development in Kerala .

4.10 Do you think film tourism in Kerala has the potential for further growth and development ?

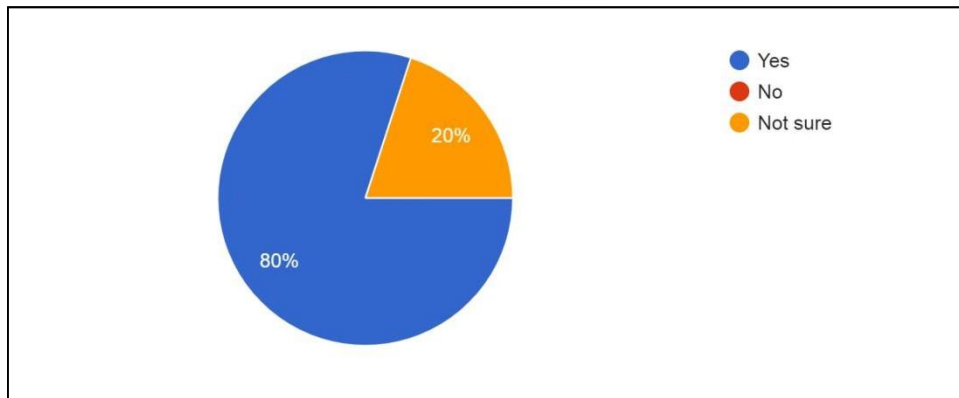| Category	Respondents	Percentage
Yes	40	80%
No	10	20%
Not sure	0	0%
Total	50	100%

Table 4.10

Fig 4.10 Growth
and development

Interpretation :

From the above table , 80 percent of them responded that film tourism in Kerala has the potential for further growth and development , and the remaining 20 percent are not agree with it .

4.11 How likely are you to recommend Kerala as a film tourism destination to others ?

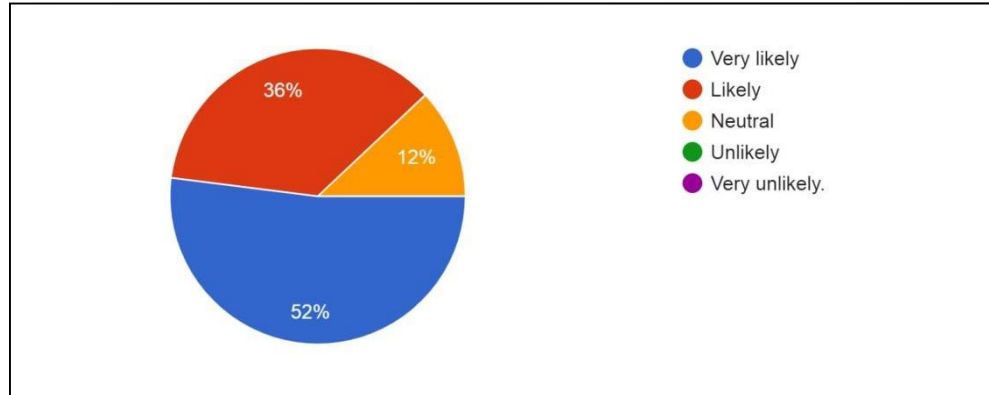| Category	Respondents	Percentage
Very likely	26	52%
Likely	18	36%
Neutral	6	12%
Unlikely	0	0%
Very unlikely	0	0%
Total	50	100%

Table 4.11

Fig 4.11Recommend kerala as a film tourism destination

Interpretation :

From the above table , 52 percent of them responded that they recommend Kerala as a film tourism destination to others , 36 percent are likely recommend and the remaining 12 percent are neutral .

4.12 What motivated you to engage in film tourism activities in Kerala ?

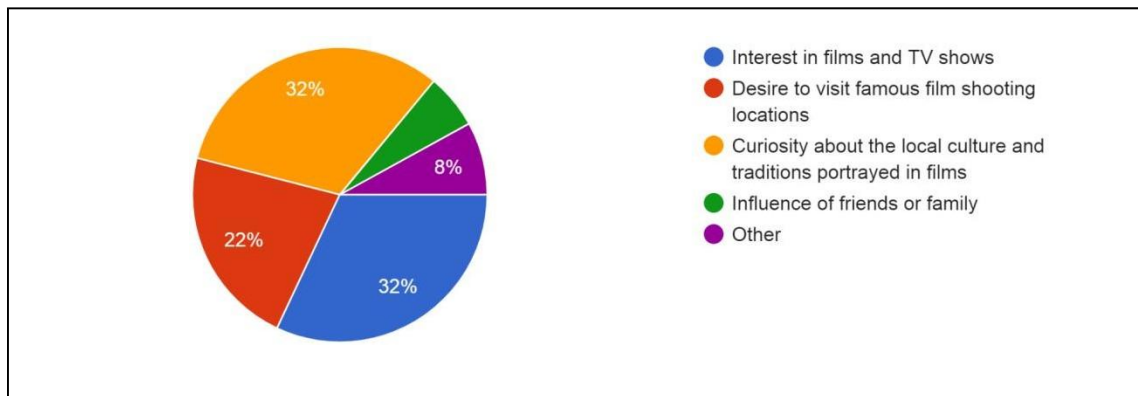| Category	Respondents	Percentage
Interested in films and TV shows	16	32%
Desire to visit famous film shooting locations	11	22%
Curiosity about the local culture and traditions portrayed in films	16	32%
Influence of friends or family	3	6%
Other	4	8%
Total	50	100%

Table 4.12

Fig 4.12Motivation to film
tourism in kerala

Interpretation :

From the above table , 32 percent are interested in film and TV shows , 22 percent are desire to visit famous film shooting locations , 32 percent are curiosity about the local culture and traditions portrayed in films , 6 percent are influenced by friends and family and the remaining 8 percent are other .

4.13 What challenges , if any , did you face while planning or visiting a film-inspired destination in Kerala ?

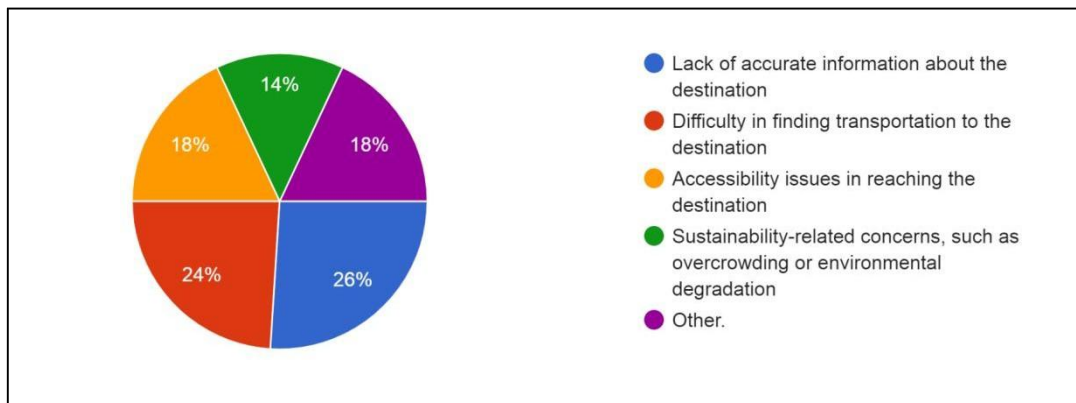| Category	Respondents	Percentage
Lack of accurate information about the destination	13	26%
Difficulty in finding transportation to the destination	12	24%
Accessibility issues in reaching the destination	9	18%
Sustainability-related concerns,environmental degradation.	7	14%
Other	9	18%
Total	50	100%

Table 4.13

Fig 4.13 challenges

Interpretation :From the above table , respondents responded that the challenges they faced while visiting a film inspired destination ,26 percent responded that lack of accurate information about the destination , 24 percent responded that difficulty in finding transportation to the destination , 18 percent of them responded as accessibility issues in reaching the destination , 14 percent responded as sustainability-related concerns and the remaining 18 percent responded that others.

4.14 What challenges do you think film tourism faces in Kerala ?

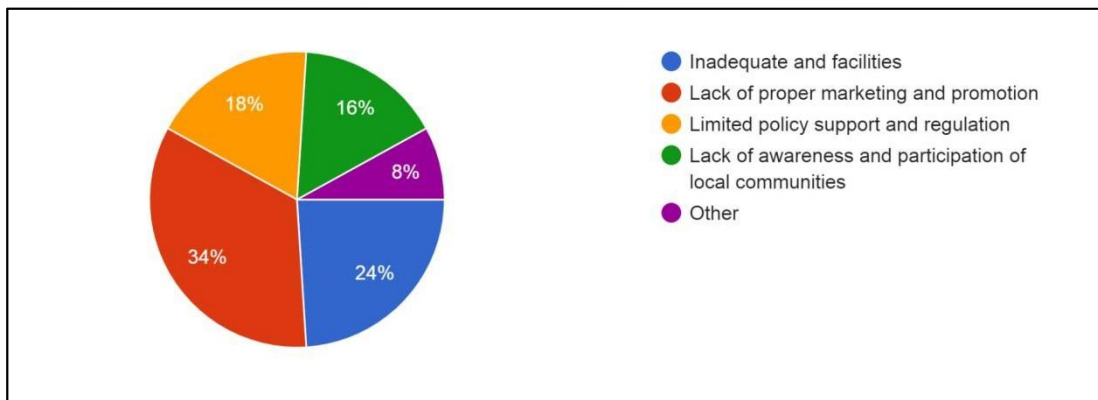| Category	Respondents	Percentage
Inadequate and facilities	12	24%
Lack of proper marketing and promotion	17	34%
Limited policy support and regulation	9	18%
Lack of awareness and participationof local communities	8	16%
Other	4	8%
Total	50	100%

Table 4.14

Fig 4.14 film tourism face in kerala

 Interpretation :

From the above table , 24 percent responded that inadequate and facilities , 34 percent responded as lack of proper marketing and promotion , 18 percent as limited policy support and regulation , 16 percent as lack of awareness and participation of local communities , and the remaining 8 percent responded as other.

4.15 In your opinion , how important is film tourism in generating employment opportunities in Kerala ?

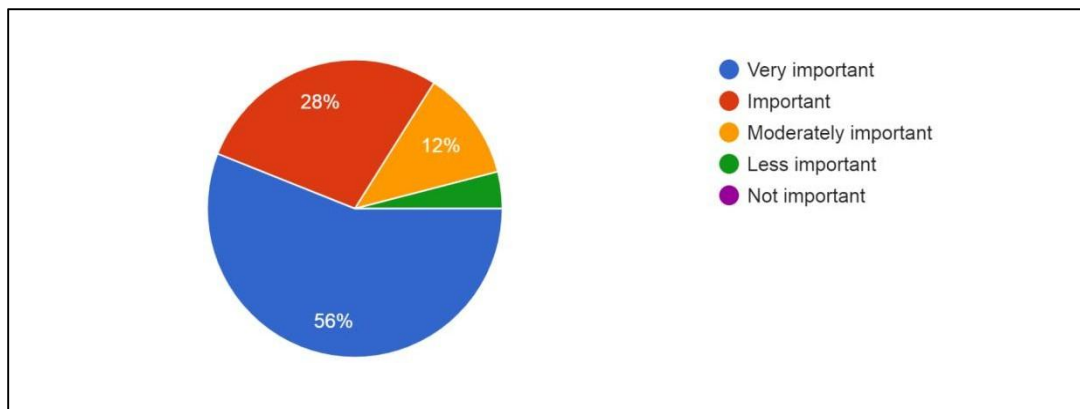| Category	Respondents	Percentage
Very important	28	56%
Important	14	28%
Moderately important	6	12%
Less important	2	4%
Not important	0	0%
Total	50	100%

Table 4.15

Fig 4.15generating employment opportunities in Kerala

Interpretation :

From the above table , 56 percent have the opinion as very important , 28 percent responded as important , 12 percent have the opinion that moderately important , 4 percent as less important .so majority responded as film tourism is very important for generating employment opportunities in Kerala .

CHAPTER - 5
FINDINGS AND SUGGESTIONS

5.1 FINDINGS

- Many people are aware of film tourism and interested in film tourism .

- Majority of the people are excited and intrigued while visiting the destination that has been featured in the films or TV shows .

- Many people are making decision to travel to a destination specifically because ,they saw it in the films and TV shows .

- Film tourism is very influential for shaping travel choices .

- The vast majority of respondents claimed that the location met their expectations based on what they had seen in the movies.

- Majority of them have the opinion to create film-themed tours and activities , and also host film festivals and events are the additional initiatives for promoting film tourism.

- Majority of them are not sure about the adequate measures that Government or tourism stakeholders are taken to promote film tourism in Kerala .

- Film tourism is very important for the overall tourism development in Kerala .

- The film tourism in Kerala have the potential for further growth and development

- People are very likely to recommend Kerala as a film tourism destination to others .

- People are interested in films and TV shows and also curiosity about the local culture and traditions are the reasons for engage in film tourism activities .

- Lack of accurate information about the destination and difficulty in finding transportation to the destination are the challenges that the tourist face while planning or visiting a film inspired destination .

- The challenges that film tourism face in Kerala are , inadequate and facilities and lack of proper marketing and promotion .

- Film tourism is very important for generating employment opportunities in Kerala .

5.2 SUGGESTION

Developing film-themed tours: Kerala's tourism industry could create specialized film-themed tours that showcase locations where famous movies were shot. This would provide a unique and attractive experience for tourists interested in film tourism.

Creating film museums: Another way to promote film tourism in Kerala would be to create film museums that feature memorabilia, props, and costumes from famous movies shot in the state. This would provide an additional attraction for tourists interested in film tourism.

Engaging local communities: The tourism industry could work with local communities to ensure that they benefit from film tourism. This could include involving them in the development of film tourism products, such as homestays or local tours, and providing training opportunities for locals to participate in the film industry.

Sustainable development: The tourism industry in Kerala should prioritize sustainable and inclusive development in the growth of film tourism. This could include minimizing the negative impacts of overtourism, cultural commodification, and environmental degradation, while maximizing the positive impacts on local communities, including employment, income generation, and cultural preservation.

Marketing and promotion: To attract more tourists interested in film tourism to Kerala, the tourism industry could invest in marketing and promotion campaigns that highlight the state's film tourism potential. This could include partnering with film festivals, promoting on social media, and creating targeted advertising campaigns.

CHAPTER - 6
CONCLUSIONS

5.3 CONCLUSION

In conclusion, a detailed study on recognizing the importance of film tourism in Kerala reveals the significant impact of this emerging sector on the state's tourism industry. The study finds that film tourism has a positive impact on Kerala's economy, generating revenue, and employment opportunities. It also plays a crucial role in promoting Kerala as a tourist destination, showcasing the state's natural beauty, culture, and heritage.

The study also highlights the challenges and opportunities associated with film tourism in Kerala. The lack of adequate infrastructure, limited marketing, and insufficient community engagement are some of the challenges that need to be addressed. However, the study identifies opportunities for improving the film tourism product, such as developing film-themed tours, creating film museums, and promoting local artisans and craftspersons.

Overall, the study emphasizes the need for a sustainable and inclusive approach to film tourism development in Kerala. The study suggests that policymakers, industry stakeholders, and researchers need to work together to promote the growth of film tourism while minimizing its negative impacts. The study recommends the implementation of measures to ensure that the benefits of film tourism are shared with local communities, and the industry's growth is consistent with environmental and cultural preservation.

In conclusion, a detailed study on recognizing the importance of film tourism in Kerala provides valuable insights into the potential of this emerging sector to contribute to sustainable and inclusive development in the state.

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Appendix

APPENDIX

QUESTIONNAIRE

Hi, I am Sandra PS , a final year MTTM student from St. teresa's college Ernakulam .This questionnaire is prepared as part of my final year project. I request you to kindly spare some time to fill the questionnaire given below .

Name :

Gender

- Male
- Female
- Other

Occupation

- Student
- Employed
- Self-employed
- Homemaker
- Retired

1.Have you heard about film tourism ?

- yes ,I am aware of it
- no,I am not aware of it

2.How do you feel about visiting a destination that has been featured in a film or TV show?

- Excited and intrigued

- Interested, but not a top priority

- Indifferent, it does not affect my travel decisions

- I prefer destinations that are not popularized by films or TV shows

3.Have you ever made a decision to travel to a destination specifically because you saw it in a film or TV show?

- Yes

- No

4.How influential do you think films are in shaping your travel choices?

- Very influential

- Somewhat influential

- Not influential

- Other

5.Did the destination in reality match your expectations based on what you saw in the film?

- Yes, exceeded expectations

- Yes, met expectations

- No, fell short of expectations

- Other

6.What additional initiatives, in your opinion, can be undertaken to promote film tourism in Kerala?

- Hosting film festivals and events
- Creating film-themed tours and activities
- Providing incentives for filmmakers to shoot in Kerala
- Collaborating with filmmakers and production houses for promotional campaigns.

7.Do you think the government and tourism stakeholders in Kerala are taking adequate measures to promote film tourism in the region?

- Yes, they are taking adequate measures
- No, they are not taking adequate measures
- Unsure

8.How important do you think film tourism can be for the overall tourism development in Kerala?

- Very important
- Important
- Neutral
- Not important
- Not at all important

9.Do you think film tourism in Kerala has the potential for further growth and development?

- Yes
- No
- Not sure

10. How likely are you to recommend Kerala as a film tourism destination to others?

- Very likely
- Likely
- Neutral
- Unlikely
- Very unlikely.

11. what motivated you to engage in film tourism activities in Kerala?

- Interest in films and TV shows
- Desire to visit famous film shooting locations
- Curiosity about the local culture and traditions portrayed in films
- Influence of friends or family
- Other

12. What challenges, if any, did you face while planning or visiting a film-inspired destination in Kerala?

- Lack of accurate information about the destination
- Difficulty in finding transportation to the destination
- Accessibility issues in reaching the destination
- Sustainability-related concerns, such as overcrowding or environmental degradation
- Other.

13. What challenges do you think film tourism faces in Kerala?

- Inadequate and facilities
- Lack of proper marketing and promotion
- Limited policy support and regulation
- Lack of awareness and participation of local communities
- Other

14. In your opinion, how important is film tourism in generating employment opportunities in Kerala ?

- Very important
- Important
- Moderately important
- Less important
- Not important