

Chapter 1

1. Introduction

1.1 Introduction and Background

In today's scenarios tourism industry has surpassed all cliché forms of tourism and has reached to a new and innovative way to visit different places. In recent times tourists are getting highly influenced by the films and television programs in order to select their new place for travelling and this doesn't happen with any tourism promotion strategies or campaigns but due to the films and television programs which show the images and videos of destinations. This concept can also be described as film-induced tourism in which the tourists choose destinations according to the attributes which they do see in films and television programs (Hudson & Ritchie, 2006). Gartner 1989; Echtner & Ritchie 1991) have also explained in this context images and sceneries in movies and TV programs play a very important role regarding the selection of place to visit and it helps in decision making process also. Chon 1990 in simpler ways explained that the more approving the image leads the higher chance of selecting the destination. Butler in 1990 also explained that films and television programs can impact on the travel inclination of those who reveal to

the destinations characteristics and produce an affirmative destination image through their portrayal.

Schofield 1996 indicated that films and television programs induced tourism to speedily become modish among audiences. Films and Television programs can offer great amount of knowledge of definite facets of the country or areas such as nature, culture, locations, events and people which can generate an interest towards the country and if the interest is positive and favorable which forefront to an actual visit to the country or the areas (Iswashita, 2006).

This research study probes the impact of films and television programs in order to increase and promote films and TV programs persuade tourism and regarding that two different locations such as Ayutthaya province in Thailand and Xi'an province in China which are not much explored and featured were selected. The reasons to select these two locations for the study as because Ayutthaya, which is located in the central part of Thailand, has various spots such as historical study center, museum, temples and monasteries, ancient monuments, grand ancient palaces, arts and crafts center, elephant camps. There are various festivals and fair held annually in Ayutthaya. It has a very strong history behind which can be ideal contents for any film and TV programs makers to cater the information and present it

to the larger audiences through Films and TV programs and this will definitely increase and promote films and TV programs tourism. These characteristics are illustrated and explained in more detail in (chapter 2).

1.1.1 Ayutthaya

Ayutthaya, located in central Thailand, is an ancient capital and modern city in the Central Plains of Thailand. Ayutthaya is 80 km north of Bangkok, Chao Phraya River, Lopburi River, Pa Sak River interchange, surrounded by the Chao Phraya River. According the Indian epic Ramayana records self defense city, named Ayutthaya. Sanskrit means a city will not be destroyed. Ayutthaya, a ancient Thailand capital which has long history , and in 1347, Sukhothai dynasty decline, King Uthong built the kingdom of Ayutthaya, taking Ayutthaya as the capital, to declare independence, from plain to Thailand. Soon the Kingdom of Ayutthaya swallowed Sukhothai dynasty.

Ayutthaya in the present day has prospered into a major food tourism destination with a density of high quality Thai restaurants and the Thai-Chinese styled rice noodle soup shops, an abundance of local food souvenirs in the river markets and food festivals along with a plenty of events to attract tourists. From the interviews and

observations, the result found that Ayutthaya is absolutely a food destination for gastronomic tourists and the city illustrates its success through these concepts: 1) presenting food as a means to create cultural capital and social status, 2) developing a density of local food product which results in a tourism eating and shopping experience, 3) creating a local authentic promise based upon good quality and fair pricing, 4) creating a unique food product better than that found in other regional food destinations, 5) local entrepreneurs seeing themselves as being involved in tourism and 6) tourism providers focusing on food as a point of difference.

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The reign of the Ayutthaya, which began in 1350 and ended in 1767, lasted 417 years, with a total of 33 monarchs. The kingdom of Ayutthaya was conferred the title of Siam by the government of the Ming dynasty in China, and the King Uthong was conferred the title of King of Siam. In the 16th century, Ayutthaya was one of Asia's most prosperous cities, nearly 1 million population. Ayutthaya was greater than London, Paris at the same period. There were a good deal of businessmen from all over Europe, the Middle East and Asia in the market. In 1767, the Burmese army captured Ayutthaya, Ayutthaya was underwent a catastrophe. The fire destroyed most of the buildings, and population dropped to thousands of people. A lot of glorious incomparably and beautiful palaces and temples were destroyed, only leaving smoldering rubble, Ayutthaya dynasty perished.

Today, Ayutthaya covers an area of 25,56.6 square kilometers, with a population of about 870,000. The north is connected to the Hongtong and Lop Buri, the east is connected to the Saraburi, borders Pathum Thani on the south, borders Suphanburi and Nonthaburi on the east. Ayutthaya has jurisdiction over 16 counties, divided into 209 districts,

and divided into 1,328 villages. In the original city, there are only a few palaces, temples and relics, precious statues and exquisite carvings for visitors. It has now been established as a historic park for Ayutthaya and is listed as a UNESCO world heritage site. The central area of the great city hall is the site of the ancient imperial palace in the kingdom of Ayutthaya. In the ruins of the ancient palace, there are some Buddharupa built in the 15th century, which are in good condition, and their sculptures, lines, shapes and architectural techniques are the most ancient art features. At night, when tourists take a boat along the Chao Phraya River, the fluorescent lamps of the Bouddhanath spires appear solemn and solemn. There are many famous tourist attractions, such as Wat Yai Chai Mongkol, Wat Phra Mahathat, Wat Lokaya Sutha, Wat Chaiwatthanaram, Bangpailin. Every year in November, Ayutthaya will hold a festival of water lanterns. Many Buddhist temples will hold a feast of worship Buddha, and the night lights festival will attract many people to come here.

Year	King
1350–69	Ramathibodi I (Uthong)
1590–1605	Sanphet II (Naresuan)
1656–88	Ramathibodi III (Narai)
1758–67	Borommaracha III (Ekkathat)

Similarly, Xi'an province in China has also got certain attributes to promote tourism through Films and TV programs. It is located in the central northwest of China. It has mountains, museums, pagodas and temples. Xian has also conducive weather which is an ideal spot to shoot romantic movies and TV programs. In ancient times it is one of the birthplaces of the ancient Chinese civilization in the yellow river basin area. The Xian history and its historical sites and cultural relics haven't been presented much in Films and TV showbiz. The characteristics of Xian provinces are illustrated in more details in literature review.

1.1.2 XI'AN

Xian is the capital of Shaan'xi provincial , an west important national center city of China. The national important base of scientific research, education and industrial. Xi 'an is one of the four ancient capitals of China . UNESCO established the "world famous city" ,in 1981, one of the world's top ten ancient capitals. It is located in the middle of Guanzhong plain. It has jurisdiction over 11 districts and 2 counties with a total area of 10,108 square kilometers. At the end of 2016, the permanent population was 88321 million, among which the urban population was 648.54 million

Xi'an has been the capital since the 11th century BC., including 13 dynasties: the Zhou dynasty, the Qin dynasty, the Han dynasty, the Xinmang, the Wei dynasty, the Sui dynasty and the Tang dynasty, etc. It is the starting point of the Silk Road, the important birthplace of Chinese civilization and the Chinese nation. Xi'an played an important role in economic and cultural exchanges between ancient Chinese and foreign countries, especially from Xian Qin dynasty to Han dynasty. Xi'an is one of the pop tourist destination in China. Until 2016, six sites in xi'an have been listed on the world heritage list. There have the "Xi'an complex" about splendid Tang dynasty and Han dynasty culture, rich and colorful folk art. Epang Palace, Weiyang Palace, Daming Gong Palace, Great Wild Goose Pagoda, Forest of Steles, etc. Terracotta Army, magnificent, known as "the eighth wonder of the world". Since the implementation of the One Belt And One Road strategy in 2013, the tourism industry in Xi'an, the starting city of the silk road, is faced with excellent development opportunities again. Xi'an will have more opportunities to communicate to other countries and regions, and it will be more involved in the international society. At the same time, Xi'an, can learn more advanced experience, explore system development model from Europe and other countries. It also can explore deeper exchange and cooperation with the international community, which is beneficial

to Xi 'an become a top-ranking international city. In 2016, xi 'an received 150 million tourists from home and abroad, with a total tourism revenue of 120 billion yuan.

Year	Dynasty
1046 -771 B.C.	The Western Zhou Dvnastv
221-206 B.C.	The Oin Dvnastv
206 B.C. -A.D. 8	The Western Han Dvnastv
9-23	The Xin Dvnastv
25-220	The Eastern Han Dvnastv
265-316	The Western Jin Dvnastv
319-329	The HanZhao Nation
351-385	The Former Oin
386-417	The Later Oin
535-557	The Western Wei Dvnastv
557-581	The Northern Zhou Dvnastv
581-618	The Sui Dvnastv
618-904	The Tang Dynasty

However, in this research study the characteristics and attributes of Ayutthaya in Thailand and Xian in china will be investigated and discussed thoroughly in development and promotion of Films and TV programs tourism. In other words, this topic can be assessed as branding of Ayutthaya and Xian province with the integration of films and TV programs to promote tourism in both regions.

1.2 Research objectives

The objectives of this research are discussed as below

- To develop a model which will help and bring tourism benefits and developments in both locations (Ayutthaya and Xian) with the help of films and TV programs
- To identify the current images of films and TV programs that tourists having in their mind of Ayutthaya and Xian.
- To find out that promotion of films and TV programs will develop Ayutthaya and Xian tourism potentials.
- Lastly, to brand Ayutthaya and Xian tourism with the integration of films and TV programs.

1.3 Research questions

In this section there is one main question and three sub-questions are discussed as below.

Main question

- Do Ayutthaya and Xian have attributes to attract tourist with the help of promoting films and TV programs?

Sub-questions

- Do Ayutthaya and Xian have attributes that can influence tourist with the help of promoting films and TV programs?

- Does the promotion of films and TV programs is directly proportional to tourism?
- Discuss the conclusions and recommendations on the basis of research analysis and findings?

1.4 Scope of the study

The demographic coverage of this study is selected in two different areas as discussed earlier; which are Ayutthaya in Thailand and Xian in China. The research questions selected in this study involves both primary as well as secondary source of research. The findings of secondary source of information presented in literature review and that is in chapter 2 of this research study. The main questions of this paper involves mostly secondary source of information which can be collected and gathered from the internet, books, reports, articles based on Films and TV programs tourism, tourism branding, destination tourism. The sub questions involve both primary and secondary source of information and the outcome of primary source of information is collected through survey with the help of physical distribution of questionnaire. The list of questions in the survey is constructed on the

basis of literature review and respondents and is reviewed by the faculty members of Siam University, Thailand.

1.5 Significance of the study

The importance of this study to attract tourists through the portrayal of the Ayutthaya and Xian in films and TV programs along with the economic benefits that film and TV showbiz can bring to these two provinces. It will also reduce the problems of seasonality tourism because Films and TV programs are made throughout the year. The other significance point of this study it will increase the cultural value of these two places because if audiences can see films and TV programs on TV and they will learn about the culture. The films and TV programs tourism will generate double revenue for the government as first from the makers for movies and TV showbiz and second from entrainment tax when makers will collect from the audiences. This study will increase the destination image and awareness of these two areas and it will be exposed as popular destinations for film and TV series making. The attributes of these two areas are largely suitable for mythological type of film and TV series making as because these two areas are rich in heritage which is ideal for this genre.

1.6 Hypotheses

- Does Ayutthaya destination attributes can promote films and TV series making?
- Does Xian destination attributes can promote films and TV series making?
- Does the promotion of films and TV series making can increase tourism in Ayutthaya and Xian provinces?

1.7 Conceptual framework



