

Chapter 2: literature review

2.1 Film and television tourism

2.1.1 Overview

Film and television or interchangeably can also be called as film –induced tourism and it was firstly described by Scottish tourist board (STB). It's an activity in which tourists visitors can be attracted through the medium of films and TV shows exhibited in the form of portrayal of the place in film, video and television. According to Visit Britain, a tourist can decide to visit certain place as the particular place is being presented or featured on television, movies, and serials or in the cinema screen.

Films and television tourism can add benefits and provides business profits for the government as it can attract large number of visitors because all those visitors are highly inspired by the images and pictures featured on the scene of the films and TV programs (GDRI, 2005; SERI 2004).

According to the Travel and Tourism Analyst, 2013 Film and TV programs based tourism add benefits to cultural value of the country as tourist will have knowledge about the culture and traditions of the place. Hudson and Ritchie, 2006 have stated that films and TV programs tourism enhance the growth of not only entertainment industry but also in the increase of international market. In Asia Film and TV programs tourism once got boom due the Korean TV series and film making and soon when it started being telecasted in other Asia pacific regions and people from this region started traveling to Korea because of its attributes that attracted tourists in Films and TV programs. In current scenarios, Films and TV programs tourism now a days offering so much back to the society and the benefits are growing in numbers.

2.1.2 Backdrop

Film based tourism is not a 21st century phenomena as it had started back in 20th century almost more than 100 years ago when the titled movie “Jaws” in 1975 showed the rest of the world about California. Films and TV showbiz enables countries to increase and enhance their tourism potentials. There was a movie called “Out of Africa” which relatively brought the American-African back to their continents. “Crocodile Dundee attracted tourists to visit Australia. The “Harry potter” series had definitely resurgence the British tourism back to the business as it was facing a serious crisis. The famous “Lord of the rings” in 2001 has created a huge furry in the international tourism an increase of tourism by 3.8% in 2002. According to the New Zealand tourism 2002, according to a survey conducted by the NZ tourism and it was reported that 9.3% of international visitors visited New Zealand because of the “Lord of the rings” movie.

In the “Harry potter” movie, there was a place called Alnwick castle it had actually witnessed a growth of 200% visitors after a year of the release of the film. In Thailand when the movie “The Beach” was directed starred Leonardo Di Caprio the international travelers between age limit of 15-24 years old from the US and UK were increased by 20% and 22% respectively. The “Brave heart” movie was an example of increase in travelers from 66,000 to 176,000 visitors in a year to visit the Wallace monument in Scotland.

2.1.3: Overseas Film tourism destination

In this section the researcher tries to provide the idea about the list of movies that are made or shot in overseas. There had been several research work done in this context by Choi, In-Ho, 2005. However the date in this section is not that recent but it would still be useful.

Period	Destination	Film/ Release Year
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1950's	Niagara falls Rome Repulse Bay in Hong Kong	Niagara, 1953 Roman Holiday, 1963 Love is a Many Splendored Thing, 1955
1960's	Manhattan of New York Jamaica Jordan	Breakfast At Tiffany's, 1961 007 Dr. No, 1962 Lawrence Of Arabia, 1962
1970's	New York central Park Hong Kong Mont Saint Michel	Love Story, 1970 Enter the Dragon, 1973 The Last Concert, 1976
1980's	India Australia China	Gandhi, 1982 Crocodile Dundee, 1986 Last emperor, 1987
1990's	Paris Las Vegas Scotland	Les Amants Du Pont-Neuf (The Lovers On The Bridge), 1991 Leaving Las Vegas, 1995 Braveheart, 1995
2000's	New Zealand UK	Lord Of The Rings, 2001-3 Harry Potter, 2001-5

2.1.4: Impact of films and TV programs on tourism

Film – “The beach”

In this section the researcher provided the example of the movie was shot back in 2000 in Thailand called “the beach”. This movie was based on the story of a young American backpacker in remote areas of Thailand so it has created a trend for young people to travel as back packer. This movie had shown different locations, beaches and scenery such as Ko Samui, Khao San Road and Phi Phi Island according to the report from Travel & Tourism Analyst, 2003.

Travel Authority of Thailand (TAT) advertised those places which were shot in the movie during the release of the film. There was a joint marketing strategy with the FOX studio and TAT to promote the beaches. The travelers who came to Thailand were interested in staying those hotels where Leonardo Di Caprio stayed. This film marketing strategy and promotion activities increased the UK visitors by 11.9% in 2000. The travelers from 15-24 years olds rose by 21.96%.

TV program- “Korea TV industry”

Korean TV series are very famous in Asian countries especially in China, Japan, Taiwan and Thailand as because these TV series provides the different locations featured and it creates rise in domestic as well as foreign visitors due to popularity of the destinations appeared on TV programs. There are various big hits TV series which had caught attentions of various places in South Korea such Namisum shot Winter sonata and Daejanggum Theme Park shot in Daejanggum witnessed a favorable growth of tourists from Asian countries approximately more than 200,000 tourists only from Taiwan, Japan and China only (KTO, 2006). The Korean TV industry is a good example to present in this paper to show how tourism can be increased with TV series.

There are other movies as well which have created positive impacts in the increase of travelers and growth of tourism on the basis of films and TV induced tourism. The other movies impact is mentioned below. According to Hudson & Ritchie (2006) following movies impact on visitors are explained as below:

Films	Locations	Impact on Visitor
Brave heart	Wallace Monument, Scotland	300% increase a year after release
Captain Corelli's Mandolin	Cephalonia, Greece	50% increase
Field of Dreams	Iowa	35,000 visits in 1991 and steady increase every year
Four Weddings and a Funeral	The Crown Hotel, Habersham, England	Fully booked for at least 3 years
Harry Potter	Various locations in UK	Increase of 50% or more in all filmed locations
Mission Impossible 2	National Park, Sydney	200% increase in 2000
Notting Hill	Kenwood House, England	10% rise in one month
Pride and Prejudice	Lyme Park, England	150% growth
Sense and Sensibility	Salt ram House, England	39% increment
The Beach	Thailand	22% surge up in youth market in 2000
Troy	Canakale, Turkey	73% growth

The above table was first created by Hudson & Ritchie in 2006 and later it was used by other researchers such as KTO 2007; MBC, 2007; Namisum Inc., 2007.

Another significant benefit of the film tourism is that it increases the cultural value for the film location. Many heritage sites that serve as film locations gain fame after the film release because these places obtain specific meaning through film narration. Without film storylines, a castle or a stately home may not be distinguishable from others. Film can augment the destination image and increase the awareness of the host city. Previous research (Kim & Richardson, 2003) suggests that those who are exposed to the film have more favorable destination image towards destinations featured through films than those who are not exposed to films. Television series are even more influential since they can constantly emphasize the appeal of the destination that builds top-of-the mind awareness. But the impact of film-induced tourism is not only positive. There are several consequences that have to be carefully analyzed and, as it could be possible, reduced. For instance, crowding and Cactus Tourism Journal Vol. 2, Issue 2/2011, Pages 25-30, ISSN 2247-3297 environmental impact are, maybe, the most undesirable negative impact of film-induced tourism. Other negative consequences could be exploitation of local population and increased prices.

One of the effective strategies to induce film tourists is joint campaigns with the film industry. England is a good example in this sense. Approximately 28 million visitors visit Britain each year after viewing the country on the screen (Kim et al., 2008). The Australian Tourism Commission (ATC) worked in partnership with Disney on 'Finding Nemo', being the first organisation who promotes a destination through an animated film. Movie maps have also been widely used to promote film locations of the destination. VisitBritain produced a movie map highlighting over 200 filmed locations across Britain which presented film-related places. These materials have rapidly become very successful.

2.1.5 Types of Film and TV programs tourism destination

This can be grouped into four main parts such as; location, facility, event and cluster explained by Choi, In-Ho, 2005

- 1) Location shown in the movie or TV programs can actually increase the popularity of the movie or TV programs during its release and it will certainly increase the visitors to that location. For example: Train shown in train to Busan movie caught attention of visiting South Korea
- 2) Facility served in the movie or TV programs can develop the sense of interest among the tourist with the help of studios or sets used in the making of the films or TV drama such as hotels, museums, restaurants and historical monuments can increase the visitors. For example: Universal studios
- 3) Event such Film festivals which happened every year at certain places can create interest among tourist to visit that place in order to win the reputation of the place. For example; Cannes film festival, Toronto film festival
- 4) Cluster explains that film and TV industry form a community and lead its economy, inducing film producers and tourists. For example: Bollywood, Hollywood

2.1.6 Related research

This section explained about past research which had done by various researchers are as follows:

Riley, Baker & Van Doren, 1998 explained that different scenes which appeared on films and TV programs have pull factors which can motivate the audience and later audience can decide to visit the locations which was shot in the scene. The motivation can be drawn from climate, food, hotels, people, place, natural beauty etc.

Tooke & Baker, 1996 explained that film and TV programs impacts are so strong that it can create a big exposure to an unpopular place, due to curiosity, atmosphere, locations and sceneries.

Butler, 1990 explained that national tourism industry or the overall tourism economy can be increased if any movie or TV drama is being shot in other countries and gets recognized. This will bring an increase in the popularity of the location.

Beeton (2005) explained that films and TV induced tourist try to visit the exact locations which they see but visit to film studios, theme parks or attending film festivals also comes in the category of Films and TV programs induced tourism.

GDRI, (2006) presented that films or TV series locations are the main reasons for any unpopular place to resurgence after the release of the film.

Wang (2007) explained that wrong presentation of films and TV programs induced tourism can actually lead to dissatisfaction among tourist. For example there was totally a different location was presented in the movie – the last samurai. It had shown that it was set in Japan but the actual film was made in New Zealand. It explains that people do take films and TV programs locations seriously.

Roesch, (2009) explained that most number of tourists have arrived a film location at one point in their life intentionally or unintentionally.

O'Connor (2010) explained that Films and TV induce tourism has the potential and traits to reach out the new and emerging markets especially with the young travelers.

Sellgren (2011) indicated that media industry have created awareness among people today that they have easy accessibility to movies or TV series which can induce them to travel and visit those places.

2.2 Ayutthaya:

Ayutthaya is also known as Phra Nakhon Si Ayutthaya. It is considered to be an oldest city and once an ancient capital of Thailand but now it has been changed to Bangkok. It was founded back in 1350 and became a second capital of Siam after Sukhothai. In ancient times Ayutthaya was reportedly an ideal location for China, India and Malaysia regarding trading. In 1700 it became the largest city in the world with a total population of 1 million inhabitants. This city was very famous for international trading as it was connecting with rest of the world such as Arab, India, China, Japan, Portugal, the Netherlands and France. Merchants from France stated that Ayutthaya was the best city during that era in terms scenery. There are so many various characteristics in Ayutthaya which still makes it look beautifully scenery wise.

2.3 Destination attributes Ayutthaya: This paper main objective is to check whether the destination attributes in current situations are good for showing in films and TV programs in order to increase tourism.

2.3.1. Temples: In Ayutthaya there so many temples are mentioned as below:

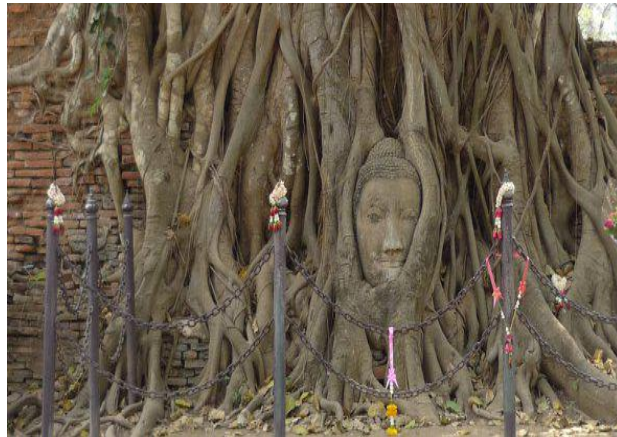
Temples	Interesting facts
Wat Phra Si Sanphet	<ul style="list-style-type: none">• Buddha covered with 340 kg of gold.• Buddha image housed 16m high
Viharn Phra Mongkol Bopit	<ul style="list-style-type: none">• Impressive building with large bronze cast Buddha image• Free entry

Wat Phra Mahathat

- Temple destroyed by Burmese
- The rows of headless Buddha



- Famous tree that has grown around a Buddha head




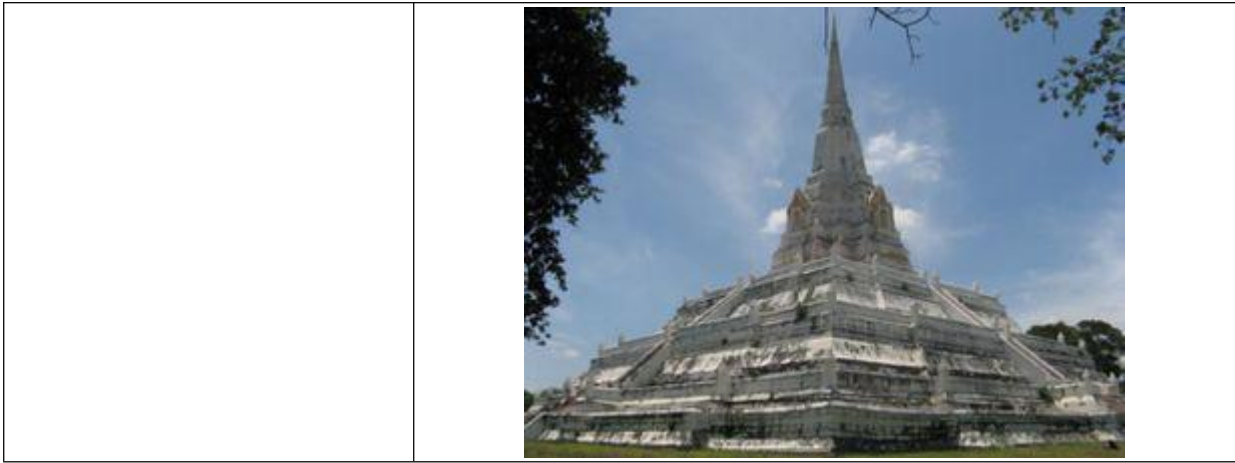
Wat Ratchaburana

- Mysterious staircase down leads to two unrestored rooms with original paintings still visible on the wall

Wat Thammikarat



	<ul style="list-style-type: none"> • A working wat, but also contains the ruins of a large chedi and a huge roofless viharn which has tall brick columns leaning at alarming angles and a large tree growing picturesquely out of the side of one wall.
Phra Chedi Suriyothai	<ul style="list-style-type: none"> • White and gold cloured chedi, set in small well kept gardens • Built as a memorial to a previous queen • White rocky crystal Buddha image 
Wat phu Khao Thong	<ul style="list-style-type: none"> • Impressive huge white slightly wonky in a big field • One can climb on the top to view Ayutthaya city



The temples in Ayutthaya can bring pilgrimage tourism especially if it's being shot in films and TV programs

2.3.2. Museums & Palaces:

- Ayutthaya historical study Centre
- Baan hollanda
- Chantharakasem National Museum
- Chao Sam Phraya National Museum
- The old palace
- Ayutthaya Palace
- Bang Pa In Palace

These are museums and palaces which make Ayutthaya a destination as a prospect to visit for education tourism to know about the history of Ayutthaya more closely with the help film and TV programs showing Ayutthaya museums.

2.3.3: Floating market

Ayutthaya floating market is an ideal place for food and gourmet shopping. It has many things to offer for tourist such as traditional costume, food and near bank of the river many folk performances being presented. It's a financial place for domestic and international tourists to

enjoy the pleasant environment and gorgeous scenery in a Thai style. There are various special foods which are world famous



2.3.4. Parks

In Ayutthaya there is an elephant stay park which is currently very famous among school kids for elephant rides. It's a good place for honeypot tourist people just to play, live and work with elephants and get hands on this experience. It would be a great opportunity to promote films and TV programs to showcase this park which can attract animal lovers to visit this place.

2.3.5. Food

In Ayutthaya famous food can be a potential source to increase tourism from different places as because several foods such as Krung kao boat noodles, grilled prawn etc. Attract large number of food blogger and lover to enjoy the traditional food culture of Ayutthaya. This would bring tourist if the food culture presented through the medium of films and TV programs

2.3 Xian destination attributes:

In Xian province there are so many tourist attraction places apart from climate as it's very soothing and conducive throughout the year and an ideal place for married couple to enjoy

their honeymoon trip so showing Xian climatic condition will increase honeymoon tourism.

Haushan mountain is top priority place for honeymoon couple

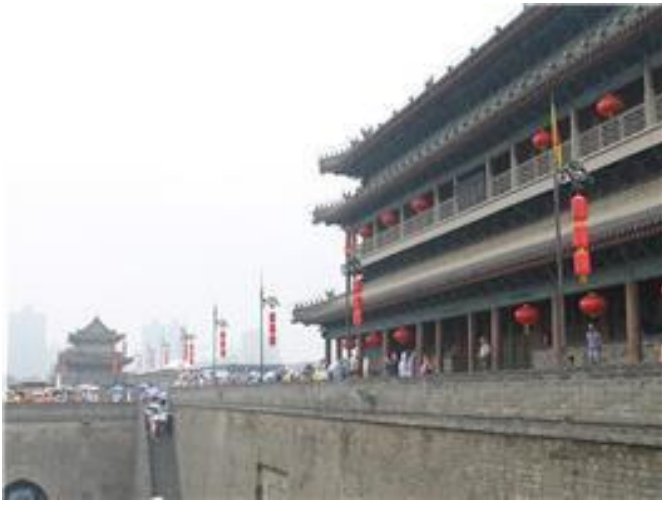
The terracotta army, Shaanxi history museum, forest of stele museum and qianling museum are very famous places for tourists to enrich culture and heritage knowledge of Xian province for students, researchers and explorer. This place is an ideal place for educational tourism if it is shot in films and TV programs



The tombs and palaces also very popular with locals in Xian such as the tomb of crown prince yide, huaqing palace han yang tomb the tomb of crown prince, Zhanghuai and qianling tomb can promote film and TV programs as it has got lot offer for the tourism industry.



The bell tower, great mosque, ancient city wall are great characteristics for mythological type of film and TV series making. This will enhance tourism in this region also.



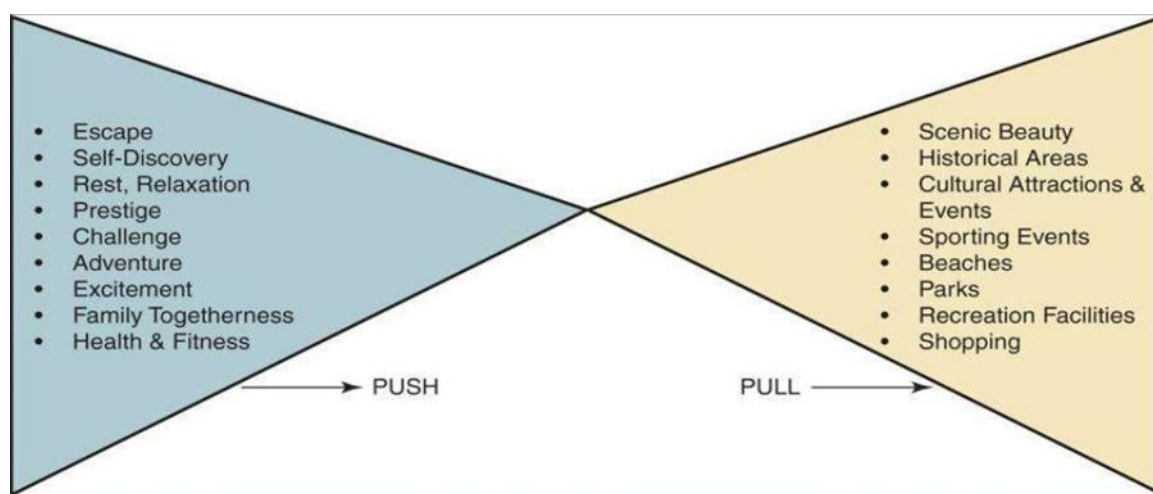
The Muslim street and Chinese herb market are very prominent characteristics for gourmet and shopping tourism.



Pagodas such as big wild goose pagodas, small wild goose pagodas are also very famous and strong attributes to boost tourism by promoting film induced tourism.

2.4 Theory

This research paper is well supported by Crompton “Push and Pull model of Motivation” was established in 1979. It explained that tourists can decide their next destination spot on the basis of two main factors.



a) Push travel motivation factor: it comes from within of travelers and the decision to visit the place comes from internal behavior or traits. There are various traits that actual push travelers and motivate to travel such as are follows:

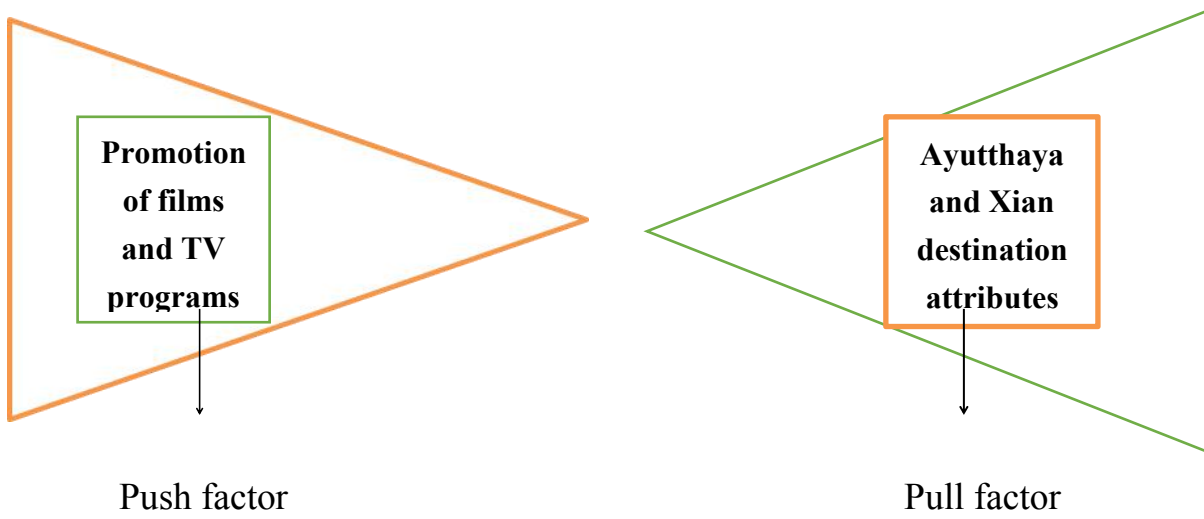
- Escape
- Self-discovery
- Rest, relaxation
- Prestige
- Challenge
- Adventure
- Excitement

- Family togetherness
- Health and fitness

b) The pull model of motivation: it's the external factors which motivate travelers to visit that certain place. The travelers can motivate from the following factors to decide a place to visit are mentioned below:

- Scenic beauty
- Historical areas
- Cultural Attraction and events
- Sporting events
- Beaches
- Parks
- Recreation facilities
- Shopping

Based on this model, this research paper also states about the push factors and the pull factors as in this case the push factor is promotion of films and TV programs in Ayutthaya and Xian provinces as if more movies and TV programs would be shot in these regions more and more people will watch the movies and TV shows and by watching images of places in the background it develops and encourages tourists to decide that place for their next travel destinations. On the other hand, the destination attributes and characteristics of Ayutthaya and Xian provinces would be the pull model of motivation as because these provinces have those traits and characteristics available already. Let's assume if the films and TV shows are not being made, both regions will still have the characteristics and the reason why it's reaching out to the people because the films and TV programs are promoting it.



This chapter answers the research main question that Ayutthaya and Xian provinces do have destination attributes available that can be featured in films and TV series in order to increase the overall tourism in their regions respectively.