

DIGITAL MEDIA AND FILM INDUCED TOURISM: PIONEERING NEW DESTINATIONS FOR THE WANDERLUSTS

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ABSTRACT--Digital media as well as films act as information reserve and serve as platform for communication for tourists. This phenomenon has significantly grown over the years. Rather than easing mobility and interactivity, digital media have been a tool of contributory in making convergence a reality. The visuals speak louder than words, and they are powerful enough to move people. This paper examines how films and digital media play a key role in increasing destination desires and tourism growth. Various kinds of media are found to be helpful and persuading for travelers in choosing a destination to travel and to plan trips. In fact, travelers endeavor to seek out tourism data, with the help of digital media before, after and during their travel. Travelers often share their experiences, merits and demerits about the destination through media; travel vlogs, films, reality show etc. Providing reviews and visuals to audience helps in successfully extending the demand for a selected destination. Places which were not that important suddenly shoot into prominence and become attractive tourist destinations as they get depicted in films and digital media. Consequently, the area gets an economic boost through the development of hospitality industry, transportation, purchase centers and several kinds of employment in the service sector. There is thus a fruitful interface between film and digital media with tourism through a process of mutual impact. The paper analyses the topic from the perspective of push and pull theory of motivation.

Keywords--Tourism, film/digital media industry, impact, push and pull motivation, economic booster, area development.

I. INTRODUCTION

“Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for fewer than one consecutive year for leisure, business and other purposes” [1] Gueyer Feuler Every human being at some point of time has a desire to travel in order to move away from the normal routines which may seem boring at times, to have a change and to get relaxed. To go somewhere unknown along with people in a different climate and surrounding gives a very different experience. Everyone has their own desires and dreams about their travel and they try to fulfill these in through their own ideas and views. Here comes the importance of digital media and films in inducing an image of a particular locality into the minds of the audience who really has a mind set for exploration.

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Some of the leading and still mounting world industries which will satisfy a tourist's source, is undoubtedly film and tourism. While enjoying a movie, a person enters into another of fascination. Within hours of watching a film, his/her desires are satisfied through the images shown in films, tries to escape from the realities of life, gets freed from charges and errands, without parting from where they exist. Tourism is undoubtedly a foreseeable factor in the development of any country. It further helps to increase the economy of a specific region. We come to understand about a locality of visit either through books or another means. Each and every one of us has different interests, it varies from person to person rather than taking note to someone's narrative of a locality or merely reading books, images can successively bring a perk of interest to travel to a specific place. Digital media and films place a big role in attracting the wanderlust to new places of interest. The sweetness and exploration facts are portrayed through different locations in movies similarly as different kinds of digital media.

II. OBJECTIVE

The paper attempts to recognize the influence of digital media and films in the vicinity of tourism. The study is done through an analysis of different movies and programs which attract us to certain places. The places shown in films might not be of tourist importance in the beginning, but eventually people get attracted and start visiting those places which in turn makes it a new tourist destination. The study gives example of films and media induced tourism through the movies in different languages and genres.

III. HYPOTHESIS

Media and Film-induced Tourism

Tourism affects a particular place both physically and economically. It helps to measure the quality of a particular place. Images are very effective in attracting a person; images remain constant rather than words. We know how different products reach people through advertisement when their favorite actor claims that he or she uses it. Similarly, our search for something new always ends up in trying new. The study focuses on the changes occurred in areas of tourism after the introduction of films and digital media. There are mainly two types of tourist spots known as on location film tourism and off location film tourism. Film has captured and fascinated public mind's eye ever since the world's first public film broadcast in 1895. From there it prolonged to all over the planet and in track of time many other innovations were made and the movie business developed extremely. Within these developments, tourism induced by film could be denoted as an essential development. Branding of destinations and tourism induced by film and other digital medias are one among the best ever growing sectors in tourism industry. Tourism that is developed as a product of exhibition or manifestation of an eye-catching destination within the cinema, video or television can be called as Film Tourism. It provides an plenty of community and products the development opportunities. It's a quick paced production, driven by creative ardor, positive liveliness and incredible passion, which affects both the tourism and services sector.

Films can present incalculable viewers with generous sequence of a pair of destination, generate a record image or amend a prevailing image in a remarkably, fairly short time. The promotion generated by a solemn visual

or by some prominent celebrities will be implausible. One important monetary aid of such induced tourism is that it can serve as a financial inoculation to the people of the area. Films can partake a full-bodied sway on higher cognitive process for short holidays and also influence revenues in tourism sector with a long- stretch affluence of the spot. When a spot gets revelation from opening to end through films then the moving, hospitality and other service providing sectors of that place also develop. Many local people gets work in these sectors.

Images produced through films and digital media persists for decades giving publicity and creating identities. The disclosure of picky location through digital media and films when viewed by millions of people gives those locations a particular attraction as tourist destination.

IV. RESEARCH METHODOLOGY

Push and Pull Theory of Motivation

Motivation can be simply explained as a drive to do something. This is applicable even in the field of tourism. Motivation in film tourism can be classified mainly into two types: push and pull motivation. Push motivation factors are inner drivers that forces people to travel at film locality like the prerequisite of socialization, the stipulate of break out, on the lookout for of pilgrimage, the will of anecdote, the perception of reminiscence. Pull motivation factors are the pull of the film that magnetizes audience into the film target.

Extravagant panorama or inimitable landscapes are at once specialized and provides icing on a cake sort of view to the viewer. There is no doubt that the intensification and support a place can get explicitly inclined by film as well as all other sorts of popular forms of media.

Individuals are taken away to exacting places from the settings for feature films. It is an unavoidable fact that they might also be careworn to particular locations in the films which inturns grows as a perk of desire to visit that particular place.

Film stars actors and celebrities are an integral part of mass media which in turn induce a particular image into the audience mind. They are able to have a large drive for visiting a particular locality. Film actors, anchors, stars are given an extra perk of respect as well as importance in almost all parts of the world. Thus, people might have an urge to visit these places where their favorite actor stood and said their favorite dialogue. We are well aware how the products used by celebrities gets sold within no time. Similarly, the beauty as well as the motivation or influence provided by the celebrity acts as a motivational factor. There is no doubt that film and digital media has become a dominant source of information for the wanderlusts all around.

A destinations image plays a vital role in minds of people to visit a particular place. The image consumers therefore give utter importance to films and digital media. Images comes from controlled and directing initiatives by tourism organizations, further more indirectly through films and digital media.

Feature films are often made at significant and identifiable historic or heritage sites. It mainly includes castles and manors that are of historical importance. These destinations might be unseen places, but once it gets introduced into films and digital media, it starts to get popular. Each and every tourist has their own reason to get attracted to or attached to a particular location

V. REVIEW OF LITERATURE

Films and digital media have a momentous talk into on the members of a the communal and they play an explanation role in formatting the stance of people. They also keep pleased and convey message of various kinds. This could be of social or cultural implication. In some cases, films and media are involved in destination promotions. In earlier days scenes were shot entirely inside studios where the art directors generate houses, streets and even palaces. Films, documentaries, TV productions and commercials inspire people to explore the locations seen in the content seen, to explore destinations.

Papers and studies have been done based on film induced tourism even by the government in order to analyze the important tourist spots which inturn increases the revenue of tourism department. It has been found that the amount of people visiting a place has increased after giving importance to a particular location in a film or through digital media.

When watching a film or programs through digital media, the audience is plunged into a fantasy world in between the imaginary and the real and film tourism is partly based on tourists demands to escape into this in-between-world and experience the cultural landscapes represented in digital media and films.

Tourists are attracted to particular places because of certain images, associations, and emotional attachments to places of their interest. There are several reasons to visit film locations. Many people are interested in positioning themselves in the locations of films as done by their favorite actors. Some people may visit places purely for their historic significance after watching the film where they are produced.

VI. ANALYSIS AND MAJOR FINDINGS

Film and media induced tourism emerged as a replacement doorway to tourism as people come to know about different places through these sources. It serves as a major factor which promotes travel and tourism across the country. Some notable examples are the rise of New Zealand and Australia as one of the top tourist destinations because of the popular recognition of flicks. The screening of *Piano*, *The Lord of the Rings*, *The last Samurai* etc... Shot on the territory of New Zealand and movies like *Mad Max*, *Crocodile Dandy*, and *Charge 2* filmed in Australia generated a boom of tourists in these countries. World famous studios like Hollywood, Kustendorf and Nu Boyana producing numerous movies every year are fascinating tourist destinations themselves. A tremendous increase in the number of visits to the newly popular film-cities like Budapest and Berlin, where some famous movies and their major cult scenes are shot is due to this present phenomenon. To mention to random movies and sites, the Maya Bay on the Koh Phi Phi Lay in Thailand became a popular tourist destination after the Leonardo Di Caprio starrer *The Beach* in 2000 and the South Pillar of heaven in the Zhangjiajie National Forest Park in China which was the inspiration for the mountains in James Cameron movie *Avatar* attracts tourists since the release of the movie worldwide. One cannot complete the topic without mentioning the countless number of television series and shows that reel on the globe providing an open access and exposure to knowledge and

discovery of new cultures, customs, new people etc. to its viewers enticing them to visit the countries where they are set and produced.

Indian screenland has succeeded in promoting various cultures, localities and unexplored places within and across the union territories. Movies like *Yeh Jawani Hai Deewani* and *Highway* have beautifully pictured Shimla, Manali and valleys of Northern India which persuade people to visit these places.

Bollywood movies like *Love you Zindagi*, *Chennai Express* and *Bhaagi* made an additional appeal by setting their locations across South India. Chilling climate of Munnar, ghats of Wayanad, Athirapilly Waterfalls and the Backwaters of Alappuzha are among some prime shoot locations in South India (Kerala) for various films. India being a country that releases a great number of movies a year, important are the movies in other native languages of the country other than Bollywood. There has been a boom in the number of new tourists and the tourist destinations in India which is visible as a result of the influence of the movies and other digital medias that promote the beauty and uniqueness of the places. To mention an important set of Indian movies called Mollywood (Malayalam) have been abundantly feeding the crave of wanderlust all the while and recently especially. The old heritage empire of Hampi became a popular destination after the movie *Anandam*, the beauty of the isolated union territory of Lakshadweep was open to the viewers in the movies *Anarkali* and *MosayileKuthiraMeenukal*, the vibe and beauty of Kochi, scenic beauty of Idukki in the movie *Charlie* tempted people to visit the places etc.

The flow of wanderlust including foreigners towards these shoot locations have increased greatly. This aspect made the film industries within the country to form its production services better. Various local communities are portrayed in movies, thereby helping them economically. Locations shot for films like *Life of Pi*, *Slum dog Millionaire* and other Hollywood cinemas have open up the gates. For more Hollywood film workers to choose their locations in India, thereby promoting the Indian tourism globally. The films not only attract people to local sites but also to places abroad. Films popularize both the known and the unknown. The places which were mysterious or not very popular to the people seems striking and interesting through the representation in digital media and the admired places could be made even more breathtaking.

VII. CONCLUSION

Film has captured and fascinated public mind's eye ever since the world's first public film broadcast in 1895. From there it prolonged to all over the planet and in track of time many other innovations were made and the movie business developed extremely. Within these developments, tourism induced by film could be denoted as an essential development. Branding of destinations and tourism induced by film and other digital medias are one among the best ever growing sectors in tourism industry. Tourism that is developed as a product of exhibition or manifestation of an eye-catching destination within the cinema, video or television can be called as Film Tourism. It provides an plenty of community and products the development opportunities. It's a quick paced production, driven by creative ardor, positive liveliness and incredible passion, which affects both the tourism and services sector.

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When a spot gets revelation from opening to end through films then the moving, hospitality and other service providing sectors of that place also develop. Many local people gets work in these sectors.

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