

THE CHARACTERISTICS OF FILM PRODUCTS TO INDUCE TOURISM

Noridawati Abd Rahman¹

Universiti Malaysia Sabah
(Email: bongawan13@gmail.com)

Zairul Anwar Dawam (PhD)²

Faculty of Arts, Humanities and Heritage, Universiti Malaysia Sabah.
(Email: zanuar@ums.edu.my)

Jennifer Kim Lian Chan (PhD)³

Faculty of Business, Economics and Accountancy, Universiti Malaysia Sabah.
(Email: jenniferchan@ums.edu.my)

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Abstract: *Film products to induce tourism is a new phenomenon for tourists to visit a destination that inspired by films and television. For examples; film The Beach (Thailand), Tomb Raider (Cambodia), Entrapment (Malaysia), Lord of The Rings trilogy (New Zealand), Harry Potter trilogy (UK) and others. Many of this destination has turned into a popular tourist attraction. However, film products to induce tourism can also be unpredictable. The success of any film or television is not guaranteed, and the effects on inducing visits can be complex. Thus, this paper will analyze six of the characteristics of film products namely on location, off location, storyline, celebrity, film genres and film festivals. By understanding these characteristics of film products, this paper can help to increase a better understanding of the context of film products to induce tourism. Indeed, this paper also opens an opportunity for future researchers to study film products as a new strategy to induce the tourism industry where it can increase the number of tourists visiting.*

Keywords: *Film Products, Tourism, On Location, Off Location, Celebrity, Storyline, Film Genres, Film Festivals*

Introduction

There are many tourism products are offered to encourage tourists to visit a tourist destination. The main goal is to cater to tourist's demand who want to seek the authentic, experience and differentiation. Tourism products can be either natural, cultural, sports, local foods, theme parks, business, agro, medical, etc.

Nowadays, due to the growth of technology, more tourists are induced to visit the destinations that have been inspired by media particularly feature films. This phenomenon is called film products to induce tourism (FPIT). It allows tourists to visit a destination which depicted on television, video or cinema screen/film (Hudson & Ritchie, 2006). For example, film Crocodile Dundee in Australia, Harry Potter trilogy in the United Kingdom (UK), The Lord of the Rings (LOTR) in New Zealand, etc. These examples have identified FPIT can draw tourists to visit the destination as well as enhance the awareness of the destination.

Due to the importance of film products on influence tourist's decision to travel, this paper intends to identify the characteristics of film products that can encourage tourists to visit the destination. To do this, carrying out of primary research would be impractical. Therefore, this paper aims to discuss the six of the characteristics of film products namely on location, off location, storyline, celebrity, film genres and film festivals.

Definition of Film Products to Induce Tourism

Film products to induce tourism (FPIT) has been defined with various terms including "media-induced tourism", "movie induced tourism", "film-induced tourism", and "cinematographic tourist", or even "media pilgrim seen as a media pilgrimage (Horrigan, 2009).

The most straightforward and logical context definition was explained by Busby and Klug (2001). They defined film-induced tourism as a "tourist visit to destination or attraction as a result of the destination featured on the cinema screen, video or television". Iwashita (2003) adds to this by stating that film, television, and literature can influence the travel preference and destination choice of individuals by exposing them to the attributes and attractions of destinations. Moreover, Macionis (2004) defined film tourism, as a post-modern experience of the tourist in a site, which has been depicted in some form of media. This experience is personalized and unique to each individual because it depends on his interpretation of media images.

Beeton (2005) presented a broader definition of film induced tourism. In this case, includes movies, television and other screened media such as video and DVDs. She noted that film to induce tourism to comprise many aspects including tour as a tourist motivator, film as a part of holiday, celebrity film tourism, film as nostalgia (visiting the locations that represent another era) constructed film attractions, film tours, film theme parks, film festivals and film as a vicarious travel. Thus, Beeton concluded a definition of film-induced tourism as a broad-brush term related to 'visitation to the site where movie and television programmed have been filmed, as well as to tours to production studios, including tour related parks.

As highlighted through Beeton's (2005) definition, film induced tourism is much more than the role of film in attracting visitors; it especially also includes the activities at these sites. Olsberg/SPI (2007) add to this by stating that film tourists' visits are not just limited to those specific locations associated with the films but also increase the awareness of the destination.

Influence of Film Products on Tourism Demand

Several aspects highlight the importance of film products on tourism demand. Firstly, the influence of film products on destination image has increased the desire to travel. Films play a key role in influencing people's images and perceptions of a destination prior to their arrival at the destination. As Butler (1990) argued, films as visual media are more important to tourists than printed sources of information because they tend to be more reliable. This is supported by Croy *et al.* (2019), who have claimed that films as marketing and promotional tools, enhancing

a destination image with minimal cost involvement from the tourism industry (Croy , 2010; Hudson & Ritchie, 2006; Tooke & Baker, 1996). As a contrast to Bolan and Williams (2008), they argued that creating an image for a destination is not an easy task, movie-makers usually do not choose film settings to promote a destination; they do so as a complement to the story. Therefore, the carefully planning of which destination images should be in films are crucial.

Secondly, the influence of film products on a tourist's perception of a destination. Wen *et al.* (2018) has investigate the influence movies and television on Chinese tourists perception toward international tourism destination. The finding found that many Chinese are involved with international travel and were ardent about film and/ or TV dramas. Whereas, Jensen and Waade (2009) pointed out that if the destination has a positive image, it is more likely to be visited. For instance, the film *Paris Je T'Aime* (2006) is a portrayal of love stories set in romantic Paris. Consequently, the likely perception and idealistic experience of a tourist in Paris is romance and love.

In the perspective of a negative image, O'Connor *et al.* (2008) state that a negative portrayal of the destination might not boost tourism in the region and can engender the opposite effect. For instance, the study of Loureiro and Araújo (2015) on the effects of films on negative plots on the image of a destination by investigating the effects of the film *City of Gods* on the image of Brazil. The result found that negative plot films tend to turn viewers' evaluations on the image attributes generally more negative, including on the aspects not directly related to the film's content. As a contrast to Beeton (2016), she argues that all filming is good for tourism at all places, in this case, one point of view maybe there is no such thing as 'bad publicity', at least in terms of raising destination awareness. However, if the negative image show about protest and war, maybe it contributes to a smaller impact on destination awareness as compared to successful films. This is supported by Pratt (2015) that film can help to raise awareness of destination even though a film portrays a destination negatively.

Thirdly, the importance of film raises awareness of the host city. Biswas and Croy (2018) noted that film tourism has the potential to increase the awareness of the destination. New Zealand is one of the best examples of destinations that have largely benefited from FPIT. For example, film *The Piano* (1993) provides positive benefits for tourism in New Zealand and was depicted in posters to promote international tourism advertising. The image of New Zealand has been further reinforced since it has been the backdrop of the three *Lord of the Rings* films. The New Zealand tourism website promotes the country as 'Home Middle-earth'. Other well-known films shot in New Zealand include *The Last Samurai*, *Whale Rider* and *Perfect Strangers*.

Finally, a film has clearly shown the positive impact on visitation number of tourist. As noted by Rewtrakunphaiboon (2018), one of the major benefits that film-induced tourism can bring to the local community, is continuing tourism receipts. Film locations can be all-year, all-weather attractions which improved problems of seasonality in the tourism industry (Jewel & McKinnon, 2008; Beeton, 2004a). Busby and Klug (2001) supported that, it not only presents short-term employment and publicity for a destination but also long-term tourism openings.

Furthermore, films can noticeably impact a destination, not just during the marketing campaign, but after the film has been released. Once seen in major cinema, commonplace destinations can gain popularity status, which has the potential to increase visitation to the destination (Croy & Walker, 2003). Table 1.1 below shows a range of destinations and the number of visitors before and after a place has portrayed in a film product. There is likely a connection between the exposure and the increase in visitation numbers. The table shows a longer-term effect such as

in the case with Braveheart (1995), the monument still received visitors which 300% increase in visitors year after release. Thus, there seems to be a clear correlation between the increase in visitors to a destination and the exposure of the destination in a film products.

Table 1.1: Impact of Film on Visitation Number

Film / TV Series	Location	Impact
Braveheart	Wallace Monument	300% increase in visitors year after release
Dances with Wolves	Fort Hayes, Kansas	25% increase compared with 7% for 4 years before
Close Encounters of the Third Kind	Devils Tower, Wyoming	75% increase in 1975, 20% visit because of the film
Field of Dreams	Iowa	35% vivist in 1991, steady rise
Dallas	Southfork Ranch, Dallas	500,000 visitor per year
Lord of The Rings	New Zealand	10% increase every year 1998 to 2003 from UK
Steel Magnolias	Lousiana	48%increase year after release
Last of the Mohicans	Chimney Rock Park, North Carolina	25% increase year after release
Mission Impossible 2	National Parks, Sydney	200% increase in 2000
Harry Potter	Various UK locations	All locations – increase of 50%
Gorillas in the Mist	Rwanda	20% increase in 1998
The Beach	Thailand	22% increase – youth market 2000
Four Weddings and a Funeral	The Crown Hotel, Amersham, England	Fully booked for at least 3 years
Saving Private Ryan	Normandy, France	40% increase – American tourists
Pride and Prejudice	Lyme Park, Cheshire, UK	150% increase in visitors
Troy	Canakkale, Turkey	73% increase in tourism
Captains Corelli's Mandolin	Cephalonai, Greece	50% increase over 3 years

Source: Horrigan (2009); Hudson and Ritchie (2006)

The Characteristics of Film Products to Induce Tourism

The successfully of popular film to attract tourists visit particular places has long been acknowledged. There are several different characteristics of film products as identified and discussed by a number of authors including Macionis (2004), Beeton (2005) and Olsberg/SPI (2007) as described below.

On location

Macionis (2004) defined on location as a 'place' where involving unique landscapes, scenery, weather, cultural origin, social origin, and activity origin. Whereas, Beeton (2005) described on location as a visiting the film sets that have been left at the destination or visiting the film locations that have been featured in a film such as spectacular scenery, unique landscapes, town, villages, building, and others.

On location is identified as the most significant of film products that can induce tourists to travel directly at the specific site (Hudson & Ritchie, 2006). The reason is that tourists are induced by what they see in film and they seek out the actual location. However, according to Olsberg/SPI (2007), not all locations can be successful to induce tourism unless it shows prominently in the film whether as backdrop or characters in the storyline of a film. There are two types of on location; film sets and physical film location attributes.

Film Sets

According to Beeton (2005), film sets is the location where film crews have left sets after filming shooting and become a tourist attraction due to their exposure in the film. This particularly happens when unimportant pieces of land suddenly turned into tourist's attractions. The best example is the Hobbiton Movie Set in Matamata, New Zealand in the film The Lord of the Rings (LOTR) trilogy and The Hobbit film series. Previously, this land is known as private farmland and since these two films were released 13 years ago, the numbers of tourists visiting climbed to 800,000 people (Beeton, 2005; 2016). It shows that film sets can draw tourists visit specific places even though it is only man-made set. This is supported by Rittichainuwat *et al.* (2017) that visit film sets has increased the touristic experience.

Therefore, film sets should remain at the site to maintain authenticity so that they can allow tourists to visit it. Even though, Roesch (2009) pointed out that in most cases, film production companies remove film sets due to several reasons including fear of copyright breach by people taking photos in the sets before the premiere of the film. Issues on environmental on public land, on the other hand, is another reason why film sets to are being removed. Unless landowners and film producers agreed to maintain the sets.

Physical Film Location Attributes

Aside from film sets, tourists are also induced to visit a site because of the physical attributes that portrayed in films, namely:

- 1) *Natural attractions* (e.g. scenery, mountain, flora and fauna, wildlife, beaches, islands, waterfalls, river, etc.)
- 2) *Modern architecture attractions* (e.g. skyscrapers, sculpture, architecture, hi-tech buildings, etc.)
- 3) *Cultural attractions* (e.g. historical site, monuments, museum, religions, local peoples, local foods, festivals, tradition attires, handicraft, etc.)

First, natural attractions of on location such as mountain, beaches, islands, flora, and fauna in a film have induced tourists to visit a specific site. The reason is simple. Tourists are most likely to see the beautiful and unique places. As highlighted by Hudson and Tung (2010), the portraying of an extraordinary landscape in films help to promote the destination. The Three Islands (Pulau Tiga), Sabah in Malaysia for example, has attracted more international tourists particularly *Survivor* fans to visit these islands due to the exposure in the television series *Survivor* (2000). It can be evidenced through statistics number of tourists arrival in an Annual Report Sabah Park in 2010 where 5,426 international visitors have visited the Three Islands. The increasing number of international tourists since *Survivor* released in 2000 indicates that the portraying unique natures in moving image (e.g. film or television) can induce tourist visit to the Three Islands, Sabah.

Another example is the scene song-and-dance in films Bollywood. Generally, Bollywood film producers used beautiful scenery to synchronizes the scenes and songs to add feelings to the

film. So that when the audiences see particular scenes, they catch emotions and will have the urge to visit particular places. This can be described through the scene song *Ho Gaya Tujhko Toh Pyar Sajna* in film *Dilwale Dulhania Le Jayenge* (DDLJ), (1995). The two Bollywood superstars, Shah Rukh Khan and Kajol acted as young couples in love song and dance with the background of mountain Swiss Alps. The producer of DDLJ idealized Switzerland as a romantic destination in this film has a motivated thousand of Indians tourist visited Swiss. This is supported by Beeton (2005; 2016) that Bollywood on-site filming has credited to Switzerland's rise as a popular honeymoon spot for India couples.

Figure 1.1: Scene of Song and Dance ‘Ho Gaya Hai Tujhko Pyar Sajna’ with Background Swiss Alps, Gstaad, Switzerland in Film *Dilwale Dulhania Le Jayenge* (1995)



Second, modern architecture attractions in films such as skyscraper, sculpture or hi-tech buildings also can stimulate tourists to visit a location. This attractions also refer to the focal point (Roesch, 2009), icons (Riley *et al.*, 1998) or markers (MacCannell, 1976) of the country or city. For instance, Burj Khalifa Tower the tallest skyscraper in the world and Dubai's landmark has formed the backdrop for the blockbuster film *Mission Impossible-Ghost Protocol* (2011) has attracted the attention of audiences from around the world to visit Dubai. The exposure of modern architectures in films are seen as high-value recognition as it enables the tourist to capture in photographs or visuals. Urry (1995) supports that visual consumption through the eye (sightseeing), the photograph or cinema screen transforms the places into attractions. Therefore, the portrays of image modern architecture in a film can help to raise awareness of the destination as well as can induce visitation.

Finally, a film that represents the strong cultures of the region is recognized can contribute film products to induce tourism. Traditionally cultural tourisms tend to be the older tourist, well-educated professionals looking to learn more about a destination's history and culture (Su *et al.*, 2011). The film, however, as contemporary cultural tourism, appeals to a wider range of tourists. *Lara Croft: Tomb Raider* (2001) with starring Angelina Jolie is the best example film that can turn the Ta Prohm Temple, Cambodia (historical site) as tourists attraction particularly young people.

On the other hand, the different cultures associated with storyline influence tourist's perception of destination choice (Lee *et al.*, 2008; Tooke & Baker, 1996). In the nineteenth century, most of the information was received through formal written material such as book, magazine, newspaper, novels or even visual arts. But today, as people read less, film and television become a more important source of information and image formation (Rittichainuwatt, 2018; Tasci, 2008; Tooke & Baker, 1996). Thus, anything appearing in films and television penetrates easier into society.

There are some cases where tourists visit the location that has been nothing to with the actual filming. Beeton (2016) called it as 'runaway production' which mean some of the location depicted in films are quite different from 'real-life' (larger, smaller or more extensive) or may even be presented in as a completely different site. Roesch (2009) claimed that substitution places in the film give spark interest to visit the existing country. *Braveheart* (1995), for example, generated a boom in tourism in Scotland, while Glen, Ireland, the filming locations have shown less impact. Another example is film *The Last Samurai* (2003) which is attract more tourist visit to Mt Taranaki rather than original places, Mt Fuji. This means that filming location is not necessarily to be authenticity.

In contrast, Hall (2003) believed that authenticity is one of the key tourist's motivate to travel. Experiencing the 'authentic' filming location is the main goal of tourism products. Bolan and William (2008) also support Hall's idea, they claimed that the disappointment is increased if the movies are filmed in locations far removed from the actual place they are portraying where it might be creating false expectations regarding the destination portrayed.

Off Location

Beeton (2005) refers off location as tourists visits to a film set that has been constructed in a studio or an artificial setting based on their famous movies. There are two types of off location: (1) film studio tours (filming shooting scenes) and (2) film theme park (characters and rides or funs based on the famous film).

Film Studio Tours

Film studio tours are themed, film-related packages designed for tourist willing to visit the existing set. Further, during some of these tours, participants are allowing watching the actual filming the process of the series such as during Bavaria Film Town Tour in Munich, where visitors are guided around film sets in action.

Film Theme Park

Film studio theme park, on the other hand, constitute purpose-built attraction. They require the use of highly developed rides, animatronics, computer animations, and virtual reality and are often based around a film studio. The growing number of film studio theme parks was attracted by the number of tourists visit the destination as presented in Table 1.2. Film studio theme park can be categorized into two types namely characters and rides or funs based on famous animation or fiction film screen.

Most develop characters have created the base on featured of popular film cartoons or fictions and these characters are present through mascot, parade, and theatre. For instance *Mickey Mouse*, *Pooh*, *Snow Beauty and Beast*, *Star Wars*, *Batman*, *Superman*, *Spiderman*, and *Incredible Hulk*. Apart from that, virtual reality (VR) rides or funs based on famous film also identified success to attract tourists to visit film theme parks. These rides allow users to travel in a fantasy experience and interact with film characters of cartoons or fictions. For example, *King Kong 360 3-D*, *Transformers 3D*, *Superman Ultimate Flight-Off Ride*, and others.

Table 1.2: List of Popular Film Theme Parks

<i>No.</i>	<i>Types of Film Theme Park</i>	<i>Location</i>
1.	<p>Walt Disney Parks and Resorts The famous characters such as <i>Mickey Mouse, Snow White & Seven Dwarf, Beauty & The Beast, Alice in Wonderland, Peter Pan, Cinderella and etc.</i></p>	<p>a) Walt Disney World Resort, Orlando, Florida b) Disneyland Paris c) Tokyo Disney Resort d) Hong Kong Disneyland Park e) Shanghai Disneyland Park</p>
2.	<p>Universal Studios Theme Parks and Resorts The famous films such as <i>The Wizard of Harry Potter, Transformer 3D, King Kong 3D, etc.</i></p>	<p>a) Universal Studios Orlando, Florida b) Universal Studios Hollywood c) Universal Studios Japan d) Universal Studio Singapore</p>
3.	<p>20th Century Fox World The famous film such as <i>Titanic, Aliens, Predator, Night at the Museum and Hunger Games</i></p>	<p>a) Resort World Genting Higlands, Malaysia (will open 2019) b) Dubai (will open 2018)</p>
4.	<p>Warner Brothers Movie World The famous characters such as <i>Peter Pan, Batman, etc.</i></p>	<p>a) Movie World Gold Coast, Australia b) Movie World Florida c) Movie World Germany</p>
5.	<p>LEGOLAND The famous characters of LEGO such as Emmet, Brickowski, Lucy ‘Wyldstyle’, Batman, The Dragon Dino Island, Ninjago</p>	<p>a) Legoland Billund Resort, Denmark b) Legoand Deutschsland Resc Germany c) Legoland Dubai Resrt d) Legoland Windsor Resort, Berkshir e) Legoland Japan f) Legoland Calirfonia g) Legoand Florida h) Legoland Malaysia Resort</p>

Storyline

According to Rabiger and Cherrier (2013), a story is the actual chronological of the event in a narrative. Whereas, in film narrative, the storyline is known as an overall chronological progression of the complete work. Strong stories strongly allow viewers to have a far greater involvement into a part of the lives and actions of characters they see.

The storylines, therefore, may allow audiences to feel that they are participating in a real story that is happening just next to them. Once the audience understands what is happening, it may feel like a real participant in the story, empathizing with the characters, and caring about what happens to them (Hobson, 2003; Kincaid, 2002; Creeber, 2001). It can be explained by Sudish Kamath, a film director from The Movie Book (2015) he said, the movie is not just story. It is an experience. An experience of watching something that puts life into you, that puts a cheer on your face, however depressed you might be.

In the perspective of film products to induce tourism, Hudson and Ritchie (2006) mentioned that if the storyline in film and site are closely interrelated it giving them an emotional

experience, consequently induce to the places. Similar to Kim and O'Connor (2011), they believed that location associated to storyline can create a deeper emotional connection between the viewers/audiences and the program or the film, and collective memories and meanings behind and it are considered an important vehicle for the audiences to become screen-tourist. There are three criteria for tourists visit location associated to the storyline as discussed by previous authors (e.g. Beeton, 2016; Olsberg/SPI, 2015; 2007; Macionis, 2004) namely: (1) content of storyline, (2) storyline based on adaptation success book and (3) story-linked sites.

First, the content of the storyline where a person uses mental simulations to get into the character and acts like that person, repeating their lines and actions from the film in a similar manner. Roesch (2009) call it film re-enactments. He gives the example of fan tourist who acting like *Legolas* from the film *Lord of the Rings*, climbing hills and shooting imaginary arrows at imaginary enemies to feel like *Legolas*.

In another example, tourists are attempted to copy the romance scene from television series *Winter Sonata* (2002) where the lovers made the first kiss on the table picnic. Re-enacting a scene from their favorite movies have shown the spiritual experience through emotional attachment influence tourist decision making to visit the places (Beeton, 2016). Some of the research studies support this idea that a higher level of emotional involvement creates a high level of satisfaction with on-site experiences (Kim, 2012; Carl *et al.*, 2007).

Figure 2.15: Re-enacting scenes of Loves Drama Series *Winter Sonata* (2002)



After Jun- sang and Yu-jin made snowman on the picnic table, they had their first kiss.



Fan's tourist attempting to copy scene kiss at the picnic table.

Secondly, a storyline based on the adaptation of a successful book also can derive fans to visit the specific location in films. According to Olsberg/SPI (2007) in their study of screen products to induce tourism in UK, film adaptations of literature such as film *The Da Vinci Code* (2006), *Pride and Prejudice* (2005) and *Harry Potter* (2001, 2002, 2004, 2005, 2007 and 2009) are more successful and attract more audiences or tourists to visit the places featured in film.

Storyline based on an adaptation from history, on the other hand also encourage tourists to visit the historical places. For instance, in the film historic of *Braveheart Ned Kelly, Frost* (2006) found that the interest tourists to visit the historical film location is due to story-based rather than visually based. He added that seeing the scenery is not the primary motivator for audiences to become tourists but they desire to visit and gain experience the places associated with the historic story they have viewed.

Finally, Olsberg/SPI (2015; 2007) highlight the importance of story-linked sites rather than filming-linked sites. They indicated that location (backdrop) that become as part of films have a strong emotional link with audiences and potential visitors to the location. For example, the

film *Lord of the Rings* which portrayed 'Middle Earth' as a place a key role in the story has attracted more tourists to visit New Zealand. This means that tourists tend to develop a personalized feeling of attachment towards the fictional characters as well as a film location and wish to visit the site. Kim (2012b) support this idea that the dimensions of story and character played the most significant role in explaining tourists' evaluation of their on-site film tourism experience.

Celebrity

Boorstin (1992) refers to celebrity as 'a person who is well known for their well known-ness' and 'their chief claim to fame is their fame itself'. Celebrities are given special attention because they are perceived to be different from the rest of the population. Gamson (2001) on the other hand describe celebrity as a person with whom the public can identify and with whom they can form a para-social relationship.

To be considered a quality celebrity, the character must possess three of criteria: be famous and well known, be highly visible in media and seek to maintain the status (Leslie, 2011). For a marketer, these criteria are important because a quality celebrity can provide high attention and identification of a product to the consumers. Similar to Erdogan (1999), he pointed out that the celebrities' qualities will be 'transferred' in some way to a product and stimulate sales. This is an identified in advertisement campaign and celebrity endorsement (McCracken, 1989; Levin, 1988; Friedman & Friedman, 1979), and of the market performance of motion pictures (Wallace *et al.*, 1993; Litman & Kohl, 1989).

In the perspective of film products to induce tourism, celebrity status is also identified as one of the factors that can induce tourism destination (Beeton, 2016). As highlight by Olsberg/SPI (2015), the presence of high-profile stars in production is not essential for generating screen tourism, but can certainly help with audience visibility – and is therefore, a pointer to tourism potential. For example, Hollywood film star Angelina Jolie plays as *Lara* in *Film Tom Raider: Lara Croft* was shoot at temple Ta Prohm Cambodia. After the film *Lara Croft* was released, an influx of tourism arrivals is high about 150% in 2007. It shows that the appearance of a celebrity turns into tourist attractions. This is supported by Letto (2011), he noted that the power of stars to add value to all they touch, which is called 'Midas Syndrom' is relevant to the tourist destination.

Figure: Ta Prohm, Cambodia in Film Lara Croft: Tomb Raider (2001) with Starring Angeline Jolie



In cases of Korean Wave or 'Hallyu' in Korean, Lee (2015) analyze the important characteristics of actors and Korean wave's fan characteristics and the effects on the fan's attitude and behavior. Based on their finding, Korean dramas fans in China believe that Korean stars are attractive and reliable and those personal characteristics affect satisfaction. Therefore, they conclude that

Korean Wave can boost tourism because a satisfied customer will select Korea as their tourist attraction.

For example, in the *Winter Sonata* television series starring Bae Yon Joon and Choi Ji Woo have received remarkable response especially to Asian audiences. While both actors are the less well-knowing celebrity, the power of these characters is has touched the audience's emotions and consequently, influence many of Asia tourists visit Nami Island where the TV series has been shooting. The built of hero/heroine statue of *Winter Sonata* has increased the tourist's experience and memory, especially a loving couple.

Aside from celebrity status, celebrity has the power to influence tourist's perception through the familiarity of destination and intention visitation. According to Lee *et al.* (2008), celebrities can help fans shape their perceptions of their destination associated with the celebrity. The finding was getting when examining Japanese's perception of Korea about their involvement with Korean celebrities. The result indicates that celebrity involvement positively affected familiarity and visitation intention.

Apart from that, celebrity influences destination image formation and selection of tourist destination. It is noted that destination image plays a significant role in tourist' decision making (e.g. Baluglu & McClearly, 1999; Castro, Amario & Ruiz, 2007; Chi, 2011). Therefore, it is considered as one of the most important aspects of destination marketing because travelers' image of a destination is likely to have a rather strong effect on their decision making and destination selection behavior (Chi, 2012).

Tourists are also interested to visit the specific places that have nothing to do with movie shooting locations. For example, Madame Tussauds. It is a wax museum with the smaller museum in several of other major cities (e.g. Sydney, New York, San Francisco, Shanghai, Delhi, Singapore, etc.). It is a major tourist attraction that displaying the waxworks of famous and historic people and also popular film characters.

On the other hand, the concrete statues of celebrity built at an open area such as a square or park may contribute as a tourist attraction. For example, Bruce Lee is a famous star Hong Kong films through his famous collection martial arts including *The Big Boss* (1971), *Fist of Fury* (1972), *The Way of the Dragon* (1972) and *Game of Death* (1974). Bruce Lee is a legend in Asia, especially among young male audiences at that time. Therefore, the built Lee's iconic statue on the Avenue of Stars, Hong Kong has drawn middle-aged of tourists go to reminisce about his film by reenacting Lee's actions and even taking photos of their re-enactments.

Figure 2.1: Tourist Pose Like Bruce Lee in front of Hit Statue at the Avenue of Stars, Hong Kong.



Aside from celebrity statue, tourists are also interested in visiting a film theme park, especially for kids as they can meet and see their own favorite celebrities' characters of cartoons or fictions in popular films. Although these characters are imaginative, for fans, it is a hero within themselves. So, to reach the wishes of this fan, Disney, for instance, has opened the Walt Disney theme park and invited tourists to experience his film and cartoons in physical form, namely mascot. Disney animated film characters are now found in all major theme parks and become the most tourist attraction. It includes *Mickey Mouse*, *Scooby-Doo*, *Elsa and Anna* (film *Frozen*), *Sheriff Woody*, *Pluto*, *Snow White*, etc. Other examples of cartoons or fictional characters can be found in Universal Studio, 20th Century Fox theme park, and Legoland Resort. From these examples, it shows that celebrity in cartoon or fiction characters is of vital importance in visitor satisfaction and memory (Beeton, 2016).

Film Genres

Beaver (1994) define film genre as a 'term for any group of motion pictures that reveals similar stylistic, thematic and structural interests'. In simple word, a genre is the practice of classification and it is directed based on the target audience, such as age groups, gender, social class, and film preferences. Film genre can be identified as a science-fiction, adventure, horror, thriller, the gangster film, epic film, war film, mystery, musical, melodrama, romance, action, comedy, animation and others.

In perspective of film products to induce tourism, a genre is one the film product that may be influenced tourist visit to the destination. It is not a reason for the physical environment for a feature film but the genres or types of film that make them go the destination.

Film genre like romantic or love story has a positive effect on tourist where this genre gives strong emotional to visit and explore their feeling to the destination (Olsberg/SPI, 2007). Paris is one of the famous romantic places has attracted more tourists particularly married couples to spend their time for the honeymoon. For examples, the film *An American in Paris* (1951), *French Kiss* (1995), *Everyone Says I Love You* (1996), *Moulin Rouge* (2001), *Julie and Julia* (2009) and *Midnight in Paris* (2011).

Film Festivals

Film festival refers to the organized effort to use film festivals as a central incentive to attract cultural tourists or customer (in addition to film professionals) drawn by the theme or the importance of the festival to film industry and generally, this event occurs annually. Major film festivals occasions have been held around the world including Africa, Asia, Europe, Latin America and the Caribbean where the impact on tourism. Occasions such as Cannes film festivals (France) or Film Festivals Berlin (Germany) attract thousands of people or fans to attend the event and see the celebrities like actors, actresses, and film directors.

However, Beeton (2016) argued that film festivals have been little emphasis on film festivals as tourism attractions because of most of the events more on convention or trade show than a public festival. She noted that film festivals attract domestic tourist and international film industry personnel and often combine with professional conference and business. Further, it is not easy to access because of limited tickets and high-cost attendance and accommodation.

Meanwhile, film premiere tends to be one-off or transient and this event not seriously like film festivals. Mostly blockbusters movies are produced by Hollywood studios are premiered in that town where the stars turning up for a brief red carpet walk and relatively little interaction with a fan. The fan can have an opportunity to interact or see their favorite actors walk in a red carpet.

For example, *Star Wars: The Force Awakens* Premiere attract large of number fans to New York. While, according to Roesch (2009), during the world premiere of the *LOTR: Return of the King* in 2003 in Wellington, New Zealand around 120,000 fans lined the city's street to see the film's cast and crew.

Conclusion

The purpose of this paper is to understand the characteristics of film products that can induce tourists to visit a destination. There are six characteristics of film products are discussed in this paper namely on location, off location, storyline, celebrity, film genres and film festivals. All these characteristics of film products are identified not just inducing people to travel the location that depicted the film but to increase the awareness of the country or city. Therefore, by the understanding of six characteristics of film products, this paper can help to increase a better understanding of the context of film products to induce tourism.

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