INTRODUCTION

Film tourism and its related conjecture did not get much consideration until the mid-1990s but rather have now started an extensive variety of enthusiasm obliquely over tourism academia community. Early dialog on this point can be gone back to Boorstin (1961). The effect of films on individuals' image formation has been broadly recognized in the literature (Butler, 1990; Riley and van Doren, 1992; Gartner, 1993; Schofield, 1996; Iwashita, 2003; Kim and Richardson, 2003). Contextualizing film tourism, media-related tourism is a type of tourism that "includes visits to places celebrated for connection with books, writers, TV projects and movies" (Busby and Klug, 2001). Films are not generally delivered with the purpose to attract tourists to a destination, however tend to influence viewers in an approximately way as a foundation piece of the movie's message (Butler, 1990).

There has been an expanding number of tourists going by destinations highlighted in movies and television serials which are not clearly identified with tourism marketing campaigns. This trend is called film-induced tourism or movie induced tourism. Film-induced tourism is characterized as tourists’ visits to the destination included on TV, video, or silver screen (Hudson and Ritchie, 2006a). Film induced tourism is one of the quickly developing parts of the tourism business. The expanding prevalence of film-affected tourism owes to the ascent of worldwide travel and the development of diversion industry (Hudson and Ritchie, 2006b). Schofield (1996) trusts that film induced tourism quickly get to be chic since more gathering of people is occupied with cinematographic history through real visiting encounter. At the point when individuals are looking for sights seen on the screen, they are film-instigated tourists (Busby and Klug, 2001). For destinations, movies don't just give transient tourism income but additionally long term success. Regardless of the developing enthusiasm of film induced tourism, it has gotten little consideration from analysts and professionals.

This is because they can give a great many viewers, extensive data of a destination create an initial picture or modify a current picture in a generally brief time frame (Hahm et al., 2008). As books and artistic creations have been the channels that have roused us to fantasize on travelling around to new and colourful spots recently, movies are the cutting edge inspirations of today that can make us need to visit certain spots through moving picture (Beeton, 2005). For someone it can be a type of idealism or journey and for someone else these destinations are the association between actual and imaginary. Putting a destination in a film is thought to be a definitive item situation what's more, testing the conventional touristic promotion (Hudson and Ritchie, 2006a). Maximum time’s films were not produced for the tourists, but the importance of the locations and views of the film remain in the mind of the film team. Advantage of shoot at a particular destination works wonder at times to attract the audiences. For a
destination, the attention generated by a noteworthy film and by the high-profile on screen characters can be huge (Beeton, 2005). Analysts have effectively affirmed that films will probably achieve more extensive audiences with fewer ventures than specifically targeted tourism notices and advancement (Dore and Crouch, 2003). That is the reason why film tourism came into existence. Film and tourism go hands in hands and both industries benefited. Undoubtedly promotion of destination through films and television shows something remarkable and remembered for a long by viewers. Academic exploration on film tourism has been around since the mid-1990s, yet the prominent and extent of examination in this area has expanded as of late (Hahm et al., 2008), with most studies looking at the increase of tourists numbers to film areas (Riley and van Doren, 1992; Cousins and Anderen, 1993; Schofield, 1996; Tooke and Baker, 1996; Gundle, 2002; Busb et al., 2003; Croy and Walker, 2003; Kim and Richardson, 2003; Beeton, 2005). However, exact studies endeavoring to determine the effect of films on the identification and behavioural parts of the viewers identifying with a specific destination are rare, and comprehension of the social ramifications correlated to film affected tourism is restricted (Ryan et al., 2009; O'Connor et al., 2010).

More particularly, film-induced tourism "takes an expansive brush, applying the term to appearance of destinations where motion pictures and TV programs have been shot, and to visits to generation studios, including film-related amusement stops... (any) traveler movement connected with the film business, be it on location in the field, or at (or close to) the creation studio" (Beeton, 2005), which incorporates an extensive variety of different visitor exercises that are connected with movies.

**Literature Review**

*Film Tourism*

According to Hudson and Ritchie (2006a), film tourism is characterized as tourist visits to a place or fascination, thus, of the destination being highlighted on TV, video, or the silver screen. Film tourism is a developing marvel around the world, powered by both the development of entertainment and the expansion in worldwide travel, and what's more research demonstrates the fundamental thought process in this sort of occasion is only for stimulation and pleasure and in this way it may give a feeling of energy or an excite. Vital component of this specific kind of occasion is to some incorporate the part of reality. Macionis (2004) advances this by expressing that it is foreseen that there are an assorted scope of push components related with going to film destinations including fantasy, escape, status and distinction, look for self-idea or personality, conscience upgrade, and in addition a feeling of sharing. Individuals are not just attracted to the spots that frame the settings and scenes of highlight movies, yet they may likewise be attracted to specific stories and classifications, that is the show of the plot, the components of the topic and the encounters of the general population in the film. The energy of film in depicting a positive destination picture to instigate tourism visits has been obviously appeared in different research (e.g. Tooke and Baker 1996; Iwashita 2006; Kim et al., 2008). However, notwithstanding this, it once in a while shows up in the tourism techniques of significant tourism goals.

*Tourism Marketing*

As per WTO (2002) tourism framework depends on the collaboration between
the demand and the offer. It might be viewed as that tourism market would allude however to tourism offer and tourism demand regarding contributed capital and as customers giving a benefit if purchasing tourism items from the monetary point of view though the geographical viewpoint would be inspired by characteristic and human tourism assets from one perspective and on guest fluxes inside and towards a territory on the other. In addition, from the sustainability viewpoint the local society is considered as partner on tourism market, thus, including an expanding space for marketing and promoting. Marketing of tourism is an important part for the success of any destination on globe. It is required more on the regional level. When we confer about regions like Hadoti and Shekhawati of Rajasthan with high potential of tourism but ignore niche tourism the description given by Inskeep (1991) on regional planning for tourism seems a fit strategy. He argued to include the following -

Regional strategy:
- Regional access and the inward transportation system of offices and administrations;
- Type and area of tourist destinations;
- Location of tourism improvement zones including resort ranges;
- Amount, sort, and area of tourist accommodation and other vacationer offices and administrations;
- Regional level ecological, socio-cultural, and financial contemplations and affect examination;
- Regional level instruction and training programs;
- Marketing techniques and advancement programs;
- Organizational structures, enactment, controls, and venture approaches;
- Implementation methods including arranging of advancement, venture programming and local zoning controls. (Inskeep, 1991; Grotters, 2007).

Destination
The destination for an excursion is characterized by the United Nations World Tourism Organization as a place which is worth to be the reason for the trip. It is the focal place where the motivation behind the excursion is going to happen, for instance conference which for this situation can create a film or then again seeing a film area as a piece of occasion and entertainment. (UNWTO, 2011). It is additionally said that keeping in mind the end goal to fulfill the status of a destination, a place should be promoted and just through showcasing it can turn into a destination (Morgan et al., 2011). Despite the fact that this explanation can be contended on the grounds that there are still numerous destinations that convey a critical reason to a people going there despite the fact that they won't not be generally promoted, the centre in this exploration is on the part of turning into a destination through promoting. Furthermore, in this case the advertising is accomplished for film makers or through a film for tourism purposes.

A destination speaks to an amalgam of a various and diverse scope of organizations and people, who may have a personal stake in the thriving of their destination group; in spite of the fact that examination on little and small scale organizations has demonstrated that not all partners are fundamentally keen to the suitability of the destination, when their key goal for working a business is way of life (Thomas et al., 2011). By and by, the achievement of person tourism endeavours and
cooperatives will depend to some degree on the aggressiveness of their destination (Pike, 2004) and the initiative of the amalgam of partners connected with the tourism commercial enterprises (Leiper, 2008).

In Leiper's (1979) model, a destination as a spot the purchaser goes to incidentally, from the district they live in, making a tourism stream (request) in both time and space. Ensuing improvement of the destination idea extended the qualification between the interest and supply points of view recognizing a basic part for the DMO in looking to elevate the destination to interface better the supply what's more, request parts of tourism to boost the utilization of destination assets (Pike, 2004).

Methodology

Research Objectives

The objectives that this study aims to reach at the end of this research are the following:

- Seeing the growing importance of Film tourism this paper aims to make a contribution to the literature on film tourism, destination marketing and destination branding.
- To focus upon the perceived image of Shekahwati and Hadoti region in context to Film tourism.
- To extract the motivational factors of attraction for tourists to visit a certain destination because of films.
- To analyse the strength and weakness of Film Tourism at Hadoti region.

Research Methodology

The present study consists of both types of data- primary as well as secondary. Primary data were collected through observation and interviewing respondents (film tourism stakeholders). The data is used to draw the extract how film tourism market can be developed in Hadoti region. The idea of writing this paper originally came from the researchers’ personal interest in tourism as well as in films. The researcher herself visited the places of Shekhawati region where film shoots have been done. Prior her visit to these places the movies has been seen by her for the references. After visiting the places of Shekhawati region such as Mandawa, Nawalgarh, Fatherpur Shekhawati the researcher started thinking why Hadoti region could not offer something similar or higher to the film makers and tourists? The main question clicked in her mind just like Mandawa and other locations of Shekhawati region of Rajasthan become the preferred place to shoot after P.K. movie for top most actors and producers why could not Hadoti region of the same state become the location for film shooting and film tourism? In spite of having immense resources why the Hadoti region is still a neglected place for film tourism.

This paper is based upon descriptive research. To support the research extensive review of literature has been done which is related with destination marketing, film tourism, education tourism, cultural tourism. Many newspapers resources were used as secondary data for the study. The objectives were drawn to find out the research questions: “what we understand by film tourism”? , “what’s the relationship between film and tourism?”, “how films works as promotional tools for tourism destination?” “what Shekhawati region is offering for film tourism ?” and “what is the present situation of film tourism in Hadoti region?”

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Case study of Mandawa has been given in the research paper to show case the factors that attract the film crew to shoot at a destination. The second reason to include Mandawa as a case study is the researcher herself got an opportunity to visit the places where many shootings has been done during her research project (Research Award Scheme) under University Grant Commissions, New Delhi 2014-16. It has been also compared through the SWOT analysis what opportunities and challenges Hadoti may face while developing Film Tourism. The research highlighted the different strategies which can be used to gain the most benefits by developing film tourism. The main focus of the research is on theory structure and amplification the occurrence than the theory testing. The most suitable method to find out the key answers and primary data were respondents’ observation and interviews. As evidence photographs were clicked by the researcher herself as well as taken out from some websites. Interviewing was made from the intention to get the factual position of Film tourism at present and also to know about the future prospective of the same in Hadoti region.

Case Study: Film Tourism at Mandawa Town of Shekhawati Region

TV serials are significantly all the more capable since they can ceaselessly strengthen the bid of the destination that construct top-of the psyche mindfulness. A standout amongst the latest destinations that has to a great extent profited from film-affected tourism is Mandawa of Shekhawati region. 'P.K.' film gives positive advantages to tourism in Mandawa and was portrayed in publications to advance global tourism promoting. The picture of Mandawa has been further fortified since it has been the setting of many films ‘Bajrani Bhaijaan’. Other famous films shot in Mandawa incorporate’ “Dolly ki Doli”, “Manorma Six Feet Under”, “Love Aaj Kal”, “Kachche Dhange”, “Zed Plus”, “Sooper Se Opper”.

Case Study: Hadoti Region a Budding Film Tourist Destination

Hadoti region of Rajasthan state is quite rich and different in terms of other locations for film tourism shoots. It is a region where a film maker can get many type of film locations. Hadoti region proves the “One in All” theme precisely correct for the film producers and directors. Hadoti is a distinct region in Rajasthan state. A place where one can get every type of tourist product and location. It’s rich in natural beauty, water bodies, horror places, religious places, forts, monuments and academic institutions. Recently a film shoot has been done in Kota city of the region. But still Hadoti has a long way to go. An attempt has been done by the author to give a list of possible locations for film and television shoots as per her field visit observation.

To showcase the opportunities, challenges and future perspective of Film Tourism at Hadoti Region the author has used SWOT analysis. This method is used moderately constantly in different framework to recognize the strengths, weaknesses, opportunities and threats of a place, event and numerous other factors (Weber, 1999; Karadakis et al., 2010; Tew et al., 2008).
Figure 1. Possible Film Tourism Locations in Hadoti Region

Source: Author

- Abheda Mahal, Abla Meemi Palace, Haveli of Devtaji, Chhatar Mahal, Conotaph of 84 pillars, Chitrashala, Kshar Bagh, Rani ji ki Baori
- Sukh Mahal, Garh Palace, Bhawani Natyashala, Kolvi Buddhist Caves, Taragarh, Bhand Deora
- Shergarh Fort, Shahbad Fort, Kolvi Buddhist Caves, Nahargah Fort
- Gagor Fort, Bhand Deora, Gugor Fort, Indergarh, Mau Berda
- Keshoraipatan, Badoli Complex, Garadia Mahadev, Jag Mandir, Kansua, Mathuradeesh Temple
- Sitabari, Dwarkadeesh temple, Unhel temple, Surya Temple
- Chambal River, Kishore Sagar, Mountain range of Bundi, Jhalawar and Baran
- Coaching centres like Allen, Resonance, University of Kota, Rajasthan Technical University, VMOU.
- Bundi and other near by villages of Kota, Baran, Jhalawar
- Seven Wonders, Kishor Sagar, Garadia Mahadev, Menal, Sorsan, Darrah, Bhimlat Falls.

Figure 2. SWOT Analysis of Film Tourism in Hadoti Region

Source: Author

Analysis

Film Impacts on Tourism

Within this division constrained check has additionally begun the part that celebrities play in destination recognitions (Lee and Kim, 2008).
Table 1. Positive and Negative Impacts of Film Tourism

<table>
<thead>
<tr>
<th>Positive Impacts of Film Tourism</th>
<th>Negative Impacts of Film Tourism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Promotion of Destination</td>
<td>Basic motive to see a film is never to watch the scenes it could be a secondary motive. The prime motive is the story, actors and their role/acting.</td>
</tr>
<tr>
<td>Creates Distinct Image of Destination</td>
<td>The success of film tourism depends on the star cast and on the status of success/hit or failure/flop. No one wish to see a flop movie wheresoever’s it has been shoot doesn’t matter.</td>
</tr>
<tr>
<td>Facilitates Occupation and employment opportunities (while shooting)</td>
<td>Not a permanent source of generating income, on the other hand the administration needed to take pains for the safety and security of the entire film crew. Expenditures have to be done for many other purposes before and while shooting even after the completion of shooting at the certain destination.</td>
</tr>
<tr>
<td>Enhance number of tourists</td>
<td>Repeating of shoot location won’t attract audiences and especially tourists</td>
</tr>
<tr>
<td>Encourage youngsters to be a part of tourism and films</td>
<td>Youngsters festinate and start dreaming to be an actor or to be actors.</td>
</tr>
<tr>
<td>Open up opportunities to start courses in Tourism and Acting</td>
<td>Competition is so high in the film and tourism industry it is not an easy task to open and run successfully new courses.</td>
</tr>
<tr>
<td>Community at large is a part of film tourism</td>
<td>Local people start their shops in the hope for tourists but all goes in vain if film gets a poor result.</td>
</tr>
</tbody>
</table>

Source: Author

The Table 1 shows the two sides of film tourism. Although this form of tourism does work at times to attract the tourists but there is a doubt that it will always work. The ultimate goal of film tourism is to make an identity of the destination for attracting tourist. This gives economical gains to the destination visited. But this simply depends on the star cast and on the hit or flop status of the film. Film tourism cannot give the assurance that how many of audiences will go to watch the film and among those how many will turn up as tourist to visit the destination where the shoots have been done. Rather than directly jumping for starting film tourism at the destination it is much needed to focus upon the resources, infrastructure and cost calculation (what we are expending and what will be the returns?). It is big deal to invite and maintain all the requirements of the film crew. As a good location doesn’t comprises only beauty of the destination there are many factors such as good infrastructure, quality food, proper accommodation, hygienic environment and cleanliness etc.

Film tourism is a need of the hour. Region like Hadoti must have to focus upon developing Film tourism. Film tourism can work wonderfully by certainly playing the below mentioned roles for the sustainable tourism development.

Film Tourism vs. Business

One of the major financial advantages that film induced tourism can convey to the local group of people is continuing tourism receipts. Film areas/locations can be all-year, every climate fascination which mitigates issues of regularity in the tourism business (Beeton, 2004).
Figure 3. Different Role Plays of Film Tourism  

*Source: Author*

**Film Tourism vs. Cultural Benefits**

Another huge advantage of the film tourism is that it expands the social worth and cultural value for the film location. Film tourism is a medium of which a scope of social implications and qualities might be conveyed. Numerous heritage sites that serve as film areas pick up ubiquity after the film release in light of the fact that these destinations procure particular importance through film portrayal. Without film story lines, a castle or a stately home may not be undefined structure others (Busby and Klug, 2001).

**Film Tourism vs. Destination Marketing**

Film can improve the destination picture and expand the attention to the host city. Past exploration (Kim and Richardson, 2003) recommends that the individuals who are presented to the film have greater destination picture towards destinations included through movies than the individuals who are not presented to movies.

Destination marketing is currently recognized as a pillar of the future development and supportability of tourism destinations in an undeniably globalized and aggressive business sector for tourists (UNWTO, 2011). Distributed exploration identified with destination marketing represents a vital development zone in tourism that has advanced to a particular worldview, and its hugeness is strengthened by four key suggestions that are connected with worldwide tourism: to start with, most parts of tourism occur at destinations (Leiper, 1979); second, the United Nations World Tourism Organization (UNWTO) recommended that destinations were "the principal unit of investigation in tourism" (WTO, 2002); third, destinations have developed as the greatest brands in the travel business (Morgan et al., 2002), and finally, an extensive number of countries, states and urban areas are currently financing a Destination Marketing Organization (DMO) as the primary vehicle to contend and draw in guests to their particular spot or guest space. In this manner, the destination and destination promoting not just developed as a focal component of tourism examination (Wang and Pizam 2011, Fyall et al., 2012), it is connected with the operational exercises embraced in the exceedingly focused business of pulling in guests to areas. While this in itself is most certainly not another movement, what is new is the scale and degree of this profoundly aggressive movement as recognized by
Ashworth and Page (2011) in connection to urban tourism, which similarly applies to a wide range of destinations. Wahab et al. (1976) offered the primary meaning of tourism destination marketing:

The administration procedure through which the National Tourist Organizations also, or visitor undertakings recognize their chose sightseers, genuine and potential, speak with them to determine and impact their desires, needs, inspirations, likes and aversions, on neighbourhood, local, national and international levels, and to figure and adjust their visitor items as needs be in perspective of accomplishing ideal traveler fulfillment along these lines satisfying their targets.

Conclusion

The study reveals that Hadoti region must have to learn some lessons for developing the destination as film tourism destination from Shekhawati region especially from Mandwa which is a hub for film shoots. Secondly, it has been suggested that for development of film tourism at the region ground work is very important. Few fundamental questions must be observed, analyzed and concluded before taking a step forward towards this niche tourism by the Government, local authorities and private players, likewise how do visitors feel if they are aware prior their visit about the film location? Whether they feel positive and attracted will visitors plan their holidays or not to the destination after seeing the film? What benefits will be involved if film tourism is developed? What are the strengths weaknesses and possible threats for the location in aspect of film shoot? Along with the film tourism what else can we offer to the visitors? The paper concludes that in order to promote film tourism at Hadoti greater recognition of the film shoot locations is the first and the foremost need. For inviting, retaining and reinventing the film crew it is needed to develop the facilities at the locations, one more fact which has been drawn from the paper is that the research on film tourism for this region has not been done on higher level by the academicians and researchers which is again works as a drawback in the development of film tourism. Although there are some problems to develop film tourism but with the accurate strategies and management the problems can be resolved. Presently the situations of the region are not very positive for film tourism. If restless efforts cannot be done in the direction for betterment no one can take assurance that film tourism will be a constant and hopeful future at Hadoti in coming years.

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DESTINATION MARKETING AND PROMOTION THROUGH FILM TOURISM:
AN EMPIRICAL STUDY OF HADOTI REGION OF RAJASTHAN
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Abstract
Film tourism is a buzz word around the world. Films and television shows are intense devices to shape images and make new ones in every age group of person. The growth of the film industry is enhanced a lot because of many reasons especially because of international celebrity involvement. Nowadays shoots at international destinations is a big factor which attracts many of the viewers. Film tourism is a perfect blend of business and recreation. In the present study an attempt has been made to focus upon these two dimensions of film tourism. The research throws a light on the factors which attracts the film producers/directors and the crew to shoot at a certain destination. It also highlights the factors which can attracts the tourists. The most appropriate research methodology for this paper was established from qualitative research which includes questionnaire, observation and interviewing respondents and stakeholder of the selected areas. The researcher also visited the destinations where some of the movies/films have been already shoot. Intensive review of literature has been done to draw the conclusions. It has been observed that films and television shows work as virtual and effective brochures and offer more restrained way of promotion compared to traditional tourism promotional campaigns. Destination positioning just like brand positioning is seen as the vital tool of advertising as it gives access to wider markets. It has been proved in case of a small town like Mandawa of Rajasthan which was only known earlier for the heritage havelis now increased interest of unusual tourists because of film tourism. The research opened up an outlook of film tourism development in Hadoti region also in future.

Keywords: film tourism, destination positioning, tourism marketing