

A Pilot Study on Bollywood Induced Tourism: A Mumbaikar Perspective

Rashmi Nair¹, Sapna Suri²

^{1,2}D. Y. Patil University School of Management

Abstract: Mumbai is known to be a place prominent for Hindi cinema. People from all over India come to Mumbai to see themselves as actors/actress or to meet heroes and heroines of Hindi cinema. Literature on cinema has also brought to light that Hindi movies have a great role in promoting several destinations of tourism. The researchers have attempted to study whether there is an impact of Hindi movie on deciding vacation destinations after seeing it on the silver screen. The study is done only in Mumbai as it clearly brings out the Mumbaikar perspective. As it is a pilot study, 96 respondents were randomly picked up for the study within Mumbai. The questionnaire was designed keeping in mind the objectives of the research. It was split into 5 components as questions. Personal profile, Domestic destination preference, international destination preference, push and pull factor of tourism destination and its influence, recall of movie and destination, and impact for destination decision after watching Hindi movies. The outcome of the research study brings out the fact that there is a great impact of Hindi cinema on the Mumbaikar minds while deciding the tourist destination of visit.

Keywords: Bollywood, Hindi cinema, Induced, Tourism and Mumbaikar perspective

1. Introduction

The world of cinema has very frequently used terms, the Hollywood and Bollywood. Bollywood is a name, which is fondly given to the Indian film industry, which is one of the largest in the world. It sells around six billion tickets annually making around \$72 billion and making, producing 1000 plus movie in a year (Desai2005; Lovgren2004; Minocha&Stonehouse 2006). This industry has a great level of influence on the people's decision making for choosing tourist destinations and promoting domestic and international destinations through the movies. The trend for promoting movies goes back with movies like Shammi Kapoor starter Kashmir ki Kali, which promoted Destination-Kashmir, similarly Aradhana star casted by the famous Rajesh Khanna and Sharmila Tagore which show cased the famous hill station of Darjeeling, which later became one of the hottest honeymoon destinations. There have been movies, which are city based and promotes that particular cities culture, movies such as Delhi -6, Kai Po Che (Ahmedabad) and Kahaani, which have increased inbound tourism for these destinations post the movies. Movies like Jane tu ya Jane na, Dharavi, Fashion, Life in metro brought out the reflection and mesmerising night life of the city which popped up the curiosity in small town people and internationally as glamorous places to visit. Bollywood also brings to people unexplored beauty of places through its movies which then have become hot tourist destinations. Coorg is one such favourite weekend destination of Bangalore which was mined and explored through movies. The Kannada film industry has promoted this destination beautifully through its movies also Hindi film of Mani Ratnam -Ravva starring Aishwarya Rai Bachan and Abhishek Bachan. Similarly Bollywood especially the Yash Raj banner has promoted international destination like Switzerland, Ireland, Netherland, Newzeland, Europe especially London, Dubai etc. The travel and tourism industry contributed total of 208.9 billion U.S dollar to GDP in India in 2016. According to statistical portal for travel, tourism and hospitality 2016 the Inbound Tourism to India.

Inbound Tourism (Source: www.statista.com)

Number of foreign tourist arrivals in India	8.8 m
Month with most foreign tourist arrival in India.	December
U.S leading country of foreign tourist travel	1,213,624 FTAs

Outbound Tourism for India (Source: www.statista.com)

Number of departures of Indian Nationals	21.87
Number of Tourist to Thailand from India	1.19
Visitor Travel spending by Indian tourist to US.	13.6bn USD
Outbound trips from India to Western Europe	813k

Bollywood is deep-rooted in the psyche of Indians and the films have a huge influence on Indians when deciding on their next holiday destination (Cineswami, 2012). Through the readings it has been understood that over years cinema especially Hindi movies have great impact on tourist destinations domestically and internationally for growth and commercial visibility. Hence, though large number of studies have been done on the topic, this study has been done to understand the impact of this concept over Mumbai Kars to choose their vacation destination

2. Literature Review

Bollywood is deep-rooted in the psyche of Indians and the films have a huge influence on Indians when deciding on their next holiday destination (Cineswami, 2012). Through the readings it has been understood that over years cinema especially Hindi movies have great impact on tourist destinations domestically and internationally for growth and commercial visibility. Hudson and Ritchie (2006) indicated that eight of 10 residents of the United Kingdom remarked in a survey that they got the idea for their vacation through movies and 1 of 5 people were planning their next vacation destination to place of their favourite movie. Bollywood, as Hindi Film industry is popularly called, has recently become an international phenomenon (Aftab, 2002; Childers, 2002; Dudrah, 2006; Rajghatta, 2008). Countries like Australia, South Africa, UK, Spain and Ireland in addition to traditional destinations like Dubai, Singapore or Thailand. Most of the Bollywood blockbusters produced in last 2-3

years were filmed at the locales in these countries. There were approximately 9 million foreign trips taken by Indians last year and this number is expected to grow to around 50 million by the year 2020 (Tourism Australia, 2012). Film induced tourism has been defined as “tourist visits to a destination or attraction as a result of the destination featured on the cinema screen, video or television” (Busby & Klug, 2001). Many researchers (Mayo, 1973; Mayo & Jarvis, 1981) have clearly stated that the perceptions of destinations and the purchase decisions are positively linked, indicating that the image of a destination is a key selection factor (Woodside & Lysonski, 1989). A significant example can be given by the recent flow of Indian tourists towards Spain after the release of the blockbuster movie named Zindagi Na Milegi Dobara that has set against Spanish backgrounds (Harjani, 2011). Mr. Yash Chopra, who is known as a major producer/director of Bollywood movies, idealized Switzerland as a romantic destination in his films and consequently played an important role in increasing the outbound travel from India to Switzerland by 30% (Dubey, 2008). Britain got immensely benefited with Bollywood blockbusters like DDLJ, Pardes, Kabhi Alvida Na Kehna and Namaste London. One of the most popular filming destinations for Bollywood, other than Switzerland, Indian films are worth approximately GBP 20 million annual revenue to London’s economy. Dan(1977) described the push and pull factors of tourism ,he stated pull factors are those which attract a tourist to a given destination such as sunshine,beach,sea,mountains. Push factors are nostalgia, fantasy, romance and self-actualisation.

Need of the study

Though there has been a large number of studies in the past there has been a gap to understand the co-relation of the same with that of Mumbaikar where life is busy and disposable income is high and people take breaks to rejuvenate themselves.

Research Methodology

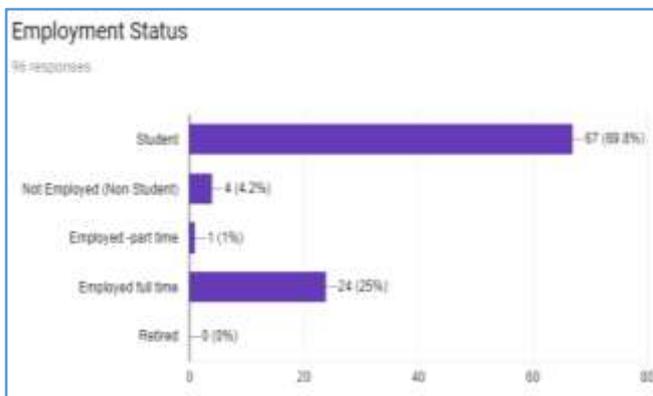
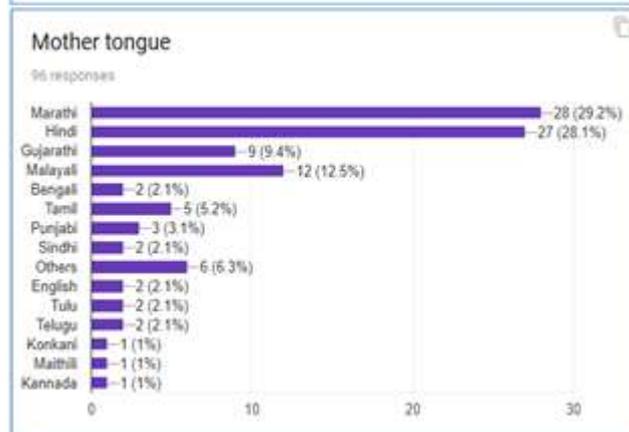
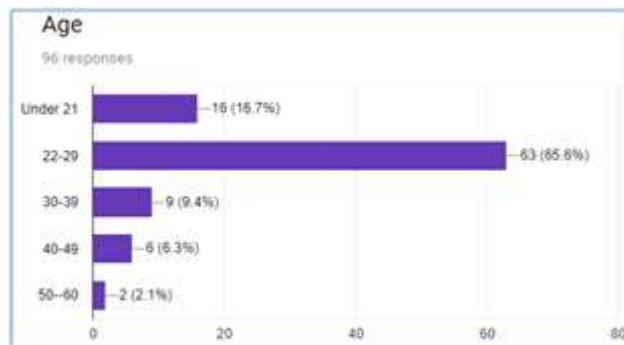
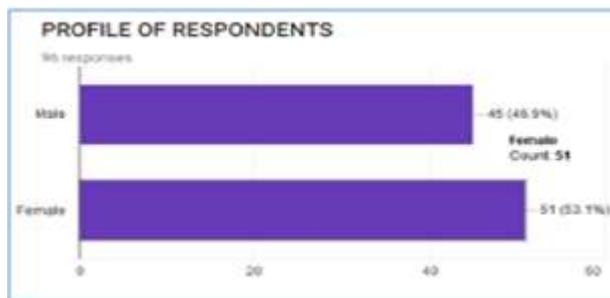
The objectives of the study were

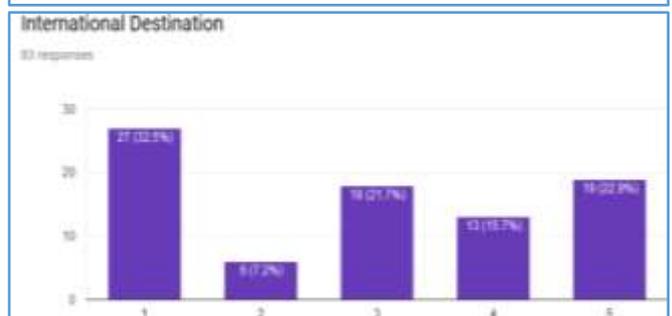
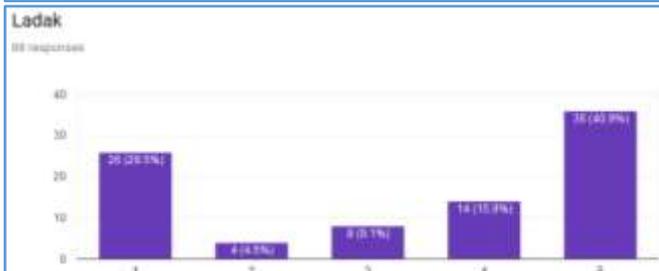
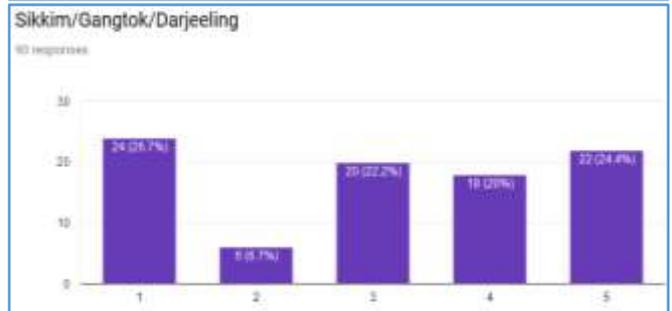
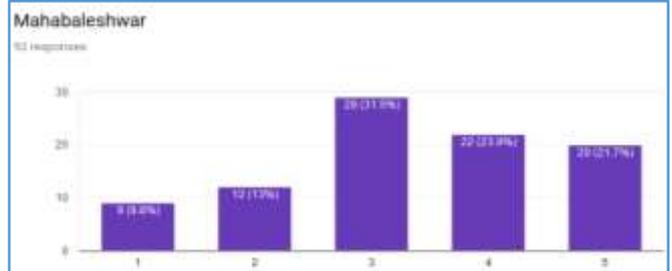
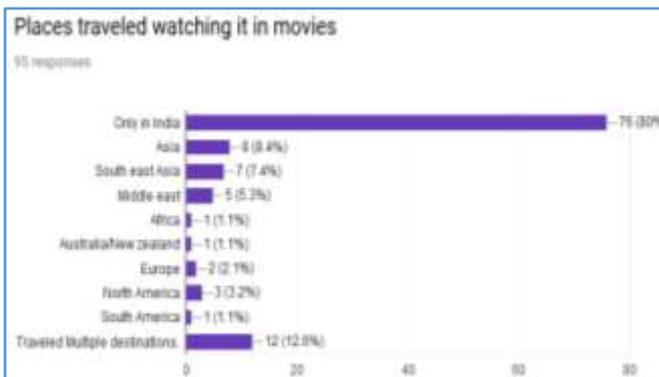
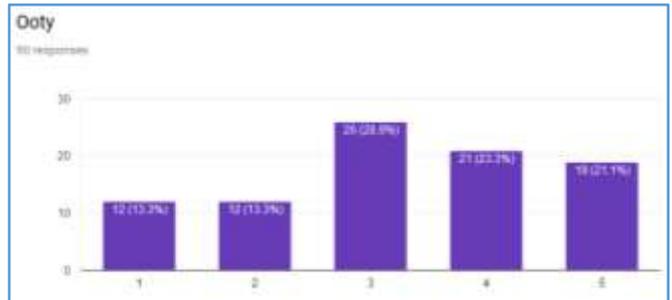
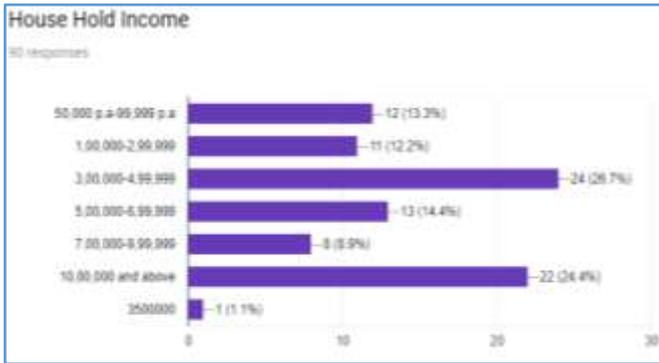
- To study and determine the demographic profile of Mumbaikar who watch Hindi movies.
- To determine the link between Hindi movie and choice of tourist destination
- To determine the ranking of destinations based on its silver screen presence with respect to pull factor and push factor.
- To determine the demand/popularity for international destination and domestic destination while choosing - based on recall effect.

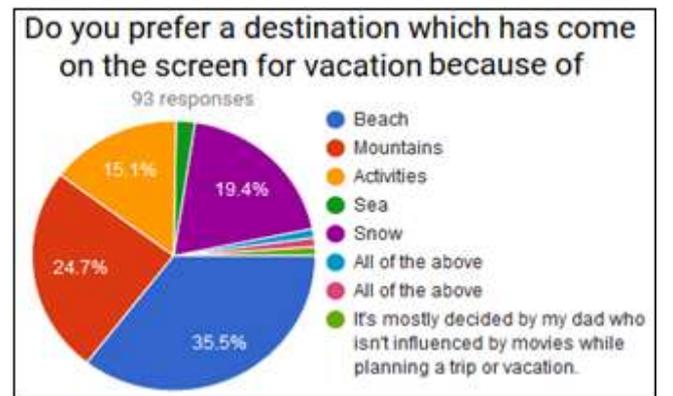
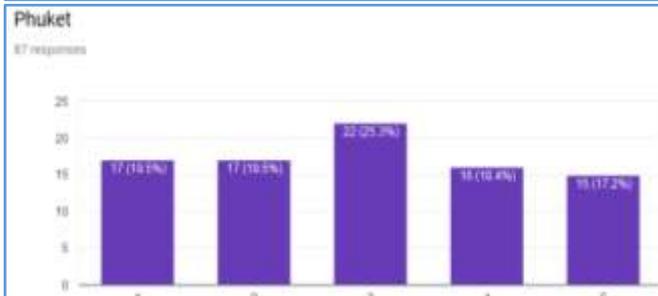
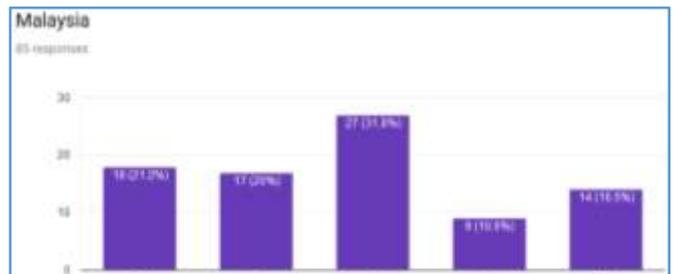
The study involved an extensive study of articles and research papers as secondary literature so that the concept could be understood. A total respondent of 96 people participated to fill the questionnaire which became the research tool .The questionnaire was divided into profile of respondents, Domestic destination influenced because of screen presence, International destination influenced because of screen presence in Hindimovies, influence of push and pull factors for decision making for destination, Recall value of destination by watching a movie and finally if destination decision making is influenced by watching Hindi movies for

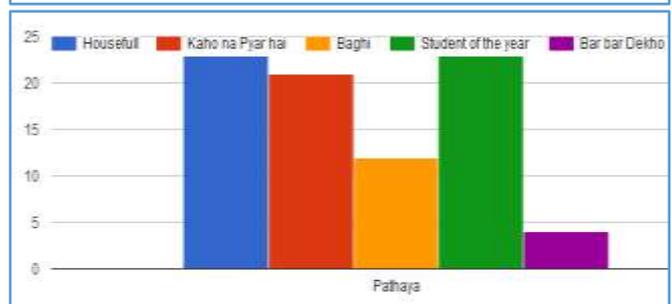
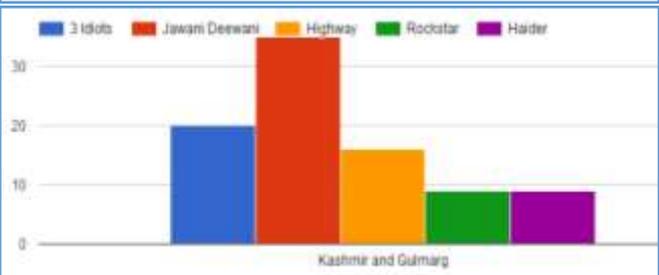
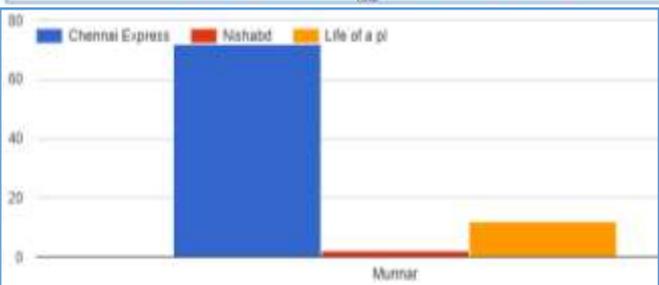
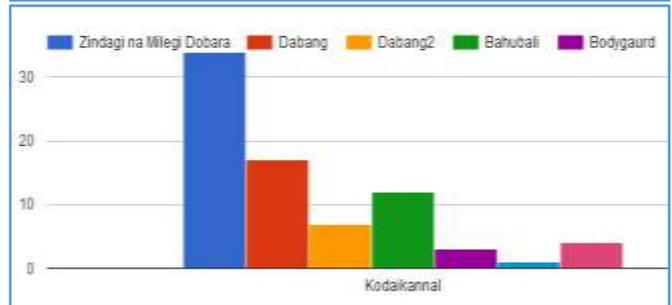
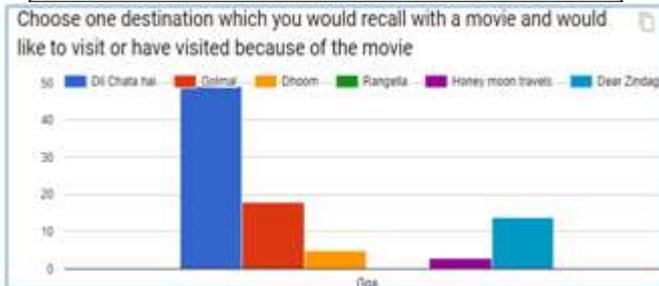
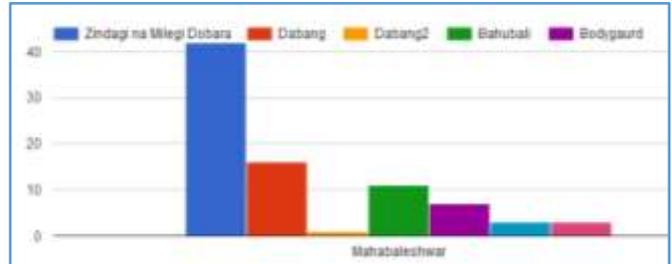
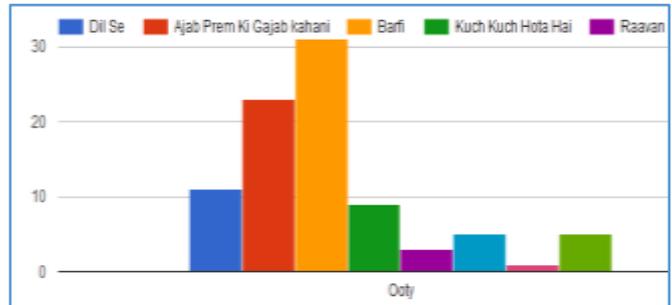
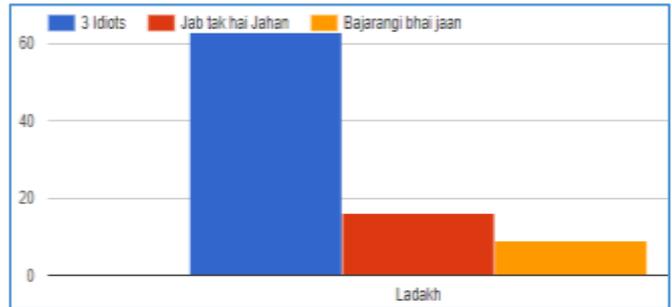
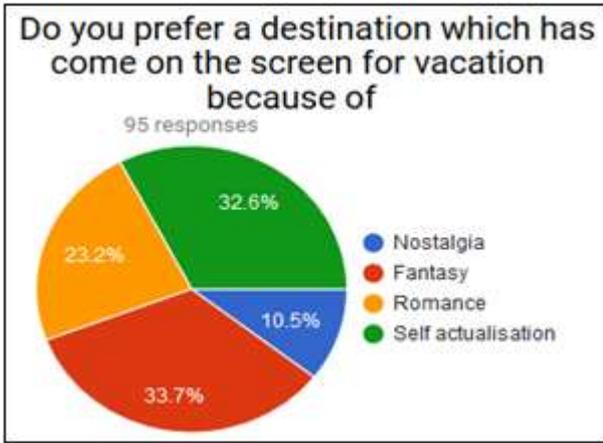
a Mumbaikar. The study was conducted randomly in the region of Mumbai.

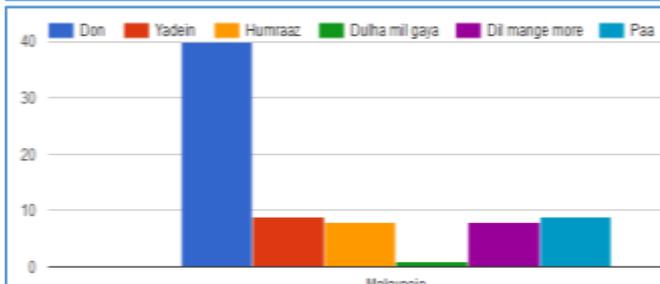
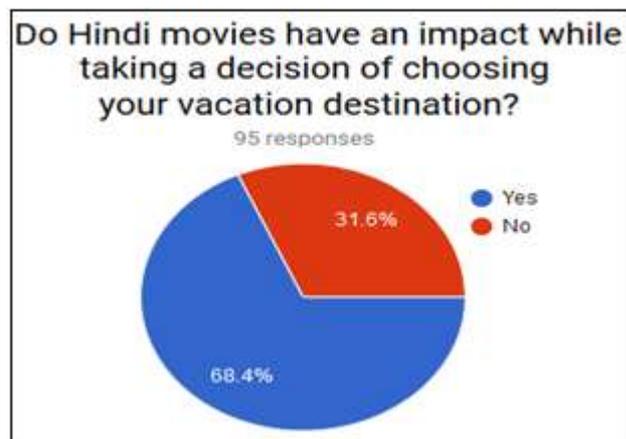
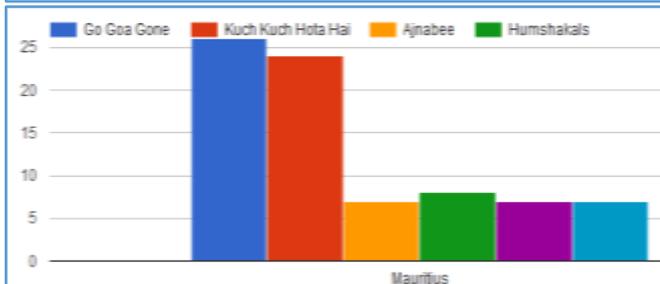
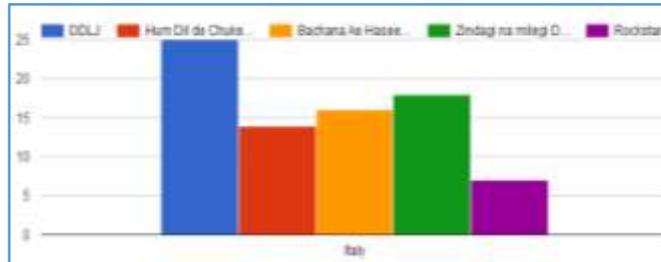
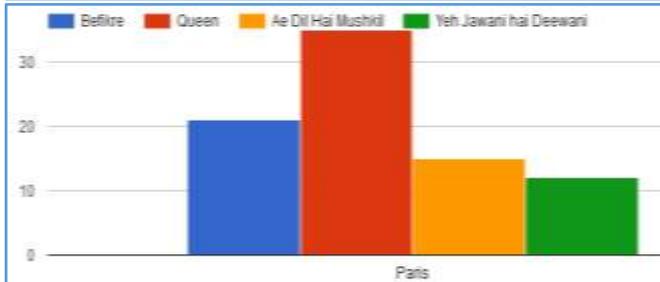
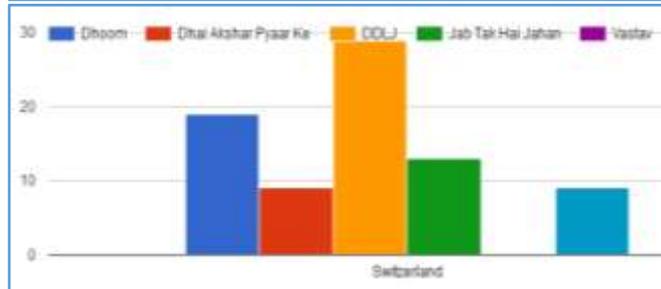
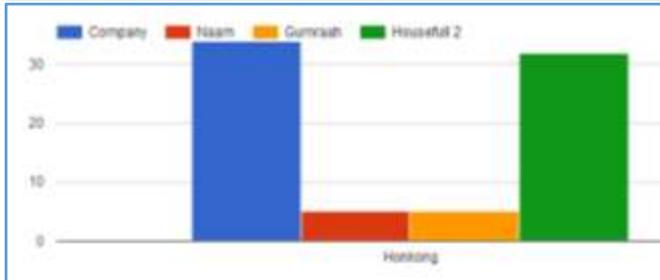
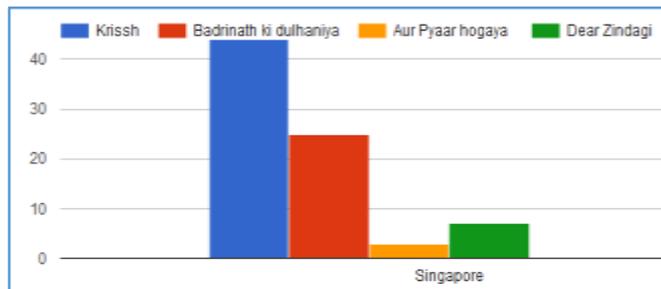
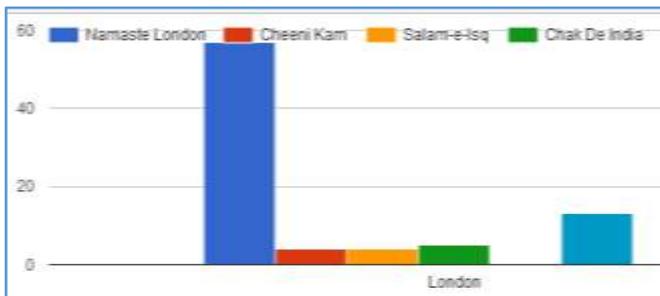
Data Analysis











3. Data Interpretation and Discussion Results

Personal profile of respondents

- 1) A total of 96 responses were analysed and interpreted. 96 responses were received from both the genders male and female, 51 (53.1%) were females and 45 (46.9%) were male. The age group of respondents varied between under 21 to 60. The maximum responses were received from the age group between 22-29 years with 65.6% followed by under 21 (.83.2%) people who responded were single and unmarried. People belonging to all regional languages were covered. Maximum respondents had their household income in the range of 3, 3, 00, 000 and 4, 99,999.
- 2) Most of the people who have responded have travelled maximum places within India watching it in movies with a percentage reaching 80% followed by Asia with 8.4% and South East Asia with 7.4%.

- 3) On being asked if people would prefer domestic or international destination of travel watching it in movies, 47.3 % preferred domestic destination for travel while 50% preferred international while 2.7% preferred both international as well as domestic destination on watching it in movies.
- 4) Among choices given in domestic travel destination to travel within India, Ladakh was the most preferred destination with 40.9% people opting for it, followed by Munnar and Goa. Similarly among the international destinations the most preferred destination was Paris followed by Switzerland and Mauritius with a close entry of Dubai.
- 5) People preferred destinations with beaches covering around 35.5% followed by mountains with 24.7% and activity based destination 15%. Hence beaches topped the list on pull factor.
- 6) Choice of destination preferred by people watching on screen because of push factor, the maximum people preferred fantasy with 33.7% followed by self-actualisation with 32.6%, romance 23.2% and nostalgia 10.5%.
- 7) The overall destination chosen by people keeping in mind both the push and pull factor, was the beach with 21.1% preferring beach which is a pull factor followed by self-actualisation and activities with 13.7% and 14.7%. Hence it was seen that the pull factor had greater influence than the push factor.
- 8) The interpretation for recalling destinations seeing a movie had Munnar-Chennai Express with (70%), Ladakh-3 Idiots (62%) and Manali (50%) which topped the list for domestic destination with highest recall values with movies.
- 9) Among international destinations the most chosen one for recall value of movie is Namaste London for London with 60% followed by Singapore for Kriss movie with 43% and Switzerland for -Dil wale Dulhaniya with 30%.
- 10) On being asked the question if destinations shown in movies have an impact in choosing the vacation destination 68.4% agreed that Hindi movies did have an influence in selecting the destination for vacation while 31.6% disagreed that their choice depends on movie.

4. Conclusion

The findings of the research brings out the perception of Mumbaiers. It gives insight into the facts of decision related to travel destination and Bollywood movies. The discussion and findings also bring to light that though Mumbai is a cosmopolitan region and people from various religion and region live there is a common affinity for Hindi movies, the study proves that large number of people are influenced by Hindi movies; they also are fantasied by the scenes and places shown in the Hindi movie.

5. Future Scope

The study by the researchers are done only at a pilot level in Mumbai, the same study can be done on an elaborate note in Mumbai and Navi -Mumbai. The same study can be carried for regional movies at other states to understand the effect of

their regional movie and its impact on deciding tourist destination.

References

- [1] Sangeeta Tripathi (2017), Role of Bollywood cinema in promoting tourism, Business and inter-cultural communication in Arab world: A study with Oman: International Journal of Social Sciences, special issue volume-3, 424-435.
- [2] Nitin Mittal and G. Anjaneyaswamy, (2013), Film induced tourism: A study in Indian outbound tourism, AJTS.
- [3] Bandyopadhyay.R (2000), Nostalgia, Identity and tourism: Bollywood in the Indian diaspora, Journal of Tourism and Cultural Change, pg 79-100.
- [4] Tsetan Angmo and Konchok Dolma (2013); Media and film induced tourism in Leh district, Jammu and Kashmir, India; International Journal of Science and Research.
- [5] Tanskanen, Tanja (2012); Film tourism study on how films can be used to promote tourism; Laurea University of Applied Sciences.
- [6] Jose k Anthony and Rashmi R (2015): A literature review on the Significance of Movies in Promoting Destination; Volume 3, Issue 5.
- [7] Lander, S (2010), Switzerland to woo India with Bollywood film locations tourism campaign, Travel mail retrieved from <http://www.dailymail.co.uk/travel/article-1255400>.
- [8] NSS 72nd Round (July 2014-June 2015) Government of India, Ministry of Statistics and Program Implementation, National sample Survey Office.