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Role of Media and Indian Cinema in the Promotion of Tourism Industry in India

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Abstract: The role that the media are playing in the various aspects of life is becoming increasingly greater day by day, especially in spheres like social interaction, and cultural and educational aspects of our life. The media contribute greatly in activating tourist attractions. Media are playing an important role in the growth, development and promotion by creating a better awareness and understanding to cater to the needs and requirements of domestic and international tourist as one knows is every traveller is a 'potential' tourist, It depends upon the campaign of professionals (media professionals and tourism experts) of the industry to tap this potential and convert the 'potential' into the 'actual' clients (tourist).

It has been noted that especially over the last couple of decades, an increasing number of tourists began to visit destinations featured through films, TV or any other similar way of visuals which are not directly related to tourism promotion campaigns. Cinematic tourism also known as 'film-induced tourism', or 'movie-induced tourism'. In this world of constant technological evolution, consumers especially tourists are changing their behaviour patterns looking for more "tourist friendly" sources of information. Thus this paper focuses on the impact of media and Indian Cinema in promoting Indian tourism industry worldwide.

Keywords: social media, tourism industry, tourism in India.

I. INTRODUCTION

Tourism is the fastest growing industry in the world as well as the one of the world's most competitive one. This competition is constantly growing as more and more destinations seek to attract tourists and more companies and organizations become involved in the highly skilled business of destination planning, transportation, accommodation and catering for the tourists. In India itself the estimated foreign exchange receipts of India from tourism increased from US\$ 11.39 billion in 2009 to US\$ 14.19 billion in 2010. In 2010 India crossed the 5.58 million arrivals mark of foreign tourists and the domestic tourist flow in the country in 2009 was estimated to be 650 million.

Media communication technologies are imperative for frontline investments for sustainable globalised tourism development indicators. The powerful effects of media communications can bring sweeping changes of attitudes and behaviour among the key actors in local, national and global tourism for peace, security and sustainable development. The social, cultural, economic, political and environmental benefits of tourism would usher in monumental and historic changes in the country. Development in communication is one of the best ways to go in developing eco-tourism. This strategy involves the planned communication component of programmes designed to change the attitudes and behaviour of specific groups of people in specific ways through person to person communication, mass media, traditional media or community communication. It aims at

the delivery of services and the interface between service deliverers and beneficiaries where people are empowered to by informed choice, education, motivation and facilitation effecting the expected changes. This can be done by media advocacy targeting all key stakeholders involved in the tourism industry. Effective use of communication techniques can break barriers and promote better uses of participatory message design which combines both traditional and modern media. The internet granted the freedom enjoyed by print media and common carriers such as letters, mails, and cable to the public media. Through audio streaming it is possible to enhance the reach of radio signals to any part of the world. The vast capacity of internet enables each media house to exhaustively investigate and publish depth analyses. Internet radio is not limited to audio as pictures, images, digital files and graphics are accessible to the users. Advertisers and their audiences can easily interact via the internet broadcasts.

II. DIFFERENT TYPES OF MEDIA

The main focuses of this study are

1. Media include Communication channels through which news, entertainment, education, data or promotional messages are disseminated.
2. Media include every broadcasting medium such as newspapers, magazines, TV, radio, billboards, direct mail, telephone, fax, and internet.
3. The growing popularity of the internet and social sites such as Face book and Twitter, social media is now an important channel that allows messages to be spread to the public.

III. RELATIONSHIP BETWEEN MEDIA AND TOURISM

Both media and tourism belong to the Service industry. Both of them work together hand in glove. Media contribute to 80% of tourism revenue and tourism contributes to 25% of media's revenue. The role of tourism in media industry such as journalism is ever growing. In most of the universities offering journalism as a course students have to do compulsorily project on tourism and its allied areas for their respective degrees. The media have a crucial role to play in putting emerging destinations. The relationship between tourism and media is vital and complex. Tourism is highly dependent on media reporting because the vast majority of travel decisions are made by people who have never seen the destination first hand for themselves. When there is bad news or a crisis the impact on tourism can be devastating. Tourists are scared away from destinations caught in the glare of round-the-clock disaster coverage, causing communities dependent on tourism to lose their source of livelihood.

IV. IMPACT OF MEDIA IN PROMOTING TOURISM INDUSTRY

Financial inclusion or inclusive financing is the delivery of financial services at affordable costs to sections of disadvantaged and low income segments of society. The main objective of financial inclusion is to extent the financial activities and operations of the financial structure to the low income and uneducated group people.

Over the years media have contributed towards shaping tourism into a responsible industry by promoting the following good practices;

1. It protects the environment and minimizes the negative social impact of tourism.
2. It generates greater economic benefits for local people and enhances the well-being of host communities.
3. It makes positive contributions to the conservation of natural and cultural heritage and promotes the world's diversity.
4. It provides more enjoyable experiences for tourists through more meaningful connections with local people.

5. It helps to understand the local cultural, social and environmental issues.

V. RELATIONSHIP BETWEEN INDIAN CINEMA AND TOURISM PROMOTION

Displaying the wide range of Indian history and its beauty through the cinemas right from the movie Alam Ara that centers on an imaginary, historical royal family in the kingdom of Kumarpur ... to Bazirao Masatni showing the royal story of the Peshwa King. Cinema acts as a Pull and Push factor in tourism promotion. It helps in delivering and exchanging our cultural and historical heritages to the next generation. Places covered during filming of any cinemas later becomes a tourist destination indeed this happens so because now a days people are more fascinated by cinemas and the celebrities in India. A life in a metro” can’t be imagined without “Good Food” and thereafter a “Highway” drive that runs simultaneously with the “Indian Express”. Many people have been taken a trekking trip to Shimla /Manali after watching Ye Zawani hai Diwani whereas “Dil Dhadakne Do” has promoted the ship Curies to high heights. Ranbir Kapoor and Deepika Padukone, filmed Tamasha in Corsica, France which showcased the wide range of natural beauty of Corsica, sure this must become a tourism destination in future. Role of the media and entertainment industry in India has been huge in our day to day life. Thus Indian cinema has played a great role in promoting Indian culture, landscape and heritage among travelers who are keen to capture Indian Tourism. Indian cinema has been able to influence Indian Tourism both directly and indirectly.

VI. CONTRIBUTION OF CINEMATIC TOURISM TO INDIAN ECONOMY

161 million TV households, 94,067 newspapers (12,511 dailies), close to 2000 multiplexes, 214 million internet users In 2013 the Indian Media & Entertainment (M&E) industry registered a growth of 11.8 per cent over 2012 and touched INR 918 billion. Overall, the industry is expected to register a CAGR of 14.2 percent to touch INR 1785.8 billion by 2018.

The Television sector is projected to command half of the entertainment pie by 2015 as it is estimated to grow at a robust 14.5% cumulatively over the next five years, from an estimated Rs. 30,650 crore in 2010 to Rs. 60,250 crore by 2015. The print sector is projected to grow by 9.6% over the period 2011-15, reaching Rs. 28,200 crore in 2015 from the present Rs. 17,870 crore in 2010. Radio sector is projected to grow at a CAGR of 19.2% over 2011-15, reaching Rs. 2,600 crore in 2015. The total internet user base in India grew to approximately 214 million by end of the year with almost 130 million going online using mobile devices.

The Indian Cinematic industry is one of the fastest growing sectors in the country today and has grown from INR112 billion in 2012 to INR126 billion in 2013, representing a growth rate of 13%. Over the years, the industry’s revenues have grown significantly and the projected size of the industry is estimated to reach INR220 billion by 2018. The Indian Cinema industry is one of the largest producers of cinematographic films in the world with an annual certification of 1,966 films during FY13–14 .Furthermore, India’s favorable regulatory environment and reforms such as 100% Foreign Direct Investment under the automatic route has made the Indian Cinema market more attractive for international corporates, bringing in significant investments

VII. WHAT DOES CINEMATIC TOURISM CONTRIBUTE IN?

- Bridging gap between industry professional and the Govt. / authorities
- Promote Cinematic Tourism through conference presentations and industry talks
- Destination marketing consultation
- Development and Implementation of film-related tourism products
- Promotion of film location tours
- Conduction of market research with film-induced tourists

VIII. BENEFITS OF CINEMATIC TOURISM

- Local people will value their States more when they see its uniqueness on silver screen
- Multiple economic benefits to locals like shopping done by cast and crew, rent earnings from location given for shooting
- Employment benefits for trained / skilled locals during the shoot
- Single window clearance for all permissions required by the production house

IX. CINEMA & TOURISM

The landmark of Kolkata the Howrah Bridge was the only icon of the city that was shown in various movies like Yuva, Kahaani, Bomkesh Bokshi and Gunday which gave an identical image to city. Similarly, the Hawa Mahal in Jaipur was replaced by the Jaigarh Fort and Nahargarh Fort in the movies Ajnabee and Rang De Basnati respectively. The rock cut temples of Badami, which is a UNESCO World Heritage Site, came into the picture when Akshay Kumar and Sonakshi Sinha shot a dance sequence, "Dhadang Dhang", for the movie Rowdy Rathore. Veetilekkulla Vazhi (The Way Home), which is a 2010 Malayalam motion picture, is a cross between a travelogue and drama through the most beautiful destinations of India, rolling scenes from Jaisalmer, Jodhpur and Ajmer to Delhi and Ladakh. The 1974 Bengali flick, Sonar Kella directed by Satyajit Ray is another beautiful example of an outdoor set in the fort city of Jaisalmer that has pulled in PAN India audience. Indian cinema, which is no doubt the highest grossing part of the Media & Entertainment industry, has done a lot for the advancement of tourism in India... not only in zeroing several unexplored destinations of India BUT also brightening other key elements.

X. INDIAN CINEMA LINKING COMMON PEOPLE

It's been noted that the vast development the movie making has influenced and impacted the human is a deep way. Connecting common people through Cinemas and delivering good messages is very effective especially in India because audience get involved and follow the style, dialogue and messages delivered through cinemas in fact is one of the best and effective way to spreading awareness to a large audience. Nowadays film makers have been smart enough to capture the Indian audience in large numbers by displaying realistic lifestyle of the common man. Story of a common man for a common man. Although such realistic movies don't influence the travel and tourism sector directly, some scenes do manage to capture the eyes of travelers prompting them to travel to India later on.

XI. INDIAN CINEMA INTRODUCING UNEXPLORED DESTINATIONS

Movie makers' finds new places to capture in their film which are never seen or shown by others before. People get to see new places out of those many places becomes preferred tourist destination. On the other hand, the Tanot Mata Temple in the middle of the Thar Desert was first unveiled in J.P. Dutta's Border. It is approximately 150 kilometers away from Jaisalmer city and close to the battle site of Longewala of the Indo-Pakistani War of 1971, and it is said that during war many bombs fall onto this holy land of the temple but none of those got explode is another good example of how the Indian cinema influences the Travel and Tourism sector in India.

Coorg is fast turning out to be one of the favourite weekend getaways from Bangalore these days. But it was one of the unexplored destinations in India till the mid of 90s. The Kannada film industry has played a pivotal role by filming many regional movies that helped the Indian Tourism to promote Coorg as one of the eco-tourist destinations in India. Several Bollywood films like Ravaan and Saat Khoon Maaf were shot in Coorg. Today, Coorg is noted for its rich spice and coffee plantations and tourist spots like Tala Cauveri, Bagamandala, Madikeri Fort, Nagarhole National Park, Nisargadhama Forest, Bylakuppe and several waterfalls.

The Malayalam film industry was successful in promoting several unexplored destinations of Kerala. The green paradise of Wayanad became one of the favourite locations for the regional film makers. In 1974 Ramu Karyatt's *Nellu* was extensively shot in Wayanad and was the first film to be shot in the region; it was followed by other movies like *Panchami* in 1976, *Indradhanussu* in 1979, *Varikkuzhi* in 1982, *Nandanam* in 2002, *Anyar* in 2003 and *Pazhassi Raja* in 2009. The backwaters of Kerala have been other leading shooting locations for several Tamil, Telegu, Malayalam and Hindi films. The song 'Jiya jale' from the movie *Dil Se* was entirely shot in Athirapilly Waterfalls and Periyar Wildlife Sanctuary, Thekkady. Movies like *Bhagyadevatha*, *Vinaythangi Varavaya* and *Kuselan* were shot in the backwaters of Alleppey. *Nishabd* is one of the Bollywood flicks that were shot in the rejuvenating greenery of Munnar.

XII. INDIAN CINEMA PROMOTING INDIAN HERITAGE

There are more than a thousand Indian movies that present a quaint picture of Indian history. The Khajuraho Temple Complex was beautifully depicted in the movie *Kamasutra – A Tale of Love*. The hit song of the Dev Anand's blockbuster "Johny Mera Naam" was shot in the ruins of Nalanda University and lush green hillocks of Rajgir in the early 1970s. The Vijay Vilas Palace, Mandvi in Gujarat was shown as house of Aishwarya Rai in the movie *Hum Dil De Chuke Sanam*... The blockbuster movie also had several other scenes that grabbed the attention of travellers like the Bada Bagh, Jaisalmer – where Aishwarya Rai and Salman Khan dreams about their marriage and Orchard Palace, Gondal in Gujarat – when Ajay Devgn drags Aishwarya Rai.

The Lake Palace, Udaipur, which is now one of the luxury hotels in India, also paved its way into Indian cinema. Movies like *Yaadein* and *Yeh Jawani Hai Deewani* were shot here. The heritage city of Udaipur was also captured in several other Bollywood movies like *Ram Leela*, *Guide*, *Gaddaar*, *Hum Hain Rahi Pyar Ke*, *Khuda Gawah* and more. The Gateway of India and Victoria Terminus in Mumbai became the two landmarks of Indian cinema whenever the filmmakers think of a shooting location in Mumbai. Similarly, the Victoria Memorial Hall in Kolkata is a major attraction for the regional filmmakers as well as hindi films.

XIII. INDIAN CINEMA PROMOTING HILL STATIONS IN INDIA

Again there is an endless list of movies that were shot in some of the popular hill stations in India. The major locations are Gulmarg and Srinagar in Kashmir, Manali, Dalhousie and Shimla in Himachal Pradesh, Nainital in Uttarakhand, Darjeeling in West Bengal, Ooty in Tamil Nadu and Wayanad and Munnar in Kerala.

The heritage building of Naggar Castle in Kullu district has also been shown in this movie. Some other notable Indian movies that were shot in Himachal Pradesh are *Heena*, *Roja*, *Taal*, *Krrish*, *Lootera*, *Desamuduru*, and *Simla Special*.

Nainital came to the notice of Indian cinema long back in the year 1971 when Rajesh Khanna and Asha Parekh were seen boating in the Naini Lake for the song 'Jis Gali Mein Tera Ghar'. The Naini Lake is one of the major tourist attractions in Nainital and a boat ride in Naini Lake is one of the **major things to do in Nainital**.

Mani Ratnam's *Geethanjali*, which is a Telegu movie, dramatically brought Ooty, which is one of the popular hill stations in South India, to the notice of viewers as a honeymoon destination. *Summer in Bethlehem*, which is a Malayalam movie, was filmed against the backdrop of forest, hills, and farms of Ooty, whereas the Salman Khan, Sanjay Dutt and Madhuri Dixit starrer *Saajan* was extensively shot in the greenscape of Ooty. In the movie *Hum*, some of the most beautiful scenes were shot in the bungalows and lodges that are a legacy of the British Raj.

XIV. INDIAN CINEMA PROMOTING ADVENTURE ACTIVITIES IN INDIA

Recently filmmakers have decided to add some spice to their movies by including adventure activities in the mountains like trekking, skiing, mountaineering, camping and motor biking AND beach activities like parasailing, scuba diving and motor

boating. Some Bollywood flicks like Yeh Jawani Hai Deewani, Lakshya, Jab Tak Hai Jaan, Hindustan ki Kasam, Pyar Tune Kya Kia and Rangeela promoted a number of adventure activities in India. The movie Kaal... is one such examples from Indian cinema that has been dedicated to wildlife safari in India. The movie has been extensively shot in Corbett National Park, which is one of the major national parks in India and is a home to several endangered species.

XV. INDIAN CINEMA DETAILING THE DIVERSIFIED INDIAN CULTURE

Movies like Dilwale Dulhaniya Le Jayenge, Monsoon Wedding, Vivah and Band Baja Barat brings out the title 'big fat Indian wedding' into the mind of viewers. The typical Indian wedding style is yet another attraction for international travellers. On the other hand, movies showcasing major Indian festivals like Durga Puja, Holi, Ganesh Chaturthi, Eid and Diwali are also huge contributors to Indian Tourism. Satyajit Ray's Joi Baba Felunath and Nayak AND Rituporno Ghosh's Hirer Angti, Utsav and Antarmahal are all based on the Durga Puja Festival. Some Bollywood flicks like Sholay, Holi, Darr, Baghban and Silsila highlight the festival of Holi... which is one of the major festivals in India. Songs like 'Raang Barse', 'Holi Ke Din' and 'Ang se ang' are the best examples of how Indian cinema inspires Indian Tourism. Likewise, songs like 'Sadda Dil Vi Tu' from the movie Any Body Can Dance; 'Deva Shree Ganesha' from the movie Agnepath; 'Morya Re' from the movie Don: The Chase Begins; and 'Sindoor lal chadayo' from Vaastav highlight the Ganesh Chaturthi Festival in India.

XVI. CONCLUSION

Indian tourist travelers and excursionists are being influenced by different types of attractive presentation by specialized television channels, articles by renowned journalists, and fantastic coverage by travel magazines. Gradually all these media are creating a positive image and a picture of tourism in the attitudes, minds, perception, psychology, behaviour or and in the final selection of the site (inbound and outbound tourist). As the verdict goes, media have a social responsibility to enhance the blending of local, national and international cultural values for enriched politics, society and economy. Public communications strategy based on access to quality information and knowledge will drive the new global tourism through partnership initiatives such as: peace and security, conflict resolutions for eco-tourism, quality tourism, Joint ventures, technology transfer, and the like.

India, being one of the leading film producing countries with the filming community spread across various regions of the country, also offers a diversity of landscape and locations in the different States / Union Territories, making it an appealing destination for production of both international and domestic films. Indian cinema has been able to influence Indian Tourism both directly and indirectly. So basically the media & entertainment industry has influenced difference forms of tourism and aware of the diversified Indian landscape, language, religion, cuisine, dance, music and festival. Cinematic tourism describes the effects that Cinema can have on our travel decisions as they inspire people to experience the screened places firsthand. Not only is Cinematic tourism an excellent vehicle for destination marketing, it also presents new product development opportunities, such as location tours, film museums, exhibitions and the theming of existing tourist attractions with a film connection. Film tourism is the tourism that is generated as a result of the appearance of a destination or attraction in the cinema, video or television. Falling loosely under the umbrella of cultural tourism, film tourism is a growing phenomenon worldwide, fuelled by both the growth of the entertainment industry and the increase in international travel. The benefits of film tourism are becoming increasingly apparent.

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