

# Chapter 12

## Exploring the Potentials and Impacts of Film–Induced Tourism in Marketing and Promotion of Tourism Destinations in Karnataka

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### ABSTRACT

*The movies or films which are depicted in the electronic media grabs the attention of the tourists in attracting the potential tourism destinations. This study mainly focuses on exploring various potentials and impacts of marketing and promotion of film Induced Tourism in Karnataka. In this research article the researchers used the descriptive research approach to collect the relevant data. The extensive secondary data is reviewed to understand and analyse The Film Induced tourism has both positive and adverse effects on the promotion of tourism destinations in Karnataka. The study found that the marketing and promotion of Film Induced Tourism in Karnataka helps in drawing the attention of National and International Tourists to the state of Karnataka. The concept of Film Induced Tourism is one of the Unique ways in displaying the tourism attractions in the unique manner in such a way that through audio-visual screens with story lines has significant impact on tapping the potential tourists towards the destinations in Karnataka.*

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## 1. INTRODUCTION

The global phenomenon of film tourism is expanding due to the rise of the entertainment sector as well as an increase in foreign travel. The film tourism industry has experienced rapid expansion in recent years. It serves as a doorway to fresh, more profound experiences. final locations. Additionally, it opens up the possibility of new communities by the sharing of perspectives, expertise, and experiences amongst the travellers in their own. Cinema has a big part to play in promoting travel to different nations and Indian states. A movie tourist is drawn to the real-life experience of the setting that has been immortalised on screen: Film tourism offers new potential for product creation, including location tours, film museums, exhibitions, and the theme of already-existing tourist destinations with a film link. It is also a great tool for destination marketing (Dilip, 2019). Studies on film-induced tourism have been demonstrating for more than 20 years the impact that films and TV shows have on the perception that travellers have of their location, their goals and motives for travelling, and the actual tourist experience (St-James, et al., 2018). Fictional films and television shows provide a perfect backdrop for the positioning of tourism sites and destinations since these places may contribute to the storyline of the events and therefore influence them. Because audiovisual fiction gives the locations in a film or series a great deal of importance, it is an especially good media product for promoting a place (Nieto-Ferrando, 2020). Research on the effects of film on destination image has examined character attachment and immersion in the story (Chen et al., 2021; Wen et al., 2018; Yang et al., 2017); internal tourist motivations (Liu & Pratt, 2019; Reijnders, 2016); tourist experiences (Kim & Assaker, 2014); intentions to visit the location; and destination loyalty, which is defined as the intention to return or recommend a destination to other tourists (Irimiás et al., 2021; Kim & Kim, 2018; Teng & Chen, 2020).

The entertainment media sector has been effective in instilling in consumers a positive perception of a destination. Customers may travel to the location if this positive image creates a desire in their minds. Although this phenomena has been given many names, its definitions have remained consistent (Prasanna, 2017). With over 1800 films produced a year, India is the world's largest film producer. Not unexpectedly, there have been national, state, and corporate initiatives to capitalise on film tourism (Biswas & Croy, 2018). Films often draw attention to additional factors and traits. Even though some of these locations were well-known and significant nationally, the pre-film tourist numbers for these locations were relatively low. Additionally, the film locations were relatively isolated from other tourism-inducing effects, and the majority of the visitors were from within the country, often only a day's drive away. Crucially, these films also subtly emphasise that, despite the fact that many of them share comparable traits, few of them actually have as noticeable of an effect on the amount of tourists; these may very well be the exception to the rule (Peter et al., 2010). Emphasis has been made on film's function in destination promotion due to the media's belief that film produces tourism and the selective grazing of research that shows the possibly extraordinary nature of these beliefs. While emphasising this, it's crucial to remember that the majority of locations draw film because of the positive economic effects of film production and because they support current films in an effort to draw in more (Croy et al., 2018).

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