Bollywood Film - Induce (2010 – 2020) Tourist Motivation, The Case of Thailand

Natwalai Niankhaw

Integrated Tourism and Hospitality Management, National Institute of Development Administration, Thailand

Email: natwalai.nia@gmail.com

Abstract

India is among the largest countries in the world, which means that it is a potential market for countries like Thailand to attract their population for a holiday visit. Sceneries and attracts attract not only tourists but also film-making companies. There are countless Indian films shot in Thailand. Therefore, this study aims to investigate film-induced tourism in Thailand among Indian tourists by looking at the relationship between motivation, destination image, and (re)visit intention. The population of this study will be Indian Bollywood film viewers in Mumbai; the number of samples in this study is 220.

The SEM findings show that motivation directly affects destination image and (re)visit intention, respectively, which offer a positive influence. The positive impact means that if motivation increases, destination image and (re)visit intention will also increase. On the other hand, if motivation decreases, destination image and revisit purpose will decrease. Moreover, the findings suggested that reason indirectly influences (re)visit intention, and destination image directly affects (re)visit goal. Likewise, the relationship follows the same direction, which means that if destination image increases, (re)visit intention will also increase, and vice versa. Based on these findings, it can also be implied that the destination image can be considered as a partial mediator variable between motivation and (re)visit intention. The influence of destination is only partial, as motivation also directly affects (re)visit intention while also impacting (re)visit meaning through destination image.

Keywords: Bollywood, Tourist, Motivation, Revisit

Introduction

India is one of the world's largest countries, with a large population; also, according to the National Council of Applied Economic Research (2018), it is anticipated that by 2026, the number of middle-class Indians, who are capable of spending money on travel, will reach 547

million. Economists at Mumbai University in India defined the middle class as consumers spending between $2 and $10 per capita daily. Roughly half of India's 1.3 billion populations is now middle class. The expansion of the middle class in India will boost domestic consumption and continue to grow the country's outbound tourism (Roy, 2018). According to Sandhya Keelery (2020), as one of the largest cinema hubs in the world, the city of Mumbai is especially relevant in this context as the birthplace of Bollywood. With this popularity, a well-established film hub known as Bollywood is a good platform allowing outbound tourism to grow. Bollywood is ranked the third biggest film industry of the world and each year 1,500-2,000 Indian movies are produced and shown (Mittal & Anjaneyaswamy, 2013). Scenes on the films can widely pass into the audiences' eyes. This makes audience's awareness of the locations in those scenes. This is the incident called film-induced tourism. An evidence proving the efficiency of film-induced tourism took place from late 20th century when Bollywood films shot in Switzerland named Chandni, Darrand and Dilwale Dulhania Le Jayenge by Yash Raj Films aroused the trend of outbound tourism attracting Indian tourists to take a tour called Enchanted Journeys, ranging from seven to nineteen days in Switzerland. Launched in 2010, this special tour gives the tourists an opportunity to visit all locations where those films were shot (Tagliabue, 2010).

With the onset of the coronavirus (COVID-19) pandemic in late 2019, going to cinema seems to be a risky exposure to the disease; however, this cannot stop people to find a way to release their stress and maintain their lifestyle of film enjoyment. People change their way to entertain themselves by moving to the virtual world and digital platform (Erin Duffin, 2020). This means Indian people are still falling in love with films and this industry is still blooming without the pandemic boundary. Hopefully, when an effective treatment and vaccination are successfully developed, outbound tourism will return to its blooming time again after people have been eagerly waiting for the time to travel. In case of Thailand, from 2013-2018 the Ministry of Tourism and Sports held an annual event called "Thailand International Film Destination Festival (TIFDF) to promote Thainess, capacity of Thai film making team, and potential locales for film making. These altogether will attract film producers from all over the world to make their films in the country with a hope to increase national income and decentralize money to different parts of Thailand and to business sectors.

There are many factors making Thailand one of the tourist's destinations such as unbeatable taste of food, exotic culture, nightlife, and variety of activities. But, one thing which must not be overlooked is the beauty of natural and man-made tourist's attractions which

are suitable to become the locations for film making. Ministry of Tourism and Sports (2016) mentioned clearly that tourism is related to film industry and other entertainment media business. According to Mr. Anan Wongbenjarat, Director General for Department of Tourism, stated that for the first quarter of 2018, Thailand was a location for a great number of music videos, films, TV series, commercials, and documentary. Of this number, around 500 Indian films were shot in Thailand and this added almost 800 million baht into Thai economy (Manager Online, 2018; Khaosod, 2018).

As knowing that film is a part of Indian way of life and a great number of Indian tourists coming to Thailand, there is no official evidence indicating their motivation. Moreover, this research is to make a difference to the film-induced tourism of Thailand because this research is not focusing on destination choice, preference, and impacts but the relationship between film-induced tourism and motivation to visit Thailand. After understanding this relationship, tour agents will be able to offer activities suiting Indian tourists' preference such as launching tour programs or packages which bring them to the shooting locations, adding any activities related to the films, highlighting gimmick learned from the films, etc. All of these not only allow inbound tour agents in Thailand to make greater profit, but they also activate tourism industry of Thailand as a whole. In addition, the findings of this study will be helpful for travel agencies and other related businesses to enhance their ability to deal with the possible number of Indian tourists going to visit Thailand and to satisfy their needs properly after COVID-19 and rejuvenation of Thai tourism.

Research Objectives

1. To explore the factors of motivation of Indian people, Bollywood film watching, and decision to travel to Thailand.

2. To study the influences of motivation of Indian people and Bollywood film watching on decision to travel to Thailand.

Literature Review

Definition of Tourism

The definition of tourism has been coined by a significant number of scholars and academicians. Chaudhary (2010) defined tourism as "a business activity connected with providing accommodation, services, and entertainment for people visiting a place for pleasure, recreation, leisure, business, and so on." World Tourism Organization (1995, as cited in McCartney, 2013) described tourism as "activities of persons traveling to and staying in places

outside their usual environment for not more than one consecutive year for leisure, business, and other purposes." World Tourism Organization (2018) elaborated tourism as "a social, cultural, economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes." In sum, tourism is where people (tourists) spend their time at places out of their neighborhood for any purpose; consequently, from the definitions above, tourism mainly involves a home or destination, people or tourists, and activity. However, according to Venu, Vijayakumar, and Saroop (2017), tourism can be defined differently depending on viewpoints. For economics, tourism can be economic activity facilitates economic growth of certain regions or places. From business viewpoint, it can be any activities serving tourists' demands in a destination. In tourism planner's point of view, tourism is a tool developing economy and changing society. From the above definitions, it can be seen that one more element has been added into the prior assumption and the new coming element is purpose. Therefore, from the mentioned definitions, it can be concluded that tourism involves four elements: individual (tourist), activity, purpose, and destination.

Film-induced Tourism

Movie and tourism, for some people, are standing at two different corners of the universe; while, for others, they are related and one of the concepts linking these two different matters together is film-induced tourism. Firstly, Klug (2001) focused the result of film-induced tourism and coined the definition in the way that the impact of film on the audience 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). From the above definition, we can see that the main focus is on the effect on the audience of the destination shown on motion media.

Relation between Film and Tourism

When a movie is shown on screen or on other sources of media, the audience or the viewers can, whether intentionally or not, behold scenes containing pictures of places used as location. Seeing the magnificent scenes shown in media such as advertisement or movie is a factor arousing the audience to visit the shooting locations or so called tourist's destinations (Lin & Huang, 2008). The films function as brochures advertising the locations and increase the demand of tourists to visit the destinations (Lomine & Edmunds, 2007). Basanez (2011) stated that the scenery of the landscape depicted in movies linked to the culture of that place makes the main motivators to visit a location, also that promotional tools are important for

tourists in helping them on decision making (Basanez, 2011). Film-induced tourism is a growing situation which is encouraged by the growth of overseas traveling and the development of media industry, create new ones and therefore, it can be said, in other way, that if film is used to be a means of tourism promotion, tourist attractions in that particular country need to be illustrated positively. In addition, the more frequent the viewers see the destination, the more intention the viewers have to visit the destination portrayed. In other words, when viewers prefer watching the film, those destinations are sent to the viewers' eyes. This also has great impact on film viewer involvement.

Film Tourists' Motivation

It is difficult to pinpoint a clear-cut reason or factor for a tourist to take a tour to somewhere because of some reasons (Busby & Klug, 2001). First, there are more than one type of tourism as mentioned earlier in the previous section. Second, different people are affected by different factors. However, the focus of this study is to learn the direct force driving tourist to travel, or motivation, which is derived from watching Bollywood films. In other words, it is to understand the needs and desires that affect the propensity to travel of the tourists after watching the films (Young & Young, 2008). There are many people trying to make use of different concepts and theories to examine the motivation of film's tourists; for example, Dann (1981) explained the motivation of the film tourist based on the push–pull paradigm. Then, in 2020, Kozak (2009) also tried to make use of the push-pull paradigm to search for the factors affecting tourist's motivation and it was found from the samples of the study that the push factors included the intangible and intrinsic desires of the tourist while the pull factors were the attractiveness of the destination and tangible characteristics of the destination. Kim (2007) concluded that tourists are possibly pushed to travel to a destination by the desire and are pulled by tangible attractions of the destinations.

Bollywood Films and Travel Motivation

Hudson and Ritchie (2009) comparatively mentioned visual, vocal and celebrity effects from films in the similar way to product placement that can influence the viewer's purchase behavior. They stated that films will facilitate the destination images of the locations in the films and will thus drive tourist behavior. Motion pictures are crucial indirect experience which increases awareness of destinations and inspiring people to travel (Burns, Palmer, & Lester, 2001). In case of India, Mittal and Anjaneyaswamy (2013) stated that "it is widely believed that mothing unites India more than cricket and Bollywood." Located in the northwest of the State of Maharashtra of India, on a piece of land covering 520 acres, Bollywood was intentionally

established by the state government in 1911 to become the largest film city in India. Bollywood is a gigantic production studio where all required props and scenes for film production.

However, with the growth of film industry and desire to find authentic locations for film making, many Indian film producers explore and choose places out of India for shooting their films. According to Ministry of Tourism and Sports (2018) and Tourism Australia (2012), Thailand have been one in the top countries for Indian film makers to select for producing their films and a lot of the Bollywood movies were produced at the locales in Thailand. Although films are made out of India or Bollywood, the film makers are still Indian so the films are considered products of Bollywood. Baker (2007) claimed that films positively and powerfully influence on tourism. Films increase film watchers' recognition on the locales and they help tourists choose where to visit for their next holiday (Baker, 2007). This agrees with a claim by Cineswami (2012) stating the influence of films on Indian film watchers that Indian love watching Bollywood films and Bollywood films are in their hearts, and the films they watched have a great impact on Indians when they make decision for their holiday destination (Cineswami, 2012).Mittal and Anjaneyaswamy (2013) indicated a greater number of Indian people, especially Indian middle class, having traveled to foreign countries to explore the world outside their own neighborhood or country and to learn new experience in different destinations. Thank to films portraying scenes made in foreign countries, people have made their travel decisions to the locations and destinations featured on the films they have watched. Even not all, some of the film watchers were enticed to pack their luggage to visit the destinations believed to be the locations in the films. This may be a reason for travel agents or tourism related organizations to try as hard as possible to make use of promotional films; but, according to Cineswami (2012), movies are more real and more effective in capturing the film watchers' attention because it is considered neutral with no commercial seduction hidden. Therefore, it can be claimed that film is a major factor motivating Indian film watchers to make their travel decision.

From the review above, it can be concluded that decision making process for a tourist is similar to a person who is going to do shopping. It seems to be complicated, and it depends on many factors from the tourist himself and from external factors learned. In addition, it can be seen that advertisement plays its part in last two steps of travel purchase process: purchase decision and post-purchase evaluation. As film can be used as an advertisement to promote destinations, it is an important advertising tool needed to pay crucial attention to the purchase

decision and the post-purchase evaluation. It is also necessary for tourism-related bodies at the destination to maintain the destination image to serve the tourist needs and this indirectly facilitate sustainable tourism in a long run. As a consequence, it is not easy for travel agents to make use of common and plain media to persuade tourists to buy a tour. As a tour agent owner with more than 10-year experience operating inbound tours especially receiving Indian tourists to take a tour in Thailand, the researcher have learned that most of the Indian tourists visiting Thailand are in the middle class according to the information gained from the evaluation done by the members of tour groups on the last day of their travel Thailand. It was found that most of the members know other members in the group. This means their purpose for visiting are neither isolation nor autonomy. In addition, most travelers mentioned spending time relaxing, not for professional or occupational purposes; hence, self-enhancement is not their purpose. Consequently, eleven motives in the TCP model (stimulation, social status, nostalgia, romance, self-development through host-site involvement, self-actualization, kinship, nature, novelty, escape or relax, and relationships are examined in this study. It can be presented as hypotheses and research concepts as follows: The hypotheses of this research include

1) TCP motives have direct impacts on destination image from film watching (H1: a).

2) TCP motives have direct impacts on decision to (re)visit Thailand (H1: b).

3) Destination image from Bollywood film watching has direct impacts on decision to (re)visit Thailand (H1: c).

4) TCP motives have indirect on decision to (re)visit Thailand through destination image from film watching (H1: d).

Conceptual Framework

Figure 1 Research Conceptual Framework

Research methodology

Population and Samples

Population of this study will be Indian Bollywood film viewers in Mumbai because it is the location where Bollywood is located. To specify the sample size, the number of samples in this study is 220. This number is from the sampling method of multivariate analysis which states that the number of samples must be equal to 20 times of manifest variables (Angsuchote et al., 2011). In this study, there are 11 manifest variables (motives in TCP model); therefore, 20 times of the number of manifest variables is equal to 220. The study will be conducted within the 4th quarter of 2020-1st quarter of 2021

Validity and Reliability

The Validity Test, to check the instrument's validity, the developed questionnaire will be examined by three experts in the field to see the index of item objective by each question item. If any item is found incongruent, that particular item will be amended. And reliability Test, After the experts approve the questionnaire, a reliability test will be conducted. With 20 questions, Cronbach's alpha of the destination image is 0.959, which is well above the threshold level. Cronbach's alpha of 0.911 for the seven questions of (re)visit intention also shows strong reliability. The questionnaire will be sent to 30 individuals with equivalent attributes to the samples. Cronbach's alpha will be used to examine the reliability at the Alpha Coefficient value of more than 0.70 (Nunnally, 1978).

Data Collection

The questionnaire will be sent to the alliance travel agents in Mumbai, India. The customers of those agents will be asked for permission to respond the questionnaire. During this time, objectives of this research will be clearly informed. If they are agreed, they will be asked for their e-mail address; so that, the researcher can send the questionnaire through the given e-mail addresses. It is possible to reach the estimated amount of 240 within 1 month based on the unofficial record kept by the researcher before the pandemics. The completely responded questionnaire sets will be checked again for their completeness before statistic process and analysis.

Statistic Process and Data Analysis

The data gained from the completely responded questionnaire will be processed using statistic data analysis package to learn mean and standard deviation of each question item. After that, Confirmatory Factor Analysis (CFA) will be conducted followed by Structural Equation Model (SEM) by AMOS. (Andriotis & Agiomirgianakis, 2010)

Results

1. Descriptive Statistics the 1) Motivation (TCP Model), participants, on average, stated neutral to all of the first statements of the outer layer of the TCP model. The mean score is "I traveled/want to travel to Thailand to seek daring experiences (stimulation)." Likewise, the second statement on the outer layer of the TCP model, stating that I traveled/want to travel to Thailand to experience fashionable places (social status)," can also be interpreted as neutral. 2) Destination Image from Film Watching, the overall grand mean of the destination image is 3.66. The sentence with the highest mean score is "Thailand has pleasant weather," "There is a high standard of living in Thailand," "Reliable local transport is available in Thailand," and "It seems to me that Thai standards of cleanliness and hygiene are high." And 3) (Re)visit Intention. The overall mean of this variable is 3.54. The statement with the highest mean score is "I would visit Thailand rather than any other tourism destination," followed by "A Bollywood movie shot in Thailand increased my interest in a future (re)visit to Thailand," "Once I had seen a Bollywood movie shot in Thailand, I felt that had to come to Thailand" "After watching a Bollywood movie shot in Thailand, I have always wanted to visit the locations in Thailand where the movie was filmed."

2. Based on the SEM findings, motivation has a direct effect on destination image and (re)visit intention at a significance level of 0.01 at a coefficient of 0.312 and 0.191, respectively, which show a positive influence. The positive influence means that if motivation increases, destination image and (re)visit intention will also increase. On the other hand, if motivation decreases, destination image and revisit intention will decrease. Moreover, the findings suggested that motivation has an indirect influence on (re)visit intention at a coefficient of 0.133. Thus, having a total effect of 0.324. Destination image also have a direct effect on (re)visit intention at a significance level of 0.01 at a coefficient of 0.427. Likewise, the relationship follows the same direction, which means that if destination image increases, (re)visit intention will also increase, and vice versa. Based on these findings, it can also be implied that the destination image can be considered as partial mediator variable between motivation and (re)visit intention. The influence of destination is only partial as motivation also has direct influence on (re)visit intention while also have influence on (re)visit intention through destination image. The finding is consistent with multiple studies. Researchers explains that film has strong impact on destination image and motivation, and visit intention as it enables viewers with visual media that they can relate to (Butler & Boys, 2000). Moreover, research also suggested that film creates the sense of awareness about the destination to the

viewers (Wong et al., 2021). Furthermore, scholars also suggested that film help enhance attractiveness of a destination as film usually shot a prestige location. Thus, enhancing the positive destination image and ultimately influences visit intention (Beeton, 2005; Connell, 2012; Riley et al., 1998). In another words, these autonomous and organic representations assist to influence consumer views of locations, which in turn helps to raise awareness and depict the place in a favourable manner (Gartner, 1994).

Confirmatory Factor Analysis (CFA)

As shown in Figure 2, the researcher has modified the variables in other words, the section examined the link between these variables by using a technique known as Confirmatory Factor Analysis (CFA). Composite Reliability (CR), which has a value that has to be more than 0.60, and Average Variance Extraction (AVE), which has a value that needs to be greater than 0.50 are the two primary criteria that are used throughout the analytical process. In addition, the criteria for determining whether a model is a good fit for the data collected in this study include the Chi-square test, which requires a p-value of more than 0.05, the Confirmatory Factor Index (CFI), which requires a value of more than 0.95 for a good fit, and the Root Mean Square Error Approximation (RMSEA), which requires a value of more than 0.08 for an excellent fit. The following sub-sections provide a presentation of the findings from the analysis of the measurement model. As shown in the model, these measurements have been fulfilled.
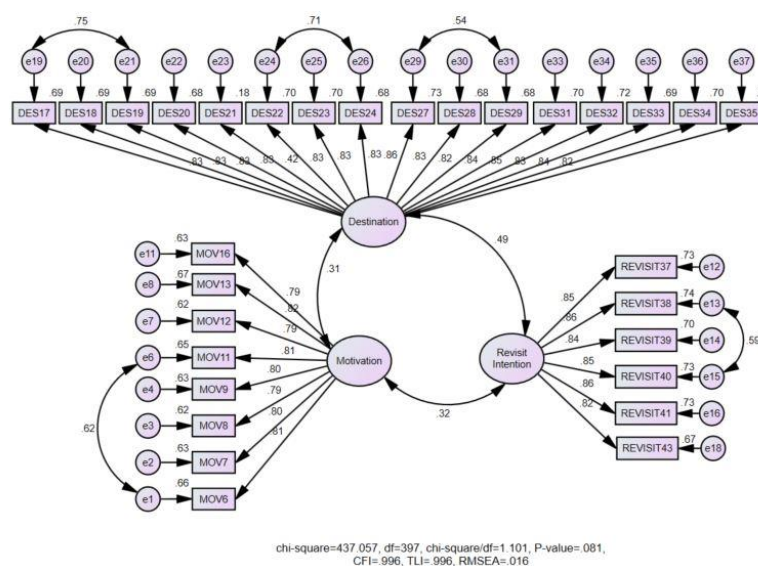

chi-square=437.057, df=397, chi-square/df=1.101, P-value=.081,
CFI=.996, TLI=.996, RMSEA=.016

Figure 2 CFA Model Summary

Results obtained from master validity plugins command in AMOS show that there are statistically significant relationships between the three variables. Moreover, the finding also shows that destination image is a partial mediator between motivation and (re)visit intention.

Table 1 Validity Analysis

	CR	AVE	MSV	MaxR(H)	Mov	Rev	Des
Mov	0.935	0.641	0.105	0.935	**0.801**		
Rev	0.938	0.715	0.237	0.938	0.324***	**0.846**	
Des	0.969	0.662	0.237	0.972	0.312***	0.487	**0.813**

Both Figure 4.2, and Table 4.20 shows that the goodness of fit index of the model is illustrated by X^2=437.057, df=397, X^2/df=1.101, p=0.081, CFI=0.996, TLI=0.996, RMSEA=0.016. These values exceeded the threshold level, which means that further analysis can be performed.

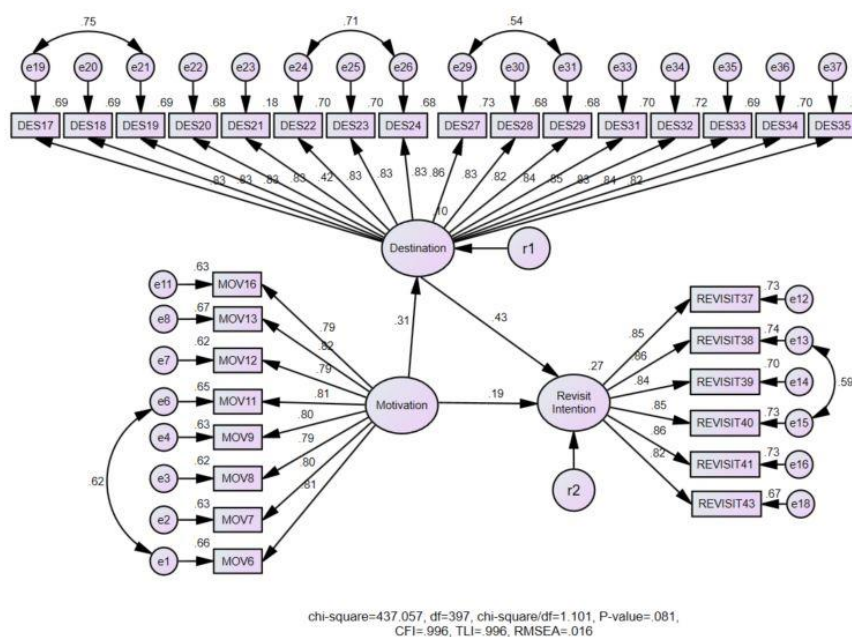chi-square=437.057, df=397, chi-square/df=1.101, P-value=.081, CFI=.996, TLI=.996, RMSEA=.016

Figure 3 SEM Model Summary

Table 2 Finding and Interpretation of Goodness of Fit for (Re)visit Intention Model

Goodness of Fit Index	Threshold	Findings	Interpretation
1) Chi-Square (X^2), P-Value	p>0.05	0.081	Accepted
2) Chi-Square (X^2)/df	<2.00	1.101	Accepted
3) CFI	≥0.95	0.996	Accepted
4) TLI	≥0.95	0.996	Accepted
5) RMSEA	<0.08	0.016	Accepted

Table 2 shows that there is a direct effect (DE) of motivation on destination image with a significant level of 0.01. Moreover, motivation also have total effect (TE) on destination image at a significant level of 0.01. Likewise, motivation also have direct effect, indirect effect (IE), and total effect on (re)visit intention all at a significant level of 0.01. Destination image has direct effect on revisit intention while also has total effect on revisit intention at a significant level of 0.01.

Table 3 Relationship between Different Variables

| (Antecedents) | Variable (Consequences) | | | | | |
| | Destination Image | | | Revisit Intention | | |
	DE	IE	TE	DE	IE	TE
Motivation	0.312**	-	0.312**	0.191**	0.133**	0.324**
Destination	-	-	-	0.427**	-	0.427**

Table 4 Summary of Hypotheses Testing

	Hypothesis	Result
H1:a	TCP motives have direct impacts on destination image from film watching	Accepted
H1:b	TCP motives have direct impacts on decision to (re)visit Thailand	Accepted
H1:c	Destination image from Bollywood film watching has direct impacts on decision to (re)visit Thailand	Accepted
H1:d	TCP motives have indirect effect on decision to (re)visit Thailand through destination image from film watching	Accepted

Discussion

Based on the SEM findings, motivation has a direct effect on destination image and (re)visit intention at a significance level of 0.01 at a coefficient of 0.312 and 0.191, respectively, which show a positive influence. The positive influence means that if motivation increases, destination image and (re)visit intention will also increase. On the other hand, if motivation decreases, destination image and revisit intention will decrease. Moreover, the findings suggested that motivation has an indirect influence on (re)visit intention at a coefficient of 0.133. Thus, having a total effect of 0.324. Destination image also have a direct effect on

(re)visit intention at a significance level of 0.01 at a coefficient of 0.427. Likewise, the relationship follows the same direction, which means that if destination image increases, (re)visit intention will also increase, and vice versa. Based on these findings, it can also be implied that the destination image can be considered as partial mediator variable between motivation and (re)visit intention. The influence of destination is only partial as motivation also has direct influence on (re)visit intention while also have influence on (re)visit intention through destination image. The finding is consistent with multiple studies. Researchers explains that film has strong impact on destination image and motivation, and visit intention as it enables viewers with visual media that they can relate to (Butler & Boys, 2000). Moreover, research also suggested that film creates the sense of awareness about the destination to the viewers (Wong et al., 2021). Furthermore, scholars also suggested that film help enhance attractiveness of a destination as film usually shot a prestige location. Thus, enhancing the positive destination image and ultimately influences visit intention (Beeton, 2005; Connell, 2012; Riley et al., 1998). In another words, these autonomous and organic representations assist to influence consumer views of locations, which in turn helps to raise awareness and depict the place in a favourable manner (Gartner, 1994).

Suggestion

The Suggestions from the Research

1. The government should have measures to promote in various aspects, including taxes, benefits facilitation and coordination for those who request to film in Thailand. In addition to measures to promote foreign film shooting in Thailand or incentive, if spending in Thailand of 100 million baht or more, 20% will be refunded.

2. Ministry of Tourism and Sports should go to roadshows at major film festivals around the world to present to Thailand It is a shooting destination of all kinds for filmmakers, producers and investors from around the world who travel to the event.

The Suggestions for the Further Research

1. study can also explore how different film genre effect motivation, destination image of Thailand, and (re)visit intention among Indian. In addition, this study only conducted by considering films that has been shot in Thailand.

2. study can also be done to explore the influences of well-known Thai films among Indian population to see how the film from Thailand influences motivation, destination image of Thailand, and (re)visit intention.

3. study can perform to investigate the influences of Thai actress in Bollywood movie on the influences of motivation, destination image of Thailand, and (re)visit intention. This is because several Thai actors and actress have been involved in Indian cinema market. One of the well-known actresses is Pinky, Savika Chaiyadej.

References

Angsuchote, S. et al. (2011). *Statistical analysis for social science and behavioral science research: Techniques for using LISREL* (3rd ed). Bangkok: Charoen Dee Munkong Printing.

Baker, B. (2007). *Destination branding for small cities: The essentials for successful place branding.* Portland, Oregon: Creative Leap Books.

Basanez, M. (2011). *A world of three cultures: Honor, achievement and joy.* New York: Oxford University Press.

Beeton, S. (2005). *Film-induced tourism.* Clevedon: Channel View Publications.

Burns, P. M., Palmer, C. P. & Lester, J. A. (2001). *Tourism and visual culture: Theories and concepts.* UK: CABI Organization.

Busby, G. & Klug, J. (2001). Movie-induced tourism: The challenge of measurement and other issues. *Journal of Vacation Marketing, 7*(4), 316-332.

Butler, R. W., & Boys, S. W. (2000). *Tourism and national parks: Issues and implications.* UK: John Wiley & Sons.

Chaudhary, M. (2010). *Tourism marketing*. New York: Oxford University Press.

Cineswami. (2012). *Cuba, Ireland milk Salman Khan's 'Ek Tha Tiger' magic.* Retrieved June, 3 2022, from http://www.bollywoodlife.com/newsgossip/cuba-ireland-milk-salman-khans-ek-tha-tiger-magic/

Connell, J. (2012). Film tourism-evolution, progress and prospects. *Tourism Management, 33*, 1007-1029.

Gartner, W. (1994). Image formation process. *Journal of Travel & Tourism Marketing,2*,191-216.

Hudson, S., & Ritchie, J. R. B. (2009). Branding a memorable destination experience: The case of brand Canada. *International Journal of Tourism Research, 11*(2), 217-228.

Kozak, M., & Decrop, A. (2009). *Handbook of tourist behavior*: Theory & practice. New York: Routledge.

Huang, C-C, & Kin, T-C. (2008). Understanding knowledge management system usage antecedents: An integration of social cognitive theory and task technology fit. *Information & Management, 45*(6), 410-417.

Lomine, L., & Edmunds, J. (2007). *Key Concepts in Tourism.* New York: Palgrave Macmillan.

McCartney, G. (2013). *Introduction to tourism management: An Asian perspective.* Singapore: McGraw-Hill Education.

Mittal, N., & Anjaneyaswamy G. (2013). Film induced tourism: A study in Indian Outbound Tourism. *Atna, Journal of Tourism Studies, 8*(2), 37-54.

Nunnally, J. C. (1978). *Psychometric theory* (2nd ed.). New York: McGraw-Hill.

Riley, R., Baker, D., & Doren, C. S. V. (1998). Movie-induced tourism. *Annals of Tourism Research, 25*(4), 919-935.

Roy, A. (2018). The middle class in India from 1947 to the present and beyong. *Education About Asia, 23*(1), 32-37.

Thapthep, P., & Rohani, H. (2022). *Destination space in film, a sense of the viewer's perspective of how film destination contributes to the promotion of Thai tourism: A study in selected films.* Tourism Culture & Communication.

Tourism Australia. (2012). *Summary of tourism Australia's 2020 India strategic plan.* Retrieved June, 3 2022 from http://www.tourism.australia.com/documents/Markets/India2020-June2012.pdf

Venu, V., Vijayakumar, B. & Saroop, R.B. (2017). *An introduction to the business of tourism.* Sage Publications.

Wong, I. A., Song, Y. C., & Zhang, C. (2021). Not all films are created the same: Understanding the cross-level effect of movie ratings on destination image creation. *Journal of Travel & Tourism Marketing, 38*(4), 356-367.