

An Empirical Study on Induced Tourism in Nainital Town

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Abstract: *It is a well accepted fact that the influence of the media, (due to the increased use of the internet & smartphones) on young people today is growing day by day. A rise in induced tourism in many destinations around the planet has been attributed to the increase in such media usage. Induced tourism is one of the relatively new form of tourism involves visits to a destination being featured in a movie , posted in social networking sites like facebook, mentioned in a story book etc.*

This paper connects this area of tourism by focusing on peoples general awareness towards induced tourism and their experiences with a particular reference to Nainital town.

Research has been done by a survey (during a week viz 08.08.17 to 14.08.17) in form of a questionnaire (circulated manually and online as well) including both open and closed ended questions. Responses from tourists have been collected and analysed for giving valuable recommendations to destination marketers.

I. Introduction:

Travel is increasingly becoming a part of our lifestyle (Richards and Wilson 2003). Youth travel is a growing market that is becoming increasingly important to tourism marketers. Induced tourism is also an upcoming area of tourism often thought attractive by destination marketing organizations. However, research connecting with travel behaviour induced from flims, television programs, news paper & story books, words from others, social networking like face books is lacking.

In a survey about the travel behaviour and motivations of students from eight different countries in Asia, Africa, America and Europe, Richards and Wilson (2003) stated that young people are generally looking for experiences at the destination rather than relaxation-related activities. During their trip, they like to engage in a wide range of activities, ranging from sightseeing to different kinds of entertainment and sport.

Youth travel is an extremely fast-growing, important tourism market segment which contributes to about 20% of all global travel, according to a recent report about youth travel behaviour by UNWTO and WYSE Travel Confederation (2011). About 190 million trips are made by youth travellers per year, a number which is estimated to double within the next ten years (Richards 2011).

II. Literature Review:

2.1 Internet Vs Induced tourism:

Hudson and Ritchie (2006) observed that there are many blogs and websites in the Internet, which list movie locations and story book locations for interested tourists. O'Connor (2010) also attributed the induced tourism phenomenon to the greater media exposure of people today and the easy accessibility to news, movies and television series.

2.2 Flim Induced tourism:

Beeton (2005) noticed that some countries, namely the UK, New Zealand and the Bahamas, actively try to attract film producers. Their purpose is to promote tourism industry by marketing their places through film. In another study, it has been mentioned that film induced tourism is a relatively recent phenomenon that has developed over the past 25 years, mainly due to a general rise in international travel and the increasing influence of the media (Walaiporn 2008). As mentioned by Roesch (2009), a survey by VisitBritain about Harry Potter movie locations in the UK showed that some of the places in the movie map noted more tourist visits after the release of Harry Potter than before the first movie came out.

2.3 Television programs Vs Induced tourism:

Macionis and Sparks (2006) observed popular programs of television significantly influence people to choose their travel destinations. Specifically they mentioned that house wives who watch television regularly, are highly influenced to choose their travel destination from this source. Hudson and Ritchie (2006) concluded

that famous travel agencies prefer television media to give tour package advertisement. It helps them to reach to common people easily.

2.4 News paper Vs Induced tourism:

Wang (2007) observed that people are getting aware about those places, which are frequently coming in News papers. It may be good news or not, but indirectly it serves the purpose of destination marketing. Findings of Walaiporn (2008) are consistent with this fact too.

2.5 Word of mouth Vs Induced tourism:

Sometimes induced tourism is created entirely by word-of-mouth from friends and relatives (The Cabinet 2008). Sellgren (2011) mentioned that the works of artists & musicians have created meanings to places depicted in their works and have thus induced people to visit these places long before the development of the television medium.

2.6 Unintentional visit to film locations:

Roesch (2009) mentioned that most tourists have come across a film location at one point on their trips or another, usually quite unintentionally, for example, when a tour guide points out a place which has been featured in a movie or when an already existing attraction has been portrayed on screen, like the Empire State Building or the Eiffel Tower.

2.7 Information diffusion in face book Vs Induced tourism:

Kung (2011) found that images posted in social networking sites have a great influence on induced tourism. After visiting a place, people are posting various images and stories in face book. It makes all of their friends aware about that particular tourist spot.

2.8 Induced by family members:

Soliman (2011) concluded that, a significant part of tourism business comes from the fact that, family members wants to visit a particular place. The head of the family may not have any idea about the place but he/she is influenced by other family members.

2.9 Induced by official work:

Sragow (2011) suggested that people are often travelling places for their official work. The same thing has been observed by Ghosh (2014). He concluded that rapid development & industrialization in hill areas, will also promote tourism business in those places.

III. Research Gap:

Being motivated to induced tourism, we investigated the available literature of the said topic to the best of my ability. It is evidenced from the literature review that, previous studies were conducted mainly with respect to some pre-defined films, pre-defined novels etc. But we could not find any study with respect to a chosen area. In addition to that, it is also noted that existing studies on induced tourism are mostly carried out in developed western countries but not in the context of a developing country like India.

During such investigation, we found a *research gap* to answer the following research questions.

1. Can places featured in movies & other television programs, influence peoples' travel decisions in India?
2. Can places posted in social networking sites like face book, influence peoples' travel decisions in India?
3. Can places mentioned in best-selling novels, influence peoples' travel decisions in India?
4. Can places mentioned in daily news papers, influence peoples' travel decisions in India?
5. Can places mentioned in the words of others, influence peoples' travel decisions in India?

Answers of these research questions will be attempted to be investigated under the present research study. As we decided to plan our study with respect to a pre-defined location in India, viz Nainital town, so hopefully we can expect that our study will be useful to the destination marketers in India.

IV. Objective of the study:

As previously mentioned, the aim of this study is to discover whether the tourists of Nainital town are aware of the induced tourism phenomenon. A further goal is to find out to what extent, if at all, they are influenced by movies & other television programs, social networking sites like face book, best-selling novels, news papers, words from others etc when making their travel decisions.

V. Sample Summary:

5.1 Response Summary:

Table1(a): Sampling Summary (Self Computed)

Data Collection Period & Region	Sampling Method	Observation Unit	Circulated Form	Submitted	Completely Filled Up	Consistent and Qualified for Analysis
During 08.08.17 to 14.08.17 in Nainital (Manual Circulation)	Not purely random but Convenient* (without replacement)	Individual Tourist (who are present in Nainital during data collection period.)	15X7=105 (7 participants, 15 respondents each)	90	87	85
During 08.08.17 to 14.08.17 in different parts of India (Online Circulation)	Not purely random but Judgmental (without replacement)	Individual Tourist (who visited Nainital previously)	15X7=105 (7 participants, 15 respondents from each)	75	70	65
Total			210	165	157	150

* Though it is convenient but in our case it has high degree of randomness as investigators & the tourist respondents are unknown to each other.

Table1(b): Demographic profile & Descriptive Statistics for qualified respondents (Self Computed)

Profile Attributes	Category	Count	%-figure	Cumulative %	Mean	Std. Deviation
Age Group (in yrs)					56.57 (Range: 22 to 65)	7.17
	< 35	50	33.34	33.34		
	[35,55]	67	44.66	78		
	>55	33	22	100.00		
Gender					N.A	N.A
	Male	110	73.34	73.34		
	Female	40	26.66	100.00		
Occupation					N.A	N.A
	Service	55	36.66	36.66		
	Business	45	30	66.66		
	Self Employed	50	33.34	100.00		
Education Level					N.A	N.A
	Below Graduate	65	43.34	43.34		
	Graduate	46	30.66	74		
	PG & Above	39	26	100.00		

5.2 Response Description:

Travel Behaviour: Regarding the travel behaviour of respondents, the findings of this survey are in accordance with the results of The Power of Youth Travel (2011) report and the findings of Richards and Wilson (2003). 136 out of 150 (i.e over 90%) respondents consider travelling as an important part of present life. 107 out of 150 (i.e over 70%) have done 2 or more trips (more than 3 days) over the past twelve months. People usually travel for holiday and pleasure (93 out of 150 i.e over 60%) and to visit family or friends (34 out of 150 i.e. over 20%).The rest travel for official job. Regarding travel style, most prefer to travel with family (121 out of 150 i.e. over 80%) or friends (18 out of 150 i.e. over 10%). The rest prefer to travel alone. Respondents use to like wide range of activities during their trips viz sightseeing (32 out of 150 i.e. over 20%), knowing the historical significance (129 out of 150 i.e. over 80%), capturing photographs (47 out of 150 i.e. over 30%), shopping (5 out of 150 i.e. over 3%), adventure sports(4 out of 150 i.e. nearly 2%) etc.

Awareness of Induced Tourism: Coming to the questions related to induced tourism, the participants were asked if they had ever heard about induced tourism to find out about their awareness towards this kind of tourism. Contrary compared to Wang (2007) who noted a low awareness level towards induced tourism in her study, 72 out of 150 (i.e. nearly 50%) of the respondents in this sample have heard about induced tourism. However, more than half of the respondents in (i.e 78 out of 150) have no awareness of induced tourism. This emphasizes the results of other studies (Roesch 2009; Sellgren 2011) that induced tourism is a niche market.

Film(or television/book) Induced tourism in Nainital: However ,out of 72 respondents who are aware about the term of induced tourism ,only 21 use to visit purposefully being motivated from movie, television program or story books. Remaining respondents said that they have come across one or more film (or television program or story book) locations incidentally during their travels. When asked about which location and in which movie

(or story book or television program) it was featured, only 14 respondents (i.e. nearly 10% of total 150) could detail their answers with some listing.

Out of 150 people, we found only 7 (i.e. less than 5% even) people who could associate Nainital town with some movie (or television program or story book) locations. Their detailing is as follows:

Table2(a): Film/Television/Book induced tourism in Nainital (Self Computed)

Film/Television Program/ Story book Associated with Nainital	Respondents*	Detailing
Movie: Kati Patang	4(57.14%)	"Jis gali mein" song at Naini Lake in Nainital.
Movie : Anita	3 (42.85%)	"Tum bin jeevan" song at Hanuman Garh, Nainital.
Movie: Kati Patang	3(42.85%)	"Yeh shaam mastani" song in Nainital.
Movie: Vivah	4(57.14%)	Somsarovar is the name of Pooja's village in the movie. Pooja and Prem on the rooftop while Nainital is seen in the background.
Movie: Masoom	6 (85.71%)	"Tujhse naaraz nahi zindagi" song in Nainital.
Movie: Kaal	4(57.14%)	The Orbit National Park in the movie is actually Jim Corbett National Park
Story Book: Man Eaters of Kumaun	7(100%)	By: Jim Corbett

* Note that this sum will not be equal to a total =7 since a respondent may be induced by multiple films.

Table2(b): Distribution of purpose of visiting Nainital (Self Computed)

Particulars	Respondents**
1. Induced by film/television program/ story books	07 (0.05%)
2. Induced by information diffusion in social networking sites (i.e. face book)	45 (30%)
3. Induced by words of mouth/ influenced by family members	40 (26.66%)
4. Came for official jobs.	33 (22%)
5. Induced from News Papers/Channels	45 (30%)

** Note that this sum will not be equal to sample size = 150 since respondents were allowed for more than one choices.

Table2(c): Geometrical distribution of purpose of visiting Nainital (Self Computed)

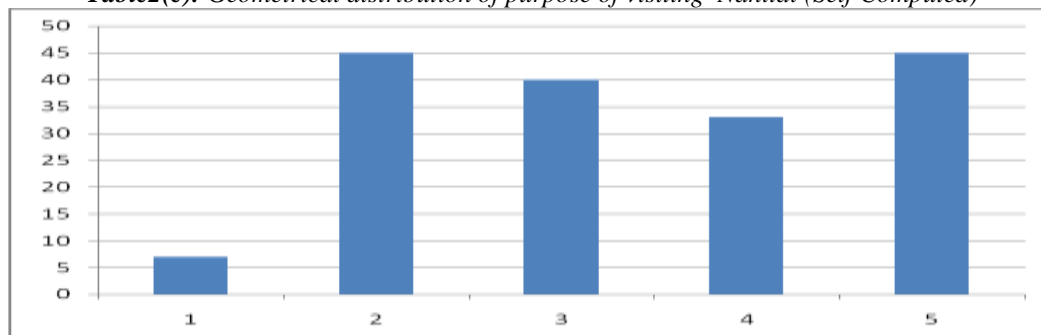
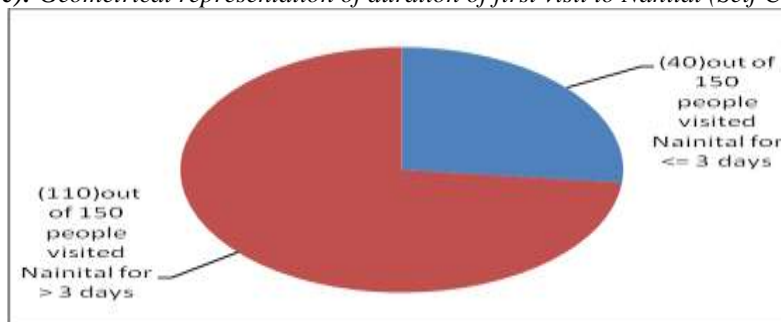


Table2(d): Duration of first visit to Nainital (Self Computed)

Particulars	Respondents
Less than or equal to 3 days	40 (26.66%)
More than 3 days	110 (73.44%)
Total	150 (100%)

Table2(e): Geometrical representation of duration of first visit to Nainital (Self Computed)



VI. Empirical Analysis:

Hypothesis (1):-

Null Hypothesis - (H_0 : There is no association between Age group of Tourist and Source of their information about Nainital).

Alternate Hypothesis- (H_A : There is association between Age group of Tourist and Source of their information about Nainital).

Table3 (a): Age wise distribution

	Induced from film/television program ,books (Category 1)	Induced from words of mouth & influenced by family members or social networking sites (Category 2)	Induced from other souces like news papers/channels, official job etc (Category 3)	Total
Age Group: Junior (<35yrs)	02	33	15	50
Age Group: Middle(35yrs to 55yrs)	03	22	42	67
Age Group: Senior(>55yrs)	02	25	06	33
Total	07	80	63	150

Source: Primary Data Collection through Questionnaire
 Results: Computed using MS Excel

Table3 (b): Final Results for Chi-Square Test (Age wise)

Chi-Squared Test for Independence	df	Computed Chi-Squared value	Tabulated Chi-Squared Value (1%)
Results	4	48.89234642	13.277

Results: Computed using SPSS

Now our test statistic is $\chi^2 = \Sigma (\text{observed} - \text{expected})^2 / \text{expected}$, whose sampling distribution under H_0 is approximately a $\chi^2(4)$ distribution. If we use significance level $\epsilon = 0.01$, then the critical region at this significance level is $(\chi^2_{\epsilon}, +\infty)$, where χ^2_{ϵ} is given by $P(\chi^2 > \chi^2_{\epsilon}) = 0.01$, χ^2 being a $\chi^2(4)$ variant.

Now From table of χ^2 distribution, it is found that $P(\chi^2 > 13.277) = 0.01$, for 4 degrees of freedom. So critical region at the given significance level is $(13.277, +\infty)$.

As computed chi-square value exceeds the 1% tabulated value (for 4 d.f.), so it falls in the critical region and therefore it is highly significant. Hence, statistically we can reject the null hypothesis at 1% level of significance. Thus we can conclude that there is association between age group of tourist and source of their information about Nainital (i.e. the data support the alternative hypothesis that they are not independent). So it can be inferred statistically, that there is significant difference for choice of information source w.r.t various age groups of individual tourists (i.e. the difference in choices does not come simply due to fluctuations of sampling).

Hypothesis (2):-

Null Hypothesis - (H_0 : There is no association between Gender of Individual tourists and Source of their information about Nainital).

Alternate Hypothesis- (H_A : There is association between Gender of Individual tourists and Source of their information about Nainital).

As like as in previous case we performed Chi-square test and got the following result.

Table4 (a): Final Results for Chi-Square Test (Gender wise)

Chi-Squared Test for Association between Attributes	df	Computed Chi-Squared value	Tabulated Chi-Squared Value (1%)
Results	2	52.641	9.210

Results: Computed using SPSS

Now our test statistic is $\chi^2 = \Sigma (\text{observed} - \text{expected})^2 / \text{expected}$, whose sampling distribution under H_0 is approximately a $\chi^2(4)$ distribution. If we use significance level $\epsilon = 0.01$, then the critical region at this significance level is $(\chi^2_{\epsilon}, +\infty)$, where χ^2_{ϵ} is given by $P(\chi^2 > \chi^2_{\epsilon}) = 0.01$, χ^2 being a $\chi^2(4)$ variant.

Now From table of χ^2 distribution, it is found that $P(\chi^2 > 9.210) = 0.01$, for 4 degrees of freedom. So critical region at the given significance level is $(9.210, +\infty)$.

As computed chi-square value exceeds the 1% tabulated value (for 2 d.f.), so it falls in the critical region and therefore it is highly significant. Hence, statistically we can reject the null hypothesis at 1% level of

significance. Thus we can conclude that there is association between gender of Individual tourists and source of their information about Nainital (i.e. the data support the alternative hypothesis that they are not independent). So it can be inferred statistically, that there is significant difference for choice of information source w.r.t gender of individual tourists (i.e. the difference in choices does not come simply due to fluctuations of sampling).

Hypothesis (3):-

Null Hypothesis - (H_0 : There is no association between Education Level of Individual tourists and Source of their information about Nainital).

Alternate Hypothesis- (H_A : There is association between Education Level of Individual tourists and Source of their information about Nainital).

As like as in revious case we performed Chi-square test and got the following result.

Table5 (a): Final Results for Chi-Square Test (Education Level wise)

Chi-Squared Test for Association between Attributes	df	Computed Chi-Squared value	Tabulated Chi-Squared Value (1%)
Results	4	64.670	13.277

Results: Computed using SPSS

Now our test statistic is $\chi^2 = \Sigma (\text{observed} - \text{expected})^2/\text{expected}$, whose sampling distribution under H_0 is approximately a $\chi^2(4)$ distribution. If we use significance level $\epsilon = 0.01$, then the critical region at this significance level is $(\chi^2_{\epsilon}, +\infty)$, where χ^2_{ϵ} is given by $P(\chi^2 > \chi^2_{\epsilon}) = 0.01$, χ^2 being a $\chi^2(4)$ variant.

Now From table of χ^2 distribution, it is found that $P(\chi^2 > 13.277) = 0.01$, for 4 degrees of freedom. So critical region at the given significance level is $(13.277, +\infty)$.

As computed chi-square value exceeds the 1% tabulated value (for 4 d.f.), so it falls in the critical region and therefore it is highly significant. Hence, statistically we can reject the null hypothesis at 1% level of significance. Thus we can conclude that there is association between education level of Individual tourists and source of their information about Nainital (i.e. the data support the alternative hypothesis that they are not independent).

So it can be inferred statistically, that there is significant difference for choice of information source w.r.t various education levels of individual tourists (i.e. the difference in choices does not come simply due to fluctuations of sampling).

Hypothesis (4):-

Null Hypothesis - (H_0 : There is no association between Occupation of Individual tourist and Source of their information about Nainital).

Alternate Hypothesis- (H_A : There is association between Occupation of Individual tourist and Source of their information about Nainital).

As like as in revious case we performed Chi-square test and got the following result.

Table6 (a): Final Results for Chi-Square Test (Occupation wise)

Chi-Squared Test for Association between Attributes	df	Computed Chi-Squared value	Tabulated Chi-Squared Value (1%)
Results	4	168.218	13.277

Results: Computed using SPSS

Now our test statistic is $\chi^2 = \Sigma (\text{observed} - \text{expected})^2/\text{expected}$, whose sampling distribution under H_0 is approximately a $\chi^2(4)$ distribution. If we use significance level $\epsilon = 0.01$, then the critical region at this significance level is $(\chi^2_{\epsilon}, +\infty)$, where χ^2_{ϵ} is given by $P(\chi^2 > \chi^2_{\epsilon}) = 0.01$, χ^2 being a $\chi^2(4)$ variant.

Now From table of χ^2 distribution, it is found that $P(\chi^2 > 13.277) = 0.01$, for 4 degrees of freedom. So critical region at the given significance level is $(13.277, +\infty)$.

As computed chi-square value exceeds the 1% tabulated value (for 4 d.f.), so it falls in the critical region and therefore it is highly significant. Hence, statistically we can reject the null hypothesis at 1% level of significance. Thus we can conclude that there is association between occupation of Individual tourist and source of their information about Nainital (i.e. the data support the alternative hypothesis that they are not independent).

So it can be inferred statistically, that there is significant difference for choice of information source w.r.t various occupations of individual tourists (i.e. the difference in choices does not come simply due to fluctuations of sampling).

VII. Conclusion, Recommendation & Limitation:

7.1 Findings of the study:

In this section we encapsulate our overall research findings. All these findings together cover the set of research questions (which were specified initially in chapter 1) from where this study had been started. In the present section, we made an attempt to organize all such findings in a systematic and sequential way, so that readers can get a complete view about the findings of this study as follows.

1. People are spending significant part of their earning into tourism.

Regarding the travel behaviour of respondents, the findings of this survey are in accordance with the results of The Power of Youth Travel (2011) report and the findings of Richards and Wilson (2003). 136 out of 150 (i.e. over 90%) respondents consider travelling as an important part of present life. 107 out of 150 (i.e. over 70%) have done 2 or more trips (more than 3 days) over the past twelve months.

2. People prefer to travel during their holidays.

People usually travel for holiday and pleasure (93 out of 150 i.e. over 60%) and to visit family or friends (34 out of 150 i.e. over 20%). The rest travel for official job.

3. To get the pleasure mostly travel with their families.

Regarding travel style, most prefer to travel with family (121 out of 150 i.e. over 80%) or friends (18 out of 150 i.e. over 10%). The rest prefer to travel alone.

4. During the tour they are involved in a wide range of activities like sightseeing, collecting historical information and capturing photographs.

Respondents use to like wide range of activities during their trips viz sightseeing (32 out of 150 i.e. over 20%), knowing the historical significance (129 out of 150 i.e. over 80%), capturing photographs (47 out of 150 i.e. over 30%), shopping (5 out of 150 i.e. over 3%), adventure sports (4 out of 150 i.e. nearly 2%) etc.

5. Lack of awareness about Induced Tourism:

Coming to the questions related to induced tourism, the participants were asked if they had ever heard about induced tourism to find out about their awareness towards this kind of tourism. Contrary compared to Wang (2007) who noted a low awareness level towards induced tourism in her study, 72 out of 150 (i.e. nearly 50%) of the respondents in this sample have heard about induced tourism. However, more than half of the respondents in (i.e. 78 out of 150) have no awareness of induced tourism. This emphasizes the results of other studies (Roesch 2009; Sellgren 2011) that induced tourism is a niche market.

6. Majority came a movie place incidentally but not purposefully:

However, out of 72 respondents who are aware about the term of induced tourism, only 21 use to visit purposefully being motivated from movie, television program or story books. Remaining respondents said that they have come across one or more film (or television program or story book) locations incidentally during their travels.

7. Majority do not remember the movie places after finishing their travel:

When asked about which location and in which movie (or story book or television program) it was featured, only 14 respondents (i.e. nearly 10% of total 150) could detail their answers with some listing.

8. People are not much aware about movie places in Nainital:

Out of 150 people, we found only 7 (i.e. less than 5% even) people who could associate Nainital town with some movie (or television program or story book) locations. Thus we can conclude that places featured in movies & other television programs, do not influence peoples' travel decisions in Nainital.

9. Demographic profile of tourists is very much important in destination marketing:

There is a strong association between age, gender, qualification and occupation of Individual tourist and source of their information about Nainital. It has been established by hypothesis testing with Chi-squared test (association between attributes).

7.2 Recommendation:

The present study proves a strong hope for the destination marketers. As people are spending significant part of their earning in tourism, so tourism market seems to be promising. At the same time, it is a big challenge for marketing professional to attract tourists by taking proper strategies. Since awareness of induced tourism is found to be poor in India (with specific reference to Nainital), so there is a large scope to promote induced tourism. This study shows that people with different demographic profiles, are induced differently in making their travel decisions. Hence it is recommended that demographic profile of the potential tourists are to be considered seriously, while formulating marketing strategies towards induced tourism.

7.3 Limitation & Future Scope of extension:

1. Due to paucity of time, we are restricted to a comparatively medium sample size and we could not test the validity & reliability of the data for reducing the bias in the sample. It would be better, if we could spend some additional time on systematic error and random error of our sample.
2. The study is totally concentrated on the survey with respect to Nainital town. However, future researchers can explore the similar study for other tourist destinations (like Musoorie, Haridwar, Shimla, Kashmir, Gangtok, Shillong, Darjeeling etc) of India.
3. We have considered only national tourism industry, while it can be extended for international tourism also.
4. We considered only four demographic attributes of tourists. In future other attributes like family income, health issues can also be examined for studying their impact on induced tourism.

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