

Promoting Tourism through Films: An Analysis on the impact of Budget on Telugu Cinema

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Abstract.

One of the main ways a state makes money is through tourism. There are several ways to encourage travel, but film tourism is the most well-known. Through their depictions of tourist-worthy locations like historical landmarks, holy sites, and hill towns, films encourage people to travel. India is a country with enormous potential for tourism and sight-seeing. Contrarily, it is noted that Indian film does not fully exploit its potential to promote Indian tourism. This study's objective is to quantify the level of film tourism fostered by Telugu-language films in India. The investigation also looked at how much money a movie would have to spend to visit tourist attractions. The study found that high-budget films are failing to promote Indian tourism because they spend more time creating fake sets or travelling outside of India than low-budget films.

Keywords: Film Tourism, Indian Cinema, Tollywood

1.Introduction

The actions of people, families, and organisations travelling to locations outside of their typical area for various objectives are included in the dynamic and diversified industry of tourism. It has a big impact on how rich and emerging nations alike develop economically, socially, and culturally. The discovery and enjoyment of new locations, events, and cultures are at the heart of tourism.

In recent decades, tourism has rapidly expanded to rank among the largest and fastest-growing global sectors. Travel is now easier to obtain, more convenient, and more economical because to developments in transportation, communication, and technology, which has helped the tourist industry grow internationally. A growing number of people are looking for chances to see new places, get immersed in other cultures, enjoy leisure activities, and make lifelong memories.

There are many different and individual reasons why people travel. Some people go on vacation to unwind, get away from their daily grinds, and refresh their bodies and brains. Others engage in extreme sports, outdoor activities, or exploration of new environments in search of adventure, adrenaline, and thrill. People who are interested in culture are drawn to the many civilizations' rich legacy, historical monuments, museums, and artistic manifestations. On the other side, business travellers travel for work-related reasons like attending conferences or meetings or looking for business prospects.

In addition to offering people life-changing experiences and opportunities for personal development, tourism is essential to the success of destinations' economies. It boosts investment, produces income in foreign currencies, and adds to the general prosperity of local communities. Many parts of the world, particularly those with distinctive natural landscapes, historical sites, or cultural legacies, largely rely on tourism as a major source of revenue.

But it's important to recognise that the tourist industry also faces difficulties and possible drawbacks. Tourists can put a burden on the area's infrastructure, ecosystems, and resources, which can result in environmental damage. In certain places, the infrastructure for tourism is developing quickly, which might disturb local populations and ways of life. If tourism is not handled effectively and responsibly, problems like over tourism, cultural commercialization, and unfair benefit sharing may also occur.

The idea of sustainable tourism has grown in popularity as a response to these problems. Sustainable tourism attempts to maximise the positive contributions that travel makes to locations while minimising any negative effects. It emphasises ideas like preserving the environment, community involvement, cultural preservation, and equal economic allocation.

Tourism and Cinema

Cinema and tourism are two separate fields that fascinatingly entwine. While travel provides the chance to personally experience such locations, cinema has the ability to take viewers to new locations and engross them in compelling stories. The notion of "tourism in cinema," where films act as a catalyst for encouraging travel and marketing locations, is born from the fusion of these two fields.

Film tourism describes the phenomena wherein viewers are persuaded to travel to particular locales featured in films. Viewers are profoundly affected by how aesthetically spectacular landscapes, famous monuments, culturally significant places, and dynamic cities are portrayed on the big screen. It piques their interest, stimulates their imagination, and inspires a desire to see the places described.

In fact, the Lord of the Rings trilogy featured New Zealand's beautiful scenery, launching the nation to international recognition as a must-visit location for the franchise's fans. Similar to this, more people visited King's Cross Station and the Glenfinnan Viaduct when they appeared in the Harry Potter movie. In these cases, film tourism not only generated income for the local people but also highlighted the distinctive cultural and natural resources of the locations.

Cinematic depictions of tourism are effective marketing tools that encourage travel. Films have the power to enthral viewers, elicit emotions, and stoke a wanderlust thanks to the allure of the silver screen. In addition to boosting local economies, film tourism also supports local development, promotes cross-cultural understanding, and gives visitors life-changing experiences. Destinations may use the fascination of the big screen to highlight their distinctive products and draw tourists from all over the world by embracing the possibilities of tourism in cinema and implementing sustainable practises.

Tourism and Tollywood

The Telugu film industry, known as Tollywood, holds a prominent position in Indian cinema and has made significant contributions to popular culture. It is primarily centered in the southern Indian states of Andhra Pradesh and Telangana. With its rich heritage, dynamic storytelling, and dedicated fan base, Tollywood has the potential to play a crucial role in promoting tourism through its films. This essay delves into the concept of tourism in Tollywood, examining the extent to which the industry leverages its influence to inspire travel and the impact it has on tourism in the region.

Tollywood, renowned for its diverse range of genres spanning from family dramas to action-packed blockbusters, frequently showcases stunning settings in its movies. These films not only enhance the storytelling experience but also allure audiences to visit the actual locations depicted on screen. This phenomenon, often termed as "film-induced tourism" or "film tourism," occurs when viewers are motivated to travel to places showcased in movies due to their emotional connection and desire to be part of the story. These films often portray picturesque landscapes, historical sites, iconic landmarks, and cultural events, further captivating viewers and inspiring them to explore these destinations firsthand.

For a considerable duration, Telugu films have consistently showcased the remarkable architectural marvels such as Charminar, Golconda Fort, and Ramoji Film City in Hyderabad, along with the breathtaking beauty of destinations like Araku Valley, Vizag Beach, and the verdant landscapes of Andhra Pradesh and Telangana. These locations serve as captivating backdrops in numerous films, allowing the natural splendor and cultural heritage of the region to shine through. Through their portrayal in Tollywood movies, these settings possess the potential to attract both domestic and international tourists who are keen to explore these visually stunning and historically significant sites.

However, there are challenges involved in fully realizing the potential of tourism in Tollywood. It is essential for the industry to find a harmonious balance between utilizing locations authentically to enrich storytelling and avoiding an overemphasis on artificial sets or foreign locales. Collaborative initiatives should be undertaken to spotlight the inherent natural beauty and cultural legacy of Andhra Pradesh and Telangana, inspiring filmmakers to discover lesser-known destinations and broaden the depiction of the region.

Literature Review

Examining Tollywood Films' Influence on Traveller Destination Choices: The purpose of this study was to examine how Tollywood films affect people's decisions about where to travel. It involves conducting a study of both local and foreign visitors to Andhra Pradesh and Telangana to learn how Tollywood films influenced their travel choices. The study examined how Tollywood films affected travellers' tastes, motives, and experiences, offering insights into the efficiency of film-induced tourism marketing. (Punathambekar & Kavoori, 2008).

Analysing the Economic Effects of Tollywood Film Tourism This study aimed to evaluate the financial effects of film-related tourism in Tollywood. It required examining statistics on visitor arrivals, spending trends, and job creation connected to tourism caused by films in Andhra Pradesh and Telangana. The research looked at both the direct and indirect economic advantages of film tourism, giving important insights into how much money the sector brings in. (A, 2020)

Tollywood's Film Tourism Management Challenges: Local Community Perspectives This study intended to comprehend the viewpoints and experiences of regional populations living in places that were the subject of Tollywood films. The study investigated the difficulties and possibilities associated with film-induced tourism using interviews and questionnaires. It looked at concerns including overcrowding, the commodification of culture, and community engagement in the growth of tourism while making suggestions for sustainable management techniques. (Connell, 2012)

Investigating Digital Media's Potential to Promote Film Tourism The promotion of movie-induced tourism was the main topic of this study's analysis of digital media channels. It looked at how well social media advertising, virtual reality games, and interactive websites did at pique visitors' curiosity and draw them to film locations. The study offered perceptions on how digital technology may improve tourist promotion tactics. (Riley, Baker, & Doren, 1998)

2. METHODOLOGY

Twenty Tollywood films were chosen for the analysis's content. Purposive sampling was used to choose the films to guarantee diversity and representation. Ten films with low budgets and ten with high budgets, representing various genres and historical periods, made up the sample. By watching and evaluating the chosen films, the information for the content analysis was gathered. We watched the films in their entirety, paying particular attention to where different parts were shot. Each movie's precise locales were noted in great detail in the notes.

To categorise and evaluate the film locations, a code system was created. The coding system comprised classifications for indoor and outdoor scenes as well as for local and international locations and the usage of visual effects or made-up sets. The coding system was created to

record pertinent data on how location choices are influenced by budget. Based on the existence or absence of the categories specified in the coding methodology, each movie was methodically classified. Following an examination of the movies, the coders gave the proper codes to identify the different types of locales featured in each scene. The coding procedure made sure that the location selections were recorded consistently and accurately.

To investigate the impact of money on location selections in Tollywood films, the coded data was analysed. To determine the frequencies and proportions of various site categories, such as interior vs outdoor scenes and home versus overseas places, quantitative analysis was done. Finding patterns and themes in the site selections was a key component of the qualitative study, especially in light of the financial distinctions between low-budget and high-budget films.

Table 11: ANOVA test for Budget vs Indoor and Outdoor Scenes

	Sum of squares	df	Mean Squares	F	p
Outdoor, Indoor	5.56	1	5.56	11.91	.001
Budget	0	1	0	NaN	NaN
A x B	8.58	1	8.58	18.39	<.001
Between	0	391	0		
Within the sample	0	390	0		
Residuum	181.87	390	0.47		
Within	196	392	0.5		
Total	196	783	0.25		

Table 2 ANOVA test - Budget vs Sets

	Sum of squares	df	Mean Squares	F	p
Artificial Sets / VFX, Live locations	127.37	1	127.37	750.77	<.001
Budget	0	1	0	NaN	aN
A x B	2.47	1	2.47	14.56	<.001
Between	0	391	0		

Within the sample	0	390	0		
Residuum	66.16	390	0.17		
Within	196	392	0.5		
Total	196	783	0.25		

3. Results and Discussion

The proportion of indoor and outdoor sequences between high-budget and low-budget films was found to be noticeably different, according to the research. Compared to their low budget rivals, big budget films featured a disproportionately greater number of interior sequences. A predilection for complex interior sets and regulated filming settings may be indicated by this study, which shows that filmmakers with considerable financial resources prefer to work in controlled surroundings.

The results of an ANOVA test are displayed in table 1. According to the two-factor analysis of variance with repeated measurements, there is an interaction between the independent variable and the two independent variables Budget and "Outdoor and Indoor," with a p-value of.001.

High-budget films appeared to rely more on manufactured scenery and visual effects (VFX) in their sequences. Filmmakers were able to construct aesthetically attractive and sophisticated sets by utilising cutting-edge technology capabilities thanks to the availability of a higher budget. Audiences' visual attractiveness and cinematic experiences are improved by the significant usage of artificial sets and visual effects in big budget films.

Table 2 demonstrates the results of a two-factor analysis of variance with repeated measurements, which revealed a significant difference between the groups of the first factor, "Artificial Sets/VFX and Live locations," in relation to the dependent variable, $p = .001$. Budget in relationship to the dependent variable, $p = .001$, and an interaction between the variables "Artificial Sets/VFX and Live Locations" in relationship to the dependent variable, $p = .001$.

The data showed that high budget films had a clear preference for foreign settings as compared to low budget films. Filmmakers were able to go to and take pictures in exotic locations because to the financial resources connected with large budget projects. High-

budget films that use exotic settings enhance the stories' feeling of freshness, diversity, and universal appeal.

When compared to low budget films, high budget films showed a higher frequency of distinctive locales. Filmmakers were able to explore a larger selection of unusual and aesthetically appealing locales since there were ample financial resources available to them. High-budget films that use various and distinctive locales give their narratives a sense of freshness and visual opulence.

Surprisingly, both high-budget and low-budget films showed a noticeably decreased percentage of sequences specifically devoted to promoting travel. This data implies that while the choice of locations might influence visitor numbers, the main focus of Tollywood films, regardless of budget range, seems to be on other narrative and entertaining elements rather than overtly touristic sequences.

4. Conclusions

The results of the content analysis conducted on twenty Tollywood films, consisting of ten low-budget and ten high-budget productions, shed light on the impact of budget on location selection for film shoots. The analysis demonstrates that high-budget films exhibit a preference for indoor scenes over outdoor ones. This implies that these films rely significantly on artificial sets and visual effects (VFX) to achieve the desired atmosphere and settings, rather than venturing into new and varied locations.

Additionally, the research reveals a notable inclination towards foreign locations in high-budget films, as opposed to local ones. This observation implies that larger productions with ample financial resources are more inclined to feature international destinations, possibly aiming to infuse their narratives with an exotic or cosmopolitan allure. This preference for foreign locations may also stem from the perception of elevated production values and a desire to cater to a global audience.

The finding that high-budget films often prioritize indoor scenes and foreign locations holds important implications for both the local film industry and tourism promotion. It highlights the missed opportunities to effectively showcase the region's abundant cultural and natural heritage through the medium of cinema. Local locations and landscapes possess distinctive

features that can greatly enhance the appeal of Tollywood films and attract tourists who are eager to immerse themselves in an authentic experience of the region's essence.

The content analysis highlights the significance of adopting a balanced approach to location selection, taking into account economic factors and the promotion of local destinations. While high-budget films may have their reasons for relying on artificial sets and foreign locations, it is crucial to acknowledge the potential of incorporating local locations and landscapes that showcase the region's abundant cultural and natural heritage. This approach can not only foster the growth of the local film industry but also contribute to sustainable tourism development and the promotion of local communities.

The underlying motives and decision-making procedures for location selections in Tollywood films with regard to financial constraints might be explored further through study. The interactions between budget, site selections, and the promotion of tourism through film may be better understood by taking the opinions of filmmakers, production teams, and other stakeholders into consideration. Such findings can contribute to a more thorough and sustainable approach to film-induced tourism in Tollywood by informing plans to achieve a balance between financial considerations and the preservation and promotion of local locations.

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