

IMPACT OF BOLLYWOOD ON TOURISM IN INDIA

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Abstract

Film and literature are the artistic expressions of human mind. Man thinks of different ways of communicating human experiences to broaden the enlightenment scenario. At the very outset, nobody takes an interest and favour towards the connection of filming and writing (literature). The relation (connection) of both, film and literature is as old as humanity. The 19th Century is the slow beginning to take an ideal shape of the process of creative exchange between film and literature. Film is such a field which was more related to photography and painting in the beginning. On the contrary, literature was almost restricting to print, which has more or less a permanent shape. Literature consists of different genres - short story, novel, drama and poetry. These all are the written documents, and it is clear that letters are used in literature.

African cinema is film production in Africa. It dates back to the early 20th century, when film reels were the primary cinematic technology in use. During the colonial era, African life was shown only by the work of white, colonial, Western filmmakers, who depicted blacks in a negative fashion, as exotic "others". There is no one single African cinema; there are differences between North African and Sub-Saharan cinema, and between the cinemas of different countries.

African filmmakers currently produce more films than their North American or European counterparts, yet the common misconception endures that the diversity of African cinema can be reduced to a simple, monolithic category of "African film." Sometimes "African film" is considered only in terms of anthropological films, imagined to represent some mythical "authenticity." At other times "African film" is considered as a set of artistic practices specific to the continent (sometimes derived from the model of Ousmane Sembène's early work).

Keywords : *Te Film, Cinema, Bollywood, Film-tourism, Tourism, Travel, Travel fiction.*

INTRODUCTION

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This paper provides an in depth analysis as to how bollywood influences tourism in India. Almost all the films, being shot in different beautiful places, attract tourists from every corner of India and the world. Before the analysis of the influence Bollywood has with tourism, both bollywood and tourism may be discussed broadly.

The Indian film industry, fondly termed as Bollywood has considerably influenced the Indian culture. The biggest film industry in the world follows an equal pattern of creating masala

movies involving some of the world's finest places and colourful camera work. Recent studies by global researchers have established the positive impact of films, on people's travel decisions, especially to the respective locations and destinations featured on the silver screen. With its glossy and larger than life portrayal in the films, some of these destinations have successfully captured the imagination of movie goers and enticed them to visit the places where films are believed to be shot. Unlike the promotional films made for tourism boards, films are considered more authentic as coming from a third party, hence portrayed with a neutral approach. Through this paper, I have tried addressing the reasons how bollywood influences tourism in India.

According to an estimate, almost 14 million people in India enjoy bollywood movies on a daily basis. Bollywood has an amazing fan base and an incredible mass appeal. Bollywood have been affecting the common lives of Indians week in and week out. In this concern one question comes to me. Have you ever experienced an urge to visit the magnificent locales by watching it on silver screen? As per some recent research done in UK, films have been seen as a medium which can influence the destination choice for travelers. As per Macionis and Sparks (2009),

It is possible to speculate that film tourists may be motivated by elements of escape, romance and fantasy, or even a sense of vicarious experience. Cinematic images may influence consumer decision-making processes in terms of motivating visitation to film locations.

Film tourism has been heralded as a positive outcome from destinations featuring in film (Tooke & Baker, 1996; Riley, et al., 1998; Busby & Klug, 2001; Croy & Walker, 2003; Beeton, 2005; Hudson & Ritchie, 2006; O'Conner, *et al.* 2008; Cynthia & Beeton, 2009; Croy, 2010).

The reason that how bollywood influences or impacts tourism include, firstly the increased communication between the Destination Management Organisations (DMOs) and the film industry to promote a cohesive destination image (Bolan & Williams, 2008; O'Conner, *et al.* 2008; Cynthia & Beeton, 2009). Secondly the increased awareness of tourist expectations to avoid disappointing experiences (Connell & Meyer, 2009). Within this context, this literature-based paper aims to review the advent and evolution of film-induced tourism, in Indian perspective, especially for Bollywood.

Bollywood has a rich history of more than 100 years of serving entertainment. The first Hindi feature film 'Raja Harishchandra' was released in the year 1913. Since then, Bollywood has travelled places and has won many accolades worldwide. The most significant influence of bollywood on tourism industry is seen in the commercial hub of India, 'Mumbai' (earlier known

as Bombay). Bollywood lives in Mumbai, making it a land of dreams and destinies. The overall impact of this city on Indians is humongous. Every day, many tourists from all over the world flock into this city to test their luck in Indian film Industry. Bollywood has a noteworthy contribution in popularizing and promoting Mumbai all over the world.

Till sixties, Bollywood movies have traditionally been shot in the confinement of studios or in Mumbai. Gradually, it moved out to places like Kashmir, Shimla and Darjeeling, which became signature and favourite locales of actors and directors, like Shammi Kapoor, B R Chopra and I S Johar to name a few. This was indeed one of the major attractions of cine goers, due to the limited exposure Indians enjoyed at that time in terms of advertising and promotion. Post liberalization in 1990s, with the growth of Indian IT and ITES industry, many of the employees from the middle class started going abroad for both short term and long term. At the same time, Yash Chopra found a success formula with his block buster hit *Dilwale Dulhaniya Le Jayenge* (DDLJ), where Indian viewers got an opportunity to have a glimpse of Europe and UK from a touristic point of view. There was no looking back for Indian youth from then on.

Let's have a look at how Bollywood influences the choices of Indian traveller and Indian tourism industry. Bollywood is deep-rooted in the psyche of Indians and the films have a huge influence on Indians when deciding on their next holiday destination (Cineswami, 2012).

Films also have a positive impact on tourism, increase place recognition and have a powerful effect on viewers in terms of influencing their next holiday destinations (Baker, 2007). Film-induced tourism has been defined 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).

Apart from Mumbai, there have been many instances where Bollywood solely had brought about remarkable changes in the tourism trends. Kashmir, the favourite destination of Bollywood producers witnessed a steep rise in popularity after Shammi Kapoor's starrer 'Kashmir ki Kali' released. Also, Rajesh Khanna and Sharmila Tagore starrer 'Aradhana' showcased the beauty of the famous hill station 'Darjeeling', making it one of the most favoured romantic destination of its time.

Recently, movies like 'Dil Chahta Hai' and 'Dor' brought about prominent changes in the tourism industry of Goa and Rajasthan respectively. City theme based movies including Delhi-6, Kahaani (Kolkata), Kai Po Che (Ahmadabad) have all influenced the total demand of [holiday packages](#) for respective cities.

Bollywood has become an integral part of Indian culture and touches the life of every Indian. Tourism industry has reaped benefits from movies showcasing the beauty of the lesser known

tourist destinations of the country. The influence of Bollywood in Tourism industry is prominent and will surely increase in the coming years.

Bollywood is the most popular definition of the Hindi films from India. Selling almost double the tickets annually than Hollywood, it showcases themes from all over the world. Hence, it has become an emerging battle among Tourism Boards to rope in to the Bollywood saga. Over the past two decades, Indian film industry and Bollywood in particular, has been going places, quite literally. Films are being shot globally, from neighbouring Sri Lanka to distant New Zealand to UAE, Egypt, South Africa, UK and USA. In its wake, the footfalls in the respective locations that the films been shot at have multiplied over time. Close on the heels of these successes are international tourism boards, who have seized every opportunity to showcase the ‘must sees’ and ‘must do’s’ in their respective regions. Tourist organisations are competing against each other whilst trying to seduce Indian tourists to be attracted to their specific destination or attraction. In recent times, nearly every international tourism board that entered the Indian market tried wooing the Bollywood by providing incentives, hassle-free single window clearances and even assistance in conducting a reconnaissance of probable locations.

With Indians living in most of the habitable places on the earth, Bollywood or Indian Hindi Film Industry has become a religion of masses, irrespective of race, cast or creed. While a picture speaks a thousand words, a video speaks a million! And Bollywood impacts almost a billion of its ardent fans and followers spread across the globe.

Films have been an integral to Indian household, since independence, when they were gradually accepted as a moral medium of entertainment for the family as a whole. Actors have enjoyed unparalleled popularity, more than anyone else, be it a sports star, business person or politician. In the centenary year of Indian Film industry, it is established that Bollywood has a big influence on Indians when choosing their next holiday destination. Once Indian films moved out of studio setting, locales like Patnitop in Kashmir had become a major honeymoon resort due to the umpteen love songs filmed there in the sixties and seventies. People from all over the country used to throng to Queen’s Necklace at Marine Drive or Juhu Chowpatty, which symbolized Mumbai in films.

“A life in a metro” can’t be imagined without “Good Food” and thereafter a “Highway” drive that runs simultaneously with the “Indian Express”. The role of the media and entertainment industry in India has been huge in our day to day life. Newspapers, magazines and movies are the three most important mediums where from a Monday brunch in a city passes through the

same boulevard of tasteless days and whizzes to an [exotic weekend getaway](#) or a hangover Sunday. The *front page news* mostly becomes a recipe for tea time gossip; the *printed glamour world* turns out to be the latest fashion; and the two hour motion picture seems to reel our real life somewhere. So basically the media & entertainment industry has influenced us from breakfast to dinner and also kept us awake and aware of the diversified Indian landscape, language, religion, cuisine, dance, music and festival.

The Howrah Bridge was the only icon of the city of Kolkata that was captured in Indian cinema till movies like Yuva, Autograph, Kahaani, Bomkesh Bokshi and Gunday happened and presented a better picture of the 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. Remote villages like Kanuria, which is a few kilometres from Bhuj; Wai, which is approximately 100 kilometres from Pune; Khanyaan in Hoogly district of West Bengal; and Barna which is close to Jaisalmer in Rajasthan... all came to the notice of viewers when filmmakers of movies like Lagaan, Swades, Lootera and Rudali respectively broke the monotony of the dominating *Bombay film industry*. It is not just the extensive hunt for a picture perfect location that fascinates the *Bollywood* directors as in recent times trends show that several regional directors, for a better plot that will go along with the script, are on the move. Veettilekkulla 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.

In a nut cell, 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.

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