

Role of Bollywood Film Industry in Promotion of Tourism in India

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Key words: tourism, tourism promotion, Bollywood films, tourism destination.

Introduction:

Bollywood film makers have been using the beauty of Indian terrain as a canvas to paint their movies. Many movies famous Bollywood directors are known to search and present the most scenic locations in India, through their movies. Raj Kapoor, Ashutosh Govarikar and Karan Johar to name a few. No doubt, the movie plot, the casting and acting are the strong points for success of a movie, but music and picturization also play important role in it.

Actors in Bollywood movies rule the minds of people not only with their acting, but also because of their personal charisma. They are the idols and icons for their fans and followers.

Their influence over people is reflected in behavior of people. People imitate the dressing style, hair style, and mannerism of the actors they like. Is this imitation and influence limited to the superficial level or has it penetrated to the conscious decision making too?

Travelling is a conscious decision and it involves money and time cost. People travel for many reasons. There can be varied motives behind taking up a decision to travel. Does the influence of Bollywood movies is

carried forward in taking up a travel decision? Has any tourism promotion occurred in India due to influence of Bollywood movies? Can Bollywood movies be one of the factors influencing the choice of tourist?

Research Design and Methodology

- 1) A sample questionnaire was made and tested.
- 2) The questionnaire was circulated physically and via electronic and social media for the survey.
- 3) Sample size is the limitation of the research as already mentioned in the synopsis.
- 4) Given the Geographical constraint sample size was 1000.
- 5) People of various age groups, occupations are surveyed.

About sample composition
88% of the sample size falls in the age group of 18 to 25 years.
10% of the sample size falls in the age group of 26 to 32 years.
1% of the sample size falls in the age group of 32 to 40 years.
1% of the sample size falls in the age group of 40 to 48 years.

People above the age of 50 years were not responsive in filling up a questionnaire related to Bollywood movies. The percentage opted to fill up the questionnaire is negligible.

Part one

Rating on the scale of 1 to 5 where 1 being lowest and 5 being highest.

Rating%

Sr. no	Question	1	2	3	4	5
1	Scenic locations in Bollywood movies are one of the plus points for the movies you like.	Nil	5.40	28.82	34.23	31.33
2	You can recall the outdoor locations of the Bollywood movies you liked the most	1.80	10.80	20.72	38.73	27.92
3	You wish or make it a point to visit the locations where Bollywood movies are shot when you are travelling.	8.01	10.80	13.51	27.92	39.63
4	If time and budget permits, you would wish to visit destinations where your favorite movie or actor is shooting or has been shot.	12.61	4.50	18.91	20.72	42.34
5	Certain destinations become famous because some famous movies are shot there	Nil	9.00	16.21	25.22	49.54
6	Bollywood actors can become brand ambassadors to promote tourism in India	2.70	6.30	9.90	32.43	49.54
7	Bollywood movies has a huge influence over peoples' mind in India	2.70	5.40	22.52	32.43	41.00
8	One of the purpose to travel can be visiting places which are famous because of the Bollywood movies.	3.60	6.30	35.13	29.72	25.12

Observations:

1) About 66% sample size has given a rating for scenic locations as one of the reasons for liking a Bollywood movies. No subject feels that it is not at all a factor for liking a Bollywood movies.

2) About 66% sample size can recall the outdoor locations for the Bollywood movies they like the most. Only 1.80% of them are not able to recall the locations for the movies they like the most.

3) About 67% sample size said that they would or they wish to pay a visit

to the locations where Bollywood movies are shot when they are travelling. For 8.01% of the subjects would not opt for it.

4) About 63% sample size would like to visit destinations where their favorite movie or actor is shooting. 12.61% would not opt for it.

5) About 74.76% sample size think that certain destinations are famous because some famous movies are being shot at those destinations. No subject disagreed with the statement.

6) About 81.97% sample size agreed that Bollywood actors can become

brand ambassadors to tourism in India. 2.70% did not think so.

7) About 73.43% sample size feel that Bollywood movies have a huge influence over the minds of people in India.

8) Per 54.84% sample size one of the motives behind taking up a travel can be visiting places which are famous because of the Bollywood movies. Still 35.13% gave a rating of 3 to this question. Whereas 10% said they may not take up travel for visiting such

2) 80.18% believed, some tourism destinations in India are famous because of the Bollywood movies.

3) 81.98% felt that Bollywood actors can be brand ambassadors for tourism promotion in India.

4) 90.09% remembered famous locations in India where Bollywood movies are shot.

5) 76.57% recalled some Bollywood actors being assigned as brand ambassadors for tourism pro-

Analysis of the questionnaire

Part two

Sr. no.	Question	%	
		Yes	No
1	Are you a Bollywood film fan?	80.18	15.31
2	You know some destinations in India which are famous because of the Bollywood movies?	80.18	15.31
3	Do you feel that the Bollywood actors can be brand ambassadors for tourism promotion in India?	81.98	18.01
4	Do you remember any famous locations in India where Bollywood movies are shot?	90.09	9.90
5	Do you recall any Bollywood actors being assigned as brand ambassadors for tourism promotion in India?	76.57	23.42
6	You are interested in visiting tourist places which are shown in Bollywood movies?	79.27	20.02
7	You have visited the tourist places shown in Bollywood movies?	72.97	27.02

destinations.

The above observations apply to all age groups as once they choose to say that they are Bollywood movies fans.

1) 80.18% of the survey subject said that they are Bollywood movie fans.

motion in India.

6) 79.27% were interested in visiting tourist places which are shown in Bollywood movies.

7) 79.97% have visited the tourist places shown in Bollywood movies.

Conclusions

1) About 80% of the sample size were interested in visiting or have visited the tourist places shown in the Bollywood movies.

2) 80.18% feel that some tourism destinations in India are famous because of Bollywood movies and 90% could recall famous destinations in India where Bollywood movies are shot. No category of sample size denied with the statement.

3) 79% were interested and have visited tourist places shown in Bollywood movies. 54% feel that Bollywood movies can be one of the motives behind taking up a travel. 10% would not take this as a motive behind taking up a travel.

4) Bollywood movies have the potential to influence the minds of the people in taking up a conscious decision like travelling.

5) 81% feel that Bollywood actors can be brand ambassadors to promote tourism in India and 76% could recall some names of Bollywood actors assigned as brand ambassadors for tourism promotion in India.

Correlation of findings with the objectives of the research:

1) Tourism promotion in India has occurred due to Bollywood film industry as people associate Bollywood actors as promoters of tourism in India. People do visit and they would like to visit places where

famous Bollywood movies are shot. 2) Decision to travel is a deliberate one and it often involves cost, time and planning.

The respondents travelled for various reasons and they choose to visit locations which were famous because of Bollywood movies. More than half the respondents agreed that it can be the motive behind travelling.

Bollywood film industry is an entertainment industry having influence over the minds of the people in India. The influence is not merely on a superficial level but it has influence over the conscious decision making too.

It can be used as a tool to promote tourism in India.
