



Research Article: Tourism

Bollywood Tourism: Constituent Products & Challenges in India—*Mr. Suraj Jaywant Yadav*

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Bollywood Tourism: Constituent Products & Challenges in India

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Abstract

The impetus of this research paper is to identify constituent products and challenges of Bollywood tourism in India. The Bollywood and tourism industry in India rapidly growing and increasing highest revenue to contribute an Indian economy. Indian tourism industry render various forms of tourism like cultural, Eco, Agricultural, Heritage, business, Educational tourism where as film tourism is currently trending by the impact and enlarging the level of bollywood movies. The research methodology of current paper is based on published research articles and concluding the data from inbound and outbound tourist. The role of Indian film industry is continuously growing and putting a global influence with highest earning which indirectly supporting a tourism industry by which bollywood destinations attracting tremendous amount of tourist. This research study majorly focuses on various producing factors and constituent products of bollywood tourism with their numerous challenges.

Keyword: Bollywood, Film, Tourism, Destinations

Introduction

Tourism industry is growing industry in India since it have ancient culture, tourist places, famous heritage sites, wide costal region and many others which affect on globe tourism growth. Tourism industry widely supports to local business and produces ample amount of job opportunities. From the last decades bollywood have an impact on economic era on world by producing highest number of movies concurrently it aids to bollywood tourism in India (Mitta & Anjaneyaswamy, 2013). Indian Hindi cinema is formally known as bollywood cinema on the basis of one of the official language that is Hindi. The bollywood term derived as this industry is based and growing at the financial capital of India, Mumbai having another name Bombay. Mumbai is a revenue centre and witness of growing Indian culture. Bombay term is derived from Mumbai which is used British peoples when they ruled India. The origin of Indian cinema started in 1896 when Auguste and Louis Lumiere brothers came to Bombay to introduce cinematography and to showcase

Short films. A professional photographer HS Bhatavdekar procured a movie camera from London and made a short film in 1897 where he showed wrestling match in hanging garden at Bombay. In the same era Hiralal sen made a film dancing scene from opera "The Persia" by founding his film company with his brother Motilal. In 1912, Mr. Dhundiraj Govind phalake popularly known as Mr. Dadasaheb phalake started filming 'Raja Harishchandra' based on Hindu mythology became first Indian feature film which was released officially in 1913 and for the same reason Mr. Dadasaheb phalake known as Father of Indian Cinema. Many times it claims that bollywood industry popularly known as world's largest film producing industry where as not a bollywood but Indian film industry which comprises of many sub industries like tollywood, kollywood and many other regional languages for making overall Indian film industry top together. It states that bollywood is the part of Indian film making industry where a kollywood (Tamil cinema)

is the largest film producing industry. But when global box office shows a highest statistics of sale in market.

Indian cinema was partially classified in the various ages, when Mr. Dadasaheb falke started producing film from late 1940s till the pee-developing period is known as Golden Era of Indian film industry. Most of the audience attracted towards movies after the period of 1980s which is ideally called as classical period of Indian film industry. After the 1980s Indian film industry started using modern technology, animation and standard and for the reason its known as new modern Bollywood period on there performances, releases and actors. India is known for the versatility, culture combination and its orientation with different phenomenon of languages and art. Bollywood films are having classy music, songs and catchy dance having a very different based theme like thriller, comedy, horror and many. Bollywood is highly contributed to Indian GDP but its having less collection compared to top film economic contribution countries because of low ticket prices. Covid pandemic situation badly economically affected on overall Bollywood industry as well with their sister sectors, but somehow OTT platform supported overall film-making industry. In the year of 2020 the restrictions on shooting, allowing audience to watch movies in theaters because of lockdown situation in India affected on Bollywood economy as well as on Bollywood tourism.

Many bollywood tours and packages are available and proposed by many tour companies and some of them are collaborated with ministry of Tourism government of India and mostly as Mumbai is a land of bollywood so its collaborated with Ministry of tourism Maharashtra, India on state level. Bollywood tourism depending upon a various subsidiary factors like movie shootings, various award functions, music concerts, celebrities homes and various famous shooting locations or places. They are directly supports to hospitality industry by producing tourism factors, food, accommodation and catering services on various on level of standards to it. Many strategies or practices helps to boost more to bollywood tourism at the same time

Bollywood tourism having many challenging factors to grow and to achieve high impact in tourism sector. Indian peoples are very fascinating about films and celebrities which is highest growing promoting factor of film tourism in India. The ubiquitous presence of Indian films in tourism suggests various destinations to tourist for visiting the locations which are emphasis on Bollywood sector. Forthcoming research on Indian film industry by representing attractive known and unknown tourist locations will encourage promoting Indian tourism industry and its activities. Overall, bollywood tourism in India making an appearance with developing strategies. This study is majorly focus to the understand the meaning of Bollywood Tourism with their respective aspects. Bollywood industry has significant impact on overall economy of India and attracts more perspective of tourism.

Objectives

1. To understand the concept of Bollywood Tourism
2. To identify the constituent products of Bollywood Tourism.
3. To find out challenges for growth of bollywood tourism in India.

Research Methodology and Data Collection

The data collection helps to analyse the perception and attitude towards bollywood tourism. Focus group used to collect primary data for this research paper. Focus group consists of 250 inbound Indian tourists with a equal proportion of males and females with the age group from 18 to 40 Years. The Google form was shared on various platforms like LinkedIn, facebook and concern whatsapp groups.

Literature Review

Bollywood Tourism defines as “It is the act and process of insight travel to visit, attend and experience a temporal and prevalent constituents or products relevant to bollywood industry.” The influence of Bollywood in tourism sector having more growing opportunities for employability and overall economic growth. The rich Indian culture is highly impacting on bollywood and Indian tourism. The popularity of bollywood around a world is attracting many inbound and outbound tourist on various destinations. Bollywood cinema globally achieved a strong platform through a worldwide audience (Kripalani, 2007). Many globe contributors investing in bollywood as it having better collection on box office. From the last many years bollywood filming at many popular and unknown destinations which is indirectly promoting tourism in India. Various tourist destinations captured by bollywood filmmakers like masroortemple or rock cut temples from the state Karnataka usually known as Badami Cave temples in the movie ‘Rawady rathod’ by Akshay kumar and Sonakshi sinha, the Howrah Bridge from Kolkata in various movies like kahani, yuva and

mumbai marine drive in various popular movies and many more tourist destination showcased in the bollywood films. Bollywood tourism compiles various key elements not only from the Indian popular tourism destinations as well from the celebrities houses, film and TV reality shows shootings places, film cities, music concerts are brightening the bollywood tourism. Indian filmmakers showing various attractive uncommon places from India or from globe in bollywood movies which directly attracts audience to visit which turn them into tourist. Indian festivals, culture, programmes are patronized in Indian film industry like Holi festival in the movie Jindagi Na milegi Dobara, diwali and kumbmela are attracting outbound tourist in India.

Constituents of Bollywood Tourism

Obscure and preeminent tourist destinations

Bollywood has instinct impact on countless fans, followers spread around the world. Bollywood has shown various local, national and international, known and unknown tourist destinations in various cinemas (Nanjangud & Reijnders, 2020). They intentionally or most of the times non-intentionally promoted these tourist destinations by bollywood filmmakers. Various destinations patronized depends on their need and script of cinema like Uri-The surgical strike which is Indian military action film and the place Uri is located at the entrance to the Kashmir Valley of India as the Jammu & Kahmir is the top most tourist destination on international level. Local and unknown tourist destinations like Wai which is in Maharashtra state in India used by bollywood cinema named Chennai Express of popular actor Mr. Shaharukh Khan. At the international level Kaho Na Pyar he (KNPH) a blockbuster movie in 2000 shot in New zealand attract many tourist towards there. The great Indian film maker Mr. Raj Kapoor started a new venture to direct films at international locations. Various highest grossing and famous movies like kabhi kushi kabhi gum, my name is Khan, and Salam Bombay was filmed at attractive International Destinations at United Kingdom, Germany, and France etc.

For more than forty years. After a great success of Movie Kirish in 2006 by Hritik Roshan where the movie was filmed in singapore after that Singapore tourism Board and Hongkong tourism board offered many tour packages to promote it. Bollywood cinemas traverse hill stations, beaches, forests, local areas, rural places and so on.

The ratio of attracting tourist through watching bollywood cinemas are largely depends on there attractiveness, ease of travel and accommodation. On the another side movie Gully Boy which was selected by India for Oscar was shot in Dharavi at Mumbai which is largest slum area after that various tourist attracted towards slum tourism(Entertainment Bureau, 2019). As well to make highly impeccable tourism destinations through movies partially depends on local authorities, government policies, film commissions, local business and the weather conditions of that destination, market opportunities are essential elements and components of area.

Film Cities

The audience emotionally connected to popular film cities, studios and shooting places. They attract and curious to watch film locations from a blockbuster movies. Bollywood industry producing many films year by year as well it giving blockbuster movies like Bahubali and Jodha Akhbar having large sets which morely attracts and increase the visiting of tourists to these sets. Ramoji film city is a popular film city in India which located in Hyderabad with a wide area of 2000 Acres having miniature of Taj Mahal and set of Bahubali. Mumbai film city which is world's largest film city established in the green environment area of Mumbai Suburb is the land of Bollywood industry in India. As well many film cities like Innovative Film City- Bengaluru, Noida Film City, MGR Film City having greater impact on tourism sector. These film cities are having preserved infra and various man made spots are puts significant impact and support a bollywood industry and Indian television to visualize movies and serials. Many attractive tour packages are offered by many tour companies which includes visit to outdoor studio locations, popular locations from film city, overlook to film and TV serial sets. It is highly effects on inbound tourism as they attract local tourist and in some case peoples travels by particularly focusing to visit film cities(Mitta & Anjaneyaswamy, 2013). Many tourist does not visit intentionally to film cites as they visit to cities for another work purpose and for a supportive tourism with sideline they visit film cites.

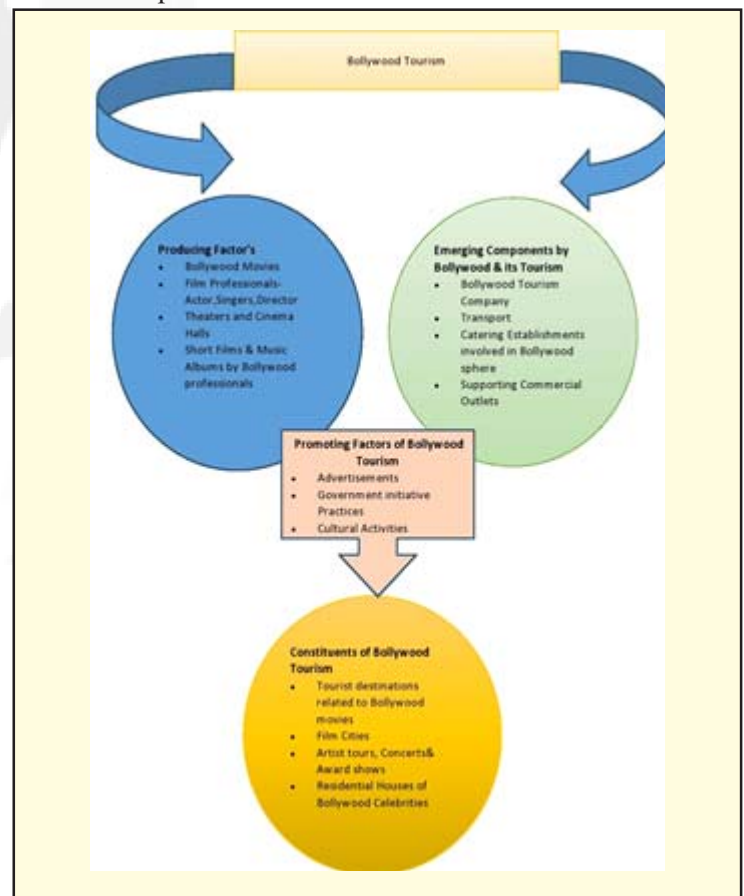
Artists tours, Concerts and Award Shows

Tourist are travel to watch bollywood celebrities at music concerts, popular award shows and various talk shows. The presence of bollywood celebrities through a different medium are emerging bollywood tourism on multiple level. Specially a music tourism is highly massive phenomenon impacting on Indian tourism sector. Peoples are attending reality shows like 'big boss' hosted by popular bollywood actor Salman Khan, famous Indian music show 'Indian Idol' where the show is judge and Host by Bollywood Singers Neha Kakkar, Annu Malik and many others have frequently a part of it. Artists tour where a well known personalities from a bollywood industry travels to various location to connect with audience for the promotion of movies, music launching or as a guest at the established organizations or platforms. These activities promote bollywood tourism and its importance indirectly on Indian tourism sector.

Residential Houses of Bollywood Celebrities

Many bollywood fans are eager to see bollywood celebrities and for that many fans and bollywood tourist surely visits residential houses of bollywood celebrities. It becomes a tourism trend to visit bollywood celebrity's home visits at outside the bungalow and to click photos. This visiting trend help to boost bollywood tourism as well simultaneously it helps to gain a business nearby various hospitality commercial outlets. Several Bollywood celebrities owns a house at outside the India as well which is also becoming a popular. Below is the popular home of bollywood celebrities where tourist visits in a spare amount,

- Mannat: Shahrukh Khan's Residential House. Address: Mannat Bungalow, Bandra Sea face, Carter Road, Bandstand, Bandra (West), Mumbai 400050.
- Jalsa and Prateeksha of Amitabh Bachchan. Address: Jalsa: JVPD scheme, Juhu.
- Prateeksha: 10th Road, JVPD scheme, Juhu, Mumbai. Nearest station Andheri (W).
- Galaxy Apartment: Salman Khan's Home Address: 3, Galaxy Apartment, Carter Road, Bandstand, Bandra (West), Mumbai 400050
- Fortune Heights: Saif Ali Khan's Home. Address: Belscot, bungalow number 5, Lokhandwala Complex at Andheri



Challenges of Bollywood Tourism in India

Bollywood tourism faces a numerous challenges for growing in India. The travelling of the tourist is depending upon the vacation; work purpose etc. Bollywood tourism destinations are subsidiary tourism destinations for tourists to visit. In India tourism destinations and some famous places are managed and ruined by central and state government for the reason it is difficult to take decisions regarding promotion and developing bollywood tourism gets obstacles during this which directly affecting on attracting tourist towards bollywood tourism. As the government role and political stability is directly impact on tourism strategies and practices. Films or bollywood films can give a variety to tourist to choose their place but it's not a core factor to attract tourist at the bollywood tourism destinations.



How Bollywood Tourism Foster the Culture in India?

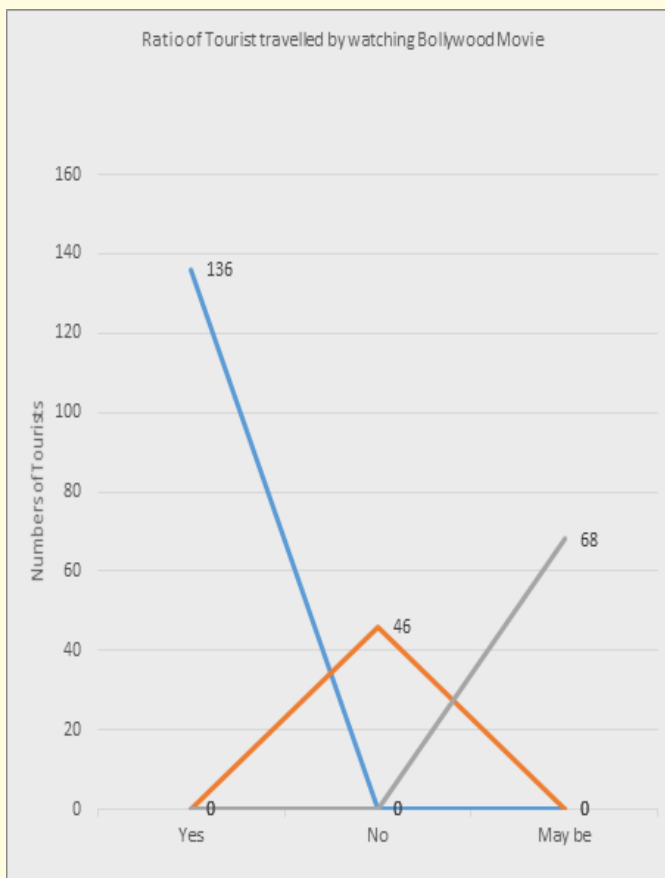
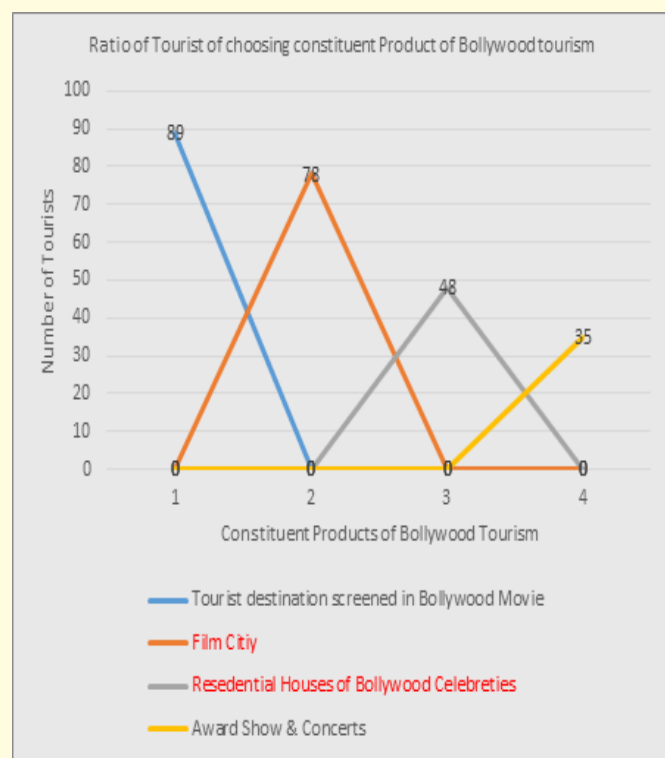
The purpose of every films with the main objective of entertainment. The variety of entertainment shows through the various ways of art and cultural parameters. The bollywood films are famously known for showing the art and culture. Probably the every Indian is having a proud of there culture and cinemas. Bollywood films are having huge entity on its own within the real Indian culture. Following are some Bollywood movies which shows different sides of Indian culture

- Lagaan
- Chak de
- Dilwale Dulhaniya Le jayenge
- Hum aapke He Kon
- Jodha Akbar
- Hum Sath Sath Hein
- Mohanjodaro
- Bajiro Mastani

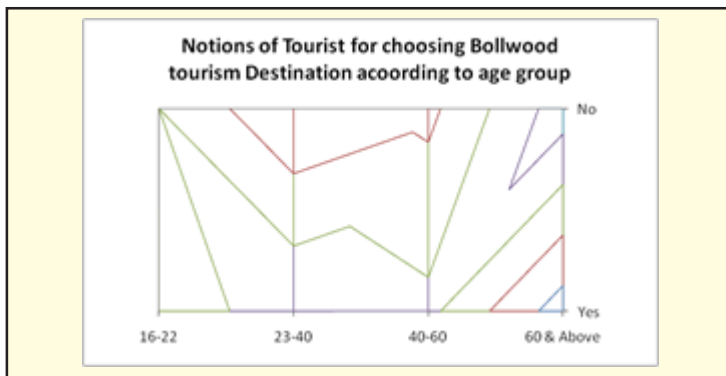
Data Analysis for Perspective of Indian Tourist towards Bollywood Tourism

Bollywood cinema having a great influence and deeply rooted in Indian peoples where they attracted easily towards a destinations related to Bollywood Industry which having a great impact on domestic and International Tourism for the commercial growth of tourism sector. Indian film industry specially a bollywood and Tollywood films are highly watched and preferred by Indian audience henceforth the domestic, national and international tourist destinations which shown intentionally or unintentionally can make a difference to tourist for choosing their tourism locations. The famous hill stations

like Darjeeling and Kashmir from India became popular after screened in many movies. Following is the ratio of Indian Tourist toward Bollywood Tourism among a different aspect.



The age factor acutely effected on the image, reputation and growing factor of bollywood tourism destination. The bollywood era has divided in accordingly the age generation audience riversly it bifurgate the tourist audience according to their comparable movie related tourist destination. In this regard the research survey conducted between the various age group according to preferences to visit tourist destinations.



Conclusion and Findings

The bollywood tourism is rising rapidly from last decade. Movies are the central point of interest of Indian audience which has the impact on economic development. Film and television insists for encouraging tourism however it attracts tourists and embedded in marketing campaigns of tourist destinations. This research paper concluded that various constituent products of bollywood succour and promote bollywood tourism as well this phenomena of tourism having numerous challenges from government policies to the infrastructure.

The findings of research paper clearly find out the perception of tourism destination varies accordingly the film type, phase of bollywood film industry, age preferences. The quantification of the economic impact of tourism induced by a film at the destination level. Furthermore within this framework it clarifies the constituent products of bollywood tourism are highly depended on promoting factors and emerging components of bollywood tourism. The association of bollywood films strongly impart the economic financial statement of country.

However the investigation find out the various challenges with the solutions required for changing the current situations. Future study in this area is crucial since there are still many gaps in our understanding of bollywood tourism, and it will be helpful for those who lack the resources to visit a film location to have access to additional information online. More especially, the Internet and all the photos published on various social media platforms could contribute to raising awareness among younger generations.

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