

Film Commissions as a driver for tourism, economic and cultural Development: A comparative study of India and Papua New Guinea

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Abstract:

Film Industry has played a vital role in showcasing culture and accelerating tourism thereby largely contributing in economic development in many countries across the world. A standing example is Bollywood (Indian Cinema) that has successfully showcased its diversity and culture over decades across the world from USA, UK, Canada, and Africa to Russia and European countries. Looking at the popularity of Indian Films, many regions across Europe, USA, Switzerland, Canada, Poland and Bulgaria to name a few countries have offered incentives to attract Indian film industry for production, film shooting and related activities. These activities have contributed and emerged as a significant boost to local economies and led to the rise of tourism.

Film industry, is a vast multifaceted sector involving creativity, technicality and resources. It has the potential to diversify and expand the economic base having many tangible and intangible benefits that make it attractive and feasible across any country.

The aim of this paper is to analyse the main models of Film Commissions that have been successful and encouraging film industry globally. Thereby, analyzing the contrasting framework of the situation in PNG where film industry has been neglected for various reasons. While they are planning to set up Film Commission and revive film industry to boost economic and strategic development with a focus centered on tourism and cultural activities.

Keywords: Film Commission, film fund, audio-visual industry, economic development, cultural development

1. Introduction

Post globalization, film industry has become ubiquitous activity globally turning it into a multi-billion dollar business. Being a gigantic multi-fold industry it is has significant potential to boost economy, expands cultural ties, create employment opportunities and most importantly accelerate the tourism industry activities. The film industry is at a rise and expected to grow to a 50 Billion USD by 2020, with India being the largest film market followed by China and the USA as projected by the Film and Movie Industry statistics. [1].

The creative sector contributes significantly towards nations GDP. Therefore, many countries are embarking on the film industry as a viable means to boost tourism and expand it economy activities making 'Film tourism' an integral part of their promotion plan.

Film and tourism are constantly evolving, innovating to attract the masses by large number of product, services, media advertise, and promotion thus pertinent to this the research, Thomson Holidays (2014) outlook that films are a powerful medium of adverting and are literally 'virtual holiday brochures'. The reports highlights that majority of the people plan their holiday destination after having seen it on big screen.

The film industry contributes to a high global tourism sector increasing the publicity of the destination bringing in several benefits on the economic development of a destination. It plays a vital role in expanding tourism and economic activities thus contributing to territorial development. A strong film industry also brings positive economic and cultural benefits in terms of direct and indirect economic expenditure on all satellite industries involved in the production. For this reason post globalization, we witness a strong marketing and promotional trend linking between film and tourism across North America, Europe and South Asia.

In order to understand the role and function of film that has a strong impact and influences culture, we firstly examine the definition of culture defined by Hofstede (1997)

“Culture refers to the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, concepts of the universe, and material objects and possessions acquired by a group of people in the course of generations through individual and group striving” Hofstede (1997).

2. Context of this study

For this, research the phenomenon of film industry as key drivers of culture, tourism and economic development has been analyzed. Case studies and literatures are reviewed to establish existing perceptive on the current topic. Established facts and discussions of the various concepts and definitions analyzed.

In the process of developing the PNG movie industry, it is vital to identify the major stakeholders and components that are needed to set up and regulate the industry. For which the stakeholder theory will be relevant for a better understanding of various stakeholders and their role in tourism, cultural and film industry will be examined.

In order to have a better understanding of the research topic previous works and literature will be analyzed as literature review on the various aspects of Film Tourism, film commission and the influence of film destination of promoting a destination and socio cultural benefits towards economic development.

International successful case study demonstrating the possibility offered by the linkages between film tourism will be analyzed in the paper with particular relevance attributed to the Indian situation in the film tourism segment.

This paper addresses the shortcoming and existing gap in PNG Cultural and tourism Ministry and the knowledge gap that questions the viability of the sector as key driver for social, cultural, economically growth for sustainable development in PNG.

3. Research framework, approach and methodology

Taking the foothold of Boorstin (1961) who first discussed the role of film tourism, several theorists including Butler (1990) Riley and Van Doren (1992) Tooke and Baker (1996) advocated for the film and media specific studies. Whereas Beeton (2005) highlights the growing understanding of the film and tourism relationship reflected by various film tourism definitions. However, the film tourism is post globalization phenomena it is relatively recent idea and focus on film tourism, there is already a range of definitions and understandings of the concept. The stake holders have finally realized the potential film tourism as mentioned by Beeton (2005, 2006a) Heitman (2010).

It is vital to understand the role and impact of stakeholders, it is a complex issue since many film tourism studies have failed to explicitly list stakeholders. Therefore term 'stakeholder' is often generically used in film tourism discussions (Connell, 2005a; O'Connor, et al., 2008). The Stakeholder theory suggests that the purpose of a business is to create as much value as possible for stakeholders. In order to have a sustainable growth and be successful over a period, it is vital to keep the interest of audience, customers, communities and stakeholders on the same line. [2] Whereas Frost (2008) identifies stakeholders as local community and groups, while Heitmann (2010) has identified four prominent stakeholder groups;

1. film industry;
2. tourists;
3. District management organizations (DMOs'); and
4. Community

Whole Beeton (2004) identifies the film being a powerful medium to influence destination image. Further Film tourism studies have identified the positive outlook and change of local populace that see a their quality of life is impacted with popularity of the destination and success of film tourism. As mentioned by Connell (2005b) and Mordue (2009).

However further studies have made a clear demarcation that avoids generalization and highlight distinctions within each of these stakeholder groups. Beeton (2005) for example, makes a distinction between the holidaymaker and film tourist in Barwon Heads.

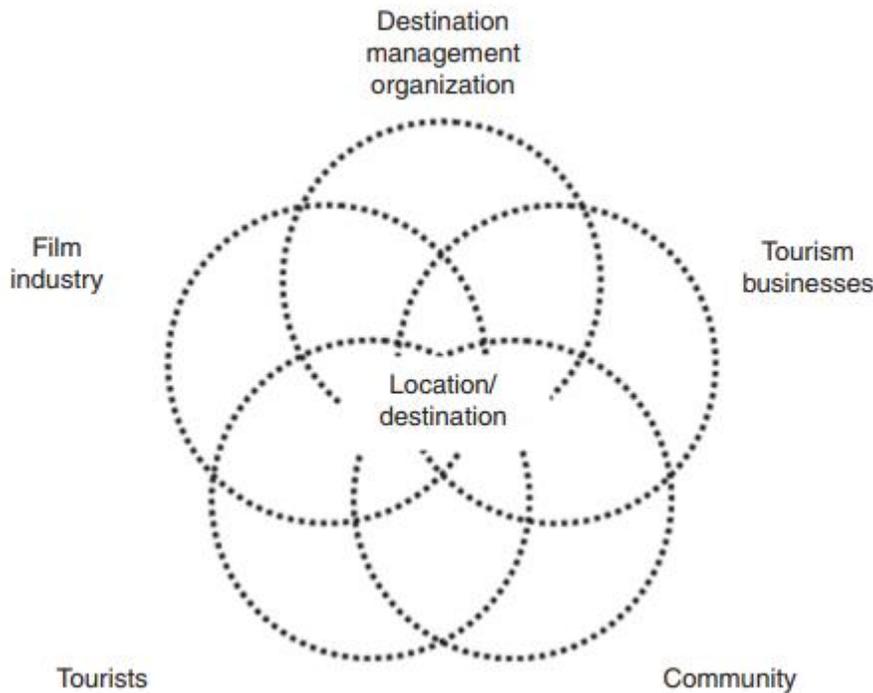


Fig 1. Film tourism stakeholder. (Adapted from Heitmann, 2010.)

In contemplating the theoretical focus of stakeholders, the researcher thought it pertinent to consider the Stakeholder theory, directly linked and related to factors and context of film tourisms. The Stakeholder theory in essence addresses the benefit and advantage of film tourism and having a direct impact on the people and place. Firstly it increases the number of tourists that in turn open employment oportbuties and generates revenues. In addition to development and setting up of tourism infrastructure, cultural exchange, promotion of local culture and commodity.

Heitmann (2010) states that the integration of all stakeholders in the development process of a tourist destination many boost ecotourism, heritage tourism can benefit the local community and the population. However he also brings forth the challenge and opines that the stakeholders may not work in the same wavelength and they are chances of conflict and communication gap that may result in lack of communication and may impact the aim of film tourism. The Film Commission, tourism ministry, film producers may have either own style of functioning and pace that may vary that may create a gap and effect the level of participation in the planning and promotion process. Hence, there is a need for close cooperation between the tourism department, film commission and local community, the film industries main objective is to promote and market their films and not the destination. The destination is an attraction in celluloid to attract the viewers to see the film and not visit the destination.

4. Importance of Film Commission

Film industry being highly creative and competitive sector, involves multiple functions and roles from its making to marketing. In order to formalize this sector and overcome large number of organizational and bureaucratic problems the first Film Commission was established during the late 1940s in New York and Los angles in the United States of America, since most of the film shooting and related activities was concentrated in these cities.

With the rise and popularity of Hollywood cinema, the trend of big blockbusters during the 1970's brought in a sea change in production and film making a new phase with massive expansion from New York and Los angles it expanded to other countries and cities as observed by Elemer-Grasher, (2005); Wasko-Erickson(2008) ;Elmer et. al., (2010)

Thus, the film Commission became a window for production companies to set the ball rolling for film shooting and production activities, thereby positively contributing to the country's economy. With the rise of production, houses and companies that began to look beyond the limits of a regular production centers for realistic and sundry locations demanding a formal platform for their activities encouraged many countries to set up film commission across the world.

Martin Cuff explicitly describes Film Commission as a specialist business unit with no typical institutional structure established by either authorized governments or Private Public Partnerships, private-non-profits, government line departments or divisions of Economic Development Agencies of Cultural Offices. With an aim to develop film-related activities in their respective jurisdictions an effective means to enhance local economy by [3]

Therefore, Film Commissions are established in cities, counties, states / provinces or federal governments, and are generally operated and funded by various agencies of government, such as the governor's office, the mayor's office, chambers of commerce, convention and visitors' bureaus, tourism offices and business and economic development departments. There are some 320 registered film commissions and film offices from more than 40 countries on every continent. The most important objective of Film Commission to attract film production is

1. Firstly to create employment opportunities in the film and TV industry;
2. Secondly, to increase tourism, film tourism is gaining popularity and many people are encouraged to visit countries and regions after having seen in films and movies. That indirectly boosts hospitability sector of the region for this reason the film commissions have strong tie-ups with tourism ministry and departments ;
3. Thirdly, it contributes to the local economy by utilizing other services.

Film Commission is the promising output of the new economic and cultural policy framework for the creative and entertaining sector not restricted anymore only to support few occasional vents like the local film festival or particular projects significant to cultural impact for a given region but the whole media and entertaining industry. [4]

Film Commissions began playing a significant role as a valuable partner and resource for global film, television and multimedia industries for filming and other related activities. It offered support

and free services to the film crews with necessary formalities and clearance for shooting on location and locales, liaison services and coordinating for local services such as police, fire departments, park rangers and all of the other essential municipal and government services for shooting a production on location.

Andy Fry (2014) states that countries that have strong record of accomplishment in media, entertainment, film and TV production are well organized. Countries like US, UK, France, Germany and Canada have great film commissions at national, regional and local level film that creates a dynamic platform for film experts. Film commissions often play an important facilitation role behind-the-scenes. Aside from smoothing out permitting, they liaise with local authorities on issues like policing and traffic management. [3]

Alexandra Luetkens, film commissioner at the Hamburg Schleswig-Holstein Film Commission in Germany says that the Film commission's information resources and valuable contacts help filmmakers lobby governments for tax incentives and subsidies to boost local production. "The role of film commission starts at the beginning of production planning from how do I find funding, co-production partners and the right locations for my film? Where can I shoot and how do I contact the relevant individuals and authorities for permits? These, and other queries regarding shooting in Northern Germany, can be answered by our film commission." [6]

On similar lines Mary McGlinchey, Marketing & communications manager at Northern Ireland Screen emphasizes that film commission facilitate projects and provides free hands-on assistance and guidance. In addition to offering financial support, assistance from a locations expert for familiarization trips, which can be tailored to meet a project's specific needs, sourcing crew who are widely-recognized for their expertise, professionalism and flexibility. [7]. McGlinchey highlighting the role of film commissions mentions the fact that many film commissions invite producers to do their initial recce/location search free as an incentive to encourage and win over them to succeed in business. As a promotional move, it also conducts fact-finding tours, trade fairs, exhibitions and events to display regions best locations and sites available for film shooting.

The Cannes film festivals and Marché International des Programmes de Télévision, (MIPTV) has become popular events in Cannes, France. Over the years, the town has developed well with its infrastructure and facilities to host international events that attract Bollywood and Hollywood film producers, makers, actors and host of people from the entertainment world thus boosting its popularity and local economy.

Amy Lemisch film commissioner initiated move to reduce runaway productions by reducing tax in California, for which a new bill was introduced by Governor Jerry Brown (2014) which will increase the state's incentive from \$100m a year to \$330m a year for the next five years that proved to be a huge boost for the producers.

Lemisch strongly articulates the extended role of California Film Commission that serves as the gateway for accessing the state's newly expanded film/TV tax credit program. The commission assists in array of services to facilitate and support productions of various magnitude and budgets via well connected with nearly 50 regional film offices. It also assists in free permits on state property, location assistance and an expansive online location database, production assistance/troubleshooting, and help dealing with local jurisdictions.

Deloitte Touche Tohmatsu India (DTTIPL) in its 2013 reports asserts that globally the entertainment industry significantly contribute to the economic development of the country and region and has been documented.

Investment in the form of international creative and production houses, shooting in a locale provides an array of opportunities directly and indirectly in the form of tourism, job opportunities as well as cross-cultural interaction.

That has incited governments over the world to establish autonomous bodies called Film Commissions to offer services, facilities to facilitate foreign productions in a foreign country.

5. Indian Cinema

To understand the impact of film industry and its contribution towards the economy, it is important to examine the India film industry that is world's largest producer of films and a multi-million dollar industry ahead of Hollywood. It produces more than 800 films in different languages across India. The most popular being the Hindi films produced by Bollywood. From its silent movie era to its present state, it has produced thousands of documented short films and 27,000 feature films in all categories and genres, Mitter Sohini (2012). Indian Cinema (Bollywood) is one of the most vibrant and entertaining industries on earth. In 1896 the Lumière brothers, introduced the art of cinema in India by setting up the industry with the screening of few short films for limited audience in Bombay (present Mumbai). The turning point for Indian Cinema came into being in 1913 when Dada Saheb Phalke considered as the father of Indian Cinema. He made the first feature (silent) film "Raja Harishchandra" publicly screened in Coronation cinema in Mumbai. Inspired by the silent movie- "The Life of Christ" [1].

After the success of Raja Harishchandra, Dada Saheb Palika made nearly 95 movies and 26 short films in *a span of nearly two decades of his career as filmmaker. He made movies including - Satyavan Savitri, Mohini Bhasmasur, Lanka Dahan, Kaliyamadan etc.*[2]

Later Ardeshir Irani ended the era of silent movie paving way for talkies and made the India's first audio-visual film. "*Alam Ara*" and the first color movie "*Kisan Kanya*" 1960's with the the introduction of color and sound, Indian cinema witnessed its golden era. The filmmakers experimented with various types of music from classical to pope, and thus began the era of melodrama, with big huge sets, cheerful music with song and dance in 1970's. It was the time when Bollywood films achieved major commercial success that in turn, provided ample opportunities to the Indian filmmakers to exhibit their creativity. [3]

Post globalization, the Indian Cinema has impressed and successfully reached the Diaspora population spread across the world through its efficient marketing and distribution networks. Through the wide spread of Indian Diaspora globally the growth of "Brand India" with its Bollywood films have made it big even in the international market. As a result, the Bollywood market has expanded and got bigger with huge fan following universally. For this reason Indian

¹ <http://www.factsninfo.com/2013/07/dadasaheb-phalke-facts-biography-father-of-indian-cinema.html>

² <http://rollingframes.org/2016/07/13/the-father-of-indian-cinema-dadasaheb-phalke/>

³ Joshi, Hemant. "[Indywood The Indian Film Industry](#)" (PDF). *Deloitte*

film industry, post globalization has upgraded with technology, infrastructure, capitals, services and goods to meet the growing demands as opined by Pillania (2008).

6. Cinema Tourism

As per a joint report by the PHD Chamber and its knowledge partner BnB Nation, the Indian film industry is growing at a rapid pace and projected at 11.5 per cent year-on-year with its revenue likely to reach \$3.7 billion by 2020. This dynamic and vast growth is affecting both culture and tourism with its vibrancy.

Bollywood cinema reflects and represents Indian culture from food, music, architecture, scenic beauty on celluloid for the sake of entertainment. The films set up in exotic finest locations showcasing destinations beauty be it lakes, historical monuments, mountains, oceans, seas, caves, temples and local culture at tourist spots on celluloid is definitely appealing and influencing the preference of both Indian and foreign traveler on their choice of tourism destination. With remarkable outreach across the world brings these destinations locales to life for audiences.

This visual appeal is huge drawing sense of interest, curiosity, and temptation in the minds of the masses to visit these destinations that is widely acclaimed and popular worldwide as “Cinema Tourism”.

Thus, it is observed that the films can play an active role of a catalyst to unravel the unexplored potential of Indian tourism sector, thus having a strong connect and manifold influence from culture to tourism.

This phenomenon has been witnessed in a number of Hindi films in particular since the turn of the century and detailed introspective studies & researches have conclusively proven that the tourism sector of the respective locale which was shown prominently in the movies witnessed sustained and radiant growth in the succeeding period post theatrical release. The film and tourism fraternities have also acknowledged the fruitful benefits and advantages of ‘Cinema Tourism’ which has paved the way for a long, healthy and mutually conducive relationship between them.

Connell and Meyer (2009) construct the fact that the phenomenon of film-induced tourism is seen globally, masses appeals of movies attract the filming locations and encourage the audience to visit those places, region and cities. Therefore, many movie-filming sites evolve as popular tourism destinations or vice-versa. For that reason, the popularity and mass appeal was well thought by filmmakers who choose best of the talent, music and sights to make a movie super hit.

Ramis Salam (2015) states that there is a strong connect between Bollywood movies and tourism. To portray the diversity, vibrancy of culture, relationship in the script and plot in the movie, Bollywood filmmakers shoot their movies in scenic exotic locations that has proved to be an effective marketing strategy to draw audience globally to visit the destination for their personal holidays. [⁸]

Therefore, Bollywood Movies became a viable means in featuring foreign destinations having a strong impact on the audiences, resulting in rapid increase among Indians to international destinations. For the first time it was in 1964 that Switzerland had attracted film makers, the first movie shot in Switzerland was *Sangam released (1964) and the film “Evening in Paris” (1967)*

used the Alps as backdrop for singing, dancing and romancing. Slowly but steadily Switzerland became a popular and attractive destination for film producers.

With increasing popularity of Bollywood films and expanding horizon, the need for big budget, exotic location and high creativity became the order of the day in Indian cinema. Setting the new trend renowned film producers late Yash Chopra shot a song of his movie “Silsila” in Switzerland. The movie was a block buster and the song a big hit with people appreciating the beauty of the location, Yu-Jen Chiang (2011). [9]

His legendary movie *Dilwale Dulhania Le Jayenge* (1995) extensively filmed in Switzerland, and the film motivated thousands of Indians to explore the Swiss. Many other films subsequently incorporated Switzerland as a backdrop cementing the Alpine nation’s place as a must-visit on any European tour aimed at Indian travelers resulted in 30% rise in tourists from India to Switzerland.

It was Yash Chopra who was instrumental in endorsing and making Swiss location immortal through his movies be it “*Silsila*”, “*Chandni*” to block buster *Dilwale Dulhania Le Jayenge*, that were all filmed in scenic Switzerland. To date, more than 80 Bollywood Movies and more than 200 Indian Movies have been shot extensively in Switzerland. [10] He has immensely contributed towards tourism in Switzerland by showcasing the beautiful scenic locations in his movies. As a result, the Swiss Tourism ministry has honoured him as Ambassador for Interlaken. A pride for the Indian film industry, a Jungfrau Railway train is named after him and Lauenen Lake where he shot many film scenes is called Chopra Lake.

The Swiss tourism industry has been quick to latch on to this free publicity and now actively promotes the country’s link to Bollywood to tourists and organizes special Bollywood location tours in Gstaad-Saenenland. [11]

Beeton (2004) has identified film industry is a powerful medium to attract and promote destination image.

According to Connell (2005b) and Mordue (2009) underline s that film tourism studies are successfully acknowledging the influence and active interest of the local populace that is bringing a positive change in their life with the success of film tourism

The trend spread across film industry that encouraged film producers to shoot in new locales and destinations. Within few years destinations like London, Paris, Australia, Canada, Spain, Singapore and Malaysia became popular film destination that indeed attracts large number of tourists.

The movie “*Zindagi Na Milegi Dobara*” (2011) shot in Spain showcasing beautiful attractions and festivals in Spain, resulted in 32% rise of Indian tourists travelling to Spain within six month of the release. Mittal.N (2013) [12]

M. Josiam, B., & Spears, D. (n.d.) (2014) in paper titled 'Namaste London: Bollywood Movies and Their Impact on how Indians Perceive European Destinations' states that Europe has become a popular destination for Bollywood to screen their films. Some of the blockbusters of Bollywood that were filmed in Western Europe include *Bachna Ae Haseno* (Italy and Switzerland), *Dilwale Dulhania Le Jayenge* (Switzerland), *Taal* (Great Britain), *Namaste London* (United Kingdom), *An Evening in Paris* (France and Switzerland), *Kabhi Khushi Kabhi Gham* (United Kingdom) and *Zindagi Na Milegi Dobara* (Spain). These are just a few of the movies that influenced Bollywood viewers in experiencing the international destinations.

6.1 Indian as a Tourist destination

Indian film industry not only contributes towards international tourism but also promote India destinations. Many movies are shot in Manali in Himachal Pradesh that has scenic beauty and snow clad mountains many movies were shot like 'Yeh Jawani Hai Diwani' *Bang Bang*, *Jab We Met*, *Krrish*, *3 Idiots* were also filmed in Manali. Some movies such as *3 Idiots*, *Jab Tak Hain Jaan*.

Hollywood has been filming their movies in India because of the rich and colorful culture, diverse traditions and picturesque destinations. Hollywood has always been attracted Indian culture, spirituality; pilgrimage destination that has gained popularity among Hollywood produces show casing India on big screen. Like the Oscar, winning movie *Slum dog Millionaire* shot exclusively in Mumbai that became is a popular tourist destination. Many more movies like the celebrated movie *Indiana Jones and the Temple of Doom*, *Life of Pie* were also shot in the picturesque of Munnar, Kerala, Southern State. "Eat, Pray, Love" is another movie that became popular globally with Julia Roberts in lead protagonist role travels to India, Italy, and Indonesia. The search for spirituality of Julia Roberts brings her to India. The movie partly shot in *Hari Mandir* in Northern State of Haryana also shot in India. All these movies created a positive outlook among the travelers and resulted in rise in international tourist in India.

Looking at India's rich cultural heritage and diverse landscape it has all the potential to attract the entertainment industry thereby enhancing India's tourism and cultural sector. Hence, the Indian Information and Broadcasting Ministry has proposed to establish a Film Facilitation and Promotion Bureau (FFPB) that will have experts and personnel from various ministries like Cultural, Tourism, Railways, and Information and Communication, that is seen as a move in the right direction. [13]

7. Economy Contribution

The film industry not only promotes tourism but also contributes toward the economy of the region, it gets a wide range of economical benefit, employment, local hospitality and services sector gets an advantage. Flashing images of the destination re-proceeding and promotion of the destination and its image attracts tourists thus promoting the place, people, culture. Locals are hired and they creativity is trapped and their expertise utilized. The audiovisual sector gets a boost.

8. Reviving the Papua New Guinea Film Industry

It is examined that having a active film industry, film commission is vital in exporting culture and tourism in any country. It is seen that Switzerland, USA, India and many more countries have actively trapped this potential.

During the course of the research it is found that contrast to many countries the PNG National Film Institute that was established in 1994 has not been active and robust for many years as a result Papua New Guinean has not produced any films.

There has been no film related activity, hence the commercial film industry has come to a stand by and there is a need to restore to catch up with other regions and countries.

The potential have been identified by the PNG Minister for Tourism Arts and Culture Boka Kondra (2014) who is strongly in favor of reviving the film industry.

To bring in necessary changes and implement effective change a blueprint for tourism arts and culture in Papua New Guinea; including film has been proposed by Boka Kondra (2014), PNG Minister for Tourism Arts and Culture. The blue print was brought to the National Executive Council for approval in March 2015 after all stakeholders consultation.

Kondra 2014 opined that the blue print is the efforts of the Technical Working Group and said that “It comprises the heads of the Office of Tourism Arts and Culture; the PNG Tourism Promotion Authority; the National Museum and Art Gallery; and the National Cultural Commission” in a ministry report. [¹⁴]

He strongly believes that a commercial film industry, art and culture or contemporary art and culture have the potential to show case PNG, unite the nation thereby boosting the country’s economy. Culture export can be a driving force and facilitate commercial and economical activity. He has proposed to revive Papua New Guinea’s commercial film industry after many decades. There has been interest by international production house towards investment in PNG film sector.

It is interesting to note that there was a funding investment proposal from PNG’s Stanley Nandex for an action film with the title, “THE B-TEAM: PNG” the proposal was from Los Angeles-based co-producers, Gorilla Pictures that showed keen interest in the project in 2012.

The Minister looks at this proposal as a investment and publicity opportunity for tourism. Since the Gorilla Pictures will shoot in various locations in PNG show casing the regions beauty world’s least explored, both culturally and geographically. Papua New Guinea mountainous terrain, dense rainforests, islands, wetlands, rivers, beaches, coral reefs and active volcanoes. Papua New Guinea has several WWII historic sites including the Kokoda Track. The film will be screened at annual film festival at American Film Market and Cannes Film Festival.

The blue print for Film under the National Film Festivals and Development program has 3 goals mainly :

1. Conduct training program in which film makers, screen and scriptwriters for documentary, shorts and feature films will be trained, expand and upgrade of the National Film Institute
2. To have international collaboration network with international film industries, India, Korea, USA, New Zealand and Australia.
3. Show case PNG in films at international film festivals at Cannes and in Europe and organize international film shows in PNG.

Concluding remarks:

Recent researches suggest that films industry and films have vast potential for culture export, economic activities and influence the tourism sector in addition to providing employment opportunities.

The images on celluloid of beautiful locales have been and will continue to have a relative influence not only on decision making for short-term holiday, but affect tourism revenues and long-term prosperity of destinations.

The film-induced tourism's growing popularity is mainly due to increasing international travel and to entertainment industry development. Schofield (1996) stated that film-induced tourism has become trendy and fashionable since the masses are keen to have the celluloid experience in real life were movies are shot.

Busby & Klug (2001) reflects the reality that when audiences desire seek for touristic destination seen on screen means that film-induced tourism is becoming a reality. Films on big screen offer impressive visuals that have potential to generate new tourism demand, which can result in powerful changes to tourist perceptions of people and place, and their potential experiences.

There is a strong relationship between tourism and film induced tourism. Countries and regions that are seen in big screen have definitely contributed to the tourism sector of the region. As there is surge in international tourists across India, Singapore, Europe, Switzerland, Canada, Egypt and other countries, it is a strong indication that film tourism and filmy related activities like film festivals, film studios, theme parks and other associated places. In the pre-visit stage, films raise awareness and form images of destinations create a desire to visit the destination thus inducing film tourism. This potential can be trapped for economic benefits of the region and country.

The main highlight of the research has been the following:

1. It has been acknowledged through tourism literature that destination visual greatly influences tourist destination choice of the masses.
2. The more appealing the visuals on screen the greater the impact it has and influences on touristic destinations.

3. Films have the potential to promote local art, culture and traditions. It also makes builds a positive attitude towards the country's image.

Looking at the potential and success of film industry especially Bollywood and Hollywood the role of Film commission and tourism department is vital. In order to create a positive environment in PNG related to film industry and tourism, the country nation should implement and adhere to the setting up a formal film commission that will boost tourism sector and open up employment opportunities. It can result in positive outlook towards a healthy cultural and economical driving force that is essential for PNG's tourism growth and development.

END NOTES:

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