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Create Positive Destination Image Through Films/Tv Series and Its Impact on Intention to Visit the Destination

Abstract

Purpose- The purpose of this paper is to identify the film elements that help creating a positive destination image in the minds of the audience's and its impact on their intention to visit the destination.

Design/Methodology/Approach-

The design of the research is exploratory to discover the perceptions of respondents on the destination image based on the elements required in films to shape destinations' image. The research is using a quantitative methodology, 402 online questionnaire were distributed based on the convenience non-probability sampling of (Conroy, 2014), to select respondents based on the convenient accessibility and proximity to the researcher.

Findings- The analysis showed that Place Schema and Emotional Schema

are the main elements to be considered in films due to the relationship among each other that create a positive strong destination image and consequently affect the audience intentions' to visit the destination.

Originality/Value- This research investigates the concepts of creating destinations' image, using Films and TV Series especially in Egypt that still relies on traditional forms of media to create destinations image. The research highlights the importance of examining the influence of film as a credible and valuable source of information that can help reimagining a destination in Egypt and its impact on the audience's intention to visit destination in Egypt.

Keywords:

Film induced, Destination image, Intention to visit, Film destination

1. Introduction

Film induced tourism is relatively new form of tourism that involves visits to film sets, movie locations, movie tours or film theme parks as a result of a destination being featured in a movie, the audience watching a movie create an intangible visual experience which gives them a sense of involvement and identification thus intend to visit the film locations to recreate the feelings they experienced while watching the movie (Blaha, 2012).

According to research, not only will film influence your image of the place where the film is shot, but it will also have a significant effect on intentions to visit a certain destination (Quintal & Phau, 2015). Film induced tourism is a new tool that countries have found a very effective way to promote their destinations (KANTARCI, 2017). Countries such as Scotland, Greece, Iowa, England, Australia, Turkey, and Thailand has found an increase in their touristic visitors from 73% to 300% due to film induced tourism (Hudson & Ritchie, Promoting Destinations via Film Tourism, 2009). Hence, film induced tourism can contribute to the image building process among the audience as they will be able to create representations of destinations all over the world (SELLGREN, 2011). It was noted that the concept of reimagining a touristic destination is not well known in Egypt, they are not efficiently aware of destination reimagining concepts, and only implement part of the reimagining process (Kim, 2010).

This research will examine the film effect on a destination image leading to the audience intention to visit, as there

has been little research on this concept to date.

2. Literature Review

2.1 Destination Image

Throughout our lifetime we gather up information from various sources, on both a conscious and unconscious levels, which constructs our own image of destinations around the world. "Research of the past two decades has demonstrated that image is a valuable concept in understanding the destination selection process of tourists", as stated by (Baloglua & McCleary, 1999). Destination image is therefore defined as "the sum of beliefs, ideas, and impressions that a person has of a destination", (Crompton, 1979). Such images are formed from different sources such as tourist organizations, television programs, films, advertising, guide books, word of mouth and travel agencies (Echtner & Ritchie, 1991).

Hence, it must be taken into consideration that film as a form of an autonomous agent, impacts *pre-visit image formation* compared to *post visit images*, making it powerful and giving them the ability to reimage destinations and distinguish them from others (Iwashita, 2010)

The influence of these information sources assist in the formation through **seven phases** of the travel experience (Chen & Kim, 2016):

- (1) The accumulation of mental images about vacation experiences through organic images
- (2) The modification of those images by further information through induced images

- (3)The decision to take the vacation trip
- (4)Traveling to the destination
- (5)Participation at the destination
- (6)Return home
- (7)Modification of images based on the vacation experiences

By using this the steps above, Phase (1),(2) and (3),the pre-visit image formation is formed based on secondary information received from non-touristic sources such as film or television series.Through reexamination, destination image formation has been linked to mental schemas, individual use schemas to organize information and put them in a framework to be linked in the future. In destination image formation there are several types of schemas: place and emotional schemas (Chen & Kim, 2016).

Place schemas, when an individual has a mental image of a place's personality (environment, landscape, culture features, and hotels). Emotion schemas, the emotions that are triggered in an individual based on the image they see. For example, one viewer can be sympathetic towards those who live in Africa after seeing poverty in Africa, or feel nostalgic or romantic after seeing the Eiffel Tower in Paris (Chen & Kim, 2016).

Each perception is different depending on the personality of the individual and how they relate to the place (Chen & Kim, 2016). Emotion schemas, the emotions that are triggered in an individual based on the image they see. For example, one viewer can be sympathetic towards those who live in Africa after seeing poverty in Africa, or feel nostalgic or romantic after see-

ing the Eiffel Tower in Paris (Chen & Kim, 2016).

The power of film in impacting the imagination of the audience is massive due to the technological enhancements that make it hard to tell the difference between reality and imagination (Seilov, 2015).

2.2 Films/TV Series and Destination Image

Television, such as television series, has been a major mass media that has strong influence on the minds of the audiences. Since film induced tourism indicates that audiences visit the locations where the movie or series has been film, it is essential to state that media serves as a major factor in tourism (Beaton, 2006); (Anul, 2013). Television and film have become more influential than print media due to its accessibility and reliability of the information sources (Anul, 2013). Previous studies stated that film and television are a great way to raise awareness of destination image without changes or campaigns to attract tourists.

Film, has a strong impact on a large number of audience under a short period of time, making film one of the most important motivational mass media for tourism (Anul, 2013). Previous research stated that film has the ability to advertise a certain destination for a long period time of exposure, which then leads to the enhancement of the image of the destination and increase the awareness of the place through the usage of storyline, camera framing and personal involvement and identification (Riley & Van Doren, 1994) (Anul, 2013) . Another study also stated that destination that were being used in

film could increase the number of tourists, because film is considered to be a trustworthy mass media sources compared to other promotional materials in terms of film induced destination marketing (Tasci & Gartner, 2007); (Anul, 2013).

It is also argued that visual media (Films and TV) can create strong favorable images of destination in audience mind. Thus increase the possibility to visit the destination broadcasted (SELLGREN, 2011). Several researches affirm that the preconceived images of location provided by the media are able to influence the audience and their choice for travel destination. Thus the tourists' decision making process of destination travel is attained from various information sources delivered through commercial and non-commercials as well as the personal variables of the source (Haney, 2014).

2.3 Audience Motivations and Travel Behavior Intentions

The push and pull motivation theory created by (Dann, 1981), was used by (Riley & Van Doren, 1994), in order to explain the motives behind the action of a film tourist. Dann explains that the pull factors that a film must have but also categorized these attributes into three concepts including: Place (film shooting location, attributes, landscapes, scenery). Personality (cast,

characters, celebrity) and Performance (plot, theme, genre). Those three factors are eventually the main cause that can make audience travel and visit a destination. Which is clearly related to the concepts of place Schema affecting destinations' image as explained above.

Push factors are those that reside in the tourist that make him or her travel such as nostalgia or escapism. Individuals can travel because they are pushed by internal emotions as explained by emotional schemas and are also pulled by external destination components and attributes (Crompton J.,1979); (Macionis,2004). Therefore, films have a power to influence tourist behavior through motivating individuals to act. Each tourist is affected differently according to age, socio-economic differences and professions (Kork, 2013). By understanding the typology of tourists, we can understand their psychological behavior and motives.

Therefore, this research will contribute significantly to the existing body of knowledge and understanding of how film induced tourism concept can be used to promote Egypt as tourism destination through pre-visit images and influence the decision process to visit as shown in the research conceptual framework depicted in **FIGURE 1**.

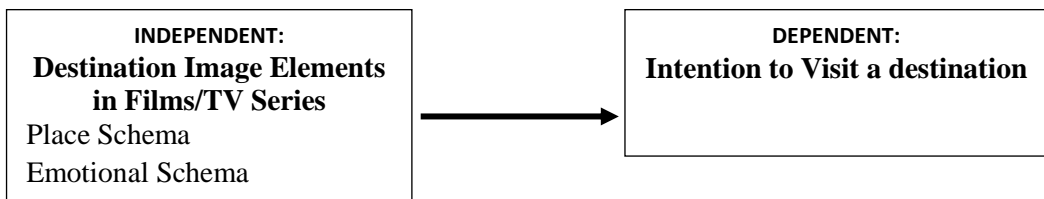


FIGURE 1: Research Model

The researcher argues that the destination elements that exist in film/TV series has an influence on the audiences' intention to visit a certain destination. Thus the following hypotheses were developed:

- **H1:** There is a positive significant relationship between Place Schema Emotional Schema
- **H2:** Destination Image elements in Films/TV series have a positive significant impact on Audience Intention to Visit.

3. Research Methodology

This research is a basic study that mainly aims to gain general understanding and generate more knowledge about the Destination Image Elements in Films/TV Series on the audiences mind after watching them and their impact on simulating an intention to visit a destination. This research purpose is to discover the perceptions of respondents on the destination image based on the elements required in films to shape destinations' image.

A quantitative approach was used, consisting of distributing, collecting and analyzing large scale questionnaire surveys in order to gain more insight regarding the topic. Therefore, the quantitative study conducted was using a convenient non probability technique to distribute 402 questionnaires online. The number of questionnaires distributed were determined based on the total population of Egypt 99,202,653, taking a 5% sample from the population according to (CheckMark, n.d.), the sample size above 1,000,000 would be 384.

Questionnaires were distributed to the both Male and Female under the

following age groups (18-24), (25-34), (35, 44), 45-54), and (55- 64), because according to the Central Intelligence of America World Fact Book (CIA, 2018), those are the popular majority of the age groups in Egypt in 2018.

The survey was distributed digitally using Google forms to reach a large number of individuals according to the sampling, in order to develop further insights, test research hypothesis, and triangulate results to create steady conclusions. The questionnaire was distributed into 8 section, in order to require information about the demographic and sociographic background of the respondents, along with questions related to film destination image created and its effect on their intention to visit the specific destination in Egypt. The variables in this study are **Destination Image Elements in Films/TV Series** (Place Schema; Emotional Schema) and **Intention to Visit a Destination**. The following are the definitions of the research variables in the proposed model:

3.1 Destination Image Elements in Films/TV Series

There are two major components that form our perception of a destination images which are cognitive which consist of the place schema (focuses on physical attributes of a place) and the affective component which is the emotional schema (focuses on emotional responses towards a certain place), both complementary complete each other in creating a perception towards a place (Kim & Richardson, 2003). A tourist's perception of a destination will be colored on their personal experience, and how the country chooses to present

itself, therefore, emotional and rational beliefs affect the perception of a destination image (Tan, 2008).

3.2 Intentions to Visit a Destination

Tourists who had intentions to visit always had a positive attitude towards the destination image, and that motivation towards a place is formed through empathy, nostalgia, authenticity and familiarity based on a tourist typology and the place attributes that would attract them to visit. Each component adds value to the intention to visit leading to taking a decision (Bolan and Williams, 2008; (Quintal & Phau, 2015).

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4. Research Findings and Analysis

A reliability analysis test was applied to ensure the credibility of the scale used to measure the results. The following **TABLE 1** summarizes the results of the Cronbach's Alpha as a coefficient:

Variables	Cronbach's Alpha
Place Schema	0.743
Emotional Schema	0.713
Intention To Visit	0.802

The Cronbach's Alpha Value as shown above in the table, ranges from (0.713) to (0.802), indicating an acceptable level of scale for testing the variables.

The following **TABLE 2**, states the whole questionnaire reliability (0.881), hence stating that the items used to measure the scale were credible:

TABLE 2: Whole Questionnaire Reliability

Cronbach's Alpha	N of Items
.881	33

4.1 Sample Analysis

Frequency Analysis is was used to calculate the percentage of the occurrence of various answers that arose in

the introductory questions, as well as the existence of the respondents 'socio-demographic characteristics'. Based on

the analysis the participants were mostly **female (47.5 %)**, under the age range of **18-24 (58.7%)**. The second major age range that participated in the questionnaire were those aged from 25-34 with (26.6 %). Most participants were **single(69.7 %)**, with **no children (71.1%)**. The majority also lived in **Alexandria (96.3 %)** and were **Self Employed (47.8%)**, with an **income range level of 2,000 less than 5,000 (54.2%)** as the majority.

The frequency analysis for the introductory questions helped identify the details of the sampling of the respondents. The first question asked in the survey to identify **how many times the participant takes a vacation per year**, the majority of the respondents in this study stated that they take 2-3 times per year (91.3%). However, (7.2 %) took 0-1 times, and (1.5%) took 4- more times per year.

The second question asked, **to see how the participants preferred to travel**, the majority of the (50.7%), preferred to travel with friends, while (28.6%) preferred to travel with family, (20.1%) preferred to travel alone and the minority (0.5%) preferred to travel in organized groups.

The third question asked, is to identify **the respondent's preferred mode of transportation inside Egypt**. The majority of the participants (36.1%) preferred to travel with a Car, while those who preferred to travel with Airplane and Bus were equal (30.8), leaving the minority to both Trains (1.7%) and Motorcycle (0.5%).

The fourth question, is asked to identify **the preferred type of accommodation for the participants inside**

Egypt. The majority of the respondents (45.8%), preferred to stay in Hotels/Resorts, (41.5%) preferred to stay in Camps. However, (6.5%) preferred to stay at a Guesthouse/Apartment, (5.2%) of the respondents preferred to stay over at Friends, leaving the minority of (1%) that preferred Cruise.

The fifth question, is asked to identify **the duration of the vacation when planned in Egypt**, with the majority of the participants (60.7%) took 4-7 days. (25.1%), took 7-10 days, however, the minorities (9%) took 1-3 days and (5.2%) took 10-15 days.

The sixth question, is asked in order to identify **if film/series that portray a destination in Egypt have an influence on the respondents decision to visit the destination**. The majority of the participants (96.5%) stated yes, and (3.5%) stated no.

The seventh question is asked to identify **if film/series that portrayed a destination in Egypt encouraged the participants to go and physically visit the destination based on what they watched**. The majority (61.9%) respondent with no and (38.1%) respondent with yes.

The eighth question was asked to identify **if the respondents planned a trip to Egypt in the past three years**. The majority of the participants (64.9 %) stated yes, and (35.1%) stated no.

The ninth and final question was asked to identify **which elements in film/series attracted and had the most influence on the participant's decision to visit a specific destination inside Egypt**. The elements that do have an effect are, Outdoor Scenery (99.5 %), Places (97%), Music (91.5%),

Shooting (97.3%), Character Costumes (90.5%), Famous Actors (92.3%), Performance of Actors (84.3%), Emotional attachment to destination (95.3%), Feelings evoked –i.e. escapism/ relaxation- (96.5%), and Giving the real experience of visiting (98%). While those who did not have a major impact are lighting (74.6%) said no, and Decorations (79.4%) said no as well.

Other descriptive analysis were used to combine results of the respond-

ents sample highlighting important relationships among data gathered.

TABLE 3 illustrates the relationship between **Influence of Film on Audience Intention** and **Actually Visiting after the exposure to those films**, in order to gain insight on the percentage of the respondents who actually carried out their intention to visit the destination after watching it in film portrayed in Egypt.

			Have you actually visited destination inside Egypt after watching Movies/TV Series portrayed in Egypt:		Total
			No	Yes	
Watching Movies/TV Series portrayed in Egypt will influence your decision to visit a specific destination inside Egypt:	No	Count	13	1	14
		% of Total	3.2%	0.2%	3.5%
	Yes	Count	236	152	388
		% of Total	58.7%	37.8%	96.5%
Total		Count	249	153	402
		% of Total	61.9%	38.1%	100.0%

The previous table states that the majority of the respondents (**58.7%**), after watching a Movie/TV Series portrayed in Egypt, decision is influenced to visit that specific destination. However, they do not actually visit the destination due to either inefficiency of money or time, while (**37.8%**) of the respondents get influenced and actually visit the destination after being exposed to it via Film/TV Series.

TABLE 4 illustrates the relationship between *Age* and *Emotional Attachment to the Destination*, in order to identify the age group majority that can be attached to the destination on an emotional level after the exposure to the film.

		Emotional attachment to destination (nostalgia, romance...etc.)		Total
		No	Yes	
Age: 18-24	Count	10	226	236
	% of Total	2.5%	56.2%	58.7%
25-34	Count	6	101	107
	% of Total	1.5%	25.1%	26.6%
35-44	Count	1	36	37
	% of Total	0.2%	9.0%	9.2%
45-54	Count	0	20	20
	% of Total	0.0%	5.0%	5.0%
55-64	Count	2	0	2
	% of Total	0.5%	0.0%	0.5%
Total	Count	19	383	402
	% of Total	4.7%	95.3%	100.0%

The previous table states that the majority of the respondents (**56.2%**) aged **18-24** get emotionally attached to the destination after watching Movies /TV Series. While the second major percentage (**25.1%**) was from the age group **25-34** also stated that they do get emotionally attached to the destination . Thus, concluding that one of the important elements in a destination

image is that the audience forms an emotional connection with the destination.

TABLE 5 illustrated the relationship between *Age* and *Influence of Film on Audience Intention to Visit*, in order to identify which age group is mostly influenced and effected to go visit a destination inside Egypt by watching film.

		Watching Movies/TV Series portrayed in Egypt will influence your decision to visit a specific destination inside Egypt:		Total
		No	Yes	
18-24	Count	7	229	236
	% of Total	1.7%	57.0%	58.7%
25-34	Count	6	101	107
	% of Total	1.5%	25.1%	26.6%
Age: 35-44	Count	1	36	37
	% of Total	0.2%	9.0%	9.2%
45-54	Count	0	20	20
	% of Total	0.0%	5.0%	5.0%
55-64	Count	0	2	2
	% of Total	0.0%	0.5%	0.5%
Total	Count	14	388	402
	% of Total	3.5%	96.5%	100.0%

The previous graph, illustrated that the most age group, whose decision to visit a specific destination is influenced by watching a Movie/TV Series portrayed in Egypt, is (18-24) with a percentage of (57.1%), thus stating that this specific age group is exposed to film more than any other age group, due to the accessibility of the media platform.

5. Hypothesis Test

In order to test the first hypothesis which states there is a strong, direct, positive relationship between Place Schema Emotional Schema, the Corre

lation was used to measure the direction, strength, and significance of the relationships between the place schema and emotional schema.

Correlation Analysis between the Place Schema and Emotional Schema (Sub-Independent Variables):

The correlation analysis conveyed a strong and a positive relationship between the Place Schema and Emotional Schema formed through film, with a value of (0.736**). Furthermore, the analysis showed that the isolated one to one relationship was significant. Thus, there was correspondence between the two variables.

TABLE 6: Correlations

	Destination Place	Destination Emotion
Destination Place	Pearson Correlation	.736**
	Sig. (2-tailed)	.000
	N	402
Destination Emotion	Pearson Correlation	.736**
	Sig. (2-tailed)	.000
	N	402

** . Correlation is significant at the 0.01 level (2-tailed).

The **first** hypothesis, that states *there is a strong, direct, positive relationship between Place Schema Emotional Schema*, is **strongly supported**. It has been found that Place Schema (place attributes and characteristics) has a strong, positive, significant impact on and Emotional Schema (emotional bond with the destination based on the mental images received from film).

In order to test the second hypothesis which states that Destination Image elements in Films/TV series have an impact on Audience Intention

to Visit, multiple regression analysis shows the percentage of influence of the independent variables over the dependent variable. This research only focused on two independent variables which are *"The Film Destination Image"* and the impact on the dependent variable *"Audience Intention to Visit the Destination"*.

This research used the multiple regression to evaluate the model significance as a whole (the coefficient of interrelationship among the set of variables). In this analysis, the adjusted R Squared value (coefficient of determination) helped express how much of

the variance on the dependent variable was explained by the model (Pallant, 2007).

The researcher examined (the percentage of variation accounted for by

the regression model) the R Square value was (0.321) and the adjusted R Squared value was (0.318).

TABLE 7 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.567 ^a	.321	.318	.47791

a. Predictors: (Constant), Previsitemotion, PREVISITplace

The ANOVA results aimed to express the significance of the entire model. In this study the model was significant since the result was (.001) based on (Simon, 2012).

Thus, stating that Film Destination Image including place and the audience emotional schema towards the destination has a significant relationship with the Audience's Intention to Visit the Destination.

TABLE 8: ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	43.139	2	21.569	94.437	.000 ^b
Residual	91.131	399	.228		
Total	134.270	401			

a. Dependent Variable: IntentionVisit

b. Predictors: (Constant), Destination Emotion, Destination Place

This study used the multiple regression to explain each antecedent's contribution through the beta coefficients. The variable with the largest beta value had the strongest effect (Pallant, 2007).

It was proven that the model was showing a significance among the IV effecting the DV with a value less than (0.001).The results showed the strongest antecedent effecting Intention to Visit Destination Image was the

Emotional schema in film destination image, with a beta value of (0.310), meaning that having an emotional bond with the destination based on the mental images formed by film does have an impact on audience intention to visit. Place schema with a beta value of (0.298), showed an impact on the film destination image.

Table9: Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.547	.333		4.648	.000
PREVISITplace	.402	.082	.298	4.901	.000
Previsitemotion	.354	.069	.310	5.092	.000

a. Dependent Variable: IntentionVisit

The **second** hypothesis that states *Film Destination Image has an impact on Audience Intention to Visit*, is **strongly supported**. It has been found that the model was proved significant based on the regression analysis. The results showed that film destination image that is formed through *place schemas* and *emotional schemas* of the destination after being exposed to a Movie/ TV Series has a significant relationship with *audience's intention to visit the destination*, however it does not motivate them to actually visit the destination.

6. Conclusion

This research adds contribution by examining the influence of film/TV Series on creating a destination image and its impact on the audience's intentions to visit destination in Egypt. It can help governmental agencies to rethink their policies for re-imagining destinations using Films/TV series as sources of information and integrate in their marketing strategies to brand Egypt. Especially that after the analysis conducted, it is found that film destination image which was formed after wa-

tching Films/TV Series in Egypt, has a significant effect on their intention to visit the destination in Egypt.

The findings that can be concluded from this research is that the majority (47.5 %) of the responses were mostly from female, under the age range of 18-24 forming (58.7%) of the sample. The majority of participants (96.3 %) are living in Alexandria. Although the influence on the intention to visit is strong and positive, it was found that the majority of the respondents did not actually visit the destination where (54.2%) with an income level ranging from 2,000 less than 5,000 which implies that the financial condition has an impact on their decisions regardless of the positive destination image.

Practitioners can benefit by identifying and implementing the elements that a film must have in order to create a positive destination image in the minds of the audiences, showcasing the destination's place attributes and thus creating an emotional relationship with the place in order to stimulate intentions to visit the destination in Egypt.

Travel and tourism generate economic input of 7.2% of total GDP in 2016; compared to 2015 Egypt's GDP was 8.6%, which shows a decrease over the year (Atlas, 2016). Tourism is a very sensitive industry, and can easily be affected by civil unrest, political instability and terrorism. The outcome of those events on the short and long term can be catastrophic for the country and its destination and images. Although the relationship between media and tourism has long been recognized, but less is known about the specific role media play in the creation of destination image, whereas it is confirmed that the knowledge of a destination and creation of positive image for travel for specific destinations have a significant impact on tourists' vacation decision-making processes.

Previous research conducted in the last two decades focused on recognizing how the media can help increase the number of visitors to touristic destinations and discovered several attributes that can help create media tourism. However, researchers pinpointed that the most important factor was effective destination image which can play a significant role in attracting tourists and affecting their decisions to visit specific destinations through successful selection of film elements portrayed in order to create a satisfying destination image in the minds of the tourists

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