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**The Effects of Film-Induced Tourism Culture on Hong Kong's  
destination branding**

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## **Abstract**

This study focuses on the development of film-induced tourism and its contributions to tourism destinations, using Hong Kong as a case study to provide a comprehensive understanding of the phenomenon. By utilizing film as a medium to build the image and brand of destinations, this research explores the benefits and implications for local tourism organizations, government agencies, industry participants, and the film industry itself in the context of Hong Kong. The study emphasizes the paradigm shift in tourist development and provides insights into planning, policy, and development adjustments required to capitalize on this shift in the unique setting of Hong Kong. Additionally, it highlights the interrelationship between the film industry and tourism in Hong Kong, illustrating how they can reinforce and influence each other within the local context. The study examines the impact of successful destination marketing through film-induced tourism in Hong Kong, including attracting international tourists, increasing foreign exchange, and creating employment opportunities. Furthermore, it considers the potential for local individuals and film-related organizations in Hong Kong to participate in tourism development as new characters, leveraging the city's rich film heritage. The research adds to the body of literature on film-induced tourism, particularly in the Asian region, by providing updated concepts, recommendations, and insights grounded in the specific context of Hong Kong. Ultimately, the study contributes to the understanding of film-induced tourism as a powerful tool for destination marketing, economic development, and

intersectoral collaboration, with Hong Kong serving as a compelling case study that showcases the complexities and potential of this phenomenon.

## INTRODUCTION

Over the years, the film industry has been at the heart of affairs in the propagation of various agendas and developmental efforts. The channel created by the film industry has become an incredibly effective way of influencing people's thoughts and opinions. With the power of storytelling, movies have the ability to capture our imagination and take us on emotional journeys. Through this channel, the film industry has been able to reach a vast audience and share its messages on a global scale. From raising awareness about important social issues to sparking conversations and debates, movies have the power to create real-world impact. This is why films have become such a vital part of modern-day culture and entertainment, connecting people from all walks of life through the power of cinema. When appropriately implemented in suitable settings and by capable individuals, this tool possesses a formidable potential to the local reputation and raise awareness of issues to an extent that surpasses one's imagination.

Considering the recent advancements in using films and movies to promote tourism, also known as film-induced tourism, Isil Arikan Saltik et al. (2011) emphasize the significant role of films and movies as essential communication assets in product placement. The authors contend that deliberate efforts to feature tourist destinations as "products" in films can serve as a catalyst for building a positive destination image and brand.

Film directors, actors, and stakeholders in the film industry in collaboration with other economic, sociocultural, and even environmental agents and agencies have used this enormous

platform to propagate messages and issues of concern which have gone on to receive significant recognition and in turn, receive positive feedback. That is not to say there are no negative aspects. Whatever is fed this platform reproduces its proportionate response whether be it good or bad. One major element of a movie or film is the narrative. This narrative is instrumental in the appeal that film or movie brings with it for promotional aims.

One of the major industries today, that has become a major economic house for many governments and people is the tourism industry. This industry has undergone significant changes and metamorphosis with the emergence of ICTs over the world in general. One such development is seen in how in recent times the film industry is being utilized to propagate agendas relating to tourism development. It is no doubt that numerous cities and tourist destinations have gained increased popularity among visitors following the release and viewing of certain films and movies. The influx of tourists to some destinations which were once not known has become the norm of the day. These developments in the tourism sector, which stir the desire and motivate people to travel to a particular destination are dubbed film-induced tourism. It is therefore important that Destination Management Organizations tap into this potential stream for destination marketing and image branding. The ability to create awareness, elevate an existing image and even alter an image of a destination, which in turn stimulates motivations to travel, are all but a few of the enormous repositories of power and influence that film wields, and so should be recognized as such (Jeeyeon Hahm & Youcheng Wang, 2011). This is even more essential in these present-day times of destination competitiveness.

Numerous destinations have benefited from these developments in the tourism sector albeit the “demise” of others. Thus, to this end, Noelle O’Connor et al., (2008) postulate that as films and television viewing continues to advance, it is of utmost importance that efforts geared toward understanding destination branding for films’ correlating influence on destination image to be realized are championed.

At the end of the 1990s, tourism followed the development of the world economy and participated in the process of globalization. Through the continuous changes in the economic base, the superstructure also began to evolve. The new century saw the emergence of many sub-markets in the tourism industry, one of which was film-induced tourism, a rapidly growing and very important new trend in tourism. As the film industry has grown, more and more audiences have begun to visit the locations of these films as a segment of tourism, seeking a deeper connection with the films and the characters. Where the choice of destination is inextricably linked to the film, it can also be argued that the film has, to some extent, led to this destination receiving more tourists. In the late 1990s, this phenomenon was officially defined as film-induced tourism.

Hong Kong — the Special Administrative Region of the People's Republic of China, is one of the world's most advanced cities and a significant global financial hub. As a cosmopolitan metropolis, it is a cultural fusion influenced by Western history and infused with traditional Chinese features. This cultural hybridity is wonderfully mirrored in the city's layout and architectural style. Due to this characteristic, Hong Kong has won the affection of



numerous directors, and a number of Hollywood films have featured the city as a setting. The Hong Kong film industry has advanced and grown throughout the past century since its inception in 1897. Hong Kong currently has one of the biggest and most vibrant film industries worldwide. The entire world continues to be drawn to it because of its reputation as an Asian tourism destination.

Understanding the fundamentals of how film-induced tourism operates and looking at how it might be managed or made to optimize its positive influence are the goals of this study, in order to evaluate the marketing potential of film-induced tourism, develop this potential market, and offer suggestions for its future improvement. In this project Hong Kong will be used as a case study, examining the characteristics of film-induced tourism in Hong Kong and the level of its development, as well as its image and branding as a destination and its further development possibilities.

There are two industries included in the term film-induced tourism - the film industry and tourism. How these two different industries are connected and influence each other will be a fundamental root issue. On top of that, the factors of influence and its future direction, as well as the set of impacts that arise, and how the destination can ultimately be marketed to promote its positive development, will be the main questions explored in this study.

How can the potential of film-induced tourism be better exploited, so that it is stimulated to maximize its positive impact and ensure the simultaneous positive development of both industries?

The study will thus draw from the following broader statements and questions:

- ✓ The relationship between the film industry and tourism.
  - How the film industry and tourism can promote each other's development.
- ✓ The background of the era of film-induced tourism.
- ✓ Motivation and psychology of movie viewers visiting destinations.
  - What kind of tourism products filmgoers are looking for in a destination?
- ✓ How destinations should build their image and brand according to consumer needs.
- ✓ The marketing potential and market of film-induced tourism.
- ✓ Proposals for the development of film-induced tourism and its development prospects.
- ✓ Impact of film-induced tourism on the branding and image of Hong Kong's destination.

## CHAPTER 1

### **Basic concepts: Film Industry Tourism Audio-Visual Culture and Branding**

This part of the project on Film-induced Tourism would examine the existing research on the relationship between the film industry and tourism. This would include studies that have looked at the impact of specific films or film locations on tourism, as well as research that has examined the broader relationship between the film industry and the tourism industry.

#### **1.1 Definitions of Key Terms**

To carry out the study, it is required to first comprehend the idea of "film-induced tourism," then research a particular location to learn how the phenomena are experienced there, and then assess the effects of film-induced tourism on that location, specifically on its image and brand. One of the major elements that will contribute to the destination's successful development is the adoption of film-induced tourism to build a great brand and image for the location. The key terms used throughout the study are film-induced tourism, destination image, and destination branding.

#### **✓ Film-induced tourism**

The final significant development in cinema history occurred in 1930 with the release of color films; hence, this period is referred to as the "Golden Age" of cinema (Lule Jack, 2016). Since that time, the film business has begun to run and the sector has progressed, placing the

global film industry on the proper route. In this setting, film-induced tourism also started to take off. But until then, this occurrence went unreported, and it wasn't until the late 1990s that academic study on it started. In Riley and Van Doren's study (1992), they considered film-induced tourism as a hallmark event which is defined by Ritchie:

*Major one-time or recurring events or limited duration developed to primarily enhance the awareness, appeal, and profitability of a destination in the short and /or long term. These events rely for their success on uniqueness, status, or timely significance to create interest and attract attention. [J.R. Brent Ritchie, Riley&Van Doren, 1992. Cited in Film-induced tourism, Sue Beeton, 2005]*

Lawal M. Marafa (2020: p256) states that scholars have broadly defined film-induced tourism as "a visit to a destination that appears on the television or movie screen". Beeton (2005, 16) expanded the concept to "visitation to sites where movies and TV programs have been filmed as well as to tours to production studios, including film-related theme parks".

#### ✓ **Destination image**

The concept of destination image entered people's perceptions in the 1970s and 1980s and several scholars have defined it differently. Fred Lawson and Manuel Baud Bovy (1977) defined it as the expression of all the objective knowledge, imagination, and emotional thoughts that sightseers have about a particular place. John L. Crompton (1979), Philip Kotler, Donald H. Haider, Irving J. Rein(1993) consider destination image as the totality of all the beliefs,

ideas, and impressions that people have in their minds about a destination. Therefore, the conceptual subject of the destination image is different for each tourist, it is individual and very subjective, and it is the tourist's perception of a destination he or she has visited or heard of based on his or her perception (Héctor San Martín and Ignacio Rodríguez-del-Bosque, 2008).

Accordingly, it is important for destination management organizations to use this mentality to build the image of the destination. Creating new ideas, enhancing the existing image, or even changing the existing image of the destination, develop and manage a unique and attractive image, thus stimulating tourists' motivation to visit. One of the beneficial tools for this initiative is the media including cinema film. A successful film that portrays a perfect image for tourists to match their imagination can be very helpful in promoting a destination.

#### ✓ **Destination branding**

A destination brand is a special image created specifically for the destination, and a recognizable brand will create an exclusive impression for the customer, thus stimulating the desire to travel.

At a time when tourism products are becoming more homogenous, destinations will need to create a brand to help them position themselves and emphasize the uniqueness of the place to differentiate themselves from their competitors. Where people will have preconceived stereotypes about a location, only improving that image (or creating a new one) can provide greater appeal (A. Oliver Cazorla, 2018). Branding can help destinations create conscious or unconscious connections with the public as a way to influence their purchases.

## 1.2 Understanding Film-Induced Tourism

Film-induced tourism, also known as "movie tourism" or "film tourism," refers to the phenomenon of people traveling to locations that have been featured in films, T.V. shows, or other media productions (Beeton, 2005). This type of tourism can have a significant economic impact on the places that are featured, and it is becoming an increasingly popular area of study in the field of tourism research (Croy W et al., 2019). As stated earlier, film-induced tourism can have a significant economic impact on local communities, with a study indicating that the *Harry Potter* film series generated about £92 million in tourism revenue for the U.K. (VisitBritain, 2010). Similarly, a study found that the *Twilight* film series generated \$200 million in tourism revenue for the state of Oregon (Oregon Film Office, 2012). These direct benefits include income and employment generation, technology transfer in production, etc. (Yi K et al., 2022). The induced benefits of tourism include awareness and the creation and shaping of attractions (Yi et al., 2022).

The impact of film on destination image is another critical area that needs to be critically examined. Destination image refers to potential visitors' perception of a place (Echtner C.M. & Ritchie J.R.B, 1991). Research has found that the image of a destination can be positively or negatively affected by its portrayal in films (Kim H & Richardson S.L, 2003). For example, the portrayal of China in the *Kung Fu Panda* film series positively affected the destination image of China among American children and their parents (Zhang Y et al., 2018). This positive effect can increase the attractiveness and competitiveness of a destination and the intention to visit it (Kim & Richardson, 2003).

One key area of research in this field has been the study of "movie tourism," where people travel to specific locations featured in films (Beeton, 2005). It must be noted that film-induced tourism can have a significant economic impact on local communities and a positive effect on the preservation of historic sites and landmarks (Croy et al., 2019). However, film-induced tourism can pose challenges and risks to sustainable development, such as overcrowding, environmental degradation, cultural commodification, and conflicts between tourists and residents (Yi et al., 2022). Therefore, it is essential to adopt a holistic and strategic approach to managing film-induced tourism, considering the needs and expectations of all stakeholders involved (Yi et al., 2022). Other studies have examined the impact of film festivals and other events on tourism. For example, it is a fact that film festivals can drive tourism to host cities and that film-related events can attract both domestic and international visitors (Kendall G et al., 2020). Film festivals can also be an important factor in enlivening local cultural life, building a town, city, or region's image, and fostering its attractiveness for tourism and, thus, its economic development (De Valck M & Loist S, 2012). Additionally, studies have looked at the impact of film on destination image, which refers to how a place is perceived by potential visitors (Echtner & Ritchie, 1991). The image of a destination can be positively or negatively affected by its portrayal in films, and this can influence tourists' decision to visit a particular location (Kim & Richardson, 2003).

It is known that film-induced tourism can positively and negatively affect the places featured in films. On the positive side, film-induced tourism can increase economic activity and exposure to a destination, leading to job creation and other benefits. For example, filming

the *Harry Potter* series in Scotland generated an estimated £141 million for the Scottish economy alone (VisitScotland, 2012). Similarly, filming the *Lord of the Rings* trilogy in New Zealand increased international visitor numbers, particularly from the United States (Ministry of Tourism New Zealand, 2004). These direct benefits include revenue and employment generation, technology transfer in production, etc. (Yi et al., 2022). The induced benefits of tourism include awareness and the creation and shaping of attractions (Yi et al., 2022).

Other bodies of literature have examined the impact of film festivals and other events on tourism. Research indicates that film festivals can drive tourism to host cities (Kendall et al., 2020). For instance, the China International Film Festival generated an additional 1.3 million tourists to the host city of Beijing (Zhang et al., 2016). Film festivals can also positively impact residents' quality of life by enhancing their cultural participation and social capital (Lee S et al., 2018). However, film festivals can also pose some challenges and risks to sustainable development, such as overcrowding, congestion, noise pollution, and cultural homogenization (Lee et al., 2018). Therefore, it is essential to adopt a holistic and strategic approach to managing film festivals and other events, considering the needs and expectations of all stakeholders involved (Lee et al., 2018).

Additionally, some scholars have explored the impact of film-induced tourism on preserving historic sites and landmarks. Bąkiewicz J et al. (2022) note that film-induced tourism can lead to the conservation and preservation of historic sites, such as the ones in Petra, Jordan, used in filming *Indiana Jones and the Last Crusade*. The authors proposed a visitor taxonomy based on their preferences for heritage interpretation and suggested that film-induced



tourism can enhance the visitors' appreciation and understanding of the heritage site. On the negative side, there can be a negative impact on the environment, cultural heritage, and residents due to increased tourism. For example, a study by Liu Y et al. (2020) found that the filming of the *Star Wars* series in Tunisia harmed the environment and residents due to increased traffic and pollution. The authors argued that film-induced tourism should be framed into a sustainable perspective that balances the economic, social, and environmental aspects.

Different types of films can affect tourism differently. For Instance, blockbusters and franchise films significantly impact tourism more than independent films (Liu et al., 2020). Additionally, films set in specific locations, rather than filming on location, tend to have a more negligible impact on tourism (Bąkiewicz et al., 2022). It can be said that the effect of film-induced tourism is strongest in the short term, with a decrease over time. However, some films have been found to have a lasting impact on tourism, such as the *Lord of the Rings* trilogy in New Zealand (CNBC, 2021). The article reported that New Zealand had seen a surge of visitors attracted by the scenic landscapes featured in the films and that the country has invested in developing film-related attractions and infrastructure.

Several factors have been found to influence the impact of film-induced tourism. These include the film type, popularity, the destination's existing tourism infrastructure and services, and the destination's marketing and promotion efforts (Liu et al., 2020). Furthermore, the characteristics of film products, such as genre, theme, plot, characters, and cinematography, can also affect how tourists perceive and experience a destination (Sukmawati A & Putra A.A,

2019). The authors suggested that film products should be designed to induce positive emotions and motivations for tourists to visit a destination.

Film-Induced tourism is a growing field with a significant economic and cultural impact on the tourism industry and local communities. However, further research is needed to understand better the factors that drive film-induced tourism and the long-term effects of this phenomenon. Additionally, research that considers the perspective of the local communities and the potential negative impact of film-induced tourism is also needed. For instance, a systematic literature review by Lee et al. (2021) on film-induced tourism studies in Asia revealed several gaps in the literature, such as film tourist experiences, the impact on host communities, tourism policy, and regulation, the cultural construction of film tourism, and impact research from different stakeholders' perspectives. The authors suggested that future research should adopt more diverse methods and theoretical frameworks to address these gaps and provide more comprehensive insights into film-induced tourism in Asia. Similarly, a progress review by Connell J(2012) on film tourism research highlighted the need for more cross-disciplinary studies that engage with the more comprehensive social science paradigm of culture, film, and media research. The author argued that film tourism research should focus on film-induced tourism's economic benefits and marketing strategies and explore the social, cultural and environmental implications of this phenomenon for both tourists and destinations.

### **1.3 Understanding Audio-Visual Culture**

Audio-visual culture refers to the cultural practices, products, and meanings associated with various forms of audio-visual media, such as film, television, and video games. This includes how these media are produced, distributed, consumed, and understood and the broader cultural, social, and economic contexts in which they operate. Research in this area has shown that audio-visual culture significantly shapes contemporary society and culture. Newman J (2008) found that the proliferation of video games in the 1980s and 1990s greatly impacted how young people understand and engage with technology. The author argued that video games have influenced the development of digital literacy, creativity, and identity among gamers.

Similarly, some authors argue that the proliferation of digital media in the 21st century has broadly shifted how we understand and engage with media and culture. For instance, Rose G(2016) suggested that digital media have enabled new visual research methodologies that challenge the traditional boundaries between producers and consumers of visual culture. Audio-visual culture is crucial to cultural globalization. Lee et al. (2021) posited that the global success of American television shows and films has led to the spread of American culture and values worldwide. This has led to positive and negative effects, such as promoting diversity and cross-cultural understanding and homogenizing cultural expression. The authors also noted that audio-visual media can be used as tools for science communication and education, as they can convey complex scientific concepts and phenomena in an accessible and engaging way.

Audio-visual culture is a powerful social and political commentary tool, with Burgess J and Matamoros-Fernández A(2016) positing that portraying race and gender in video games

can perpetuate stereotypes and reinforce social inequalities. The authors analyzed how video games such as Grand Theft Auto V and Resident Evil 5 depict racialized and gendered violence and how gamers online contested and reproduced these representations. Similarly, some researchers argue that using digital media can reinforce or challenge existing power structures. Jenkins H et al. (2016) suggested that digital media can enable new forms of civic engagement and political participation, such as online activism, citizen journalism, and participatory culture. The authors also noted that governments, corporations, and other actors can use digital media for surveillance, propaganda, and manipulation.

Several factors have been found to influence the impact of audio-visual culture on society and culture. These include the content and form of the media, how it is produced, distributed, and consumed, and the broader cultural, social, and economic contexts in which it operates (Rose, 2016). For example, the content and form of the media can shape the messages and meanings conveyed to the audiences, such as through genre conventions, narrative structures, visual styles, and sound effects. How the media is produced, distributed, and consumed can affect the accessibility, availability, and popularity of media products and the producers' and consumers' interactions and feedback. The broader cultural, social, and economic contexts can influence the values, norms, and ideologies embedded in or challenged by the media products and the reception and interpretation of the media products by different audiences.

Research on audio-visual culture has shown that it plays a significant role in shaping contemporary society and culture, as a driver of cultural globalization (Lee et al., 2021), and

as a powerful tool for social and political commentary (Burgess & Matamoros-Fernández, 2016; Jenkins et al., 2016).

#### **1.4 Understanding Destination Image and Branding**

Destination image and branding play a critical role in tourists' decision-making process and destinations' competitiveness. Huete Alcocer N and López Ruiz V. R (2020) postulated that destination image is one of the most critical factors influencing tourists' decisions to visit a destination. They argued that destination image is a multi-dimensional phenomenon consisting of cognitive and affective dimensions and that the affective component is more relevant than the cognitive in the image of this destination formed by the tourist. Similarly, Aaker J. L (1997) noted that destinations with solid and positive images are more likely to attract tourists and generate economic benefits. He proposed a framework of five dimensions of brand personality (sincerity, excitement, competence, sophistication and ruggedness) and suggested that these dimensions can also be applied to destinations.

Destination branding is a complex and multifaceted process, with Hankinson, G (2004) positing that destination branding involves creating a brand identity and managing various stakeholders, such as government, industry, and local communities. He identified six key issues for destination branding: vision, leadership, partnership, people, culture and communication. He also emphasized the need for consistency and coherence in delivering the brand promise.

Additionally, destination image is considered a multi-dimensional construct that can be influenced by various factors such as natural and cultural attractions, accessibility, and the

quality of infrastructure and services (UNWTO, 2009). The UNWTO handbook on tourism destination branding provided a step-by-step guide to the branding process. It highlighted the importance of conducting a situation analysis, defining a brand strategy, developing a brand identity, implementing a brand communication plan and evaluating brand impact. Moreover, destination branding is a dynamic process that involves continuous monitoring, measurement and adaptation to changes in the environment and the expectations of tourists (Kotler et al., 2017). The authors proposed a destination competitiveness model based on four pillars: supporting factors and resources, core resources and attractors, destination management and qualifying determinants.

Research on tourism destination image and branding has highlighted that these concepts play a critical role in tourists' decision-making process and in destinations' competitiveness. It also highlights that destination image and branding are multi-dimensional and dynamic operations that involve various stakeholders and factors. Kladou S et al. (2018) noted that destination image is influenced by both cognitive and affective components and the destination's personality and identity. The authors proposed a holistic model of destination image formation that incorporates supply-side and demand-side factors, such as destination attributes, tourist motivations, social media, word-of-mouth, and co-creation. Similarly, Pike S(2016) postulated that destination branding is a complex and strategic process that requires a clear vision, strong positioning, consistent communication, and constant evaluation. The author suggested that destination branding should be based on the destination's core values and competitive advantages, as well as on the needs and expectations of the target markets.

## **1.5 The Relationship Between Film-Induced Tourism, Audio-Visual Culture, and Destination Branding**

Film-induced tourism, also known as "movie tourism" or "film tourism," refers to the phenomenon of people traveling to locations that have been featured in films, T.V. shows, or other media productions (Beeton, 2016). This type of tourism can have a significant economic impact on the places that are featured, and it is becoming an increasingly popular area of study in the field of tourism research (Hudson & Ritchie, 2006). Kim et al. (2017) posited that film-induced tourism can increase tourist satisfaction, destination loyalty, and positive word-of-mouth. The authors also identified factors influencing tourists' intention to visit film locations, such as film involvement, destination image, and perceived authenticity.

Audio-visual culture refers to the cultural practices, products, and meanings associated with various forms of audio-visual media, such as film, television, and video games. This includes how these media are produced, distributed, consumed, and understood and the broader cultural, social, and economic contexts in which they operate (Rose, 2016). Research in this area has indicated that audio-visual culture significantly shapes contemporary society and culture. For instance, Newman (2008) noted that the proliferation of video games in the 1980s and 1990s greatly impacted how young people understand and engage with technology. The author argued that video games have influenced the development of digital literacy, creativity, and identity among gamers. Similarly, some authors have argued that the proliferation of digital media in the 21st century has shifted how we understand and engage with media and culture more broadly (Jenkins et al., 2016). The authors suggested that digital media have enabled new

civic engagement and political participation forms, such as online activism, citizen journalism, and participatory culture. Tourism destination image and branding are multi-dimensional and dynamic processes that involve various stakeholders and factors. Kladou et al. (2018) put forth that destination image is influenced by both cognitive and affective components and the destination's personality and identity. The authors proposed a holistic model of destination image formation that incorporates both supply-side and demand-side factors, such as destination attributes, tourist motivations, social media, word-of-mouth, and co-creation.

A complex and multifaceted relationship exists between film-induced tourism, audio-visual culture, and destination image and branding (Juškelytė-Bocullo D, 2016). Film-induced tourism refers to tourists visiting a destination or attraction because of its appearance in films, T.V. shows, or other media (Mitev et al., 2017). It is imperative to note that the depiction of a destination in audio-visual media has a significant impact on its perception and branding, as evidenced by research conducted by Ahmed Y and Unuvar S (2021). Beeton (2005) also established that a destination's portrayal in a movie has the potential to influence tourists' perceptions and sway their decision to visit. Furthermore, Kim and Kim (2018) discovered that popular films and TV shows featuring a destination often result in a more favorable reputation and increased appeal to tourists. These studies suggest that audio-visual media can be an effective tool for destination marketing and promotion. Destination branding involves creating a unique and compelling image for a particular location or tourism destination. It aims to



differentiate the destination from competitors and attract target audiences by highlighting its distinctive features, cultural heritage, and experiential offerings.

The relationship between film-induced tourism, audio-visual culture, and destination branding is multi-faceted and interconnected (Juškelytė-Bocullo D, 2016). First of all, film-induced tourism contributes to destination branding. The portrayal of a destination in popular films or TV shows can significantly impact its brand image. Positive portrayals highlighting the natural beauty, cultural heritage, or unique experiences of a location can attract tourists who wish to visit the places they have seen on screen. This exposure can enhance the destination's brand identity and increase its visibility and desirability as a tourist destination (Wang & Liang, 2020; Richards, 2016). Secondly, audio-visual culture shapes perceptions and motivations. The audio-visual culture of a destination, including its local film industry and creative media productions, influences how the destination is perceived by both domestic and international audiences. Films and other visual media contribute to the formation of destination images, creating an emotional connection and sparking curiosity among viewers. These perceptions can then motivate individuals to visit the destination, driven by their desire to experience the locations they have encountered through audio-visual media. Moreover, destination branding strongly supports film-induced tourism (Higham, 2018; Baloglu & McCleary, 2009). Destination branding efforts can collaborate with the local film industry to promote a destination as an ideal filming location. By providing incentives, infrastructure, and marketing support, destinations can attract filmmakers, resulting in the production of films that showcase

the location's unique attributes. This not only strengthens the destination's brand image but also generates economic benefits through film production and subsequent film-induced tourism.

In summary, film-induced tourism, audio-visual culture, and destination branding are interconnected elements that mutually influence and benefit from each other. Films and audio-visual media shape perceptions, inspire travel, and contribute to the brand image of a destination. Simultaneously, destination branding efforts can leverage film-induced tourism by promoting the destination as a desirable filming location and showcasing its distinctive features through audio-visual media. This makes a study in film-induced tourism and its various impacts on a destination, such as my current work, very relevant today. It will help illuminate, arrive at, and add to understanding the phenomenon of film-induced tourism.

## CHAPTER 2

### Film-Induced Tourism in Hong Kong

#### 2.1 Tourism Industry in Hongkong

Indeed, the tourism industry in Hong Kong plays a significant role in the social and economic development of the city. Hong Kong's unique cultural heritage and diverse range of experiences and attractions have made it a popular destination for tourists from all over the world. As the industry continues to grow, it offers numerous opportunities for cultural exchange and cross-cultural understanding, promoting social development in the city. One way in which the tourism industry contributes to social development is by providing opportunities for cultural exchange. Through the diverse range of experiences and attractions on offer, visitors can gain a deeper understanding of Hong Kong's rich cultural heritage and customs. This, in turn, can foster greater cultural appreciation and understanding, promoting a more inclusive and harmonious society. Moreover, the tourism industry in Hong Kong is a significant driver of infrastructure and amenities development (Hong Kong: The Facts – Tourism, 2020). The industry has played a key role in the development of transport links, accommodation, entertainment facilities, and other amenities, which not only enhance the appeal of the city as a tourist destination but also improve the quality of life for local residents. These developments contribute to social development by creating a more livable and attractive city.



















The development of Hong Kong's tourism industry can be traced back to the late 19th century, when it emerged as an important commercial center and trading port under British

colonial rule. At that time, Hong Kong began to attract tourists from Europe and America and became a popular destination for travelers seeking exotic experiences. The primary tourist attractions of that era included Victoria Harbour and the large commercial buildings in the city center.

During the 1920s and 1930s, the tourism industry in Hong Kong continued to grow, as the economy developed and transportation infrastructure improved. More and more tourists started to flock to Hong Kong, attracted by the city's natural beauty, such as the beaches of Lantau Island and North Point, as well as its man-made attractions like the Peak and its stunning nighttime views. The tourism industry in Hong Kong experienced a decline during the 1940s to the 1970s, due to political unrest and wartime devastation. However, in the 1960s, as the economy began to recover, the tourism industry gradually picked up again. Popular tourist attractions of that time included Disneyland, Ocean Park, and the Star Ferry. From the 1980s to the 1990s, the tourism industry in Hong Kong experienced rapid growth, thanks to the city's booming economy. Major tourist attractions of that time included the shopping malls, tourist spots, cultural and historical sites in Hong Kong Island and Kowloon. Since the 2000s, after the handover of Hong Kong, the transfer of sovereignty over Hong Kong from Britain to the People's Republic of China, the tourism industry in Hong Kong has continued to evolve, driven by the city's close economic ties with mainland China and the increasing influx of mainland Chinese tourists. Hong Kong has continuously introduced new tourism products, such as Hong Kong Disneyland, Macau casinos, and large-scale shopping centers, which have attracted a growing number of international visitors to the city (Hong Kong: The Facts – Tourism, 2020).

**Table 1. Top 15 most visiting nationalities**

**Most visitors arriving in Hong Kong were from the following country or territory of residence**

Country/Territory ↕	Total						
	2/2023 ↕	7/2019 ↕	2018 ↕	2017 ↕	2016 ↕	2015 ↕	2014 ↕
 Mainland China	1,390,410	31,734,205	51,038,230	44,445,259	42,778,145	45,842,360	47,247,675
 Taiwan	67,829	1,076,548	1,925,234	2,010,755	2,011,428	2,015,797	2,031,883
 South Korea	20,986	815,310	1,421,411	1,487,670	1,392,367	1,243,293	1,251,047
 Japan	16,596	764,413	1,287,773	1,230,010	1,092,329	1,049,272	1,078,766
 United States	25,987	752,659	1,304,232	1,215,629	1,211,539	1,181,024	1,130,566
 Philippines	55,019	576,341	894,821	894,489	791,171	704,082	634,744
 Thailand	31,835	363,866	571,606	560,207	594,615	529,410	485,121
 Australia	16,289	336,767	580,167	567,881	575,812	574,270	603,841
 United Kingdom	20,074	332,306	572,739	555,353	551,930	529,505	520,855
 Singapore	25,112	333,922	610,508	627,612	674,006	675,411	737,911
 Malaysia	14,916	268,843	510,601	516,701	535,542	544,688	589,886
 Indonesia	12,426	267,712	427,007	482,022	464,406	413,568	492,004
 Canada	13,694	209,501	377,992	370,335	369,363	358,448	354,408
 India	10,204	234,368	386,681	392,853	480,906	531,770	516,084
 Germany	6,417	136,210	226,819	225,183	226,594	213,802	218,530
 France	6,445	108,507	201,850	204,130	213,641	209,825	217,065
 Russia	3,720	85,222	161,916	148,098	142,664	151,469	202,141
 Netherlands	3,249	51,955	93,863	//	//	//	//
 Vietnam	871	34,948	56,807	//	//	//	//
<b>Total</b>	<b>1,960,658</b>	<b>40,068,825</b>	<b>65,147,555</b>	<b>58,472,157</b>	<b>56,654,903</b>	<b>59,307,596</b>	<b>60,838,836</b>

(Reference: [https://en.wikipedia.org/wiki/Tourism\\_in\\_Hong\\_Kong](https://en.wikipedia.org/wiki/Tourism_in_Hong_Kong))

The tourism industry in Hong Kong has developed into several branches, including cultural tourism, shopping tourism, and theme park tourism. In recent years, as Hong Kong's film industry continues to grow and its international influence increases, film-induced tourism has become one of the leading types of tourism. As an important cultural industry, Hong Kong cinema has had a significant impact on the development of tourism in Hong Kong. The

development of Hong Kong's film industry and the influence of film productions have attracted many tourists to visit Hong Kong, which is also known as "film-induced tourism".

## **2.2 Film Industry in Hongkong**

The development of Hong Kong cinema can be traced back to the early 20th century, during the silent film era. Initially, Hong Kong cinema imported films from Shanghai, which was then the center of Chinese cinema. However, the industry encountered difficulties during World War II. It was not until 1949, when the Chinese Civil War ended, that a large number of film professionals from mainland China migrated to Hong Kong and revitalized the local industry (Simen Tidu, 2022).

The 1950s was the golden age of Hong Kong cinema, during which many famous film stars and directors emerged, such as Zhou Runfa, Bruce Lee, and Wang Jing. In the 1960s, Hong Kong cinema entered a new era, featuring new film genres, including martial arts films, spy thrillers, and comedies. It was also during this period that Hong Kong cinema began to internationalize, with many films being exported to global markets. In the 1970s, the Hong Kong film industry matured with the emergence of famous film companies such as Shaw Brothers and Golden Harvest. Hong Kong cinema also began to explore more diversified themes, addressing social and political issues. The 1980s marked another golden era for Hong Kong cinema, with many classic films being produced, such as *A Better Tomorrow* and *Farewell My Concubine*. During this period, Hong Kong cinema also paid more attention to commercialization and marketing, resulting in the creation of many big-budget and

commercially successful films. (Daoming Li, 2008) In the 1990s, the Hong Kong film market began to shrink, mainly due to the rise of mainland Chinese cinema, which began to dominate the local market. Nonetheless, Hong Kong cinema continued to maintain its unique characteristics and charm, producing many outstanding films works. With the expanding mainland Chinese market and Hong Kong's international status, Hong Kong cinema has broad prospects for development.

In recent years, the Hong Kong film industry has achieved remarkable development achievements in various aspects:

- ✓ International recognition: Hong Kong film producers and actors enjoy a wide reputation and recognition internationally, and their films have won awards at international film festivals. For example, films by Xu Ke have won the Best Director Award at the Venice Film Festival, and Zhang Jiahui won Best Actor. (Hong Kong's Tony Leung to Receive Lifetime Achievement Award at Venice Film Festival, 2023)
- ✓ Diversified film genres: Hong Kong films cover a variety of genres, from comedy and action to drama, each with a unique style and characteristics. In recent years, Hong Kong films have also incorporated new elements such as science fiction, fantasy, and horror, enriching the film market.
- ✓ Technological and innovative advancements: Hong Kong film producers have also made significant progress in technology and innovation. They use advanced technology and special effects to create films such as "The Great Protector" and "Mojin: The Lost Legend," which have superior visual effects.

- ✓ Industry integration: The Hong Kong film industry has also undergone some industry integration in recent years, such as developing more tax and financial schemes to encourage more investment and development. These policies provide strong support for the development of the film industry. (Chen Shan and Zhou Bin, 2018)

### **2.3 Film-induced tourism in Hongkong**

Film-induced tourism in Hong Kong refers to the phenomenon where travelers visit a destination as a result of their exposure to a film or television production. Hong Kong has a thriving film industry that has played an important role in the city's tourism. Many international tourists are attracted to Hong Kong due to its iconic film locations, as well as its world-renowned film festivals. These festivals showcase a wide range of films from Hong Kong and the rest of the world and often feature appearances by notable filmmakers and actors. The film industry has played a significant role in attracting tourists to Hong Kong and enhancing the city's cultural appeal. The exposure generated by films and festivals has helped to promote the city's unique blend of Chinese and Western cultures, as well as its stunning natural and urban landscapes.

Hong Kong's natural and urban landscapes are often showcased in films, attracting visitors drawn by the city's captivating visuals. From the picturesque views atop Victoria Peak to the bustling streets of Kowloon, these cinematic depictions highlight the beauty and vibrancy of Hong Kong's surroundings. Film-inspired tourism exposes travelers to the city's diverse environment, encouraging them to explore beyond the typical tourist attractions and discover



hidden treasures they may have seen on the silver screen. Hong Kong cinema has a unique blend of Chinese and Western influences, which is often portrayed in its films. This blend of cultures attracts international visitors who are intrigued by the blend of traditions, languages and lifestyles depicted on screen. By visiting Hong Kong, visitors can experience first-hand the vibrant cultural fabric depicted in the films, promoting a deeper understanding and appreciation of the city's cultural heritage.

One angle of Hong Kong's movie-induced tourism is the appeal surrounding iconic movie locations and landmarks. Hong Kong's vibrant and bustling cityscape, with its towering skyscrapers, neon lights and bustling markets, has been featured in many movies. Visitors are drawn to locations such as Victoria Harbour, Central District and Mong Kok, which they recognize from popular movies. These places have a tangible connection to their movie experiences, leading them to explore and immerse themselves in the reality of their favorite movies.

#### **Hong Kong film events:**

- ✓ Hong Kong International Film Festival: Held annually in March, this is one of the largest film festivals in Asia, showcasing films from around the world, and attended by many filmmakers and fans.
- ✓ Hong Kong Film Awards: Presented annually in April in Hong Kong, this is one of the highest honors in the Hong Kong film industry, awarding prizes such as Best Film, Best Director, and Best Actor and Actress.

- ✓ Hong Kong Asian Film Festival: Held annually in June in Hong Kong, this festival showcases films from various Asian countries, and is also attended by filmmakers and fans.
- ✓ Hong Kong International Youth Film Festival: Held annually in July in Hong Kong, this festival aims to promote works by young filmmakers, and is also attended by filmmakers and fans.
- ✓ Hong Kong International Animation Festival: Held annually in December in Hong Kong, this festival showcases animation works from around the world, and is also attended by animators and fans.

**Photo 1. Hong Kong International Film Festival**



(Reference: <https://zh.wikipedia.org/zh-hans>)

Hong Kong movies have long been renowned for their unique blend of action, drama, and cultural elements. From the bustling streets of Causeway Bay to the stunning skyline of Victoria Harbour, many of these locations have become must-see destinations for tourists

visiting Hong Kong. It's not just the scenery that attracts visitors; the cultural elements and social phenomena depicted in Hong Kong movies have also captured the imaginations of travelers from around the world. Whether it's the fast-paced martial arts culture of kung fu films, the gritty portrayal of gangster life, or the romanticized depictions of love and relationships, these themes have helped to promote the development of tourism in Hong Kong. As a cultural industry, Hong Kong movies continue to have a positive impact on the city's tourism industry, drawing visitors in with their captivating storylines and memorable characters. As a popular culture, Hong Kong movies have played a huge role in the development of tourism in Hong Kong. The following is a history of the development of film-induced tourism in Hong Kong:

- ✓ The 1950s to early 1960s: Early Hong Kong films did not have much impact on tourism. Hong Kong films of this period were mainly martial arts and comedy films, mainly for the domestic market. However, because of their wide range of materials and unique styles, these films created a unique cultural image for Hong Kong and laid the foundation for the tourism industry later.
- ✓ The late 1960s to 1970s: Hong Kong films in this period began to gradually go international. Classic martial arts films such as "The Great Drunkard" and "The Heaven Sword and Dragon Saber" became favorites of Chinese around the world. These films not only brought commercial success to the Hong Kong film industry but also brought great benefits to the Hong Kong tourism industry. Because of the scenes and attractions in these movies, they have become the ideal tourist destinations in the

minds of many viewers. For example, the Valley of Desperate Love and the ancient Road of Yellow Sand in "The Heaven Sword and Dragon Saber" have become must-see places for many people visiting Hong Kong.

- ✓ The 80s: The Hong Kong film industry further expanded during this period. Film genres were no longer limited to martial arts films and comedies, but new genres began to emerge, such as police procedural films and family dramas. These films created a more diversified cultural image for Hong Kong and brought more development opportunities for tourism. For example, Tsim Sha Tsui in "The Hero" and the Central MTR station in "Infernal Affairs" have become places that many tourists visit.
- ✓ The 90s to present: This period saw the further internationalization of the Hong Kong film industry, which began to export to the global market. For example, the films of stars such as Jackie Chan and Chow Runfa became popular worldwide, bringing more international tourists to Hong Kong's tourism industry. In addition, as Hong Kong's tourism industry continued to grow, film production companies began to move their film locations abroad, further expanding the reach of film-induced tourism. (Chen and Zhou, 2018)

#### **2.4 The role of the film industry in the development of tourism in Hongkong**

The film industry has always played an important role in the development of Hong Kong's tourism industry. With a long history of filmmaking since the early 20th century, Hong Kong's

vibrant film industry has produced a variety of different styles of films that have attracted both local and large international audiences. The worldwide popularity of Hong Kong cinema has had a profound impact on the perception of the city by moviegoers and has contributed to Hong Kong's status as a popular tourist destination.

Hong Kong has managed to achieve a high level of international exposure, nowadays Hong Kong films have gained international recognition and have managed to reach a global audience. Films such as the "Dragon Quest" and "Ip Man" series showcase Hong Kong's unique culture, martial arts and cityscape, attracting the attention of tourists who want to experience the city as depicted on the big screen. Hong Kong films also add promotional value to Hong Kong as a tourist city, with films often serving as promotional tools for tourist destinations. Hong Kong's iconic skyline, bustling street markets and vibrant city life are prominently featured in many films, creating a visual spectacle that attracts tourists to visit the city and explore its attractions first-hand. At the same time, Hong Kong cinema has popularized certain themes that have become synonymous with the city. For example, the martial arts film genre has contributed to the perception of Hong Kong as a center for martial arts training and has led to the rise of martial arts tourism, with enthusiasts flocking to Hong Kong to experience its rich martial arts heritage. Film-induced tourism, also known as movie tourism, has become a niche market in Hong Kong. Fans of popular Hong Kong movies and TV series often join guided tours to filming locations, allowing them to revisit their favorite characters and immerse themselves in the world of the movies. In addition, Hong Kong regularly hosts film festivals each year, such as the Hong Kong International Film Festival and the Hong Kong Film Awards.

These events attract filmmakers, actors and film lovers from all over the world, promoting Hong Kong as a vibrant cultural center and boosting tourism.

The booming film industry has led to the development of infrastructure and services that benefit filmmakers and tourists alike. Film studios, post-production facilities and specialized equipment suppliers have been established in Hong Kong to provide resources to support the production of films. In addition, hotels, restaurants and tour operators have catered to film crews and visiting celebrities, further strengthening the tourism ecosystem. It is worth noting that while the film industry makes a significant contribution to Hong Kong's tourism industry, tourism is also affected by a variety of factors, including economic conditions, political stability, transportation and cultural heritage. Nevertheless, the film industry remains an important cultural and promotional force, showcasing Hong Kong's unique identity and attracting visitors from around the world.

## CHAPTER 3

### Research Case Study: Hong Kong Destination Branding

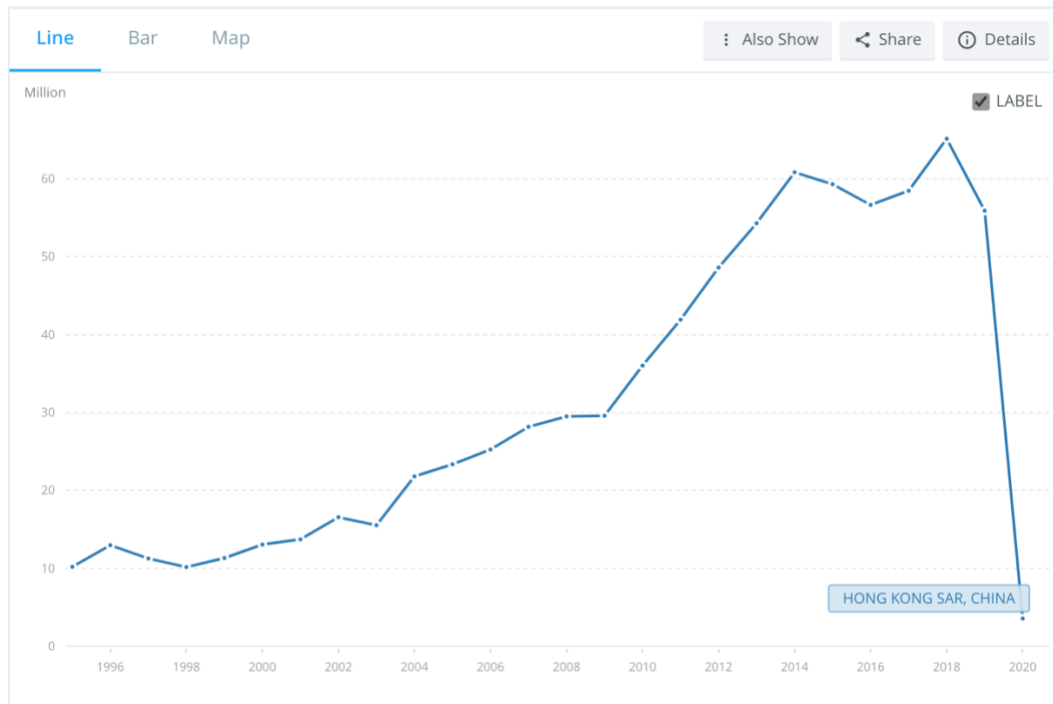
#### 3.1 Review of Hong Kong Film History - A Successful Case of Film-Induced Tourism

The Hong Kong film industry has had a significant impact on the city's cultural identity and global recognition. Over the years, Hong Kong films have garnered international acclaim, attracting a dedicated fanbase around the world. Local film fans often joke that Hong Kong is a giant movie studio in its own right. The compact city has one of the most vibrant film industries in the world - in the 1990s it even earned the nickname "Hollywood of the East". That means it's hard to find a community without several Hong Kong film locations that have hosted a film crew (or crews) at one time or another. This chapter explores the successful case of film-induced tourism in Hong Kong and its contribution to the city's allure as a tourist destination.

Hong Kong's film industry emerged in the 1950s and flourished during the 1980s and 1990s, gaining prominence for its unique blend of action, martial arts, and crime films (Chen and Zhou, 2018). This era produced legendary directors such as John Woo and Tsui Hark, as well as iconic actors like Bruce Lee, Jackie Chan, and Chow Yun-fat. These films not only entertained audiences but also showcased the vibrant streets and stunning landscapes of Hong Kong. The global popularity of Hong Kong cinema led to a phenomenon known as film-induced tourism. Fans of the movies began flocking to Hong Kong to explore the iconic shooting locations, immerse themselves in the culture depicted on screen, and pay homage to

their favorite stars. This trend created a unique opportunity for the city to leverage its film history as a tourism attraction.

**Table 2. International tourism, number of arrivals – Hong Kong, China**



(Reference: <https://data.worldbank.org/indicator/ST.INT.ARVL>)



**Table 3. International tourism, receipts for travel items (current US\$) - Hong Kong, China**



(Reference: [https://data.worldbank.org/indicator/ST.INT.TVLR.CD?locations=HK&name\\_desc=true](https://data.worldbank.org/indicator/ST.INT.TVLR.CD?locations=HK&name_desc=true))

Based on the two charts above, it can be seen that Hong Kong's inbound tourism arrivals, as well as total tourism revenue, began to rise sharply after 2008-2010, rising more than twice as much as in the previous 10 years. These two figures reached historical peaks in 2018 and 2014, respectively, before the subsequent development started to decline due to the impact of the New Hall epidemic. Here, we focus our discussion on analyzing the development of Hong Kong's tourism industry in the 10-year period 2008-2018.

**Photo 2. *Rush Hour 2***



(Reference: <https://www.163.com/dy/article/HF4FSUFG0553MCUD.html>)

Jackie Chan's influence on Hong Kong cinema and his collaboration with Hollywood in movies like *Rush Hour 2* has left a lasting impact on the global film industry. *Rush Hour 2*, directed by Brett Ratner, takes viewers on an exciting adventure as Jackie Chan's character, Chief Inspector Lee, and Chris Tucker's character, Detective James Carter, find themselves entangled in a dangerous conspiracy involving smuggling and murder. The story unfolds against the vibrant backdrop of Hong Kong, showcasing its iconic streets, bustling city life, international airports, and police stations (Time Out Hong Kong, 2023).

By setting the majority of the film in Hong Kong, *Rush Hour 2* provides a captivating glimpse into the unique charm and energy of the city. Viewers are treated to breathtaking views of Hong Kong's skyline, bustling markets, and dynamic urban landscapes, immersing them in

the city's vibrant atmosphere. The movie beautifully captures the fusion of Eastern and Western cultures, showcasing the city's cosmopolitan nature.

Indeed, Jackie Chan's worldwide popularity has had a profound impact on the perception of Hong Kong as a desirable destination for fans of his movies. The charismatic charm, remarkable martial arts skills, and unique blend of action and comedy that Jackie Chan brings to his films have captivated audiences across the globe, making him an iconic figure in the realm of martial arts cinema. For many fans, visiting Hong Kong is not just about reliving the thrilling scenes from Jackie Chan's movies; it is also an opportunity to immerse themselves in the vibrant culture that has influenced his work. Hong Kong's rich heritage, rooted in Chinese traditions and infused with modernity, creates an enchanting atmosphere that resonates with fans who appreciate the mystique of Chinese kung fu.

**Photo 3&4. *Lara Croft Tomb Raider: The Cradle of Life* (2003)**





(Reference: <https://www.timeout.com/hong-kong/film/the-11-best-hollywood-movies-set-in-hong-kong>)

*"Tomb Raider 2: The Cradle of Life"* takes audiences on an exhilarating journey across the globe, and Hong Kong serves as a captivating backdrop for some of the movie's most thrilling sequences. Released in 2003 and starring Angelina Jolie as the iconic adventurer Lara Croft, the film showcases the beauty and dynamism of Hong Kong's urban landscape. As Lara Croft embarks on her quest to find Pandora's Box, she finds herself in Hong Kong, exploring both Hong Kong Island and Kowloon. These areas are renowned for their towering skyscrapers,

which lend a distinctive and visually stunning aspect to the movie. One notable scene features Angelina Jolie and Gerard Butler, who plays Lara Croft's former love interest, leaping from the International Finance Centre, a real-life landmark in Hong Kong. This breathtaking sequence not only adds to the film's adrenaline-pumping action but also highlights the city's impressive architecture (Time Out Hong Kong, 2023).

The inclusion of Hong Kong in *"Tomb Raider 2: The Cradle of Life"* further emphasizes the city's status as a global hub of culture, commerce, and adventure. The movie captures the bustling streets, vibrant markets, and neon-lit districts that make Hong Kong a captivating metropolis. Through its expert cinematography, the film showcases the unique blend of Eastern and Western influences that define the city's cultural identity. Beyond its aesthetic appeal, Hong Kong's inclusion in the film also adds depth to the story. The city's rich history and connection to ancient legends and artifacts provide a fascinating backdrop for Lara Croft's search for Pandora's Box. Hong Kong's status as an international hub of trade and intrigue serves as a perfect setting for the movie's high-stakes adventure and adds a sense of global significance to the plot. In *"Tomb Raider 2: The Cradle of Life,"* Hong Kong becomes more than just a backdrop; it becomes an integral part of the film's narrative and visual experience. The movie allows audiences to witness the city's grandeur, its iconic skyline, and its unique blend of tradition and modernity. Through the awe-inspiring action sequences and the exploration of Hong Kong's landmarks, viewers are transported into a world where adventure knows no boundaries.

**Photo 5. *Bat Man: The dark knight* (2008)**



(Reference: <https://www.timeout.com/hong-kong/film/the-11-best-hollywood-movies-set-in-hong-kong>)

Christopher Nolan's "*Batman: The Dark Knight*" not only captivated audiences with its gripping storyline and stellar performances but also left an indelible mark on the incorporation of Chinese elements in Hollywood blockbusters. While the film primarily takes place in Gotham City, the inclusion of Hong Kong in several key scenes introduced a new level of global appeal to the movie. The scenes set in Hong Kong became instantly iconic, showcasing the city's impressive landmarks and bustling streets. One of the most memorable moments occurs when Batman, played by Christian Bale, perches on the edge of the International Finance Centre (IFC), ready to propel himself into the sky. This breathtaking scene highlights

the grandeur of the IFC and captures the imagination of viewers as they witness Batman's audacious leap from the towering building (Time Out Hong Kong, 2023).

These scenes in "*Batman: The Dark Knight*" not only showcase the visual splendor of Hong Kong but also serve as a testament to the city's global recognition as a cinematic destination. By featuring Hong Kong's iconic landmarks and incorporating local street life, the movie bridges the gap between East and West, showcasing the dynamic fusion of cultures and creating a cinematic spectacle that resonates with audiences worldwide. Furthermore, the inclusion of Hong Kong in the film reflects the growing influence of Chinese elements in Hollywood blockbusters. By incorporating scenes set in Hong Kong, Christopher Nolan not only brought attention to the city's unique character but also opened doors for future collaborations and cultural exchanges between Hollywood and the Chinese film industry. This trend has continued to evolve, with subsequent films increasingly embracing Chinese locations, themes, and talent, contributing to the global appeal and diversity of Hollywood blockbusters.

**Photo 6. *Push* (2009)**



(Reference: <https://www.163.com/dy/article/HF4FSUFG0553MCUD.html>)

The 2009 film "*Push*" brought a refreshing perspective to Hong Kong as a cinematic backdrop by showcasing its distinct urban charm rather than its iconic skyline and skyscrapers (Time Out Hong Kong, 2023). The movie takes viewers on a journey through the lesser-seen aspects of the city, capturing the essence of its old buildings, narrow streets, and bustling local markets. Unlike the typical portrayal of Hong Kong as a sleek metropolis in many Hollywood films, "*Push*" presents a more intimate and gritty side of the city. The exploration of back streets, dry markets, and rundown hotel rooms add an exotic and authentic feel to the movie, immersing audiences in the raw and vibrant atmosphere of Hong Kong's urban landscape.

To create this immersive experience, the film incorporates some of Hong Kong's iconic streets that are known for their unique character. Peel Street in Central, Yee Wo Street in



Causeway Bay, and Soy Street in Mongkok become key settings, capturing the essence of different neighborhoods within the city. These locations not only provide a visually distinct backdrop but also infuse the film with the energy and dynamism that are synonymous with Hong Kong. The choice to showcase Hong Kong in this unconventional manner adds depth and richness to the storytelling. By highlighting the city's more local and authentic elements, *"Push"* offers a unique perspective that sets it apart from other Hollywood films of its time. This approach allows viewers to appreciate the cultural diversity and multi-faceted nature of Hong Kong beyond its glamorous façade, showcasing a side of the city that is often overlooked.

In doing so, *"Push"* celebrates Hong Kong's urban landscape as a character in its own right, contributing to the film's overall atmosphere and narrative. The vibrant streets, the intricate alleyways, and the eclectic mix of people found in these locations enhance the movie's sense of realism and create a connection between the story and its setting. By presenting Hong Kong as a backdrop, *"Push"* not only showcases the city's unique appeal but also enriches the cinematic experience for audiences. It serves as a reminder that there is more to a place than meets the eye, inviting viewers to explore the hidden gems and diverse facets of Hong Kong's urban tapestry.

**Photo 7. *Johnny English Reborn* (2011)**



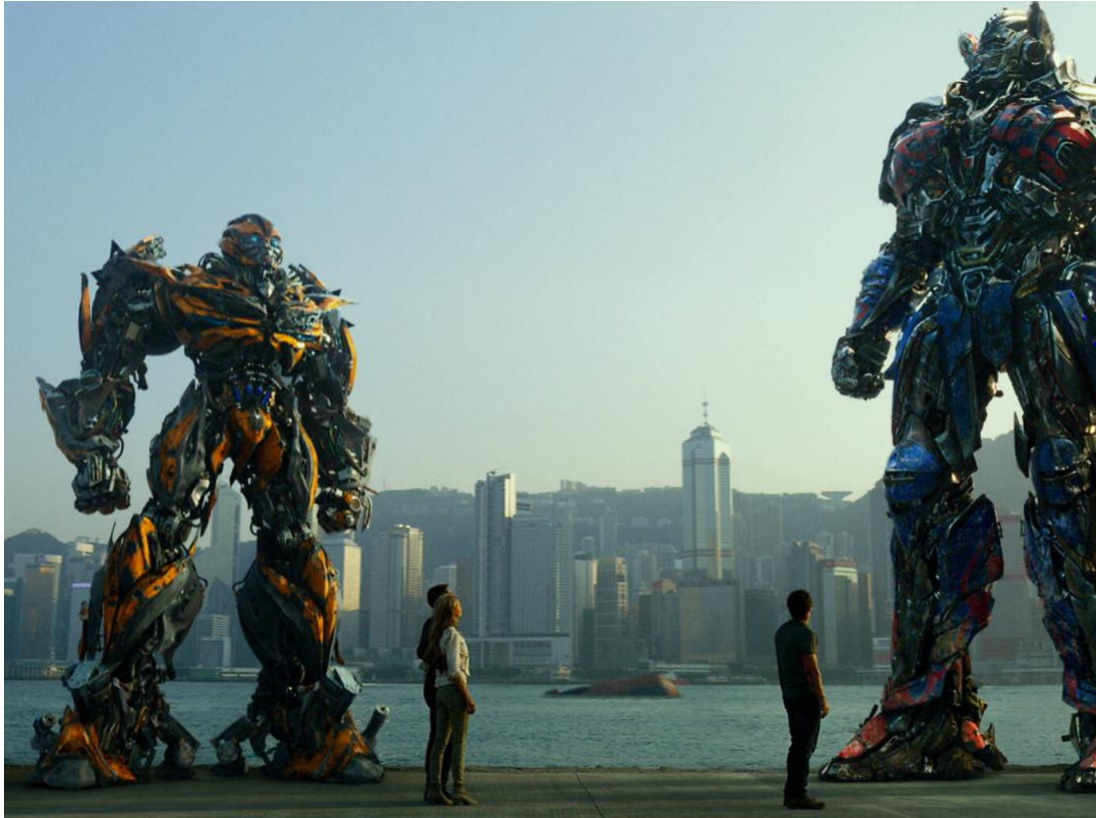
(Reference: <https://www.timeout.com/hong-kong/film/the-11-best-hollywood-movies-set-in-hong-kong>)

In the second installment of the Johnny English series, Rowan Atkinson once again delights audiences with his comedic genius as the bumbling British spy. This time, the story takes Johnny English to the vibrant city of Hong Kong, where he finds himself embroiled in a high-stakes mission to uncover a plot to assassinate the Chinese Premier (Time Out Hong Kong, 2023).

One of the standout moments in the film is a series of humorous parkour chase scenes that unfold on the rooftop of Chungking Mansions. This iconic location in Hong Kong, known for its maze-like structure and bustling atmosphere, provides the perfect backdrop for Johnny

English's misadventures. Additionally, the film features exhilarating fight scenes set against the backdrop of a notable Kowloon landmark. While the specific landmark is not mentioned, the movie offers viewers a glimpse of the vibrant atmosphere and unique architecture that defines Kowloon's cityscape. The juxtaposition of intense action and the distinctive setting adds excitement and visual appeal to the film, creating memorable moments that showcase the charm of Hong Kong. By incorporating Hong Kong into the storyline, the film provides a delightful blend of comedy and espionage against the backdrop of the city's dynamic urban environment. It highlights the cosmopolitan nature of Hong Kong, a city that effortlessly combines Eastern and Western influences, making it a perfect setting for a spy adventure with a touch of British humor. The parkour chase scenes on the rooftop of Chungking Mansions and the fight sequences set against Kowloon's backdrop provide thrilling moments that complement Rowan Atkinson's comedic performance. By featuring Hong Kong, the movie showcases the city's allure and leaves audiences with a desire to explore its dynamic streets and iconic landmarks firsthand.

**Photo 8. *Transformers: Age of Extinction* (2014)**



(Reference: <https://www.timeout.com/hong-kong/film/the-11-best-hollywood-movies-set-in-hong-kong>)

In the fourth installment of the Transformers franchise, Hong Kong becomes a focal point for epic action sequences, showcasing the city's diverse locations and adding a thrilling dimension to the film. The movie takes viewers on a wild ride through various parts of China, with Hong Kong serving as a prominent backdrop for exhilarating battle scenes. From the bustling streets of Kowloon to the iconic landmarks of Hong Kong Island and the expansive landscapes of the New Territories, the film immerses audiences in the heart of the city. The destruction caused by the battle between the Autobots and Decepticons showcases the immense scale of the conflict.

Moreover, the movie provides a comprehensive exploration of Hong Kong, featuring scenes in all 18 districts of the city. This attention to detail allows viewers to experience the varied landscapes and architectural styles that make Hong Kong such a unique and captivating destination. The destruction of buildings and entire streets in the film creates a sense of awe and spectacle, underscoring the epic nature of the battle unfolding in the city. The juxtaposition of the futuristic Transformers with the recognizable cityscape of Hong Kong adds a thrilling element, blurring the line between fantasy and reality.

**Photo 9. *Already tomorrow in Hong-Kong (2015)***



(Reference: <https://www.wsj.com/video/film-clip-already-tomorrow-in-hong-kong/C7D0EC2E->

[B2E1-4B32-A719-21D832930057.html](https://www.wsj.com/video/film-clip-already-tomorrow-in-hong-kong/C7D0EC2E-B2E1-4B32-A719-21D832930057.html))

*"Already Tomorrow in Hong Kong"* (2015) offers a romantic and enchanting portrayal of the vibrant city of Hong Kong. The film follows the serendipitous encounter between a man and a woman who meet by chance on the bustling streets of Hong Kong and embark on a nocturnal adventure that blossoms into a love affair. Throughout the movie, the characters navigate the lively markets of Hong Kong, immersing themselves in the vibrant atmosphere that fills the city's nighttime scene. The bustling markets, with their colorful displays of local products and mouth-watering street food, provide a captivating backdrop for the characters' interactions and conversations. The energy and charm of the markets reflect the dynamic nature of Hong Kong and add a touch of authenticity to the film's depiction of the city.

The film's portrayal of Hong Kong at night captures the city's unique charm and allure. The juxtaposition of traditional markets and modern cityscapes showcases the city's ability to seamlessly blend old and new, preserving its cultural heritage while embracing progress and innovation. This fusion of elements adds depth and richness to the characters' experiences, creating a captivating narrative that highlights Hong Kong's multifaceted identity. The film captures the essence of the city's vibrant nightlife and showcases its romantic allure. The lively markets, luxurious harbor, and mesmerizing lights create an enchanting atmosphere that sets the stage for the characters' blossoming love affair.

**Photo 10. *Ghost in the Shell* (2017)**



(Reference: <https://www.timeout.com/hong-kong/film/the-11-best-hollywood-movies-set-in-hong-kong>)

Indeed, the 1995 animated film "*Ghost in the Shell*" and its 2017 Hollywood adaptation both feature a futuristic cityscape heavily influenced by the chaotic and crowded atmosphere of Hong Kong. This concept highlights the city's dynamic nature and the constant clash between tradition and progress. The inclusion of Hong Kong's iconic landmarks, such as Victoria Harbor and Hong Kong Island's skyline, adds a distinct visual appeal to these cinematic adaptations of "*Ghost in the Shell*."

The conflict between the old and the new, which is a prevalent theme in both the film and the city itself, further enhances the narrative. Hong Kong, with its fusion of colonial-era architecture and modern high-rises, perfectly embodies this juxtaposition. The clash between different worlds and the invasion of technology into everyday life reflect the complexities and rapid transformations that Hong Kong has undergone. The portrayal of Hong Kong's ever-changing nature in *"Ghost in the Shell"* offers a glimpse into a potential future, presenting a visually striking and thought-provoking depiction of what the city could evolve into. The film's portrayal of a metropolis with advanced technology and an urban landscape that seamlessly blends with nature sparks the imagination and invites contemplation about the possibilities that lie ahead for Hong Kong. Moreover, the film's exploration of themes such as identity, technology, and the relationship between humans and machines resonates with Hong Kong's own struggles and aspirations as a global city. It prompts viewers to reflect on the challenges and ethical dilemmas that arise as society progresses and new technologies emerge.



**Photo 11. *Skyscraper* (2018)**



(Reference: <https://www.timeout.com/hong-kong/film/the-11-best-hollywood-movies-set-in-hong-kong>)

*"Skyscraper"* (2018) showcases Hong Kong as a backdrop for its intense action and thrilling storyline. The film follows the harrowing journey of Will Sawyer, played by Dwayne Johnson, as he becomes entangled in a dangerous situation involving a burning skyscraper. The plot of *"Skyscraper"* centers around Will Sawyer's desperate mission to clear his name and rescue his family from the towering inferno engulfing the skyscraper. As he confronts a sea of terrorists, Will's determination and resourcefulness are put to the test. One of the most memorable scenes is when he scales the 225-story building using only his bare hands, showcasing his courage and physical prowess.

The movie presents Hong Kong as a hub of technological advancement, highlighting the city's impressive architectural achievements and innovative infrastructure. The use of footage from the Hong Kong Cultural Centre adds authenticity to the film's depiction of the city and serves as a recognizable landmark for viewers familiar with the area. The film's portrayal of Hong Kong as a technologically advanced metropolis underscores the city's global significance and emphasizes its ability to attract both business and cultural endeavors. The stunning skyline, featuring towering skyscrapers and advanced infrastructure, reinforces the idea of Hong Kong as a vibrant and progressive city.

**Photo 12. *Godzilla vs. Kong* (2021)**



(Reference: <https://www.timeout.com/hong-kong/film/the-11-best-hollywood-movies-set-in-hong-kong>)

In the epic clash of titans that is "*Godzilla vs. Kong*" (2021), Hong Kong takes center stage as the backdrop for the thrilling final battle between these legendary creatures. As the colossal Godzilla and the mighty Kong face-off, the city becomes the arena for their epic showdown, resulting in a spectacular and visually stunning display of destruction.

The film capitalizes on Hong Kong's iconic neon-lit skyline to create a visually captivating setting. The city's vibrant streets and towering skyscrapers serve as a dramatic backdrop for the intense battle sequences, adding to the grandeur and spectacle of the film. The destruction of Hong Kong's landmarks and the chaos that ensues creates a sense of urgency and peril, immersing the audience in the high-stakes clash of these iconic monsters.

Over the past two decades, Hong Kong has undeniably risen in prominence as a captivating cinematic backdrop and a representative image of Eastern culture. Filmmakers from Western countries and around the world have increasingly recognized Hong Kong as the perfect setting to showcase the unique characteristics of the Orient. As a result, the city's brand image has evolved from a mere tourist destination to a hub of film culture and sightseeing tourism. With each successful film that features stunning scenes of Hong Kong, the city's international popularity has soared. The portrayal of Hong Kong in movies has captured the imagination of audiences worldwide, creating a sense of familiarity and intrigue. As viewers watch these films, they are drawn to the allure of Hong Kong's streets and landmarks, which they have already become acquainted with through countless cinematic experiences. Visiting Hong Kong has become a pilgrimage of sorts for movie enthusiasts and fans of these iconic

films. Stepping onto the streets of Hong Kong, they experience a sense of déjà vu as they recognize familiar settings that have been etched into their memories from various movies. The cityscape, the bustling markets, the picturesque harbors—every corner of Hong Kong becomes a living set that allows visitors to immerse themselves in the scenes they once witnessed on the silver screen.

The growing interest in exploring the cinematic side of Hong Kong has given rise to film culture sightseeing tourism. Tourists now seek out specific locations where their favorite movies were filmed, retracing the steps of beloved characters and reliving memorable scenes. This trend has not only elevated Hong Kong's status as a tourist destination but has also fostered a deeper appreciation for its rich cultural heritage and vibrant city life. As Hong Kong continues to captivate audiences through the medium of film, it has solidified its position as a global icon of Eastern culture. The city's unique blend of traditional and modern elements, its dynamic streets, and its architectural marvels have become synonymous with the allure of the Orient. Hong Kong's on-screen representation has undoubtedly played a significant role in attracting visitors, sparking their curiosity, and inspiring them to embark on their own cinematic journeys within the city. So to speak, the increasing fondness for Hong Kong in Western cinema and world cinema over the past 20 years has transformed the city into a symbol of Eastern culture. The portrayal of Hong Kong in movies has propelled its brand image from a tourist city to a film culture sightseeing destination. The scenes that have enthralled audiences around the globe now beckon tourists to explore the streets of Hong Kong, where they can experience a sense of

familiarity and relive the magic of their favorite films. Hong Kong has become a cinematic jewel, enticing travelers with its vibrant energy, captivating visuals, and the allure of the Pearl of the Orient.

### **3.2 Branding Hong Kong as a film tourism destination**

Branding plays a crucial role in the tourism industry, and it holds significant importance for Hong Kong to build a brand image associated with film tourism. The following academic perspective expands on the significance of branding for tourism destinations:

- ✓ **Differentiation and Positioning:** Branding allows a destination to differentiate itself from its competitors and establish a unique positioning in the market (Liping A. Cai, 2002). By associating Hong Kong with film tourism, the destination can highlight its distinctive offerings, such as iconic film locations, film festivals, and film-related activities. This differentiation helps attract tourists who have a specific interest in film and cinematic experiences.
- ✓ **Image and Perception:** A well-crafted brand image can shape the perception of a destination among potential visitors (Nigel J. Morgan, 2002). By associating Hong Kong with film tourism, the destination can project an image of vibrancy, creativity, and cultural richness. This image can appeal to travelers seeking unique and immersive experiences, positioning Hong Kong as an attractive destination.

- ✓ Destination Awareness and Recognition: Effective branding efforts can increase awareness and recognition of a destination among the target audience (Maja Konecnik, 2007). By promoting Hong Kong's film tourism brand through various marketing channels, such as advertising, social media, and public relations, the destination can enhance its visibility, capture attention, and create a positive impression in the minds of potential visitors.
- ✓ Competitive Advantage: A strong brand associated with film tourism can provide Hong Kong with a competitive advantage over other destinations (Keith Dinnie, 2007). By leveraging its rich film heritage, iconic landmarks featured in movies, and collaborations with renowned filmmakers, Hong Kong can position itself as a premier film tourism destination, attracting tourists who are specifically interested in exploring the cinematic aspects of the city.
- ✓ Destination Loyalty and Advocacy: A well-established brand can foster visitor loyalty and advocacy (Seyhmus Baloglu, 1997). By consistently delivering exceptional film tourism experiences, exceeding visitor expectations, and engaging with tourists through various touchpoints, Hong Kong can cultivate a loyal base of visitors who not only return but also share their positive experiences with others, acting as brand advocates.

Branding is of paramount importance for tourism destinations, including Hong Kong. By associating itself with film tourism and effectively communicating its unique offerings, Hong

Kong can differentiate itself, enhance its visibility, attract target tourists, and create a competitive advantage in the global tourism market.

Film tourism plays an important role in promoting destination branding and attracting tourists. In the case of Hong Kong, leveraging its rich film industry and heritage can be an effective strategy for creating a new brand image.

Consideration could first be given to promoting collaboration between the Hong Kong Tourism Board, film industry stakeholders and filmmakers to produce films that showcase the city's unique attributes and culture. This could include producing high-quality films, documentaries or web series that highlight Hong Kong's landmarks, cultural heritage and local experiences. Film-themed events and exhibitions can also be organized (Wang, D, 2016) - Film-themed events such as film screenings, retrospectives or exhibitions can be organized to showcase the history, achievements and impact of Hong Kong cinema. These events can attract film lovers and visitors, create a unique experience and highlight Hong Kong's film culture. Create film-related tours and experiences - Develop guided tours and experiences that allow visitors to explore iconic film locations, studios and behind-the-scenes looks at the Hong Kong film industry (Samuel Seongseop Kim, 2003). These tours can provide visitors with an in-depth understanding of the film production process and offer interactive experiences to attract film lovers and enhance the destination's film tourism appeal. Develop marketing campaigns for the destination - Design marketing campaigns to highlight Hong Kong's film tourism offerings and target specific market segments such as film enthusiasts, cultural tourists and international film

industry professionals. Leverage various channels, including social media, online platforms and travel publications, to effectively reach target audiences (Asunciòn Beerli, 2004). Run different film education and workshops to establish film education programs and seminars to nurture local talent and attract international filmmakers to Hong Kong. This could include partnering with film schools to offer courses, workshops and talent development programs to support the development of the local film industry.

By implementing these strategies, Hong Kong can strengthen its brand image as a vibrant and culturally rich film tourism destination. The integration of film-related experiences, collaboration with filmmakers, and effective marketing campaigns will help create a unique brand that will appeal to film lovers and visitors seeking unique film experiences.

### **3.3 The Future of film-induced tourism in Hongkong**

As it stands, the future of film tourism in Hong Kong presents both opportunities and challenges.

First and foremost, Hong Kong needs to maintain consistent film production and create engaging films that resonate with audiences. A steady stream of high-quality films that showcase Hong Kong's unique culture, landscape and attractions can attract visitors who want to experience Hong Kong on the big screen. Second, while martial arts films have always been an important genre associated with Hong Kong cinema, diversifying the genres of filmmaking can broaden the appeal of film-induced tourism. Exploring different types of films, such as drama, comedy or science fiction, could showcase Hong Kong's diversity and attract more



visitors. Alternatively, the Hong Kong film industry could consider collaborating with international film production companies, which could bring more visibility to Hong Kong and attract tourists who enjoy foreign films. Co-productions or location shoots for international films can showcase Hong Kong as a desirable destination and showcase its unique characteristics to a wider global audience.

Noteworthy is the rise of digital platforms and streaming services, which offer new opportunities for film-induced tourism. Hong Kong can capitalize on the popularity of online streaming platforms to promote films and TV shows set in Hong Kong, thereby piquing the interest of potential tourists who can easily watch these films from anywhere in the world. An additional point is to focus on interactive experiences: Providing interactive experiences related to the making of the film can enhance the tourism experience. This can include guided tours of filming locations, film-themed exhibits, and immersive activities that involve visitors in the making of the film, such as stunt workshops or behind-the-scenes tours.

Regarding the next step of marketing and promotion, effective marketing campaigns targeting film lovers and fans can raise awareness of Hong Kong's film tourism. This could include working with travel agents, social media influencers and film festivals to promote Hong Kong as a key destination for film-related experiences. In addition to this, there should also be a focus on infrastructure development, with continued investment in infrastructure that supports the film industry, such as recording stages, production facilities and film museums, helping to attract visitors interested in film production and film experiences.

However, it is worth noting that Hong Kong may also face challenges in the future of film tourism, such as competition from other film destinations, changing audience preferences and geopolitical factors. Adapting to changing trends, investing in sustainable practices, and leveraging digital technologies can help Hong Kong maintain its position as a prominent film tourism destination.

## CONCLUSION

This research has concentrated on the development of film-induced tourism by utilizing film to build the image and brand of tourism destinations. Local tourism organizations and tourism-related government agencies, as well as tourism industry participants, will be the primary beneficiaries. Governments and destination management organizations will be motivated to learn how to successfully adopt planning, policy, and development adjustments to fit the paradigm shift in tourist development. Practitioners in the tourism sector will be enlightened on how to advance and equip themselves with new abilities to complement their existing expertise, efficiently adapt to new development strategies, and move into various service roles. When new development strategies are researched and implemented into actual development, this will greatly contribute to the development of the tourism industry, thus promoting employment and overall, upward economic development.

The scope of media communication is no longer limited and bounded nowadays, and by building the image and brand of the destination, the film is used as a special medium of expression to broaden the scope of promotion and attract more international tourists. Successful destination marketing will attract a large number of tourists from all over the world and open up the tourism market internationally, which will help increase foreign exchange and create more jobs.

In this study, the film industry has also been a part of the research as an inducement that leads to the development of tourism. The film industry will also benefit from the study by

identifying how tourism and the film industry can reinforce each other and influence each other.

Other beneficiaries would be local individuals working in film, or film-related institutional organizations (costumes and props renting/photography studios/ Film and television base, etc.), who might also be able to participate in tourism development as new characters. Thinking in the opposite direction, how to use local tourism resources to make a great movie, to attract more tourists, can also be the goal of the local film industry development.

This study also adds to the body of literature on film-induced tourism, summarize and draw out more up-to-date concepts and recommendations, especially for research on the development of film-induced tourism in the Asian region.

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## Webgraphy

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