

IMPACT OF INDIAN FILM INDUSTRY ON HISTORIC PLACES

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ABSTRACT-

Historical sites have long served as integral settings in cinematic storytelling, contributing significantly to the visual, narrative, and cultural aspects of films. The use of historic architectural sites as filming locations for television and cinema has many positive effects such as location fees, secondary income, and physical improvements. However, there are also negative effects, such as physical damage, acceleration of wear and tear, loss of normal use, changes to presentation, and potentially damaging associations with productions that are morally or thematically inappropriate to the site. The article suggests that successful filming management strategies could benefit architectural conservation worldwide.

This research paper explores the role of historical places in shaping cinematic narratives, aesthetics, and audience engagement & its socio-economic impact on the society. Drawing from various films, it explores how filmmakers use historical locations to enhance storytelling and cultural significance delving into the socio-economic impacts of film induced tourism based on historical sites. It analyses audience perceptions, industry practices, and historical preservation efforts, providing insights into the complex relationship between cinema, cultural heritage, and tourism. The findings underscore the importance of historical places as cinematic backdrops and cultural landmarks.

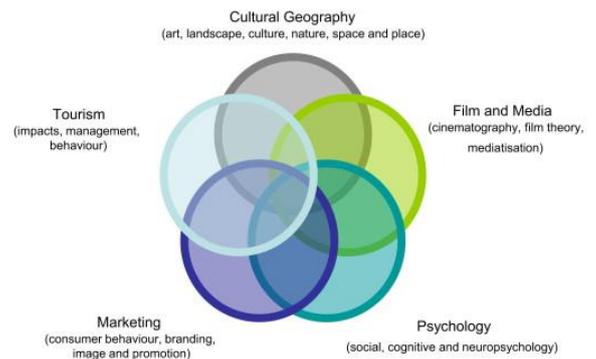
KEY WORDS –

Tourism, Socio-economic Impact, Cultural Significance, Film Industry, Historical Sites

INTRODUCTION –

Cinematic tourism, also known as film/movie induced tourism, has seen a rise in tourists visiting destinations featured in films, TV, or other visual media. Cinema plays a significant role in tourism promotion, delivering cultural and historical heritages to future generations. Places covered during filming become tourist destinations due to people's fascination with cinemas and celebrities. The media and entertainment industry has influenced Indian culture, landscape, and heritage, directly and indirectly.

Movie-induced tourism is a tourism phenomenon that has emerged due to the popularity of artists, natural and historical sites featured in movies, whether they are natural or created by filmmakers. These sites, often linked to natural, heritage, and nostalgic architecture, also attract creative people like authors, writers, artists, and poets & are drawn due to their curiosity and passion for new experiences. This niche tourism is influenced by the emotional, mental and psychological connection to the events of the film, humanitarian or historical places of photography, and the actor who portrayed the role in the movie.



SOCIAL IMPACT –

The social impact of the film industry on historical places is significant and multifaceted, affecting both local communities and broader society in various ways:

- **Cultural Preservation and Promotion** - Films often highlight the significance of cultural heritage preservation, collaborating with local authorities and heritage organizations to accurately represent and protect historical sites during production. This promotes the preservation of landmarks and encourages community involvement in cultural heritage initiatives.
- **Educational Opportunities** - Historical films offer educational opportunities by showcasing

significant historical, social and cultural events, figures, and traditions in specific places. Schools can incorporate these films into their curriculum to enhance classroom learning and promote historical literacy, while public screenings and discussions can stimulate dialogue and engagement with local history.

- **International Diplomacy and Cultural Exchange** - Historical films are effective tools for international diplomacy and cultural exchange, fostering collaborations between filmmakers from different countries and promoting cross-cultural understanding. Global distribution of these films allows audiences to appreciate and learn about diverse cultural heritages.
- **Environmental importance** - Tourism exploits natural resources, including landscapes, plants, wild animals, and civilizations but on the other hand it also leads to damage to valuable heritage, loss of identity. It drives those involved in the sector to develop & maintain these resources as natural wealth. Protecting these resources is crucial as they represent the state's natural capital and attract tourists.
- **Cultural importance** - Tourism offers opportunities for the exchange of civilizations and cultures, discovering literature and arts, and learning about the cultural heritage of the people. Tourists can visit state museums, libraries, attend concerts and festivals, and learn about local lives.

PSYCHOLOGICAL IMPACT ON USER –

The film industry has a profound psychological impact on historical places, influencing perceptions, emotions, and behaviors of individuals who interact with these locations both on and off-screen. Here's how:

- **Emotional Connection** - Historical films evoke strong emotions in viewers, fostering a connection with the events & depicted locations. They can evoke nostalgia, awe, or empathy, deepening psychological attachment to these places.
- **Identity Formation** - Films often evoke strong feelings of identity and belonging for users with personal or ancestral ties to historical places, fostering a deeper connection to their cultural heritage and a sense of pride in their heritage.

- **Perception of Authenticity** - Historical films enhance audience engagement and resolution of disbelief by portraying these locations as more authentic and credible, shaping their perceptions of authenticity and reality.
- **Psychological Well-being** - Historical films with captivating narratives can enhance psychological well-being by evoking happiness, fascination, and inspiration, thereby enhancing overall mood and emotional satisfaction among viewers.
- **Social Interaction** - Historical films offer users shared cultural experiences, promoting social interaction and dialogue. They encourage discussions about the significance of depicted locations with friends, family, or online communities, fostering meaningful connections.

ECONOMICAL IMPACT –

The film industry can have a significant economic impact on historical places, benefiting local economies in several ways:

- **Increased Tourism** - Film-induced tourism, a phenomenon where tourists visit real-life locations depicted in movies, can significantly boost visitor numbers and revenue for local businesses like hotels, restaurants, souvenir shops, and tour operators.
- **Job Creation** - Film-induced tourism generates job opportunities for local residents in hospitality, tourism, transportation, retail, and entertainment sectors, potentially stimulating employment growth in historical areas due to the influx of tourists.
- **Infrastructure Development** - Local authorities are investing in infrastructure development projects to accommodate the growing number of tourists, including improved transportation networks, upgraded facilities, and enhanced amenities, which not only benefits visitors but also enhances historical places and communities.
- **Revenue from Filming Permits** - Historical sites can generate revenue by charging filming permits and location fees to production companies, which help maintain and preserve historical landmarks, ensuring their continued availability as filming locations.

CONTRIBUTION OF CINEMATIC TOURISM TO INDIAN ECONOMY -

India's tourism industry is crucial for economic growth and job creation, with a projected market size of \$75 billion in FY20 and expected to increase up to \$125 billion by FY27. The Indian film industry has experienced significant growth, producing globally recognized films, leading to an increased demand for film-related tourism, as visitors seek to explore locations and experiences featured in their favourite films.

The PwC Report predicts India's media and entertainment industry will grow at an 8.8% CAGR by 2026, reaching INR 4,30,401 Cr. The country's rich cultural heritage and

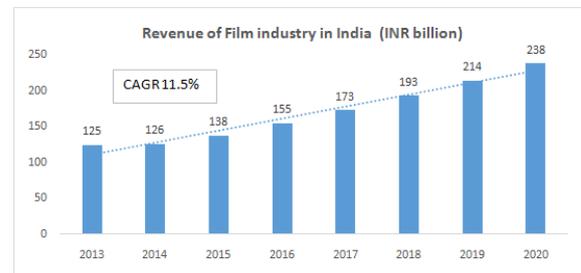
INITIATIVES TAKEN BY THE GOVERNMENT OF INDIA-

India's government is promoting film tourism by offering tax rebates and subsidies to attract filmmakers. To streamline the process of obtaining permits and permissions, the government has established the Film Facilitation Office (FFO), acting as a one-stop-shop for filmmakers. The FFO simplifies access to exotic locations across India, making film shooting more accessible and efficient.

India's state governments have been actively promoting film tourism, contributing to the growth of the industry. **Madhya Pradesh**, for example, has been awarded the Most Film Friendly State award at the 68th National Film Awards. The state's tourism policy aims to create a sustainable and inclusive ecosystem, while **Rajasthan** offers subsidies of up to Rs. 2 crore for filming within the state and waives taxes and charges related to filming at government-owned landmarks, locations, and assets. **Uttar Pradesh**, a significant player in the Indian Film Industry, focuses on holistic growth through its latest film tourism policy, emphasizing infrastructural development, subsidies, and access to government properties. State tourism policies also organize film festivals, road shows, and cultural events. With joint efforts of government and private sector companies, India has significant potential in the film tourism industry. This growth can boost the tourism industry and create jobs and boost the local economy, especially in rural areas. Promoting film tourism can also preserve India's cultural heritage and historic landmarks. It can also promote cultural exchange between countries and communities. India's diverse locations, cost-effectiveness, and rich cultural heritage make it an ideal destination for film tourism, putting the country to the top of global tourism.

innovative entertainment practices attract local and global tourists. As the world's largest film producer, India has become a paradise for art and entertainment enthusiasts, with films promoting the locations where they were filmed, further increasing its popularity as a film tourism destination.

The EY FICCI Report highlights case studies involving the release of "3 Idiots" in Ladakh and "Krrish" in Singapore. The latter, a collaboration with the Singapore Tourism Board, led to an increased the number of Indian tourists visiting Singapore from six million to seven million, while the former experienced a 2.4 times increase in the number of tourists visiting Ladakh as compared to the average.



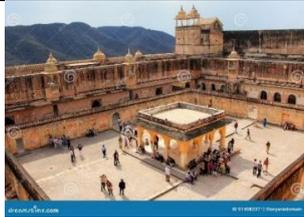
NEGATIVE IMPACT OF FILM INDUSTRY ON HISTORICAL PLACES -

- **Misrepresentation & Distortion** - Films can misrepresent historical events or figures, perpetuating myths or stereotypes, and causing a distorted understanding of history among audiences.
- **Damage to Heritage Sites** - Filming activities can cause damage to historical sites if not handled carefully, with set construction, equipment placement, and foot traffic potentially causing physical harm to delicate structures or ecosystems.
- **Loss of Authenticity** - Overexposure to films and media can diminish historical sites' authenticity and charm, leading to overdevelopment and commercialization, eroding their cultural significance and historical integrity.
- **Controversial Interpretations** - Films presenting controversial or revisionist histories can spark backlash, fuel public outrage, perpetuate misinformation, and exacerbate social tensions by misrepresenting sensitive topics or events.

- **Change in Narrative** - Shooting at historical sites can enhance their historical significance, but it can also alter the narrative, leading to a loss of historical significance and people relating the site to film scenes rather than its actual heritage.



Examples of Historic Places Used In Film Industry -

Film	Shoot Location	Shot Description	Actual Location	Location As shown in Movie
Jodha Akbar	Amer Fort, Jaipur	Jodha's maternal home, Amer Fort. Also the place of the sword fight between Akbar and Jodhaa		
Jodha Akbar	Agra Fort, Agra	Jodhaa and Akbar in his Mughal Palace, slowly falling in love.		
Mughal-e-azam	Agra Fort, Agra	Song "Jab Pyar kiya to Darna kya"		
Mughal-e-azam	Panch Mahal, Fatehpur Sikri, UP	Akbar's Fort		
Lagaan	Vijay Vilas Palace, Gujarat	Capt. Russell's headquarters and also the site of "O ri chori" song sung by Elizabeth.		
Lagaan	Prag Mahal	Capt Russell is summoned here by his superiors, to warn him about his decision regarding the cricket match with the villagers		
Dabangg 3	Jal mahal, Mandu	Chulbul Pandey strikes the people who had kidnapped some girls from the village.		

CONCLUSION -

The Cinematic films significantly influence societal awareness in various aspects of life, including education, entertainment, and human communication. Their visually appealing nature significantly influences the audience's mental image, leading to their decisions to visit tourist destinations in countries where they were shot.

India's film tourism industry, backed by government and private sector initiatives, holds significant potential to boost tourism, create jobs, and boost the local economy, particularly in rural areas, while preserving cultural heritage.

India, a leading film producing country, offers a diverse landscape and locations for international and domestic film production. Cinematic tourism, influenced by the media and entertainment industry, influences Indian tourism through its influence on language, religion, cuisine, dance, music, and festivals. This tourism generates destination marketing and presents new product development opportunities, such as location tours, film museums, exhibitions, and the theming of existing tourist attractions with film connections.

While, films can enhance historical appreciation, they must also consider potential negative impacts to ensure the long-term preservation and sustainability of cultural heritage sites. Collaboration between filmmakers, local communities, and heritage organizations is crucial for balancing tourism and heritage integrity.

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