

Maximizing the potential of Film Tourism in Rajasthan: Critical analysis of huge developments in Hadoti region

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ABSTRACT:

One of the fastest growing and most resilient industries 'Travel and Tourism' contributes to revenue generation for the nation which could be used to develop society. Incredible India has been attracting domestic and international tourists, and Rajasthan is a prominent destination. To increase tourist arrivals in the state, the government is focusing on promoting more film shoots to attract the attention of viewers and tourists. The third populous city of Rajasthan 'Kota', is famous for Kota Masuria Saree, Kota marble stone, Kota kachori (local fast-food dish), and Kota coaching institutes. Recently huge developments in the city have highlighted it on the map of Rajasthan. The study aimed to critically analyze the potential of recent development works of Hadoti region for attracting film shoots and tourism. A qualitative unstructured in-depth interview technique is adopted to get first-hand data from locals of Kota regarding their view on the renewal of the whole city, the opportunity of films and tourism in Kota after huge developments, and the benefits from it. The researcher also observed the two newly constructed tourist places in view to fulfill the research objectives. It has been studied that filmmaking is a

great tool that would work as a strong promoting method for destination marketing. Present research suggested that making a destination for films would attract more tourists to the place. Tourism helps in upgrading the place and people. It has analyzed that investment in city infrastructure development at Kota and construction of new attractions in the Hadoti region will result in attracting of large number of filmmakers as well as tourists.

Keywords: tourism; film tourism; destination promotion; Rajasthan; infrastructure developments; Kota; film-induced tourism; India; potential; Hadoti region.

1. INTRODUCTION

Tourism refers to the movement of people from one place to another to fulfill their purpose. Travel and Tourism have been booming for the past decade years with special reference to India. Incredible India has so many incredible destinations and cultural diversity. Rajasthan has many colorful and vibrant places that attract visitors to see its majestic forts, forests, royal palaces, museums, deserts, and camels, and to get unmatched experiences of royalty. Statistics say that domestic tourist arrivals (25.54 million in the year 2010 to 52.22 million in the year 2019) and foreign tourist arrivals are continuously increasing in Rajasthan (1.28 million in the year 2010 to 1.6 million in the year 2019). After the COVID-19 pandemic, it has dropped to 15.12 million for domestic tourist arrivals and 0.45 million for foreign tourist arrivals. This drop in tourist arrivals has badly affected the tourism industry of Rajasthan. The year 2021 is a resilient year recorded with a good number of domestic visitors (21.99 million domestic) (Pragati Prativedan, 2022-23).

Rajasthan is a place for heritage lovers, thrill and adventure lovers, royalty and romance lovers, and festival and food lovers. Every corner of the state speaks different tales. Recently (4 August 2023) a promotional film of Rajasthan tourism has captured the mesmerizing beauty of Rajasthan intended for the state's tourism branding. The state tourism department is focusing on strengthening tourism products and services, and marketing techniques to attract more domestic and international tourists in the state. Several initiatives were taken. One of them is promoting film tourism. The government has taken the initiative to promote more film shoots in the state by

providing them subsidiaries, free entries at heritage properties under the state tourism government, and providing them single window system.

2. GOVERNMENT INITIATIVES TO PROMOTE FILM SHOOTS IN RAJASTHAN:

After realizing the benefits of film shoots in the state, the government is promoting and attracting filmmakers in the state for more shoots and filmmaking. Rajasthan Film Tourism Promotion Policy, 2022 was established to make the state film shoot friendly, to create jobs in the states related to the film industry, and to promote local films of the state. It has announced that the government would provide financial support of 15% of the cost of production or an amount of 2 Crore INR for filmmakers (can be web series, documentaries, feature films, reality shows, TV shows) who will shoot in Rajasthan. heritage sites and government properties would be provided with no entry fee for shooting purposes. For staying purposes of a film crew, guest house facilities are also available at state rates, RTDC and RSHCL hotel rooms would be at 50% discount. (Pragati Prativedan, 2022- 2023)

Rajasthan has the potential to generate more and more revenue by developing sites and introducing new tourism circuits. The present research focuses on the development of sites in Rajasthan (especially the Hadoti circuit) to promote more film shoots, tourism, and film tourism in the state.

2.1 Films shot in Rajasthan:

For years, Rajasthan (especially western Rajasthan) has been attracted by filmmakers who want to shoot unusual places for their stories. Table 1 lists films that were shot in various districts of Rajasthan. It has to be noted that western Rajasthan (including Jaisalmer, Jodhpur, Bikaner, and Jhunjhunu), the capital of the state (Jaipur), and Udaipur are the most popular places for film shoots in the state. A few movies have also covered Ajmer Dargah, Madhopur, Pushkar, Shree Mahaveer Ji, and Alwar. The Hadoti region of the state has not attracted many filmmakers till the date.

Table 1*District-wise list of film shoots in Rajasthan*

S. No.	District	Films
1.	Jaipur	Zubeida, Bhool Bhulaiya, Mrityudata, Lal Badshah, Sabse Bada Khiladi, Beta, Veer, Trishna, Shuddh Desi Romance, Rang De Basant, Bajirao Mastani, Sher, Mughal-e-Azam, Lamhe, Humraaz, Holy Smoke!, Gulaal, The Fall, Delhi 6, Chor Machaaye Shor, Bol Bachchan, Bade Miyan Chote Miyan, Das Wilde Leben, Chaar Din Ki Chandni, Mard, Padmavat, PK, Jodha Akbar, Manikarnika: The Queen of Jhansi
2.	Jaisalmer	Soldier, Dhanak, Road, Parmanu: The Story of Pokhran, Nanhe Jaisalmer, Hum Dil De Chuke Sanam, Kaalo, Manikarnika: The Queen of Jhansi, Shakti, Gupt, Road
3.	Jodhpur	The Dark Knight Rises, The Darjeeling Limited, Veer, Shuddh Desi Romance, Shakti: The Power, The Jungle Book (1994), Hum Saath-Saath Hain, Kaalo, Ek Paheli Leela, The Fall, The Darjeeling Limited, Autobiography of a Princess, Dor, Badshaho, Border
4.	Udaipur	Kaanchli Life in a Slough, Yeh Jawaani Hai Deewani, Prem Ratan Dhan Payo, The Jewel in the Crown, Octopussy, Main Tulsi Tere Aangan Ki, Jai Ho Beimaan Ki, Mera Saaya, Guide, Goliyon Ki Raasleela Ram-Leela, Kaanchli Life in a Slough, Eklavya
5.	Bikaner	Qarib Qarib Single, Manikarnika: The Queen of Jhansi, Koi Laut Ke Aaya Hai, Firangi, Saheb, Biwi Aur Gangster 3, Baadshaho, Khoobsurat (Sonam Kapoor), Taawdo The Sunlight (Rajasthani Film), I Am Kalam, Nayak, Highway, Ek Paheli Leela, Anamika, Veer, Border
6.	Jhunjhunu	Paheli, Manorama Six Feet Under, Jab We Met, PK, Ghulami, Chalo Dilli, Bajrangi Bhaijaan, Manikarnika: The Queen of Jhansi, Mimi, Love Aj Kal, Sooper se Ooper
7.	Pushkar	Om-Dar-Ba-Dar, Karan Arjun
8.	Shri Mahaveer Ji	Siddhartha

9.	Alwar	Shakespeare Wallah, Saajan Chale Sasural, Karan Arjun
10.	Chittorhgarh	Guide, Padmavat
11.	Kota	Badrinath Ki Dulhania, Mardani, Letters to Mr. Khanna, Filmy boys
12.	Sawai Madhopur	Mard,
13.	Ajmer	Namaste London, Bajrangi Bhaijaan

Note. List of films shot in Rajasthan. (2021, October 28). (*Film Tourism -Rajasthan Tourism*, n.d.)

3. KOTA, TOURISM, AND FILM SHOOTS:

Kota comes under the Hadoti region of Rajasthan state, on the bank of the Chambal River. It was the place of Hada Kings which is famous for Kota Doria sarees, remarkable painting style, palaces, temples, museums, and natural scenic places. The tourist places in Kota are Garh Palace, Rao Madho Singh Museum, Dad Devi temple, Abheda Mahal, Abheda Biological Park, Kishore Sagar Jagmandir, Charan Chauki, Chambal Garden, Kota Barrage, Khade Ganesh Ji temple, Seven Wonders Park, Karneshwar temple, Godawari Dham, Mukundra Hills Tiger Reserve, Alnia dam, Kansua temple, Garadia Mahadev, Gaiparnath temple, Mathuradheesh temple, Brajvilas Museum, Kaithoon, Kishore Sagar Lake. (*Kota Tourism: Tourist Places in Kota, Places to Visit- Rajasthan Tourism*, n.d.)

In past decades, Kota has been highlighted as a coaching hub for IIT- JEE and NEET aspirants. The economy of Kota largely depends on these coaching institutes that collect students from all over India. After the success of the film ‘Badrinath Ki Dulhaniya’ which has presented many places of Kota on screen, the government has recognized the potential of filmmaking in the city. With the same motive, this year (Jan, 2023) Chambal International Film Festival was organized in Kota City and has presented 903 films from 71 countries including documentaries, short films, music videos, feature films, and animation films. This counts films from countries India, America, the U.K., Russia, Netherlands, France, Finland, Israel, Germany, Japan, Singapore, Canada, Sweden, China, Korea, Poland, Malaysia, Romania, Norway, Turkey, Italy, Hungary, Brazil, Belgium, etc. ([When you come to Chambal, see, the film festival became the center of](#)

[cultural commotion | Film festival becomes centre of cultural stir in Chambal - Dainik Bhaskar](#)).

The theme was ‘Film and Tourism’ which was intended to promote tourism and to fix a bad image of the region. Chambal Division Archaeological Office Dr. Ashok Sharma conveyed that some films have created the wrong image of Chambal and its people but this is the time to show the bright side of it. He narrated the beauty of the Chambal area and advised to bring it in front of the country and the whole world through films. ([When you come to Chambal, see, the film festival became the center of cultural commotion | Film festival becomes centre of cultural stir in Chambal - Dainik Bhaskar](#))

3.1 Film shoots in Kota:

The shooting of Dharma Production’s film ‘Badrinath Ki Dulhaniya’ took place in Jaipur and Kota city of Rajasthan in which some places of Kota city like Seven Wonders Park, Kishore Sagar Talab, Jagmandir were shown in a very interesting way. UGC Research Awardee and Associate Dr. Anukrati Sharma said that Bollywood actress Aliya Bhatt has done branding of the Kota. Till date, Amer, Mehrangarh Fort, and Nahargarh have been the shooting areas for filmmakers in Rajasthan. (*Badrinath Ki Dulhaniya Shooting in Kota | जब वरुण के लिए छत से कूदने वाली थी ढ़की, ऐसे शूट हुई ‘बद्रीनाथ की दुल्हनिया’ - Dainik Bhaskar, n.d.*)

After the success of the film ‘Badrinath Ki Dulhaniya’, Kota has attracted tourists and Filmmakers. To bring something new and attractive in the film, the filmmakers are trying to bring Kota on the screen. Film ‘Tere Pyare Me’ was also shot in 2017. (*Kota Will Be Shooting Another Film | कोटा पर लिदा हुई लिम् इडर स्टी, बद्री की दुल्हनियां के बाद अब इस बड़ी लिम् की होगी शूटिंग | Patrika News, n.d.*)

Other films that take shots in Kota are ‘Letters to Mr. Khanna’, ‘Mardani’, ‘Filmy boys’, and a standout web series ‘Kota Factory’. The 2019 web series ‘Kota Factory’ is not just shot in Kota but depicts the life of coaching students who came here from different states of India to prepare for entrance exams for IIT-JEE and NEET. The web series has successfully portrayed the struggles and challenges students face in Kota. The second season followed first one has taken

other issues of coaching students. (*“Kota Factory” Season 2 Filming Locations: Know about the Upcoming Jitendra Kumar Starrer | Web Series*, n.d.)

3.2 Current Developments and Renovations in Kota:

In the year 2020, the chief minister of Rajasthan has proposed 13 major development projects in Kota. These include construction of Chambal River front, Kota city park, five over bridges, three underpasses, some road construction, and other beautification works. (*CM Ashok Gehlot Lays Foundation of 13 Development Projects in Kota | Jaipur News - Times of India*, n.d.)

Kota Development Authority (KDA) has formulated as proposed in the Budget speech to carry out huge developments (including major projects of riverfront, Oxy zone park, and greenfield Airport) in Kota city as proposed. By this, all villages coming in the range of 100 km from Kota city will be developed with all urban amenities and facilities and even with a Police force. These development projects also cover Kaithun (Kota), Keshoraipatan, 47 villages of Talera (Bundi), 62 villages of Bundi, and 14 villages of Digod. (*Proposed Kota Development Authority Expected to Accelerate Pace of Big Projects, ET Government*, n.d.). A total of 5000 crores has been invested in the development of Kota city that includes 1400 crore of riverfront, 120 crore of Oxy zone park, construction and beautification of traffic signal circles- overbridges- under bridges- road construction- sewerage- and other works. The project is said to have increasing potential for tourism development and will reduce the problem of the Chambal River flood and sewage water flowing into the river.

The state chief minister inaugurated 21 development works in October 2022, which were made at a cost of 643 crores. This includes five flyovers: Citymall flyover has overcome the problem of traffic jams at Jhalawar road from Citymall (four lanes 650 meters long) (45 crore investment), Indira Gandhi flyover (two lanes 1200 meters long) (57 crores) at Gumanpura (famous business center) to overcome the problem of jamming, Anantpura flyover for smooth movement of traffic at Anantpura circle (530 meters long, flyover from Bhamashaha Mandi to towards the city (two lanes 1000 meters long) (65 crores), Maharana Pratap flyover (two lane 467 long meters) at Maharana Pratap Circle Bundi 42 crores), three underpasses, and other architectural works. The main road linking Gobariya Bawdi to Nehru Park has been expanded,

strengthened, and beautified for ease of traffic flow from Jhalawar Road to the railway station. To resolve the problem of traffic jams for reaching hospitals and government offices, an underpass at Antagarh Circle was constructed of investment 29 crores. To resolve the same issue of the jamming of vehicles, an underpass was constructed and beautified at a cost of 50 crores at Aerodrome Circle. Another underpass was constructed and beautified at a cost of 31.50 crore at Gobariya Bawdi Circle. Grade separator constructed at Kothri Circle for ease of traffic flow at that route at an investment cost of 10 crore. Multilevel parking has been built at Gumanpura at an investment cost of 17 crore and has a capacity of 288 cars and 428 two-wheelers. Similarly, to resolve the parking problem in Rampura market, multilevel parking 'Sarovar Talkies Arya Samaj Road parking' has been constructed of capacity 173 cars and 132 two-wheelers. Beautification work of cost 14 crores has been done at Adalat Circle in view of tourism and managing of traffic flow. Ghode Wale Baba Circle has also developed at an investment cost of 13 crore that includes a 23 ft long monument of Banswara marble in which carvings depict historic battles, marble lions, marble elephants, and fountains. A heritage street is developed at Vivekanand Circle Nayapura in view of managing traffic flows and increasing tourism at an investment cost of 33 crore. This includes a 15-ft long statue of Swami Vivekananda made from gunmetal, stonework on buildings surrounding the circle, and decorative lights. The new O.P.D. block at J. K. Lone Hospital cost 12 crores, the new I.P.D. cost 18 crores, Deluxe cottage ward in MBS hospital at a cost of 68 crores was also developed for better hospital services to the public. (CM Ashok Gehlot Inaugurated 21 Development Works in Kota at a Cost of 643 Crores - अशोक गहलोत का कोटा को लदवािी लगफ्ट, 643 करोड़ की िागत से 21 लवकास कायों का लकया िोकापपण , राजस्थान न्यूज़, n.d.)

On 12th September 2023, Vidhan Sabha Speaker C.P. Joshi inaugurated the Chambal Heritage River Front in Kota on the bank of the Chambal River Dam. According to UDH minister Shanti Dhariwal, it is the state's first heritage riverfront that has been built with a cost of 1442 crores INR. C.P. Joshi said that the 'Chambal riverfront is unusual and unique. Kota has become a model city of urban development. This would be a milestone for tourism point.' (Shrivastava, P. 2023). Inside the Chambal riverfront, there are total 22 ghats (piers). Each ghat depicts different story and themes. There is a 225 feet high marble Statue of the Chambal river Goddess (the only statue of river goddess), the biggest statue of Nandi (cow of Hindu mythology), the world's biggest bell of 79 kg weight is here that's sound can be heard up to 8 km away, in one pier, there

is Sheesh Palace, on Sahityek Ghat one can see statues of famous writers, Bhagwat Geeta's morals can be seen at Gheeta Pier (Ghat), 80 feet long Mukut Palace, Vishwametri Ghat depicting dream of one world, biggest face mask of Jawahar Lal Nehru (made of black marbel), a temple of fire- wind- water- and earth, and a statue of God Vishnu. (*Proposed Kota Development Authority Expected to Accelerate Pace of Big Projects, ET Government, n.d.*)

On 13th September 2023, the chief minister of Rajasthan Ashok Gehlot inaugurated oxyzone park (City Park) situated in coaching hub in Kota. The park is spread across 75-acre area and has built over in less than three years. Here artificial hill of 30 meter high and 180 long, 1200-meter-long river, jungle of almond, and many unusual things can be seen. (*Rajasthan Patrika EPaper:Hindi, n.d.*).



Figure 1. Shrivastava, P. (2023, September 13). Rajasthan Patrika

Kota is now the world's second 'traffic light-free city' that allows easy vehicle flow, no jamming of vehicles, and no traffic lights. (*Coaching Hub Kota Became the Country's First and World's Second "traffic Light Free City" after Bhutan's Thimpu, with No Traffic Lights For... | Instagram, n.d.*)

4. LITERATURE REVIEW:

Film tourism is related to visiting places that were screened in films or associated with filming (Buchmann, Moore, & Fisher, 2010). There have been numerous studies done related to film tourism after the end of the twentieth century (Gartner, 1994; Schofield, 1996; Iwashita, 2003; Kim & Richardson, 2003; Beeton, 2001, 2004, 2005, 2006; Dore & Crouch, 2003). Initially, the focus was on giving various names to this niche tourism like film tourism and film-induced tourism (visiting locations with travel motivations that are influenced by places seen in films and television, including film theme parks and production studios (Beeton, 2005, 2010; Croy, 2011). Kim and Wang (2012) called it screen tourism.

It has been found that the major concern of previous studies on analyzing the impact of dramas, TV series, and cinema on destination image. Several studies confirmed that there is a positive influence of films on tourism at screened destinations (Riley & Van Doren, 1992; Busby & Klug, 2001; Beeton, 2001; Bolan & Williams, 2008; Hudson & Ritchie, 2006; Carl, Kindon, & Smith, 2007; Chan, 2007; Kim & Wang, 2012; Su, Huang, Brodowsky, & Kim, 2011; Strielkowski, 2017; Araújo, N. & Brea, J. A. & Carlos, P., 2021; Contu, G. & Pau, S., 2022).

According to research by FutureBrand (2008), after peers' and friends' recommendations, people give preferences to places in a country for travel that were screened on TV shows and movies. Film tourism has a significant role in forming an image of a tourist destination in the viewer's mind (Araújo, N. & Brea, J. A. & Carlos, P., 2021). Film tourism is an efficient communication tool to inform about destinations in an inductive manner for potential tourists, unlike traditional advertisement methods. (Rewtrakunphaiboon, 2009). So, films are the best promotional technique to get economic benefits from destinations (Jewell & McKinnon, 2008; Soliman, 2011; Yılmaz & Yolal, 2008). When a place is depicted in films, it can have many benefits for that place, one is the expression of viewers' attention. The TV series or films that create awareness and interest in place, attract more domestic tourists. (Araújo et al., 2021)

Film tourism impacts the economy, socio-culture, and environment of a destination both in negative and positive senses. This impact is based on the type of media like film or television series and the nature of the place (Connell, 2012). So, places should be positively absorbed in

films or in a drama series as the image of a destination can be developed negatively if it is negatively shown in film and causes harm to the tourist destination (Busby, Ergul & Eng, 2013).

A thesis on 'A Film Marketing Action Plan (FMAPI for Film Induced Tourism Destinations' (O'Connor, N., 2010) focused on designing of conceptual framework of a Film Marketing Action Plan (FMAP) to integrate film tourism with a destination's marketing strategy. The researcher has developed an action model through strategic conversations with public and private tourism brand representatives.

In the research paper titled 'Film Tourism in Spain: Destination Awareness and Visit Motivation as Determinants to Visit Places Seen in TV Series' (Araújo et al., 2021), the researcher has answered the question of whether place awareness and travel motivation are influenced by TV series' portrayal of the destination, influencing travel decisions or not. And also look over the aspect that has more impact on travel decisions. A qualitative questionnaire method has been adopted to collect primary data from domestic tourists at several tourist places in Spain that were seen in popular TV series. The study found that travel decisions are strongly influenced by destination awareness (as compared to visit motivation).

The research paper 'Film Tourism and its Impact on Tourism Destination Image' by Y. Ahmed and S. UNUVAR (2022) has analyzed the in-depth relationship between films and tourism and has considered some secondary information 'impact on tourism demand' 'rejuvenation of tourism destinations through films and series' 'expectations fulfilling of tourists by bringing tourism services'. The study also targeted the significance of movies which are considered the main source of information for making tourism destination decisions for tourists. The study worked on both positive and negative attributes of film tourism and concluded that films play an important role in creating the mental image of a tourist destination. Destination images can be positively and negatively formed as presented by film or web series.

Research by Azevedo et al. (2023) investigates the impact of films and TV series based on violence and crime on tourist motivation and safety concerns for places shown in media. Results proved that there are certain factors such as the previous perception towards the destination, and the extent of violence in the film, tend to change the tourist's image regarding the destination and so impact travel motivation adversely.

5. OBJECTIVES OF THE RESEARCH:

The main aim of the study is to analyze perception of locals on urban development of Kota district and their view on future possibilities of film shoots and tourism in the Hadoti region. The other objectives are:

- To understand the role of films and dramas in destination branding, and analyze the impact of movies on the travel decisions of tourists.
- To highlight the current developments in Kota with respect to tourism and film industry.
- To analyze feedback from locals about the possibilities of film shoots, tourism, and film tourism in Kota.

6. RESEARCH METHODOLOGY:

In the present research, the researcher has adopted two phase approach. In the first, literature approach has taken to better understand the impact of films on tourism. In the second approach, the researcher has adopted observation and interview method to qualitatively collect data from the population.

Data collection: The researchers have utilized secondary data available from various research papers related to the study, government project reports, news, and blogs and also utilized first-hand data taken through observation of places and through semi structured in-depth interviews from locals. An in-depth semi-structured survey was taken from locals of Kota districts including visitors at Chambal Riverfront & City Park, and residents near tourist spots. A face-to-face survey with a sample of 150 was taken in between July- October 2023 through random selection technique. Interview has covered three main questions which are:

- Do you think that new developments that took place on such a large scale in Kota will in return grow the economy of Kota?
- Do you think that due to the development and beautification of Kota, tourists will attract and start coming here?

- Do you think that Kota has become a great place for upcoming films and is going to attract filmmakers?

7. DATA ANALYSIS AND INTERPRETATION:

7.1 Analysis from Literature Review:

It has analyzed that if the places presented in the movies and dramas rightly portray the image of the destination then this will help to create awareness among the viewers about the presented place and could attract the attention of viewers. This may lead to marketing of such presented destinations through the films/ dramas. Marketing of tourist destinations helps to generate awareness about the place and provide information regarding specific attributes and features of the places. Uniqueness of the destination influence tourists and motivate them to pursue a visit to that destination. Repeatedly marketing and promoting of destinations leads to branding of the destination and promotes more travel decisions. Increased number of tourist arrivals make the success of tourism destination.

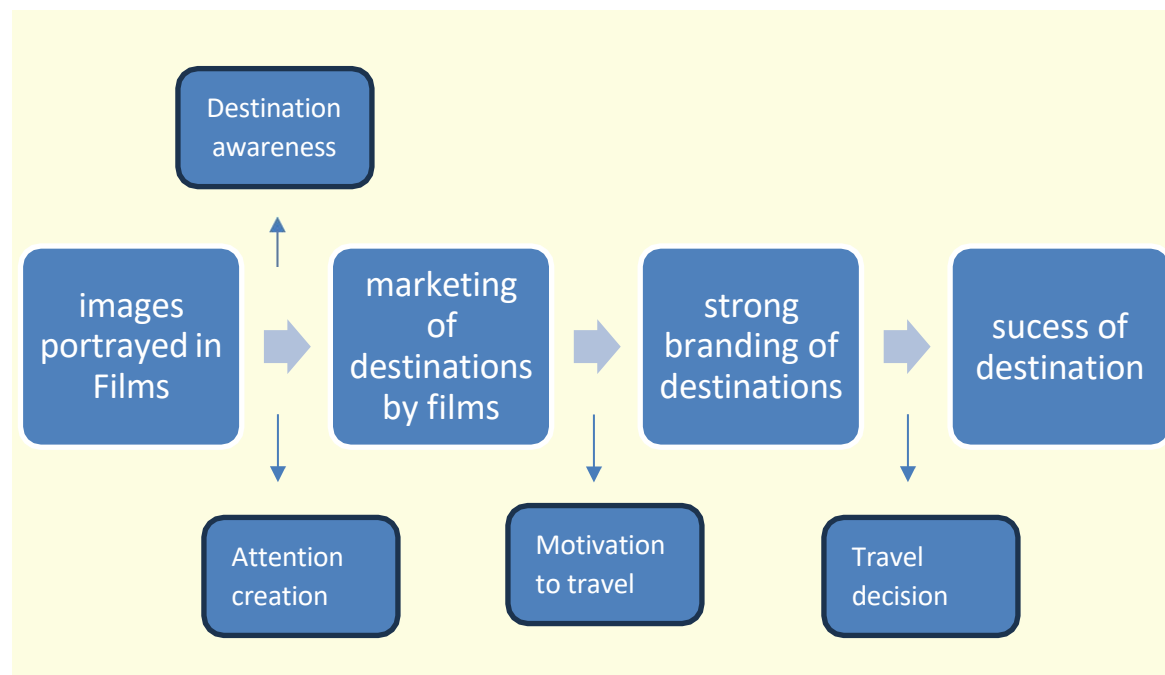


Figure 2. Flow diagram of destination branding through film shoots. Researchers' elaboration

Figure 2 shows this flow of destination image building through film shoots and marketing, and results to more tourist's arrivals. This is also noted that positively presentation of destination through movies/ dramas results in positive arrivals of visitors. While negative image portraying of the places can decrease tourists flow too. Marketing and branding of the destination through the films and at time of film promotions can benefited film industry and tourism industry parallelly.

7.2 Data Analysis of collected data from interviews

The researchers have analyzed the local's views regarding the future of film shoots and film tourism at these newly constructed places like Kota riverfront and oxy zone park.

After gathering the data, samples are described based on demographic attributes. The sample included a large number of employees (34.77%), followed by students (20.64%), businesspeople (16.14), housemaker (15.12%), and others (13.33%). Number of males (58.16%) are high than females (41.84%). The sample is dominated by people of age group 25-35 years old (24.35%) and graduate (49.76%), and with annual income in between 2 lakhs to 4 lakhs.

It has analyzed from the collected data that majorly responds (89%) are delighted with development of the city as a traffic signal free district and fortification of new places of tourism interest. Almost 78% of respondents believe that images from films and dramas generate strong destination images of the destination and create new angles to attract potential tourists. Large number of locals are promoting the new developments of the city through social media platforms and agreeing (91%) that such huge developments in the Hadoti will definitely attract filmmakers and tourists. Many of the locals (45%) are even stating that the way beautification and infrastructure of this city is being developed; it will become a mark in front of the whole country.

7.3 Analysis of data from observation:

The researcher has visited the places of tourism interest and newly constructed River Front and City Park of Kota to observe the place for the research purpose. It has observed that:

- Major tourist places of Kota are located in the city area. The Chambal riverfront of Kota is 2.7 km far from the Kota Barrage
- The heritage Riverfront is constructed on both the side of the bank of Chambal River having 27 ghats with different themes and designs at each ghat.
- There are no entry fees for locals to visit the riverfront from date of inauguration (12 September 2023) to November month. Individuals has to book online ticket of 0 INR with Aadhar card number. For the tourists of non- Kota residents, it is 200 INR. For the students 100 INR is ticket price. The same (200 INR) will be charged for locals after the end of two-month period. Online booking is required to get e-ticket for visiting the place.
- Visiting timings to the riverfront is 10am to 10pm. and after 8:30 pm there is no entry for visitors.



Figure 3. Picture captured at the Chambal River Front and Kota City Park during the visit, by the researcher.

- There are two zones East zone and West zone of the riverfront. East zone (Nayapura ghat and Barrage Garden) is more beautiful compared to west zone (Shaurya Chowk). Although both zones have own uniqueness and beauty.

- The monuments and modern buildings are uniquely constructed. Many buildings of different architectural style are constructed in the mid of East Zone to symbolize the unity of world.
- At evening Dancing water show (East zone), Kota foundation show (at Barrage Garden, east zone), India foundation show (Fawara Chowk, East zone), Carnival Parade (Shourya Chowk and Rajputana ghat, West Zone), Chambal Mata Aarti (Mata ghat, east zone), the grand light show, folk dance show, and many other activities organizes.
- Individuals can find clean toilet facilities at every corner, and drinking water booths, food court and other shops. There are facilities of E- Vehicle is also available. Many shops are till vacant.
- Places are situated at residential areas of Kota and so number of hotels and restaurants are available near these places and ease of getting transportation facility (both private and government).
- Kota city park is situated near the coaching area at Vigyan Nagar, spread over an area of 71 acres. The place is almost 12 km far from Kota Junction Railway Station.
- Entry timings are from morning 5 am o evening 10 pm. Individuals has to purchase ticket (offline) to enter in the park. (INR 100 per person).
- Aesthetic ambience, lush greenery, and modern facilities at the park including shikara water boating, water canals, shrub zone, upside down pyramid, bird aviary, glasshouse, beautiful circles, flower valley, kids playing zone, bridges, duck pond, and fountain area making it more beautiful than any other ordinary garden.
- To keep the place clean, visitors are not allowed to carry eatables. There are availability of cafeterias, fast-food zones, and restaurants to serve freshly cooked food who wanted to purchase.
- There is availability of modern public toilet facility and drinking water in the park.
- Overall visit to Chambal riverfront and city park is pocket friendly, easily accessible, peaceful, aesthetic, and a must-visit place.
- It has observed that majorly young visitors are busying in taking pictures and making videos of the City Park and River Front, and prompting these paces through sharing such clips on social media.

- It is observed that both the newly constructed places are clean, peaceful, well managed, and attracting lot of tourists.

8. FINDINGS:

Films, dramas, and TV shows can attract viewers to a destination that has been shown effectively and can excite and motivate them to travel to that place. It has been found by researchers that film tourism is an effective promotional tool (compared to traditional marketing methods) for marketing a destination and rejuvenating the destination by benefiting in terms of economic, and sociocultural aspects in the long run.

Some already popular places may not get much benefits from film, but places which are less explored could caught attention if it shown on screen. Like Udaipur is a famous tourism destination that collect both national and international visitors. It is already known tourism destination but a lesser-known place 'Badi Chowk' got attention of tourists after being shot in the famous Bollywood movie 'Ye Jawani Hai Diwani' (Shekhar, C. & Kumawat, H., 2022).

It has found that tourism circuit of Hadoti get lesser number of tourists. The main district of Hadoti 'Kota' attracts only students those admitted in coaching institutes for cracking entrance exam of IIT-JEE, NEET. Present study aimed at analyzing the potential of Kota for attracting filmmakers and tourists. Some web series and dramas has negatively presented the city. This has created negative image of the destination in the mind of viewers. It has found that films play a significant role in influencing travel decisions and motivate/ demotivate tourists to travel specific destination.

Majority of responds agreeing that promoting film shoots in the Kota can contribute income in the place from expenditures of the film crew on stay, leisure, and travel. Portraying of a destination though films or dramas helps in creating awareness about the less known places, history and culture of place. Developing places to promote film tours is a great tool to attract tourists to lesser-explored places like Kota of Rajasthan. This will generate many directly and indirectly creation of jobs like arcticians, folk dancers, technicians, cleaning service.

It has observed that infrastructure development in the Kota has great potential for more film shoots and tourists' arrivals. It has found that the destination needs more awareness, promotion, and marketing campaigns to highlight the city in tourism industry like it is in educational sector. The destination has potential to attract national and international filmmakers and tourists.

9. CONCLUSIONS:

Indian cinema has significant role to promote places and culture of various places of the country. It is required to integrate these industries for benefitting both. Success of movie can lead to success of destination branding. Kota comes in third position in respect of popularity in Rajasthan, but the place is under a low-attraction tourism circuit. After the shot of the film 'Badrinath Ki Dulhaniya' the state government praised the beauty of Kota city and initiated various infrastructure development and beautification work, along with constructing tourist spots for promoting more film shoots and tourism in the state, specifically in Hadoti circuit.

As found, the film industry and the tourism industry are strongly correlated, so a strategic marketing plan should be developed to highlight both film stories as well as strong features of the destination for the success of both film and destination tourism. The first benefit of promoting films in Kota is economic benefits. The second is the increasing tourism demand, ultimately another advantage for the economy. And third is improving the image of Kota which was negatively perceived based on a few films and series.

Every coin has two faces, and so film tourism has. If a place negatively shown on screen than this could impact image of the destination negatively. Success of a film can attract large number of tourists in a place that could harm environment of the place, can create hurdles for locals like traffic jamming, changing routes of traffic, noise pollution, disrespect of locals' sentiments, increase of real estate prices, and over tourism. Although these negative impacts can be seen in long term. In respect of Kota, this situation is far as here is under tourism situation.

10. SUGGESTIONS:

Film tourism is a great strategic marketing tool for branding a tourism destination. Creating destination awareness would tend to increase the interest of potential tourists at places highlighted and promoted through TV series and films. Tourism organizations and film commissions should show tempting features and cultures of the place as much as possible so that it can help to aware viewers about the destination, making of influential image of the destination in the viewer's mind, and help to generate interest in them that increase the probability of travelling the screened places.

It is required that filmmakers and stakeholders of the tourism industry work together in marketing campaigns in order to greatly influence viewers by portraying the destinations.

New promotional techniques like digital marketing and social media engagement are required to effectively promote the place and enhance the reach of the audience.

To promote tourism and filmmakers in Kota, the government should encourage filmmakers to invite them here by providing them with various benefits such as subsidiaries, financial support, management support, incentives, etc. It is required to develop a separate marketing model for Kota that could strategically align filmmakers and tourists in the city.

The local population of Kota should also promote and support film shoots in their city as it will contribute to many directly and indirectly benefit. Effectively and optimistically portraying of Kota and Hadoti region will attract more tourists, create more jobs related to film and tourism industry, and contribute in betterment of society and economy of the state.

It is required to educate locals about film tourism and benefits to the society. Communication skills and hospitality skills need to be developed in residents of the destination. More tourism institutes need to open in the state to get skilled human resources in the tourism industry. It is also required to train guides and other stakeholders of the industry specially those directly interact with tourists.

Destination management organizations and the tourism department should be attentive to remove possible hurdles from shoots to the local population.

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