

SHIFTING SCENES: INVESTIGATING MOVIE SETTING DISPLACEMENT AND ITS IMPACT ON TOURISTS' SATISFACTION IN MOVIE-INDUCED TOURISM

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ABSTRACT

This research delves into the dynamic relationship between movie setting displacement and tourists' satisfaction in movie-induced tourism. As movies continue to serve as influential sources of inspiration for travelers, this study examines how changes in the real-world settings of iconic movie scenes impact tourists' overall experience and satisfaction. Employing a mixed-methods approach, including surveys, site visits, and interviews, this research aims to unveil the intricate interplay between expectations, reality, and satisfaction in movie-induced tourism. The findings offer valuable insights for the tourism industry and destination management, shedding light on the factors that can enhance tourists' satisfaction when they embark on the quest to explore cinematic landscapes.

KEYWORDS

Movie-induced tourism; Movie settings; Tourist satisfaction; Movie scene displacement; Expectations; Reality; Destination management; Cinematic landscapes

INTRODUCTION

Movies have an undeniable power to transport us to other worlds, immersing us in captivating narratives and awe-inspiring landscapes. The influence of cinema on travel decisions has been well-documented, as movie-induced tourism continues to draw legions of travelers eager to explore the cinematic backdrops that have left an indelible mark on their imagination. Yet, as travelers set out on their cinematic quests, they often encounter a stark reality: movie settings, so vividly etched in their minds, may be displaced from the idyllic realms depicted on the silver screen.

This intriguing confluence of cinema and tourism is the focal point of our study, "Shifting Scenes: Investigating Movie Setting Displacement and Its Impact on Tourists' Satisfaction in Movie-Induced Tourism." It is an exploration of the dynamic relationship between tourists' expectations of cinematic landscapes and the reality they encounter during their travels. What happens when the magic of the movies gives way to the practicalities of the real world? Do travelers' experiences align with their cinematic visions, or does the displacement of movie settings affect their satisfaction?

This research embarks on a journey to unravel these complex dynamics, employing a mixed-methods approach that combines surveys, site visits, and in-depth interviews. By delving into the expectations, motivations, and experiences of tourists engaged in movie-induced tourism, we aim to shed light on how movie setting displacement influences their overall satisfaction. As travelers seek to explore the cinematic landscapes that have inspired them, this study offers a unique perspective on the interplay between dreams, reality, and satisfaction in the world of movie-induced tourism.

The findings of this research have implications not only for tourists but also for the tourism industry and destination management. They offer insights into the factors that can enhance tourists' satisfaction and the strategies that can be employed to bridge the gap between cinematic expectations and real-world experiences. In essence, this study invites you to explore the shifting scenes of movie-induced tourism, to understand how cinema and travel intersect, and to unravel the mysteries that lie within the landscapes that capture our imaginations.

METHOD

Cinema possesses the remarkable ability to weave dreams and inspire wanderlust. The magical landscapes and captivating settings depicted in movies often serve as alluring invitations for travelers to explore the real-world locations that have graced the silver screen. However, as the eager traveler embarks on a quest to find these cinematic wonders, they might encounter a stark realization - the movie magic doesn't always align seamlessly with reality. It's a phenomenon known as movie setting displacement, where the on-screen magic meets the practical constraints of the real world.

Our research, "Shifting Scenes: Investigating Movie Setting Displacement and Its Impact on Tourists' Satisfaction in Movie-Induced Tourism," is a journey into this fascinating intersection of cinema and travel. It explores the intricate interplay between tourists' cinematic expectations and their actual experiences in

movie-induced tourism. Does the displacement of movie settings dampen or enhance the traveler's satisfaction? This question is at the heart of our inquiry.

To unearth the answers, we employ a mixed-methods approach that blends quantitative surveys, site visits to movie locations, and in-depth interviews. By delving into the motivations, emotions, and expectations of tourists partaking in movie-induced tourism, we aim to reveal the complex dynamics at play when cinematic dreams meet the reality of travel. This study offers valuable insights not only to tourists but also to the tourism industry and destination management, shedding light on how to bridge the gap between movie-inspired expectations and the realities of travel. It invites you to embark on a quest to understand how shifting scenes can transform the traveler's journey.

The methodology employed in "Shifting Scenes: Investigating Movie Setting Displacement and Its Impact on Tourists' Satisfaction in Movie-Induced Tourism" was meticulously crafted to comprehensively explore the impact of movie setting displacement on tourists' satisfaction. This study utilizes a mixed-methods approach to capture both quantitative and qualitative data, providing a holistic understanding of the intricate dynamics at play:

1. **Surveys:** A structured survey questionnaire was designed to collect quantitative data from tourists engaged in movie-induced tourism. The survey focused on tourists' expectations, motivations, experiences, and satisfaction levels related to their cinematic travels. Participants were asked to rate their satisfaction and provide comments on how movie setting displacement affected their experiences.

2. **Site Visits:** On-site visits to popular movie-inspired tourism destinations were conducted to gain firsthand insights into the displacement of movie settings and its impact. Researchers observed the physical conditions of movie locations and interviewed tourists about their experiences.

3. **In-Depth Interviews:** In-depth interviews were conducted with a select group of tourists to delve deeper into their expectations, experiences, and satisfaction levels. These interviews aimed to uncover nuanced insights and personal narratives related to movie-induced tourism.

4. **Data Analysis:** Survey data were analyzed using statistical software to identify patterns, correlations, and significant influencers on tourists' satisfaction. Qualitative data from interviews and site visits were

thematically analyzed to provide a deeper understanding of the emotional and experiential aspects of movie-induced tourism.

This multi-faceted methodology was designed to provide a comprehensive view of the factors influencing tourists' satisfaction when encountering movie setting displacement. By integrating both quantitative and qualitative data, this study aimed to uncover the complex interplay between expectations, reality, and satisfaction in movie-induced tourism.

RESULTS:

The analysis of movie setting displacement and its impact on tourists' satisfaction yielded several key findings. Survey data indicated that tourists often arrived at movie-inspired destinations with high expectations influenced by cinematic depictions. When these expectations clashed with the reality of displaced movie settings, some tourists experienced disappointment, while others were more understanding. Movie-induced tourists often had a range of motivations for their visits, including a desire to relive movie moments, explore iconic landscapes, and engage in a form of cinematic pilgrimage. The site visits offered insights into the physical conditions of movie locations, confirming the extent of displacement. In-depth interviews revealed that tourists' satisfaction was influenced by the alignment between their expectations and the actual experiences, their emotional connections to the movies, and their flexibility in adapting to real-world conditions.

DISCUSSION:

The results of this study underscore the complex interplay between tourists' expectations, cinematic inspiration, and the reality of movie setting displacement. It is evident that many movie-induced tourists arrive with heightened expectations shaped by cinematic narratives and depictions. When movie settings are displaced, some may experience disappointment, while others adapt and find satisfaction in the authenticity of the real-world locations. The motivations of movie-induced tourists are multifaceted, encompassing the desire to relive cinematic moments, explore iconic landscapes, and engage in a form of pilgrimage to cinematic sites.

Understanding the emotional and psychological factors that influence tourists' satisfaction is crucial. Tourists' connections to the movies and their capacity to adapt and appreciate the real-world settings play a significant role in shaping their overall satisfaction. The extent of displacement and the efforts taken to manage tourists' expectations also impact their experiences.

CONCLUSION:

In conclusion, "Shifting Scenes: Investigating Movie Setting Displacement and Its Impact on Tourists' Satisfaction in Movie-Induced Tourism" offers a comprehensive exploration of the multifaceted relationship between movie-induced tourism and movie setting displacement. The study underscores the importance of aligning tourists' expectations with the reality they encounter in movie-inspired destinations.

The findings have implications for both tourists and destination management. For tourists, managing expectations and understanding the potential for movie setting displacement is key to enhancing satisfaction. For destination management, effectively managing tourist expectations and preserving the authenticity of movie locations are vital strategies for ensuring a positive experience.

This research provides valuable insights for the tourism industry and offers a roadmap for fostering authentic and satisfying movie-induced tourism experiences. It acknowledges that the magic of movies, when combined with the wonders of real-world destinations, has the potential to create unforgettable and satisfying travel experiences, even when scenes shift.

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