

## **The Jaunt that Broke the Monotony – A Hop On film Tourism Which Induced Tamil Cinema to Spin out of Studio**

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### **ABSTRACT**

Film Tourism is a concept emerged from the influential value a film creates in an individual's mind. This paper aims to accomplish the importance of film tourism in India and the development of film tourism in Tamil cinema with reference to particular destinations during the last two decades of twentieth century. As other tourisms like medical, cultural, the emerge of film tourism is gaining large momentum in today's tourism world. Basically, film tourism develops with the process of outdoor shootings. In correspondence with Tamil cinema, the drastic change started to occur in terms of film making after 1970's when the film making started to took place at outdoor locations. The major specific locations in which the outdoor shootings held were mentioned here.

**KEYWORDS:** Film tourism, Tamil cinema, Outdoor shootings, Various destinations.

### **1. INTRODUCTION**

Film tourism is a growing phenomenon worldwide, emerged by both the growth of the entertainment industry and the increase in international travel. Film tourist sector has seen tremendous growth in the past few years. It represents a gateway to new and more intense ways of experiencing destinations. At the same time, it creates the potential for new communities by way of an exchange of insights, knowledge and experience among the tourist themselves. It is widely acknowledged that nothing unites India more than cricket and films. As Rajeev Talwar (president of PHD chamber of commerce and Industry) says India boasts over 100 years of cinematic history with a unique multilingual film industry spread across the country. Being the country that produced largest number of films in the world, India produced 1780 films in 2018.

### **MATERIALS**

Materials were collected from various reliable sources such as books, Articles on authentic newspapers and journals, Government portals and press release by Government related to Film tourism.

### **2. METHODOLOGY**

The methodology carried out here was ex-postomethod in form of descriptive research ( since the paper deals with the changes in Tamil cinema because of the development of film tourism) , then co- relational studies was used here(since the comparison between Tamil cinema and Film tourism is mentioned) and then the qualitative approach is used here (since film tourism is still a growing phenomenon).

**INTERPRETATION AND DISCUSSION:****FILM INDUCED TOURISM**

Cinematic tourism can be defined as the tourist activities induced as a result of the movies shot in a location or destination. Cultural tourism is seen as an educative form of tourism through what people can learn about others way of life. Cinematic tourism has also been referred in the international bibliography with the terms “film induced tourism”, or “media induced tourism” or cinematographic tourism”. Currently, India is gaining momentum as a film shooting destination, providing unexplored and mystic locations as well as generating employment and cultural exchange with local communities. After the success of India based movies such as Slumdog Millionaire, several international studios are considering shooting a large portion of their films in India due to the availability of talented film making crew and the world class production capabilities at highly competitive costs.

**THE OUTDOOR SHOOTINGS**

Cinema in many ways used as a tool to express the ideas of personal interests, culture, social conditions in a leisure and propaganda manner. It is obvious that cinema has its own way of impact on audience as the audio visual formats paves the way for emotional attachments in a direct way to the viewers. In earlier days, when the cinema was shot entirely in studios only the concept, theme, the actors involvement in the film were exposed through screens and there was no chance for the outdoor people to know how the film was made and it was a closed industry while the film was made until it hits the screens. But later the trends started to change. The filmmakers were ready to come out of the studios for making the films. It all happened because of the technological advancements, the plot of the film and mainly the director’s vision. In recent years, the cinematic tourism emerged as an influential tool for the growth and promotion of film locations.

India is famous for different types of tourism like Medical tourism, Adventure tourism, Eco tourism, cultural tourism, in recent days another type of tourism is emerging known as Film Tourism. When the audience gets attracted to a particular destination after watching it in a movie, then definitely we can say that the film tourism started to emerge. Some tourists visit the shooting locations due to their historical significance. After seeing the different locations and their representation in the most beautiful manner, the audience gets attracted to the destinations shown in the films.

Cinematic tourism also shares the same characteristics of literary tourism, as a book or novel impacts in the minds of a reader, likewise a film also leaves a long lasting influence in the minds of a viewer. Both creates a kind of visuals in their minds about the particular destinations, relating to the information given in the books or in movies. Film tourists are mainly the young age travelers and the tourists who are travel only for short period of time.

Cinematic tourism in a way serves as an excellent platform for destination marketing. It also provides new development opportunities like location tours, film museums, the theme of exhibiting the tourist attraction by the film connection. Many tourist places earned attentions by being the locations of many films. Adding to that, the allied gains to the locations are income generation, investment and job opportunities to the local people which provide overall economic growth of a particular spot. A location became famous when it has been embraced with the local culture in screens. As Poonam Shroff, Creative head of Zee studios says, Cinema has become integral part of our lives. Our holidays, customs and traditions are being influenced

by cinema. It won't be wrong to say that we know or understand our surroundings and the world more of cinema. Worldwide, cinema is drawing attention from large number of film commissions and tourism offering initiatives.

### **3. FINDING AND RESULTS**

#### **TOURIST BACKGROUND OF TAMIL CINEMA**

Regarding Tamil cinema, the 1970's era marked a phenomenal change in selecting outdoor locations. the outdoor locations become a prominent part of film making. The rivers, mountains, agricultural fields, forests, streets, bungalows were coming as real in reel cinema. This drastic change brings the audience to get closer to the movies, since their day to day places were shown in movies. This is the reason that trendsetting directors raised out during that time since they have taken the kodambakkam into the streets of villages and small towns outside the studios. For example, the directors like Bharathiraja, Balumahendra and Mahendran gets the realities of real life locations into their storytelling and their movies reached the audience very well. Music director Ilayaraja has produced such raw sounds which was entirely new to that screen with that effect of locations shown in films. The places like Pollachi, Gobi, Karaikudi, Ooty, Kodaikanal become the prominent outdoor locations for Tamil films during that time. Gobi and Pollachi became the 'mini kollywood' since most of the films shot there and they became famous due to that shooting.

These places around Pollachi were enriched with natural beauty having dazzling agricultural fields, the long streams, the flowing rivers, the evergreen lawns, the wonder mountains, the dams, the temples, the streets of villages were considered to be the gifts of western Ghats and the film makers have used it in a large manner to depict their storylines. Not only Tamil language films, but also the other language films were also shot there. As many films were shot here during 1970's and 1980's, before that also few films were shot here. The film called 'Malaikallan' starring M.G.R was shot there in Pollachi. The trendsetting director Sridhar has shot few part of his famous film 'KadhalkkaNeramillai' in Aliyar dam banks. This film has gained much advertisement to Pollachi and it became the important location for shooting after 1970's.

Another reason why the Kongu region became famous over the period of time due the directors of Kongu region which they predominantly prevailed in Tamil cinema during that time. And there was a situation prevailed that they can finish up the entire shoot of a film within a minimal budget if they go to the Kongu region. For a village film, all the necessities were fulfilled by the local people since they considered it as a privilege that a movie was shot there in their villages. The local people gave their domestic animals, their plough fields for the use of film makers and film producers were much happy about that. And during that that time, there were no prominent hotels and restaurants were prevailed there. So the village heads gave the hospitality to the technicians. And also there was no fees for the locations during that time and it was a major beneficiary to the producers at that time. The directors such as Manivannan, R,Sundarraj, Bhagyaraj, R.V. UdhayaKumar, Sundar.C were from that regions and they like to have their films in their native locations.

Like Pollachi, Gobichettipalayam was a predominant shooting location prevailed at that time. 'Pagapirivina' was the first film shot there in Gobi. The producer of that film Velumani belongs to that place and he wanted to show there. After 1980's many films were shot around Gobi mainly because of the director cum actor Bhagyaraj. He shot his major films like 'Mundhanaimudichu', 'Thooralninnupochu' and many other films in and around Gobi. The places like Kunderipallam, Bannari Amman temple, Vellodu bird sanctuary, Kodiveri dam, Sathyamangalam forest region were the predominant shooting places around Gobi.

The another favorite destination for the film makers and the tourists was Ooty. Known to be the 'queen of mountains', it was no wonder that Ooty became the colourful destination for film makers. The long lasting mountains, the enlarged trees, the blossomed flowers in parks, the wood houses, the humid temperature in all over the years paved a favourable way to use Ooty as the location. Initially only the songs were shot in Ooty. The film 'kadhalikkaneramillai' showed the varied locations of Ooty and after that Tamil film makers started to move there. MGR's 'anbevaa', showcased the beauty of Ooty in different manner. Till then, Ooty as a location was used to showcase the tea estates, the mountain regions and the song locations. But with the coming of Balumahendra, we can say that Ooty got renaissance by his magical camera skills. His 'moondrampirai' and 'moodupani' explored the unearthed beauty of Ooty and the mist prevailed there. And of course, a cave in kodaikkanal gets a new name after the film 'Guna' was shot there and it is known to be the 'Guna cave'. From this it obvious that how a film had impact on tourist locations.

The unchanged traditions, the artistic palaces, the wondered bungalows, the arid view of canals and the greenish villages made the film makers to explore the area of 'chettinad' as film locations. initially the veteran producer of Tamil cinema, A.V.Meiyapachettiyar established his studio in the areas of Karaikudi and Devakottai. The film called 'VedhalaUlagam' starred the veteran comedian K.Sangarapani and famous actor T.R.mahalingam was shot by the studio established here. With the advent of AVM studio in Chennai, later after many years, director Visu filmed his ChidambaraRagasiyam film here. After that many films were shot there. The place called 'aayiramjannalveedu' (house of thousand windows), became a predominant location for many film makers. Every director has used this location in some ways to add the colour to that film and still many film makers using this location for shooting. The nearby places like kaanadukathan, kottaiyur were used as location in many films.

And in today's world, Tamil cinema is getting larger audiences across the world, since the market of Tamil films is open to many countries, the scope for film tourism is increasing day by day in film industry.

#### **4. CONCLUSION**

Recently Indian Government has introduced the system of single window system to film makers which is a major boost for the film industry to have easy access over locations. By Seeing the potential of inbound tourism development, economic multiplier effect, direct and indirect employment generation, Ministry of Tourism, Government of India has taken a lead for integrated development of cinema and tourism across India as an integral part of Incredible India campaign.

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