

*Full Length Research Paper*

# The examination of factors influencing residents' perceptions and attitudes toward film induced tourism

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Accepted 31 March, 2011

**The research is built on the model of Perdue et al. (1990) for studying residents' support for tourism development. The purpose of the study is to understand the influence of residents' tourism benefit sought, and socio-demographics on their perception, attitude, and development management to film induced tourism. The area of study is focused on Hengchun Town, which has been famous due to the movie "Cape No. 7". The survey was conducted in 5 villages of Hengchun Town to a population of 18 years old or above. The study collects 561 responses and is analyzed with SPSS 12.0. The result indicates that residents' tourism benefit sought, can be used to predict their impact perception and attitude, but not their view on the necessity for the growth management. Furthermore, young respondents are more likely to have positive perception on the local development of film induced tourism.**

**Key words:** Film induced tourism, tourism impacts, attitudes toward tourism.

## INTRODUCTION

Film induced tourism is a phenomenon that can be observed all over the globe (Connell and Meyer, 2009). Individuals that appreciate movies enthusiastically are attracted by the filming sites of movies, and compelled to visit. Therefore, many movie filming sites are evolved into tourism destinations. For examples, the filming sites of "Bridges of Madison County", "Dances with Wolves" (Riley et al., 1998), and "The Lord of the Rings" (Carl et al., 2007). During the year 2008, "Cape No. 7" was showing in Taiwan's theaters and the filming sites, Hengchun, Checheng, and Manzhou towns, are then being promoted as tourism destinations.

Past studies suggest that movie filming sites can help to attract tourists and boost tourism development of a place (Hudson and Ritchie, 2006; Riley et al., 1998; Tetley, 1997). However, film induced tourism, like any other form of tourism, also brought negative impacts to a

destination (Mordue, 2009). Moreover, some of the sites are not prepared for the sudden increase in tourist volume. The insufficient infrastructure and tourism software not only diminish tourists' experiences, but also compromise local environment. The fact makes film induced tourism an important issue that requires more study.

In tourism field, residents' perceptions and attitudes to tourism development of a destination is a frequent studied topic (Lee et al., 2010). Past study has indicated that the support of local residents is a vital element in tourism development of a destination (Andereck and Vogt, 2000). If residents hold positive attitude towards tourism impacts, they are more likely to support the tourism development of a destination (Carmichael et al., 1996; Lee et al., 2010). Film induced tourism, like other forms of tourism, introduced both positive and negative impacts on a destination (Heitmann, 2010). Therefore, it is important to understand how residents perceive the impacts and what factors affect these perceptions. For example, resident characteristics are often being used as predictors of their tourism impact perception and attitudes

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(Andriotis and Vaughan, 2003; Ap, 1992; Esu, 2008; Faulkner and Tideswell, 1997; Horn and Simmons, 2002; McDonald et al., 1995; Milman and Pizam, 1988; Pearce et al., 1997; Pizam, 1978; Sheldon, 1994). However, some studies found no correlation between socio-economic variables of local residents of a tourism destination and their attitudes towards tourism development (Schroeder, 1992). Therefore, more variables need to be included to fully understand the issue. The model of support for tourism development suggests that individual's tourism benefit sought is another important factor that affects perceptions and attitudes for tourism impacts (Perdue et al., 1990). Further studies revealed that individuals who benefit from tourism development are more likely to support it despite any negative impacts (Ko and Stewart, 2002; Lee and Back, 2003; Lee et al., 2010; Perdue et al., 1995).

The phenomenon known as film induced tourism are starting to occur in Taiwan, but the study regarding the phenomenon is relatively inadequate. There are substantial literatures in Western countries (Beeton, 2001; Connell, 2005; Cousins and Anderek, 1993; Hudson and Ritchie, 2006; Karpovich, 2010; Tooke and Baker, 1996), but the correlation between tourism benefit sought and support for tourism development still needs exploring. Therefore, this study intended to study Hengchun Town as a famous filming site of "Cape No. 7".

## LITERATURE REVIEW

### Film and tourism

Film is one of the elements of modern culture where people attend as a type of leisure activity (Kim and Richardson, 2003). Although it is rarely film makers' intention to advertise a filming site as tourism destination, movie often affect its viewers in their perception of the place (Hudson and Ritchie, 2006). Consequently, movie often positively affect the image of a place and can potentially attract people to visit (Riley et al., 1998), and hence, film induced tourism is a phenomena worthy of academic attention (Tetley, 1997).

Films, in their cinematic roles and its relationship with tourism study, are a relatively new subject (Hudson and Ritchie, 2006). Movie induced tourism is defined as on-location tourism, as a result of a film's success (Beeton, 2008). Hudson and Ritchie (2006) use the term film induced tourism instead and defined it as "tourist visits to a place because this place featured on the cinema screen, video or television". The reason that they use the term film, instead of movie, is because the latter usually refer to films that showed on a silver screen. Film, on the other hand, encompasses more than just cinematic films, but also video, DVD, or a blue-ray disc that is now available due to the advancement in technology.

Film induced tourism is a topic receiving growing

discussion since 1990s (Connell and Meyer, 2009) and can be categorized into four aspects: (1) film's influence on tourists' decision making; (2) tourism impact on local residents; (3) film as a means for destination marketing; and (4) film tourists data analysis (Hudson and Ritchie, 2006). However, the success of film tourism relied on many factors including destination marketing, destination attributes, film-specific factors, film commission and government efforts, and location feasibility.

### Impacts of film induced tourism on host community

Movie filming sites are known to be able to attract tourists, bring economic opportunities (Busby and Klug, 2001), strengthen popularity and destination image (Beeton, 2005), working opportunities (Couldry, 1998), and facilitate infrastructure investment and environmental protection. However, film induced tourism often introduce negative impacts to a destination (Mordue, 2009) such as increased traffic (Stynes, 1994), public safety, overcrowding (Riley et al., 1998), privacy intrusion of local residents (Beeton, 2008), noise (Croy and Buchmann, 2009), pollution (Beeton, 2000), division of local community (Connell, 2005), and so on. The impacts brought by tourism development can be categorized into three aspects: (1) physical environment; (2) social and culture impact; and (3) economic impact (Croy and Kersten, 2010). Buchmann et al. (2010) suggests that the negative impacts introduced by film tourism, though still scarce, are an essential topic for a destination to fully benefit from a film (Busby and Klug, 2001).

### Perceptions of tourism impacts and attitudes toward tourism

Tourism development is recognized by many researchers (Ko and Stewart, 2002; Lankford and Howard, 1994; Lee and Back, 2006; Liu and Var, 1986; Milman and Pizam, 1988; Roehl, 1999) to possess both positive and negative impacts on a destination. The impacts are categorized into three aspects as discussed earlier (Lee et al., 2010; Mac Lindberg and Johnson, 1997; Upchurch and Teivane, 2000), and they often affect one another (Brougham and Butler, 1981). Dowling et al. (2003) suggests that local residents often perceive tourism development to bring negative impacts to their physical environment. Tosun (2002) on the other hand, suggests that residents often regard tourism development to be able to boost their economy. He also suggests that host community is not homogenous, thus, may possess different perceptions and attitudes towards tourism development. Due to the fact that people's past experiences often affect how they perceive things (Fishbein and Ajzen, 1975), it is not surprising that socio-demographic variables can be used to predict human

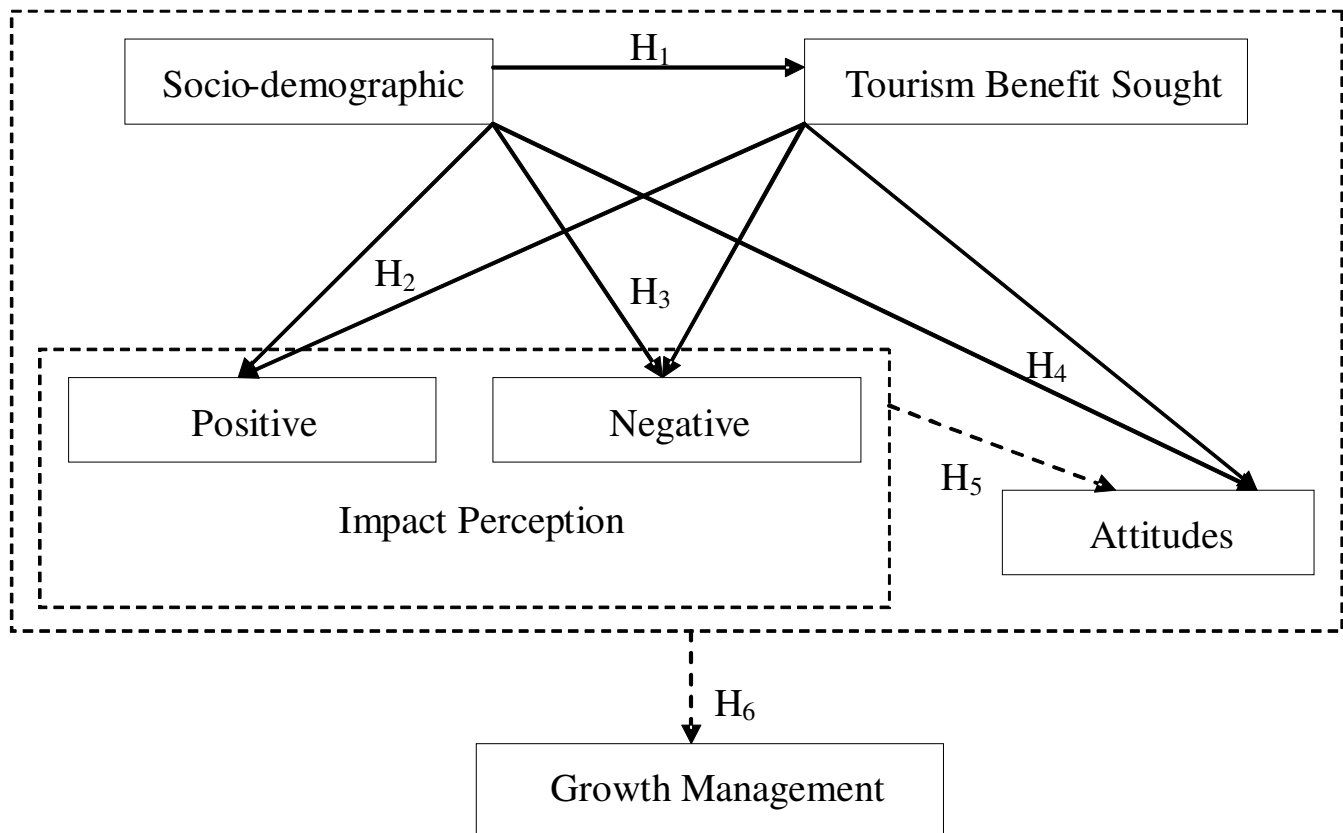


Figure 1. The Research framework.

perceptions. Taylor et al. (1994) categorized perception into three aspects including cognition, affection and action. Doxey (1975) analyzed residents' perception towards tourism development and conclude that resident's attitudes changes over time through four stages including euphoria, apathy, irritation and antagonism. Davis et al. (1988) also suggests that residents can be categorized based on different attitudes towards tourism development such as, hostile, caution, affection, and so on. In short, not every one living in the same community holds same views on tourism development.

The variables that can affect residents' attitudes towards tourism development include residents' socio-demographics (Andriotis and Vaughan, 2003; Esu, 2008), level of tourism development (McDonald et al., 1995), living time in the destination (Faulkner and Tideswell, 1997), level of contact between tourists and residents (Horn and Simmons, 2002), distance between town and scenic area (Sheldon and Var, 1984), place attachment (Pearce et al., 1997), dependency on tourism industry (Milman and Pizam, 1988), and level of tourism benefit (Ap, 1992; Esu, 2008). Social exchange theory is often applied to the study of residents' perception on tourism development (Lee et al., 2010; McGehee and Andereck, 2004; Perdue et al., 1990). The theory purposed that individuals evaluate the benefit they receive and the cost

they pay for, to determine their attitude towards it (Ap, 1992; Jurowski et al., 1997). In another word, residents determine whether they are supportive of tourism development based on the benefit they got from it (Dyer et al., 2007). The theory is further development into model of support for tourism development by Perdue et al. (1990). The study builds on the model to examine the case of Hengchun town and the film tourism induced by the success of the movie "Cape No. 7".

## METHODOLOGY

### Research framework and hypothesis

The study is based on the model of support for tourism development purposed by Perdue et al. (1990), and the studies by Gursoy and Rutherford (2004), and Lee and Back (2006). The purposed relationships between the variables are presented in Figure 1. The corresponding hypotheses are presented thus:

H<sub>1</sub>: Residents' socio-demographic characteristics do not affect their tourism benefit sought.

H<sub>2</sub>: Residents' socio-demographic characteristics and tourism benefit sought affect their level of positive impact perception.

H<sub>3</sub>: Residents' socio-demographic characteristics and tourism benefit sought affect their level of negative impact perception.

H<sub>4</sub>: Residents' socio-demographic characteristics and tourism benefit sought affect their attitudes towards film tourism development.

H<sub>5</sub>: Residents' tourism benefit sought and impact perceptions affect their attitudes towards film tourism development.

H<sub>6</sub>: Residents' socio-demographic characteristics, tourism benefit sought and impact perceptions affect their views on necessity for the growth management of film induced tourism.

### Questionnaire design

The questionnaire comprised of five sections where the first four sections of questions are in the form of 5 point Likert scale. The first section of the questionnaire is designed to collect information on residents' impact perceptions, which is designed based on previous studies (Lee and Back, 2006; Perdue et al., 1990). The questionnaire is classified into economic, socio cultural, and environmental impact perceptions, which contain seven, nine and six items respectively. These 22 questions can also be categorized into positive and negative impact perceptions.

The purpose of the second section of questionnaire is to gather information regarding residents' attitudes towards film induced tourism development. There are three items including, cognition, affection, and action, which is designed based on literature review (Ajzen, 2003; Gifford, 2007; Perdue et al., 1990).

The third section of the questionnaire is designed to collect information about residents' tourism benefit sought and is based on past studies (Kang et al., 1996). There are two items where the first is to assess residents' benefit sought for the community and the second is for individual benefit.

The final section of the questionnaire is to collect respondents' socio-demographic information and characteristics associate with film induced tourism.

### Research population and sampling

The survey took place in Hengchun town where the popular Taiwanese movie "Cape No. 7" was shot. There are eight shooting sites of the movie located across five villages, including Cheng-bei, Cheng-xi, Cheng-nan, Wang-sha, Shan-jiao villages. Residents who are above the age of seventeen are the main research population. The survey commenced during October 2009 to July 2010 with convenient sampling method. In order to boost the returning rate, the survey was conducted with one-to-one questionnaire interview, thanks to the help of local organizations. The study is able to obtain 645 responses in which 561 are complete and thus valid.

## DATA ANALYSES

### Sample characteristics

The sample comprised of fairly evenly proportion of male and female (51.7%) residents of Hengchun town. 60% of the sample are married. The age distributions of the sample are 28.2%, between 20 to 29 years old, 26.9%, between 30 to 39 years old, 20.3%, between 40 to 49 years old, 13.5%, between 50 to 59 years old, and 11.1%, above 60 years old. Most of the respondents hold high school or equivalent qualification (45.1%) and substantial proportion hold university or college degree (32.4%). The

monthly salary of the respondents are, 26.7% earn less than 15,000, 39.9% earn 15,001 to 30,000, 18.4% earn 30,001 to 45,000, and only 84 respondents earn more than 45,001 per month (in NT dollar). Most of the respondents lived in Hengchun town for more than 10 years (70.2%).

80.4% of the sample watched the movie "Cape No. 7". 70.1% of the sample is not involved in tourism related occupation. 31.2% of the respondents report regular encounter with tourists. In terms of the respondents' understanding of the tourism development, 31.2% report fair level of understanding and 38.5% report possessing moderate level of understanding. The sample mainly lived in Wang-sha village (23.5%). The respondents, who live in Cheng-bei village (16.6%), were the smallest portion.

### Mean score analysis

The mean score of the tourism benefit sought items exceed the midpoint of scale 3 where "benefit sought for community" reach 3.59 and "for individual gain" reach 3.14. In terms of positive impact perceptions, all items score higher than 3, denoting that the respondents hold positive feeling towards tourism development ( $\alpha = 0.871$ ; overall  $\mu = 3.69$ ). Amongst them, the item "film increase the town's popularity and image" score highest mean of 4.07. The items that received lowest means are "increase job opportunity" ( $\mu = 3.45$ ) and "increase living standard" ( $\mu = 3.42$ ). The negative impact perception of the residents is relatively lower for only one item score mean above 3, which is, "increase possibility of crime" ( $\mu = 3.03$ ). The "air pollution" ( $\mu = 2.94$ ) and "disturbing the lives of local residents" ( $\mu = 2.89$ ), albeit mean score lower than 3, is also worthy of attention ( $\alpha = 0.808$ ; overall  $\mu = 2.77$ ). Based on the tourism impact perceptions discussed earlier, it is not surprising that the respondents hold positive attitudes towards film tourism development. All attitude items exceed 3.83 ( $\alpha = 0.774$ ; overall  $\mu = 3.90$ ). However, the respondents also believe that it is necessary to implement growth management ( $\mu = 3.98$ ) to minimize the negative impacts and maximize the benefits.

### Regression analysis

Model 1 is an analysis that aims to analyze the influence of the respondents' socio-demographics to their tourism benefit sought. The result in Table 1 indicates that there is no significant casual relationship between the socio-demographics of the respondents to their tourism benefit sought ( $p = 0.456$ ), which is consistent with hypothesis H<sub>1</sub>.

The result of Model 2 indicates that respondents' socio-demographics and tourism benefit sought possess significant influence on positive impact perception ( $p = 0.000$ ). "Tourism benefit sought" ( $p = 0.000$ ) and "age"

**Table 1.** Regression to test H<sub>1</sub> and H<sub>2</sub>.

Independent variable	Dependent variable			Independent variable	Dependent variable		
	$\beta$	t	p		$\beta$	t	p
Model 1	Tourism benefit			Model 2	Positive impact		
		12.261	0.000			13.575	0.000
Gender	0.009	0.218	0.828	Tourism benefit	0.568*	16.344	0.000
Material status	0.014	0.251	0.802	Gender	-0.035	-0.1000	0.318
Age	0.017	0.269	0.788	Material status	0.057	1.290	0.197
Education	0.049	0.923	0.356	Age	-0.151*	-2.887	0.004
Monthly salary	0.050	1.085	0.278	Education	-0.058	-1.330	0.184
Living time	0.049	1.102	0.271	Monthly salary	0.081*	2.130	0.034
Watched the movie	0.003	0.057	0.955	Living time	0.001	0.028	0.978
Involve in tourism	0.039	0.893	0.372	Watched the movie	-0.052	-1.380	0.168
Contact with tourists	-0.026	-0.582	0.561	Involve in tourism	0.025	0.708	0.479
Understand the develop	-0.055	-1.173	0.241	Contact with tourists	0.095*	2.571	0.010
				Understand the develop	-0.055	-1.439	0.151
	Adjusted R <sup>2</sup> = 0.000; F = 0.984; p = 0.456				Adjusted R <sup>2</sup> = 0.336; F = 26.766; p = 0.000		

\*: p &lt; 0.05

**Table 2.** Regression to test H<sub>3</sub> and H<sub>4</sub>.

Independent variable	Dependent variable			Independent variable	Dependent variable		
	$\beta$	t	p		$\beta$	t	p
Model 3	Negative impact			Model 4	Attitude		
		9.865	0.000			8.982	0.000
Tourism benefit	-0.106*	-2.754	0.006	Tourism benefit	0.457*	12.535	0.000
Gender	0.116*	2.947	0.003	Gender	0.012	0.316	0.752
Material status	0.150*	3.042	0.002	Material status	0.037	0.785	0.433
Age	0.76	1.307	0.192	Age	0.013	0.24	0.811
Education	-0.061	-1.269	0.205	Education	0.08	1.734	0.083
Monthly salary	-0.174*	-4.141	0.000	Monthly salary	0.080*	2.009	0.045
Living time	0.049	1.213	0.226	Living time	-0.014	-0.378	0.706
Watched the movie	0.000	0.007	0.994	Watched the movie	0.027	0.678	0.498
Involve in tourism	0.060	1.545	0.123	Involve in tourism	0.116*	3.147	0.002
Contact with tourists	0.040	0.974	0.331	Contact with tourists	0.038	0.98	0.327
Understand the develop	0.269*	6.374	0.000	Understand the develop	-0.101*	-2.539	0.011
	Adjusted R <sup>2</sup> = 0.183; F = 12.382; p = 0.000				Adjusted R <sup>2</sup> = 0.268; F = 19.600; p = 0.000		

\*: p &lt; 0.05

(p = 0.004) are the most influential variables to the impact perception. The former variable is positively correlated with positive perception while the later is in negative relationship. The result partly support hypothesis H<sub>2</sub>.

The result of Model 3 Table 2 indicates that respondents' socio-demographics and tourism benefit sought possess significant influence on negative impact perception (p = 0.000). The result is quite similar to those of the Model 2. "Tourism benefit sought" (p = 0.006) possess negative impact perception on negative impact perception, while "age" tend to be positively correlated with it. The result partly support hypothesis H<sub>3</sub>.

Model 4 indicates that respondents' socio-demographics and tourism benefit sought possess significant influence on their attitudes (p = 0.000). Again, tourism benefit sought is the most influential variable (p = 0.000). Also, if the respondents is involved in tourism related occupation, he or she is more likely to have positive attitudes towards tourism development (p = 0.002). The result partly support hypothesis H<sub>4</sub>.

The result of Model 5 in Table 3 indicates that "tourism benefit sought" and "positive impact perception" positively affect respondents attitude towards tourism development. The "negative impact perception", albeit not significant,

**Table 3.** Regression to test H<sub>5</sub> and H<sub>6</sub>.

Independent variables	Dependent variable			Independent variables	Dependent variable		
	$\beta$	t	p		$\beta$	t	p
Model 5		Attitude		Model 6		Growth management	
		7.603	0.000			9.985	0.000
Tourism benefit	0.286*	6.673	0.000	Tourism benefit	0.087	1.753	0.080
Positive impact	0.330*	7.702	0.000	Positive impact	0.072	1.420	0.156
Negative impact	-0.059	-1.656	0.098	Negative impact	-0.046	-1.158	0.247
				Attitude	0.268*	5.655	0.000
Adjusted R <sup>2</sup> = 0.308; F = 84.061; p = 0.000				Adjusted R <sup>2</sup> = 0.135; F = 22.827; p = 0.000			

possess negative relationship to the attitude ( $P = 0.098$ ). Therefore, the study can conclude that hypothesis H<sub>5</sub> is generally proved.

The Model 6 indicates that “attitude” is the only variable that possess significant influence on the dependent variable “necessity for the growth management” ( $P = 0.000$ ). Therefore, hypothesis H<sub>6</sub> is only moderately supported by the empirical result.

## CONCLUSION AND RECOMMENDATION

The purpose of the study is to understand the relationships between residents' tourism benefit sought, tourism impact perception, attitude towards tourism development, and necessity for the growth management. The result indicates that young respondents are more likely to positively perceive tourism development. The residents' tourism benefit sought can be used to predict their impact perception and attitude, but not their view on the necessity for the growth management. The result coincides with some of the past studies (Andereck et al., 2005; Andereck and Vogt, 2000; Tosun, 2002). The study is built on the work of Perdue et al. (1990) and modified by the addition of hypotheses H<sub>1</sub> and H<sub>4</sub>. The result of the study indicates that the six hypotheses of the study are generally supported by the empirical result.

Based on the earlier discussion, the study makes the recommendations stated further. First, tourism benefit sought is the variable that affects most of the other dependent variables, such as impact perception and attitude. Therefore, to seek the support of local residents, it is best to involve them in the film tourism development. In short, the residents are more likely to be supportive if they can benefit from the development that is known to cause negative impact.

Secondly, attitude is the only factor that affects respondents' view on the necessity for the growth management. This suggests that respondents with positive attitude also demand that the tourism development be managed, which means that they are not oblivious to the negative, even when the benefits they receive outweigh costs. Therefore, it is important to monitor the progress of the development as to ensure that the negative impact does

not exceed residents' tolerance.

Finally, age appears to possess influence on impact perceptions. In theory, young people are fond of entertainment such as movie, and they are subject to its influence. However, this also suggests that their perception is not based on rational considerations, and may fade when a new movie emerges. Whether film induced tourism imbue a lasting effect is an interesting and significant topic worth discussing.

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