

# Herald of New Tourism: Film Tourism

## A new trend of Tourism across the world

Worldwide, tourism is considered as high-potential sector in terms of its contribution in field of employment generation and economic growth. In recent times, there have been fragmented efforts in the field of Film Tourism research globally and very scant attention focused on to the Hindi Film Industry from India or Bollywood, as it is popularly known. There have been dedicated and committed efforts by various National Tourism Boards to induce Bollywood to film their movies in their respective regions and countries. Most recent example that comes across as Zindgi Na Milegi Dobara (ZNMD), where Spanish countryside and its offbeat tourist attractions were given a generous and extensive coverage. The countries have started identifying various direct and indirect benefits to encourage film production which has led to several countries investing in film production incentive programs that may be both monetary and non-monetary in nature.

## Film Tourism in India

Displaying the wide range of Indian history and its beauty through the cinemas right from the movie Alam Ara that centers on an imaginary, historical royal family in the kingdom of Kumarpur to Bazirao Masatni showing the royal story of the Peshwa King have induced tourism in the film locations widely. Films acts as a Pull and Push factor in tourism campaign. It helps in delivering and exchanging our cultural and historical heritages to the next generation. Places covered during filming of any cinemas later becomes a tourist destination indeed this happens so because now a days people are more fascinated by cinemas and the celebrities in India. Many people have been taken a trekking trip to Shimla /Manali after watching Ye Zavanhai Diwani whereas "Dil Dhadakne Do" has promoted the ship Curies to high heights. Ranbir Kapoor and Deepika Padukone, filmed Tamasha in Corsica, France which showcased the wide range of natural beauty of Corsica.



## Incentives provided to encourage shootings

### AUSTRALIA

- Producer Offset provides a cash rebate of 40% on Qualifying Australian Production Expenditure (QAPE)
- Post, Digital and Visual Effects Production (PDV) offset provides 30% rebate on PDV QAPE
- Location offset provide 16.5% rebate on QAPE

### CANADA

- Tax credit of 28% on qualifying British Columbia (BC) labour expenditure
- Digital Animation or Visual Effects (DAVE) Credit of 16% on DAVE labour
- Regional Tax Credit of 6% of qualifying labour when min 50% of principal shooting is in Vancouver



## DECEMBER SPOTLIGHT



**White Water Rafting Kolad:** Kolad is one of its kind location in Maharashtra to experience the pleasure of white water river rafting. The Kundalika river offers calm stretches for relaxed floating in beautiful surroundings, an ecologically breath-taking journey along with refreshing splashes of water. Kundalika river is one of the fastest flowing rivers in Maharashtra and adventure enthusiasts from all corners of the state visit this place almost throughout the year. Rafting in Kundalika is dam controlled therefore it is possible only after the release of water from the dam. Best time for rafting is right after the monsoon from September to November when the water levels are high. The river rafting sporting activity is conducted by licensed sporting agency approved by the Government.

**Paragliding Panchgani:** Maharashtra has some of the renowned paragliding destinations like Panшет, Bhandardara and Chikhaldara. However, Panchgani is considered as the paradise for the flyers with its clear sky, favourable wind, hill views, and the scenic valleys. Bhilar, Khinger and Tapola are some of the most popular destinations for paragliding in Panchgani.

On a usual flight, the flyers can make it to a soaring height of around 4,000 to 5,000 ft above the ground and enjoy the bird's eye view of Panchgani. While the scenic beauty of the hill station promises you wonderful views, the incorporation of all the required safety equipment and an expert pilot assures maximum safety and unlimited fun to the flyers. Panchgani is a great tourist location which is visited throughout the year. Some of the important tourist points include table land, sydney point, parsi point, etc.



You can also view the newsletter on Filmcity Mumbai website. Do write to us about other new topics that you would like to see in the forthcoming newsletters. We always welcome your views and suggestions.

