

Role of adapted films in promoting local tourism and development

Lingjuan Liu, Kavitha Balakrishnan*, Nurafiq Inani Binti Man

Faculty of Applied Communication, Multimedia University, Cyberjaya, Selangor 63100, Malaysia

* **Corresponding author:** Kavitha Balakrishnan, kavitha.balakrishnan@mmu.edu.my

CITATION

Liu L, Balakrishnan K, Man NIB. (2024). Role of adapted films in promoting local tourism and development. *Journal of Infrastructure, Policy and Development*. 8(16): 9684. <https://doi.org/10.24294/jipd9684>

ARTICLE INFO

Received: 17 October 2024
Accepted: 11 November 2024
Available online: 18 December 2024

COPYRIGHT



Copyright © 2024 by author(s).
Journal of Infrastructure, Policy and Development is published by EnPress Publisher, LLC. This work is licensed under the Creative Commons Attribution (CC BY) license. <https://creativecommons.org/licenses/by/4.0/>

Abstract: Tourism stands as a cornerstone industry, experiencing continual expansion within the global economy, and is increasingly acknowledged for its crucial role as an economic catalyst. The convergence of the tourism sector with the film culture industry amplifies the economic advantages of regions and enriches cultural narratives while bolstering the international resonance of regional brands. This study examines the promotional efficacy of adapted films in fostering the development of local tourism sectors. It investigates the impact of adapted films on the development of local tourism economy and provides a new analytical perspective to describe their specific contribution to the tourism economy. Empirical findings underscore that adapted films imbued with regional nuances substantially augment local tourism revenue, catalyzing the growth of the tourism sector. This highlights the capacity of adapted films to amplify regional exposure, nurturing the expansion of the local tourism economy. The findings of the study reveal that the promotional impact of adapted films on local tourism sectors is more pronounced in less developed regions than in more developed regions. Moreover, areas with limited transportation infrastructure witness a heightened promotional effect from the film industry. Rigorous robustness and endogeneity tests corroborate the reliability of these findings.

Keywords: adapted films; exposure effect; urban tourism; economic development

1. Introduction

Tourism, a significant player in the global economy, has experienced a steady ascent in influence since the 1990s (Faber and Gaubert, 2019). According to the World Travel and Tourism Council (<https://wtcc.org/>), global tourism contributed 10.4 percent to global GDP in 2019, equivalent to about \$10.3 trillion, although tourism revenues fell sharply in 2020 and 2021 due to the impact of COVID-19. However, in 2023, tourism gradually recovered, contributing 9.1% of global GDP. In recent years, the global tourism landscape has displayed novel characteristics, with emerging destinations from burgeoning economies continually gaining prominence and the global focus of regional tourism shifting towards the East. This global context sets the stage for our study, which focuses on the unique case of China's tourism sector, exhibiting robust growth as a "sunrise" industry and the escalating national emphasis on tourism as a "green" propellant, in line with the ethos of sustainable development.

China stands as one of the world's foremost repositories of tourism resources, offering a rich tapestry of attractions ranging from awe-inspiring natural landscapes to profound historical and cultural sites alongside modern urban architecture, each possessing its distinct allure that beckons countless domestic and international tourists (Ambelu et al., 2018). By the close of 2022, China boasted approximately 300 5A-level tourist destinations (<https://www.mct.gov.cn>). Designated by the China National Tourism Administration, the 5A-level represents the highest accolade for assessing the

holistic quality of tourist sites, encompassing criteria such as scenic splendor, service excellence, safety protocols, environmental hygiene, and other facets. These tourist sites epitomize China's destinations, spanning diverse categories, including natural marvels, historical treasures, and cultural encounters. Nevertheless, owing to variations in regional economic development, tourism resource distribution, infrastructure, and policies, China's tourism economy manifests considerable regional disparities. For instance, eastern coastal metropolises like Beijing, Shanghai, and Guangdong, endowed with robust financial capacities, superior infrastructure, and heightened international renown, magnetize a substantial influx of domestic and international visitors. In contrast, economically marginalized inland provinces like Gansu and Guizhou, notwithstanding their bountiful cultural and natural endowments, lag in tourism development due to inadequate financial investment and infrastructure augmentation. Moreover, the abundance of resources does not invariably translate into commensurate tourism revenue, often hinging on the adequacy of tourism facilities (Dias et al., 2021). How to drive the development of the regional tourism economy more efficiently and equitably is a pressing issue addressed in this paper.

Film industry is an important industry in the field of culture, comprises both cultural and economic dimensions (Lobato, 2019). Promoting the mutual integration of the tourism and cultural industries can enhance regions' economic benefits, enrich cultural content, and enhance the international influence of regional brands. Employing artistic craftsmanship and technological innovations, the film industry caters to a wide-ranging audience's diverse entertainment and aesthetic preferences, exerting considerable promotional influence (Chen et al., 2024). Concurrently, films serve as conduits for the dissemination and exposition of the distinctive cultural assets of cities. They provide viewers with initial insights into urban tourist destinations, shaping and amplifying the tourism image of cities. This cultural narrative conveyed through films enhances the visibility of featured landmarks, augments the overall cultural resonance and brand perception of cities, and consequently heightens their appeal to tourists, positively impacting the broader economy (Gunter et al., 2018). Leveraging the cultural output of the film industry to facilitate the integration of urban cultural sectors and tourism economies emerges as a strategic avenue. This entails enhancing the cultural competitiveness of cities, shaping favorable urban perceptions, enriching tourist experiences, stimulating urban tourism consumption, and ultimately fostering the expansion of urban tourism economies (Chen and Shih, 2019).

Within the film industry, adapted films typically draw from existing works while integrating fresh ideas and elements to craft new productions (Tan, 2022). In China, films born of adaptation capitalize on rich, localized elements such as history, culture, and landscapes, which possess substantial allure for domestic and international tourists (Khan et al., 2028; Park, 2021). These cinematic works, by spotlighting China's distinctive culture and scenery, not only facilitate cultural diffusion but also play a crucial role in propelling the development of the tourism economy (Thompson, 2021). As potent communication vehicles, films wield the power to sway audience travel preferences, enticing them to explore destinations featured in cinematic narratives. Consider, for instance, the film "The Great Wall (2016)." Despite its contemporary origin, this cinematic piece seamlessly weaves numerous Chinese elements into its fabric, prominently showcasing the iconic Chinese marvel—the Great Wall—as the

central backdrop of its narrative. The film not only highlights the magnificence of the Great Wall but also integrates traditional Chinese mythological motifs. After its international release, a discernible surge in visitors to associated tourist sites was observed. This uptick in tourist footfall translated into notable economic expansion for the local tourism industry. Various sectors reaped the benefits of heightened tourist influx, from hospitality establishments to dining venues and souvenir outlets. Through such instances, the potency of adapted films leveraging localized elements becomes apparent, not only in generating commercial value but also in fostering cultural dissemination and shaping international perceptions while concurrently exerting a substantial influence on driving the tourism economy (Fernandez, 2022; Miles et al., 2019).

In general, it is believed that films have the greatest impact on local tourism economy by living entertainment and cultural communication (Gao, 2023; Zeng et al., 2023), and the promotion effect on local tourism economy is not particularly obvious (Ahmed and Ünüvar, 2022). However, a survey (Wu and Wu, 2019) of various provinces in China finds that many high-quality adapted films have a greater promotion effect on local tourism economy than that on living entertainment and cultural communication, which is different from previous research results.

At present, research on the development of China's tourism industry focuses more on the direct exploitation of resources, while relatively little attention is paid the discussion of the impact of integrating resources into cultural products such as films. Existing research tends to study films and tourism as two separate fields, which leads to a of in-depth understanding of their interrelationships and interactions (Chen and Shih, 2019). In fact, the representation of tourism resources integrated into cultural products is often more likely to stimulate consumers' active and discussion than direct advertising. As a cultural phenomenon and art, films can not only showcase the local customs, natural scenery, and historical culture of a place but inspire audiences' interest and longing for tourist destinations (Ye, 2022). Existing studies often overlook the potential impact of film on tourism and how tourism can be promoted and developed through film as a medium (Liu, 2024). In addition, the existing research works mainly adopt qualitative research methods; for example, Wang (2023) analyzed six characteristics of film products and proposed that film product-induced tourism is an emerging tourism phenomenon, where tourists stimulate tourist destinations through movies and TV. However, there is no further data to prove the impact of these six characteristics on the tourism economy. Ahmed and Unuvar (2022) proposed the impact of film tourism on the image of tourist destinations: Film is an important source of information for the formation of mental images of tourist destinations, and film tourism, as a marketing tool to stimulate tourism demand, has an important impact on tourist destinations. However, this paper focuses on clarifying the deep relationship between tourism and film, and no empirical data has been obtained. By reviewing the current situation of film tourism art in Croatia, Mandi and Pivevic (2023) put forward a theoretical framework of the composition of economy and film industry, explaining the impact of film on local economy. Their study focused on the analysis of film's contribution to tourism, but it lacked empirical research data. Although these methods can deeply explore and describe the nature and characteristics of phenomena, they often lack objective data support and quantitative analysis. The subjectivity and

explanatory nature of qualitative research may lead to the deviation of research results, and it is difficult to form a unified and verifiable conclusion.

This study focuses on the film industry and evaluates the promotion effect of adapted films on regional tourism development from the perspective of their cultural impact on the filming location by quantitative analysis. It fills the existing research gap on the impact of cultural industries, especially film adaptations, on tourism, and provides a new perspective on the impact of informal institutions on tourism economy.

Drawing on provincial-level panel data from 2012 to 2020 at the macro level, alongside box office data from adapted films at the micro level, the research employs various methodological approaches, including benchmark regression, heterogeneity tests, and robustness tests. The findings emphasize the substantial contribution of adapted films to local tourism revenue, thus facilitating overall tourism development. Additionally, the study highlights that adapted films contribute to increased regional exposure, thereby fostering the growth of the local tourism economy. Further analysis reveals that the promotional impact of film box office receipts on local tourism development is less pronounced in more developed areas but more significant in less developed regions. Moreover, compared to regions with convenient transportation infrastructure, areas with limited transportation access experience a greater promotional effect from the film industry.

2. Literature review

2.1. Film industry and adapted films

In today's global landscape, film and television are the foremost vehicles for cultural dissemination, profoundly shaping individuals' perspectives and lifestyles (Ye, 2022). The film industry has garnered significant scholarly (Ahmed and Ünüvar, 2022; Chen and Shih, 2019; Tan, 2022) attention as a vital component of the global cultural and economic milieu. The industry has undergone notable transformations driven by technological advancements and shifts in consumer preferences. In particular, the growing popularity of Chinese cultural adaptations such as *Mulan* (2020) and *The Great Wall* (2016) has eclipsed even Hollywood blockbusters (Chen et al., 2021; Yin, 2019). Film adaptation refers to the process in which works of other literary genres, such as novels, dramas, narrative poems, etc. are made into film literary scripts suitable for filming through artistic re-creation based on their main characters, storylines and ideological content, and finally filmed into film works (Tan, 2022). More and more Chinese adapted films are welcomed by the audience.

Park (2021) posits that this trend reflects audiences' growing appetite for cinematic cultural consumption. Empirical analysis by Khan underscores the role of social learning among individual consumers in propelling the growth of film consumption (Khan et al., 2020). Notably, the film market demonstrates economies of scale, as evidenced by Herмосilla's (2017) examination of consumer preferences for actors with light skin tones in the burgeoning Chinese market, potentially reshaping casting choices in Hollywood productions. Concurrent research investigates various facets of film production, promotion, and distribution, exploring how word-of-mouth, release schedules, intellectual properties, and casting decisions impact box office performance (Peng et al., 2019). Furthermore, Miles (2019) investigates the ecological

niche width of films, revealing a significant correlation between niche width and audience engagement, thereby enhancing market performance for films that command attention.

Moreover, this section covers literature examining the technological advancements, market dynamics, economic ramifications, and cultural and social influences within the film industry. Regarding technological advancements, the progression from early celluloid to digital cinema has significantly broadened the spectrum of film production and presentation techniques. Furthermore, the emergence of virtual reality technology promises novel viewing experiences (Smith, 2019). Concerning market dynamics, globalization and digitization are crucial trends reshaping the contemporary film landscape. Johnson (2018) scrutinized the transformative effects of streaming platforms like Netflix and Amazon Prime on film distribution patterns and audience engagement. Additionally, the film market's global expansion poses challenges and opportunities for local film industries (Lee, 2020). Economically, the film industry's contribution to the global economy is indisputable. Thompson (2021) elucidates how the film sector generates employment opportunities and drives growth across sectors such as tourism and retail. Particularly noteworthy is the significant economic impact of successful film ventures on local economies (Carter, 2019). Culturally and socially, films wield profound influence as vehicles of cultural expression. Fernandez (2022) examines how films shape societal norms and cultural values by portraying gender and racial dynamics. Especially with the rise and development of adapted films in recent years, their impact on the tourism industry has gradually garnered attention. Wasoff (2021) explored how various adaptations, including books, articles, photographs, visual and audio works, as well as music in simulated, digital, or any other format, can be protected by this right.

2.2. Tourism industry

The tourism industry exhibits cultural and economic dimensions as a cultural enterprise catering to travelers' aspirations (Ahmed and Ünüvar, 2022). Its development and infrastructure necessitate investment, underscoring its economic character. Extensive scholarly (Calero and Turner, 2020; Wang et al., 2023; Wu and Wu, 2019) literature demonstrates that tourism economy growth can catalyze regional economic expansion through diverse mechanisms. These encompass enhancements in local living standards and the attraction of skilled Labour to bolster local productivity (Faber and Gaubert, 2019), the fostering of interregional collaboration and competition. Moreover, international experiences indicate that tourism economies are crucial in mitigating regional income disparities and fostering economic equilibrium. Scholars have scrutinized the uneven distribution of tourism development in central and western regions, advocating for resource bundling as an effective strategy (Ngoc and Hai, 2024). Regarding factors influencing tourism demand, domestic and international scholars hold varied perspectives, encompassing price, marketing strategies, tourism development trends, tourist income levels, exchange rates, relative prices of tourism goods to GDP, national economic conditions, and official travel policies (Sharma and Khanna, 2023).

Additionally, the opening of high-speed rail significantly shortens the distance between cities, making it easier for people to reach various tourist destinations. This convenience encourages more people to choose tourism, thereby contributing to economic development. For example, Guo (2020) investigated the impact of the Beijing-Guangzhou high-speed rail on urban economic development using nighttime light data from 2002 to 2018. They found that the construction of the high-speed rail had a considerable positive impact on the economies of first tier and new first-tier cities along the route, but it also harmed the economic development of some second and third-tier cities. Similarly, Liu (2019) used newly generated check-in data from social media, employing a case study approach and nonlinear regression models to explore the influence of intercity high-speed rail on tourist numbers. Their research revealed that the opening of high-speed rail can stimulate an increase in tourist numbers.

2.3. Influence of cultural development on economic growth

Numerous scholars have conducted empirical investigations utilizing data to illustrate the beneficial impact of the cultural industry on economic growth. They have identified associated factors and proposed strategies conducive to the sector's development. Through empirical analyses, most researchers have identified a positive correlation between the cultural industry and economic growth, examining national and regional contexts. For instance, Yao et al. (2022) utilized the Five Elements Diamond Model, principal component analysis, and factor analysis to evaluate the cultural industry competitiveness of 31 provinces in China from 2013 to 2019. The results showed that the eastern region had the strongest cultural industry competitiveness, followed by the central, northeastern, and western regions. Then, panel regression was employed to explore the impact of the cultural industry competitiveness index on economic growth. The research findings indicated that there is a positive correlation between cultural industry competitiveness and economic growth in China. Similarly, Li (2021) used the grey relational analysis method to analyze the influence of cultural industry competitiveness on economic growth, explored the influence of the cultural industry on the three industries and made an analysis and comparison, and reached the conclusion that the cultural industry has a relatively large influence on economic growth, especially having an obvious pulling effect on the tertiary industry.

Scholars employing spatial economic analyses have extensively investigated the influence of agglomeration effects within the cultural and creative industries on economic growth. For instance, Coll-Martínez (2019) utilized static and dynamic panel data, employing the CCIDI index to gauge the impact of the cultural and creative industry. Their findings underscored a pronounced geographical polarization within the cultural and creative industry, characterized by prevalent spatial agglomeration patterns, notably high-high and low-low agglomerations. They particularly emphasized the significance of low-low agglomeration, which exhibits notable heterogeneity in local industrial development. Gong (2020) comprehensively analyzed global urban digital creative industry data spanning a decade from 2008. Their study examines the industry's developmental status, urban agglomeration patterns, and

value chain evolution, shedding light on global distribution patterns and regional preferences within urban digital creative industries. Moreover, they conducted in-depth analyses at various levels, including intercontinental, national, and urban distributions, to delineate the developmental clusters within the global digital creative industry.

In summary, existing research on the Chinese film industry predominantly concentrates on film production, promotion, distribution, and industry reform. Additionally, scholars have scrutinized technological advancements, market dynamics, economic ramifications, and cultural and social influences within the film sector. Concerning urban tourism research, the focus primarily revolves around urban tourism competitiveness, destination image, tourist experiences, tourism resources, and overall tourism development, albeit with limited exploration of the factors shaping urban tourism. In cultural tourism, numerous scholars have studied the role of cultural tourism in fostering tourism industry development and analyzed factors influencing the cultural tourism sector's growth. For example, Wang (2023) studied the role of cultural tourism on the development of tourism industry and analyzed the factors affecting the development of cultural tourism industry. However, these surveys often adopt a micro-level approach, lacking a broader understanding of the wider impact and potential mechanisms of the film culture industry on China's tourism economy. Particularly, there remains a research gap in exploring the promotional role of adapted films in regional tourism development from the perspective of cultural exportation by films to the filming locations.

Given this context, this paper centers its research on the film industry, particularly emphasizing adapted films incorporating Chinese elements as their foundation. These films aim to attract domestic and international tourists by leveraging rich local elements such as history, culture, and scenery. The study investigates the film culture industry's influence on tourism economy development, enriching scholarly discourse in the film and tourism sectors. By supplementing existing research on the cultural industries' impact on tourism, particularly through the film industry, this study offers a novel perspective on elucidating the potential drivers of regional economic growth. Therefore, the three research objectives of this study are:

RO1: To examine how adapted films contribute to the growth of the local tourism sector.

RO2: To examine the promotional impact of adapted films on the tourism industry between developed and less developed regions.

RO3: To examine the role of high-speed rail infrastructure in enhancing the tourism impact of adapted films.

3. Theoretical mechanism analysis and hypothesis

This paper uses the exposure effect proposed by psychologist Robert Zajonc in 1968 to explain the impact of adapted films on consumer psychology and puts forward three research hypotheses based on existing literature.

3.1. Theoretical mechanism of exposure effect

The exposure effect represents a fundamental concept in psychology, delineating the tendency for individuals to harbor more positive evaluations or heightened preferences for stimuli they have encountered repeatedly. This phenomenon is rooted in the idea that familiarity fosters comfort and safety, eliciting a more favorable attitude. Initially proposed by psychologist Robert Zajonc (1968), the exposure effect posits that repeated exposure augments liking for stimuli even without conscious awareness. Empirical validation of this theory has been obtained through experiments spanning various stimuli such as images, individuals, and music. The mechanism underlying the exposure effect may entail cognitive simplification, wherein individuals are predisposed to render positive evaluations of familiar stimuli to conserve cognitive resources. Additionally, conditioning may play a role, as repeated exposure fosters the formation of conditioned reflexive positive emotions. This effect holds significant implications across diverse domains such as advertising, marketing, and education. For instance, in advertising, frequent exposure can bolster consumers' preference for a product, while in education, repeated learning and practice facilitate deeper understanding and enhanced retention of knowledge (Sennhenn-Kirchner et al., 2018).

In the film industry, the exposure effect is prominent. When a film is shot or set in a local area, it expands the attention and exposure of the area, thus boosting the development of local tourism. When people are inadvertently exposed to certain items repeatedly, they will be attracted by the prominent features of the products, thus prolonging their stay time and increasing the possibility of consumption (Taylor, 2021). Frequent exposure may lead consumers to have the impulse to consume different flavors of products of the same brand after trying to buy once. It is not only in the sales industry, but also in the film industry (Tempere et al., 2019) Through repeated viewing of movies, some cultural symbols and values can also have an impact on the audience's attitudes and cognition through the mere - exposure effect. In the historical background or cultural elements of the adapted film, such as the Great Wall of China and the Forbidden City, these cultural symbols can be deeply rooted in people's hearts through repeated exposure in the film, increasing the global audience's favorable impression of these cultures and places. Therefore, the substantial exposure effect through film media can enhance local cultural transmission and tourism attraction and produce positive economic and social outcomes.

3.2. Hypotheses

Outstanding cultural films often have the ability to cause a sensation during a specific period, becoming the focal point of societal discussions, captivating audiences, and igniting public enthusiasm for debate (Bingchao and Siyuan, 2024). What makes this phenomenon intriguing is that, contrary to common belief, the cultural elements and geographical settings depicted in these films are not merely decorative backgrounds but rather subjects for audiences to delve into and explore deeply. While films are typically seen as a form of entertainment, in exceptional cultural films, viewers discover that the cultural elements and geographical backgrounds carry information and connotations far beyond the realm of

entertainment. Therefore, although it is generally believed that the role of film in entertainment and cultural transmission is relatively small in terms of economic function, a survey of this phenomenon occurring in Chinese provinces (Yin and Xu, 2023) shows that many high-quality films may promote the development of local tourism and culture, thus driving economic growth. Chen Huan et al. (2021) surveyed 331 subjects and believed that audiences could have contact with martial arts culture through films and television, enhancing the perception of tourist destinations. Du et al. (2020) investigated the influence of *Lost in Thailand*, a popular film in China, on the tourist destination Thailand, and studied the changes of tourists' behavior in Thailand from three dimensions: total amount of tourism, network structure of tourism flow and spatial and temporal pattern of tourists. The results showed that film production had a significant impact on the number of visitors. Therefore, we propose the following hypothesis.

Hypothesis 1: Adapted films have the potential to stimulate the growth of the local tourism sector.

It is a very interesting phenomenon that the impact of adapted films on the development of tourism does vary according to the level of regional development (Wang et al., 2024). Taking 396 tourists in Lucknow as the research objects, Singh et al. (2021) believe that when taking the movie - shooting base as a tourist destination, the transportation in this area is an important factor affecting tourism revenue. Film is an important marketing tool, which can effectively serve the promotion of tourist destinations. However, in the case of different regions or economic development, "film tourism" has different effects on regional economy. Since film is a form of mass communication, rather than the exclusive coverage of a certain region (province), it is generally believed that despite the differences between different regions, film communication effects are similar. But in China, films from developed regions often have more influence. Developed regions usually have more developed film industry, more sophisticated production technology, more extensive publicity channels, and greater influence on the promotion of film destinations. On the contrary, in less developed regions, the development level of the film industry may be lower, and the publicity channels may also be limited, resulting in a relatively small impact of film on tourism promotion (Wu and Wu, 2019). Therefore, we propose the following hypothesis:

Hypothesis 2: The promotional impacts of adapted films on the advancement of the tourism industry vary between developed and less developed regions.

Due to regional differences, its traffic conditions are also high and low, and the traditional view is that the introduction of high-speed rail may have a negative impact on the local tourism industry, because high-speed rail allows tourists to reach other areas more quickly, thus reducing the time they stay in the local area (Sun and Lin, 2018). But the opposite is true. The opening of the high-speed railway will drive the construction and upgrading of the surrounding infrastructure, including the improvement of transportation, hotels, restaurants and other facilities around the high-speed railway station, so as to provide better services and experiences for tourists. In addition, the opening of high-speed railway will also promote the development and utilization of local tourism resources, attract more tourists to visit and explore, and thus stimulate the growth of local tourism and economy (Bo and Ningqiao, 2018). Gao

et al. (2019) evaluated the impact of high-speed rail on tourism growth using panel data of Chinese cities from 2004 to 2015. The empirical results show that the high-speed rail connection does not promote tourism revenue, but it does promote the number of tourists, and by connecting the high-speed rail, the less developed central and western regions attract more tourists than the developed eastern regions. Therefore, the opening of the high-speed railway station increases the willingness of individuals to travel to the corresponding region, which may make the adaptation film have a more significant impact on the development of local tourism. Hence, the following hypothesis is proposed:

Hypothesis 3: The adapted films exert a more significant impact on the development of local tourism in regions with high-speed rail.

4. Empirical test

In the process of dataset selection and filtration, it is imperative to maintain a comprehensive set of intact data to mitigate errors and other endogeneity concerns. Because of the data update, this study employs panel data from 2012 to 2020 at the provincial level to evaluate the film industry’s impact on regional tourism’s economic growth. The tourism-related data and provincial information primarily originate from various sources, including the “China Tourism Yearbook,” provincial statistical yearbooks, and national economic and social development statistical bulletins. Additionally, data about adapted films from 2012 to 2020 across different Chinese provinces were chosen, primarily sourced from databases such as those provided by Ent Group (<http://www.endata.com.cn/BoxOffice/BO/RealTime/reTimeBO.html>), as well as from websites such as Baidu, Douban, and IMDb. This study received ethical approval from the Technology Transfer Office at Multimedia University, Malaysia. All procedures performed in studies which did not involve any human participants were conducted in accordance with the ethical standards of the institutional research committee. In alignment with ethical standards and guidelines governing research, no informed consent was needed.

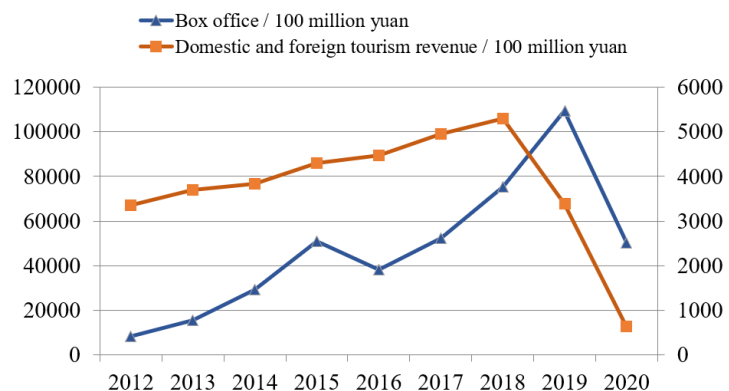


Figure 1. 2012–2020 Zhe Jiang domestic and foreign tourism revenue and box office chart.

The relationship between domestic and foreign tourism revenue and the box office of creative films in Zhejiang and Gansu provinces in China, is shown in **Figures 1 and 2**. **Figures 1 and 2** show that from 2012 to 2019, the tourism revenues and box-

office revenues in Zhejiang province and Gansu province generally showed an upward trend, but dropped significantly in 2020 due to the external factor of the epidemic situation. The difference lies in the large quantitative gap between the two provinces. The peak of tourism revenue in Zhejiang province exceeded one trillion yuan, which was on average 6 to 12 times that of Gansu province; in terms of box-office revenue, Zhejiang province exceeded 500 billion yuan in 2019, which was on average 2 to 5 times that of Gansu province during the same period.

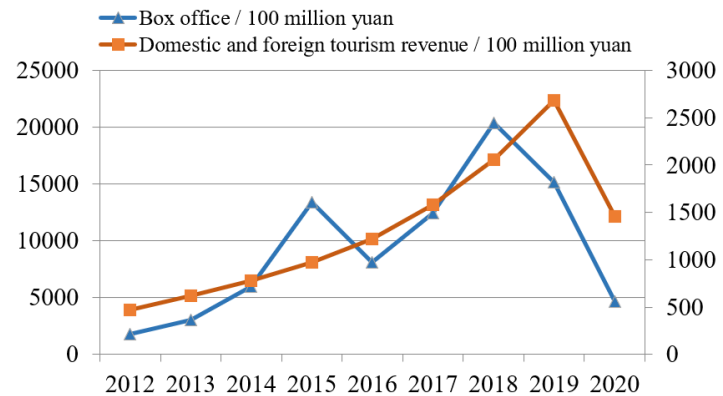


Figure 2. 2012–2020 domestic and foreign tourism revenue and box office of Gansu Province.

This study adopts a commonly used approach in literature to analyze the film industry’s impact on regional tourism development while accounting for data availability. Per capita domestic and international tourism revenue (Intotal_i) is the primary dependent variable, reflecting overall tourism income. Additionally, per capita, domestic and international tourist arrivals (Intotal_p) are chosen as alternative, dependent variables for robustness checks. The key explanatory variable is the total box office revenue of domestic films (Info box), representing the dissemination capacity of film information. Moreover, a series of control variables are included to account for other factors influencing regional tourism economies and to enhance the accuracy of regression results. These control variables encompass annual electricity consumption, year-end urban road area, total annual bus passenger volume, number of star-rated hotels, area of parks and green spaces, and year-end population of each city. Among them, the urban road area, the total bus passenger flow, the number of star-rated hotels, and the area of parks and green spaces reflect the tourist-carrying capacity of a region and represent the potential that can be released by the regional tourism economy; the annual electricity consumption and the urban population are indicators for measuring whether the economy is developed. **Table 1** provides a comprehensive overview of all variables utilized in this study.

Table 1. Table of variable names and their meanings in the model.

| Variable | Variable Name | Implication |
|----------------------|---------------|---|
| Explained variable | Intotal_i | Domestic and foreign tourism revenue |
| | Intotal_p | Total number of domestic and foreign tourists |
| Explanatory variable | Movie | Box office of provincial adapted films |

Table 1. (Continued).

| Variable | Variable Name | Implication |
|------------------|---------------|---|
| Control variable | Linoleic | Annual electricity consumption |
| | Load | Actual urban road area at the end of the year |
| | Epub | Total annual bus passenger transport |
| | Hotel | Number of star hotels |
| | Green | Park green area |
| | No | Population by city at year-end |

The descriptive statistics of all variables are shown in **Table 2**. Through preliminary analysis, it can be seen that there are obvious differences in the level of tourism development in different regions, and there are also large disparities in box-office revenues. Moreover, there are also relatively large differences among provinces in terms of infrastructure construction levels, etc. This indicates that the overall differences in the selected samples are relatively large and thus have research value.

Table 2. Descriptive statistics (measuring the differences in tourism development levels among the sample regions).

| VarName | Obs | Mean | SD | Min | Median | Max |
|---------|-----|----------------|----------------|---------------|---------------|---------------|
| total_i | 279 | 4211.20 | 3144.262 | 39.69 | 3640 | 14,930 |
| total_p | 279 | 32,756.07 | 23,837.919 | 1056.11 | 29,037.32 | 110,000 |
| movie | 279 | 462,747,268.98 | 744,338,276.09 | 14,473,933.41 | 219,188,910.4 | 5,678,747,271 |
| elec | 279 | 1980.05 | 1483.740 | 27 | 1541 | 6940 |
| road | 279 | 23,757.93 | 20,311.424 | 793 | 17,355 | 100,984 |
| pub | 279 | 190,391 | 157,421 | 7139 | 159,480 | 1,103,660 |
| hotel | 279 | 333.43 | 180.321 | 55 | 322 | 927 |
| green | 279 | 21,061.53 | 18,635.115 | 435.23 | 17,011.89 | 110,384 |
| peop | 279 | 4471.97 | 2899.832 | 315 | 3858 | 13,802 |

4.1. Baseline regression analysis

This study employs the Ordinary Least Squares (OLS) regression model for empirical analysis. The specifics are as follows:

$$\ln total_i / \ln total_p = \beta_0 + \beta_1 \ln movie + \beta_2 \text{Controls} + \varepsilon \quad (1)$$

The dependent variable in this analysis is the logarithm of total domestic and international tourism revenue ($\ln total_i$), with an alternative dependent variable being the logarithm of total domestic and international tourist arrivals ($\ln total_p$). The explanatory variable is local box office revenue from adapted films (Movies). “Controls” represent a series of control variables. **Table 3** presents the baseline regression results. The numbers in parentheses represent the influence coefficients of the variables on the dependent variable, and positive and negative numbers represent positive and negative correlations respectively. In Model 1, only the box-office revenue of movies is included as an explanatory variable in the regression, and control variables are introduced into Models 2 and 3 in turn. A cross-sectional comparison reveals a significant positive association between the growth in box office revenue

from adapted films and local domestic and international tourism revenue growth. This finding is statistically significant at the 1% level and remains consistent even after incorporating control variables.

Therefore, the result of data analysis indicates that adapted films in specific regions can significantly stimulate local tourism income, and the above analysis results validate our hypothesis 1.

Table 3. OLS regression results (Test whether there is a correlation between the increase in box office revenue of the three models and the increase in domestic and international tourism revenue respectively).

| | (1) | (2) | (3) |
|----------|--------------------|----------------------|----------------------|
| | Model 1 | Model2 | Model 3 |
| Inmovie | 0.371*** (6.73) | 0.141*** (3.22) | 0.259*** (5.68) |
| Linoleic | | 0.224** (2.27) | -0.127 (-1.24) |
| Load | | 0.704*** (5.78) | 0.109 (0.77) |
| Epub | | -0.005 (-0.06) | -0.163** (-2.26) |
| Hotel | | | 0.496*** (3.97) |
| Green | | | 0.157 (1.12) |
| No | | | 0.706*** (4.77) |
| _cons | 0.772 (0.73) | -3.246*** (-3.49) | -5.355*** (-5.92) |
| N | 279 | 279 | 279 |
| R2 | 0.140 | 0.554 | 0.650 |

Notes: *, **, *** indicate significance at the 10%, 5%, and 1% levels respectively. If a blank cell appears, means that the variable has not yet been introduced in that model.

4.2. Heterogeneity test

In this paper, according to the level of economic development combined with their respective regions, each province is divided into eastern, central and western regions for grouped regression analysis, and the regression results are shown in Table 4. The first three columns report the results of grouped regression, indicating a significant positive association between box office revenue from adapted films and domestic and international tourism revenue in all regions. Additionally, all coefficients are statistically significant at the 1% level. A dummy variable is constructed to compare the effects among different regions further, indicating whether a region is classified as developed, with the eastern region coded as one and other regions coded as 0. The interaction term between this dummy variable and the explanatory variable

is incorporated into the regression equation. The test results are shown as in the seventh row of the fourth column.

Therefore, the results reveal that the coefficient of the interaction term is significantly negative, suggesting that the promotional effect of adapted films on local tourism development is smaller in more developed regions and greater in less developed regions. The above analysis results validate our hypothesis 2.

Table 4. Heterogeneity test (Test the impact of regional economic development level on the model).

| | (1) | (2) | (3) | (4) |
|---------------|----------------------|----------------------|----------------------|-----------------------|
| | model 1 | model 2 | model 3 | model 4 |
| Inmovie | 0.113*** (3.55) | 0.270*** (5.22) | 0.486*** (10.22) | 0.376*** (10.19) |
| Adv | | | | 1.883* (1.84) |
| Adv × Inmovie | | | | -0.103* (-1.96) |
| Lnelec | 1.064*** (6.46) | -0.091 (-0.47) | -0.320*** (-4.19) | -0.322*** (-4.96) |
| Load | 0.434*** (4.76) | 0.837*** (5.68) | -0.234* (-1.77) | 0.071 (0.79) |
| Epub | 0.090** (2.24) | -0.471*** (-5.06) | -0.214*** (-2.82) | 0.001 (0.01) |
| Inhotel | 0.206** (2.16) | -0.012 (-0.07) | 0.059 (0.46) | 0.183** (2.23) |
| Ingreen | 0.259*** (2.74) | -0.283 (-1.19) | 0.215 (1.49) | 0.270*** (3.00) |
| No | -1.290*** (-6.28) | 0.755*** (3.06) | 1.568*** (10.53) | 0.835*** (8.52) |
| _cons | -0.577 (-0.64) | -2.595 (-1.50) | -9.118*** (-9.97) | -7.929*** (-11.29) |
| N | 90 | 54 | 108 | 252 |
| R2 | 0.904 | 0.810 | 0.920 | 0.856 |

Notes: *, **, *** indicate significance at the 10%, 5%, and 1% levels respectively. If a blank cell appears, means that the variable has not yet been introduced in that model.

4.3. Influence effect test

The study further examines transportation convenience across different regions by utilizing the opening of high-speed rail as a proxy variable. Provinces with high-speed rail are coded as 1, while those without are coded as 0. The regression results are displayed in the **Table 5** below. Both the film industry and the presence of high-speed rail stations significantly contribute to developing local tourism industries. However, the interaction term between them shows a significant negative coefficient.

This means that the promotional effect of adapted movies in areas with inconvenient transportation is more obvious than that in areas with convenient

transportation. The reason may be that cities with convenient transportation often have more diversified industries and driving forces for tourism growth, while the influence of adapted movies among the many driving factors for promoting the development of tourism in economically developed areas is not significant.

These analysis results validate our hypothesis 3.

Table 5. Influence effect test (Testing the impact of adding traffic factors on the development of the tourism industry after the model’s internal adaptation of films).

| | (1) |
|----------------|---------------------|
| | model 1 |
| Movie | 0.216*** (4.34) |
| High × Inmovie | -0.209* (-1.70) |
| High | 0.379* (1.88) |
| Linoleic | 0.025 (0.23) |
| Load | 0.070 (0.49) |
| Epub | -0.171** (-2.42) |
| Hotel | 0.549*** (4.45) |
| Green | 0.058 (0.41) |
| No | 0.526*** (3.37) |
| _cons | 1.173* (1.70) |
| N | 279 |
| R2 | 0.668 |

Notes: *, **, *** indicate significance at the 10%, 5%, and 1% levels respectively.

4.4. Robustness and endogeneity tests

The study conducts a robustness check using total domestic and international tourist arrivals as an alternative dependent variable. The test results are displayed in **Table 6**, where Model 1 includes solely the explanatory variable, and control variables are sequentially added in Models 2 and 3. The research found that the growth in the box-office revenue of adapted movies has significantly increased the number of domestic and foreign tourists in the local area. This result is still significant at the 1% level in Model 3, which is consistent with the conclusion of the baseline regression, indicating that the model has good robustness, thus once again confirming the view

that the development of adapted movies has a positive promoting effect on the tourism growth in relevant regions.

Additionally, this study employs the local number of film releases as an instrumental variable to mitigate endogeneity concerns. The instrumental variable fulfils two essential criteria: relevance and homogeneity. Specifically, the number of film releases is closely linked to box office revenue from adapted films, establishing relevance. Moreover, the number of film releases is unrelated to domestic and international tourism revenue, ensuring homogeneity. Despite addressing potential endogeneity between domestic and international tourism revenue and box office revenue from adapted films, empirical results demonstrate a substantial rise in local tourism revenue associated with box office revenue from adapted films, aligning with previous findings. The details are shown in **Table 6**.

Therefore, this data analysis once again confirms that adapted films can stimulate the growth of local tourism, which is in line with the inference of hypothesis 1.

Table 6. Robustness and endogeneity tests (Adding the two factors of the number of tourists and the number of movie releases to perfect the model and test whether the correlation is still significant).

| | (1) | (2) | (3) |
|----------|--------------------|--------------------|--------------------|
| | Model 1 | Model2 | Model 3 |
| Inmovie | 0.296*** (6.01) | 0.091** (2.33) | 0.195*** (5.03) |
| Linoleic | | 0.209** (2.37) | -0.098 (-1.12) |
| Load | | 0.622*** (5.70) | -0.148 (-1.23) |
| Epub | | -0.007 (-0.11) | -0.109* (-1.78) |
| Hotel | | | -0.016 (-0.15) |
| Green | | | 0.170 (1.43) |
| No | | | 1.112*** (8.87) |
| _cons | 4.309*** (4.55) | 0.747 (0.90) | -0.887 (-1.16) |
| N | 279 | 279 | 279 |
| R2 | 0.115 | 0.540 | 0.677 |

Notes: *, **, *** indicate significance at the 10%, 5%, and 1% levels respectively. If a blank cell appears, means that the variable has not yet been introduced in that model.

5. Discussion

As a pivotal sector in the global economy, tourism increasingly stands out as a major driver of economic growth. Facilitating the convergence of the tourism industry with the cultural sector amplifies regional economic gains, augments cultural richness,

and bolsters the international standing of regional identities. Notably, adapted films can harness abundant localized elements such as historical narratives, cultural motifs, and scenic landscapes, which hold considerable allure for domestic and international travelers. These cinematic productions serve as conduits for cultural diffusion, spotlighting China's distinctive heritage and natural splendor while also wielding substantial influence in propelling the advancement of the tourism sector.

Therefore, this study utilizes provincial panel data from 2012 to 2020 at the macro level, obtained from databases like the "China Regional Statistical Yearbook" and micro-level film box office data from Ent Group, a consulting firm. Employing methods such as baseline regression, heterogeneity tests, and robustness checks, the study investigates the film industry's impact on regional tourism economic development from the perspective of cultural output at filming locations. The findings reveal that box office revenue from culturally distinctive films significantly boosts local tourism revenue, promoting tourism development. This underscores the exposure effect that adapted films bring to the region, further fostering local tourism economic growth.

Empirical data show that the promoting effect of movie box-office revenue on the development of local tourism is relatively small in more developed areas and relatively large in less developed areas. This is because the tourism industry in developed areas is already relatively mature, with high popularity, and a high degree of commercialization of historical relics and scenic spots, leaving limited room for improvement. In addition, developed areas have already established high popularity and attractiveness through other channels, so the role of movies as a promotional tool in converting regional attractiveness into tourism revenue is relatively limited. On the contrary, due to the relatively insufficient infrastructure and services in less-developed areas, many characteristic tourism selling points are not known to people. Through the novel and comprehensive expression ways of movies, it is easy to have a "good-start-from-the-beginning" effect and enhance tourism attractiveness.

Areas with convenient transportation usually have high accessibility and attractiveness, and tourists can easily reach these areas for tourism. However, due to geographical limitations, tourists' willingness to travel to areas with inconvenient transportation is relatively low. Movies can stimulate tourists' curiosity and desire for exploration by showing the unique scenery and culture of these areas, thereby increasing their willingness to travel to these areas. This is why the view that "compared with areas with convenient transportation, the promoting effect of the movie industry on areas with inconvenient transportation is greater" has been drawn. Robustness and endogeneity tests corroborate the reliability of these conclusions.

6. Conclusion

The findings of this study identify the role of adapted films in the significant development of local tourism which is one of the important driving forces to promote the development of tourism industry. At the same time, the research findings also revealed that the opening of high-speed rail plays an indirect role in the development of local tourism in the process of film adaptation and provided an empirical basis for research in the intersection of economics and cultural studies. The research results

show that adapted films not only have the function of cultural communication and entertainment, but also can promote the prosperity of local economy by enhancing the cultural awareness and tourism attraction of the city.

Although this study provides valuable insights into the relationship between adapted films and the tourism economy, there are some limitations. Due to the macro nature of data samples, there is a lack of more detailed micro-level data, which fails to deeply analyze the differences between cities within the regions. In addition, factors such as the genre, audience and regional cultural differences of the film itself have not been fully considered in this study, which may have a certain impact on the universality of the conclusion.

Future research can focus more on micro-level analysis, adopt more quantitative detailed data collection methods, and conduct cross-regional comparative analysis with prefecture-level cities or smaller regions as units. This will help to assess more precisely the different impacts of film adaptations on various tourist destinations. In addition, the interaction of film types and styles, audience preferences, regional cultural background and other factors on tourism economic development can be further investigated, to improve the comprehensiveness and explanatory power of the research.

In the context of China's accelerated exploration of the integration of cultural industry and tourism industry, this study has important practical significance. This empirical result provides a reference for local governments and decision makers, indicating that promoting the development of cultural products such as Chinese adapted films can effectively enhance the cultural influence and tourism competitiveness of cities. At the same time, in the case of increasingly fierce competition in the global tourism market, the effective use of the cultural industry to stimulate the growth potential of tourism is worth thinking about. In addition, this research result also provides a valuable reference for other cities or regions that rely on the development of cultural industries to further promote the deep integration of culture and economy.

Author contributions: Conceptualization, LL and KB; methodology, LL and KB; software, NIBM; validation, LL and NIBM; formal analysis, LL and KB; investigation, LL and NIBM; resources, LL and NIBM; data curation, LL and NIBM; writing—original draft preparation, LL; writing—review and editing, LL and KB; visualization, NIBM; supervision, KB and NIBM; project administration, KB. All authors have read and agreed to the published version of the manuscript.

Data availability statement: The data that support the findings of this study are available from the corresponding author, (KB), upon reasonable request.

Conflict of interest: The authors declare no conflict of interest.

References

- Ahmed, Y., & Ünüvar, Ş. (2022). Film tourism and its impact on tourism destination image. *Çatalhöyük Uluslararası Turizm ve Sosyal Araştırmalar Dergisi*, (8), 102-117.
- Ambelu, G., Lovelock, B., & Tucker, H. (2018). Empty bowls: conceptualising the role of tourism in contributing to sustainable rural food security. *Journal of Sustainable Tourism*, 26(10), 1749-1765.

- Bingchao, R., & Siyuan, D. (2024). The impact of corporate financialization on the export scale of the film industry—Evidence from China. *Finance Research Letters*, 105660.
- Bo, Z., & Ningqiao, L. (2018). The impact of high-speed trains on regional tourism economies: Empirical evidence from China. *Tourism Economics*, 24(2), 187-203.
- Calero, C., & Turner, L. W. (2020). Regional economic development and tourism: A literature review to highlight future directions for regional tourism research. *Tourism Economics*, 26(1), 3-26.
- Carter, B. (2019). Economic Impact of Movies in Local Economies. *Journal of Media Economics*.
- Chen, H., Zuo, Y., Law, R., & Zhang, M. (2021). Improving the Tourist's Perception of the Tourist Destinations Image: An Analysis of Chinese Kung Fu Film and Television. *Sustainability*, 13 (7), 1-16.
- Chen, L., Yu, W., & Qian, L. (2024). Green credit policy and ESG performance for promoting sustainable economic system. *Journal of Infrastructure, Policy and Development*, 8(4), 3392.
- Chen, Q., Ye, Q., & Yang, J. (2022). Film, signal strength and tourism growth. *World economy* (05),208-232.
- Chen, R., Chen, Z., & Yang, Y. (2021). The creation and operation strategy of disney's mulan: Cultural appropriation and cultural discount. *Sustainability*, 13(5), 2751.
- Chen, S., & Shih, E. (2019). City branding through cinema: the case of postcolonial Hong Kong. *Journal of Brand Management*, 26, 505-521.
- Coll-Martínez, E., Moreno-Monroy, A. I., & Arauzo-Carod, J. M. (2019). Agglomeration of creative industries: An intra-metropolitan analysis for Barcelona. *Papers in Regional Science*, 98(1), 409-432.
- Dias, Á., González-Rodríguez, M. R., & Patuleia, M. (2021). Developing poor communities through creative tourism. *Journal of Tourism and Cultural Change*, 19(4), 509-529.
- Du, Y., Li, J., Pan, B., & Zhang, Y. (2020). Lost in Thailand: A case study on the impact of a film on tourist behavior. *Journal of Vacation Marketing*, 26(3), 365-377.
- Faber, B., & Gaubert, C. (2019). Tourism and economic development: Evidence from Mexico's coastline. *American Economic Review*, 109(6), 2245-2293.
- Fernandez, G. (2022). Movies and Societal Impact: Gender and Race Perspectives. *Film Studies*.
- Fondevila-Gascón, J. F., Berbel-Giménez, G., & Blanco, C. (2023). Adaptations versus original film premieres trends in broadband society: a comparative analysis. *Profesional de la información*, 32(2).
- Gao, X. (2023). Research on the integration of TV, film and filial piety culture tourism in the context of cultural tourism integration. *Tourism Management and Technology Economy*, 6(3), 43-49.
- Gao, Y., Su, W., & Wang, K. (2019). Does high-speed rail boost tourism growth? New evidence from China. *Tourism Management*, 72, 220-231.
- Gong, H., & Hassink, R. (2017). Exploring the clustering of creative industries. *European Planning Studies*, 25(4), 583-600.
- Gunter, U., Ceddía, M. G., Leonard, D., & Tröster, B. (2018). Contribution of international ecotourism to comprehensive economic development and convergence in the Central American and Caribbean region. *Applied Economics*, 50(33), 3614-3629.
- Guo, Y., Yu, W., Chen, Z., & Zou, R. (2020). Impact of high-speed rail on urban economic development: An observation from the Beijing-Guangzhou line based on night-time light images. *Socio-economic planning sciences*, 72, 100905.
- Ji, X., Chen, J., & Zhang, H. (2024). Smart city construction empowers tourism: mechanism analysis and spatial spillover effects. *Humanities and Social Sciences Communications*, 11(1), 1-14.
- Johnson, L., Smith, R., & Wang, A. (2018). Streaming Wars: The Future of Movie Distribution. *Media Trends Journal*.
- Khan, E. M., Mukta, M. S. H., Ali, M. E., & Mahmud, J. (2020). Predicting users' movie preference and rating behavior from personality and values. *ACM Transactions on Interactive Intelligent Systems (TiiS)*, 10(3), 1-25.
- Lee, C. (2020). Challenges and Opportunities for Local Film Industries in a Globalized Market. *International Journal of Film and Media Arts*.
- Li, J. (2021). (Retracted) Grey Correlation Analysis of Economic Growth and Cultural Industry Competitiveness. *Complexity*, 2021(1), 5594080.
- Liu, J. N. (2024). A study on the effect of regional cultural elements in film works on Tourism development -- A case study of Guizhou Province. *Commercial economy* (02),63-66.
- Liu, Y., & Shi, J. (2019). How inter-city high-speed rail influences tourism arrivals: Evidence from social media check-in data. *Current Issues in Tourism*, 22(9), 1025-1042.

- Lobato, R. (2019). *Netflix nations: The geography of digital distribution*. New York University Press.
- Miles, D. A., Garcia, J., Gerald, R., et al. (2019). Ethnic Consumer Markets and Movie Marketing: An Empirical Study on Marvel's 'Black Panther' and Predictive Analytics of Ethnic Consumer Behavior of Moviegoers. *Journal of Economics and Business*, 2(4).
- Ngoc, B. H., & Hai, L. M. (2024). Time-frequency nexus between tourism development, economic growth, human capital, and income inequality in Singapore. *Applied Economics Letters*, 31(4), 259-264.
- Park, H. H. (2021). Change in brand attitude depending on fashion film type: the psychological mechanisms by engagement and consumer fantasy proneness. *Asia Pacific Journal of Marketing and Logistics*.
- Peng, F., Kang, L., Anwar, S., & Li, X. (2019). Star power and box office revenues: evidence from China. *Journal of Cultural Economics*, 43(2), 247-278.
- Ryu, S. (2020). How does film adaptation influence box office performance? An empirical analysis of science fiction films in Hollywood. *Arts and the Market*, 10(3), 125-143.
- Sennhenn-Kirchner, S., Goerlich, Y., Kirchner, B., Notbohm, M., Schiekirka, S., Simmenroth, A., & Raupach, T. (2018). The effect of repeated testing vs repeated practice on skills learning in undergraduate dental education. *European Journal of Dental Education*, 22(1), e42-e47.
- Sharma, C., & Khanna, R. (2023). Does global economic policy uncertainty drive tourism demand? A cross-country analysis. *Journal of Policy Research in Tourism, Leisure and Events*, 15(1), 106-113.
- Singh, S. V., Arya, A., & Chauhan, A. (2021). Destination motivations through antecedents of Film-Induced Tourism: A study on Outbound visitors of Lucknow. *Indian Journal of Applied Hospitality & Tourism Research*, 13, 1-23.
- Smith, J. (2019). *Virtual Reality in Cinema: The Next Big Thing? Tech in Motion*.
- Sun, Y. Y., & Lin, Z. W. (2018). Move fast, travel slow: The influence of high-speed rail on tourism in Taiwan. *Journal of Sustainable Tourism*, 26(3), 433-450.
- Tan, C. (2022). Film Philology: The Value and Significance of Adaptation/Film Studies in Literature. *Kültür Araştırmaları Dergisi*, (13), 31-49.
- Taylor, L. D. (2021). Material Abundance Messages and Women's Partner Trait Preferences: Effects of Exposure to Advertisements for Consumer Goods. *Evolutionary Psychological Science*, 7(2), 165-173.
- Tempere, S., Pérès, S., Espinoza, A. F., Darriet, P., Giraud-Héraud, E., & Pons, A. (2019). Consumer preferences for different red wine styles and repeated exposure effects. *Food quality and preference*, 73, 110-116.
- Thompson, R. (2021). The Economic Significance of the Film Industry. *Economic Insights*.
- Wang, M. Y., Li, Y. Q., Ruan, W. Q., Zhang, S. N., & Li, R. (2024). Influencing factors and formation process of cultural inheritance-based innovation at heritage tourism destinations. *Tourism Management*, 100, 104799.
- Wang, T., bin Suboh, R., & Alizadeh, F. (2023). When Stories Travel: A Review of Transcultural Film Adaptation. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 8(9), e002511-e002511.
- Wasoff, L. (2021). Publishing as Embodiment of Licensing: Exploring the Role of Copyright, Part 1. *Information Today*, 38(05), 128-132.
- Wu, T. P., & Wu, H. C. (2019). The link between tourism activities and economic growth: Evidence from China's provinces. *Tourism and Hospitality Research*, 19(1), 3-14.
- Yao, L., Maneejuk, P., Yamaka, W., & Liu, J. (2022). Quantifying the Competitiveness of Cultural Industry and Its Impacts on Chinese Economic Growth. *Sustainability*, 15(1), 79.
- Ye, Q. (2022). *Film and Urban Tourism Economic Growth*.
- Yin, H., & Xu, H. (2023). Analysis of China's Film Industry in 2022. *Journal of Chinese Film Studies*, 3(1), 1-30.
- Yin, W. (2019). A NEW MODEL FOR GLOBALIZATION IN THE FILM INDUSTRY. *Kritika Kultura*, 32, 117-140.
- Zajonc, R. B. (1968). Attitudinal effects of mere exposure. *Journal of Personality and Social Psychology*, 9 (2p2).
- Zeng, Y., Xu, Z., Chen, L., & Huang, Y. (2023). Exploring the mechanism of empathy on lens language and linguistic landscape on movie-induced tourism: The moderating effect of cultural differences. *Frontiers in Psychology*, 14, 1109328.
- Zhou, X. (2020). Boosting China's film production: An assessment of the subsidies for China's 'mainstream films'. *Global Policy*, 11, 56-64.