

The Studies on the Influences of Films and Television Programs on Tourists' Perceived Image

—Taking the Film *I Belonged to You* as an Example

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Abstract. This paper studies the influences of films and television programs on tourists' perceived image based on the film "I Belonged to You". Respondents are classified into two groups by the questionnaire survey. One group represents that they have seen the film before, the other represents that they have not seen the film. Firstly, the study finds that film and television programs affect tourists' perceived image of destinations. Secondly, women are affected more significantly than men. Lastly, this kind of influence will strengthen intention and revisit intention of tourists, and it will play a great role in the publicity of the tourist destination.

Keywords: Film and television programs, tourism perception, influences

1 Introduction

Foreign scholars generally study the influencing factors of tourism perception image from the perspectives of tourism destinations and tourists. After 1990, influenced by the new cultural geography trend, foreign research on the perception image of tourism destinations has shifted, and they began to study the influence of mass media such as the Internet, film and television on the image of tourists' perception.^[1-2] Hahm (et al.) believe that film and television dramas can present a large amount of information about destinations in front of millions of viewers, so that they can form a first impression of the destination in a relatively short time or change the existing Image.^[3] For the destination, the first-class film and famous actors have huge effects on destination publicity.^[4] Butler once predicted that as reading becomes less important as a means of obtaining information, people will rely more on visual forms to access information.^[5] Most of the domestic research on tourism perception image focuses on the study of the perception process and law of tourism destinations.^[6] In order to expand the tourism market, research on tourism image communication has become the mainstream of tourism perception image research. There are many media involved in the dissemination of tourism image in China, but the research on image communication at the current stage in China is not mature, only focuses on the study of traditional media such as television and advertising. Television uses images and sound as a carrier to transmit information to a wide audience, which greatly and effectively stimulates the audience's auditory and visual system to achieve the best communication effect compared with other media. Television has a role to play in guiding consumer spending and shaping the image of the destination.^[7]

Among them, the influence of film and television works on tourists should not be underestimated. It is not only the medium for modern people's entertainment, but also the promotion of culture. Most researchers have chosen the push-pull theory to study the influence of film and television works on the perceived image of tourists. Riley and other foreign scholars have taken advantages of push-pull theory to make conclusions that when film and television works as a source of information, it plays the role of puller.^[8] However, when film and television works have influences on the motivation of travel and the tourism decision-making, it has the role of thrust. Chinese scholar Pan Lili believes that film and television dramas will increase the number of tourists, promote the development and innovation of tourism destinations, and enhance the tourism perception image of the exterior. Wu Liyun and Hou Xiaoli summed up the tourists' travel to film and television dramas. Most of the tourists are in four kinds of motivations: verifying, searching for dreams, escaping and looking for a beautiful environment.^[9]

Through the analysis of relevant researches at home and abroad, it is found that foreign research on tourism perception image starts earlier than the domestic, and foreign research has a relatively complete

theoretical system. Due to the late start of research in China, the research is based on the theory of foreign research. Foreign studies on the perception image of tourism destinations focus on the perspective of tourists' consumption psychology, mainly on the "perception image", while the domestic research on the perception image of tourism destinations is generally an extension of foreign research results, lacking integrity theoretical system. In the content of film and television works as the influencing factors of perceptual image, scholars at home and abroad have affirmed that film and television works will have an impact on the perceived image of tourists.

The related research on the influence of film and television works on the perceived image of tourists affirms the characteristics of film and television works as a medium of communication, and provides a theoretical basis for the study to use film and television works as a medium of communication. The contribution of this paper is not only investigating the people who have watched the film and television works, but also investigating the people who have not watched the film and television works. Through the comparison between the two groups, it is more rigorous to demonstrate whether the film and television works have an impact on the reality and potential tourists or not.

2 Research Design

2.1 Regional Overview

"I Belonged to You" was shown on September 29, 2016. Up to October 25, 2016, a new record of domestic love movie box office was created, breaking 800 million. The release of the film greatly promoted the popularity of Daocheng Yading, and to a certain extent, increased the number of tourists in the "National Day" Golden Week in Ganzi Prefecture.

During the Golden Week of National Day 2016, the number of people visiting Daocheng Yading increased. During the National Day holiday, the tourism reception in Ganzi Prefecture hit a record high. From 1 to 7th, a total of 1,204,300 tourists were received, and the total tourism revenue was 1.242 billion yuan, an increase of 45.34% and 35.26% over the same period of last year. The ticket income was 18.56 million yuan, a year-on-year increase of 26.52%. Daocheng County received 135,300 tourists, an increase of 10.25% year-on-year; Daocheng Yading Scenic Area received 51,200 tourists, a year-on-year increase of 36.12%, and ticket income was 6.335 million yuan, up 45.00% year-on-year. Among them, Yading Airport had 5,104 passengers in and out of the airport. A single day receives a record high of 14,000 visitors.

2.2 Research Ideas

Through the specific analysis of the perception of tourists, the impact of the film on the perception of the destination image of tourists is summarized. Tourists are the main body of tourism activities. The perception of the purpose of the tourism subject will affect the future tourism decision-making behavior. Therefore, the study uses the Likert five-level scale to evaluate the perception of tourists. The questionnaire divides the respondents into two groups, one group is the who watched the film "I Belonged to You", and the other group is the who has not watched the film "I Belonged to You". The answers to each question have five expressions of "very disagree", "disagree", "general", "consent" and "strongly agree", which are recorded as 1, 2, 3, 4, and 5 respectively.

The questionnaire is divided into three parts. The first part is the personal information of the respondents, and the second part is for the respondents who have seen the film "I Belonged to You". The purpose of this section is to investigate whether the film has changed their original perception of Daocheng Yading, whether film have influenced their willingness to travel, and whether they agree with the way to promote destination through film and television. The third part is for those who have not seen "I Belonged to You". The purpose of this section is to investigate the extent to which respondents who have not seen the film agree with the use of film and television works for destination promotion.

2.3 Data Collection

A total of 245 questionnaires were distributed by questionnaires, and 237 valid questionnaires were returned, with an effective rate of 96.73%. Questionnaires were distributed using the method of on-site

questionnaires and the method of distributing questionnaires by the network “snowball”. The questionnaire was distributed to the travel agencies near the school, and 100 questionnaires were distributed. 145 questionnaires were distributed through the online “snowball” method.

Reliability analysis is an evaluation method for the reliability of the questionnaire. The study uses the Cronbach's α coefficient method for reliability analysis. This questionnaire is divided into two groups. Therefore, the reliability analysis is carried out for the two types of questionnaires. The Cronbach coefficient is generally acceptable within the range of 0.7-0.8. The reliability coefficients of this questionnaire are 0.712 and 0.821, respectively, higher internal consistency and higher credibility. In addition, the paper uses SPSS 20.0 analysis tool to analyze the data.

2.4 Research Hypothesis

The purpose of this research is to study whether film and television works affect the original perception of the destination of tourists, and study the extent of the impact of different groups of tourists. For the purposes of this study, the research proposes five hypotheses:

Hypothesis 1: After the influence of film and television programs, people of different genders will have obvious differences in image perception of destinations;

Hypothesis 2: After the influence of film and television programs, people of different educational levels will have obvious differences in image perception of destinations;

Hypothesis 3: Tourists who have seen and have not seen film and television programs are different in their perception of the location;

Hypothesis 4: Tourists who have seen and have not seen film and television programs are different in their willingness to travel to their location;

Hypothesis 5: Film and television programs are more helpful in raising awareness than other traditional propaganda methods (travel advertising, travel brochures).

3 Result Analysis

3.1 Demographic Analysis of the Survey Subjects

According to the statistical analysis of the sample, from the gender perspective, male accounted for 55.2%, female accounted for 44.7%. In the age structure, 18.5% under 20 years old, 40.5% from 20 years old to 30 years old, and 18.5% from 31 years old to 40 years old, 41-50 years old accounted for 17.7%, 51-60 years old accounted for 3.88%, and over 60 years old accounted for 1.27%. In terms of education level, universities or colleges are the mainstays, accounting for 43.4%, followed by high schools or secondary schools, accounting for 38.3%. In the occupational structure, students were mostly, reaching 42.1%, followed by 32.4% of company employees.

3.2 Analysis of the Perception of Tourists Affected by Films

Table 1. Comparison of the mean and std. of the influence of films on tourism perception

	Statement	Mean	Std.
Respondents who watched the film "I Belonged to You"	1. Before watching the film, I think that the tourist attraction of Daocheng Yading is not well known. 2. I really wanted to go to Daocheng Yading before I watched the film. 3. After watching the film, my perception of Daocheng's image changed. 4. There will be a more perceptual understanding of the tourism image of the place when I go to the destination after watching the films.	3.6169 3.2922 3.7791 3.7208	0.98484 1.10214 1.15058 0.87445
Respondents who have not watched the film "I Belonged to You"	1. I think the location of "I Belonged to You" is very attractive to me. 2. Even after watching "I Belonged to You", I still don't travel to Daocheng Yading. 3. I used to go to the location because I watched a film.	3.2530 2.6747 3.4819	0.99809 1.07191 1.06338

It can be seen from the two sets of data that have been seen the film "I Belonged to You" and not seen (Table 1). Under the influence of this film, the respondents almost all think that Daocheng Yading is attracted to them. The average score is 3.2530, which is not enough to attract them to travel.

For the people who have seen the film "From You", the mean of "I want to go before watching the movie" is 3.2922 can be seen that the degree of yearning for the place is not particularly strong, and the standard deviation of the statement item is 1.10214. It is seen that there is a big difference in the opinions of the people. Their image recognition of the place is not very clear. Therefore, they think that the place is not an ideal tourist destination. However, the mean of "changes in the perception of Daocheng Yading" after watching the movie is 3.7791, and the mean of they have gained a more perceptual is 3.7208. The film has a certain impact on the perception of real tourists and potential tourists.

3.3 The Relationship between Demographic Characteristics and the Effects of Films on the Tourism Perception

This is a research on the groups who have watched the film. According to the classification of demographic characteristics, one-way analysis of variance was used to study the influence of different genders, different age groups, different educational levels and different occupations. The research shows that the difference between the educational level and occupation of the respondents is not significant, and the age variables of the respondents are more significant in some of the evaluation indicators. Under the gender variable, tourists are more affected by film and television programs. (Table 2)

Table 2. Differences in demographic characteristics

Mean Features \	Category	Understanding	Publicity impact	Reputation	Cognitive more emotional
Gender	Male	3.4928	3.4824	3.6000	3.4706
	Female	3.6824	4.000	3.9565	4.029
	P	0.027	0.000	0.011	0.000
Age	Under20 years old	3.8333	3.9000	3.8857	4.0000
	20—30years old	3.9333	3.7465	3.8310	3.8169
	31—40years old	3.3944	3.6857	3.7000	3.4000
	41—50years old	3.6000	3.3333	3.3333	3.3333
	P	0.018	0.232	0.145	0.006
Educational level	Junior high school and below	3.6154	3.5385	3.4615	3.4625
	High school or secondary school	3.9375	3.7344	3.6719	3.6250
	Undergraduate	3.3777	3.7385	3.8923	3.8154
	Graduate and above	3.3333	3.6667	3.8333	4.0000
	P	0.000	0.906	0.313	0.275
Occupation	Student	3.4133	3.7467	3.9067	3.8667
	Staff	3.7963	3.7407	3.6296	3.5000
	Teacher	3.6667	3.3333	3.1111	3.7778
	Civil servant	4.3333	3.3333	4.0000	4.0000
	Private business owner	3.6154	3.7692	3.8462	3.6923
P		0.070	0.709	0.080	0.208

The average scores of "Understanding", "Publicity impact", "Reputation" and "Cognitive more emotional" of female is 3.6824, 4.000, 3.9565, 4.029. The average scores of all kinds of evaluation indicators of women are higher than that of men. In addition, the "P" of all kinds of evaluation indicators is less than 0.05 which reflect the differences between men and women are significant. It can be seen that women are more affected by films than men. People aged 30 years old and below are more likely to accept new things, so they are more likely to be affected by the film in the average scores of the indicators above the age of 30. Among the age variables, only the differences between "cognition" and "cognitive more

perceptual" are more significant. The differences in the indicators in the education level variables were not significant. Among the professional variables, films have a greater impact on civil servants, company employees and students.

3.4 The Effects of Films on Tourists' Willingness to Travel

Compare the mean of the two groups of respondents who have seen "I Belonged to You" and those who have not seen "I Belonged to You". (Table 3)

Table 3. The mean analysis of the influence of films on tourists' willingness to travel

	Statement	Mean
Respondents who watched the film "I Belonged to You"	1. After watching the film, I decided to travel to (travel again) Daocheng Yading. 2. Although I will not go to Daocheng Yading for a special trip, I will definitely go to Daocheng Yading if I have the opportunity to travel to the Southwest.	3.6104 4.0030
Respondents who have not watched the film "I Belonged to You"	1. Although I have not seen the film, I look forward to the opportunity to travel to Daocheng Yading. 2. Although I will not go to Daocheng Yading for a special trip, I will definitely go to Daocheng Yading if I have the opportunity to travel to the Southwest.	3.0301 3.4467

The average scores of the respondents who "had decided to travel (travel again)" was significantly higher than the average scores of "I look forward to go" is 3.031. From the two variables we can know that the films have a great impact on the willingness of travelling and re-travelling. Respondents who have seen the film have higher average scores in the statement of "have the opportunity to go to Daocheng Yading" than the un-reviewed respondents, and the film and television programs will enhance the willingness of potential and real tourists. However, the influence of film and televisions on the traveler's desire to travel is not immediate, it takes a long time to accumulate to produce the actual effect.

3.5 Analysis of the Propaganda Efforts of Film and Television Works

The statement's average scores of the respondents who have seen the video that "the film has a great effect on publicity" is 3.9221, which is significantly higher than the average scores of the respondents who have not seen the video is 3.2289. The statement's average scores of the respondents who have seen the video that "the bigger value for the popularity" is 4.0195, which is significantly higher than the average scores of the respondents who have not seen the video is 3.4458 (Table 4). Watching film and television works will increase the recognition of tourists on the propaganda role of film and television works.

Table 4. Mean analysis of the propaganda efforts of film and television works

Statement	Respondents who have watched the film "I Belonged to You"	Respondents who have not watched the film "I Belonged to You"
1. I think that film has a great effect on the promotion of Daocheng Yading.	3.9221	3.2289
2. I think that films help to increase the visibility of tourist destinations is better than other media (travel advertising, travel brochures).	4.0195	3.4458

4 Conclusions

4.1 Women Are More Susceptible to Film and Television Programs than Men

Gender is an important factor influences tourists' perceived image of destination. And women are easier

affected by film and televisions than men. The average scores of all kinds of evaluation indicators of women are higher than those of men. This is due to the physiological and psychological differences between women and men. When men are engaged in tourism consumption, they often show firmness, independence, and pragmatism. They are not easily affected by external factors when making consumer decisions. And they are not susceptible to emotional infection. However, women show cautiousness, rich feelings, quick changes in their ideas, rich associations, good observation, and vulnerability to infection.

4.2 The Willingness to Travel Will Enhance After Watching Films

The guidance information about the location of the film and televisions will affect the tourist's perception of the destination. And the respondents who have seen the film are more willing to travel to the destination than the respondents who have not seen the film. Most respondents agree that film and television works will increase the reputation of the filming location. However, the degree of recognition of the people who have seen the film is higher than that of those who have not seen it. There is a clear difference in the views of these two groups on the issue. Therefore, it can be seen that the film and televisions imperceptibly and effectively affect people's travel intentions.

However, the influence of film and televisions on tourists is not rapid and direct. This kind of influence takes a long time to accumulate. When the change of the perceived image of the destination accumulates to a certain extent, the idea of travelling to the place will be generated, and then the consumer behavior of travelling to the place will occur.

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