MASTER IN MANAGEMENT OF TOURISM DESTINATIONS

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[Research on the impact of film and television works and VR technology on tourist destinations]

FINAL MASTER PROJECT

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Abstract

Under the background of global economic integration, cultural and tourism economies are necessary national development forms. Furthermore, they are an important means of international exchanges and a direct driving force for the sustainable development of the country's economy. Therefore, whether as a cultural industry film industry or as a leisure service industry, they need to maintain sustainable innovation to survive fierce market competition. In recent years, the traction, guidance, and value-added role of the cultural industry in the tourism industry has become increasingly prominent. It has become a critical factor in promoting the development of more regional tourism. Meanwhile, tourism has gradually shown the driving force to carry culture and promote cultural exchanges. With the development of the economy and the continuous progress of science and technology, it has dramatically improved the productivity of social labor. People have more time pursuing high satisfaction for spiritual culture; More and more people are willing to spend more time and money to travel. In order to adapt to the development of society and improve the attractiveness of destinations, tourism needs to keep pace with the times and combine with cultural industries for meeting people's personalized and diversified tourism needs.

For now, the film and television industry are not for tourism but can be used for tourism. Tourism and film are not two isolated industries, and there is an intrinsic connection between them. This linkage affects each other and creates a unique path of integration. Modern film and television shooting and production techniques have brought more provocative works. These cultural media have also changed and influenced people's consumption habits and tourism behavior in the invisible. How a destination shapes an image and brand through film and the resulting expectations, behaviors, motivation, and numbers of tourists have become a subject that scholars are keen to study.

Based on previous research and the results that this paper has already generated (questionnaire and analysis of searches in google trends and Baidu index), the purpose of this paper is to further elaborate on how film and television work as a new marketing method of tourism destinations induce tourism behavior. Moreover, exploring VR technology to combine with movies to enhance the destination's travel experience and innovation capabilities.

Key word: Film-tourism, VR technology, Destination marketing, Case analysis, Life cycle model

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1. Introduction

The World Travel and Tourism Council's (WTTC) annual study shows that the travel and tourism sector not only accounts for more than 10% of global GDP but also creates one-tenth of the world's jobs and a quarter of the world's new years of employment in the past five years. [1] As we all know, COVID-19 has dramatically changed people's lives, while travel and tourism are unique. When we consider the impact of the crisis, we realize that it could fundamentally change the future of the travel agency business.

After the 21st century, with the maturity and widespread application of 3G, 4G, virtual reality and artificial intelligence technologies, the industrial content of various industries has been expanded. As a fast-growing film and television industry and tourism industry, in response to the fierce market competition has gradually found a standard way and path of progress. Although film and television works are not for the tourism industry, the film and television production of the audience and the potential tourist attractions of tourist destinations makes it unique in promoting tourist destinations. [2] In today's world, people's travels are based on a large amount of information to make choices, and the media is a powerful tool to disseminate information. The correct use of media by tourist destinations will help destinations

gain more competitiveness in the tourism market and develop diversified markets. The author of this work believes that as a link between tourist destinations and tourists, film and television works have gradually played an essential role in tourism.

From the perspective of tourism, film and television works have changed the traditional tourism model and created immersive tourism opportunities for tourists. This new form of tourism involves the longing and visit of a movie scene, place, or movie theme park due to the appearance of a destination in a movie. As the travel demands have been improved, people are more willing to experience something that happens in movies or participate in movie-related experiences - this is also a chance to escape the real world for a short time and relax in the fantasy world. Nowadays, people's pressure to live and work is increasing day by day, and film and television has become the primary way for people to relax and release their stress. [3] The rich visual stimulation brought by film and television, ups and downs of the plot, and people's boring real life have a strong contrast, so people are eager to feel the life or scene in film and television, to escape from the real world. The combination of film and television industry can make tourism a unique tourist attraction, use the scene in film and television, stories, and other relevant factors to expand the visibility of tourism products. [4] Therefore, active media, film, and television are effective ways to develop and market tourism products.

From the point of view of industrial integration, the film and television industry and tourism industry are now the most penetrating industries in people's daily lives.[5] The development of film and television works has given additional tourism value. Richards and Julie discussed the development of creative space, landscape, and creative tourism was discussed. They believed that the growing symbiotic relationship between tourism and creativity benefited from the added symbolic value generated by creative activities. [6] In contrast, the creative economy benefited from more tourism activities. Television work is the tool of tourism to develop cultural and creative industries, and the development of film and television tourism is the minifigure market integration due to the development of demand. [7] Therefore, the author of this

paper thinks the integration of film and television and tourism for the development of both are mutually beneficial and win-win, conducive to the sharing of resources and rational allocation of both sides and fostering new economic growth points; product innovation plays an important role.

Today, film and television tourism at home and abroad have been vigorous development. The film "Harry Potter" cast a shadow of mystery in Britain; visitors from all over the world came to The Alnwick Castle to find the entrance to Hogwarts School of Witchcraft and Wizardry. The "Lord of the Rings" broadcast turned New Zealand into a tourist attraction, "Seattle Sleepless" made romance synonymous with Seattle. The Empire State Building in New York witnessed the love of many tourists." Roman Holiday" became a map of Rome. The Korean drama "Legend of the Blue Sea" made Tossa de mar appear in the eyes of Asian tourists. Even the animated film "Finding a Dream Tour," based on the Mexican Folk Undead Festival, has also brought tourist routes, including Mexico, to fire. The local government received the film "Thai" for pulling the tourists to Thailand. Another film, "Heart Flower Road," directed by Xu Zheng, the same director of "Tai Wei," also showed people the ancient town of Lijiang, Yunnan, which has various customs. The above are all examples of film-induced tourism. The world-famous Universal Studios Hollywood, Disney Cinemas, and my country's Heng dian Film and Television City also show that movies have brought audiovisual enjoyment to audiences in the real world. Because of the existence of movies, people can experience the adventures and emotions of any character in a distant time and space. Movie-induced travel is an example of experience-related destination activity, which makes the promotion and marketing of tourist destinations a possibility. However, to maintain long-term development goals, tourism management must continue to inject content into the local characteristics of culture to promote the development of the local industrial economy. [8] Tourist destinations can seek more remarkable development through the short-term window of film and television productions and explore more innovative paths, industrial or cultural advantages.

2. Objectives

With the continuous expansion of the tourism market, the trend of diversification and individualization of market demand has become increasingly significant, and film-induced tourism will indeed be accepted and loved by people in a relatively long period. How to use film and television products to promote the image of tourist destinations, how to develop a variety of tourism products according to film and television technology, choose different countermeasures to make destinations extend their life, continue to attract, realize transformation, and so on is an important subject. Therefore, analyzing the relationship between the tourism industry and the film and television industry has important theoretical and practical significance for studying the life cycle of tourist destinations.

First, this work combines the research of Chinese and worldwide scholars to differentiate and analyze the concept of "film-induced tourism."

Secondly, according to different tourist destinations, describe and analyze the possible influence and relationship between film and television works and destinations, and find out the development rules: the motives and reasons why tourists may visit them after seeing these places in the TV works.

Finally, discuss how to use TV works and VR technology to make the tourism industry-unique tourist attraction, expand the popularity of tourism products, expand the source of tourists, improve the competitiveness of the destination, and formulate sustainable development strategies.

3. Methodology

This paper is based on Literature research by other scholars, some data from statistical official sources, search engines like Google and Baidu and a new questionnaire based on previous literature. After summarizing related materials, the

most important theoretical basis is the theory of sustainable development of tourism and Butler's life cycle theory to classify the types of film-induced tourism cases. To better use film and television technology, the author has selected various successful issues to analyze and study the common impact and value of film and television tourism.

The following research methods are mainly used:

(1) Literature Research

This paper collects the relevant literature on film and television tourism, focusing on analyzing the impact of travel behavior induced by film and television works on tourist destinations and the research on the application of VR technology to tourist destinations. Through the analysis and summary of domestic and foreign research literature, find out the relationship between film and television works and the growth rate of tourists. And through this relationship, explore how VR and film can be better used in the development of the destination.

(2) Case study

This work selects three typical cases of destination tourism driven by three different types of film and television works in "The Hobbit," "You from the Stars," and Disney Theme Park in China. By analyzing past data, the paper uses the google trend and Baidu index, which are an analysis tool based on search data. They tell users how often a certain keyword or topic is displayed in search engines in various periods and related statistics to compare people's discussions about the destination and the tourism industry's attention before and after filming the film and television works. Combine the above data to demonstrate the relevant arguments of this article.

(3) Questionnaire

This paper uses two questionnaire tools, Google Forms[1] and Questionnaire Star[2]（Chinese app）, to collect information. This questionnaire has 15 questions related

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[1] https://www.google.com/forms/about/

[2] https://www.wjx.cn/

to the research of the thesis, including single-choice questions and multiple-choice questions, to induce the interviewees to think more about the topic. From September 30, 2021, the author has sent a link to the questionnaire to respondents from all over the world through the Internet. After about two weeks, a total of 153 valid questionnaires were received.

After the questionnaire was collected, the questionnaire was organized and statistically analyzed using the Microsoft Office Software Excel tool, which uses statistical charts to analyze the relationships and effects between the various research factors. Based on the above information, the paper uses the Awesome Table[3] to analyze the five single-choice questions of Questions 8, 10, 12, 13, and 14 on different filters words.

Use these tools find out whether the content of tourist destinations presented in the film changes or affects the destination's image. Based on the questionnaire results, this paper analyzes the specific phenomenon of tourism behavior induced by film and television.

4. Literature review

Compared with other fields of tourism research, there is not much research on film and television tourism. The research content also mainly focuses on the concept of film and television tourism, the impact of film and television on the image of tourist destinations, the tourism motivation, and the attraction caused by film and television. There is no consensus in academia on the concept of film, television, and tourism, in "The tourist gaze" [9] notes that tourists often choose a travel place based on the desire to realize their dreams and participation, which is likely to be derived from the attractions described in films, television dramas, or literary works. Evans, a foreign scholar, gives the same definition, arguing that the meaning of film and

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[3] https://awesome-table.com/

television tourism is to stimulate the audience's perception through radio, film, and other media and guide people's travel behavior. [10] Compared with foreign countries, China's research on the concept of film and television tourism started relatively late. However, domestic scholars also believe that film and television tourism is based on film and television shooting, production of the whole process, and related things as attractions of tourism activities. [11] Although there is no accurate definition of film and television tourism, it can become an emerging tourism phenomenon and has received exciting interest.

4.1 A summary of worldwide literature

Film and television tourism originated in the United States. In November 1928, the world's first sound animation, "Willie," was released in New York. As a young animator, Walt Disney began his time and created Disneyland in Mickey Mouse's image in his "Willie." It is regarded as a pioneering work in the tourism behavior of film and television performances, a cultural space created by film and television works. It is recognized as the bud of film and television tourism in theme parks.

When the first Universal Studios theme park was completed in 1963, it opened the way for a combination of tourism and film and television. People can visit movies factory, solve the mystery of stunts, and immerse themselves in the film's best parts. In the decades since then, the construction of film and television theme parks worldwide has been booming.[12] And tourism has gradually begun to adopt film and television art as a new way to attract development.

1995 Vienna-based film "before sunrise" spread all over the world, but also led to the development of tourism in Vienna.[13] In studying this case, it is concluded that the content presented in the film will seriously affect the formation of the image of the destination and can change people's impression of the original image of the destination. Busby and Julia cite Notting Hill as examples[14], pointed out the different travel motivations caused by film and television: to follow in the footsteps of actors

because of their love, put themselves in the film and television scenes, purely want to visit the location of the shooting. Scholar Niki Macionis[15] citing several examples to examine the potential and practical motivations of movie-induced visitors. She points out that the driving forces of film-induced travel include self-improvement, fantasy or escapism, and the search for self-identity. In "The image of Spain as Destination Built Through Fictional Cinema"[16], the author, through the case study, found that the film and television works did change Spain's tourism image in the audience's hearts and successfully expanded the tourism market, attracting new tourists to the area. In addition, Samuel also used "Winter Love Song" as a case study to verify the impact of film and television drama on the attitudes and behavior of tourists.[17] The author of the work thinks the driving force of film and television tourism is a yearning for literature and culture, tourist destinations through film and other media to show the audience the charm of the destination and the best side, can affect the choice of tourists, motivation, and tourism behavior. Research by researcher Riley, which analyzed and quantified American films, found that the film's push for tourist visits could last about four years, increasing the number of visitors by 40%-50%.[18]British scholars Tooke has also reached a similar conclusion that the number of tourists who personalize tourist destinations through TV is as high as 30%-40%. [19]Through a great deal of literature, we can see that people look forward to the scenes in the movie after watching it, leading them to want to confirm this imagination on the ground. Thus, the tourism phenomenon caused by film and television products cannot be ignored.

4.2 A summary of chinese literature

Compared with foreign research, China's research on film and television tourism started very late, marked by the establishment of Wuxi Film city in 1987, and the paper on film and television tourism appeared around 2000. In 2004, Liu Binyi and Liu Qin first put forward the concept of film and television tourism. They pointed out

that film and television tourism is based on the film and television shooting, production of the whole process, and related things as attractive tourism activities.[20] It has the characteristics of maximizing space-time differences, real-time development of changes, activities of content enrichment. Pan Lili thinks that film and television tourism refers to the natural scenery, storyline, actors, etc. that can leave a deep impression on the audience and the vibration of the mind, can induce the audience to travel to the film and television works shooting place. From the perspective of tourism products,[21] Dai Li pointed out that a new tourism product can be obtained by combining film and television with tourism—combining the natural environment and cultural landscape shot by movies or TV to carry out tourism route design and unique tourism experience activities.[22] From the supply perspective, Wang Yuling pointed out that film and television tourism is the development and use of film and television production locations, environments, processes, and related content reflected in film and television works that can promote tourism activities.[23]

After promotion and planning, it will be promoted to the tourism market to obtain tourism activities consistent with consumers' tourism needs and operators' benefits.

However, the Chinese research direction mainly focuses on developing and planning film and television tourism, marketing models, film tourism problems, and developing strategy. Zhang Xinyan, a scholar in China, put forward five significant roles of film and television tourism: it is beneficial to the development of tourist attractions, it is beneficial to the shaping of tourism themes, it is beneficial to the development of tourism marketing, it is beneficial to the planning of tourism projects, and it is beneficial to the innovation of tourism products.[24] Since 2005, many scholars have analyzed the positive and negative impact of Film and Television Tourism in China's development and put forward corresponding planning suggestions for the development of Film and Television Tourism in China. For example, Wang Libo and Liu Hua analyzed the advantages of using film and television to spread promotional destinations and discussed and discussed possible problems in

development.[25] Meng Zhijun, Li Ying on the form of tourism television publicity for a sub-analysis, that tourism television publicity in the image of tourist destinations, product promotion, guide the concept of consumption and many other aspects of the role of important.[26]

4.3 The application of VR in tourism

With the transformation of the traditional tourism industry, virtual reality technology has also been rapidly popularized in the tourism industry. The concept of virtual reality was first proposed by Jaron Lanier, founder of VPL in the United States in the 1980s.[27] By the actual environment reproduction, VR brings people from the visual, listening, touch, and other organs of the immersive feeling as an advantage. In many fields that have been used, tourism is one of them. Shortly after that, Williams Hobsons first proposed the use of virtual reality technology in the tourism industry.[28] Since then, virtual reality has become more widely used in the tourism industry. In 1995, scholars Cheong and Sussmann proposed the role of virtual reality in planning, noting that "a VR model allows decision-makers in a scenic area to view the scenic area from multiple angles, rather than the previously simple 2D information so that they can make better decisions."[29] In addition, scholars Musil and Pixel[30] say that "virtual reality experience tourism" is considered to reduce tourists' alertness to scenic spots and help them build a destination image so that visitors have a certain degree of anticipation and a more relaxed mood before visiting. In the 21st century, virtual reality technology is developing rapidly, and there are many kinds of discussions in academic circles. Thierry Joliveau[31]points out the importance of re-connecting the spaces represented by anthropomorphic art, such as literature, film, or painting, to the real world bringing potential sources of real-life profits. Buhalis and laws believe that digital technology can effectively improve scenic management, improve visitor satisfaction, and as a new marketing model to expand the channels to attract tourists.[32] Scholars Paquet and Viktor argue that virtual reality technology provides

visitors with a good alternative and allows them access to vulnerable tourist attractions that are generally not accessible.[33] Arnold D, an American scholar, also suggests that virtual visitors can protect cultural heritage, as some ancient heritage sites can be damaged in long-term tourism activities.[34] For example, Dunhuang Grottoes is the largest existing Buddhist mural site, and many tourists visit Dunhuang, which will cause the murals to have a corrosive and irreversible impact. The construction of virtual Dunhuang allows visitors to enjoy the scenic scenery without having to reach the scenic spot, to understand the historical meaning behind the various murals, so it is also a kind of protection of cultural heritage. In addition, virtual reality can also be damaged cultural heritage 3D restoration through historical data and information to do a degree of virtual restoration of scenic spots. Scholar G. Toubekis used the technology to virtually restore the eight-meter-long Buddha in Afghanistan, which had been destroyed in the war.[35] Also, Xi'an Terracotta Warriors and Horses Scenic Spot uses VR technology to reproduce the actual scene of the terracotta warriors and horses, which solves the problem that tourists cannot zoom in to watch the local details of the terracotta warriors and horses.[36]

Scholars Rob Law and Billy Bai have explored the virtual travel experience of customers from the perspective of obtaining travel information.[37] They believe that putting virtual reality into travel websites and providing tourists with the content of the scenic spot can promote tourists to the scenic spot. Tourism Australia, for example, has launched the "360-degree experience in Australia" VR APP and the 360-degree experience on consumer websites[38]. The first national tourism authority to integrate VR (virtual reality technology) into its destination promotion, Tourism Australia will provide consumers and businesses with an immersive "Aussie" experience.

Virtual reality technology is not only beneficial to tourism practitioners and the tourism industry, but also increases the possibility of tourists' travel experience. In 2004, scholars Goodall and Pottinger believed that virtual tourism could help people with disabilities overcome traffic difficulties, psychological stress, and negative

emotions, and help them see the outside world [39]. Virtual reality technology can present realistic 3D scenes for the tourism industry, giving people an immersive feeling. Scholars Huh and Singh point out that technology can benefit everyone, especially people with disabilities, who can visit a particular attraction and a mall through virtual reality technology.[40]For example, on the first floor of Shakespeare's former residence [41], a virtual tour system on the second floor is installed, bringing convenience to disabled people. The convenience of virtual reality is fully reflected in the Forbidden City in Beijing.[42]

VR tourism and smart destinations are the product of a high degree of integration of information technology and tourism, and their emergence is not only the choice of the times but also in film and television and tourism in expanding the number of visitors to the destinations depicted in movies and TV dramas.

5. The theoretical basis

5.1 The theory of sustainable development of tourism

In 1987, the United Nations Commission on World and Environmental Development published The Common Future, which formally proposed the concept of sustainable development. The report systematically describes sustainable development as a way of development that meets the development needs of present generations without compromising the development needs of future generations. From this definition, the core is "intergenerational equity," both now and in the future, people have the right to development [43]. Subsequently, the theory of sustainable tourism development was also born, referring to "not destroying the local natural environment, not damaging existing and potential tourism resources, in the environment, society, The development behavior of tourism economy based on economic three-effect integration.

In the process of tourism development, there will inevitably be over-exploitation

of scenic spots, environmental damage, the decline of the quality of life of community residents, and other issues, especially film and television tourism will involve the film and television drama in the process of filming the destruction and pollution of the tourist destination environment, and even the problem of over-tourism, resulting in a severe impact on the living environment of residents. To realize the sustainable development of tourism, we must protect and develop the same, adjust the marketing strategy and service strategy in time to achieve higher tourist satisfaction and enhance the tourist's willingness to visit again.

5.2 The life cycle theory

Butler, Canadian scholar[44] pointed out that it is suggested that the evolution process of any tourist destination will generally go through six stages, showing an S-curve in general:

a), Exploration --- The number of tourists in this period is limited, and the natural environment and socio-economic environment of the destination have not changed due to tourism activities.

b), Involvement --- With the increase of tourists, the infrastructure and traffic conditions of the destination have been improved. Residents and communities have begun to participate in tourism work, carry out destination construction, and provide certain services to tourists.

c), Development --- Destination's tourism industry has gained a particular reputation, attracting many tourists and foreign investment. The tourism market has been complete, and public facilities have also significantly been maintained and improved.

d), Consolidation --- The tourism market continued to expand, the number of tourists increased and exceeded the number of permanent residents, tourism behaviors affected the lives of residents, and the growth rate of tourists declined.

e),Stagnation --- the environmental capacity of tourist areas reaches or exceeds the maximum limit, the number of tourists tends to saturate, tourism facilities and destinations are unable to load the phenomenon; Decline or recovery phase ---- Tourists are attracted by new tourist areas, tourists have dropped significantly, a large number of tourist facilities idle, at this stage, through the development of new tourism resources, updated tourism products, the development of new markets, so that tourism in tourist destinations to recover.

Figure 1:Butler Life Cycle Model
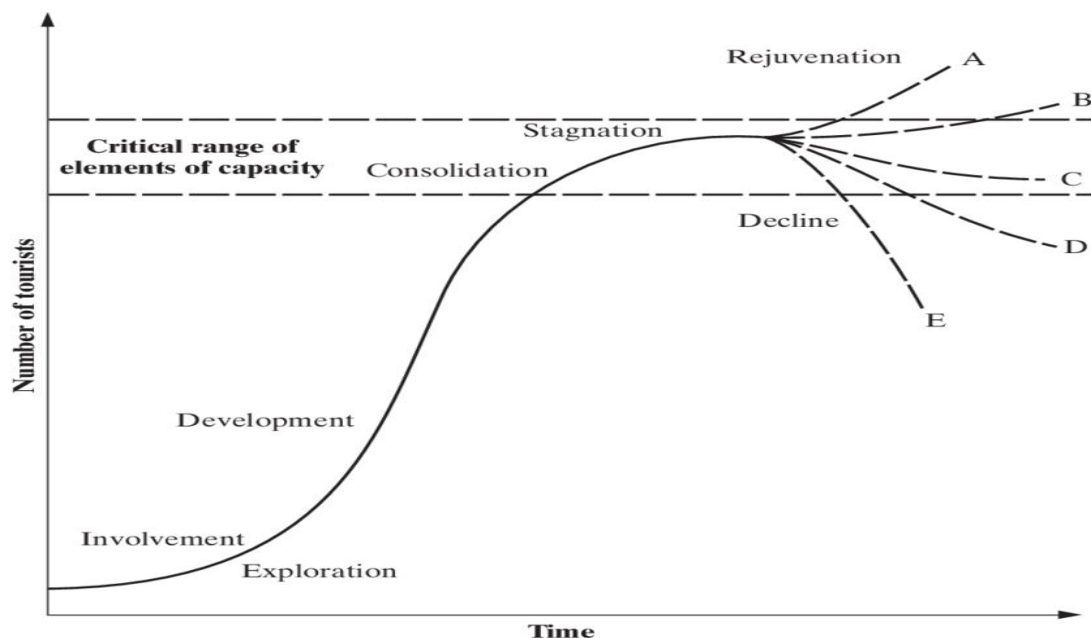
According to Butler, the factors affecting the life cycle of the destination include the behavior and expectations of tourists, the economic and environmental factors of the destination, etc. The decline of tourist destinations is caused by the over-critical phase or over-commercialization of tourist destinations, so the development of tourist destinations should be kept within capacity limits. Butler's Travel Destination Life Cycle model reveals tourist destinations' different characteristics and laws at different stages. Each stage presents different consumer needs and market conditions, so to

maintain and develop the regular operation of scenic spots, maintain the continued attraction of attractions to tourists, and thus achieve sustainable tourism, different marketing strategies are needed to face fierce competition. Film and television tourism is a new type of marketing method of tourist destinations, and it is crucial to analyze which stage tourist destinations are in to make more rational use of film and television products to attract tourists.

6. Tourism destination types in film and television

The destination types of foreign tourism in film and television can be divided into three types. The first type is that the tourist destination is not a tourist attraction. The scenery shown in the film and television arouses the interest of tourists and is gradually recognized and visited by tourists. The second type is that the tourist attraction is already a tourist attraction, and the number of tourists has increased because of the film and television works, and it has become an Internet celebrity attraction. And the last type is a film and television base built for film and television works.

The first type: film and television productions are usually filmed in pleasant scenery and characteristic destinations as a cultural commodity to spread culture. When people watch movies, they unconsciously make an impression on the place, raise awareness of the location in the film, and build a destination image [45]. After viewing, people will discuss the plot of the film, search for relevant information about the emergence of film and television works, which may lead to the desire to travel to the area. The destination was initially not a tourist attraction because the film and television works stimulated the vitality of the place, thus becoming a tourist attraction. Meanwhile, related to the attractiveness and influence of film and television works, tourists have formed an intention to visit, thus prompting destination tourism behaviors.

Directed by Ang Lee, "Brokeback Mountain" was shot in Alberta, Canada. Ang

Lee shot the film "Brokeback Mountain" in Alberta. Before the film was shot, the name of the filming location can be found on the Canadian national map. The beautiful scenery of the film can only be found. Ang Lee shot the movie "Brokeback Mountain" shot in Alberta. Before the film was shot in the Overview Department, the name of the filming location can be found on the Canadian national map. Because of the movie's broadcast, the beautiful scenery here can be better promoted, and it has become a place that tourists from all over the world yearn for. The local tourism administration also took the opportunity to introduce product types such as horse-riding and shepherd to meet the needs of tourists to experience movie plots. "Platform Nine and Three-Quarters" in "Harry Potter" does not exist in reality, but it has accidentally become a new tourist attraction at Kings Cross Station. In "Autumn in My Heart," In the finale, the long bench where the hero and heroine leaned against each other has initially been just a daily bench next to the parking lot of a hotel in Jizhou Island, and now visitors are visiting every day. There are countless examples like this. I will give a case.

## 6.1 The first type of destination in film and television

Hobbiton is located in Matamata, New Zealand, and many scenes from the film Lord of the Rings, directed by renowned director Peter Jackson, take place Over here. Hobbit Village became famous and quickly became a world-renowned tourist attraction featuring film and television shooting bases with the filming and broadcast. At that time, although New Zealand was picturesque, like a wonderland, people's awareness of it was not high, and no travel industry was fully developed. Since the "Lord of the Rings" trilogy came out, people worldwide have seen the scenery of New Zealand. In particular, "Lord of the Rings 3: The Return of the King" won 11 awards in Hollywood at the 76th Academy Awards, but also in an instant to let New Zealand's beautiful image spread to every corner of the world, thus creating a

successful example of film promotion tourism. According to Tourism New Zealand（New Zealand's tourism growth rate since 1995）, the number of tourists visiting New Zealand reached an all-time high in 2003, and the number of visitors reached 233,400 in January 2004 11% increase over 2003 when "Lord of the Rings" was published[46].

Figure 2: Since the publication of the "Lord of the Rings" trilogy, New Zealand's tourism growth rate.
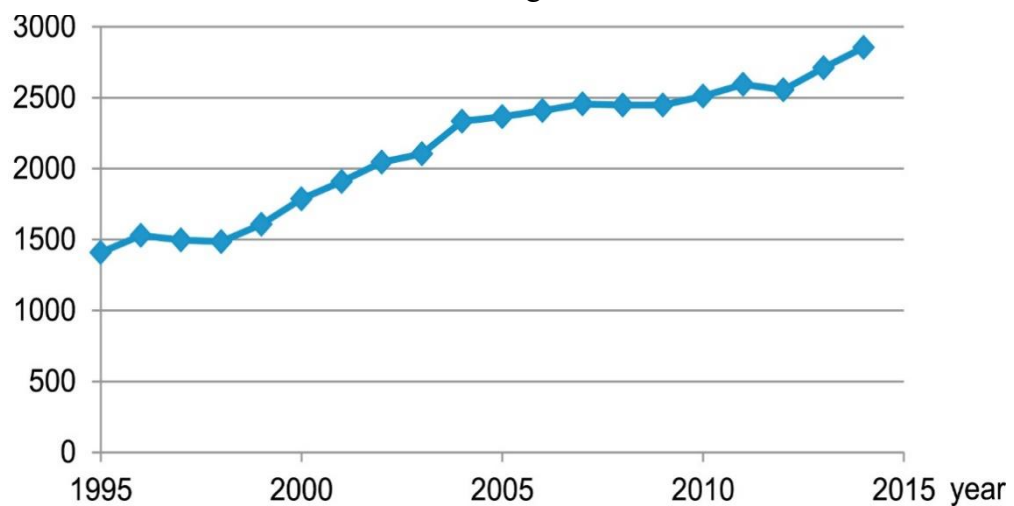
(Source：Statistic New Zealand, 2015)[46]

Now, Hobbit Village's tourism content integrates the Lord of the Rings film base and rural life and other content, through the film successfully promoted the national image, increased service facilities, re-shaping the country's tourism image. Eleven attractions, including Happy Tree, Bilbo, and Bagin's home, have become an essential stop for many visitors to New Zealand, and the hobbit village is open to visitors throughout the year, except for more special holidays and time spent filming. Most of the tourists in Hobbit Village are film and television tourists formed by film and television tourism. If it weren't for the filming of the movie "Lord of the Rings", Hobbit Village would not have other tourist attractions. Shires Rest Cafe is located at the entrance to the Hobbit Village film and television shooting site, so almost all visitors to Hobbit Village visit the Hobbit Village before and after they choose to relax

temporarily at the Shire Cafe enjoy food and coffee and wait for a sightseeing bus transfer. Tourism New Zealand's website (2003) offers filmgoers a variety of self-drive routes to feature locations in the film. Nearly 200,000 people visited the Tepapa film fair in Wellington from 2002 to the Easter weekend in 2003. In New Zealand and the Lord of the Rings, the authors also write those tourists are interested in visiting destinations that appear in the film, and tourism companies have responded to this demand. National business tourism has been established, and local tour operators are integrating the Lord of the Rings movie attractions in their existing tours or designing new products specifically for locations. The growing desire to visit featured sites can also be seen in Ian Brody's Guide to the Location of the Lord of the Rings.[47]

6.1.1 Case Study

To comprehensively analyze the type of motivation and the mechanism of the tourist motivation of film and television tourism, many scholars have chosen the form of questionnaire to find the evidence of the film-induced tourism behavior. Below, I select the findings of two scholars for analysis.

In "The Economic Impact of Screen Tourism: A Case Study in The Lord of the Rings and The Hobbit", scholars combine theoretical economics and new methods of computable general equilibrium calculation techniques to analyze the direct effects of the Hobbit trilogy on New Zealand tourism.

Figure 3:Increased international tourist arrivals to New Zealand due to the hobbit trilogy

	2013	2014	2013 and 2014	Average Change %
USA	10751	12069	22819	5.52%
China	30779	33558	64337	12.93%
Japan	8351	8601	16952	10.94%
Singapore	3012	3283	6295	7.24%
Thailand	4750	4910	9661	23.00%
UK	24074	24393	48467	12.69%
Hong Kong	4651	4653	9304	15.81%
Germany	5864	6472	12336	8.31%
South Korea	12513	12127	24640	18.89%
Total	104,745	110,066	214,811	—

Note: The average change rate is calculated by comparing the fitted numbers of tourist arrivals (Table A1) when the dummy equals 1 and 0.

The Figure 3 shows that in the nine target markets above, the number of visitors to New Zealand increased by 5321 between 2013 and 2014. During the Hobbit trilogy, the number of visitors to each country except South Korea increased from the previous year. We can also see that new Zealand's tourism industry is an important source of tourists from China and the UK. For the UK, the reason for this may be that JJR Tolkien, the author of the original Hobbit novel, is British and has some influence in the UK. New Zealand seized the opportunity as the film hit. They have taken advantage of the celebrity effect, working with many Chinese stars and international

blockbusters to attract Chinese tourists and expand into The Chinese and Asian markets. For example, Chinese star Yao Chen held his wedding in New Zealand, after which the number of Chinese tourists has increased significantly, and more Chinese have learned about New Zealand and chosen to travel here. [48]

In order to go further, in the work of the thesis, it has been analyzed also used google trends to search for the heat of New Zealand, Lord of the Rings and The Hobbit by British visitors since the movie series was published. As can be seen from the Figure 4; After 2004, the popularity of New Zealand has been declining (2004-2012). With the advent of the Hobbit movie series, the popularity of New Zealand began to maintain and slightly increased. After 2020, search interest has dropped again, which may be due to the new crown epidemic. Figure 5 related to "Lord of The Rings, it can be seen that after 2004, as the popularity of the Lord of the Rings trilogy fell, it also reduced the popularity of New Zealand. The short 2013 peak in the LOTR chart may be related to the movie The Hobbit released in the same year. The reason for this may be that the Hobbit may cause some users to want to watch the Lord of the Rings again, so the popularity of both search terms has increased. After 2018, search volume in New Zealand reached its peak in recent years. This may be due to the launch of the TV series The Lord of the Rings in 2018, which once again brought New Zealand's tourism industry into the public eye.

Figure 4:From 2004 to Present after "The Hobbit" was published, British users searched for "New Zealand " and The Hobbit" over time.
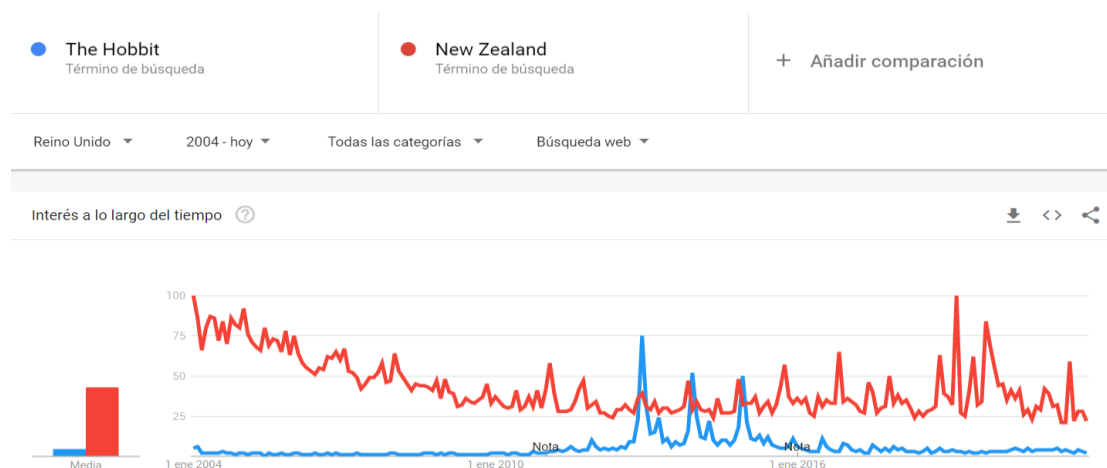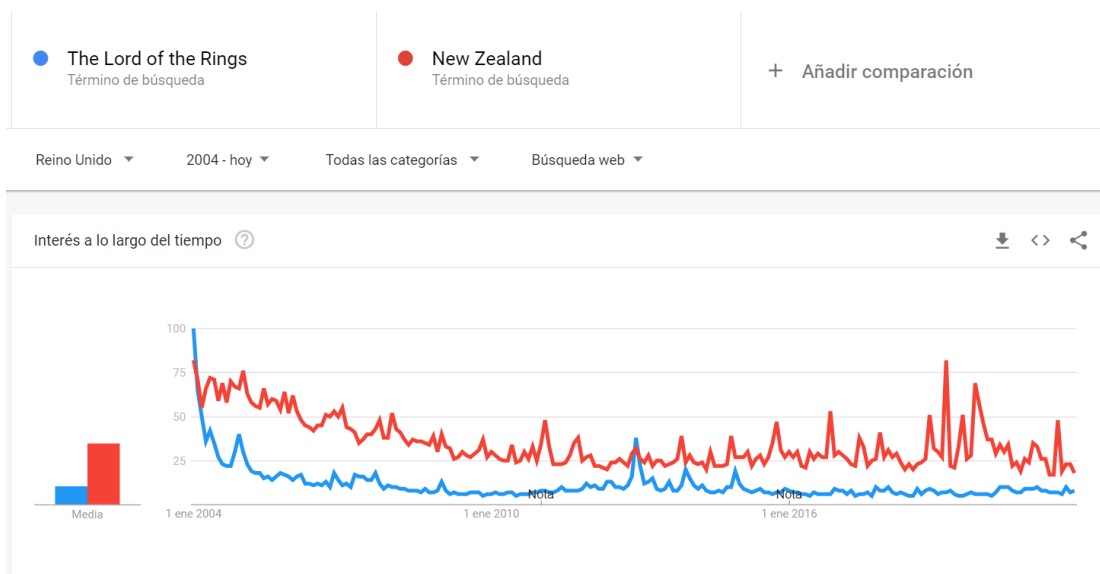
(Blue line: The Hobbit, Red line: New Zealand.）

Figure 5:From 2004 to Present after "Lord of The Ring " was published, British users searched for "New Zealand " and The Hobbit" over time.

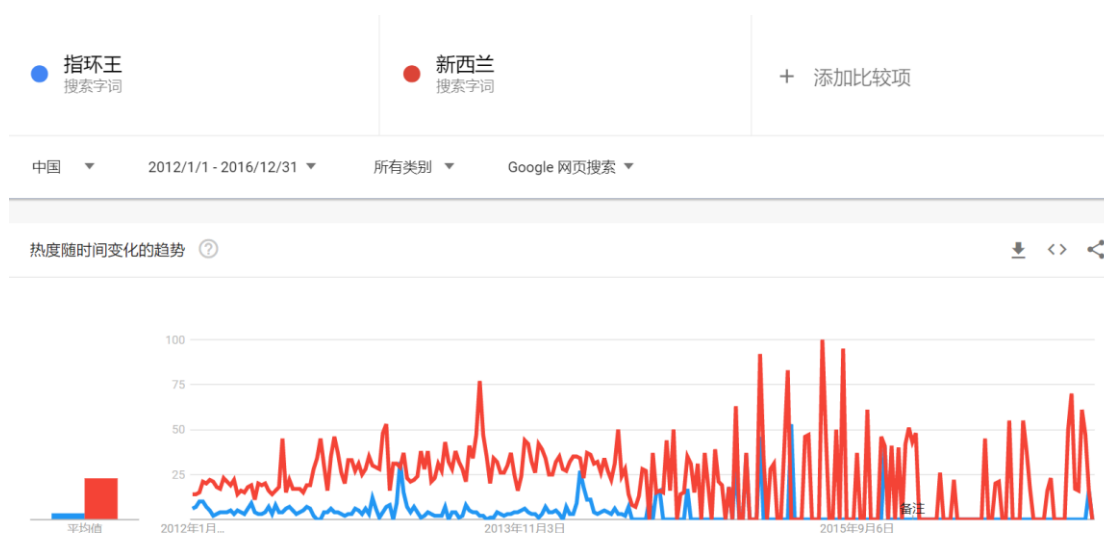(Blue line: LOTR, Red line: New Zealand.）

The author searched the popularity of Chinese tourists in the same way. It can be seen from Figure 6 that the popularity of 2012 was shallow, and New Zealand's tourism industry does not yet have a large Chinese market. Since the film was launched in early 2013, the number of Chinese tourists searching for New Zealand travel has increased significantly; in 2014, it became a cool hit after the second appearance. Although searching for movies is no longer high, the number of searches for New Zealand tourism has maintained a high trend. The existence of "Hobbiton village" has given birth to the rapid development of New Zealand's "movie tourism industry", which has attracted Chinese tourists. The scenic spots have also launched Chinese introductions to stabilize Chinese tourists and continue to expand the market. Statistics show that the small "Hobbiton" is far from the most expensive area for Chinese tourists in New Zealand. In the same time period, Chinese tourists spent NZD

466 million (USD 300 million) in Auckland, New Zealand's largest city on the North Island, a year-on-year increase of 9.8%; spent NZD 150 million (USD 100 million) in the Queenstown Lakes region of the South Island. An increase of 9.2%; consumption of 49 million New Zealand dollars (32 million U.S. dollars) in Rotorua, a characteristic tourist destination in North Island, an increase of 10.5%.[49] It can be speculated that the New Zealand tourism industry has opened the Chinese market, and there are many potential customers.

Figure 6:From January 2012 December 2016 after "Lord of the Rings" was published, Chinese tourists searched for "New Zealand" and "Lord of the Rings" over time.

(Blue line: Lord of the Rings, Red line: New Zealand)

Based on this result, the author speculates that the attractiveness and influence of film and television works are positively related to the life cycle of tourist destinations. New Zealand uses the film and television work "Lord of the Rings" to spread local scenery, culture, and other elements to potential tourists, triggering tourists' willingness to travel and attracting tourists to visit scenic spots. However, as the influence of the work diminishes, the destination will also be affected to a certain extent.

Gary Best and Kamaljeet[50]collected answers from 40 interviewers and surveyed their career income and interest in The Lord of the Rings.

The purpose of this survey is to study the motivations of visitors to Hobbit Village. The investigation of many samples before, during, and after the visitor experience shows whether the interviewee's motivation for visiting is related to the iconic movie attractions and whether the movie induces tourism behavior.

Through the survey, they established several reasons for the visit to The Hobbit village. The results showed that 15% of interviewers wanted to learn and explore the production process and the creation of the movie scene of the Hobbit; 7.5% of interviewers were motivated solely by curiosity or a big fan of the author Tolkien, and 40% of visitors were more likely to be motivated by the iconic sights of the Hobbit and attracted by New Zealand's natural beauty.[51]

Figure 7:A Model of Visitor Motivations to the Hobbiton Movie Set as featured in LOTR
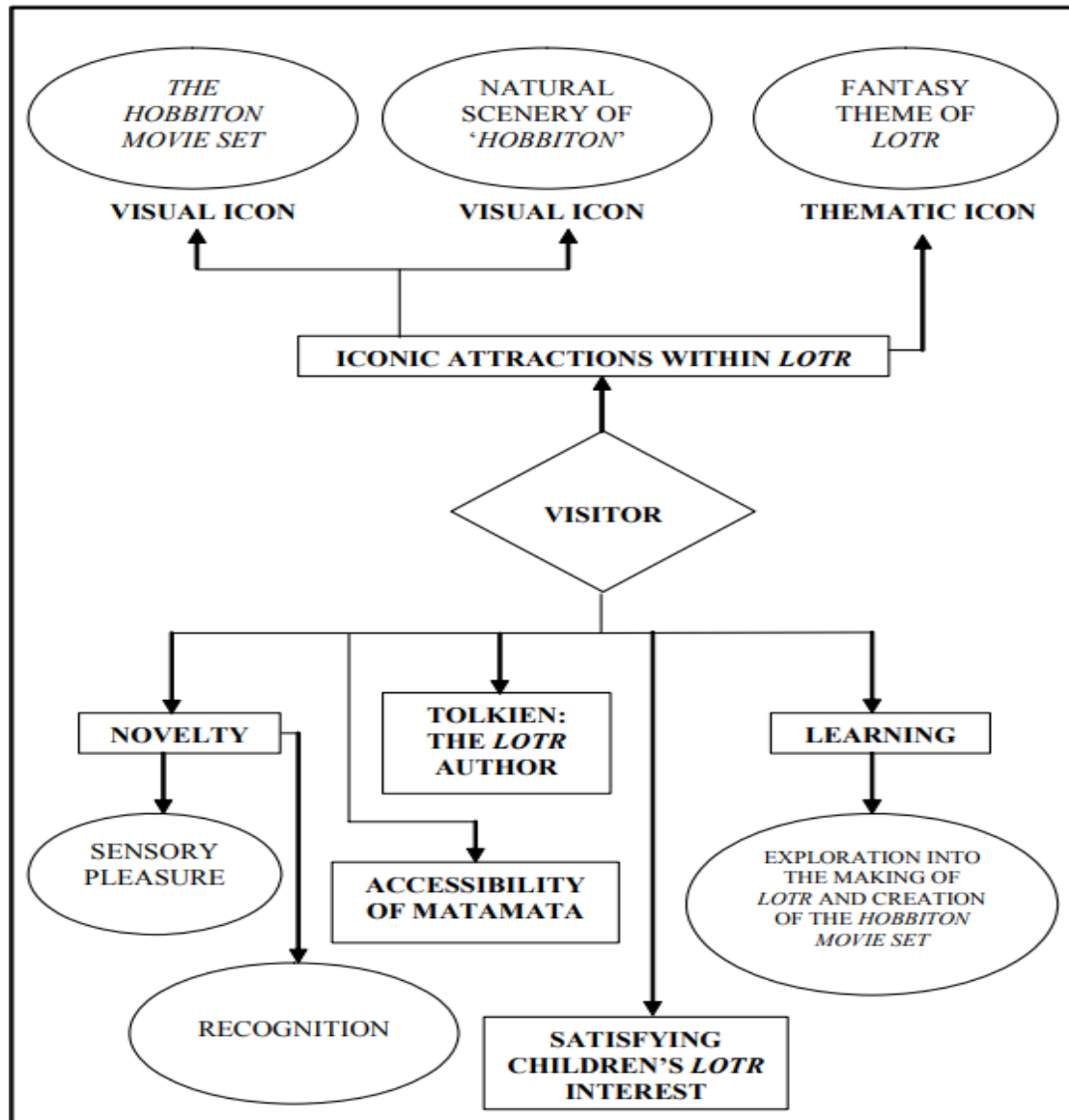
Statistics and survey results show that the most important motivation for visitors to visit Hobbit village is the "Lord of the Rings" film made here. Local characteristics such as location properties, natural scenery, landscape, weather, cultural origin, social origin, and activity origin are sufficient for tourists to generate the motivation and behavior of hobbit village tourism. Of course, New Zealand's beautiful natural scenery is also a powerful attraction, some visitors to The Hobbit village travel mainly because of the beautiful scenery of the village itself, and not much related to what the

film was made in the area and how it was created.

As an emerging tourist attraction, we can find that its development law is more in line with Butler's destination life cycle theory, which mainly presents three stages, exploration period, development period and maturity period.

(1) Exploration period-as a new tourist attraction, the number of tourists for film and television tourism products at this stage is intuitive. People are not too familiar with film and television works. Tourists visit only because of a certain role in the film and television works. Alternatively, it is the challenge of searching, exploring, and being adventurous for a certain star. Residents or administrative departments intend to develop tourism resources according to their purposes, but there are no relevant marketing measures yet, and almost none of the attractions of tourism destinations come from the content of film and television works.

(2) Development period-With the film's popularity, a large number of audiences are focusing on tourist destinations. The film gives tourist destinations a unique attraction. Watching film and television works can no longer meet the audience's needs, and the audience wants to be integrated into the film. In the virtual world, to experience the scenes described in the play. Currently, the experiential consumer demand is more prominent. The managers and residents of the tourist destination will also take certain measures to promote the image and attract tourists.

(3) Stagnation period-the managers and residents of tourist destinations have carried out a more comprehensive marketing plan for the tourist attractions, and the infrastructure and supporting equipment of the tourist attractions have gradually been followed up. The attractions began to have their own attractive resources. With the popularity of works, tourist attractions have become the first choice for tourists. The number of tourists has dramatically increased and become saturated. "Multi-center" tourists account for the majority. They choose this tourist attraction according to different needs such as leisure and entertainment.

For now, a series of films of "The Hobbit" have become classic works, maintaining a high degree of popularity, and the destination is still in a stage of stable

development. However, as the popularity of film and television works decreases, the audience may gradually forget the tourist attraction or be attracted by other attractions. The number of tourists may drop slightly. Part of the tourist group is to reminisce about the film and television works, and the main purpose of some of the visits has nothing to do with the film and television works. The managers of tourist attractions need to take other ways to extend the life of the scenic spots. Otherwise, the scenic spots will disappear.

6.2 The second type of destination in film and television

The second type: the tourist destination is originally a scenic spot, because of the broadcast of film and television works, more tourists choose the tourist destination for tourism activities, bringing a new peak in tourism. The "Qiao Family Courtyard" broadcast allowed the Qixian Courtyard in Shanxi to receive 38,000 visitors in three months, and ticket revenue increased by three times over the same period of the previous year [52]. After the screening of "If You Are the One" in 2008, the beautiful scenes that appeared in Hokkaido, Japan, and other films have become a fascinating place for tourists. A building, a house, and a field of vision can become a tourist destination landmark, which is showed in the movies. Generally speaking, the tourism effect brought by film and television works to a scenic spot is accidental. The life cycle of the film and television scenic spot tourism type summarizes how the tourist destination promotes tourism products with the occasional attractiveness, which makes the sales rise and fall.

6.2.1 Case Study

In 1988, South Korea put forward the strategy of "Culture Orientated National Development", positioning the cultural industry as a pillar industry of the country's

economy and focusing on supporting it. Related laws such as the Film Promotion Law and the Audiovisual Products and Game Products Law have promoted the spread of Korean dramas overseas and formed the phenomenon of "Korean Stream."[53] Scholar Yigang Lin(2009) has discussed the operation mechanism of Korean film and television travel, in which he highlighted the role of Korean drama in the development of tourism.[54] Many scholars abroad have also found that film and television dramas expand tourist destinations' visibility over tourism marketing activities.

The most popular Korean drama of 2014 was "You from the Stars," broadcast by SBS TV in South Korea, which featured the trans-planetary love affair between the alien male Du Min-Jun. and the Earthwomen Qiansong-Yi in South Korea. With the development of the plot, many of the romantic plots of the show has become a tourist destination, many of the previously unknown small scenic spots are now famous. Even a bowl of Wudong noodles in the play is a hot topic for fans. In addition, "Stars" also indirectly promote the popularity and reputation of Korean tourism abroad. During the show's broadcast, the number of Chinese applying for visas to visit South Korea increased by 150%. In the first quarter of 2014 compared to the same period last year. Statistics released by the Korea Tourism Board show that 1.03 million Chinese tourists visited South Korea during this period, an increase of 43% over the same period last year. [55] many tourism enterprise s smell business opportunities have launched a "star" tourism line, in which Ctrip launched a "Seoul, South Korea-Gangwon Road 5-day team tour", using the high visibility of the scene to attract domestic tourists to South Korea.
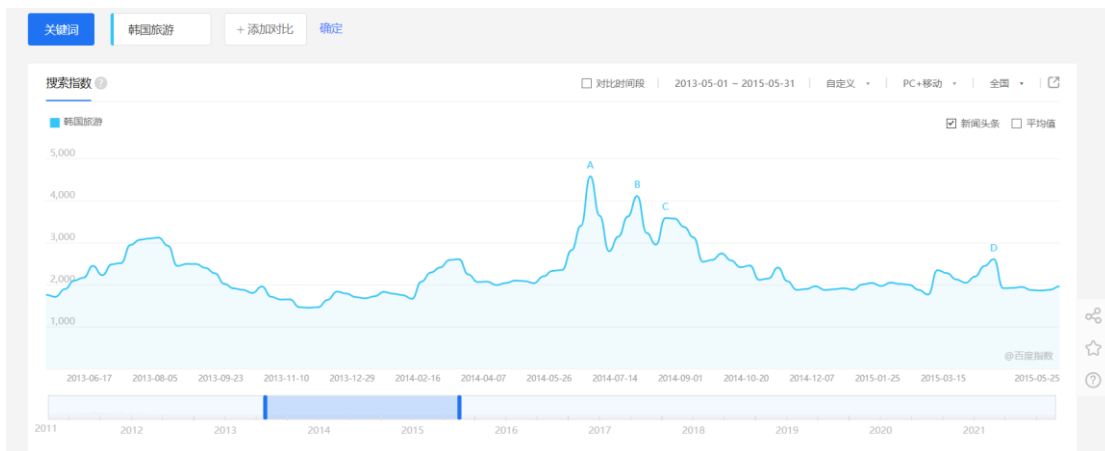
Figure 8:From May 2013 to May 2015, Chinese tourists search for the " You from the Stars" in Baidu index.

Figure 9: From May 2013 to May 2015, Chinese tourists search for the "Korea tourism" in Baidu index.

It can be seen from Figure 8 that before December 2013, the travel search index in Seoul, South Korea was low, and people paid little attention to tourism in Seoul. Since the show was broadcast in December, the number of users searching for "You from the stars" has increased significantly (Figure 8). At the same time, as shown in Figure 9, the popularity of searching for Korean tourism continued to rise and reached a peak in 2014, and it maintained a good growth trend in a short period of time. Fried chicken and beer were originally casual snacks. After the show's hit, it became a

popular "Star" product. Seoul Nanshan Tower and Lover Lock Plaza were originally popular dating places for Korean couples, and now they have become sought after by tourists from all over the world. The "Stars" footprint is a tourist attraction that imitates the dating, waiting, and developing romantic relationships between male and female protagonists. Film and television works have had a positive impact on Seoul. All elements in the drama become popular due to the popularity of film and television dramas.[56]

Figure 10:Since 2004, China has searched South Korea and filtering by Travel type
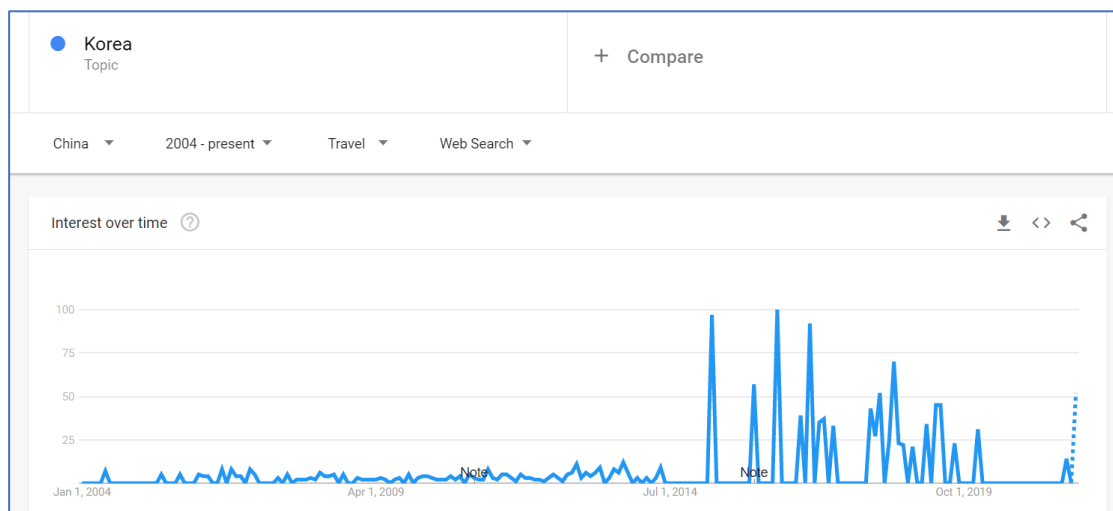
Figure 10 shows that China's search for Korea has suddenly increased since 2014 and has maintained a continuous upward trend. After 2014, Chinese tourists began to be interested in tourism in Korea. It can be speculated that it may be due to the broadcast of the TV series in 2014, which further expanded the tourism market in South Korea.

Figure 11:Search Index of the "Seoul Tower" from 2004 to 2019
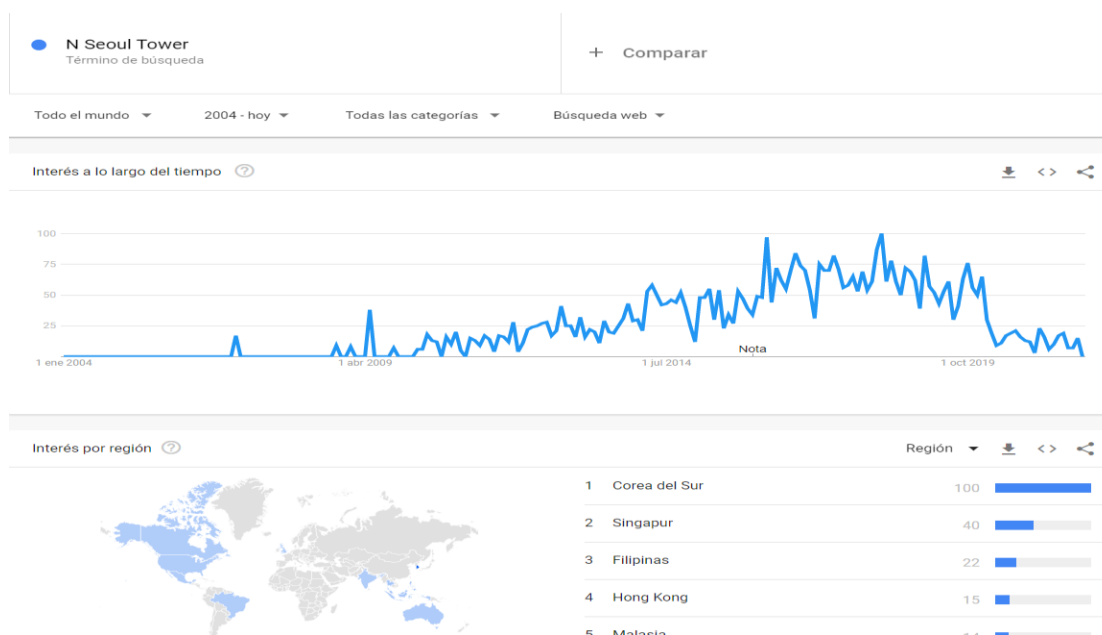
The author of this paper looked at the search index of Nanshan Tower and can see from the figure above that Nanshan Tower is a very meteor mainly in South Korea, followed by countries in South Asia (e.g., Singapore 40, Philippines 22) also have some attention. It also shows a clear growth trend in search volume since the show aired. Until January 2019, Nanshan tower's search index remained somewhat hot. Another Korean drama, The Legend of the Blue Sea, also starring Quan Zhixian, has also taken in Spain's niche attractions. The main scenes are selected in places such as Barcelona, Catalonia and Galicia, and some incredible places hidden in the mountains and by the sea are selected. For example, villa Calan Estasia located in the small town of BEGUR, Castell de Santa Florentina and Tossa de mar. Tripadvisor can see much Korean drama as a gimmick travel plan.[57]

As a major tourist country, Spain has always been popular with tourists and has also become a filming place for many TV dramas, films, and variety shows. South

Korean variety show "Spanish Boarding" was filmed in the Spanish town of Bielso Freedom, the paper house with the Fire of Madrid's Royal Money Factory, the world's "Game of Thrones" to show the different world styles of small towns and ancient Roman ruins. According to Netflix and UNWTO, which analyzes the impact of Spanish productions on tourism. It shows that more than 47% of users who have seen Spanish movies or series have shown a strong desire to travel to Spain. Up to 60% are interested in the history and historical sites that have appeared in the shooting location.[58]

According to a sample compiled by Netflix, up to 25% of users watch Spanish movies, and they like this destination and the culture of Spain. Spain's on-screen tourism has made some progress. The audience has developed a great interest in Spanish culture, language, history, food, architecture, nature, and festivals, by watching Spanish films or TV dramas, which has been of great help to the Spanish tourism industry. In general, among people who have watched content produced in Spain (81% of the audience), compared to 61% of people who have not watched such content, their willingness to travel and witness Spain is much higher.

Figure 12:The percentage of Netflix users who rank Spain as their favorite country.
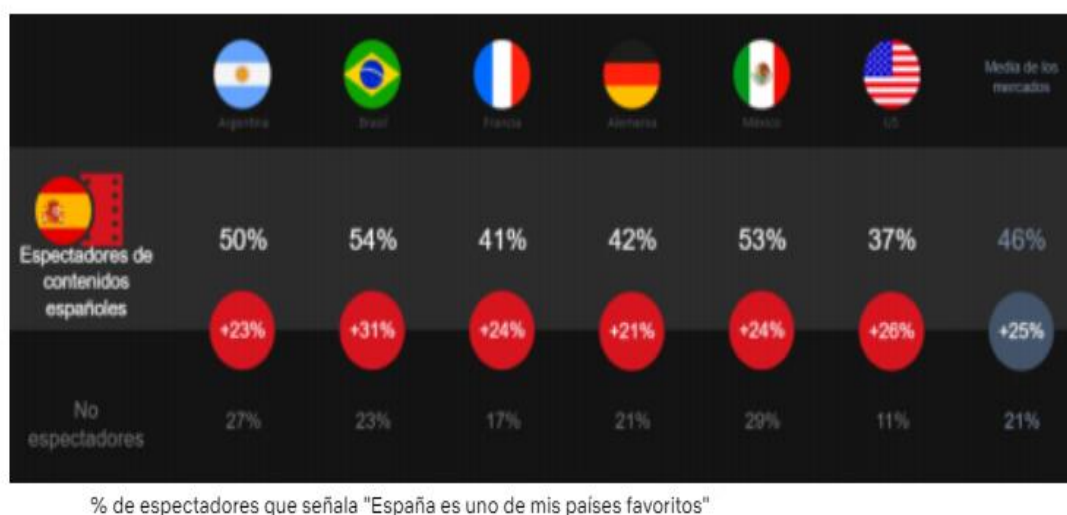
(Sources from Internet)[59]

In addition to a greater interest, audiences worldwide feel more connected to Spanish culture when they watch Spanish dramas and movies. Another Netflix survey showed that up to 20% of respondents believe that " they have a lot of connection with Spanish culture" when watching Spanish movies and TV shows.

Figure 13: The percentage of Netflix users who think they have more connection with Spain's culture after they watched Spain's movies or series.


% de espectadores que señala "Me siento muy conectado/a a la cultura española"

The results are very optimistic. They all show Netflix's contribution to the Spanish tourism industry and Spanish brands and enhance the cultural affinity of Spain. The report pointed out that compared with tourists who did not use audiovisual products, respondents who watched Spanish content showed a stronger desire to interact with the national culture. Carlos S Carlos Rosado highlights the strategy of promoting on-screen travel as a model that is perfectly suited to today's safe travel. Not only does it help the destination overcome seasonality, but it also encourages the arrival of cultural travelers.[60] "Visit the destinations they've seen in Netflix or movies is becoming an important selling point because it allows travelers to truly connect with the destination," explains Malcolm Lindorp, CEO of the tour operator Screen travel.[61] Such a form of screen tourism based on the country's cultural and landscape attractions will become the key to the Spanish tourism industry to provide diversified and sustainable tourism services.

Figure 14:From 2011 to 2016, search index of "Girona Game of Thrones",
filtering by Travel and Worldwide.
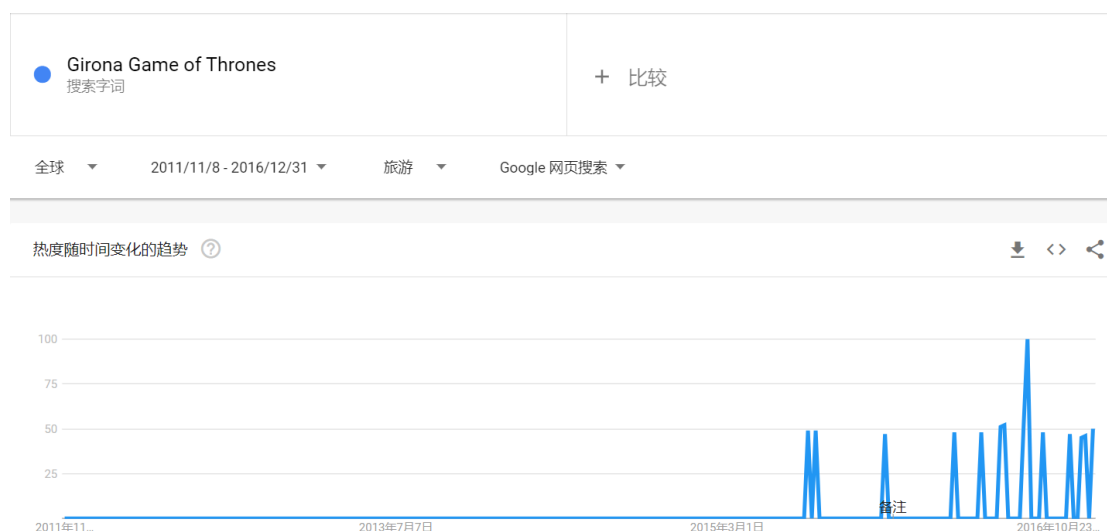
Based on these the author used google trends to search for the heat of "Girona" since "Game of Thrones" began. Girona is located in the north of Catalonia and is the second-largest city in Catalonia. In "Game of Thrones," many of the important plots are related to the located in the Holy Synagogue of Bel-Air, which is the center of the seven gods' faith and the archbishop's residence. As a result, it has been investigating tourists' concerns around the world about "Girona" and "Game of Thrones." It can be seen from the search heat that since mid-2015, the search heat of Girona Game of Thrones has begun to increase. The fifth season of Game of Thrones was launched in April 2015 and some of the plots of this season were filmed in Spain, which Promote the tourism in Spain. Although the search popularity has not maintained a continuous upward trend, after 2016, the search frequency for this term has become very high. This is because the sixth season of Game of Thrones was filmed mainly in Girona, where the ancient and characteristic buildings and the mysterious medieval world constructed by Game of Thrones attracted the attention of fans from all over the world. Girona has also become a popular destination for many people[62]

Figure 15:Attention to "Girona" and "Game of Thrones" in different countries.

Blue for Girona, red for Game of Thrones

1. Spain

2. Netherlands
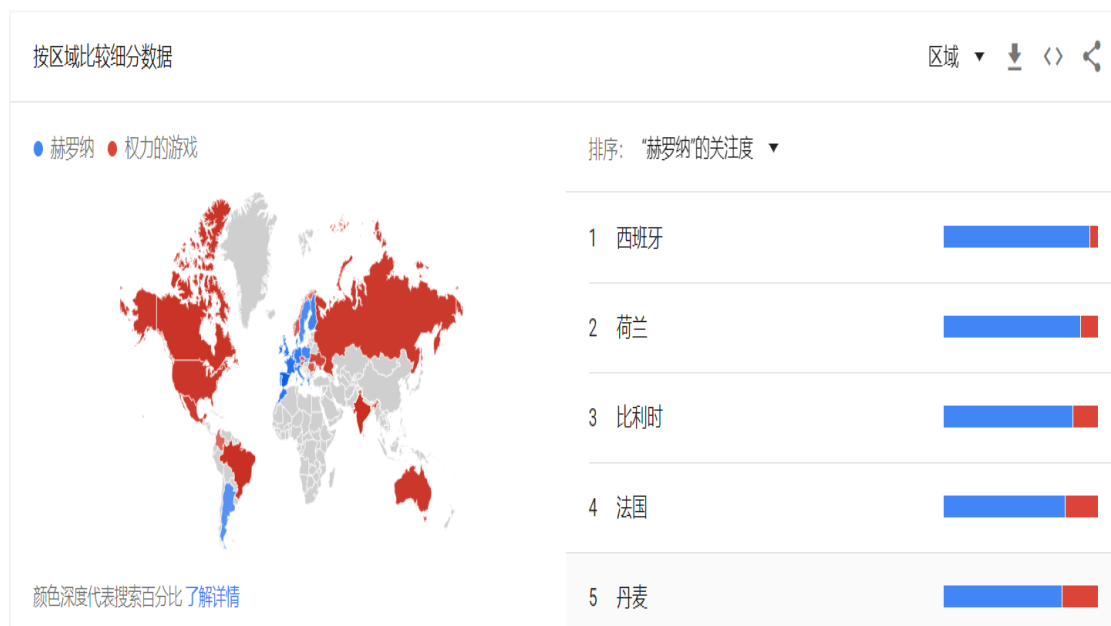
3. Belgium

4. France

5. Denmark

Figure 16:Attention to "Girona" and "Game of Thrones" in different countries.

Blue for Girona, red for Game of Thrones

16.The Portuguese Republic

17.Greece

18.Argentina

19. Colombia

20. Austria
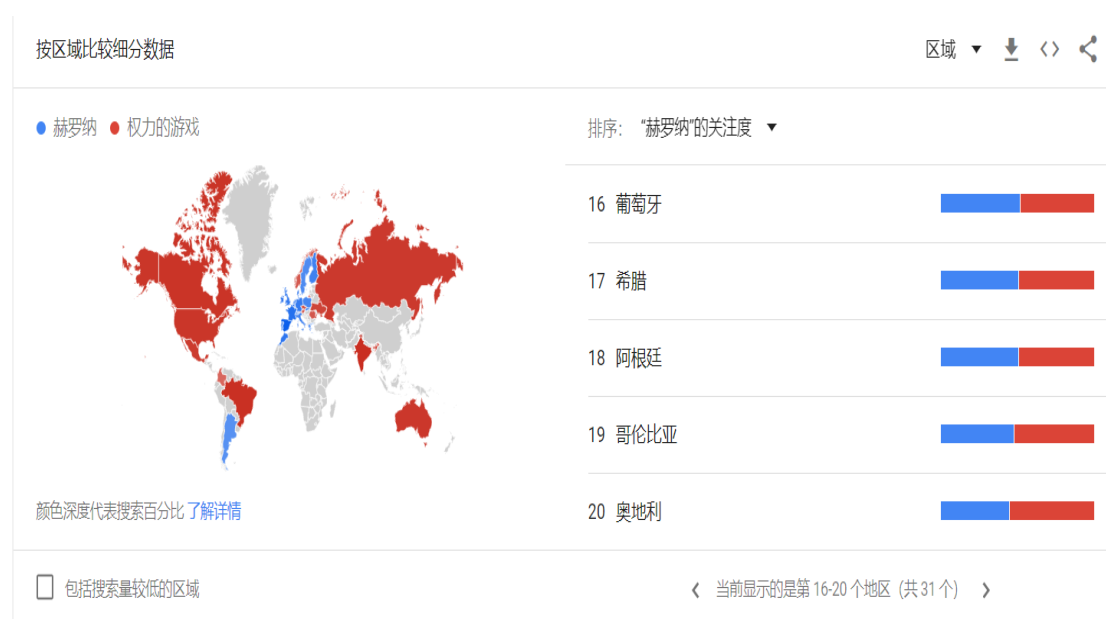
Figure 15 shows that the Nordic countries pay more attention to the destination itself than the TV series, which may be since most of Girona's visitors are from the Catalonia region and surrounding countries. As Figure 16 shows, countries in southern Europe and South America show almost the same interest in TV dramas and destinations.

From the above two examples, the author speculates that both the TV series "You from the Stars" and "Game of Thrones" have to some extent promoted and affected the destination tourism industry, especially where the play appeared. It helps the destination and its culture, historic sites, and cuisine establish a new brand image, promote tourism development, and open the tourism market. However, with the

timeliness of the broadcast of film and television works, people's attention to the destination will also be reduced to a certain extent. In the era of cultural economy, cultural indicators have become an essential factor in measuring the value of a tourist destination. Therefore, tourist destinations, especially single scenic spots, should appropriately use film and television media to increase their cultural connotations and maintain a sustained and effective attraction. As early as 1972, E. Cohen first proposed the term "tourism attraction" in the literature.[63] Attraction is the key to tourist destinations, and it is the most important thing to maintain tourist supply.[64] Because this type is a tourist attraction itself, it is no longer necessary to introduce and introduce tourist destinations. Therefore, the film and television tourist products, in this case, skip the introduction period and directly enter the growth period. Its life cycle generally goes through three stages, namely the growth period, Maturity, Decline.

(1) Growth period-the number of tourists has been increased on the original basis, and tourist attraction managers use film and television works to establish associations and promote their image. The attraction of tourist attractions extends from the original natural resources to film and television culture.

(2) Maturity period- the close connection between tourist attractions and film and television works is known to the audience, and the number of tourist receptions proliferates. The purpose of experiential tourism for tourists is clear, tourism resources and products derived from many film and television works can be developed and completed, and infrastructure and support services can be expanded and improved.

(3) Decline period-as the film and television works gradually fade out of the screen, the film and television works are no longer fashionable, and tourists are no longer concerned about the relationship between tourist attractions and film and television works. The number of tourists begins to decline after the space and number are saturated.

The Decline period is inevitable, but the speed of the recession can be slowed

down. Film and television work gives a new meaning to a tourist destination and brings tourism enthusiasm, but the destination may also decline due to the fading of film and television works. The impact of film and television works on tourist attractions is time sensitive. As the film and television works are no longer fashionable, the attraction is no longer on tourists' agenda, and tourism products are declining faster. How the Tourism Management Office uses film and television works to trigger some tourists' memories of the plot, thus igniting the desire to visit, and how to use film and television to develop more tourism products and resources can increase the sustainable development and innovation capabilities of tourist destinations.

6.3 The third type: theme park or film and television base based on virtual reality

Film base tourism includes film factory tourism and theme park tourism. Film and television base is a collection of shooting functions and tourism functions in one product. As a significant body of film and television tourism products is the most researched on the film and television tourism industry in China. Film and television base was used to provide shooting scenes for film and television works; with its continuous development and market demand diversification, film and television base tourism functions are gradually excavated to meet people's visits and participation in the film shooting process. This kind of cultural tourism place with creative activities built to meet the thematic needs of tourist consumers is called theme parks.

It is based on specific theme creativity, mainly cultural reproduction, cultural transplantation, artistic display and high-tech means, virtual environment shaping, and garden environment as the carrier to cater to consumer curiosity, with the theme plot throughout the entertainment project leisure and entertainment space.[65] Such theme parks as Disneyland, Universal Studios Hollywood, and Yokosk Studios are among these theme parks. The development of virtual reality technology has led to a new

generation of theme park construction. Under the guidance of this technology, the theme park will set off a new wave of tourism culture and technology integration tide, new visual effects, and unique tourism experience is unprecedented.

Tourism is a kind of people with a certain purpose and motivation, leave their familiar environment in a certain time and space range to participate in other different regions of behavior. And the significance of destination construction tourism activities is to let the tourist's physical awareness and perception in the tourism situation immersion experience. Hobson and Williams [66] believe that to a significant extent, travel is another real world in which visitors can temporarily escape from their familiar surroundings. So, visitors are happy to escape to a destination like Disney Park, where there is a virtual reality experience, and immerse themselves in another reality. Research shows that sense of presence in a VR environment has a positive impact on visitor behavior. Increased realism through VR can have a positive effect on attitudes, beliefs, and motivations.[67]

For theme parks, virtual reality can satisfy the experience of visitors' sense of ingenuity because of the richness and interactivity of information. 3D technology is one of the first technical means to bring the feeling of presence into the entertainment experience of modern society. In the case of 3D movies, it is through two cameras to shoot the same scene simultaneously to obtain the film in the eyes of the highly realistic effect provided that people need to wear special 3D glasses before viewing. Many small-cost cinemas and playgrounds have launched so-called "4D" or even"5D" movies, in fact, based on 3D movies to add smell, touch, and other physical feelings and increase a certain sense of presence. Ferrari Parks in Spain, for example, uses this technology to enhance the visitor experience. Visitors can see a vast grassland, or a mountain covered with spherical walls and special environmental effects and props.[68]

VR technology can not only enhance the experience of tourists travel but also can play a significant role before tourists travel. Studies have shown that destinations with interactive VR experiences on the site are more likely to persuade travel when

providing travel information.[69]Destination BC[70]and Tourism Australia[71]have an interactive VR experience on its website, and the Spanish town of Priorat Wines offers visitors a VR tour of the winery on its website[72].

6.3.1 Case Study

North America is the world's largest theme park market, with well-known companies in the industries such as Disney, Universal Studios, and Merlin. Asia is the world's second-largest market for theme parks. Tokyo Disneyland, Japan's first major theme park, opened in 1983 and has since been built and operational in Tokyo, Dasin, and Kobe. With operations in Hong Kong and Shanghai in 2005 and 2016, Disney further taps into the industry potential of the Asian and Chinese markets, driving global and local brands to invest in theme parks in Asia and China.

Figure 17: The number of Chinese tourists who visited Disney theme parks from 2014 to 2018.
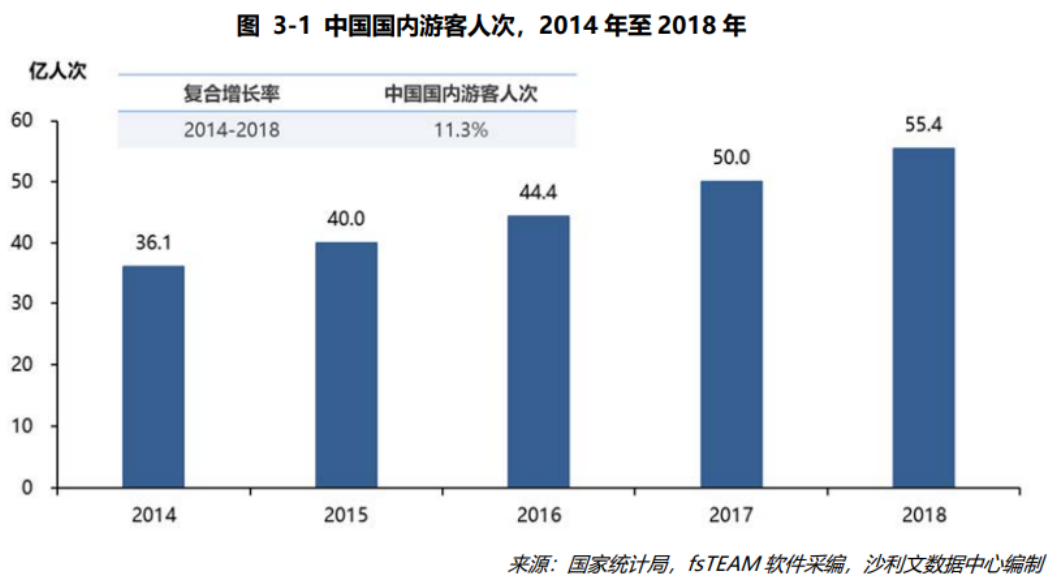
(The source comes from the National Bureau of Statistics)

This paper takes China's Disney Park as an example. In 2005, Hong Kong Disneyland opened, and the international theme park officially entered the Chinese market. It not only provides a new place for Chinese tourists to enjoy themself but

also taps into the potential of China's theme park market. According to the Tourism Administration, the number of domestic visitors in China reached 5.54 billion in2018, up 10.8% year-on-year and 2014 to 2018. The average annual growth rate of 11.3%in 2018. The rapid growth of domestic tourist arrivals in China lays a solid foundation for the theme park industry and provides a perfect foundation for the development of the theme park industry under the background of rapid development of tourism and continuous improvement of the tourism environment.

Figure 18: Age distribution of theme park visitors in China,2018
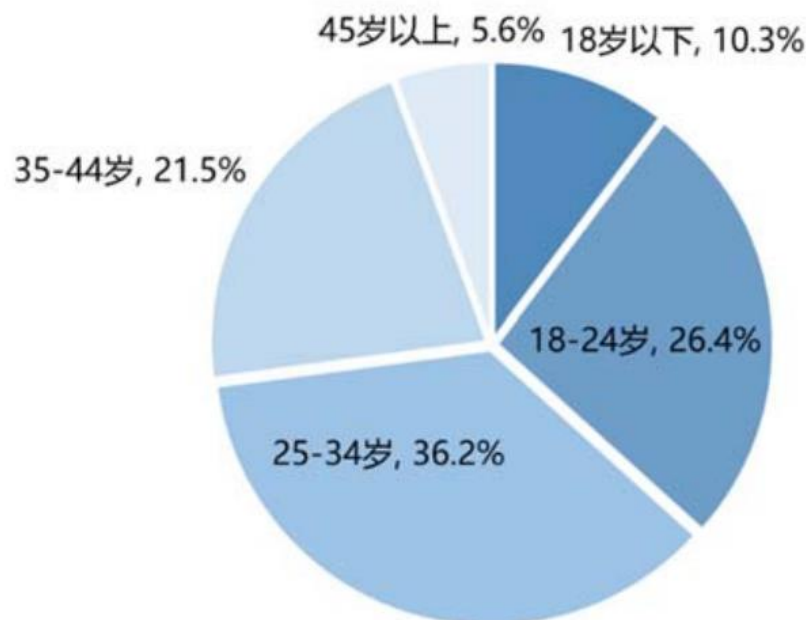
According to the age distribution data of theme park visitors in China in 2018, the proportion of people under 34 years of age is as high as 72.9%, with young people being the main visitors to theme parks. The author speculates that this is due to the high transmission rate of film and television works and VR technology among such populations. This group not only requires the theme park's amusement facilities to meet the play needs but also has higher requirements for the cultural connotation of the theme park. From "Bonnie Bears," which appeals to the younger age group, to

Disney's classic anime series (Mickey Minnie, Cinderella, etc.) and Marvel's Hero series (Iron Man, Spider-Man, etc.), Chinese tourists are looking forward to participating in the theme park experience.

As theme parks continue to evolve and improve, the author surveyed the search index for Disney in the period 2014-2018. The results showed that between 2014 and 2015, there was a high level of concern about Disney's paradise itself. From 2016 onwards, there has been more interest in virtual reality activities experienced in Disney Park. Although the search index for people decreased a lot in the second half of 2016, the search index for Disney and VR technology remained relatively average and stable.

Figure 19:From 2014 to 2018 Chinese tourists search for heat indices for Disney and VR. The blue line is Disney, and the green line is VR
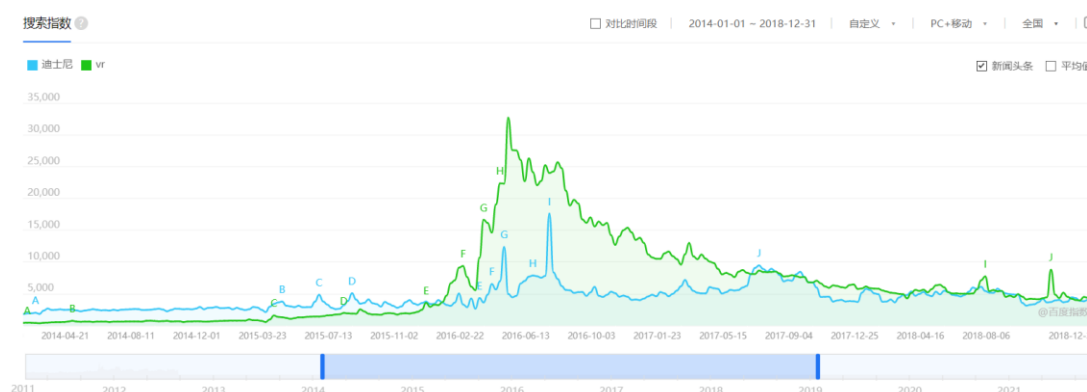
This type of film and television tourism activities have a strong professional and influence, film and television and tourism is a combination of theme park development direction. Theme Park tourism is actually the most typical screen tourism products, is the product of film and television production cluster, generally by the film and television works shooting place, film and television works in the famous characters, film and television works to create "another universe", thus triggering tourism activities. Theme Park Tourism products have a clear life cycle, it does not have the initial stage of exploration, it is from the beginning of construction is a

dedicated tourism destination. After continuous improvement and development, and eventually become a perfect tourist destination.

（1）Development - film and television base built, and through the shooting of film and television works and famous. Managers market segments, marketing promotion, to establish the image of the film and television base. [73]The number of tourists at this stage gradually increased, and the popularity of the film and television base was increased. In order to attract more tourists, towards diversified development, destinations began to use scientific and technological effects, etc., to create thrilling, realistic scenes, so that visitors in the senses to get the greatest satisfaction.

（2）Stagnation - All the tourist destination facilities have been perfected, and a large number of foreign investors and partners have poured into the emergence of more commercial areas, such as snack bars, souvenir shops, etc, forming the initial industrial chain. The overall trend of film and television tourism product life cycle research is relatively stable. The managers of the film and television base began to look for innovative ways to operate and open up overseas markets.

（3）Decline - this stage of the tourist volume has reached the threshold of the scenic area, scenic spots everywhere are lining up, the phenomenon of large tourism, resulting in a significant reduction in tourist satisfaction. Scenic facilities and equipment in short supply, or even follow-up maintenance is difficult to ensure the situation. Secondly, film base tourism has not injected new elements of attraction, the freshness of tourists cannot be satisfied. Managers do not have innovative business philosophy, blindly follow the trend, repeated construction, so that the film and television base to decline. The life cycle of such destinations will be based on the progress of shooting and screening of different film and television works, and the traffic of film and television bases will rise or fall accordingly. New products and technologies are needed to sustain the entire film and television base when a product declines.

7. Questionnaire

This research aims to investigate the impact of film and television works and VR on the tourism industry, focusing on the impact of film and television works in the process of influencing tourists' choice of travel destinations and their travel behavior after visiting the destination.

7.1 The questionnaire for the interviewer

The number and location of interviews were limited by the impact of the new crown outbreak. The sample population in this study was not randomly selected, and the scope of the survey was limited to people who could access the Internet and have contacts with author. In addition, the online survey method which is convenient for sampling is used in this study. As of September 3, 2021, the author sent a self-compiled questionnaire to interviewers from Spain, Sweden, and China, with a deadline of approximately 2 weeks. A total of 153 valid questionnaires were withdrawn.

Primary data are collected through quantitative surveys. The survey consists of two main parts.

1. The first part collects the socio-demographic characteristics of the interviewers: gender, age, and occupational status. (References this annex.)

2. The second part has 12 goals-related questions that focus on leading to questions related to the goal of the study. Interviewers filled out a survey of 6 multiple-choice questions and 6 closed questions to measure how much attention interviewers paid to the destinations they saw on television and the different motivations they might have for visiting them.

In the second part, the author investigates whether the film and television works are the formation of destination image and the different motivations of tourists, and whether VR technology attracts visitors' attention. The first two are based on tourist

habits, namely, "Who do I prefer to travel with when I travel" and "What type of tourist destination do I prefer to go to?". The other two were designed to understand what would motivate interviewers to visit and the likelihood that the TV series would generate more sense of destination.

This part set up 8 questions specifically for movie tourism and VR technology. The question in this section is to find out if the images and icons in a visitor's mind compared to the real places in the TV series; to have a first-hand experience of where the TV series was shot and where the actors and directors have been; and to travel simply because they learned about the destination through the TV series；Get real and different experiences by consuming new travel products. The remaining four questions are about Whether VR technology can be seen as a pull factor to attract visitors. Use VR technology to play a potential role in the availability of destination information through descriptions in movies or TV shows.

7.2 Data analysis

After the questionnaire was collected in this study, the question was divided into three parts. From the basic information of the interviewees, respondents' travel preferences, the questions about screen tourism and the questions about the application of VR to the tourism industry, these three parts were analyzed in detail to obtain more evidence to support the viewpoints of the paper.
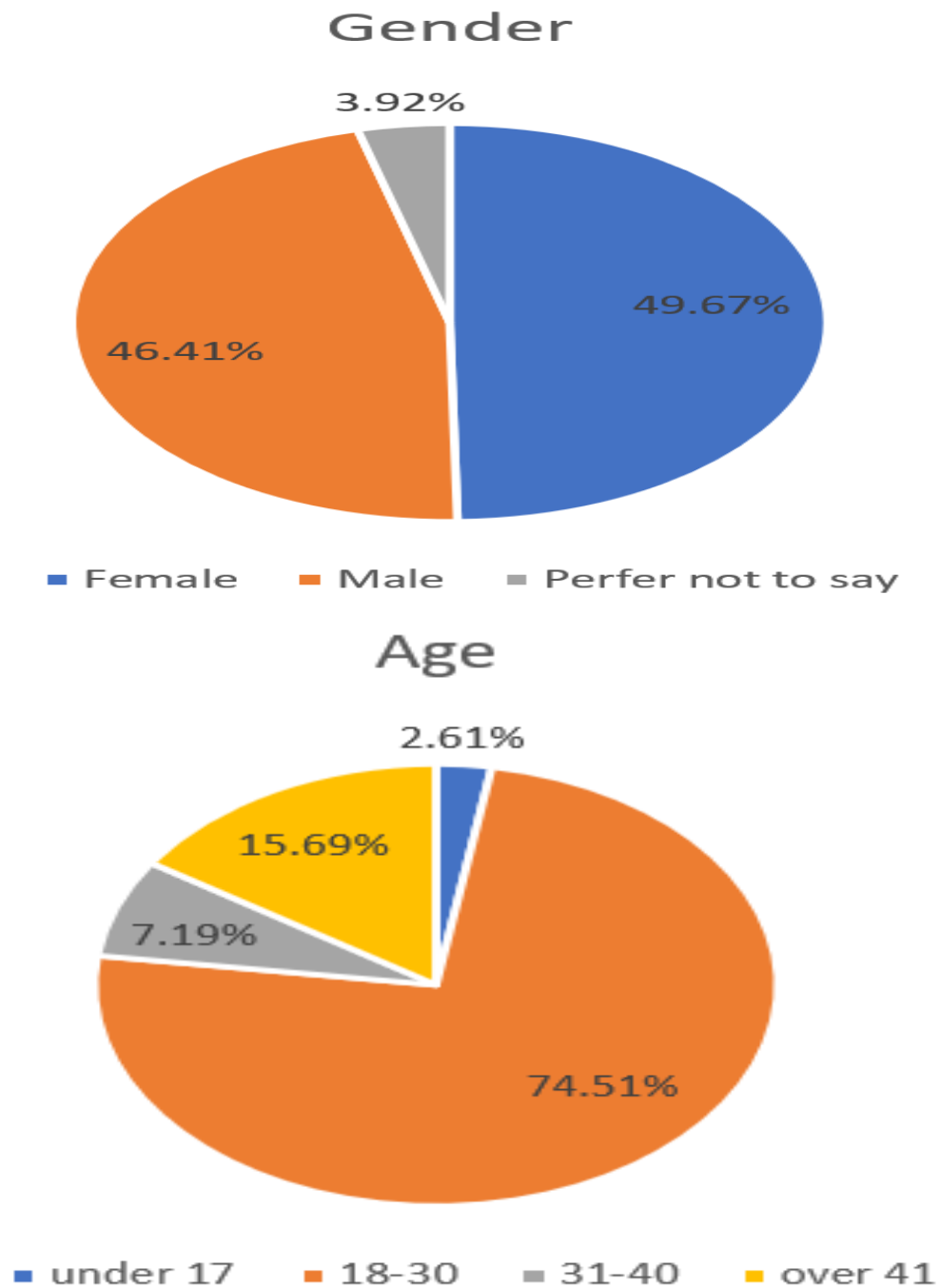
7.2.1 Basic information of the interviewee

The following chart is statistics about the gender, age, and occupational status of the respondents. When analyzing the core issues, the paper is classified and discussed based on the basic information of the interviewees.

Figure 20:The interviewer's gender and age statistics

Gender

- Female
- Male
- Perfer not to say

Age

- under 17
- 18-30
- 31-40
- over 41

Figure 20 shows that the gender distribution in the sample is more even, with 76 women and 71 males, and the number of women (49.67%) slightly higher than the number of men (46.41%). Most interviewers were in the18-30 age group, with 114 people, representing74.51% of the total number of interviewers. This was followed by 24 (15.69%) of interviewers over the age of 41.

Figure 21:Interviewees' Professional status
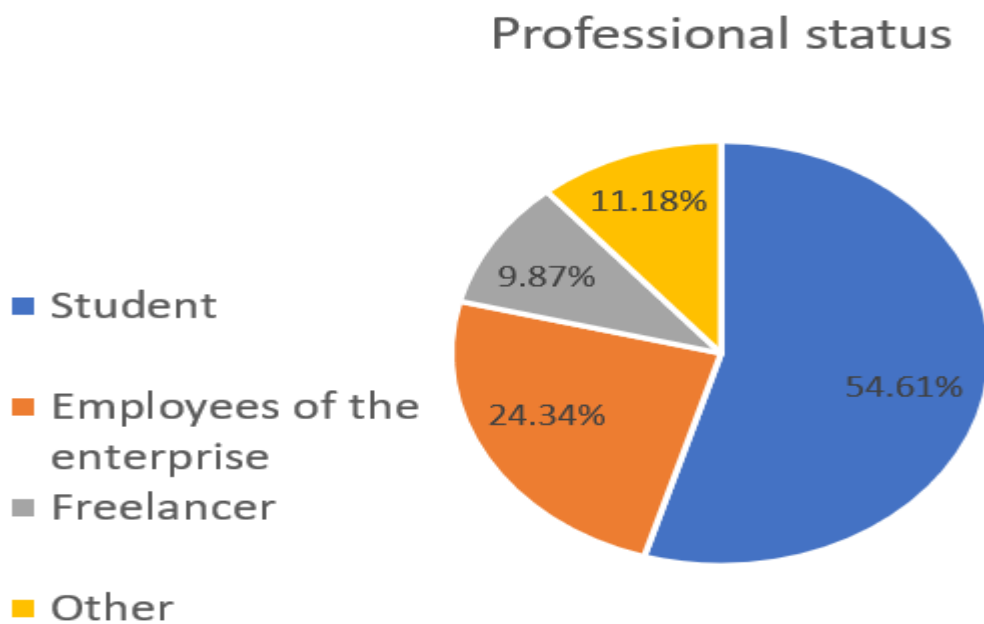
This part shows the occupational scope of the respondents (a total of 153 questionnaires were collected, one of which was invalid, so the number of valid questionnaires was only 152), of which 83 (54.61%) of the respondents were students and 37 (24.34) %) The interviewee is a company employee. The remaining respondents are more evenly engaged in freelance work (9.87%) and others (11.18%).

7.2.2 Questions about travel preferences and travel motives.

The questions in this part are mainly to understand the respondents' travel preferences, the types of destinations they like, and some travel motives that induce the respondents to travel.

Figure 22:Who are the respondents more likely to go with when traveling for leisure.
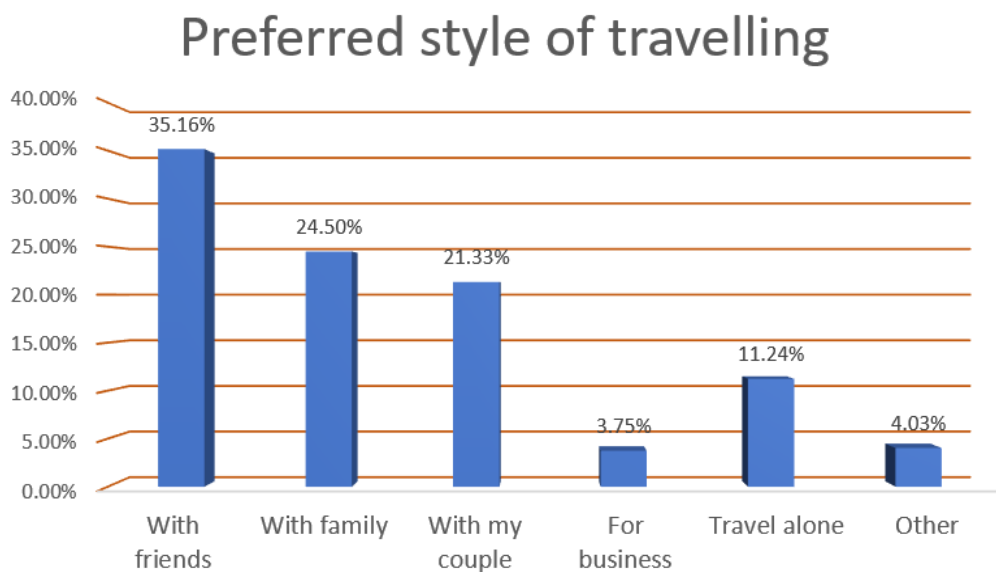
The study found that 35.16% of respondents are more willing to travel with their friends. The proportion of people who like to travel with their family (24.5%) and partner (21.33%) is relatively average. A very small number of respondents prefer to travel alone (11.24%) and travel on business (3.75%).

According to the Figure 22, using Awesome Figure to analyze respondents who choose to travel with their families and other types of respondents, and find that the results on core issues are very similar. It can be speculated that the respondents' travel preferences are a small part of the factors that can affect their travel motives and experience VR technology.

Figure 23：Type of destination preferred by respondents
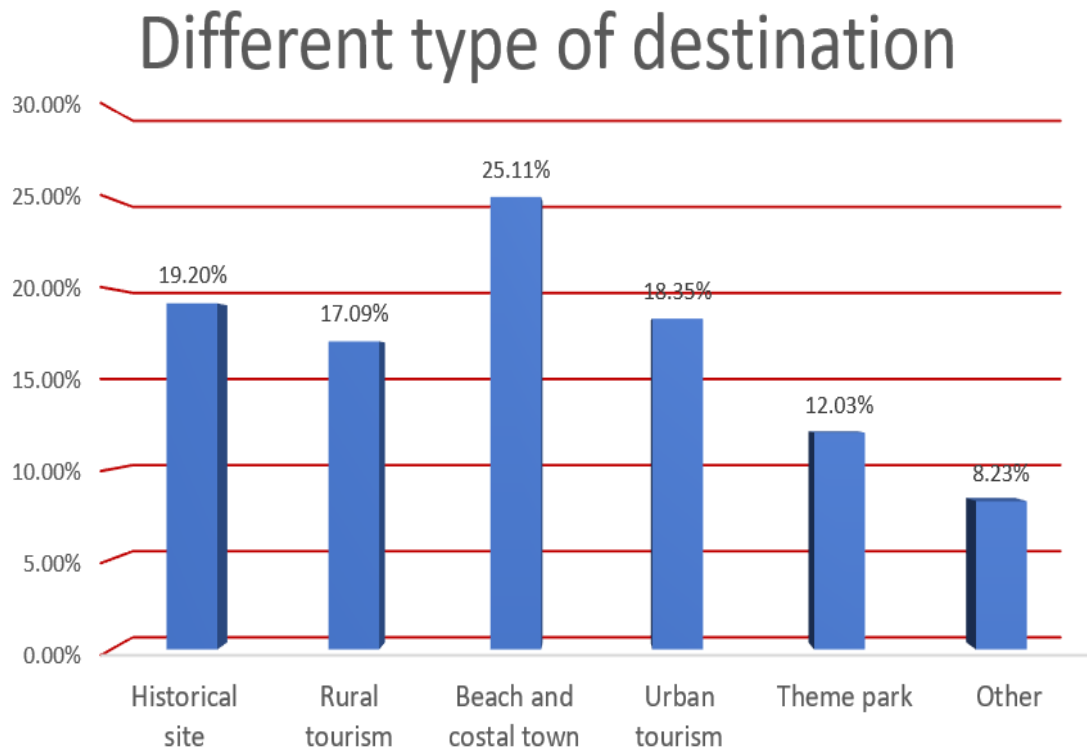
The results in Figure 23 show that the most popular destinations of respondents are seaside and coastal towns (25.11%). This may be due to the change in people's travel habits after the new crown epidemic, and people are more willing to go outdoors, and enjoy the holiday.[74] In addition, the interviewees showed similar interest in rural tourism (17.09%), historical scenic spots (19.2%) and urban tourism. 12.03% of the interviewees also have a desire to travel in theme parks, and there are still some interviewees left Choose Other (8.23%).

Figure 24: The interviewee's usual way of obtaining travel information
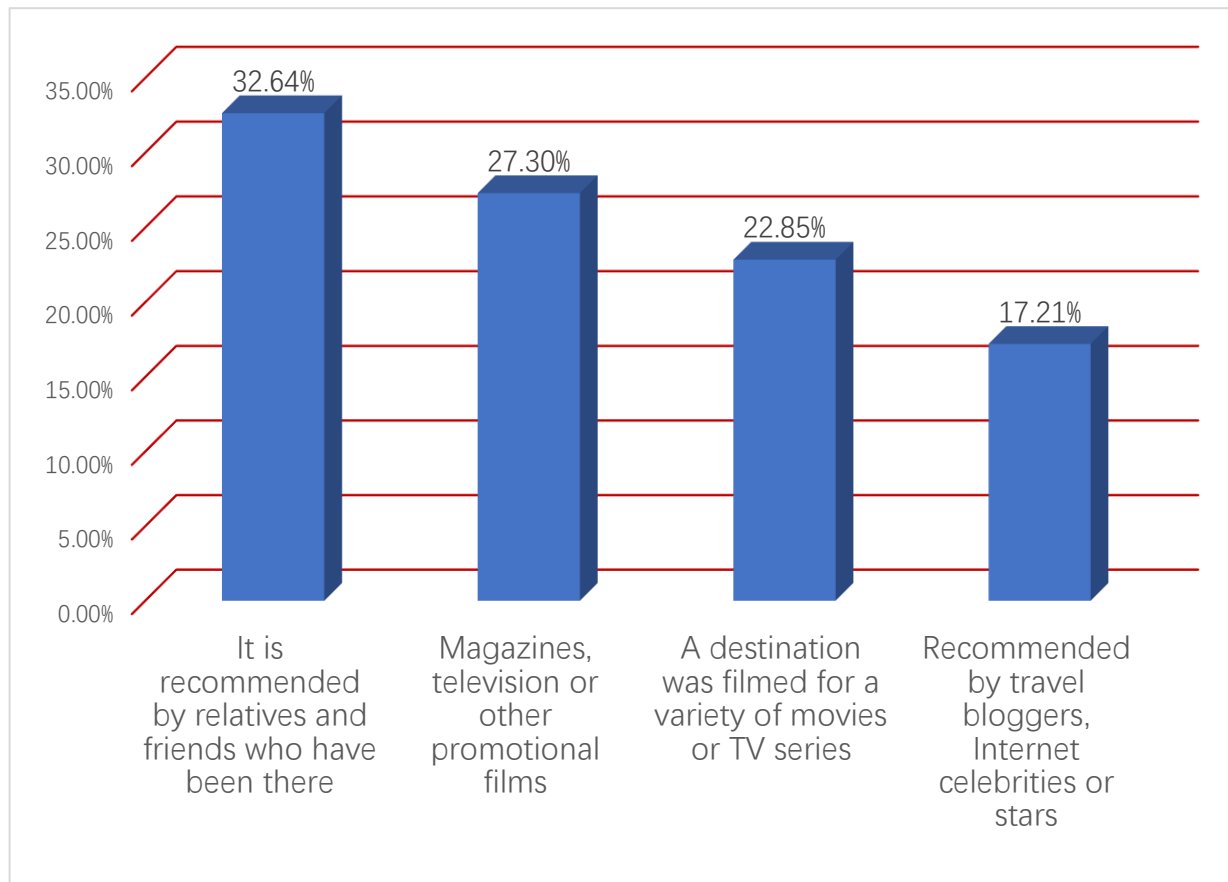
The question found that 67.36% of respondents usually get information about travel destinations through the Internet or social media. (The Internet and social media here refer to TV shows, promotional videos, Internet celebrities, etc.) It can be seen from the results that the Internet has an obvious effect on the publicity of the tourism industry. The rest 32.64% of the respondents would have travel motives because of recommendations from relatives and friends.

Figure 25: Motives that can cause the interviewee to travel
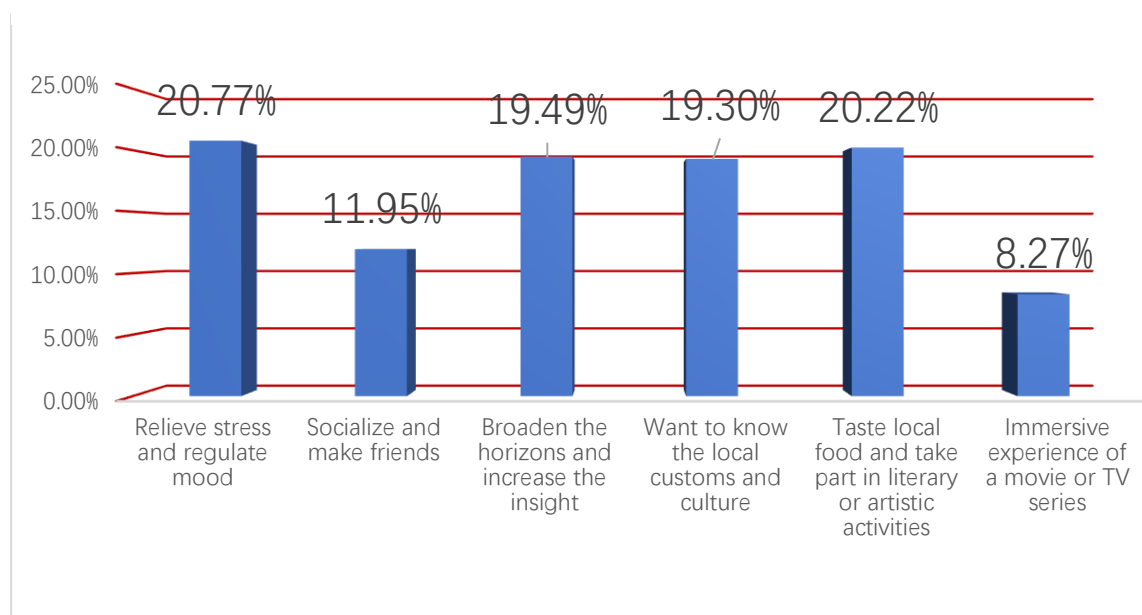
From Figure 25, relieve stress and regulate mood (20.77%), tasting local delicacies and activities (20.22%), broadening your horizons (19.49%) and understanding local customs and habits (19.3%) are the four most influencing respondents' motivation to travel factor. The influence of social (11.95%) and immersive filming locations (8.27%) is relatively weak.

7.2.3 Questions on screen travel

To understand different age groups, different genders and different types of travel, the idea of screen travel and the application of VR technology to the travel industry. Use Awesome Figure to obtain more accurate information based on different filter words.

First, the article studied the views of people of different genders on the core question about Screen tourism and got the following information. I classify questions 8 and 10 into the same category. They are both aimed at screen tourism. According to

different genders' attitudes towards film and television tourism, analysis is carried out.

Figure 26: Results of female respondents' answer to Question 8

8. If you watched a movie or a series that you really enjoyed, Would you like to travel to the places that appeared in the movie or series?
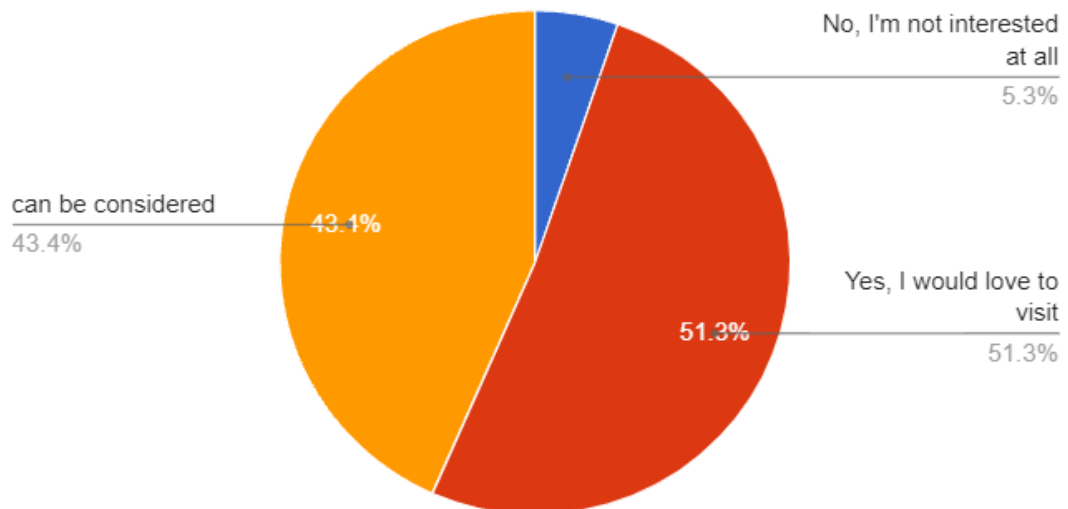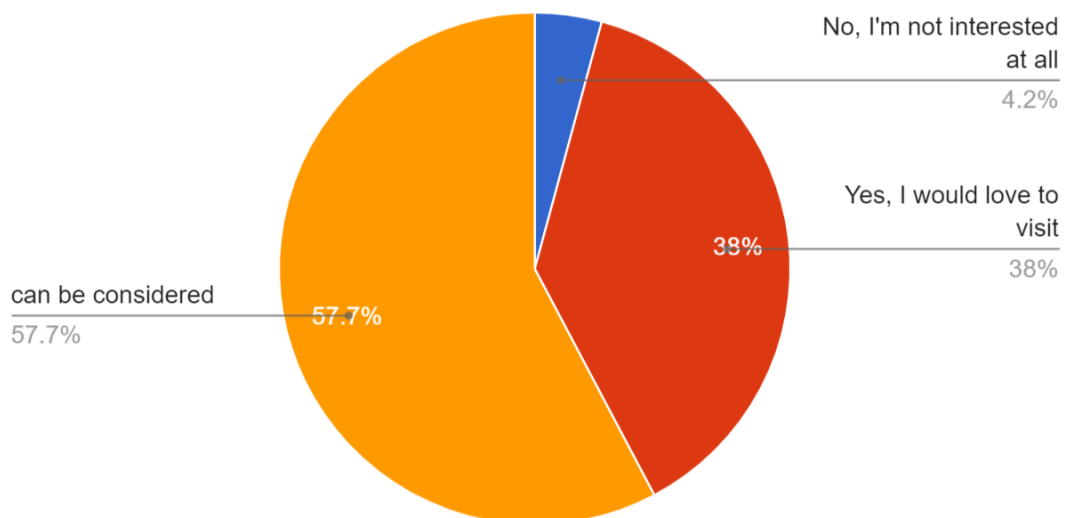
No, I'm not interested at all
5.3%

can be considered
43.4%

43.4%

Yes, I would love to visit
51.3%

51.3%

Figure 27: Results of male respondents' answer to Question 8

8. If you watched a movie or a series that you really enjoyed, Would you like to travel to the places that appeared in the movie or series?

No, I'm not interested at all
4.2%

can be considered
57.7%

57.7%

Yes, I would love to visit
38%

38%

Figure 28: Result of female respondents who travel to a certain place because it was featured in a movie

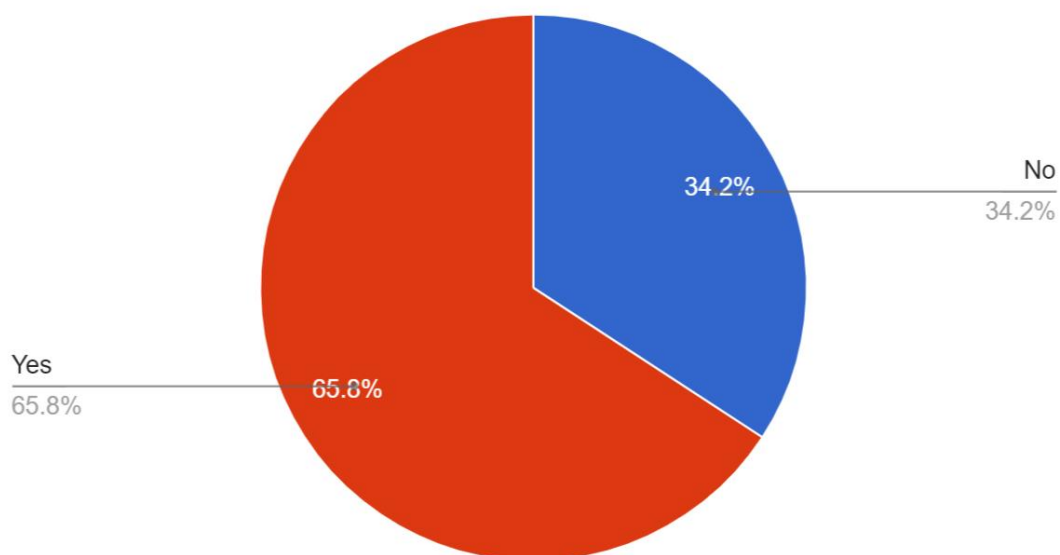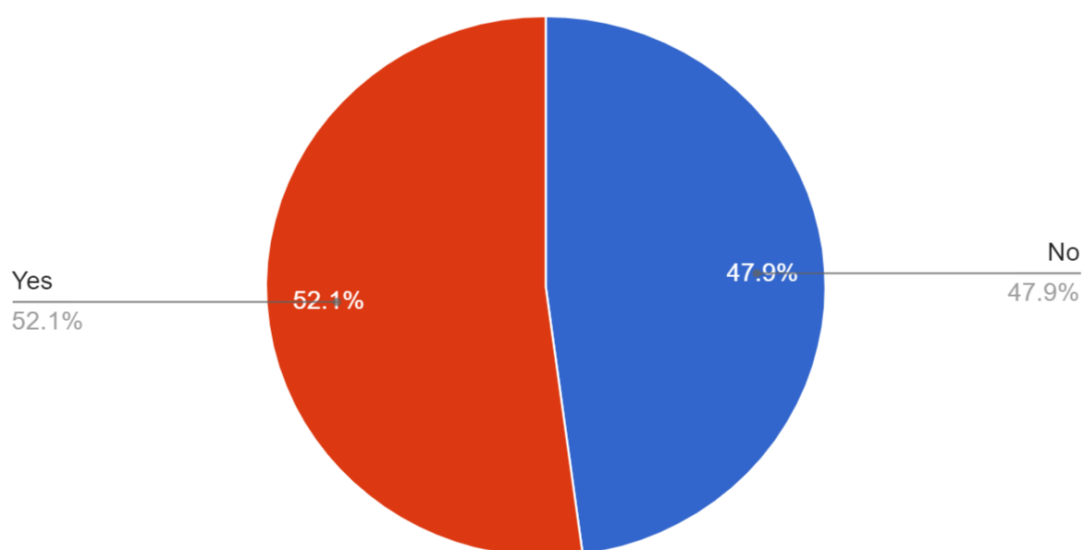**10. Have you ever traveled to a destination because it was featured in a movie?**

Figure 29: Result of male respondents who travel to a certain place because it was featured in a movie

10. Have you ever traveled to a destination because it was featured in a movie?

From the results (Figure 26, 27) of Question 8 (If you watched a movie or a series that you really enjoyed, would you like to travel to the places that appeared in the movie or series?), Female interviewees are more likely to be attracted to destinations that have appeared in TV dramas or movies, and they want to visit the destination more. The desire is much higher than that of the male group. (Women are 13.3% more than men). 57.7% of male respondents would consider this type of destination as the destination they want to travel to, but when they see their favorite TV series, they don't have too many thoughts of visiting. Although almost half of all respondents (49%) would consider it, the proportion of respondents who are not interested at all is very small.

At the same time, it can be seen from the results (Figure 28, 29) of Question 10 that although more than half of the respondents (58.8%) have visited film and television locations, the proportion of female respondents is also higher than that of males (13.7%).

These two results are very positive and supports the points of view of the paper, which proves that the film and television works will subtly plant the image of the destination in the audience's mind. When people watch TV dramas, the destinations that have appeared in the dramas will impress tourists and stimulate their motivation to travel. But women are usually more eager than men to go to such destinations to experience first-hand, to confirm the scenes in the movie.

The questionnaire also set up multiple-choice questions to gain a deeper understanding of the respondents' motives for screen travel.

Figure 30：Respondents' travel motives for visiting film and television destination
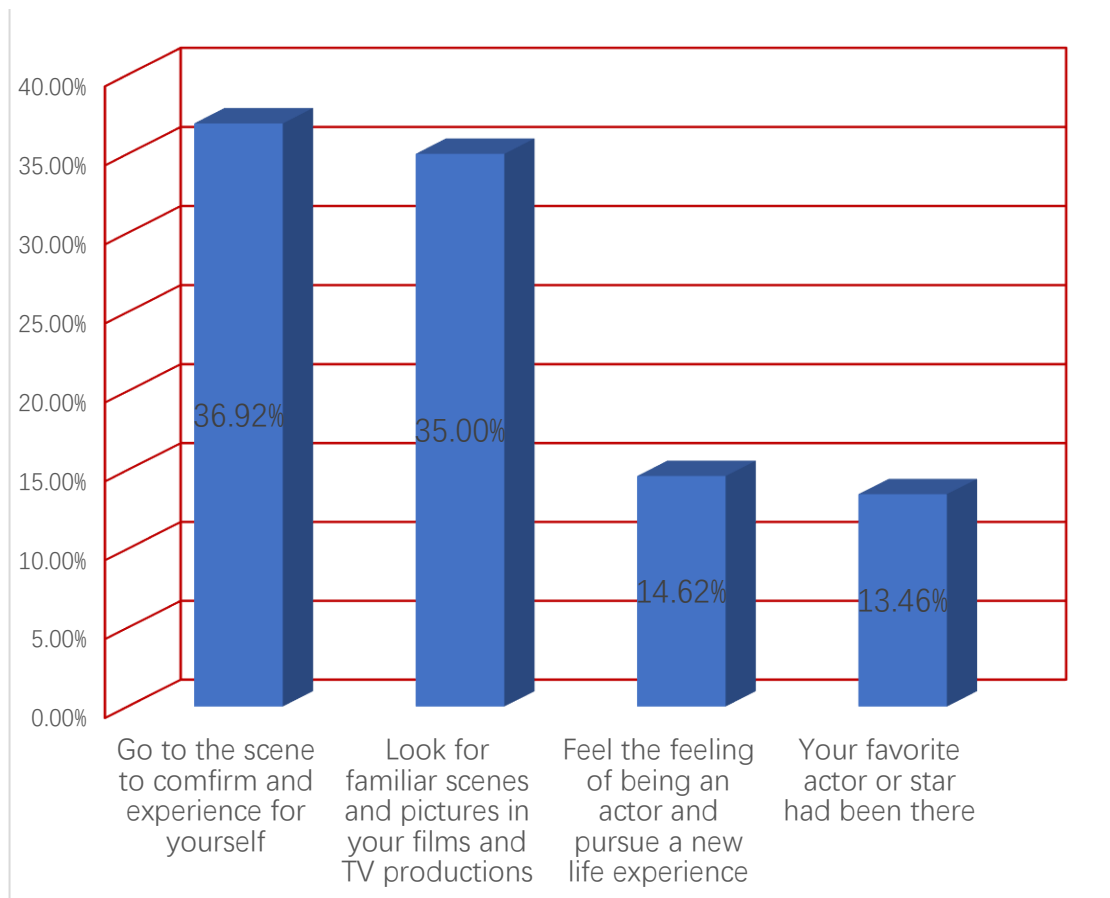
The Figure 30 shows that the main reason for respondents to visit destinations that have appeared in film and television is: they want to see in person whether the local scenery is the same as that shot in the movie, and experience (36.92%) that it was shot in the same style as the punch-in movie. Land and explore the process of filming (35%). This result also reflects that the movie can stimulate some potential tourists, and the interviewees showed a desire to participate in the movie world. Another part of the interviewees was eager to experience the life of the actors in the play (14.62%) or their favorite movie stars (13.46%) had visited them before, and then came up with the idea of traveling. From this we can see, with the strengthening of media relations, the audience not only invests time cost through long-term

attention, but also invests emotional cost. Research has found that audiences increase their participation by collecting information about the movie and purchasing products related to the content of the movie or the actors.[75] Audiences with a high degree of audience participation usually seek a deeper level with the TV scene Interactions, thereby forming a tourism motivation for the destination.

7.2.4 Questions about the experience of VR in the tourism

The following analysis is questions 12, 13, and 14, for the VR experience. The paper divides the age of the respondents into two groups, those under 30 years old and those over 30 years old. Discuss their thoughts on VR experience according to different age groups.

Figure 31: The result of Respondents' who under 30 years old answer to Question 12

12. Are you willing to experiment with VR technology to immerse yourself in virtual reality when visiting historic sites or some theme parks, or tourist destinations?
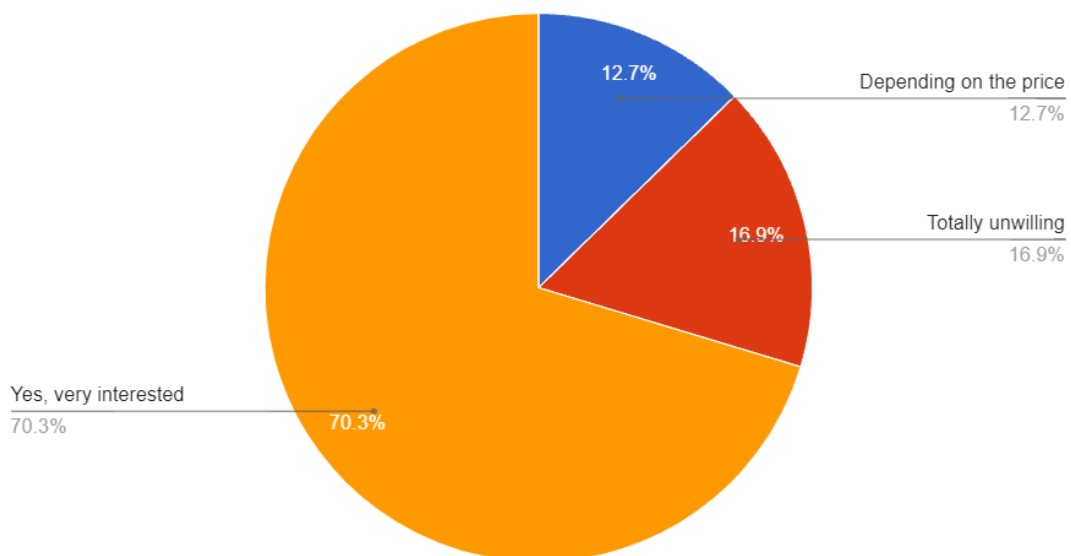
Figure 32: The result of Respondents' who over 30 years old answer to Question 12

12. Are you willing to experiment with VR technology to immerse yourself in virtual reality when visiting historic sites or some theme parks, or tourist destinations?
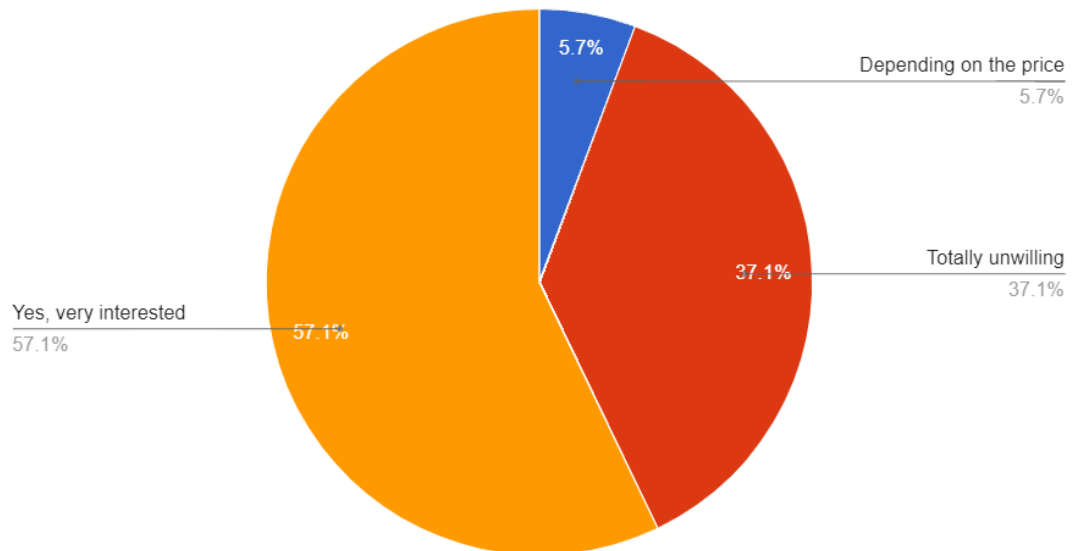
Regarding Figure 31, 32 on question 12 (whether the respondent willing to experiment with VR technology to immerse themselves in virtual reality when visiting historic sites or some theme parks, or tourist destinations) Respondents under the age of 30 are more willing to use VR technology to increase the travel experience (27.2% more) than those over the age of 30.) On the contrary, when the middle-aged group visits different tourist destinations, VR experience may not be in their consideration (Only 3.4% of young people are unwilling, whereas over 30 years old, the 22.9% are unwilling.). From this result, VR is more popular among young people. When visiting historical sites or theme parks, young respondents are more interested in VR experience.

Figure 33: The result of Respondents' who under 30 years old answer to Question 13

13. Some destinations that use VR or games related to the history, culture or movie ploy, will attract you to visit the destination?
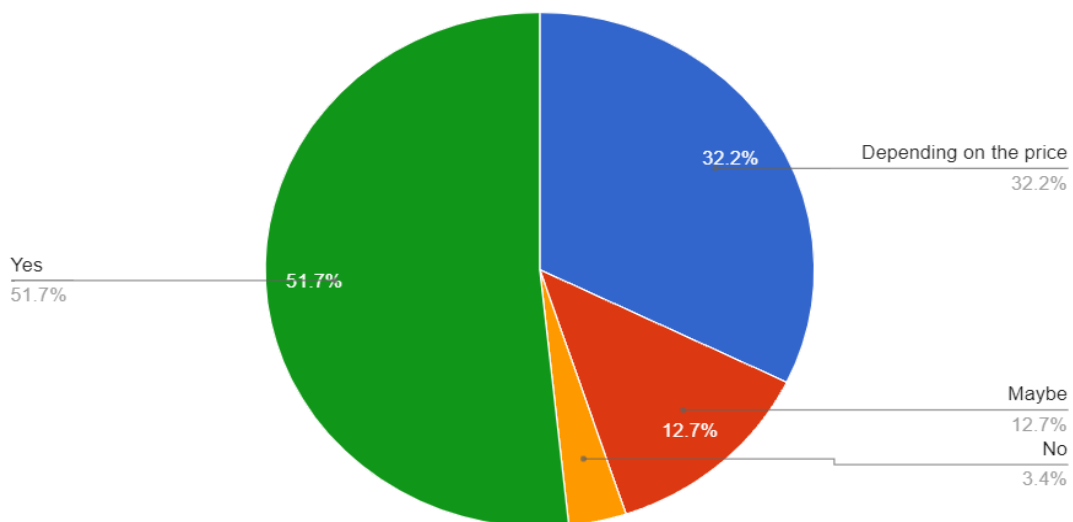
Figure 34: The result of Respondents' who over 30 years old answer to Question 13

13. Some destinations that use VR or games related to the history, culture or movie ploy, will attract you to visit the destination?
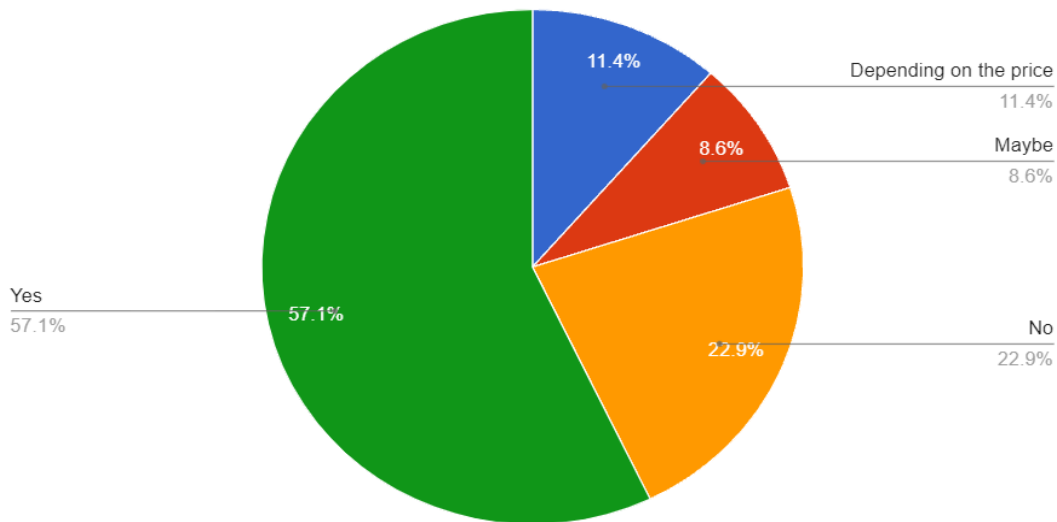

The results from Figures 33 and 34 show that respondents of different age groups all indicated that the use of VR technology to connect with the destination's history and culture will attract them to visit. However, the price of VR experience while traveling will be a factor that respondents under 30 consider more. (32.2% of the lower-age group think it depends on the price). The reason for this result may be that the income of the youth group is lower than that of the adult group. They have a greater desire to experience but expect to participate in tourism activities at a low price. Compared with the cost, the adult group may be more concerned about whether it is worth consuming VR at the destination and whether it affects the enjoyment of travel.

Figure 35: The result of Respondents' who under 30 years old answer to Question 14

14. Have you ever been to a destination that uses VR or game to enhance your travel experience?
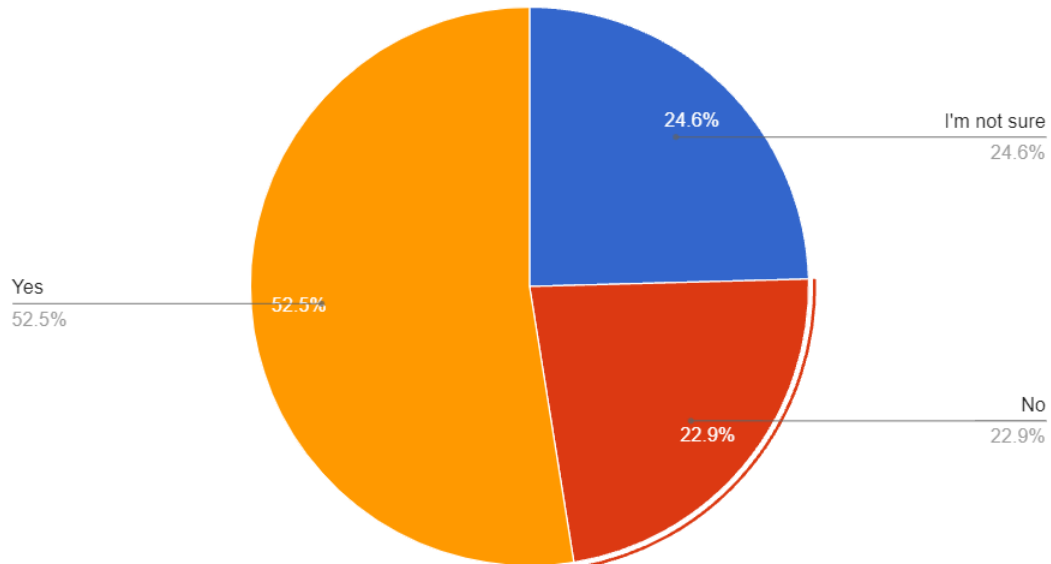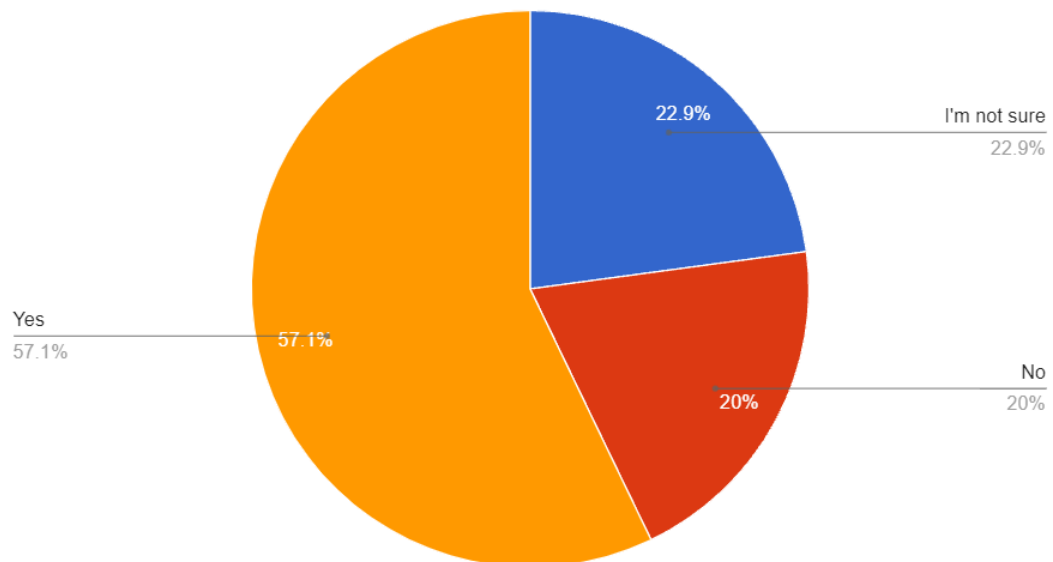

Figure 36: The result of Respondents' who over 30 years old answer to Question 14

14. Have you ever been to a destination that uses VR or game to enhance your travel experience?

The results (Figure 35, 36) of Question 14 are average. It can be seen that the popularity of VR technology in tourist destinations is very high. More than 50% of the respondents have come to destinations that use VR to enhance their travel experience. Approximately 20% of the respondents have a vague concept of VR experience, and they are not sure that they have used VR tourism activities during travel. Another 22.2% of respondents have not been to such destinations.

Figure 37: Respondents' feelings about using VR at their destination
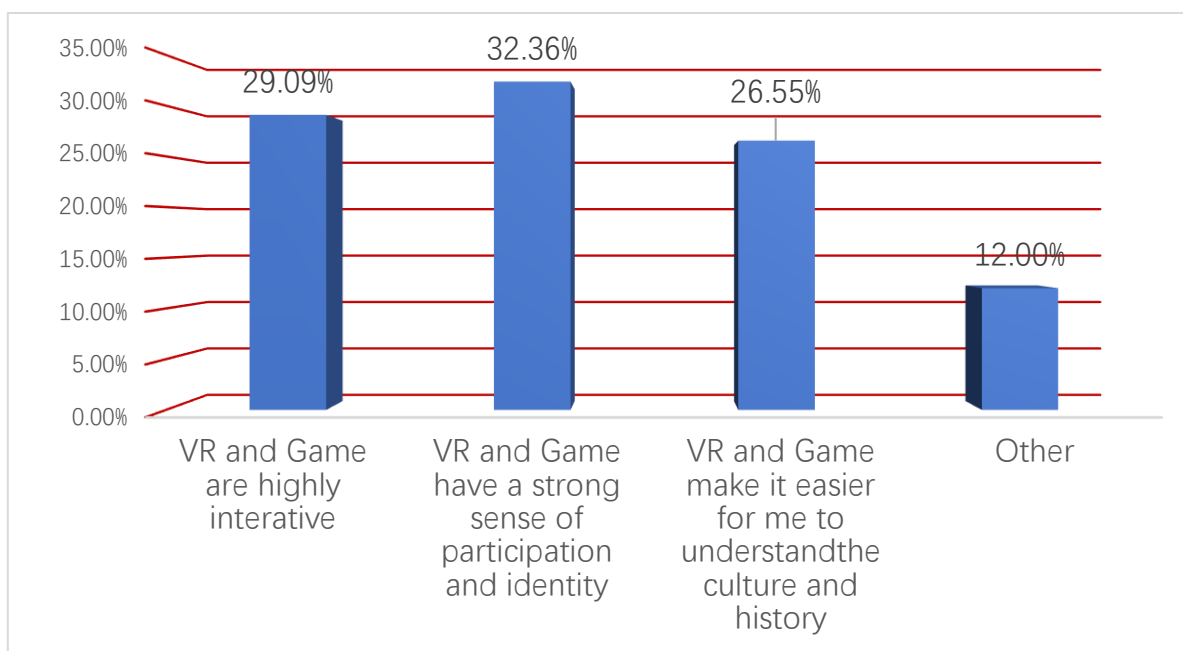
Except for the above single-choice questions, the questionnaire also learned about the respondents' feelings about using VR technology at the destination.

The Figure 37 shows that 32.36% of the respondents believe that the use of virtual reality and game technology can give tourists a great sense of participation and self-identification. This result is what this study wants to see. At the same time, VR and game technology have a strong interactivity (29.09%) and the technology allows visitors to better understand culture and history (26.55%) in a relatively even proportion. The author can think that it is reasonable to use VR technology at the

destination. This kind of virtual space helps tourists change the destination of Taiwan independence, and also increases tourists' stronger interest and curiosity in the destination.

8. Conclusion

8.1 Conclusion of Previous study

No matter how high its historical value, cultural value, and commercial value is, a tourist destination must attract tourists to enter to realize its value. Film and television tourism is a tourism activity with film and television-related elements as a tourist attraction. As can be seen from the summary of the previous summary section, some of the stage achievements made by the predecessors in the research of film and television tourism are primarily obtained through empirical research. The life cycle of film and television tourism products is directly related to their economic, social, and cultural benefits. Therefore, it is necessary to extend the life cycle of film and television tourism products and effectively control all stages. However, there is relatively little research on the life cycle of film and television tourism products. Based on film and television tourism research, this paper discusses the life cycle of different types of film and television tourist destinations. According to the research purpose of this article, through the form of questionnaire survey, a more comprehensive analysis of the impact of film and television tourism has been made. The research conclusions are as follows:

First, through a large number of literature studies and case analysis, it is found that the life cycle of film and television tourism products and the Butler life cycle model present a similar growth form. Film and television tourism can promote the destination to get a new life in the decline period, so that the revival enters the next cycle. The emergence of this kind of cycle is not just because of the marketing and promotion of film and television dramas, but because there are always different film and television products produced, which brings the new generation of tourist attractions to this type of destination. Film and television tourism can continue to provide goals with innovation and different market competitiveness to obtain a source of interest. At present, film and television tourism has played other functions in the

tourism industry. Tourism managers can use the advantages of their industrial clusters to expand the resources of film and television tourism vigorously. It can also extend the film and television tourism industry chain, use its shared resources to enhance market competitiveness and extend the life cycle. Film and television tourism can provide destinations with innovative and different market competitiveness, thereby gaining attraction. At present, film and television tourism has played other functions in the tourism industry; tourism managers can take advantage of its industrial clusters and vigorously expand film and television tourism resources. It can also extend the film and television tourism industry chain, use its shared resources to enhance market competitiveness, and extend the life cycle.

Secondly, this paper used google trends and the Baidu index to check the search popularity of different filtered words. Through the comparison of search hit, it can be found that film and television works can trigger the audience's travel motivation. It is an economical and effective way of publicity for tourist destinations, and it is also a way to enhance the interaction between tourists and destination culture. The results of Google trends are very positive. It shows that when film and television works appear in people's field of vision, displaying elements such as the culture and natural scenery where the story takes place can arouse the audience's strong interest in the filming location. At the same time, judging from the questionnaire survey results, the tourism motives triggered by film and television mainly include confirmation, escape from reality, and search for "meaningful" places in the heart. Film and television tourism can reshape the image of tourist destinations to help tourists before visiting. At the same time, the tourism phenomenon caused by film and television has also enriched the way of tourism and enhanced the content and form of tourism products.

Finally, VR can give the experiencer an immersive experience. If interactivity is added, it should provide users with a more profound understanding. This study used Awesome Table to divide respondents of different age groups and found that most tourist are very interested in getting VR or Game experience at the destination. Besides, young people want to enjoy VR at a low price. The results also found that

VR technology to enrich the destination's tourism activities can help increase consumers' motivation to go to the destination. In addition, VR experiences related to the history and culture of the goal can make it easier for tourists to understand and get close to the local culture. VR technology can be used for destinations and provide consumers with opportunities to experience travel destinations online.

8.2 Suggestions

According to the results of the analysis, the author believes that no matter any destination, we must combine local culture and characteristics to balance the relationship between tourists and residents. Film and television tourism is not "green" tourism. The negative impact on local resources, environment, and cultural impact between residents in film and television production should not be ignored. Therefore, in the development of film and television destinations, we must follow the theory of the life cycle of tourist destinations to make rational use of film and television tourism, adhering to the principle of sustainable development of resources and rational use of film and television works for publicity. Targeted design of tourism products for the demographic and other characteristics of potential audiences in tourist destinations, with the participation of local communities for joint development. Only by making full use of the cultural advantages of the destination and highlighting the differences can we enrich the connotation of film and television products based on the full display of tourism functions.

Furthermore, due to the timeliness of film and television productions, the attractiveness of destinations may decrease with the broadcast of film and television productions. In order to extend the life cycle of film and television destinations, cultivate the loyalty of tourists, how to maintain the influence effect of film and television works, and maintain the interaction between film and television elements and tourists, is the most crucial issue for tourism management to think about at this stage. Managers can issue souvenirs and tour photos about film and television tourism

to encourage tourists to keep a long memory. It is a good way to appropriately adopt sales promotion methods such as providing coupons and parent-child package tours and paying attention to tourists' excursions. At the same time, by paying attention to tourists' experience and satisfaction, follow-up services of film and television tourism products in a timely manner and improve customer loyalty with high-quality services.

Finally, virtual reality technology as a high-tech, there are still many unresolved theoretical problems and unresolved technical obstacles, and the application of virtual reality technology in tourism is still in its infancy. When using this technology, tourist destinations should also consider that some tourists have experienced discomfort such as dizziness after use, which undermines the absolute convenience it originally brings to people. When enhancing the tourism experience, destinations should adhere to the principle of experience and interactivity to mobilize the enthusiasm of tourists to participate in the film and television tourism products that can be participated by the whole people. Besides, it is not just VR technology; building smart destinations is the trend. Scenic areas should increase investment in science and technology, establish interactive scenic websites and APPS to provide line navigation, product search, intelligent parking and credit card consumption, and other convenient services. From the three aspects of pre-tourism, travel, and post-travel, to provide tourists with a smarter and more convenient travel experience.

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MASTER IN MANAGEMENT OF TOURISM DESTINATIONS

Academic Year 2020/2021

Appendix

Questionnaire in English and Chinese version

films or Tv affect tourists' motivations for travel

Dear Sir/Madam,

I am a student from URV and my major is Management of Tourism Destinations. I would ask you to fill a questionnaire, which is completely anonymous and will take 2 minutes more or less. The questionnaire was prepared with the aim of gathering answers about your travel motivations related on films or series.

Your answers will only be used for scientific purposes. There is no right or wrong choice of topic, please fill in according to your actual situation.

Thank you in advance for your time. Wish you have a good day!

With respect

1. Please choose your gender
Female
Male
Prefer not to say

2. Your age
17 years and under
18--30 years old
31--40 years old
Over 41 years old

3. Professional status
student
Employees of the enterprise
freelancer
other

4. What is your preferred style of travelling when you are on a leisure trip?
（You can tick more than one）
With friends
With family
With my couple
For business
Travel alone
Other

5. What kind of destination have you undertaken?(you can tick more than one)
Historical site
Rural tourism
Beach and coastal town
Urban tourism
Theme parks

6. How do you usually get insipired to decide your travel destination?（You can tick more than one）
It is recommended by relatives and friends who have been there
Magazines, television or other promotional films
A destination was filmed for a variety of movies or TV series
Recommended by travel bloggers, Internet celebrities or stars

7. Which of the following factors have a greater impact on your desire to travel?（You can tick more than one）
Relieve stress and regulate mood
Socialize and make friends
Broaden the horizons and increase the insight
Want to know the local customs and culture
Taste local food and take part in literary or artistic activities
Immersive experience of a movie or TV series

8. If you watched a movie or a series that you really enjoyed, Would you like to travel to the places that appeared in the movie or series?
Yes, I would love to visit
can be considered
No, I am not interested at all

9. If yes, when you travel to a film-destination, your motivation is：　（You can tick more than one）
Go to the scene to confirm and experience for yourself
Look for familiar scenes and pictures in your film and television productions
Feel the feeling of being an actor and pursue a new life experience
Your favorite actor or star had been there

10. Have you ever traveled to a destination because it was featured in a movie?
Yes
No

11. If a movie star is an image ambassador for a destination, you will feel:
I am looking forward to visit there
Depending on the star's popularity
Have a deeper impression of the destination
Nothing

12. Are you willing to experiment with VR technology to immerse yourself in virtual reality when visiting historic sites or some theme parks, or tourist destinations?
Yes, very interested
Depending on the price
Totally unwilling

13. Some destinations that use VR or games related to the history, culture or movie ploy, will attract you to visit the destination?
Yes
No
Maybe

14. Have you ever been to a destination that uses VR or game to enhance your travel experience?
Yes
No

15. How do you feel about VR and Game when you visit a destination?
（You can tick more than one）
VR and Game are highly interactive
VR and Game have a strong sense of participation and identity
VR and Game make it easier for me to understand the culture and history of the destination
Other

影视作品是否影响游客的旅游动机

尊敬的先生/女士您好：
我正在做一项关于影视作品以及 VR 技术是否会影响游客的旅游动机和改变目的地的形象的问卷调查。请您帮我填写一份完全匿名的问卷，大约需要 2 分钟。
您的回答将仅用于研究数据分析。选题没有对错之分，请根据您的实际情况填写。
感谢您的时间。祝你有美好的一天！

1.请选择您的性别 [单选题] *

○男性

○女性

○其他

2.请选择您的年龄 [单选题] *

○17 岁以下

○18-30 岁

○31-40 岁

○超过 41 岁

3.请选择您的职业状况 [单选题] *

○学生

○公司职员

○自由职业者

○其他

4.您平常旅游的形式（可多选）[多选题] *

□和朋友

□和家人

□和伴侣

□工作旅行

□独自旅行

□其他

5.您最喜欢去什么类型的旅游目的地（可多选）[多选题] *

□历史遗迹

□乡村旅游

□海边或者海滨小镇

□城市旅游

□主题公园

□其他

6.以下哪种情况会引起您到当地旅游的兴趣 [多选题] *

□该目的地被去过的亲戚朋友推荐

□杂志，电视或者其他旅游宣传片

□综艺或电影，电视剧的取景地

□被网红或者明星推荐过的目的地

7.以下哪些因素会成为您想要旅游的原因（可多选）[多选题] *

□释放压力，放松心情

□社会交往，认识新朋友

□开阔视野，增长见识

□想了解当地风土人情及艺术文化

□品尝当地小吃，参加文艺活动

□打卡著名影视景点，沉浸式体验电影片段

8.您是否想去您喜欢的电影或电视剧中出现的地方旅游 [单选题] *

○是的，我很想去参观

○可以考虑

○不，我完全没兴趣

9.如果您去影视拍摄地旅游，您的动机是：（可多选）[多选题] *

□去外景地打卡并亲身体验

□寻找影视作品中熟悉的场景和画面

□体验做演员的感觉以及追求不同于现实世界的体验

□你最喜欢的明星或者演员去过那里

10.您是否曾经旅游过一个电影或电视剧拍摄地 [单选题] *

○是

○否

11.如果某个明星为某个旅游目的地做形象大使，您会觉得 [单选题] *

○我会很向往去该地旅游

○取决于明星红不红

○对目的地有一个深刻的印象

○没什么感觉

12.使用 VR 技术或与历史、文化或电影剧情相关的游戏作为旅游体验的一部分，是否会更加吸引您前往目的地旅游？[单选题] *

○是的

○完全不

13.在游览历史古迹或者一些与影视相关的主题公园，或其他旅游目的地时，您是否愿意尝试 VR 技术，使自己身临其境到虚拟现实中？[单选题] *

○是的，我很想尝试

○取决于价格

○完全不愿意

一些目的地使用了 VR 智能导览技术，是否会让您对该目的地的印象更加深刻更加好 [单选题] *

○是的

○不想

○我不确定

14.您是否去过使用 VR 技术的目的地？[单选题] *

○是

○否

15.当您访问一个目的地时，您对 VR 技术和游戏技术的感受如何？（可多选）[多选题] *

□VR 和游戏技术有很高的互动性

□VR 和游戏技术让我身临其境

□VR 和游戏技术让我更容易理解目的地的文化和历史

□其他