Underlying motivating factors for movie-induced tourism among Emiratis and Indian expatriates in the United Arab Emirates

Abstract:	This study explores the underlying motivating factors of Emiratis and Indian expatriates to visit destinations featured in movies. The results revealed a five-factor structure for Indians: novelty, fantasy-driven, personal connection, prestige, and movie connection, vis-à-vis a three-factor structure for Emiratis: novelty, fantasy-driven, and personal connection with the movie location. An ANOVA analysis showed significant differences in the individual mean scores of items, with the exception of novelty. Regarding gender, while no significant differences were found between the male and female Indian expatriate populations across all factors and underlying items, differences for some items were observed between male and female Emiratis, with male participants demonstrating higher motivation than female participants. These findings support the notion that the underlying factors influencing movie-induced tourism differ between cultures, while the influence of gender was found to be limited. Overall, the study enhances the understanding of practitioners and policymakers tasked with attracting tourists to movie destinations.

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2 **and Indian expatriates in the United Arab Emirates**

3

4 **Abstract**

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6 destinations featured in movies. The results revealed a five-factor structure for Indians: novelty,

7 fantasy-driven, personal connection, prestige, and movie connection, vis-à-vis a three-factor

8 structure for Emiratis: novelty, fantasy-driven, and personal connection with the movie

9 location. An ANOVA analysis showed significant differences in the individual mean scores of

10 items, with the exception of novelty. Regarding gender, while no significant differences were

11 found between the male and female Indian expatriate populations across all factors and

12 underlying items, differences for some items were observed between male and female Emiratis,

13 with male participants demonstrating higher motivation than female participants. These

14 findings support the notion that the underlying factors influencing movie-induced tourism

15 differ between cultures, while the influence of gender was found to be limited. Overall, the

16 study enhances the understanding of practitioners and policymakers tasked with attracting

17 tourists to movie destinations.

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19 **Keywords**: movie induced; motivation; tourism; Emiratis; Indian expatriates, gender

20

21 **1 Introduction**

22 In recent years, there has been significant interest in film- or movie-induced tourism (Connell,

23 2012), which is defined as 'tourist visits to a destination or attraction as a result of the

24 destination being featured on television, video, or a cinema screen' (Hudson and Ritchie, 2006,

1

25   p. 387). It has also been found that movie-based tourism can be a significant economic stimulus

26   for a destination (Hudson, 2011). Destination marketing organisations (DMOs) are eager to

27   attract movie production and promotion units to shoot on location to help promote their

28   destinations (Hudson, Wang, and Gil, 2006). Despite several attempts, there is little consensus

29   on what actually motivates movie audiences to visit movie destinations. Some have found that

30   the fact that a particular movie was filmed in a place is the main motivation for most tourists

31   who visit the destination (e.g., Connell, 2012), while other scholars (e.g., Croy and Heitmann,

32   2011) state that movies are only a secondary attraction (Rittichainuwat and Rattanaphinanchai,

33   2015). This lack of consensus may be explained by investigations that were conducted in

34   different regions or countries with dissimilar cultural contexts (Hudson, Wang, and Gil, 2011;

35   Kim and Wang, 2012) and different targeted demographic groups, for example, college

36   students versus working professionals (e.g., Oviedo-García et al., 2014; Rittichainuwat and

37   Rattanaphinanchai, 2015).

38   Most studies to date have investigated movie-induced tourism in a Western or Asian

39   setting and context (e.g., Hudson et al., 2011; Kim and Wang, 2012; Oviedo-García et al.,

40   2014) with limited to no investigation in emerging markets like the Middle East region, the

41   latter in particular that has not only a culturally diverse population but also an expanding

42   outbound tourism market (TradeArabia.com, 2016). Also, movies are a popular form of

43   entertainment. Moreover, Kim and O'Connor (2011) noted that there is still a lack of cross-

44   cultural comparative studies examining the influence of movies in inducing tourism between

45   different nationalities. While no figures are available, it is worth noting that the Gulf

46   Cooperation Countries (GCC), in particular the UAE's tourism industry, is working hard to

47   lure tourists after hosting the filming of Indian Bollywood movies, such as *Bang Bang* and

48   *Happy New Year*, as well as Hollywood movies like *Star Wars VII*, *Mission Impossible*, and

49   *Furious 7* (Emirates 24/7, 2014; Tamimi, 2015).

50   Based on the aforementioned concerns, the aims of this study are twofold. From a

51   theoretical perspective, it first explores the underlying factors that influence the motivation to

52   visit movie-induced destinations. Second, it seeks to identify commonalities and differences

53   among the underlying factors that influence motivations to visit movie locations between the

54   Emirati and Indian expatriate populations in the UAE. Finally, it seeks to identify the influence

55   of gender on the underlying motivating factors to visit movie destinations for both Emiratis

56   and Indian expatriates living in the UAE.

57   From a practical perspective, understanding the commonalities and differences in the

58   underlying factors of movie tourism is beneficial to tourism researchers, practitioners, and

59   DMOs. Ozdemir and Yolal (2017) suggest that national cultures directly influence tourism;

60   therefore, an examination of the dissimilarities between Emiratis and Indians can help in

61   market segmentation and product- or destination-placement decisions. It is also important to

62   note that no previous studies have compared different cultures within a multicultural setting.

63   Therefore, the contribution of this study is unique and significant.

64   **2   Literature Review**

65   Within the movie-induced tourism context, studies have investigated the relationships of a

66   variety of underlying motivating factors of a movie that create the motivation or intention to

67   visit a movie location (e.g. Chang, 2016). A well-established, simple, and intuitive theory for

68   examining motivations is the push–pull theory (Dann 1977, 1981; Crompton, 1979). Push

69   factors are internal; they 'push' or encourage people to take a holiday. Conversely, pull factors

70   are external and linked to the destination, working to 'pull' or attract. Further, based on the

71   tourism motivational model of Goossens (2000), a study by Wong, Law, and Zhao (2018)

72   suggests that push motivations (e.g., the need for novelty, fantasy, personal connection, or

73   involvement) and pull motivations (e.g., movie scenes or actors) can trigger certain hedonic

74   responses and behaviours. Examples are eating at a specific restaurant previously seen in a

3

75 movie or travelling to specific destinations to imitate or feel like a favourite movie star at that

76 location (Josiam et al., 2015). Such hedonic consumption arouses emotions, provokes physical

77 reactions, and recalls memories and fantasies (Lacher and Mizerski,1994) seen in the movie.

78   Many studies have addressed and extracted various underlying push and pull factors of

79 movie-induced tourism (e.g., Oviedo-García et al., 2014; Rittichainuwat and

80 Rattanaphinanchai, 2015). For example, Oviedo-García et al. (2014) identified five factors:

81 experiencing movie locations, fantasy, novelty, touring the film scenes, and personal movie–

82 location connection. Suni and Komppula (2012) created a four-factor model using control,

83 novelty, relaxation, and nostalgia, while Macionis (2004) proposed the idea of the 3P pull

84 factors: place, performance, and personality.

85   While there are a multitude of factors that explain movie-induced tourism, some

86 complement each other while others either overlap or are essentially the same. Further, there

87 is a lack of consistency in naming conventions that renders it difficult for researchers to build

88 upon previous studies. For example, novelty is also called fantasy, while escape can be

89 interpreted as relaxation. Also, focusing on only the main factors is preferable to considering

90 too many factors that may be unimportant (Suni and Komppula, 2012). Therefore, this study

91 uses only the most important factors: novelty, fantasy, personal connection, prestige, and movie

92 location.

93   Novelty is linked to experiencing something new and unique, (Suni and Komppula,

94 2012), escaping the ordinary (Siri, Kennon, Josiam, and Spears, 2012), or visiting a recent

95 movie's location (Oviedo-García's et al., 2014). Macionis and Sparks (2009) found novelty to

96 be a strong motivating factor for Australian tourists to visit a movie location. For Indian

97 tourists, Tagliabue (2010) found that they experienced novelty (as fantasy) through pleasure

98 derived from the visit, posing for snapshots, having fun while being entertained, or feeling like

99 they were either part of the movie or actually acting in it (Kim, 2012). The fantasy motivation

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100   can be described as reliving and immersing oneself in the movie's plot and characters (Chang,

101   2016) between the imagined and real cultures derived from the setting (Carl, Kindon, and

102   Smith, 2007). In a study by Josiam et al. (2014), fantasy motivations pushed Indian movie

103   aficionados to locations in Spain, France, Dubai, and Switzerland. Fantasy fulfils the intangible

104   nostalgic experiences created by certain aspects of a movie. It also relates to a sense of

105   personalization, such as travelling to a movie location to relive the original viewing (Macionis

106   and Sparks, 2009), to experience déjà vu (Pan and Tsang, 2014), or to pretend to play a role in

107   the movie as one of its actors (Kim, 2012; Macionis and Sparks, 2009). Personal connection

108   with a movie creates an emotional bond and attachment to a place (Kim and Kim, 2018a),

109   thereby becoming a symbolic experience by reliving moments in the movie or following the

110   footsteps of a favourite character (Chang, 2016). Moreover, visiting a movie location enhances

111   a personal connection with the movie. For example, Tagliabue (2010) found that being at the

112   movie location provides an opportunity to re-enact scenes and imitate a favourite Bollywood

113   star by literally acting out one's fantasies. The prestige motive relates to the inherent status

114   symbol of being photographed in the renowned filmed locations and with the publicity posters

115   of favourite characters from the movie, the scenes, the landscape (Beeton, 2016), the cultural

116   and historical attractions, and the people (Pan and Tsang, 2014).

117   While these studies support the notion that movies motivate people to visit movie

118   locations, it is unlikely that these motivations are homogeneous among viewers from different

119   cultural backgrounds. The role of culture in influencing how viewers respond to a movie and

120   the motivation to visit the destination depicted in the movie is still limited (Hudson et al., 2011).

121   Therefore, a clear gap exists regarding the underlying factors that influence motivations to visit

122   movie locations between different cultures.

123   Regarding the research context, the United Arab Emirates (UAE) is a multicultural and

124   multi-ethnic country that hosts expatriates (foreign residents) from more than 200 countries

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125   (Hills and Atkins, 2013). Its population is approximately 9.45 million. Of this, the Indian

126   expatriate population is the largest demographic group at 28%. It is estimated that they account

127   for 3.3 million of the UAE population, making them the largest Indian community in the world

128   outside India (Dhal, 2019). The local nationals (called Emiratis) are the third-most populous

129   group, comprising 11% of the total population (Abu Dhabi2, 2016). In general, the Emirati

130   society is wealthy. Proceeds of the oil industry have enriched them with high salaries and

131   pensions, free education, and free universal healthcare. For Emiratis, their identity and its

132   public portrayal must display their wealth and status (Bristol-Rhys, 2016). Indian expatriates

133   in the UAE also tend to indulge in extravagant behaviour (Kader, 2013), and they are among

134   the top-spending nationalities in leisure travel abroad (Maceda, 2013). In terms of overseas

135   holidays, the UAE population is generally among the world's biggest spenders. They spend an

136   average of US$3,430 per trip and are expected to take approximately 5.4 trips over the next

137   two years. This is significantly higher than the global average (Maceda, 2018).

138   A few studies have investigated the travel motivations of UAE tourists. For example,

139   Michael et al. (2011) found that reinforcement of kinship and social interaction were most

140   important for UAE tourists visiting Australia. Prayag and Hosany's (2014) study of potential

141   young outbound travellers from the UAE revealed that the motives to travel to Paris, generally

142   perceived as a luxury destination, were socialization with family and friends, shopping,

143   novelty, and prestige. Further, Michael, Wein, and Reisinger's (2017) investigation of Emiratis

144   travelling to Australia found that escape was a major motivator. This desire to escape was

145   directly linked to Emirati culture, one characterised as close-knit, conservative, and collective.

146   Emirati tourists felt that Australia (an individualistic culture) offered relaxation because they

147   felt liberated to participate in activities and disparaged at home, such as drinking alcohol or

148   wearing Western clothes, among other activities. A study of Indian expatriates in the UAE by

149   Joghee and Dubey (2018) revealed that quality, brand, and price were important factors in their

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150 selection of products and services. Kader (2013) further posited that these expatriates tend to

151 indulge in extravagant behaviour.

152   Since the context of this research is movie-induced tourism, it is important to note that

153 movies are held in high regard among Emiratis and Indians. This is demonstrated by the warm

154 and welcoming receptions given to the movie fraternities from Hollywood and Bollywood

155 when they spend extended periods filming in the UAE while making blockbusters like *Furious*

156 *7*, *Mission Impossible: Ghost Protocol*, *Star Wars Episode VII, Star Trek Beyond,* and *Happy*

157 *New Year*. The UAE economy benefits from movies being filmed in the country; for example,

158 the Bollywood blockbuster *Happy New Year* brought approximately US$5 million to the UAE

159 (Hamid, 2013). With movies and TV shows showcasing famous and globally recognised tourist

160 landmarks (e.g., Burj Khalifa, Burj Al Arab, and Atlantis Hotel) combined with the opening of

161 movie theme parks like Dubai Parks and Resorts and Warner Brothers World Abu Dhabi, the

162 number of visitors has increased substantially (Newbould, 2015). Therefore, the UAE is ideal

163 for undertaking research to analyse movie-induced tourism from a multicultural perspective.

164 **3   Research Methodology**

165 A total of 22 important items of movie-induced tourism that appeared consistently across

166 multiple studies were identified. They were then organized in the form of a survey

167 questionnaire. A five-point Likert scale—similar to those used in previous tourism studies,

168 including Macionis (2004) and Macionis and Sparks (2009)—was used to capture the

169 perceptions of respondents, ranging from 1 (Strongly disagree) to 5 (Strongly agree). As the

170 developed survey instrument was not previously tested and validated collectively, adequate

171 measures such as pre-testing and pilot testing were undertaken to ensure the survey instrument

172 was accurate for what it was intended to measure and to ensure that the questions were not

173 misread or written in ways that might encourage a particular answer. A non-probability

174 convenience sampling technique was employed, wherein personal networks (friends, family,

7

175 social media contacts, and professional contact groups like LinkedIn) were utilized. Using this

176 piloted survey instrument, a countrywide survey targeting the Emirati and Indian expatriate

177 populations was conducted over a period of three months. The survey was administered via

178 email using Qualtrics, a web-based survey system, and it was sent to more than 600 potential

179 respondents, including university students and working professionals in the 18–35 age group.

180 This age group was selected because the majority of outbound travellers from UAE to tourist

181 destinations comprise that category. They also tend to be higher spenders who prefer longer

182 trips (Hospitalitynet, 2015). The Indian expatriates work primarily in professions like

183 information technology, engineering, medicine, chartered accountancy, or self-owned

184 businesses (Dhal, 2019). Conversely, Emiratis tend to work in government and public sector

185 jobs or are self-employed. In the last few years, the government has launched many initiatives

186 to train Emiratis to become highly skilled professionals while promoting entrepreneurship and

187 employment in the private sector and labour market (Staff Reporter, 2019).

188   A total of 324 responses were received, of which 56 responses were discarded as the

189 respondents answered 'No' to the pre-qualifying question: 'Have you ever specifically

190 travelled to a place because it was featured in a movie?' This question helped focus the study

191 on 'specific movie tourists' while excluding 'serendipitous movie tourists' or 'general movie

192 tourists' because the latter two could create bias in the findings, as highlighted by previous

193 authors (e.g. Gjorgievski and Trpkova, 2012; Macionis and Sparks, 2009). An additional 18

194 responses were removed because of incomplete responses, thus leaving 250 valid responses for

195 the data analysis. Table 1 shows the demographic details of the participants, including

196 nationality, gender, movies watched in the last three months, and the number of holidays taken

197 in the past two years. As seen in the table, based on convenience sampling, the responses related

198 to gender for Emiratis were skewed toward female participants. A positively skewed

199 distribution toward females is not surprising. Evidence reveals that more Middle Eastern

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200 female millennials are exploring the world (EyeForTravel, 2018). Further, 70 per cent of

201 Emirati women attend university, and they account for 95 per cent of literate Emiratis. The

202 UAE was the first country in the region to mandate that all government organizations must

203 include female board members (Hinai, 2019).

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206 Insert Table 1

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208 # 4 Analysis and Findings

209 Before proceeding with the analysis, a test for non-response bias was conducted. The t-test

210 results for early and late respondents yielded no statistically significant differences at $p < 0.05$

211 level, thereby suggesting that non-response bias was not a problem in this study (Armstrong

212 and Overton, 1977).

213 In the analysis, a first exploratory factor analysis (EFA) was conducted to reveal the

214 underlying dimensions of movie-induced tourism for both Indian expatriates and Emiratis. The

215 next phase of the analysis was to identify the similarities and differences in the individual items

216 of movie-induced tourism. One-way analyses of variance (ANOVA) were used to statistically

217 test for any differences in the individual items. An additional ANOVA analysis was also

218 conducted to test for any significant differences in the underlying items between male and

219 female respondents for both Emiratis and Indian expatriates.

220 **4.1 Exploratory factor analysis (EFA)**

221 The Kaiser–Meyer–Olkin measures of sampling adequacy (KMO) for both Indian expatriates

222 (0.76) and Emiratis (0.88) were well above 0.70, thus indicating that factor analysis will yield

223 distinctive and reliable factors (Kaiser, 1974). Further, Bartlett's test of sphericity, which

9

224 checks the null hypothesis that the correlation matrix is an identity matrix (i.e., all correlation

225 coefficients are 0), showed that the results rejected the null hypothesis at p < .001, reaffirming

226 that the factor analyses were appropriate for both Indian expatriates and Emiratis.

227   The underlying items within each motivation factor (i.e., novelty, fantasy-driven,

228 personal connection, prestige, and movie location) that appeared in this study correspond with

229 other studies (e.g., Beeton, 2016; Fu et al., 2016; Hoffman, 2015; Kim and Kim, 2018a;

230 Oviedo-Garcia et al., 2014; Pan and Tsang, 2014; Suni and Komppula, 2012). For Indian

231 expatriates, an unconstrained EFA produced a clear 5-factor solution (i.e., novelty, fantasy-

232 driven, personal connection, prestige, and movie location) of movie-induced tourism

233 motivations (see Table 2) that explained 75.5% of total variance. Conversely, for Emiratis (see

234 Table 3), the EFA produced a 3-factor solution (i.e., novelty, fantasy-driven, personal

235 connection with movie location) of movie-induced tourism motivation that explained 73.8%

236 of the total variance. For Indian expatriates, the motivation factors were more clearly defined

237 and distinct compared to the Emiratis for whom there seemed to be an overlap of the underlying

238 items of personal connection with movie location based on inter-item correlation. For Indian

239 expatriates and Emiratis, the solution retained 20 of the 22 items, and the items that failed to

240 load (factor loadings less than 0.5) were excluded from further analysis (Hair et al., 2006).

241 These were *'to fulfil a personal dream'* which did not load for both groups, *'to feel excited to*

242 *be on movie site'* that failed to load for Indian expatriates, and *'to talk about it when I return*

243 *home'* did not load for Emiratis. The relatively high variance (> 70%) explained by the EFA

244 for Indian expatriates and Emiratis shows that 19 underlying items presented in the study

245 formed a valid and reliable instrument to capture movie-induced tourism across different

246 cultures. The three exceptions that failed to load in both groups were excluded. The high

247 variances demonstrate robust 5-factor and 3-factor EFA structures for Indian expatriates and

248 Emiratis, respectively. Moreover, the Cronbach's alpha reliability coefficient of all 5 factors

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249   for Indian expatriates and 3 factors for Emiratis were well above the benchmark value of 0.70

250   for an exploratory study (Nunnally and Bernstein, 1994), thus demonstrating strong reliability

251   of these factors. However, the unconstrained 5-factor and 3-factor EFA models show that the

252   underlying factor structure differed across cultures.

253   Novelty accounted for 19.71% of the explained variance for Indian expatriates and

254   29.27% for Emiratis. This was the strongest common motivator for both groups. Six items were

255   common to both groups, including: *'to have fun and feel entertained'; 'to experience something*

256   *novel and new'; 'to have a unique experience'; 'to escape from the ordinary'; 'to see the*

257   *scenery and landscape in real life'; and 'to add something special to my holiday'*. The item '*to*

258   *enjoy the glory of being there'* appeared as a novelty item for Emiratis but emerged as a prestige

259   factor for Indian expatriates. This item likewise appeared in Macionis and Sparks (2009) study

260   as a prestige factor.

261   The fantasy-driven factor accounted for 18.62% of the explained variance for Indian

262   expatriates and 25.81% for Emiratis. The common four items for both groups included '*to*

263   *fantasize I was in the movie'*; '*to feel close to a favourite actor'*; '*I was an actor in the movie';*

264   and '*to feel the romance and nostalgia of the movie'*. The item '*to re-live the scenes from the*

265   *movie'* also emerged as a fantasy-driven factor for Indian expatriates, but it appeared within

266   the overlapping factor of personal connection with movie location for Emiratis. In Macionis's

267   (2007) study, this item appeared under personal connection. Additionally, two more items

268   appeared for Emiratis within the fantasy-driven factor. The first item included '*to see behind*

269   *the scenes of the movie',* a finding that was similar to Oviedo-Garcia et al. (2014). This factor

270   appeared under the movie location motivation factor for Indian expatriates. The second item,

271   '*to go to a famous place my friends haven't been to',* appeared for Indian expatriates as a

272   prestige factor, a finding also similar to Oviedo-Garcia et al. (2014).

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273   Personal connection accounted for 13.38% of the explained variance and consisted of

274   three items for Indian expatriates, namely, '*to bring personal connection with the movie*'; 'to

275   *bring the movie to life (making it real)';* and *'make a pilgrimage to sites featured in the movie'.*

276   These findings are similar to Hoffman (2015) and Josiam et al. (2014).

277   Movie location accounted for 11.73% of the explained variance and consisted of three

278   items for the Indian expatriates, namely, '*to see behind the scenes of the movie'; to get a sense*

279   *of the movie's atmosphere'; and 'to take photos at the movie site'.* Josiam et al. (2014) and

280   Riley and Van Doren (1992) argue that screened locations are motivators of movie-induced

281   tourism. Memories of a film location can influence destination selection (Kim and Assaker,

282   2014).

283   For Emiratis, personal connection and movie location loaded as one factor of six items

284   and accounted for 18.72% of the total variance. The three items that emerged for Indian

285   expatriates within personal connection also loaded for Emiratis. Also, two items that appeared

286   for Indian expatriates under the movie location factor ('*to get a sense of the movie's*

287   *atmosphere'* and *'t*o *take photos at the movie site')* also loaded for the Emiratis. The other two

288   items that loaded for the Emiratis under this overlapping factor were the following: '*to re-live*

289   *scenes from the movie'* that appeared under the fantasy-driven factor for Indian expatriates, and

290   '*to feel excited to be on a movie site'* that failed to load under any factor for Indian expatriates.

291   Prestige accounted for 3.12% of the explained variance and consisted of three items,

292   namely, '*to enjoy the glory of being there', 'to go to a famous place my friends haven't been*

293   *to,; and 'to talk about it when I return home'.* These findings are similar to studies by Oviedo-

294   Garcia et al. (2014) and Suni and Komppula (2012).

295   The results of the EFA analysis reveal that similarities and differences exist between

296   Indian expatriates and Emiratis. Although novelty and fantasy-driven emerged as common

297   motivating factors for movie-induced tourism, there were some differences in the item loadings

1

298   between the two nationalities. However, novelty (based on the variance explained) was the

299   most important factor for both nationalities. For Indian expatriates, the second most important

300   factor explaining most of the variance was fantasy-driven, followed by personal connection,

301   prestige, and movie location. For Emiratis, after novelty, the next most important factor was

302   fantasy-driven followed by the overlapping factor of personal connection with movie location.

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304   Insert Table 2

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308   Insert Table 3

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310   **4.2 Descriptive statistics and ANOVA**

311   As seen in Table 4, the univariate F-ratio statistics of the 19 items which were common across

312   the two groups show significant statistical differences in the mean scores for 10 items, whereas

313   no differences were found for the other 9 items.

314   Regarding similarities, as seen in Table 4, after arranging the items in descending order

315   based on overall mean (n = 250), the six most important items of movie-induced tourism were

316   similar for both Indian expatriates (means ranging from 3.87 to 4.21) and Emiratis (means

317   ranging from 3.81 to 3.99). Moreover, no statistical differences were found for these six items

318   for both Emiratis and Indian expatriates. These six items appeared under the novelty factor for

319   both groups (see Tables 3 and 4). These findings further support novelty as a strong motivator

320   for visiting movie locations for both Emiratis and Indian expatriates. The remaining three items

321   had no statistical differences, namely, '*to take photos at the movie site', 'to go to a famous*

322   *place my friends haven't been to', and 'to make a pilgrimage to sites featured in the movie'.*

323 _____

324 Insert Table 4

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326

327 The mean scores of Indian expatriates and Emiratis showed statistically significant differences.

328 Emiratis reported higher scores than Indian expatriates for the following items: '*to enjoy the*

329 *glory of being there', 'to get a sense of the movie's atmosphere', 'to re-live scenes from the*

330 *movie', 'to feel the romance and nostalgia of the movie', 'to see behind the scenes of the movie',*

331 *'to bring a personal connection with the movie', 'to bring the movie to life (make it real)', 'to*

332 *fantasize I was in the movie', 'to fantasize I was an actor in the movie', and 'to feel close to*

333 *my favourite actor'.*

334 Table 5 shows the ANOVA results of the differences in mean scores across gender for

335 Indian expatriates and Emiratis.

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337 Insert Table 5

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340 First, when analysing the gender variances for Indian expatriates, the ANOVA test results (F-

341 ratio statistics) confirm that there were no statistically significant differences among male and

342 female Indian expatriates across all items.

343 While Emirati male participants for all items demonstrated higher mean values than

344 females, the ANOVA results indicate that the differences were only statistically significant for

345 four items, namely, '*to see the scenery and landscape in real life*', '*to bring a personal*

346 *connection with the movie*', '*to get a sense of the movie's atmosphere*', and '*to go to a famous*

347 *place my friends haven't been to'.* Nevertheless, it is evident that gender differences were not

348 as profound as those based on nationality.

5 Discussion

350 Overall, the results of this study make important theoretical contributions to movie-induced

351 tourism motivation. First, they confirm that movies positively influence destination selection,

352 thus corroborating the findings of earlier studies (e.g., Beeton, 2016; Chang, 2016; Kim and

353 Kim 2018a; Kim and Kim 2018b; Rittichainuwat and Rattanaphinanchai, 2015). Second, they

354 affirm that the factors of novelty, fantasy-driven, personal connection, prestige, and movie

355 location all influence movie-induced tourism, thereby supporting other previous studies (e.g.,

356 Busby, Huang, and Jarman, 2013; Oviedo-García et al., 2014). This study confirms that these

357 factors either overlap or are essentially the same, thus making it difficult to name them. Third,

358 the results corroborate that differences exist in the underlying factors between dissimilar

359 cultures.

360 From the results reported in Tables 2 and 3, novelty was the only one of five factors

361 that was not culturally bound (Oviedo-García et al., 2014). This finding further supports that

362 novelty is a strong motivator for visiting movie locations regardless of culture. It remains an

363 important factor for both Emiratis and Indian expatriates, possibly because movies and their

364 filming locations are something relatively new and unique. This may be partially explained by

365 the physical characteristics of the UAE, a region often considered as a 'concrete jungle' with

366 modern buildings, infrastructure, and a desert landscape. It can be argued that movies introduce

367 Emiratis and Indian expatriates to different cultures (e.g., Western lifestyles) that could trigger

368 curiosity. This in turn creates an urge to experience something new, including unique types of

369 fun and entertainment that kindle desires to escape the reality of their normal home

370 environment, thereby temporarily replacing family/cultural commitments and daily constraints

371 with a more relaxing cultural environment.

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372   Although the fantasy-driven factor emerged for both groups, differences were found in

373   the items between Indian expatriates and Emiratis. Indian expatriates displayed low means for

374   fantasy-driven, thus contradicting some earlier studies, such as Nayar (1997) and Josiam et al.

375   (2014). Both found that Indian moviegoers from their native India experienced an alternate

376   fantasy-driven world when travelling to locations in Switzerland and France where Bollywood

377   movies were filmed. Tagliabue (2010) reported that many Indian tourists visited the Swiss Alps

378   to re-enact scenes from Bollywood movies, that is, they literally acted out their fantasies. One

379   reason for these differences may be that the current study's respondents were Indian expatriates

380   living in the UAE, unlike Nayar's (1997) and Tagliabue's (2010) respondents who were

381   Indians living in their homeland. Indians in India are frequently exposed to their favourite

382   heroes and constantly reminded of them, whereas far fewer Indian movies are released in the

383   UAE than in India. Moreover, younger- or second-generation UAE Indians in particular may

384   be more Westernized (Kaur, 2002) in their outlooks and preferences. This may result from the

385   exposure and influence of various cultures found in the UAE. For Emiratis, the fantasy-driven

386   factor of visiting a movie location may be seen as an opportunity to step away from their usual

387   role and into an 'alternate world' (Dann, 1977, p. 188). This demonstrates that movies induce

388   Emiratis to fantasise about escaping the lack of excitement and variety that typify life in a

389   conservative society. These findings echo previous results of studies, such as Michael (2014),

390   that revealed how Emiratis experienced high levels of fantasy that prompted escapist behaviour

391   linked to international travel in search of cultural experiences opposite to their own.

392   Referring to Table 2, the last three factors were distinct for Indian expatriates, namely,

393   personal connection, prestige, and movie location. Tagliabue (2010) and Josiam et al. (2014)

394   also found that personal connection was a strong factor for Indians. Kader (2013) posits that

395   Indian expatriates in the UAE tend to indulge in extravagant behaviour and are among the

396   highest spenders for leisure travel (Maceda, 2013). Therefore, travelling to destinations where

1

397   movies are filmed is seen by them as a symbol of prestige. Unlike previous studies where the

398   movie location's scenery, landscape (Kim and Kim, 2018a), cultural and historical attractions,

399   and the local people (Pan and Tsang, 2014) were all motivating factors, the current study's

400   findings revealed that the movie location fulfils numerous motivations of Indian expatriates to

401   relive nostalgic moments first experienced on screen, catch a glimpse behind the scenes of a

402   movie, feel and be absorbed in a movie's atmosphere, and take photos throughout the movie

403   site. Nayar (1997) also reported that Indian tourists savoured these photographic moments at

404   movie locations by posing in special sites or imitating their favourite Bollywood movie stars.

405   With reference to Table 3, personal connection and movie location emerged as one

406   factor in the case of Emiratis. For them, watching movies is an opportunity to experience

407   different eras and see famous television characters and movie stars. These experiences create

408   personal connections with the movie location. For example, Michael (2014) found that Emiratis

409   liked to visit movie studios, dress up in the clothing of movie characters, and photograph

410   themselves in these costumes. This exposure provides opportunities to experience the different

411   eras showcased by movie productions and to watch famous television/movie stars. These

412   experiences create personal connections with the movie location.

413   The differences between Indian expatriates and Emiratis regarding the aforementioned

414   items can be attributed to various reasons. Palmer (1999) claims that 'individuals draw upon

415   differing identities available to them and construct their own sense of who they are' (p. 314).

416   Indians who relocate overseas become aware of the surrounding host culture. Most retain their

417   traditions, overt symbols of dress, and food habits. Although they continue to speak their own

418   language and celebrate their religious festivals, they also assimilate into the culture of their

419   host surroundings (Gautam, 2013). Therefore, these differences may in part be explained

420   because the respondents in this study were Indian expatriates who had become more Western

421   in their outlook because of the exposure and influence of different cultures found in the UAE

422   (Kaur, 2002) even though they retained many traditions and religious customs of their

423   homeland. Indians are sociable and tend to assimilate easily into new cultures and

424   environments (Gautam, 2013). Conversely, Emiratis are more conservative and live in a

425   comparatively closed society in terms of social relationships (Crabtree, 2007). They experience

426   stricter familial and cultural norms, social pressures, stern law abidance, conservative thinking,

427   overbearing societies and firm rules (Michael, 2014). Their society places barriers around their

428   actions, activities, and social interaction, especially for female Emiratis (Erogul, 2011).

429   Therefore, movies may offer them an escape mechanism, particularly in terms of fantasy-

430   driven and novelty factors linked to experiencing different behaviours and lifestyles that are

431   culturally discouraged in their native environment. They feel 'free to overstep the bounds of

432   fashion, wear flashy clothes, eat exotic foods, and indulge in other behaviour and activities that

433   are frowned upon' at home (Michael, 2014, p. 186).

434   With reference to Table 4, statistically significant differences were found between

435   Indian expatriates and Emiratis for some items. These differences could relate to Emiratis being

436   more conservative than Indians. Radhakrishnan (2017) found that Emiratis are enchanted by

437   the colours, music, and unique stories depicted in movies. Swan (2019) states that Emirati

438   movie fans are obsessed with different cultures, including the foods and fashions they see in

439   the movies, and they feel compelled to visit the movie locations to experience the characters,

440   learn a foreign language, and fall in love with the destination.

441   As shown in Table 5, gender differences between male and female Indian expatriates

442   show no statistically significant differences across all factors and underlying items. This could

443   be attributed to them being younger, second-generation Indian expatriates who tend to be more

444   Western in their outlook based on previous exposure and the influence of diverse cultures found

445   in the UAE (Kaur, 2002). Male and female expatriates living in the UAE are considered equal

446   in the workplace, and the genders are highly competitive (Ridge, 2011). These evolving trends

447 impact the exposure of individuals over time, and they in turn change their behaviour patterns.

448 Compared to Indian expatriates, Indians living in India grow up in a more male-dominated

449 society where fewer female youths enjoy the same privileges as their male counterparts (Ram,

450 Strohschein, and Gaur, 2014). These changing social trends impact the exposure of individuals

451 over time, and this leads to behavioural changes. However, further study is recommended to

452 better understand these differences.

453   Similarly, gender differences between male and female Emiratis were found in only

454 four items, namely: *'to see the scenery and landscape in real life', 'to bring a personal*

455 *connection with the movie', 'to get a sense of the movie's atmosphere',* and *'to go to a famous*

456 *place my friends haven't been to'.* Among these, *'to go to a famous place my friends haven't*

457 *been to'* emerged as the item with the highest disparity. Male Emiratis scoring higher in these

458 factors could be related to something that is lacking (Vigneron and Johnson, 1999), for

459 example, a dearth of excitement and variety (Michael, Wien, and Reisinger, 2017). As

460 mentioned previously, this perspective may be attributed to the physical environment of the

461 UAE that to many is a concrete jungle with new and modern buildings, modern infrastructure,

462 and a desert landscape that causes sandstorms. For the male respondents in this study, the

463 experiences of seeing new scenic landscapes, different cultures, festivals, exotic foods,

464 architecture, and heritage 'help create a fantastic, unworldly setting that does not correspond

465 to any "real" experience of any audience' (Wills, 2003, p. 265). Therefore, visiting movie

466 locations may trigger hedonic experiences that arouse emotions and provoke physical fantasies

467 (Lacher and Mizerski,1994) when remembering or reliving the scenes depicted in the movies.

468 Furthermore, as Bristol-Rhys (2016) pointed out, it is important for Emiratis that their identity

469 and its portrayal should emphasise their wealth and status. The reason Emirati females scored

470 lower than male Emiratis could be based on the new generation of Emirati women who are

471 working diligently to break barriers and challenge stereotypes (Haziq, 2019). They are also

striving to achieve gender empowerment and equal status with men (The Ministry of the State for Federal National Council Affairs, 2008). For instance, 70 per cent of Emiratis attending federal higher education institutions are women (Ridge, 2011).

6   Implications and Recommendations

From this study, several theoretical and practical implications and recommendations for future research can be drawn. This study contributes in the following ways: (1) it provides comprehensive identification and validation of motivating factors for movie-induced tourism from a cross-cultural perspective that has not been previously attempted, thus constituting the uniqueness of the study; and (2) this is the first study of movie-induced tourism in the UAE context. This study provides significant insight into underlying factors of motivation for movie-induced tourism and confirms the findings of previous studies (e.g., Hudson et al., 2011; Kim and Wang, 2012) that movie-induced motivations differ among tourists from dissimilar cultures. The variations obtained in the results between the two cultures may suggest that these dissimilarities may be any of the following: the inevitable outcomes of each culture's individual characteristics (Kim and Richardson, 2003), cultural similarity or familiarity because movies may have diverse influences on viewers' perceptions of a destination (Hudson et al., 2011); physiological, affective, referential and/or emotional viewing experiences, and cultural influences on behaviour (Kim and Wang, 2012). The study also contributes by providing a manageable list of 22 relevant, validated, and reliable items (of which 19 are valid across cultures) from a variety of factors after a careful literature synthesis. We expect future researchers to adopt these items, thereby allowing a more direct comparison of findings across studies in different cultural settings. This study is the first wave of empirical investigations of movie-induced tourism in the UAE. Hopefully, further research will follow in both the UAE and the broader GCC region.

496   In terms of practical contributions, the cultural insights derived from this study can be

497   very useful to tourism professionals and DMOs for targeting potential tourists to their movie

498   locations more effectively. For example, more focus can be given to the 'novelty' factor for

499   generic marketing campaigns given that the factor emerged as equally important for both

500   cultures, and the top 6 out of 21 items emerged within the novelty factor. For targeted

501   marketing campaigns to the Indian expatriate tourist segment, efforts should be taken to ensure

502   that considerable attention is given to each of the five factors because they all emerged as

503   distinct factors. Moving on from factors to the item level, the top six items (as seen in Table 4)

504   that emerged for both Indian expatriates and Emirates are identified as important items for

505   movie tourists. On the other hand, campaigns targeting Emiratis could emphasize specific

506   aspects that scored high, including '*to get a sense of the movie's atmosphere*' and '*to relive the*

507   *scenes from the movie*'. In contrast, they could safely deemphasize these aspects when targeting

508   Indian expatriates. Further, some differences in motivation between genders shows that gender

509   can moderate the results for some cultures; therefore, this should not be overlooked for some

510   targeted marketing campaigns.

511   Overall, the lessons learned from this study may be useful for tourism destination

512   practitioners who target the UAE population to promote their destinations as movie

513   destinations, as well as UAE practitioners who work to attract movie-induced tourists to the

514   UAE. For instance, Dubai Tourism and Commerce Marketing, in close collaboration with

515   Dubai Film, the TV Commission, and other private and public entities, are promoting Dubai

516   as a global hub for movie and TV production (Newbould, 2015). Movies can act as powerful

517   marketing tools (Beeton, 2006). Also, in efforts to promote movie destinations, DMOs can

518   provide products and services to satisfy various needs of tourists from different cultural origins

519   and use tailored marketing strategies to form attractive destination images that could be

520   depicted in a movie.

2

7   Limitations

521

522   This study examined two cultural groups in the UAE that comprise 39 percent of the total

523   population. Future research could include other demographic groups, including Western

524   expatriates, Pakistanis, Filipinos, other Asians, and other Arabs in order to identify

525   commonalities and differences that exist among these cultures. Future studies should also

526   explore the motivational differences between cultures using culture-specific models, such as

527   Hofstede's (1980) model of cultural dimensions as well as the model of Trompenaars and

528   Hampden-Turner (1998). Further, it would be interesting to determine whether there are any

529   differences in motivation among other nationalities. The other limitation of the study is the use

530   of convenience sampling that has skewed the demographic profile of the participants. Larger

531   future studies should use random sampling to overcome this limitation.

532   Despite these limitations, the findings of this study are expected to generate interest

533   within the research community and among practitioners who are exploring movie-induced

534   tourism in different cultural contexts.

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Table 1. Demographic profile of respondents

Demographic details	Responses	Percentage
Nationality		
Indian Expatriates	106	42.4%
Emiratis	144	57.6%
Total	250	100%
Gender		
Male	96	38.4%
Female	154	61.6%
Total	250	100%
Gender & Nationality		
Male		
- Indian Expatriates	69	71.9%
- Emiratis	27	28.1%
Total	96	100%
Female		
- Indian Expatriates	37	24.0%
- Emiratis	117	76.0%
Total	154	100%
No. of movies watched (last 3 months)		
1–2	74	29.6%
3–4	105	42.0%
5 or above	71	28.4%
Total	250	100%
Number of holidays taken in the past 2 years		
0–1	7	2.8%
2–3	142	56.9%
4–6	66	26.4%
7 or above	35	13.9%
Total	250	100%

Table 2: Indian Factors of Movie Induced Tourism

Items	Novelty	Fantasy-driven	Personal connection	Prestige	Movie location	Factor Mean (Likert Scale 1-5)	Reliability (Cronbach's Alpha)	Percentage of Variance Explained
To have fun and feel entertained	0.874							
To see the scenery and landscape in real life	0.834							
To experience something novel and new	0.794					3.93	0.89	19.71%
To escape from the ordinary	0.782							
To have a unique experience	0.748							
To add something special to my holiday	0.669							
To fantasise that I was an actor in the movie		0.922						
To fantasise that I was in the movie		0.900						
To feel close to my favourite actor		0.794				2.46	0.91	18.62%
To re-live scenes from the movie		0.585						
To feel the romance and nostalgia of the movie		0.581						
To bring a personal connection with the movie			0.803					
To bring the movie to life (make it real)			0.741			2.65	0.83	13.38%
To make a pilgrimage to sites featured in the movie			0.707					
To enjoy the glory of being there				0.819				
To go to a famous place where my friends haven't been to				0.800		3.12	0.78	12.08%
To talk about it when I return home				0.709				
To see behind the scenes of the movie					0.740			
To get a sense of the movie's atmosphere					0.713	2.89	0.77	11.73%
To take photos at the movie site					0.555			

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Rotation converged in 8 iterations.
Excluded items: To fulfil a personal dream; and feel excited to be on movie site

Table 3: Emirati Factors of Movie Induced Tourism

Items	Novelty	Fantasy driven	Personal connection with movie location	Factor Mean (Likert Scale 1-5)	Reliability (Cronbach's Alpha)	Percentage of Variance Explained
To have fun and feel entertained	0.939					
To add something special to my holiday	0.913					
To have a unique experience	0.900					
To experience something novel and new	0.821			3.93	0.95	29.27%
To escape from the ordinary	0.778					
To see the scenery and landscape in real life	0.774					
To enjoy the glory of being there	0.674					
To fantasise that I was in the movie		0.882				
To feel close to my favourite actor		0.848				
To feel the romance and nostalgia of the movie		0.812				
To fantasise that I was an actor in the movie		0.797		3.21	0.92	25.81%
To see behind the scenes of the movie		0.699				
To go to a famous place where my friends haven't been to		0.655				
To bring the movie to life (make it real)			0.773			
To bring a personal connection with the movie			0.685			
To make a pilgrimage to sites featured in the movie			0.681			
To take photos at the movie site			0.644	3.38	0.92	18.72%
To re-live scenes from the movie			0.633			
To feel excited to be on a movie site			0.630			
To get a sense of the movie's atmosphere			0.571			

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 5 iterations.
Excluded items: To fulfil a personal dream; To talk about it when I return home

Table 4: ANOVA Results (Nationality)

Items	All responses (n=250)		Indians (n=106)		Emiratis (n=144)		Comparison among Emiratis and Indians
	Mean	S.D.	Mean	S.D.	Mean	S.D.	ANOVA (F Score)
To see the scenery and landscape in real life	4.08	1.19	4.21	1.15	3.99	1.22	1.060
To have fun and feel entertained	4.02	1.07	4.00	0.98	4.04	1.13	0.046
To have a unique experience	3.99	1.03	3.94	0.89	4.03	1.13	0.204
To experience something novel and new	3.86	1.07	3.91	1.01	3.82	1.12	0.198
To add something special to my holiday	3.85	1.10	3.68	1.01	3.97	1.15	2.185
To escape from the ordinary	3.83	1.12	3.87	0.98	3.81	1.22	0.094
To enjoy the glory of being there	3.64	1.19	3.40	1.23	3.82	1.14	3.931*
To take photos at the movie site	3.38	1.19	3.21	1.17	3.51	1.20	2.040
To get a sense of the movie's atmosphere	3.23	1.31	2.85	1.32	3.51	1.24	8.266**
To re-live scenes from the movie	3.22	1.22	2.74	1.20	3.57	1.12	15.914***
To go to a famous place where my friends haven't been to	3.17	1.24	2.98	1.15	3.31	1.30	2.099
To feel the romance and nostalgia of the movie	3.06	1.17	2.77	1.22	3.28	1.09	5.902*
To see behind the scenes of the movie	2.99	1.22	2.62	1.10	3.26	1.24	8.954**
To make a pilgrimage to sites featured in the movie	2.96	1.25	2.79	1.23	3.08	1.26	1.653
To bring a personal connection with the movie	2.94	1.23	2.58	1.17	3.21	1.22	8.257**
To bring the movie to life (make it real)	2.89	1.27	2.58	1.13	3.11	1.32	5.473*
To fantasise that I was in the movie	2.84	1.33	2.34	1.25	3.21	1.27	14.475***
To fantasise that I was an actor in the movie	2.74	1.32	2.19	1.19	3.14	1.27	17.964***
To feel close to my favourite actor	2.71	1.23	2.25	1.14	3.06	1.19	14.710***

*p<0.05; **p<0.01; ***p<0.001

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Table 5: ANOVA Results (Gender)

Factors and Items	Indians (n=106)			Emiratis (n=144)		
	Male (n=69)	Female (n=37)	ANOVA (F Score)	Male (n=27)	Female (n=117)	ANOVA (F Score)
To have fun and feel entertained	4.02	3.96	0.085	4.22	4.00	2.544
To see the scenery and landscape in real life	4.24	4.16	0.759	4.50	3.87	5.617*
To experience something novel and new	3.99	3.77	0.617	4.06	3.77	2.515
To have a unique experience	3.88	4.06	0.783	4.13	4.01	0.722
To add something special to my holiday	3.77	3.52	1.939	4.34	3.88	3.859
To escape from the ordinary	3.76	4.07	1.015	4.03	3.76	1.303
To enjoy the glory of being there	3.44	3.33	0.364	3.92	3.80	0.068
To take photos at the movie site	3.22	3.18	0.013	3.58	3.49	0.169
To go to a famous place where my friends haven't been to	2.99	2.96	0.010	4.25	3.09	17.284***
To get a sense of the movie's atmosphere	2.88	2.80	0.015	4.09	3.37	7.068**
To make a pilgrimage to sites featured in the movie	2.83	2.71	0.201	3.19	3.06	0.36
To feel the romance and nostalgia of the movie	2.78	2.75	0.017	3.50	3.23	1.773
To re-live scenes from the movie	2.75	2.71	0.002	3.81	3.51	2.657
To see behind the scenes of the movie	2.65	2.55	0.311	3.52	3.20	2.657
To bring a personal connection with the movie	2.61	2.52	0.182	3.65	3.09	4.221*
To bring the movie to life (make it real)	2.54	2.66	0.365	3.37	3.05	2.676
To fantasise that I was in the movie	2.33	2.36	0.010	3.40	3.17	0.693
To feel close to my favourite actor	2.20	2.36	0.299	3.21	3.02	0.283
To fantasise that I was an actor in the movie	2.14	2.29	0.283	3.33	3.10	1.236

*$p<0.05$; **$p<0.01$; ***$p<0.00$