

## Development of Creative Potential of Cinema Tourism

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### ABSTRACT

The relevance of the problem indicated in the article is caused by the fact that under current conditions it is necessary to offer high-quality and demanded tourist products, formed at the combination of various industries on the basis of wide application of creative potential of different industries, including tourism and cinema, a harmonious conjunction that opens a new area of tourist activity -cinema tourism. The purpose of the article is to examine the role and significance of the creative potential to develop cinema tourism, to work out typologies and identify the key characteristics of cinema tours. The leading method to the study of the problem is the method of sociological research and modeling, allowing on the base of analysis of consumer preferences emphasize the key characteristics of the movie, which will be proposed as the cinematographic basis for creating a project of a new cinema tour. In the article the classification and the original typology of cinema tours are presented, on the basis of sociological research the specific peculiarities of building route of different types of cinema tours are emphasized, practical examples of the most popular cinema tours formed on the cinematographic basis selected as a result of the principles and approaches identified during the research are discussed. The article submissions may be useful for members of the scientific and educational community concerned with the problems of exploring the possibilities of application of creative potential, as well as for representatives of the tourism business developing niche products of cultural tourism.

### KEYWORDS

Creative potential, cultural tourism, cinema  
tourism, types of cinema tours

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## Introduction

Currently, there is a rapid growth of creative industries developing the ideas of the experience economy. The impression as a trace left in people's minds has become a particular "product", constituting the essence of the commercial offer. What is the difference between this special offer and the usual one? First

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of all, creative approach, in contrast to the handicraft, which the production of traditional goods and services is based upon.

This thesis is confirmed by the statement of the authors of a very famous and extraordinary study dedicated to the experience economy B. Joseph, I.I. Pine and J.H. Gilmore (1999): "Raw material is equivalent, goods are tangible, services are intangible, but impressions are unforgettable. Buyers of impressions value their participating in the activity that is organized by this or that company. As people save on the goods to buy more services, so they save time and money on services to gain more valuable impressions for them". Creativity as the term differs by versatile interpretations, but most researchers agree that the true creativity involves conceptualization of the problem in a new way. Thus, for example, the opportunity for experimentation, originality and flexibility, as well as the ability to see general trends in external disparate phenomena is emphasized (Landry & Bianchini, 1995). At the same time, creative technology and creativity is considered by many researchers as a resource of creative economy (Howkins, 2001); creative city (Landry, 2000); creative class and professions (Florida, 2002); creative industries (Pratt, 2008).

However, it is necessary to distinguish between the concepts of "creativity" and "innovations", which to some extent are related, but not identical. Thus, in scientific research, the term "innovation" is defined as a process or a system, and sometimes as a change or as the final result. While creativity in most cases characterizes a capability to creativity, the result of which is not necessarily innovation. Creativity is associated with the elaboration of constructive and creative solutions which are important at the moment. The research results showed that the "creative potential" becomes the object of serious study, and it is associated not only with a person, but also widely applied in entrepreneurship both for individual companies and entire industries.

Creativity allows forming useful creative initiatives, on the basis of which successful business ideas are formed, and it undoubtedly becomes an important competitive advantage for any enterprise. The creative potential of a company and an industry may emerge under development of new products, development of marketing strategy, dealing with clients, building relationships with partners and a substantial number of other cases. At the same time, creativity of organizations and individual project teams responsible for creating something useful or new by means of combining of heterogeneous elements in a new product, service or idea, is used to increase product added value (Amabile, 1996), and it is always a dynamic characteristic.

In turn, every dynamic system passes the following phases in its development: introduction, growth, maturity, decline. However, the creative system, unlike conventional systems is capable to qualitatively change itself when it is required by internal or external circumstances. It is also capable to self-renewal and self-improvement. Such passionarity allows looking at any problem from an unexpected point of view and taking ingenious decision. In this regard, it should be noted that the impression has become a kind of the core of creative industries and, above all, leisure and entertainment industry, including a wide range of proposals from theater plays, concerts and a variety of TV-shows to large-scale works of cinema art (Dzhandzhugazova, 2013).

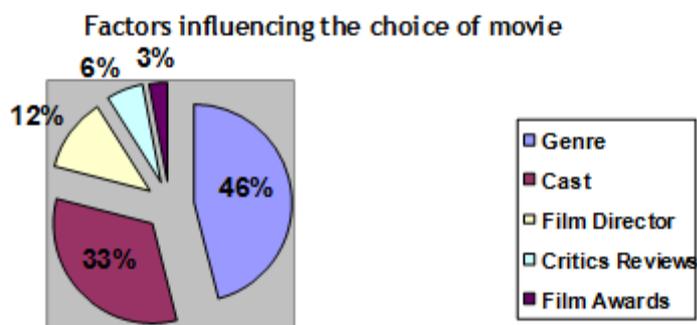
## Material and Methods

It is obvious that development of cinema tourism and successful promotion of cinema products will depend on the quality and originality of movies on the base of which they are formed. At the same time, the history of world cinematograph is saturated and productive, which certainly complicates the selection of cinematographic basis for creating cinema tours. However, nowadays, when this type of tourism is just beginning to develop, the choice of cinema tours developers primarily focuses on the iconic and very popular movies, the quantity of which is limited, and therefore, it is necessary to form an algorithm of movies selection which will be able to become a successful cinematographic basis for the development of new cinema tours.

To solve this problem it is necessary to conduct research to determine consumers' attitudes to cinema products, in order to identify their key preferences and tastes. The information obtained will allow determining the factors influencing the consumers' choice of movies to watch as well as the most popular genres of movies. As primary research methods for the problem investigation were chosen: sociological research and method of modeling of the results. In researchers' opinion, these methodological approaches enable on the base of analysis of consumer preferences to indicate the key features of movies, which will be proposed as cinematographic basis for creating new cinema tours projects.

As an analytical base of the study have acted the results of the Russian cinemagoers audience research conducted by RPORC in which 1,600 people were interviewed at 130 inhabited localities in 42 regions, territories and republics of Russia (Russian Public Opinion Research Center, 2014), as well as the materials of initiative research conducted in the leading social networks in 2014-2016 which resulted in the online interviewing of 300 respondents of different age categories.

Summarized results of the surveys conducted allowed to draw the conclusions about what factors influence the selection of the movie (Figure 1.)

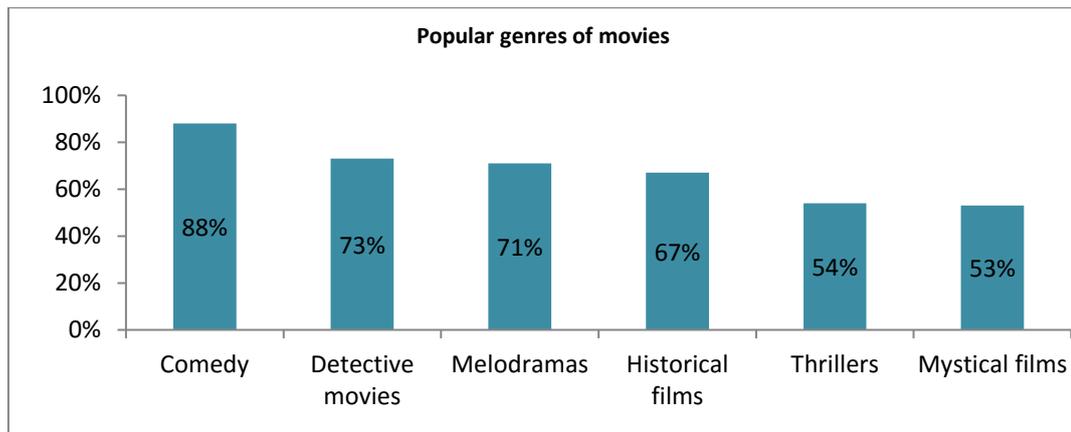


**Figure 1.** Factors influencing the choice of movie

The decisive factor in the movie choice is its genre, it is especially important for younger audiences (18-24 years), followed by the cast involved in the movie – this factor is especially important for the audience of two age categories (25-34 and 35-44 years). Film director's name as the main reason for choice pointed out 12% of the respondents mainly middle and older age category (45-59 years and

60-68 years), and critics reviews and film awards noted 6% and 3% of the respondents. These findings allow us to conclude that the genre and the cast are the main criteria for the movie choice, which is considered as a cinematographic basis of the projected cinema tour.

However, it is necessary to investigate the genre preferences of cinemagoers, who in turn are also potential consumers of cinema tourism products and, consequently, their choice will be focused on cinema tours based on the cinematographic basis of favorite movie genres. Surveys conducted made possible to identify the most popular movie genres (Figure 2).



**Figure 2.** The most popular genres of movies

Among all the cinematic genres the Russians prefer, first of all, comedy – watch them 88% of the respondents, the second place in popularity occupy detective movies – they are chosen by three-quarters of respondents (73%). Much of the respondents prefer melodramas (71%), historical films selected 67% of the respondents. In turn, thrillers and mystical films prefer a little more than half of the respondents.

## Results

As a result of theoretical and practical studies the opportunity emerged to give a definition of such terms as "cinema tourism" and "cinema tour", which is especially important under the conditions of activation of interest to the cinema industry since 2016 is declared as the Year of Russian Cinema and is aimed at promoting the best Soviet, Russian and foreign films.

Cinema tourism is a relatively new area of tourist activity offering a product based on new impressions combined with a romantic mood, warm nostalgic memories keeping echoes of stormy passions, pleasant feelings and many dozens of slightest nuances and undertones of human emotions caused by successfully planned cinema tour.

Cinema tour as a complex product is quite harmonious, since in the basis of tourism industry and cinema lies a balanced project approach that allows, based on proven technologies of tourism design, to prepare quality "meal" slightly "seasoning" it as if by a rare aromatic spice, by the extraordinary cinema atmosphere. Nowadays a surge of interest to the original products is in general

noted, and in this regard cinema tourism is demanded by the developing tourism business as the ideological basis for a new tourist offer.

"Cinema tour" – is a special kind of tourist product, strand of the route of which is built on four main positions:

- on the most interesting places and attractions, where the shooting took place;
- on the most famous objects of cinema industry and, above all, movie studios;
- on the places of the most important cinema events (festivals, meetings, etc.);
- on memorable places and memorial objects related to the life and art of famous directors, actors, screenwriters.

From the above mentioned options of cinema tour route formation the most popular is the first option – cinema tour on the most interesting places where the shooting took place, as it is projected on a topographic basis in compliance with all the classic techniques and methods of tourism design (Dzhandzhugazova, 2016).

Cinema tour as the main product of cinema tourism can be grouped into a number of characteristics (Table 1).

Table 1. Classification of cinema tours.

<i>No</i>	<i>Name of Attribute</i>	<i>Characteristic</i>
1.	Objectofvisit	- filming locations (formation of the plot, etc.) - filmstudios - exhibitions, museums - filmfestivals, filmmeetings, etc. - commemorative and memorial sites
2.	Organizational form of tour	- independent - group
3.	Routeduration	- one-day tours - weekendtours - one-week tours - multi-day tours
4.	Seasonality	- seasonal - out-of-season - inter-seasonal
5.	Extent of involvement of tourist infrastructure	- high -medium - low
6.	Route length	- short (up to 50 km) - average (up to 150 km) - long (over 150 km)

In general, the most developed and cost-effective direction is tourism along places of shooting movies and TV series, it is given the most attention. Guided tours, including numerous visits to places of shooting and cinema studios pavilions are quite expensive, that is why independent travel is becoming popular. Search for trip information, independent development of routes, using the services of local guides offering unique excursion products contribute to

further immersion into the atmosphere of the movie. Analysis of foreign experience has shown that the most popular cinema tours according to a survey conducted by the American cable and satellite television network HBO Entertainment became tourist travel along the highest-grossing films: "Lord of the Rings", "Harry Potter" and "Game of Thrones".

The main advantage of cinema tourism is its contribution to promotion of areas, attractions and objects of tourist infrastructure: cafes, restaurants, hotels, etc. Thus, for example, the movie "Breakfast at Tiffany's" after release has caused an increased interest to the brand. Tourists' visits on the studios both closed and acting also makes it possible to create an exclusive tourist product. Such excursions open up additional opportunities for drawing attention to the cinema as an art form, which is particularly important at the present time, taking into account the fact that the year 2016 has been declared the Year of Cinema in Russia. In addition, cinema studios have the opportunity after the end of shooting to use the stage scenery and film equipment to create interesting tourist attractions, including the open air. A striking example of this approach are the wooden chapels built in the village Rabocheostrovsk, Kem region (Karelia), which were used in shootings of the famous Russian film of modern times "The Island" (2006.). Also increasingly popular become festivals of movies, but in this case it is necessary to talk about niche cinema tours designed for professionals in the cinema industry and film connoisseurs.

For Russia cinema tourism is still new phenomenon which has not received extensive development and above all due to the lack of development of the cinema industry itself. Although in the last 7-10 years there are significant shifts in the domestic film production and movies producing. The main reason for the backlog of the Russian cinema industry is the lack of technological base of the industry. However, in the last few years the government provides a substantial financial support to the largest cinema studios of the country, which resulted in the domestic release of very spectacular modern movies built on the use of 3D technology and the IMAX ("Stalingrad" and "The Crew").

As a result, the analysis of the obtained findings leads to the conclusion that cinematographic basis of cinema tours should be selected obligatorily taking into account two important factors: genre of the film, and the popular cast, only in this case cinema tour can expect successful sales.

At the same time we can't ignore the specific genre features of this product, and they follow from the key characteristics of the movie: story line, screenplay idea, cinema genre, geography, and film budget, etc. In this connection we can identify the main types of cinema tours, based on the main valuable movie component, upon which the tour plan is built. In the case of a classic tourist product we call this component "sought-for benefits", and they exactly form the consumer properties of the product itself (Dzhandzhugazova, 2016).

Speaking of cinema tour we emphasize the "values" which form and accentuate consumers' impressions. For the design of a cinema tour where as a valuable component acts "atmosphere", we choose a delicate and very romantic melodrama in which the surrounding landscapes are reflected in gentle and fuzzy halftones, off-screen sounds soft background music, where there is little text and action, but a lot of sense and feelings. Cinematour conveys and reinforces this special atmosphere of the movie.

If cinema tour is formed on the basis of the famous geographic and commodity brands, usually is selected a very bright and saturated movie with lively and imaginative frames, very well-known actors and easy recognizable landmarks. This is a "film - brand" performing a certain guide to memorable places of the movie and its wonderful promotional material.

In the case of designing of cinema tour revealing large time periods, accompanied by active actions, it is very important to show the changes taking place with people, cities or countries in a time context. The changes in fashion and style, household and social behavior, specific characteristics of the landscape are very interesting and at the same time informative. This cinema material can be called as "film - time \ action". It is a great encyclopedia of everyday life and a wealth of material to form a whole cinema tours range. As an example illustrating this informal typology of cinema tours we can provide the most famous films that have already been successfully recognized as the sense and topographical basis of new tourist cinema products (Table 2).

Table 2. A typology of films – the basis for the formation of cinema tours.

No	Cinema Tour Type	Movie Name	Genre	Characteristic
1.	«film - atmosphere»	«A Man and A Woman» France (Paris-Deauville), 1966.	Drama, melodrama	« <i>AManandAWoman</i> »-French romantic drama, 1966. The director, cameraman and producer Claude Lelouch. Composer Francis Lai. Starring Anouk Aimée and Jean-Louis Trintignant. The film won the "Oscar", "Golden Palm" and other prizes.
2.	«film brand»	«Roman Holiday» USA (Italy, Rome), 1953.	Comedy with elements of melodrama	« <i>Roman Holiday</i> » -American romantic comedy with elements of melodrama, 1953. The director and producer William Wyler. Starring Gregory Peck and Audrey Hepburn. The film won several awards "Oscar" and is included in the "National Film Registry," the United States.
3.	«film - time \ action»	«Moscow Does Not Believe in Tears» USSR, (Moscow), 1979.	Sovietmelo drama	« <i>Moscow Does Not Believe in Tears</i> »-Soviet melodramatic movie, shot by director Vladimir Menshov. Leader of film distribution in the USSR in 1980 (about 90 mln spectators). The main characters: Vera Alentova and Alexei Batalov. The film received the award "Oscar" in 1981.

## Discussions

The development of creative technologies has had a significant impact on the tourism and hospitality industry denoting a new kind of tourism oriented toward cultural and historical potential of territories – cultural tourism. The market of cultural tourism is constantly growing, cultural objects as elements of territorial identity become the basis for building a territory brand identifying its uniqueness (Liu, Sheng & O'Connor, 2013). Number of cultural objects involved in the tourist turnover is steadily growing. However, the development of unique tourism products and the creation of an attractive territory image depend not only on the objects of tourist show, but also on the search for and application of new forms of creativity. Researchers S. Richards and J. Wilson (2007) pointed out that in some regions there are no objects of world-class cultural heritage, but, nevertheless, they find the ways and means of showing the identity of their territory. Nowadays regions and cities exist in the continuous real-time competition and they need to present to the market "something superior or unique." The unique offer allows to create a positive image and to provide competitive advantages. In this context, cultural tourism, in addition to event, sports and congress tourism becomes a real driver of regional development (Dzhandzhugazova & Christov, 2016).

At the same time, there are significant changes in consumer behavior of tourists, they do not just want to visit cultural and historical sites, but to get a new experience, competences, new feelings, learn something new (Urri, 2005). There is a blurring of the boundaries between work and leisure time, which leads to a lack of experience and new positive emotions. Upon this background, creative tourism products become a desired commodity for which demand is constantly increasing. The basis of creative tourism supply is a process of reproduction of impressions and emotions which are nowadays exactly unique products of the growing market of impressions. The emergence of new markets activates processes of formation of innovative products of cultural tourism and in particular on the basis of the creative potential of the cinema industry. Based on the key principles of creativity, companies need to develop a unified theme which will resonate through the whole process of getting the customer experience, involving in this process all the senses in order to enhance the tourist's experience and impressions making the trip unforgettable (Kobyak, Ilina & Latkin, 2015).

It is important to emphasize that under the creation of a tourist product at the forefront goes not so much the use of resources, but rather the creation of original and attractive ideas. In this regard, the use of creative potential expressed through the creative process of tourist product development becomes the determining factor. Cultural tourism as a special kind of tourism is mainly based on cultural and historical heritage, traditions, historical artifacts, mythology, epic, as well as various forms of contemporary art that can cause cognitive interest and leave deep impressions.

## Conclusion

By the end of the XX century in the world cinema happened changes that brought the cinema industry to the new frontiers of development enabling the creative potential of the cinema to be realized not only in the creation of movies, but in the formation of products at the combination of various industries including the tourism industry. In this regard cinema as one of the most democratic and mass kinds of art is a great field for the manifestation of the

capabilities of modern creative technologies, and the combination of the two mass and unusually attractive industries: tourism and cinema – gives us a very interesting product of the new range of commercial offer based on the conjunction of two industries and named cinema tourism.

However, cinema tourism is a relatively new object of research; its potential has not been fully studied yet, but causes a great interest, both from the scientific community and from the tourism business and representatives of the cinema industry. The basis of the cinema tourism creative potential forms a set of resources related to film production and cinema product promotion, and their competent use to stimulate growth of tourist flow.

Summing up, it should be noted that for the formation of a successful cinema products it is very important to use as an ideological basis the most famous and popular movies which became the real national and international brands. An example illustrating the effectiveness of such approach is the development of cinema tour based on one of the most romantic world movies "A Man and A Woman", which in May, 2016 was 50 years old.

### Disclosure statement

No potential conflict of interest was reported by the authors.

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