

THE ROLE OF (ACTION) MOVIES, VIDEO CLIPS AND CELEBRITIES IN TOURISM MARKETING, OR PRESENTING JAMES BOND, GEORGE EZRA AND PRINCE CHARLES AS AMBASSADORS OF TOURISM

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Abstract

There are multiple opinions regarding the right use of marketing communications. It is debatable whether there is a need to spend money on marketing communications or it is more profitable to invest in the other elements of the marketing mix. It is true that word of mouth has become very important in tourism as well. It is also important to explore to what extent the uniqueness and (natural or man-made) attractions of a tourist destination improves its promotion, reaching the point where the active involvement of the tourist destination can be avoided. The objectives of the present study: (1) to explore the tourism offer of the James Bond action movies, (2) to explore the relationship between tourism and George Ezra songs, (3) to explore the role of a celebrity in the development of tourism of a small settlement or community.

Key words: *(action) movies, celebrities, marketing communications, tourism, video clips*

JEL Classification: *M31, L83*

I. INTRODUCTION

There is a totally different approach to the marketing communications of services than of products; moreover, the specific characteristics of tourism make the choice of proper communication channels even more difficult. Tourism destinations are considered very special from this point of view. At the same time it has to be mentioned that a tourism product does not have an individual life span, because it is always connected to a destination and therefore the actual destination exerts influence on its lifetime (Kovács, 2004: 72).

According to this opinion tourism destinations have to follow continuously the change of consumer needs, because a satisfied tourist creates brand new communication channels regarding tourism destination, and it is not negligible that these communication channels do not have (or not always) direct cost implications. Among these channels the following can be mentioned: (action) movies, video clips, celebrities.

II. LITERATURE REVIEW

As it is mentioned in the literature, tourist destination or product placement in documentaries (destination PR-films), movies or TV-serials is one of the most important tool of marketing communications, because the success of the film may attract the interest towards the presented tourism destination or product (Kovács, 2004: 134). According to researches, movies hide great possibilities not only on the international level but on domestic tourism level as well (Soliman, 2011: 225). The support of the destination is not always needed regarding the costs of the movies, but it may also happen that a tourism destination becomes the subject of the advertisement without officially paying for it. (Kovács, 2004: 146). The same happened in the case of the movie *The Blue Lagoon*. The original version was filmed in 1949. The desert island was bought by Richard Evanson in 1972, then he carefully created one of the best and most romantic hotel and resort tailored deliberately to the needs of lovers. In 1979 the film was shot here (Kiss, 2006: 77-78). There is no recipe, each communication channel has its own features, and at the same time the categories of techniques within each communication channel have their own peculiarities. These may succeed or fail in

creating/stimulating the attraction of a tourist destination.

Warick Frost (2006: 253) identified through historical movies those patterns which contributed significantly to the development of destinations: (1) visuality is more efficient than the auditive (story based) method to attract interest towards a destination, even if the destination is not an attractive one due to past historical events; (2) historical movies faithfully depict those features which determined the period when the events of the movie take place, therefore the the importance of credibility is valorized in order to create the image of the destinations; (3) historical movies outgrow their local markets; (4) historical movies may strengthen the credibility of an information which comes from a different source referring to the past; (5) „the influence of historic films on tourism may be evolutionary rather than revolutionary”.

According to Kovács (2004:145) a successful action movie is a "true crime tourism" because the action goes across continents presenting different tourism products. However, the movies – as communication channels – have common features : films and TV-shows attract the interest towards certain destinations and they significantly contribute to the image development of the destination at the same time (Iwashita, 2008: 139), and maintain this interest on the long run (Saltik, Cosar and Kozak, 2011: 44); fictional cinema has also got its role in building the international image of a country, it may influence the nomination of a certain country as a tourist destination (Mestre, del Rey and Stanishevski, 2008: 185).

Therefore, the created image by the film industry appears as added value, because it functions as a promotional tool, inducing actions which are closely linked to tourism (Rodríguez Campo, Fraiz Brea and Rodríguez-Toubes Muñz, 2011: 137); and accordingly, films can have a significant influence on travel decisions (Hudson and Brent, 2006: 256). The Alnwick castle known from the *Harry Potter* movies has a lot of visitors, the dreary regions of Tunisia (Sulyok, 2005: 35) as well as the ancient city of Petra in Jordan still profits from the *Star Wars* and *Indiana Jones* movies (http://vilagorokseg.blog.hu/2016/11/19/petra_jordani_a_147). The same goes for the thriller *Da Vinci-code* released in 2006, directed by Ron Howard (Sulyok, 2005: 38). According to Croy (2010: 21) the positive influence of the movies did not only mean the increase of the number of tourists but meeting the destination, integrating it into the public knowledge is also a real success.

It has to be mentioned that even those movies whose content is debatable may contribute to the development of the presented regions as tourist destinations (Shani, Wang, Hudson and Moreno-Gil, 2009: 230). In the movie *The Hangover 2* the director presented the city of Bangkok's not too advantageous side, however, the attractiveness of its nightlife and its

beaches had a positive influence on the country's tourism (http://vilagutazo.blog.hu/2013/03/16/mozifilmek_helyszinei_thaifoldon).

According to Macionis and Sparks (2006: 120-128) in order to reveal stronger connections between movies and concrete actions in tourism the following variables are needed: (1) „film tourism motivation”, (2) „film viewing behaviour”, (3) „general travel behaviour” and (4) demographic profiles”. During their quantitative studies Hudson, Wang and Moreno - Gil (2011: 177) concluded that landscapes presented in movies and cultural attractions which determine the given destinations appear as motivational factors.

There is an interesting form of marketing communications which increases the popularity of the destinations and makes them part of common knowledge without any cost implications. This new communication channel is the video clip. The appearance of different destinations in video clips is not a new phenomenon, despite of the fact that the literature does not mention it.

It is well-know that in case of products or different services celebrities endorse certain brands while advertising them, not necessarily of humanitarian reasons. This process is well-know in tourism as well.

Glover (2009: 16) in order to give a thorough picture about the relationship between celebrities and tourist destinations studied the following: (1) „links between celebrity exposure in different media”, (2) “the fit between destination, celebrity and consumer”, (3) “the celebrity's effect on destination awareness and purchase decisions”. A research done by Lee, Scott and Kim (2008: 809) showed that in Japan celebrities have a positive influence on destinations and their images by visiting them. At the same time including celebrities may trigger a negative reaction in consumers (Zhou and Whitla (2013: 1013).

III. RESEARCH METHODOLOGY

(1). As mentioned before the action movies present a multiple possibility of communication channels in case of destinations. The *James Bond* movies can be considered as true Eldorado, because he is one of the best-known characters in film history and since 1962 he has become the favourite of many generations all around the world.

The *James Bond* movies were analyzed according to certain criterions, which are important factors from the point of view of tourism marketing. The movies were studied from the angle of an everyday person not from the angle of the researcher, because these movies are addressing the everyday people first of all, therefore, the most number of (potential) tourists would come from their group. These factors are the following: (1) countries/cities where the events took place, (2) hotels/clubs/casinos, which constitute one of

the important elements of the tourism products, (3) tourist attractions, sights. Tourist attractions represent the main pillar of the tourist products. Without this element one cannot talk about the complete tourism product.

From the „officially” counted 24 *James Bond* movies the following ones were randomly selected: (<http://delikronika.webnode.hu/news/a-zene-es-zenei-mufajok-vilaga-lorant-saska/>):

- Dr. No (1) - 1962,
- From Russia with Love (2) - 1963,
- The Spy Who Loved Me (3) - 1977,
- For Your Eyes Only (4) - 1981,
- Octopussy (5) - 1983,
- GoldenEye (6)- 1995,
- Tomorrow Never Dies (7) - 1997,
- Die Another Day (8)- 2002,
- Skyfall (9) - 2012,
- Spectre (10)- 2015.

(2) From George Ezra’s songs those ones were selected which titles include a capital’s name: *Budapest, Barcelona, Amsterdam*.

(3) In order to identify the role of a celebrity in the image of a small settlement all the information was processed which was included in the 2007-2015 year guestbook of the watermill in Batanii Mici. In order to reach the objectives there was a need of categorization carried out according to the following factors: (1) type of tourist, (2) country of origin, as well as (3) the named tourist product: more precisely, which element of the complete product had the largest influence on tourists. Therefore, the following variables were categorized: human resources, man-made attractions, gastronomy, or the combination of these.

IV. DATA ANALYSIS AND DISCUSSION

4.1. Presentation of tourism offers by James Bond movies

The following table (Table 1) presents those hotels, clubs and tourist attractions, shown in the movies, which might attract the attention of the audience in order to turn them into tourists.

Table 1. Tourism offers of James Bond movies

Film number	Town	Hotel/Club	Tourist attraction
1.	Jamaica	Liguanea Club	Dunn’s River Falls
		Morgan’s Harbour Hotel	Blue Mountains
		Sans Souci Resort	King’s House (Government House)
			Westminster - palace

2.	London (UK)	Les Ambassadeur’s Club	Big Ben Thames
	Istanbul (Turkey)	Pera Palas Hotel	Hagia Sophia
			Egyptian Bazaar (Spice)
			Topkapi Palace
			Basilica Cistern
	Venice (Italy)		Grand Canal Bridge of Sighs
3.	Italy	Cala de Volpe Hotel	
	Egypt		Gayer-Anderson Museum
			Ibn Tulun Mosque
			Karnaki Temple
			Abu Simbel Temples
			The Great Pyramids of Giza
The Great Sphinx			
4.	Greece		Agia Triada Monastery Achilleion Palace The Meteora Monasteries
	Italy	Miramonti Boutique Hotel	
	London (UK)		Westminster - Palace
			Big Ben Thames
5.	India	Lake Palace Hotel	Monsoon Palace
		Shiv Niwas Palace	Red Fort Taj Mahal
	London (UK)		National Maritime Museum
6.	Monte Carlo (Monaco)	Hôtel de Paris Monte-Carlo	
		Casino de Monte Carlo	
7.	Saint Petersburg(Russia)		Palace Square Hermitage Museum Zoological Museum
	Germany	Hotel Atlantic Kempinski	
	Thailand		Koh-Ping-Gan Island “James Bond” Island
	Italy UK (Oxford)		Oxford University

8.	Cádiz (Spain)	Castillo de Santa Catalina	Casillo de San Sebastián
	Iceland		Jökulsárlón Glacial Lake
			Vatnajökull Glacier
	London (UK)	Reform Club	Buckingham -Palace
Big Ben			
Westminster - Palace			
Thames			
9.	Istanbul (Turkey)		Great Bazaar
			Blue Mosque
			Hagia Sophia
	Shanghai (China)		
	Scotland		Glen Coe region
	London (UK)		National Portrait Gallery
			Tower of London
London Eye (Millennium Wheel)			
10.	Mexico City (Mexico)		Mexico City Cathedral
	Rome (Italy)		Colosseum
			Marcellus Theatre
			Forum Magnum
			Basilica of Saint Paul
			Basilica of Saint Peter
Austria		The Alps	

Source. The movies included in the analysis.

The plot of the analyzed 10 James Bond films take place in 16 countries altogether, including many essential elements from the point of view of tourism. It can be noted that the capital of the UK appears several times (5) which is not surprising if we do not leave out the nationality of the main character. The Westminster Palace, the Thames, the Big Ben are well-known landmarks of the city. Italy occupies the second place according to the frequency of appearance, the third place is taken by Turkey. 10 hotels and 4 casinos/clubs, as well as 46 tourist attractions/sights are presented in these movies which can have an important role in the decision making of visiting the given country/city/region.

4.2. Touristic aspects of George Ezra’s songs

There are many music creations and video clips in which different tourist attractions are shown. Moreover, there are artists who give the name of tourist destinations as title of their songs. George Ezra is one of these, who shares his feelings/thoughts about capitals with the audience. The tourist offer information found in his songs are presented in Table 2.

Table 2 George Ezra’s songs tourism offer

Budapest	This song was first ten top hit in many countries, and went multiple times platinum.
	The Hungarian capital’s name appears in the song’s title and in the lyrics as well.
	George Ezra has never been to Budapest before writing this song.
	Budapest appears as a wonderful dreamlike place in the song. Budapest is the city where he wants to travel to, because he has heard a lot of beautiful things about the city from his friends.
Barcelona	The official video clip of the song was not shot in Budapest, not even in Hungary. The cavalcade of the figurants may symbolize the cultural colourfulness.
	Although Budapest is not visualized in the clip, anyone would travel there motivated by the appraisal sung in the song.
Blind Man in Amsterdam	The singer recalls time spent in Barcelona as a pleasant memory.
	The video clip does not show pictures of the city, but the picture of a landscape covered by an untouched rich mediterranean vegetation.

Source: the songs/video clips included in the analysis.

George Ezra’s video clips prove the fact that word of mouth has an important role in tourism. The opinion of friends, acquaintances strongly influences decisions in tourism. These opinions become valid only if they are turned into personal experience. The video clips analyzed in the study do not contain those elements which could be part of a tourist product. The question arises whether the name of the city is enough to attract attention, interest on the international level towards a country or city? In case of Barcelona it is an interesting peculiarity that George Ezra identifies the city with love, although love is commonly identified with France, as the city of love. From this point of view it can be stated that Barcelona gains a new position as a tourist destination.

4.3. The role of Prince Charles in the tourism of Batanii Mici

Tourists visiting the watermill in Batanii Mici were categorized into the groups of home travelers and foreign tourists in order to catch out the role of a celebrity in the development of tourism of a small region. According to the data of Table 3 foreign tourists outnumbered home travelers visiting the watermill in Batanii Mici.

Table 3 Type of tourists

Home travelers	Foreign tourist
316	1457

Source: 2007-2015 guestbooks

It is fact and reality that most foreign tourists come from Hungary (Table 4), but it is nevertheless eye-catching that the second place is taken by the UK. This is mostly due to the Kálnoky guesthouse in Micsoara, because the owner, Earl Kálnoky is a distant relative to the heir of the English throne, Prince Charles, who often comes to Transylvania and has visited the water mill in Batanii Mici. Influenced by this news many English tourists come to the guesthouse and visit the watermill.

Table 4. Type of tourists and country of origin

Type of tourist Country	Individual tourist	Group tourist
Hungary	628	135
UK/England	369	0
USA	100	0
Germany	27	1
The Netherlands	23	1
Austria	23	0
France	19	1
Canada	15	0
UK/Scotland	13	0

Source: 2007-2015 guestbooks

Based on the previous result the following question arises: are there any differences between the country of origin and those factors which were considered most attractive after visiting the watermill in Batanii Mici. Given the reliability of the data processed in our research it is worth to present the results of each country (Table 5). The category "Miscellaneous" contains those factors which could not be clearly included in any other category presented in the research. This category included factors which were strongly connected to triggering various feelings.

Table 5 Country of origin and ranking of factors which influenced the findings most

	1st place	2 nd place	3 rd place
Hungary	human resource	miscellaneous	man-made factor
UK/England	human resource	miscellaneous	man-made factor
UAE	man-made factor	man-made factor	miscellaneous
Germany	man-made factor	man-made factor	man-made factor + human resource
The Netherlands	miscellaneous	human resource	man-made factor
Australia	miscellaneous	man-made factor	human resource
France	human resource	miscellaneous	man-made factor + human resource
Canada	human resource	man-made factor	miscellaneous
UK/Scotland	man-made factor	man-made factor	natural resources

Source: 2007-2015 guestbooks

As it can be seen from the above Table, human resources occupy the 1st place in case of the following countries: Hungary, UK/England, USA, France and Canada. Human resources ranked 3rd place according to tourists arriving from Australia. Probably they found the experience of visiting the watermill more important than the reception. It can be noticed that tourists arriving from Scotland considered natural resources to rank third, which is a top placement. German tourists were amazed by the precise technical facilities of the watermill. These conclusions may mean that culture plays an important role in the choice of those factors which appear as attractive aspects in a tourist destination/service appraisal.

V. CONCLUSION

It is undeniable that there have been significant changes in marketing communications of tourism: manifold and varied, because new possibilities have appeared, continuously opening new perspectives, setting the relationship between tourism demands and offers in a different dimension. Based on the researches it can be concluded that the success of the films definitely contributes to the positive development of the indicators determining tourism.

One of the most common elements regarding the songs and tourism is nothing else but feelings and emotions. Not only in case of songs it is important to evoke feelings but also in case of tourists, because they mainly purchase experience, solutions and not products/services.

The positive word of mouth is invaluable, because the experience of the artists, their friends, acquaintances may have a strong influence on choosing the country/city/region to appear in the songs, to represent the theme. These countries/cities may appear as potential tourist destinations for the targeted audience.

The visit of Prince Charles in 2009 and his son, Prince Harry, in 2012 at the watermill in Batanii Mici was not without impacts, was not without responses, because as it could be seen UK/England is the second country where most tourists come from to visit the watermill in Batanii Mici. As conclusion, it can be stated that the opinion of people with important status in a country (can) influence the choice of certain tourist destinations.

As it was mentioned before, tourism is a special market and, moreover, it includes possibilities with no cost implications: however, tourist destinations have to possess features which make them distinctive compared to other tourist destinations. These features can refer to the untouched (natural) environment of the settlement, their distinctive cultural values, hospitality, simplicity or even their popularity.

It is debatable what kind of approach marketing communications need in the future. According to our

opinion (no matter how intrusive technology can be in the field of tourism) people still consist the category of those factors which can have great influence on the appraisal or promotion of tourist destinations.

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