

Exploring the link: Movie scene-induced tourism motives in Guangdong Province, China

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Abstract

The study conducted a systematic analysis of the interplay between movie scene-induced tourism motives, destination image in Guangdong Province in China, with the goal of supporting sustainable tourism development. The study concluded that regular tourists to Guangdong's scenic spots were mainly locals, who were mostly male baby boomers and had a high school education and middle income and examined their tourism motives and perceptions of destination image. It also aimed to determine the experience value and test for significant differences and relationships among the variables. Quantitative methods were employed, including descriptive with data collected via surveys. Shapiro-Wilk Test showed that p-values of all variables were less than 0.05 which means that the data set was not normally distributed. Therefore, Mann-Whitney U test for two groups and Kruskal Wallis test for more than two groups were used as part of the non-parametric tests to determine the significant differences. The findings showed that film scenes significantly attracted families and friends to explore Guangdong's scenic spots. The province had a positive destination image and was highly rated in experience value, with leisure experience, return on investment, superior service, and emotional promotion following suit. The study concluded with a tourism program that will enhance movie scene-induced tourism motives in Guangdong Province and recommendations to enhance tourism motives leveraging the influence of film scenes in Guangdong Province, China.

Keywords: destination image, experience values, movie scene-induced tourism motives, tourism in Guangdong province

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1. Introduction

Movie-set tourism essentially blends two forms of leisure and entertainment: film and travel. It allows people to experience the world through the lens of their favorite movies or shows. It is an emerging form of tourism that capitalizes on the popularity and influence of movies to attract tourists to filming locations, thereby increasing the global recognition and number of visitors to the destination (Du et al., 2020; Kolasińska, 2020; Zhou et al., 2023). As a new form of tourism that has emerged in recent years, movie-scene tourism cleverly integrates two forms of leisure and entertainment, namely, film and tourism. Moreover, movie-set tourism goes beyond the visual enjoyment experienced while watching films. It grants tourists the opportunity to step into the scenes themselves, experiencing the culture and environment depicted in the films more deeply (Davids, 2023). The positive impact of "Game of Thrones" on visitor numbers in Croatia and Northern Ireland, as well as on global perception, serves as a prime example. Furthermore, according to the 2017 Global Tourism Destination Analysis Report by the China Tourism Research Institute and Mafengwo Company (Xia, et al., 2022), 30% of Chinese visitors are reportedly influenced by movies, TV programs, and reality shows in their travel decisions.

The surge in interest in film-induced tourism over the past decade has sparked numerous research studies, with the majority focusing on the role of popular movies and TV shows in attracting visitors (Vila et al., 2021). While the impact of movie-set tourism is well-documented, there's a lack of research on how moviegoer participation shapes destination image, particularly regarding the moderating role of cognitive and affective images in the relationship between tourism motivation and destination image (Zeng et al., 2023). However, a research gap exists regarding the moderating effects of cognitive and emotional image on the relationship between movie scene-induced tourism motives and destination image. Additionally, the impact of movie scene-induced tourism motives on tourist experience value (Li, et al. 2023) remains understudied.

Guangdong Province boasts several well-known movie-set tourist attractions. For example, Guangzhou City's Zhujiang New Town Area served as a filming location for both "Transformers: Age of Extinction" and "Out of Inferno." In Jiangmen City, the Kaiping Diaolou and Villages (watchtowers), a renowned hometown for many overseas Chinese, were the main filming location for "Let the Bullets Fly." Taishan City's Mei's Grand Courtyard also appears in the film. Additionally, Liwan Lake Park in Guangzhou City served as one of the iconic sites for "Lion Dance Boy."

A movie showcasing the history and culture of Guangdong Province may spark viewers' curiosity or emotional connection, motivating them to travel to the filming location (Oviedo-García, et al. 2022). Movie buffs might be drawn to this attraction due to the cultural and historical aspects depicted in the film (Florido-Benítez, 2023). Their satisfaction can significantly increase if the location retains its movie charm and offers opportunities to experience local life through cultural activities. Firms can use these variables to enhance their operational status and capabilities (Li, et al., 2023; Jiang, 2024), for example, through marketing strategies that reinforce the connection between movie scenes and destinations and increase visitor appeal (Li, 2023). Focusing on movie-set tourist attractions in Guangdong Province, this study explores how Movie Scene-Induced Tourism Motives within this geographic area. The significance of the study is to provide strategies for the tourism industry to contribute to the sustainable development of the tourism industry by utilizing movie scene-induced tourism motives. The proposed programs to enhance movie scene-induced tourism motives in Guangdong Province.

Objectives of the Study - This research aimed to systematically analyze the movie scene-induced tourism motives in Guangdong Province, providing insights for an enhanced and sustainable tourism program in

Guangdong Province. Specifically, the study described the profile of the respondents in terms of: age, sex, occupation, average disposable monthly income, type of tourists, education level and the frequency of travel; examined movie scene-induced tourism motives in terms of: pull motives and push motives; tested the significant difference on the responses when grouped according to profile variables; proposed a tourism program that will enhance movie scene-induced tourism motives in Guangdong Province.

2. Methods

Research Design - A quantitative-descriptive method and correlation analysis were considered ideal for assessing the interrelationships among movie scene-induced tourism motives in Guangdong Province. The Descriptive methods summarized the data using measures like frequency, percentages, means, and standard deviations.

Participants of the Study - The participants of the study were the tourists who have watched a filmed scenes of the visited tourist destination in Guangdong Province. Those who are 18 years old and above, and willing to be part of this current study were selected as the qualified respondents of the study. The target sample size were determined using the Raosoft sample size calculator, which suggested a sample size of 385 to ensure broad applicability of the findings. This study used the sample size population or number of tourists visited the tourist destination in Guangdong Province, China.

Data Gathering Instrument - For the purpose of data collection, an adapted questionnaire was used in this study. The questionnaire was designed with reference to previous studies in the related areas of tourism motives, such as "A Study on the Interrelations among Movie Scene-Induced Tourism Motives, Destination Images, Experience Values and Tourism Benefits - in the example of Movie "Zone Pro Site" (Ting and Kao, 2020). These questionnaires were appropriately modified and adapted to better suit the specific needs and research environment of this study. The questionnaires were divided into 3 sections, each designed to collect a specific type of information. The first section collects basic information about the respondents such as age, gender and educational background. The second section focuses on the respondents' motives for traveling and asks them about their reasons for visiting the movie set in Guangdong Province.

After the questionnaire was designed, a face-to-face validation meeting was held with the research consultant to ensure that the questionnaire's content was consistent with the research objectives. The experts provided feedback to ensure that the questions in the questionnaire were effective in measuring the travel motives. The syntax of the questionnaire was scrutinized to ensure that all questions were clear and unambiguous. This step was essential to ensure that respondents were able to understand and answer the questions correctly. The questionnaire was also presented to several experts with extensive experience in the field of tourism research, including a PhD in tourism management and an expert in destination marketing. The positions and backgrounds of these experts ensured that they were able to provide valuable insights and suggestions that further enhanced the quality and relevance of the questionnaire.

The questionnaire was thoroughly reviewed by the grammar experts to confirm the validity of all questions. This included checking the formulation, structure and grammar of the questions to ensure that they conformed to high standards of academic research. Prior to formal data collection, a pilot test was conducted which included a small group of the target population, i.e. tourists who had visited the Guangdong Province film set. The results of the pilot test were used to assess the comprehension and operationalization of the questionnaire, as well as to determine if further modifications were needed. After the pilot test, the data were analyzed for reliability and Cronbach alpha values were calculated. The results showed that all sections of the questionnaire had good internal consistency and the Cronbach alpha values were within the accepted range, which indicated that the questionnaire was reliable.

Data Gathering Procedure - Before conducting a questionnaire survey, it is important to obtain approval from the relevant industry authorities. This usually involves submitting a research proposal to the Tourism

Administration or Cultural and Tourism Department stating the purpose, significance, methodology and expected results of the study. After obtaining formal approval, the researcher can legally distribute the questionnaires at tourist attractions or other relevant places to collect the required data. In order to ensure the quality and validity of the data, the questionnaire was distributed by adopting the following methods, designing a concise, clear and relevant questionnaire to ensure the objectivity and accuracy of the questions. Random sampling method was used to ensure the representativeness of the sample. Training was given to the surveyors to ensure that they understood the content of the questionnaire and were able to explain it accurately to the respondents. Pre-test the questionnaire before distribution to check its comprehensibility and operability. Ensure the privacy and security of respondents' information and comply with relevant data protection legislation. How to ensure you get 100% of your target respondents.

Identify a clear target group of respondents, such as tourists who have visited the movie sets in Guangdong Province. Set up survey stations at high-traffic tourist attractions or related events. Provide small gifts or other incentives to encourage tourists to participate in the questionnaire. Use a variety of methods to distribute the questionnaire, such as on-site distribution, emailing, and social media sharing. Use a Google Forms strategy: create a professional online questionnaire and ensure it displays and operates properly on different devices. Widely disseminate the questionnaire link through channels such as email, social media and partner websites. Incorporate logical jumps and answer validation into questionnaires to improve the efficiency and accuracy of user completion. Regularly track questionnaire returns and adjust the communication strategy as needed.

Ethical Considerations - The protection of personal information in China is mainly regulated by laws such as the Network Security Law of the People's Republic of China and the Personal Information Protection Law of the People's Republic of China. The aim of these laws is to strengthen the protection of personal information and prevent the leakage, damage, or loss of personal information. In accordance with the law, any organization or individual must follow the principles of lawfulness, legitimacy and necessity when conducting data processing activities, and shall not collect, use, process or transmit personal information in violation of the law. According to Chinese law, respondents' data privacy is strictly protected. The data collector is required to clearly inform the respondent of the purpose, manner, and scope of the collection of information, and must obtain the respondent's consent. The complete consent or agreement form is mentioned in the questionnaire before the respondent starts answering the questionnaire: A complete consent or agreement form must be provided in the questionnaire before the respondent completes the questionnaire. It should include the purpose of data collection, method of use, safeguards, rights of the respondent and the way to withdraw from the study. This consent form should be presented in a clear and unambiguous manner to ensure that the respondent is able to fully understand its contents.

Data Analysis - The descriptive approach summarized the data using metrics such as frequencies, percentages, means and standard deviations. Frequency and percentage distribution were used to describe the profile of the respondents in terms of age, sex, occupation, average disposable monthly income, and education level. Weighted mean and rank were used to examine the travel motivation based on the movie-scenes in terms of: pull motivation, and push motivation. The result of Shapiro-Wilk Test showed that p-values of all variables were less than 0.05 which means that the data set was not normally distributed. Therefore, Mann-Whitney U test for two groups and Kruskal Wallis test for more than two groups were used as part of the non-parametric tests to determine the significant differences.

3. Results and discussion

The table 1 shows that Baby Boomers (aged 59 and over) with 176 or 45.7 percent as the largest age group of respondents; followed by 43-58 (Generation X) with 76 or 19.7 percent of the total number of respondents. Baby Boomers grew up during a period of significant film production and cultural change. They likely have a strong connection to movies from their youth and may feel a sense of nostalgia when presented with locations or scenes from those films. Many Baby Boomers are now retired or have reached a point in their lives with more

financial security. This allows them the time and resources to travel and pursue leisure activities like movie scene-induced tourism. Also, in terms of time availability, with fewer work commitments, Baby Boomers may have more time to dedicate to travel and in-depth exploration of destinations featured in movies.

Table 1*Distribution of Respondents' Profile*

| Profile Variables | Frequency | Percentage |
|--|-----------|------------|
| Age | | |
| 18 - 26 (Generation Z) | 66 | 17.1 |
| 27 - 42 (Generation Y) | 67 | 17.4 |
| 43 - 58 (Generation X) | 76 | 19.7 |
| 59 and above (Baby Boomers) | 176 | 45.7 |
| Sex | | |
| Male | 212 | 55.1 |
| Female | 173 | 44.9 |
| Average Disposable Monthly Income | | |
| Below 1000 RMB | 13 | 3.4 |
| 1000 - 2000 RMB | 16 | 4.2 |
| 2001 - 3000 RMB | 82 | 21.3 |
| 3001 - 4000 RMB | 68 | 17.7 |
| 4001 - 5000 RMB | 109 | 28.3 |
| Above 5000 RMB | 97 | 25.2 |
| Type of Tourists | | |
| Domestic | 325 | 84.4 |
| International | 60 | 15.6 |
| Education Level | | |
| Elementary school | 33 | 8.6 |
| Junior high school | 50 | 13.0 |
| High school | 155 | 40.3 |
| College | 62 | 16.1 |
| Bachelor Degree | 62 | 16.1 |
| Postgraduate Degree | 23 | 6.0 |
| Frequency of Travel | | |
| Once a year | 138 | 35.8 |
| Twice a year | 103 | 26.8 |
| Three times or more a year | 144 | 37.4 |

In contrast, Generation Z (18-26 years old) had the lowest level of participation, which may be due to younger people's lower interest in such surveys or their lesser exposure to such surveys due to their lifestyles and social media habits. Existing literature, such as the Pew Research Center's study (2019) which often explores differences in the characteristics and behaviors of different generational groups, can be used as a reference.

In terms of gender distribution, there were slightly more female than male respondents. This distribution may be related to the tendency of gender towards participation in social surveys in a particular socio-cultural context. However, this difference is not significant, suggesting that gender may have a relatively limited influence in participation in such surveys. The distribution of income shows that the group with an average monthly disposable income of RMB 4001-5000 is the largest, which may reflect the economic level of the survey respondents' region and the size of the middle-income group. The smallest group is below RMB 1,000, which may be due to the lower participation of the very low-income group or the relatively small size of this group. According to the National Bureau of Statistics, China's middle-income group is expanding, which is consistent with our findings.

There are far more domestic tourists than international tourists, which may be related to the geographic location of the survey, tourism policies, and the accessibility of international travel. The convenience and affordability of domestic travel may be the main factors driving more people to choose domestic travel.

Corresponding literature, such as reports from the National Tourism Administration, often provide analyses of the dynamics and trends in the domestic and international tourism markets. The highest percentage of respondents had a high school education, which may reflect the high number of people with this level of education in the overall population. Respondents with postgraduate education were the least represented, which is consistent with the small proportion of postgraduate qualifications in the overall population. Education statistics can usually be found in reports from the Ministry of Education or related agencies to see how different levels of education are distributed among the population. The highest frequency of travelling is in the group that travels three or more times a year, which may indicate that a certain percentage of the population has a high level of enthusiasm and financial means for travelling. The relatively lowest proportion travelled twice a year, which may be related to personal preference, time and financial conditions. Research reports and market analyses of the travel industry can provide additional insights into travel frequency and travel consumption behavior.

Table 2

Travel Motivation based from the Movie-scenes in terms of Pull Motivation

| Indicators | WM | VI | Rank |
|--|------|-------|------|
| 1. I want to explore the novelty of Guangdong from the movie-scene. | 3.85 | Agree | 1.5 |
| 2. I want to experience the place where the movie scene was filmed. | 3.85 | Agree | 1.5 |
| 3. I want to visit Guangdong because it gives me sense of familiarity based from the movie-scenes I have watched. | 3.75 | Agree | 4 |
| 4. I want to enjoy the beauty of nature as watched from the movie -scenes filmed. | 3.74 | Agree | 5 |
| 5. I want to visit Guangdong because its cultural and historical relics as I watched from the movie-scenes filmed. | 3.81 | Agree | 3 |
| Composite Mean | 3.80 | Agree | |

Legend:4.50-5.00=Strongly Agree;3.50-4.49=Agree;2.50-3.49=Moderately Agree;1.50-2.49=Disagree;1.00-1.49=Strongly Disagree

Table 2 presents the travel motivation based on the Movie-scenes in terms of pull motivation verbal agreement of agree. It can be observed that participants' attitudes towards film-scene-driven travel motivation from these metrics. "I want to explore the novelty of Guangdong from the movie-scene" and "I want to experience the place where the movie scene was filmed", both these motives received a rating of 3.85 and jointly ranked in the first place. This suggests that many people were attracted by the novelty and unknown shown in the film and wanted to experience the place where the film was filmed for themselves. This motivation reflects a strong desire to experience and explore, with participants wanting to translate the fictional experience of a film into a real-life, hands-on experience. Jin and Hu (2022) mentioned in the literature that film and media can have a significant impact on the attractiveness of a tourist destination, I want to visit Guangdong because I want to visit Guangdong because it gives me sense of familiarity based on the movie-scenes I have watched. "I want to enjoy the beauty of nature as watched from the movie-scenes filmed", both of which ranked fifth with 3.74 ratings. Although enjoying the beauty of nature in films is also a common motivation, it was rated slightly lower compared to exploring the novelty and experiencing the locations where it was filmed. This may be since while natural beauty is appealing, it may not be as explicitly attractive as specific cultural elements or filming locations in a film set.

According to Hai et al. (2022), specific scenes in films have a direct impact on cultural and historical interest in tourist destinations. Whilst enjoying the natural beauty of a movie is a widespread motivation, it is slightly lower than the desire to explore and experience the locations where the film was shot. This may be because specific scenes in this movie can more directly stimulate tourists' interest in a destination, especially when it comes to cultural and historical aspects, and this effect is more pronounced compared to natural beauty. Therefore, although natural beauty is presented as attractive in films, tourists are more likely to be attracted by

specific cultural elements or filming locations in films, which fits with the results of this study. Studies have shown that films and TV programmes have a significant impact on people's choice of travel destination (Sara et al., 2022), (Khan et al., 2022). This impact is known as "film influence". This influence is known as "cinema tourism", in which tourist destinations become attractive through their presentation in films, a study (Noelia et al., 2021) highlights that films provide a way to experience and understand culture and history through storytelling, which has a significant impact on the attractiveness of tourist destinations.

Table 3

Travel Motivation based from the Movie-scenes in terms of Push Motivation

| Indicators | WM | VI | Rank |
|---|-------------|--------------|------|
| 1. It seems Guangdong is a nice place to relax and rest based from the movie-scene I watched. | 3.74 | Agree | 2.5 |
| 2. Guangdong has a natural beauty as shown in the movie. | 3.72 | Agree | 4 |
| 3. Guangdong has comfortable climate as seen from the movie. | 3.74 | Agree | 2.5 |
| 4. As mentioned in the movie, Guangdong is a safe place to travel. | 3.71 | Agree | 5 |
| 5. The movie-scenes attract my family and friends to travel in Guangdong together with me. | 3.77 | Agree | 1 |
| Composite Mean | 3.74 | Agree | |

Legend: 4.50-5.00=Strongly Agree; 3.50-4.49=Agree; 2.50-3.49=Moderately Agree; 1.50-2.49=Disagree; 1.00-1.49=Strongly Disagree

Table 3 presents the travel motivation based on the movie-scenes in terms of push motivation with the composite mean of 3.74 verbally interpreted agree. The results show the influence of driving motives based on film scenes on travel decisions. These motives explain why people choose to travel to Guangdong because of the portrayal in the film. Each item in the table is analyzed below, along with a special focus on the highest and lowest rated items: The safety of Guangdong mentioned in the film may be attractive to travelers who are concerned about safety issues. The movie-scenes attract my family and friends to travel in Guangdong together with me, (3.77): this motivation scored the highest, suggesting that movie scenes are socially appealing to travelers who want to share the experiences they see in the movies with their family and friends. Zhao et al. (2023) noted that films and TV series can have an impact on the viewer's image of a destination and may stimulate tourism motivation. As mentioned in the movie, Guangdong is a safe place to travel (3.71). Safety is an important consideration when choosing a travel destination. These motives and analyses above suggest that scenes and descriptions in films can create an image of a destination in the minds of viewers and stimulate their interest in travelling. Films not only show the beautiful scenery and comfortable climate of a destination, but also emphasizes the importance of safety and social experiences, which are factors that people would consider when choosing a tourist destination.

Table 4

Difference of Responses on Travel Motivation based from the Movie- scenes When Grouped According to Profile

| Profile Variables | U/H | p-value | Interpretation |
|-------------------|-----------|---------|-----------------|
| Age | | | |
| Pull Motivation | 1.292 | 0.731 | Not Significant |
| Push Motivation | 2.644 | 0.450 | Not Significant |
| Sex | | | |
| Pull Motivation | 17516.000 | 0.445 | Not Significant |
| Push Motivation | 17940.000 | 0.712 | Not Significant |

| Average Disposable Monthly Income | | | |
|-----------------------------------|----------|-------|-----------------|
| Pull Motivation | 3.506 | 0.622 | Not Significant |
| Push Motivation | 9.694 | 0.084 | Not Significant |
| Type of Tourists | | | |
| Pull Motivation | 9465.500 | 0.717 | Not Significant |
| Push Motivation | 7959.000 | 0.023 | Significant |
| Education Level | | | |
| Pull Motivation | 1.744 | 0.883 | Not Significant |
| Push Motivation | 5.589 | 0.348 | Not Significant |
| Frequency of Travel | | | |
| Pull Motivation | 2.010 | 0.366 | Not Significant |
| Push Motivation | 1.816 | 0.403 | Not Significant |

Significant at p-value < 0.05

There was a statistically significant difference of responses on push motivation when grouped according to type of tourists because the obtained p-value was less than 0.05. It shows that there was a significant difference of responses between domestic and international where the international tourists have higher assessment on push motivation. The analyses in Table 4 provide valuable insights for the tourism industry, especially for destinations that wish to utilize film scenes as an attraction for tourists. By gaining a deeper understanding of the impact of different tourist characteristics such as age, gender, and income on travel motivation, destinations can more accurately target their markets and develop more effective marketing strategies. The following is an extended and in-depth discussion of the analyses of each characteristic variable.

Age's non-significant difference in travel motivation implies that film-set based tourism products may be attractive to tourists of all ages. Therefore, marketing strategies could take a broader approach than targeting only specific age groups. This also suggests the universal appeal of cinema as a cultural element across all ages. The non-significant effect of Sex on motivation to travel further emphasizes the universal appeal of cinematic tourism products. Pablo et al. (2023) mentioned that marketers do not need to overemphasize gender-specific marketing strategies but should focus on how to attract tourists of all backgrounds through the universal appeal of films. Average Disposable Monthly Income, which despite driving motivation p-values close to the significant level, has an overall insignificant effect of income on travel motivation.

This suggests that international tourists may be more likely to be attracted to the cultural elements and emotional stories in the film, possibly because the film offers them a way to explore and experience different cultures. Therefore, marketing strategies targeting international tourists should place more emphasis on the cultural and emotional elements in film scenes and how these elements can provide tourists with a unique travel experience. The non-significant effects of Education Level and Frequency of Travel, two characteristic variables, on motivation to travel suggest that the appeal of film tourism cuts across different educational backgrounds and travelling habits. Lao et al. (2023) highlighted the universal appeal of film as a cultural product and its potential to stimulate travel desires to explore the locations of film sets.

Overall, this analysis reveals the universality of film scenes as a tourist attraction and their potential to cut across different tourist profiles. It provides important market insights for destinations to better understand tourists' motivations for travelling and develop effective market positioning and marketing strategies accordingly. By pinpointing their target markets and designing tourism products that meet the needs of different tourists, tourism operators can more effectively attract tourists and enhance their travelling experience, thereby standing out in the highly competitive tourism market.

Table 5

Proposed Programs to Enhance Movie Scene-Induced Tourism Motives, Destination Image, and Experience Value in Guangdong Province

| Motive Category | Specific Motive | Proposed Program | Expected Outcome |
|-------------------------------------|---|---|---|
| Movie scene-induced tourism motives | | | |
| Pull Motives | * Enjoy the beauty of nature as seen in movie scenes. | * Themed Tours and Activities showed in the movie scenes * Cater tours to specific movie themes or genres (e.g., historical dramas, romantic comedies, action films). * Organize special events or festivals celebrating iconic movies filmed in Guangdong. | * Create a sense of connection and excitement about visiting filming locations. * Offer engaging and memorable experiences that fulfill pre-visit expectations. |
| Push Motives | * Perception of Guangdong as welcoming and friendly. * Easy access and familiarity for local tourists. | * Attract diverse tourist segments that would feel them safe as they travel around Guangdong Province * Provide training and resources for staff at tourist information centers to ensure they are knowledgeable about movie locations and can effectively guide movie-inspired tourists | * Enhance Guangdong's overall image as a desirable tourist destination. * Increase international and domestic tourist arrivals. * Create a positive word-of-mouth effect and encourage repeat visits. |

4. Conclusions and recommendations

Based on the results, most tourists visiting the scenic spots in Guangdong Province three times or more a year are local to the province. These frequent visitors tend to be male (Baby Boomers) with a high school education and a mid-range income earning 4001-5001 RMB. This implies that the destination is attractive among local baby boomers. The scenic spots might hold sentimental value or childhood memories for them. It offers easy access and familiarity, reducing travel costs and planning complexities compared to far-off destinations. In terms of travel motivation, the movie-scenes attract many families and friends to travel in Guangdong and through movie-scenes many tourists wanted to explore and experience the scenic spots. Movies offer stunning visuals of landscapes, landmarks, and scenery. Based on the results of the study there is a significant difference on the type of tourist, specifically on the push motivation that the movie-scenes attract the families and friends to travel in Guangdong province. For families and friends, movie scenes might act as a catalyst for a shared travel experience. The movie creates a common reference point that everyone enjoys, making a trip to the filming locations a way to bond and create lasting memories together.

On the other hand, the study suggests a significant difference between the motivations of those who travel with you due to movie scenes (push motivation) and potentially the motivations of other tourists visiting Guangdong. This implies that movie scenes might not be the main driver for everyone visiting the province. There could be other factors at play, like Guangdong Province itself might be attractive due to its natural beauty, cultural richness, or vibrant cities, attracting tourists even if they haven't seen movies filmed there. Also, Other tourists might be motivated by specific interests like historical sites, local cuisine, or outdoor activities, which might not be directly related to movies. The researcher can propose a tourism program that will enhance movie

scene-induced tourism motives. The study able to provide several recommendations, there could be a collaboration among the government, tourism department and other tourism sectors to understand the tourist profile of Guangdong Province can tailor its strategies to better cater to their needs and preferences. This could involve: Marketing campaigns targeted towards local Baby Boomers, developing senior-friendly facilities and activities at scenic spots, and offering special packages or discounts for frequent visitors.

Guangdong Province can continue to leverage film tourism to enhance its overall destination image and attract a wider range of visitors. The tourism sectors of Guangdong Province can cater to the significant difference in tourist motivations and leverage its strengths to attract a wider range of visitors, while still capitalizing on the power of movie scenes to create a strong pull for families and friends travelling together.

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