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

Journal:	<i>Tourism and Hospitality Research</i>
Manuscript ID	THR-19-0063.R1
Manuscript Type:	Original Manuscript
Keywords:	Movie induced, Motivation, Tourism, Emiratis, Indian expatriates, gender
Abstract:	<p>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.</p>



# 1 Underlying motivating factors for movie-induced tourism among Emiratis 2 and Indian expatriates in the United Arab Emirates

## 4 Abstract

5 This study explores the underlying motivating factors of Emiratis and Indian expatriates to visit  
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.

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

## 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,

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2  
3 25 p. 387). It has also been found that movie-based tourism can be a significant economic stimulus  
4  
5 26 for a destination (Hudson, 2011). Destination marketing organisations (DMOs) are eager to  
6  
7 27 attract movie production and promotion units to shoot on location to help promote their  
8  
9 28 destinations (Hudson, Wang, and Gil, 2006). Despite several attempts, there is little consensus  
10  
11 29 on what actually motivates movie audiences to visit movie destinations. Some have found that  
12  
13 30 the fact that a particular movie was filmed in a place is the main motivation for most tourists  
14  
15 31 who visit the destination (e.g., Connell, 2012), while other scholars (e.g., Croy and Heitmann,  
16  
17 32 2011) state that movies are only a secondary attraction (Rittichainuwat and Rattanaphinanchai,  
18  
19 33 2015). This lack of consensus may be explained by investigations that were conducted in  
20  
21 34 different regions or countries with dissimilar cultural contexts (Hudson, Wang, and Gil, 2011;  
22  
23 35 Kim and Wang, 2012) and different targeted demographic groups, for example, college  
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25 36 students versus working professionals (e.g., Oviedo-García et al., 2014; Rittichainuwat and  
26  
27 37 Rattanaphinanchai, 2015).

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33 38 Most studies to date have investigated movie-induced tourism in a Western or Asian  
34  
35 39 setting and context (e.g., Hudson et al., 2011; Kim and Wang, 2012; Oviedo-García et al.,  
36  
37 40 2014) with limited to no investigation in emerging markets like the Middle East region, the  
38  
39 41 latter in particular that has not only a culturally diverse population but also an expanding  
40  
41 42 outbound tourism market (TradeArabia.com, 2016). Also, movies are a popular form of  
42  
43 43 entertainment. Moreover, Kim and O'Connor (2011) noted that there is still a lack of cross-  
44  
45 44 cultural comparative studies examining the influence of movies in inducing tourism between  
46  
47 45 different nationalities. While no figures are available, it is worth noting that the Gulf  
48  
49 46 Cooperation Countries (GCC), in particular the UAE's tourism industry, is working hard to  
50  
51 47 lure tourists after hosting the filming of Indian Bollywood movies, such as *Bang Bang* and  
52  
53 48 *Happy New Year*, as well as Hollywood movies like *Star Wars VII*, *Mission Impossible*, and  
54  
55 49 *Furious 7* (Emirates 24/7, 2014; Tamimi, 2015).

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3 50 Based on the aforementioned concerns, the aims of this study are twofold. From a  
4  
5 51 theoretical perspective, it first explores the underlying factors that influence the motivation to  
6  
7 52 visit movie-induced destinations. Second, it seeks to identify commonalities and differences  
8  
9 53 among the underlying factors that influence motivations to visit movie locations between the  
10  
11 54 Emirati and Indian expatriate populations in the UAE. Finally, it seeks to identify the influence  
12  
13 55 of gender on the underlying motivating factors to visit movie destinations for both Emiratis  
14  
15 56 and Indian expatriates living in the UAE.

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19 57 From a practical perspective, understanding the commonalities and differences in the  
20  
21 58 underlying factors of movie tourism is beneficial to tourism researchers, practitioners, and  
22  
23 59 DMOs. Ozdemir and Yolal (2017) suggest that national cultures directly influence tourism;  
24  
25 60 therefore, an examination of the dissimilarities between Emiratis and Indians can help in  
26  
27 61 market segmentation and product- or destination-placement decisions. It is also important to  
28  
29 62 note that no previous studies have compared different cultures within a multicultural setting.  
30  
31 63 Therefore, the contribution of this study is unique and significant.

## 32 33 34 35 36 64 **2 Literature Review**

37  
38 65 Within the movie-induced tourism context, studies have investigated the relationships of a  
39  
40 66 variety of underlying motivating factors of a movie that create the motivation or intention to  
41  
42 67 visit a movie location (e.g. Chang, 2016). A well-established, simple, and intuitive theory for  
43  
44 68 examining motivations is the push–pull theory (Dann 1977, 1981; Crompton, 1979). Push  
45  
46 69 factors are internal; they ‘push’ or encourage people to take a holiday. Conversely, pull factors  
47  
48 70 are external and linked to the destination, working to ‘pull’ or attract. Further, based on the  
49  
50 71 tourism motivational model of Goossens (2000), a study by Wong, Law, and Zhao (2018)  
51  
52 72 suggests that push motivations (e.g., the need for novelty, fantasy, personal connection, or  
53  
54 73 involvement) and pull motivations (e.g., movie scenes or actors) can trigger certain hedonic  
55  
56 74 responses and behaviours. Examples are eating at a specific restaurant previously seen in a

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3 75 movie or travelling to specific destinations to imitate or feel like a favourite movie star at that  
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5 76 location (Josiam et al., 2015). Such hedonic consumption arouses emotions, provokes physical  
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7 77 reactions, and recalls memories and fantasies (Lacher and Mizerski,1994) seen in the movie.  
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10 78 Many studies have addressed and extracted various underlying push and pull factors of  
11  
12 79 movie-induced tourism (e.g., Oviedo-García et al., 2014; Rittichainuwat and  
13  
14 80 Rattanaphinanchai, 2015). For example, Oviedo-García et al. (2014) identified five factors:  
15  
16 81 experiencing movie locations, fantasy, novelty, touring the film scenes, and personal movie–  
17  
18 82 location connection. Suni and Komppula (2012) created a four-factor model using control,  
19  
20 83 novelty, relaxation, and nostalgia, while Macionis (2004) proposed the idea of the 3P pull  
21  
22 84 factors: place, performance, and personality.  
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26 85 While there are a multitude of factors that explain movie-induced tourism, some  
27  
28 86 complement each other while others either overlap or are essentially the same. Further, there  
29  
30 87 is a lack of consistency in naming conventions that renders it difficult for researchers to build  
31  
32 88 upon previous studies. For example, novelty is also called fantasy, while escape can be  
33  
34 89 interpreted as relaxation. Also, focusing on only the main factors is preferable to considering  
35  
36 90 too many factors that may be unimportant (Suni and Komppula, 2012). Therefore, this study  
37  
38 91 uses only the most important factors: novelty, fantasy, personal connection, prestige, and movie  
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40 92 location.  
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44 93 Novelty is linked to experiencing something new and unique, (Suni and Komppula,  
45  
46 94 2012), escaping the ordinary (Siri, Kennon, Josiam, and Spears, 2012), or visiting a recent  
47  
48 95 movie's location (Oviedo-García's et al., 2014). Macionis and Sparks (2009) found novelty to  
49  
50 96 be a strong motivating factor for Australian tourists to visit a movie location. For Indian  
51  
52 97 tourists, Tagliabue (2010) found that they experienced novelty (as fantasy) through pleasure  
53  
54 98 derived from the visit, posing for snapshots, having fun while being entertained, or feeling like  
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56 99 they were either part of the movie or actually acting in it (Kim, 2012). The fantasy motivation  
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3 100 can be described as reliving and immersing oneself in the movie's plot and characters (Chang,  
4  
5 101 2016) between the imagined and real cultures derived from the setting (Carl, Kindon, and  
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7 102 Smith, 2007). In a study by Josiam et al. (2014), fantasy motivations pushed Indian movie  
8  
9 103 aficionados to locations in Spain, France, Dubai, and Switzerland. [Fantasy fulfils the intangible](#)  
10  
11 104 [nostalgic experiences created by certain aspects of a movie. It also relates to a sense of](#)  
12  
13 105 [personalization, such as travelling to a movie location to relive the original viewing \(Macionis](#)  
14  
15 106 [and Sparks, 2009\), to experience déjà vu \(Pan and Tsang, 2014\), or to pretend to play a role in](#)  
16  
17 107 [the movie as one of its actors \(Kim, 2012; Macionis and Sparks, 2009\). Personal connection](#)  
18  
19 108 with a movie creates an emotional bond and attachment to a place (Kim and Kim, 2018a),  
20  
21 109 thereby becoming a symbolic experience by reliving moments in the movie or following the  
22  
23 110 footsteps of a favourite character (Chang, 2016). [Moreover, visiting a movie location enhances](#)  
24  
25 111 [a personal connection with the movie. For example, Tagliabue \(2010\) found that being at the](#)  
26  
27 112 [movie location provides an opportunity to re-enact scenes and imitate a favourite Bollywood](#)  
28  
29 113 [star by literally acting out one's fantasies.](#) The prestige motive relates to the inherent status  
30  
31 114 symbol of being photographed in the renowned filmed locations and with the publicity posters  
32  
33 115 of favourite characters from the movie, the scenes, the landscape (Beeton, 2016), the cultural  
34  
35 116 and historical attractions, and the people (Pan and Tsang, 2014).

36  
37 117 While these studies support the notion that movies motivate people to visit movie  
38  
39 118 locations, it is unlikely that these motivations are homogeneous among viewers from different  
40  
41 119 cultural backgrounds. The role of culture in influencing how viewers respond to a movie and  
42  
43 120 the motivation to visit the destination depicted in the movie is still limited (Hudson et al., 2011).  
44  
45 121 Therefore, a clear gap exists regarding the underlying factors that influence motivations to visit  
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47 122 movie locations between different cultures.

48  
49 123 Regarding the research context, the United Arab Emirates (UAE) is a multicultural and  
50  
51 124 multi-ethnic country that hosts expatriates (foreign residents) from more than 200 countries  
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3 125 (Hills and Atkins, 2013). Its population is approximately 9.45 million. Of this, the Indian  
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5 126 expatriate population is the largest demographic group at 28%. It is estimated that they account  
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7 127 for 3.3 million of the UAE population, making them the largest Indian community in the world  
8  
9 128 outside India (Dhal, 2019). The local nationals (called Emiratis) are the third-most populous  
10  
11 129 group, comprising 11% of the total population (Abu Dhabi2, 2016). In general, the Emirati  
12  
13 130 society is wealthy. Proceeds of the oil industry have enriched them with high salaries and  
14  
15 131 pensions, free education, and free universal healthcare. For Emiratis, their identity and its  
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17 132 public portrayal must display their wealth and status (Bristol-Rhys, 2016). Indian expatriates  
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19 133 in the UAE also tend to indulge in extravagant behaviour (Kader, 2013), and they are among  
20  
21 134 the top-spending nationalities in leisure travel abroad (Maceda, 2013). In terms of overseas  
22  
23 135 holidays, the UAE population is generally among the world's biggest spenders. They spend an  
24  
25 136 average of US\$3,430 per trip and are expected to take approximately 5.4 trips over the next  
26  
27 137 two years. This is significantly higher than the global average (Maceda, 2018).

32  
33 138 A few studies have investigated the travel motivations of UAE tourists. For example,  
34  
35 139 Michael et al. (2011) found that reinforcement of kinship and social interaction were most  
36  
37 140 important for UAE tourists visiting Australia. Prayag and Hosany's (2014) study of potential  
38  
39 141 young outbound travellers from the UAE revealed that the motives to travel to Paris, generally  
40  
41 142 perceived as a luxury destination, were socialization with family and friends, shopping,  
42  
43 143 novelty, and prestige. Further, Michael, Wein, and Reisinger's (2017) investigation of Emiratis  
44  
45 144 travelling to Australia found that escape was a major motivator. This desire to escape was  
46  
47 145 directly linked to Emirati culture, one characterised as close-knit, conservative, and collective.  
48  
49 146 Emirati tourists felt that Australia (an individualistic culture) offered relaxation because they  
50  
51 147 felt liberated to participate in activities and disparaged at home, such as drinking alcohol or  
52  
53 148 wearing Western clothes, among other activities. A study of Indian expatriates in the UAE by  
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55 149 Joghee and Dubey (2018) revealed that quality, brand, and price were important factors in their  
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3 150 selection of products and services. Kader (2013) further posited that these expatriates tend to  
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5 151 indulge in extravagant behaviour.

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7  
8 152 Since the context of this research is movie-induced tourism, it is important to note that  
9  
10 153 movies are held in high regard among Emiratis and Indians. This is demonstrated by the warm  
11  
12 154 and welcoming receptions given to the movie fraternities from Hollywood and Bollywood  
13  
14 155 when they spend extended periods filming in the UAE while making blockbusters like *Furious*  
15  
16 156 *7*, *Mission Impossible: Ghost Protocol*, *Star Wars Episode VII*, *Star Trek Beyond*, and *Happy*  
17  
18 157 *New Year*. The UAE economy benefits from movies being filmed in the country; for example,  
19  
20 158 the Bollywood blockbuster *Happy New Year* brought approximately US\$5 million to the UAE  
21  
22 159 (Hamid, 2013). With movies and TV shows showcasing famous and globally recognised tourist  
23  
24 160 landmarks (e.g., Burj Khalifa, Burj Al Arab, and Atlantis Hotel) combined with the opening of  
25  
26 161 movie theme parks like Dubai Parks and Resorts and Warner Brothers World Abu Dhabi, the  
27  
28 162 number of visitors has increased substantially (Newbould, 2015). Therefore, the UAE is ideal  
29  
30 163 for undertaking research to analyse movie-induced tourism from a multicultural perspective.  
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### 36 164 **3 Research Methodology**

37  
38 165 A total of 22 important *items* of movie-induced tourism that appeared consistently across  
39  
40 166 multiple studies were identified. They were then organized in the form of a survey  
41  
42 167 questionnaire. A five-point Likert scale—similar to those used in previous tourism studies,  
43  
44 168 including Macionis (2004) and Macionis and Sparks (2009)—was used to capture the  
45  
46 169 perceptions of respondents, ranging from 1 (Strongly disagree) to 5 (Strongly agree). As the  
47  
48 170 developed survey instrument was not previously tested and validated collectively, adequate  
49  
50 171 measures such as pre-testing and pilot testing were undertaken to ensure the survey instrument  
51  
52 172 was accurate for what it was intended to measure and to ensure that the questions were not  
53  
54 173 misread or written in ways that might encourage a particular answer. A non-probability  
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56 174 convenience sampling technique was employed, wherein personal networks (friends, family,  
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3 175 social media contacts, and professional contact groups like LinkedIn) were utilized. Using this  
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5 176 piloted survey instrument, a countrywide survey targeting the Emirati and Indian expatriate  
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7 177 populations was conducted over a period of three months. The survey was administered via  
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9 178 email using Qualtrics, a web-based survey system, and it was sent to more than 600 potential  
10  
11 179 respondents, including university students and working professionals in the 18–35 age group.  
12  
13 180 This age group was selected because the majority of outbound travellers from UAE to tourist  
14  
15 181 destinations comprise that category. They also tend to be higher spenders who prefer longer  
16  
17 182 trips (Hospitalitynet, 2015). The Indian expatriates work primarily in professions like  
18  
19 183 information technology, engineering, medicine, chartered accountancy, or self-owned  
20  
21 184 businesses (Dhal, 2019). Conversely, Emiratis tend to work in government and public sector  
22  
23 185 jobs or are self-employed. In the last few years, the government has launched many initiatives  
24  
25 186 to train Emiratis to become highly skilled professionals while promoting entrepreneurship and  
26  
27 187 employment in the private sector and labour market (Staff Reporter, 2019).

28  
29 188 A total of 324 responses were received, of which 56 responses were discarded as the  
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31 189 respondents answered ‘No’ to the pre-qualifying question: ‘Have you ever specifically  
32  
33 190 travelled to a place because it was featured in a movie?’ This question helped focus the study  
34  
35 191 on ‘specific movie tourists’ while excluding ‘serendipitous movie tourists’ or ‘general movie  
36  
37 192 tourists’ because the latter two could create bias in the findings, as highlighted by previous  
38  
39 193 authors (e.g. Gjorgievski and Trpkova, 2012; Macionis and Sparks, 2009). An additional 18  
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41 194 responses were removed because of incomplete responses, thus leaving 250 valid responses for  
42  
43 195 the data analysis. Table 1 shows the demographic details of the participants, including  
44  
45 196 nationality, gender, movies watched in the last three months, and the number of holidays taken  
46  
47 197 in the past two years. As seen in the table, based on convenience sampling, the responses related  
48  
49 198 to gender for Emiratis were skewed toward female participants. A positively skewed  
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51 199 distribution toward females is not surprising. Evidence reveals that more Middle Eastern  
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3 200 female millennials are exploring the world (EyeForTravel, 2018). Further, 70 per cent of  
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5 201 Emirati women attend university, and they account for 95 per cent of literate Emiratis. The  
6  
7 202 UAE was the first country in the region to mandate that all government organizations must  
8  
9 203 include female board members (Hinai, 2019).  
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12 204

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16  
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18 206 Insert Table 1  
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21

## 22 208 **4 Analysis and Findings**

23  
24 209 Before proceeding with the analysis, a test for non-response bias was conducted. The t-test  
25  
26 210 results for early and late respondents yielded no statistically significant differences at  $p < 0.05$   
27  
28 211 level, thereby suggesting that non-response bias was not a problem in this study (Armstrong  
29  
30 212 and Overton, 1977).  
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33  
34 213 In the analysis, a first exploratory factor analysis (EFA) was conducted to reveal the  
35  
36 214 underlying dimensions of movie-induced tourism for both Indian expatriates and Emiratis. The  
37  
38 215 next phase of the analysis was to identify the similarities and differences in the individual items  
39  
40 216 of movie-induced tourism. One-way analyses of variance (ANOVA) were used to statistically  
41  
42 217 test for any differences in the individual items. An additional ANOVA analysis was also  
43  
44 218 conducted to test for any significant differences in the underlying items between male and  
45  
46 219 female respondents for both Emiratis and Indian expatriates.  
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49

### 50 220 **4.1 Exploratory factor analysis (EFA)**

51  
52 221 The Kaiser–Meyer–Olkin measures of sampling adequacy (KMO) for both Indian expatriates  
53  
54 222 (0.76) and Emiratis (0.88) were well above 0.70, thus indicating that factor analysis will yield  
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56 223 distinctive and reliable factors (Kaiser, 1974). Further, Bartlett's test of sphericity, which  
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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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3 249 for Indian *expatriates* and 3 factors for Emiratis were well above the benchmark value of 0.70  
4  
5 250 for an exploratory study (Nunnally and Bernstein, 1994), thus demonstrating strong reliability  
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7 251 of these factors. However, the unconstrained 5-factor and 3-factor EFA models show that the  
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9 252 underlying factor structure differed across cultures.

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11  
12 253 Novelty accounted for 19.71% of the explained variance for Indian *expatriates* and  
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14 254 29.27% for Emiratis. This was the strongest common motivator for both groups. Six items were  
15  
16 255 common to both groups, including: *'to have fun and feel entertained'*; *'to experience something*  
17  
18 256 *novel and new'*; *'to have a unique experience'*; *'to escape from the ordinary'*; *'to see the*  
19  
20 257 *scenery and landscape in real life'*; and *'to add something special to my holiday'*. The item *'to*  
21  
22 258 *enjoy the glory of being there'* appeared as a novelty item for Emiratis but emerged as a prestige  
23  
24 259 factor for Indian *expatriates*. This item likewise appeared in Macionis and Sparks (2009) study  
25  
26 260 as a prestige factor.

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31 261 The fantasy-driven factor accounted for 18.62% of the explained variance for Indian  
32  
33 262 *expatriates* and 25.81% for Emiratis. The common four items for both groups included *'to*  
34  
35 263 *fantasize I was in the movie'*; *'to feel close to a favourite actor'*; *'I was an actor in the movie'*;  
36  
37 264 and *'to feel the romance and nostalgia of the movie'*. The item *'to re-live the scenes from the*  
38  
39 265 *movie'* also emerged as a fantasy-driven factor for Indian *expatriates*, but it appeared within  
40  
41 266 the overlapping factor of personal connection with movie location for Emiratis. In Macionis's  
42  
43 267 (2007) study, this item appeared under personal connection. Additionally, two more items  
44  
45 268 appeared for Emiratis within the fantasy-driven factor. The first item included *'to see behind*  
46  
47 269 *the scenes of the movie'*, a finding that was similar to Oviedo-Garcia et al. (2014). This factor  
48  
49 270 appeared under the movie location motivation factor for Indian *expatriates*. The second item,  
50  
51 271 *'to go to a famous place my friends haven't been to'*, appeared for Indian *expatriates* as a  
52  
53 272 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 *'to 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

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3 298 between the two nationalities. However, novelty (based on the variance explained) was the  
4  
5 299 most important factor for both nationalities. For Indian expatriates, the second most important  
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7 300 factor explaining most of the variance was fantasy-driven, followed by personal connection,  
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9 301 prestige, and movie location. For Emiratis, after novelty, the next most important factor was  
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11 302 fantasy-driven followed by the overlapping factor of personal connection with movie location.  
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18 304 Insert Table 2  
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27 308 Insert Table 3  
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#### 32 4.2 Descriptive statistics and ANOVA

33  
34 311 As seen in Table 4, the univariate F-ratio statistics of the 19 items which were common across  
35  
36 312 the two groups show significant statistical differences in the mean scores for 10 items, whereas  
37  
38 313 no differences were found for the other 9 items.

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41 314 Regarding similarities, as seen in Table 4, after arranging the items in descending order  
42  
43 315 based on overall mean (n = 250), the six most important items of movie-induced tourism were  
44  
45 316 similar for both Indian expatriates (means ranging from 3.87 to 4.21) and Emiratis (means  
46  
47 317 ranging from 3.81 to 3.99). Moreover, no statistical differences were found for these six items  
48  
49 318 for both Emiratis and Indian expatriates. These six items appeared under the novelty factor for  
50  
51 319 both groups (see Tables 3 and 4). These findings further support novelty as a strong motivator  
52  
53 320 for visiting movie locations for both Emiratis and Indian expatriates. The remaining three items  
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55 321 had no statistical differences, namely, 'to take photos at the movie site', 'to go to a famous  
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57 322 place my friends haven't been to', and 'to make a pilgrimage to sites featured in the movie'.  
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Insert Table 4

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8 3259  
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12 327 The mean scores of Indian expatriates and Emiratis showed statistically significant differences.13  
14 328 Emiratis reported higher scores than Indian expatriates for the following items: *'to enjoy the*15  
16 329 *glory of being there'*, *'to get a sense of the movie's atmosphere'*, *'to re-live scenes from the*17  
18 330 *movie'*, *'to feel the romance and nostalgia of the movie'*, *'to see behind the scenes of the movie'*,19  
20 331 *'to bring a personal connection with the movie'*, *'to bring the movie to life (make it real)'*, *'to*21  
22 332 *fantasize I was in the movie'*, *'to fantasize I was an actor in the movie'*, and *'to feel close to*23  
24 333 *my favourite actor'*.25  
26 334 Table 5 shows the ANOVA results of the differences in mean scores across gender for27  
28 335 Indian expatriates and Emiratis.29  
30 33631  
32 337

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Insert Table 5

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34 33835  
36 33937  
38 340 First, when analysing the gender variances for Indian expatriates, the ANOVA test results (F-39  
40 341 ratio statistics) confirm that there were no statistically significant differences among male and41  
42 342 female Indian expatriates across all items.43  
44 343 While Emirati male participants for all items demonstrated higher mean values than45  
46 344 females, the ANOVA results indicate that the differences were only statistically significant for47  
48 345 four items, namely, *'to see the scenery and landscape in real life'*, *'to bring a personal*49  
50 346 *connection with the movie'*, *'to get a sense of the movie's atmosphere'*, and *'to go to a famous*



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3 347 *place my friends haven't been to*'. Nevertheless, it is evident that gender differences were not  
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5 348 as profound as those based on nationality.  
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## 8 349 **5 Discussion**

10 350 Overall, the results of this study make important theoretical contributions to movie-induced  
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12 351 tourism *motivation*. First, they confirm that movies positively influence destination selection,  
13  
14 352 thus corroborating the findings of earlier studies (e.g., Beeton, 2016; Chang, 2016; Kim and  
15  
16 353 Kim 2018a; Kim and Kim 2018b; Rittichainuwat and Rattanaphinanchai, 2015). Second, they  
17  
18 354 affirm that the factors of novelty, fantasy-driven, personal connection, prestige, and movie  
19  
20 355 location all influence movie-induced tourism, thereby supporting other previous studies (e.g.,  
21  
22 356 Busby, Huang, and Jarman, 2013; Oviedo-García et al., 2014). This study confirms that these  
23  
24 357 factors either overlap or are essentially the same, thus making it difficult to name them. Third,  
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26 358 the results corroborate that differences exist in the underlying factors between dissimilar  
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28 359 cultures.  
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34 360 *From the results reported in Tables 2 and 3*, novelty was the only one of five factors  
35  
36 361 that was not culturally bound (Oviedo-García et al., 2014). *This finding further supports that*  
37  
38 362 *novelty is a strong motivator for visiting movie locations regardless of culture*. It remains an  
39  
40 363 important factor for both Emiratis and Indian *expatriates*, possibly because movies and their  
41  
42 364 filming locations are something relatively new and unique. This may be partially explained by  
43  
44 365 the physical characteristics of the UAE, a region often considered as a 'concrete jungle' with  
45  
46 366 modern buildings, infrastructure, and a desert landscape. It can be argued that movies introduce  
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48 367 Emiratis and Indian *expatriates* to different cultures (e.g., Western lifestyles) that could trigger  
49  
50 368 curiosity. This in turn creates an urge to experience something new, including unique types of  
51  
52 369 *fun and entertainment that kindle* desires to escape the reality of their normal home  
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54 370 environment, thereby temporarily replacing family/cultural commitments and daily constraints  
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56 371 with a more relaxing cultural environment.  
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3 372 Although the fantasy-driven factor emerged for both groups, differences were found in  
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5 373 the items between Indian [expatriates](#) and Emiratis. Indian [expatriates](#) displayed low means for  
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7 374 fantasy-driven, thus contradicting some earlier studies, such as Nayar (1997) and Josiam et al.  
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9 375 (2014). Both found that Indian moviegoers from their native India experienced an alternate  
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11 376 fantasy-driven world when travelling to locations in Switzerland and France where Bollywood  
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13 377 movies were filmed. Tagliabue (2010) reported that many Indian tourists visited the Swiss Alps  
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15 378 to re-enact scenes from Bollywood movies, that is, they literally acted out their fantasies. One  
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17 379 reason for these differences may be that the current study's respondents were Indian expatriates  
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19 380 living in the UAE, unlike Nayar's (1997) and Tagliabue's (2010) respondents who were  
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21 381 Indians living in their homeland. Indians in India are frequently exposed to their favourite  
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23 382 heroes and constantly reminded of them, whereas far fewer Indian movies are released in the  
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25 383 UAE than in India. Moreover, younger- or second-generation UAE Indians in particular may  
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27 384 be more Westernized (Kaur, 2002) in their outlooks and preferences. This may result from the  
28  
29 385 exposure and influence of various cultures found in the UAE. For Emiratis, the fantasy-driven  
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31 386 factor of visiting a movie location may be seen as an opportunity to step away from their usual  
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33 387 role and into an 'alternate world' (Dann, 1977, p. 188). This demonstrates that movies induce  
34  
35 388 Emiratis to fantasise about escaping the lack of excitement and variety that typify life in a  
36  
37 389 conservative society. These findings echo previous results of studies, such as Michael (2014),  
38  
39 390 that revealed how Emiratis experienced high levels of fantasy that prompted escapist behaviour  
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41 391 linked to international travel in search of cultural experiences opposite to their own.

42  
43 392 Referring to [Table 2](#), the last three factors were distinct for Indian [expatriates](#), namely,  
44  
45 393 personal connection, prestige, and movie location. Tagliabue (2010) and Josiam et al. (2014)  
46  
47 394 also found that personal connection was a strong factor for Indians. Kader (2013) posits that  
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49 395 Indian expatriates in the UAE tend to indulge in extravagant behaviour and are among the  
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51 396 highest spenders for leisure travel (Maceda, 2013). Therefore, travelling to destinations where  
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3 397 movies are filmed is seen by them as a symbol of prestige. Unlike previous studies where the  
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5 398 movie location's scenery, landscape (Kim and Kim, 2018a), cultural and historical attractions,  
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7  
8 399 and the local people (Pan and Tsang, 2014) were all motivating factors, the current study's  
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10 400 findings revealed that the movie location fulfils numerous motivations of Indian *expatriates* to  
11  
12 401 relive nostalgic moments first experienced on screen, catch a glimpse behind the scenes of a  
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14 402 movie, feel and be absorbed in a movie's atmosphere, and take photos throughout the movie  
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16 403 site. Nayar (1997) also reported that Indian tourists savoured these photographic moments at  
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18 404 movie locations by posing in special sites or imitating their favourite Bollywood movie stars.  
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20  
21 405 With reference to Table 3, personal connection and movie location emerged as one  
22  
23 406 factor in the case of Emiratis. For them, watching movies is an opportunity to experience  
24  
25 407 different eras and see famous television characters and movie stars. These experiences create  
26  
27 408 personal connections with the movie location. For example, Michael (2014) found that Emiratis  
28  
29 409 liked to visit movie studios, dress up in the clothing of movie characters, and photograph  
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31 410 themselves in these costumes. This exposure provides opportunities to experience the different  
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33 411 eras showcased by movie productions and to watch famous television/movie stars. These  
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35 412 experiences create personal connections with the movie location.  
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40 413 The differences between Indian *expatriates* and Emiratis regarding the aforementioned  
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42 414 items can be attributed to various reasons. Palmer (1999) claims that 'individuals draw upon  
43  
44 415 differing identities available to them and construct their own sense of who they are' (p. 314).  
45  
46 416 Indians who relocate overseas become aware of the surrounding host culture. Most retain their  
47  
48 417 traditions, overt symbols of dress, and food habits. Although they continue to speak their own  
49  
50 418 language and celebrate their religious festivals, they also assimilate into the culture of their  
51  
52 419 host surroundings (Gautam, 2013). Therefore, these differences may in part be explained  
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54 420 because the respondents in this study were Indian expatriates who had become more Western  
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56 421 in their outlook because of the exposure and influence of different cultures found in the UAE  
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3 422 (Kaur, 2002) even though they retained many traditions and religious customs of their  
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5 423 homeland. Indians are sociable and tend to assimilate easily into new cultures and  
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7 424 environments (Gautam, 2013). Conversely, Emiratis are more conservative and live in a  
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9 425 comparatively closed society in terms of social relationships (Crabtree, 2007). They experience  
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11 426 stricter familial and cultural norms, social pressures, stern law abidance, conservative thinking,  
12  
13 427 overbearing societies and firm rules (Michael, 2014). Their society places barriers around their  
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15 428 actions, activities, and social interaction, especially for female Emiratis (Erogul, 2011).  
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17 429 Therefore, movies may offer them an escape mechanism, particularly in terms of fantasy-  
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19 430 driven and novelty factors linked to experiencing different behaviours and lifestyles that are  
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21 431 culturally discouraged in their native environment. They feel 'free to overstep the bounds of  
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23 432 fashion, wear flashy clothes, eat exotic foods, and indulge in other behaviour and activities that  
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25 433 are frowned upon' at home (Michael, 2014, p. 186).

30 434 With reference to Table 4, statistically significant differences were found between  
31  
32 435 Indian expatriates and Emiratis for some items. These differences could relate to Emiratis being  
33  
34 436 more conservative than Indians. Radhakrishnan (2017) found that Emiratis are enchanted by  
35  
36 437 the colours, music, and unique stories depicted in movies. Swan (2019) states that Emirati  
37  
38 438 movie fans are obsessed with different cultures, including the foods and fashions they see in  
39  
40 439 the movies, and they feel compelled to visit the movie locations to experience the characters,  
41  
42 440 learn a foreign language, and fall in love with the destination.

46 441 As shown in Table 5, gender differences between male and female Indian expatriates  
47  
48 442 show no statistically significant differences across all factors and underlying items. This could  
49  
50 443 be attributed to them being younger, second-generation Indian expatriates who tend to be more  
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52 444 Western in their outlook based on previous exposure and the influence of diverse cultures found  
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54 445 in the UAE (Kaur, 2002). Male and female expatriates living in the UAE are considered equal  
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56 446 in the workplace, and the genders are highly competitive (Ridge, 2011). These evolving trends  
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3 447 impact the exposure of individuals over time, and they in turn change their behaviour patterns.  
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5 448 Compared to Indian expatriates, Indians living in India grow up in a more male-dominated  
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7 449 society where fewer female youths enjoy the same privileges as their male counterparts (Ram,  
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9 450 Strohschein, and Gaur, 2014). These changing social trends impact the exposure of individuals  
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11 451 over time, and this leads to behavioural changes. However, further study is recommended to  
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13 452 better understand these differences.  
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16  
17 453 Similarly, gender differences between male and female Emiratis were found in only  
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19 454 four items, namely: *'to see the scenery and landscape in real life'*, *'to bring a personal*  
20  
21 455 *connection with the movie'*, *'to get a sense of the movie's atmosphere'*, and *'to go to a famous*  
22  
23 456 *place my friends haven't been to'*. Among these, *'to go to a famous place my friends haven't*  
24  
25 457 *been to'* emerged as the item with the highest disparity. Male Emiratis scoring higher in these  
26  
27 458 factors could be related to something that is lacking (Vigneron and Johnson, 1999), for  
28  
29 459 example, a dearth of excitement and variety (Michael, Wien, and Reisinger, 2017). As  
30  
31 460 mentioned previously, this perspective may be attributed to the physical environment of the  
32  
33 461 UAE that to many is a concrete jungle with new and modern buildings, modern infrastructure,  
34  
35 462 and a desert landscape that causes sandstorms. For the male respondents in this study, the  
36  
37 463 experiences of seeing new scenic landscapes, different cultures, festivals, exotic foods,  
38  
39 464 architecture, and heritage *'help create a fantastic, unworldly setting that does not correspond*  
40  
41 465 *to any "real" experience of any audience'* (Wills, 2003, p. 265). Therefore, visiting movie  
42  
43 466 locations may trigger hedonic experiences that arouse emotions and provoke physical fantasies  
44  
45 467 (Lacher and Mizerski, 1994) when remembering or reliving the scenes depicted in the movies.  
46  
47 468 Furthermore, as Bristol-Rhys (2016) pointed out, it is important for Emiratis that their identity  
48  
49 469 and its portrayal should emphasise their wealth and status. The reason Emirati females scored  
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51 470 lower than male Emiratis could be based on the new generation of Emirati women who are  
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53 471 working diligently to break barriers and challenge stereotypes (Haziq, 2019). They are also  
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3 472 striving to achieve gender empowerment and equal status with men (The Ministry of the State  
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5 473 for Federal National Council Affairs, 2008). For instance, 70 per cent of Emiratis attending  
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7 474 federal higher education institutions are women (Ridge, 2011).  
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## 10 475 **6 Implications and Recommendations**

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13 476 From this study, several theoretical and practical implications and recommendations for future  
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15 477 research can be drawn. This study contributes in the following ways: (1) it provides  
16  
17 478 comprehensive identification and validation of motivating factors for movie-induced tourism  
18  
19 479 from a cross-cultural perspective that has not been previously attempted, thus constituting the  
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21 480 uniqueness of the study; and (2) this is the first study of movie-induced tourism in the UAE  
22  
23 481 context. This study provides significant insight into underlying factors of motivation for movie-  
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25 482 induced tourism and confirms the findings of previous studies (e.g., Hudson et al., 2011; Kim  
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27 483 and Wang, 2012) that movie-induced motivations differ among tourists from dissimilar  
28  
29 484 cultures. The variations obtained in the results between the two cultures may suggest that these  
30  
31 485 dissimilarities may be any of the following: the inevitable outcomes of each culture's  
32  
33 486 individual characteristics (Kim and Richardson, 2003), cultural similarity or familiarity  
34  
35 487 because movies may have diverse influences on viewers' perceptions of a destination (Hudson  
36  
37 488 et al., 2011); physiological, affective, referential and/or emotional viewing experiences, and  
38  
39 489 cultural influences on behaviour (Kim and Wang, 2012). The study also contributes by  
40  
41 490 providing a manageable list of 22 relevant, validated, and reliable items (of which 19 are valid  
42  
43 491 across cultures) from a variety of factors after a careful literature synthesis. We expect future  
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45 492 researchers to adopt these items, thereby allowing a more direct comparison of findings across  
46  
47 493 studies in different cultural settings. This study is the first wave of empirical investigations of  
48  
49 494 movie-induced tourism in the UAE. Hopefully, further research will follow in both the UAE  
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51 495 and the broader GCC region.  
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3 496 In terms of practical contributions, the cultural insights derived from this study can be  
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5 497 very useful to tourism professionals and DMOs for targeting potential tourists to their movie  
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7 498 locations more effectively. For example, more focus can be given to the ‘novelty’ factor for  
8  
9 499 generic marketing campaigns given that the factor emerged as equally important for both  
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11 500 cultures, and the top 6 out of 21 items emerged within the novelty factor. For targeted  
12  
13 501 marketing campaigns to the Indian expatriate tourist segment, efforts should be taken to ensure  
14  
15 502 that considerable attention is given to each of the five factors because they all emerged as  
16  
17 503 distinct factors. Moving on from factors to the item level, the top six items (as seen in Table 4)  
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19 504 that emerged for both Indian expatriates and Emirates are identified as important items for  
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21 505 movie tourists. On the other hand, campaigns targeting Emiratis could emphasize specific  
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23 506 aspects that scored high, including ‘to get a sense of the movie’s atmosphere’ and ‘to relive the  
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25 507 scenes from the movie’. In contrast, they could safely deemphasize these aspects when targeting  
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27 508 Indian expatriates. Further, some differences in motivation between genders shows that gender  
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29 509 can moderate the results for some cultures; therefore, this should not be overlooked for some  
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31 510 targeted marketing campaigns.

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33 511 Overall, the lessons learned from this study may be useful for tourism destination  
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35 512 practitioners who target the UAE population to promote their destinations as movie  
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37 513 destinations, as well as UAE practitioners who work to attract movie-induced tourists to the  
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39 514 UAE. For instance, Dubai Tourism and Commerce Marketing, in close collaboration with  
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41 515 Dubai Film, the TV Commission, and other private and public entities, are promoting Dubai  
42  
43 516 as a global hub for movie and TV production (Newbould, 2015). Movies can act as powerful  
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45 517 marketing tools (Beeton, 2006). Also, in efforts to promote movie destinations, DMOs can  
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47 518 provide products and services to satisfy various needs of tourists from different cultural origins  
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49 519 and use tailored marketing strategies to form attractive destination images that could be  
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51 520 depicted in a movie.

## 521 7 Limitations

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.](#)

535



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Table 1. Demographic profile of respondents

Demographic details	Responses	Percentage
<i>Nationality</i>		
Indian Expatriates	106	42.4%
Emiratis	144	57.6%
Total	250	100%
<i>Gender</i>		
Male	96	38.4%
Female	154	61.6%
Total	250	100%
<i>Gender &amp; Nationality</i>		
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%
<i>No. of movies watched (last 3 months)</i>		
1–2	74	29.6%
3–4	105	42.0%
5 or above	71	28.4%
Total	250	100%
<i>Number of holidays taken in the past 2 years</i>		
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					3.93	0.89	19.71%
To see the scenery and landscape in real life	0.834							
To experience something novel and new	0.794							
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				2.46	0.91	18.62%
To fantasise that I was in the movie		0.900						
To feel close to my favourite actor		0.794						
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			2.65	0.83	13.38%
To bring the movie to life (make it real)			0.741					
To make a pilgrimage to sites featured in the movie			0.707					
To enjoy the glory of being there				0.819		3.12	0.78	12.08%
To go to a famous place where my friends haven't been to				0.800				
To talk about it when I return home				0.709				
To see behind the scenes of the movie					0.740	2.89	0.77	11.73%
To get a sense of the movie's atmosphere					0.713			
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			3.93	0.95	29.27%
To add something special to my holiday	0.913					
To have a unique experience	0.900					
To experience something novel and new	0.821					
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		3.21	0.92	25.81%
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				
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	3.38	0.92	18.72%
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			
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

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