Contents

1 Asia on My Mind: Understanding Film Tourism in Asia.......... 1
   Sangkyun Kim and Stijn Reijnders

Part I Histories and Current Developments

2 Imagining Tourism and Mobilities in Modern India Through Film ................................. 21
   Jennifer Laing and Warwick Frost

3 Film Tourism in India: An Emergent Phenomenon.................. 33
   Joydeep Biswas and Glen Croy

4 Grand View Garden and a History of Chinese Film Tourism .......... 49
   Xiaoyu (Nancy) Zhang and Chris Ryan

Part II The Impact of Film Tourism

5 Drama Off-Screen: A Multi-stakeholder Perspective on Film Tourism in Relation to the Japanese Morning Drama (Asadora) .................................................. 69
   Elisabeth Scherer and Timo Thelen

6 The Beach Goes Full Circle: The Case of Koh Phi Phi, Thailand............................................. 87
   Faye Taylor

7 The Impacts of Film Tourism on Place Change and Tourist Experience: A Lesson from Eat Pray Love in Bali, Indonesia .......... 107
   Eerang Park

8 Changes in Local Residents’ Perceptions and Attitudes Towards the Impact of Film Tourism: The Case of Eat Pray Love (EPL) Film Tourism in Ubud, Bali........................................ 125
   Sangkyun Kim, Gregorius Suri, and Eerang Park
## Part III  The Film Tourist Experience

9  **Nostalgia and the Development of Film Tourism Products and Activities: The Case of Korean Audiences of Hong Kong Films** ................................................................. 141
    Sangkyun Kim and Seongseop (Sam) Kim

10 **Factors Hindering the Intention of Tourists to Visit Film Tourism Locations: The Case of the Korean TV Drama *Descendants of the Sun* (DOTS)** ............................................. 157
    Aaron Tham and Sangkyun Kim

11 **Inside the Chinese Film Industry: On the Motives and Experiences of Extras at Hengdian World Studios** .......................................................... 171
    Min Xu and Stijn Reijnders

## Part IV  Transcontinental Film Tourism

12 **Power of Dramas: A Comparison of Voluntourism Between Chinese and American Film Tourists** ................................................................. 187
    Jun Shao and Ulrike Gretzel

13 **Paris Offscreen: Chinese and Taiwanese Tourists in Cinematic Paris** .......................................................... 203
    Yun-An Olivia Dung and Stijn Reijnders

14 **Home Away at Home: Mediating Spaces of Tourism and Narratives of Belonging in the German Village of South Korea** ........................................... 221
    Desmond Wee

15 **Impact of Hindi Films (Bollywood) on the Indian Diaspora in Honolulu, Hawaii** .................................................. 239
    Torsha Bhattacharya

16 **Creating Places and Transferring Culture: American Theme Parks in Japan** ............................................. 251
    Sue Beeton and Philip Seaton

Index .............................................................................................................................................. 269