

The effects of displacement of movie setting on tourists' satisfaction with Movie Induced Tourism.

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#### Abstract

Movies that use wildlife, picturesque landscape and traditional culture as the major story plot have increasingly been used to promote tourism destinations. This practice is known as Movie Induced Tourism (MIT). This paper examines the influence of displacement of movie setting on the tourists' satisfaction with MIT. It is based on a study that utilised both descriptive and explanatory research designs and covered filming locations at Karen Blixen Museum and Samburu for the movies Out of Africa and The White Maasai, respectively. The target population comprised 660 foreign tourists, who visited the Karen Blixen Museum and Samburu. Simple random sampling technique was used to select a sample size of 345 research participants. Primary data was collected using questionnaires whereas secondary data was collected from published materials and e-materials. Descriptive statistics (percentages, median, means and standard deviations) and multiple regressions were used to analyse the data collected. The study findings confirm that displacement of movie setting ( $\beta_1 = -0.477$ ,  $p = 0.000$ ) has a negative and significant relationship with tourist satisfaction. Through the displacement of the movie setting, a majority of the tourists were dissatisfied with MIT since what was being portrayed in the movies was not entirely accurate.