

**CINEMATOGRAPHIC TOURISM AS MODERN TOOL
IN TOURISM MARKETING
WITH CASE STUDY: 'EAT PRAY LOVE' MOVIE**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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Cinematographic tourism or also called as film-induced tourism is the phenomena in tourism industry which occurs when the tourists go to one particular destination because they saw it from certain movie. This study tries to analyze the application of the cinematographic tourism in Indonesia due to the popularity of 'Eat Pray Love' (2010) movie, which is filmed in Ubud, Bali. A conceptual framework, which is the relationship between the motivation and destination image from cinematographic tourism theory and the tourists decision making and marketing mix from the tourism marketing theory, is introduced. Thus, the implication of the theoretical understandings is translated into Structural Equation Modeling (SEM) model. The SEM analysis reveals that there is no significant influence from motivation based on cinematographic theory to tourists decision making and marketing mix; there is significant influence from destination image based on cinematographic theory to tourist decision making and marketing mix; there is a relationship between motivation and destination image based on cinematographic theory; and the selected marketing mix influence tourist decision making significantly.

Keywords: cinematographic tourism, tourism marketing, destination image, motivation, tourist decision making.



DEDICATION

I dedicate this thesis to my lovely parents. Thanks Pap and Mam for everything that you have done for me. To my uncle and aunt family, thank you a lot for these 4 years. I have many memories that always be remembered, especially from my best brother, Hendri. Thank you for your present and care for these 4 years, as my best friend and as my best brother. This thesis is dedicated to you.

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For a big dream guy inside me, this thesis work is just a first step to reach our dream. Let's fight together to accomplish and make our dream become true!

In the end but it never be, I want to give my special thanks to God. Without Him, this thesis would never be existed. He is the one who understands me, helps me, hears my pray, and always keeps me in His path. Thank you God for everything, you have ever done to me.

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