

Ramoji Film City as a Film Tourism Destination: An Analytical Study

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Abstract—Background: Film tourism has become a growing segment of creative and cultural tourism because visitors increasingly seek destinations associated with screen production, cinematic settings and entertainment experiences. **Methods:** This paper examines Ramoji Film City, Hyderabad, as a film tourism destination using primary data collected from 165 respondents and secondary data obtained from official tourism sources, published reports and the Ramoji Film City website. The analysis uses percentage analysis, trend analysis, chi-square goodness-of-fit tests, a one-sample t-test and a binomial test. **Results:** The findings show that film tourism experience is the leading purpose of visit, film shooting locations are the most preferred attraction, and 63.64 per cent of respondents are satisfied or highly satisfied. Telangana domestic tourist visits increased from 58.448 million in 2023 to 88.240 million in 2024, indicating a strong post-pandemic recovery. **Conclusion:** Ramoji Film City has substantial scope to strengthen its role as an integrated film tourism, leisure, education and entertainment destination by improving visitor guidance, accommodation capacity, transport, food services and film-linked interpretation.

Index Terms—Film Tourism, Ramoji Film City, Telangana Tourism, Tourist Satisfaction, Destination Management, Hyderabad

I. Introduction

Tourism destinations now compete by offering memorable experiences rather than relying only on physical attractions. Film tourism reflects this change because visitors are attracted by the stories, emotions, images and production spaces connected with cinema and screen media. A film-related destination may be a natural location shown in a movie, a studio, a theme park, a celebrity-linked site or a specially designed cinematic environment. In such places, visitors combine entertainment, photography, learning, leisure and imagination within a single experience.

Ramoji Film City, located near Hyderabad in Telangana, is promoted as a major film-based tourism and entertainment destination. The official destination information presents it as a large film city and theme-based attraction with studio tours, film sets, production spaces, live entertainment, gardens, hotels and event facilities. Its studio environment, spread across a large production landscape, supports both film-making and tourist activity. This dual character gives Ramoji Film City a distinctive position because it operates not merely as a recreational site but also as a destination where tourists can experience the atmosphere of cinema. The tourism recovery of Telangana provides the wider background for the study. Ministry of Tourism data indicate that tourist visits declined sharply during the COVID-19 period and recovered strongly in the post-

pandemic years. This recovery creates an opportunity for prominent attractions such as Ramoji Film City to support destination branding, employment, hospitality demand and diversification of tourism products. The central issue addressed in this paper is whether visitors perceive Ramoji Film City mainly as a film tourism destination or as a general entertainment venue, and which factors influence their satisfaction and improvement expectations.

II. Review of Literature

Film tourism has been examined as travel influenced by films, television and other screen-based media. Tooke and Baker reported that visual exposure through screen media can contribute to destination awareness and visitor movement [1]. Riley, Baker and Van Doren explained that films may create long-lasting destination appeal when a location is strongly associated with memorable screen narratives [2]. Beeton developed the concept of film-induced tourism and highlighted its influence on destination image, tourist motivation and local economic opportunity [3]. Hudson and Ritchie argued that film tourism benefits are stronger when film producers, tourism organisations and destination stakeholders work in a coordinated manner [4]. Connell later observed that film tourism extends beyond movie locations and includes studio tours, theme parks, celebrity culture, media events and related experiences [5].

In India, cinema plays a powerful role in shaping travel imagination. Popular film songs, historical scenes, devotional narratives, outdoor shooting locations and star culture often create curiosity about places. Film studios and film cities add a different dimension because they make cinematic settings accessible to visitors in a controlled tourism environment. Ramoji Film City belongs to this category, as it combines production infrastructure with visitor-oriented entertainment. Its appeal lies in sets, studio spaces, guided movement, live shows, gardens, photography opportunities and the feeling of entering a cinema-related world.

Existing film tourism studies generally emphasise destination image, tourist motivation, marketing and economic impact. However, comparatively fewer empirical studies examine large Indian film studio destinations by combining primary visitor responses with state-level tourism statistics. This study contributes to that area by linking a survey of 165 respondents with Telangana tourist footfall data and official information on Ramoji Film City. The approach helps assess both visitor perception and the broader tourism context in which the destination operates.

III. Research Gap

The literature shows that film tourism is widely discussed in relation to screen locations, tourist motivation and destination marketing. Nevertheless, structured empirical work on Ramoji Film City remains limited, particularly in relation to visitor purpose, attraction preference, satisfaction and improvement priorities. Many descriptions identify Ramoji Film City as an important attraction, but fewer studies test visitor-level patterns statistically. There is also a need to relate destination-level perception with Telangana

tourist footfall trends after the pandemic. This paper addresses this gap through an analytical framework based on primary survey data, official tourism statistics and destination information.

IV. Objectives of the Study

- To examine the role of Ramoji Film City as a film tourism destination in Telangana.
- To analyze the demographic profile, visit behaviour and motivation of visitors.
- To study visitor preference for major attractions inside Ramoji Film City.
- To assess visitor satisfaction and identify areas requiring improvement.
- To analyze Telangana tourist footfall trends from 2019 -2024
- To test selected hypotheses relating to visitor motivation and satisfaction.

V. Hypotheses

The following hypotheses were tested using primary data:

- H1: Visitor purposes are not equally distributed and film tourism experience is a major purpose of visit.
- H2: Mean visitor satisfaction is significantly above the neutral level.
- H3: Preference for attractions differs significantly among visitors.
- H4: Improvement priorities differ significantly among visitors.
- H5: More than half of the respondents are satisfied or highly satisfied.

VI. Scope of the Study

The geographical scope of the study is Ramoji Film City, Hyderabad, Telangana. The subject scope includes film tourism, tourist behaviour, visitor satisfaction and destination management. Secondary data cover Telangana tourist footfall from 2019 to 2024. The primary survey is restricted to 165 respondents and therefore represents the opinions of the selected sample rather than the entire visitor population.

VII. Research Methodology

The study adopts a descriptive and analytical research design. It is descriptive because it presents visitor profile, travel behaviour, attraction preference and satisfaction levels. It is analytical because it applies statistical tools to test selected hypotheses and interpret observed patterns. Primary data were collected through a structured questionnaire from 165 respondents connected with the Ramoji Film City visitor experience. The questionnaire covered demographic details, purpose of visit, source of information, attraction preference, satisfaction and improvement needs. Secondary information was collected from the Ministry of Tourism, Government of India, Telangana tourism sources, the official Ramoji Film City website and relevant academic literature.

The sample size is 165 respondents. Convenience sampling was used because respondents were selected based on accessibility and willingness to participate. The tools of data collection were a questionnaire, observation and review of secondary sources. The analytical tools include percentage analysis, trend analysis, tables, graphs, chi-square goodness-of-fit tests, a one-sample t-test and a binomial test. Microsoft Excel and statistical calculation procedures were used for tabulation and interpretation. Respondent information was used only for academic analysis, and no personally identifying data are reported in the paper.

VIII. Data Analysis and Interpretation

8.1 Secondary Data Analysis: Telangana Tourist Footfall

The Ministry of Tourism compiles domestic and foreign tourist visit data from States and Union Territories. Table 1 presents Telangana tourist visits from 2019 to 2024. The figures are expressed in millions to make the year-wise comparison clearer.

Table 1: Telangana Domestic and Foreign Tourist Visits, 2019-2024

Year	DTVs (million)	FTVs (million)	DTV growth	FTV growth	Source / Remarks
2019	83.036	0.323	Base year	Base year	Ministry of Tourism, parliamentary reply; 2019 data estimated by all-India growth rate
2020	39.997	0.047	-51.83%	-85.56%	India Tourism Statistics 2021 by Ministry of Tourism
2021	32.001	0.006	-19.99%	-87.33%	India Tourism Statistics 2022 by Ministry of Tourism
2022	60.748	0.068	89.84%	1056.01%	India Tourism Statistics 2023 by Ministry of Tourism
2023	58.448	0.161	-3.79%	135.25%	India Tourism Data Compendium 2024 by Ministry of Tourism
2024	88.240	0.155	50.97%	-3.67%	India Tourism Data Compendium 2025 by Ministry of Tourism

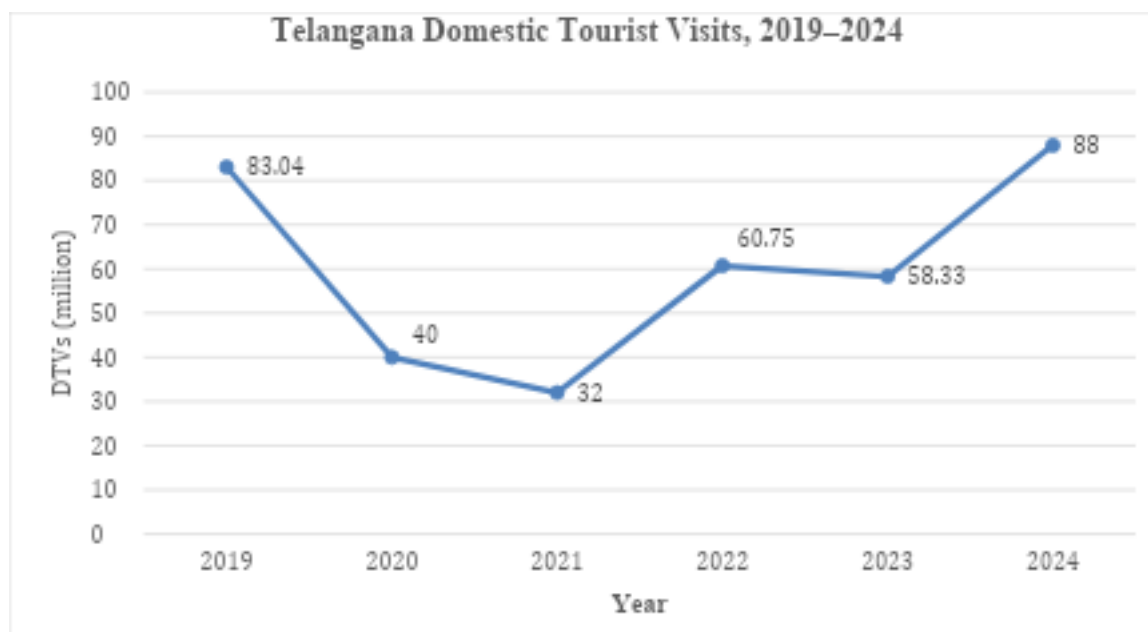


Figure 1: Telangana Domestic Tourist Visits, 2019-2024



Figure 2: Telangana Foreign Tourist Visits, 2019-2024

Interpretation: The data show a severe decline in Telangana tourist visits during 2020 and 2021, followed by visible recovery in 2022 and 2024. Domestic tourist visits increased from 58.448 million in 2023 to 88.240 million in 2024, recording 50.97 per cent growth. Foreign tourist visits rose from the pandemic low of 5,917 visits in 2021 to 160,912 visits in 2023, but declined slightly in 2024. Domestic visits in 2024 exceeded the 2019 level by about 6.27 per cent, whereas foreign visits remained below the 2019 level. The trend suggests that Ramoji Film City can benefit from a strong domestic market while continuing to improve its international visibility.

8.2 Destination Profile of Ramoji Film City

Ramoji Film City can be understood as an integrated film studio, theme park and tourist attraction. The official destination information highlights its film-based theme park character, hotels, destination wedding facilities, conference spaces, adventure activities, live entertainment, studio tours and themed experiences. Its production environment includes film locations, studio floors, set-design facilities and professional support services. These features make the destination relevant for film tourism, leisure travel, educational visits, family recreation and corporate tourism.

Table 2: Major Film Tourism Resources of Ramoji Film City

Resource / Feature	Tourism Relevance
Film shooting locations and sets	Create a direct connection between visitors and cinematic imagination; high value for photography and behind-the-scenes curiosity.
Guided studio tour	Provides interpretation of production spaces and improves visitor understanding of film-making environments.
Live shows and performances	Convert film tourism into active entertainment and extend visitor engagement time.
Gardens, thematic streets and replicas	Support family leisure, photography and destination image formation.
Hotels and event spaces	Encourage longer stay, destination weddings, conferences and package tourism.
Adventure and entertainment activities	Diversify visitor segments beyond film lovers and support repeat visitation.

8.3 Primary Data Analysis

The primary data in this section are based on the questionnaire responses used for the study. The existing primary data graphs in the manuscript have been retained without alteration. Hypothesis tests are calculated from respondent frequencies, with the total sample size fixed at $n = 165$.

Table 3: Demographic Profile of Respondents

Variable	Category	No. of Persons	Percentage
Gender	Male	95	57.58%
	Female	70	42.42%
Age Group	Below 20 years	40	24.24%
	21-30 years	45	27.27%
	31-40 years	35	21.21%
	41-50 years	25	15.15%
	Above 50 years	20	12.12%
Occupation	Student	32	19.39%
	Employee	40	24.24%
	Business	35	21.21%
	Homemaker	30	18.18%
	Agriculture / Labour Work	28	16.97%
Place of Residence	Hyderabad	50	30.30%
	Another district in Telangana	45	27.27%
	Other state in India	42	25.45%
	Foreign country	28	16.97%

Interpretation: The demographic profile indicates that male respondents constitute 57.58 per cent and female respondents 42.42 per cent of the sample. The age group 21-30 years forms the largest share, followed by respondents below 20 years. Employees, business respondents and students together represent a major portion of the sample, showing that the destination appeals to working visitors, young visitors and family segments. Respondents came from Hyderabad, other districts of Telangana, other Indian states and foreign countries, indicating both local and wider tourist appeal.

Table 4: Visit and Experience Pattern

Variable	Category	No. of Persons	Percentage
Visited Ramoji Film City	First time	50	17.24%
	Two times	45	25.86%
	Three times	40	22.99%
	More than three times	30	19.54%
Purpose of Visit	Film tourism experience	50	30.30%
	Entertainment	40	24.24%
	Educational visit	30	18.18%
	Photography	25	15.15%
	Family trip	20	12.12%
Source of Information	Friends / relatives	45	27.27%
	Social media	30	18.18%
	Television / films	30	18.18%
	Travel websites	35	21.21%
	Tourism advertisements	25	15.15%
Attractions Liked Most	Film shooting locations	45	27.27%
	Studio tour	30	18.18%
	Live shows	30	18.18%
	Gardens and sets	35	21.21%
	Adventure & entertainment activities	25	15.15%

Interpretation: The visit pattern indicates that repeat visitation is present, as many respondents reported visiting two times, three times or more than three times. Film tourism experience is the leading purpose of visit, followed by entertainment. Friends and relatives are the strongest source of information, while travel websites, social media, television, films and advertisements also contribute to awareness. Film shooting locations are the most preferred attraction, followed by gardens and sets. This confirms that the cinematic character of the site remains central to the visitor experience.

Table 5: Satisfaction and Improvement Needs

Variable	Category	No. of Persons	Percentage
Overall Satisfaction	Highly satisfied	62	37.58%
	Satisfied	43	26.06%
	Neutral	30	18.18%
	Dissatisfied	20	12.12%
	Highly dissatisfied	10	6.06%
Improvement Needed	Ticket price	20	12.12%
	Transport facilities	25	15.15%
	Food and beverages	30	18.18%
	Tourist guidance	32	19.39%
	More film-related attractions	23	13.94%
	Number of hotel rooms	35	21.21%

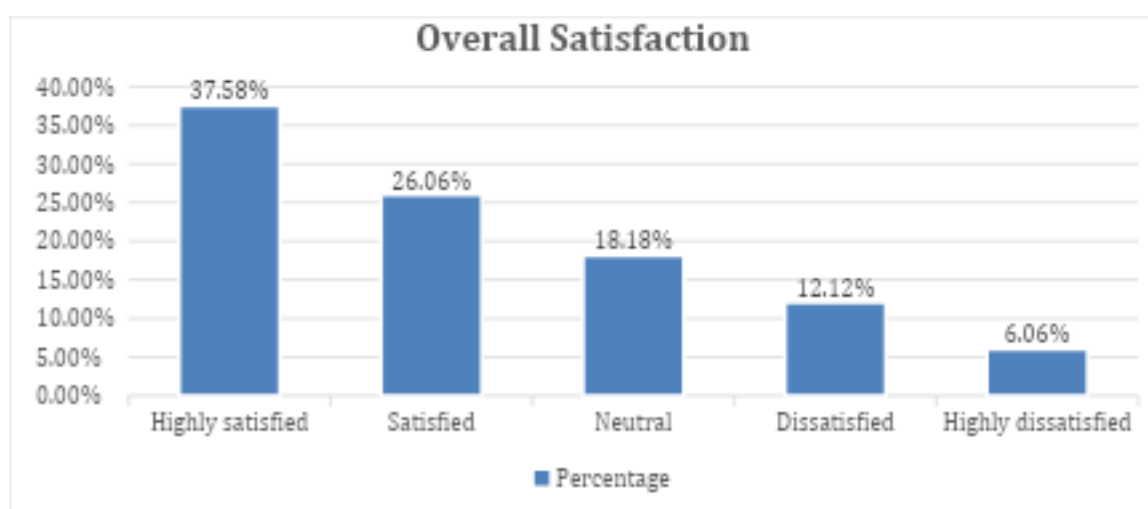


Figure 3: Overall Satisfaction of Respondents

Interpretation: The satisfaction data show that 37.58 per cent of respondents are highly satisfied and 26.06 per cent are satisfied. Together, these two categories account for 63.64 per cent of the sample. Improvement expectations are distributed across hotel rooms, tourist guidance, food and beverages, transport facilities, more film-related attractions and ticket price. The highest improvement priority is the number of hotel rooms, followed by tourist guidance, which suggests the need to strengthen both accommodation support and visitor facilitation.

8.4 Hypothesis Testing Results

Table 6: Hypothesis Testing Results

Hypothesis	Statement	Statistical Test	Result	Decision
H1	Visitor purposes are not equally distributed; film tourism experience is a major purpose.	Chi-square goodness-of-fit	$\chi^2=17.576$, $df=4$, $p=0.0015$	Supported
H2	Mean visitor satisfaction is significantly above the neutral level.	One-sample t-test (Likert score vs. 3)	Mean=3.770, $t=7.956$, $df=164$, $p<0.001$	Supported
H3	Preference for attractions differs significantly among visitors.	Chi-square goodness-of-fit	$\chi^2=6.970$, $df=4$, $p=0.1375$	Not supported
H4	Improvement priorities differ significantly among visitors.	Chi-square goodness-of-fit	$\chi^2=6.018$, $df=5$, $p=0.3045$	Not supported
H5	More than half of the respondents are satisfied or highly satisfied.	One-sample binomial test	$105/165=63.64\%$, $p=0.0003$	Supported

Interpretation: The hypothesis results show that visitor purpose is statistically significant, indicating that purposes of visit are not evenly distributed and that film tourism experience has a major role. Visitor satisfaction is also statistically supported because the mean satisfaction score is above the neutral level and the proportion of satisfied visitors is significantly more than half of the sample. Attraction preference and improvement priorities are not statistically significant at the 5 per cent level under an equal distribution test. This means that visitors value several attractions and identify multiple improvement areas instead of pointing to one dominant factor.

IX. Findings of the Study

- Ramoji Film City operates as both a film tourism destination and a broader leisure and entertainment attraction. The primary data show that film tourism experience is the leading purpose of visit.
- Film shooting locations are the most preferred attraction, followed by gardens and sets, studio tours and live shows.
- Friends and relatives are the strongest source of information, confirming the importance of word-of-mouth publicity. Travel websites, social media and screen exposure also support visitor awareness.
- Visitor satisfaction is positive. A total of 63.64 per cent of respondents are either satisfied or highly satisfied, and the mean satisfaction score is significantly above the neutral level.
- The major areas requiring improvement are hotel-room capacity, tourist guidance, food and beverages, transport facilities, film-related attractions and ticket price.
- Telangana domestic tourism has recovered strongly after the pandemic. Domestic tourist visits reached 88.240 million in 2024, creating favourable conditions for major attractions such as Ramoji Film City.
- Foreign tourist visits to Telangana recovered from the pandemic low but had not fully returned to the 2019 level by 2024, showing the need for stronger international promotion.

X. Suggestions

- Ramoji Film City should improve film-based interpretation through guided storytelling, display panels, short behind-the-scenes demonstrations and curated routes that explain film production processes.
- Additional film-related attractions can be introduced, such as interactive shooting zones, costume and photo corners, short film-making workshops and exhibitions on Telugu, Hindi and Indian cinema.
- Visitor guidance should be strengthened through multilingual guides, mobile maps, QR-code information points and clear signboards at major attractions.
- Food and beverage quality, variety and price reasonableness should be monitored regularly because food experience affects full-day visitor satisfaction.
- Transport connectivity from Hyderabad can be improved through metro-linked pick-up points, online shuttle booking and clearer last-mile travel information for domestic and foreign visitors.
- Accommodation capacity and package integration should be expanded to encourage overnight stays, destination weddings, educational tours and corporate events.
- Digital promotion should target film lovers, families, students, educational institutions and international visitors interested in Indian cinema and studio tourism.
- Telangana Tourism and Ramoji Film City may jointly promote film tourism circuits that connect Hyderabad heritage, film culture, studio tourism and creative-industry experiences.

XI. Conclusion

The study concludes that Ramoji Film City is an important film tourism destination in Telangana because it brings together production infrastructure, studio landscapes, live entertainment, themed attractions and visitor services. The primary survey shows that many visitors do not view the site only as an amusement space; film tourism experience and film shooting locations are major reasons for visiting. Satisfaction findings are positive and statistically supported. At the same time, respondent feedback points to the need for improvement in accommodation, guidance, food, transport and additional film-based attractions. Secondary data show that Telangana tourism has entered a strong post-pandemic recovery phase, particularly in domestic tourism. With better interpretation, visitor management and coordinated marketing, Ramoji Film City can further strengthen its position as one of India's leading film tourism destinations.

XII. Limitations of the Study

- The primary data are limited to 165 respondents and therefore cannot represent every visitor to Ramoji Film City.
- The use of convenience sampling may involve respondent selection bias.
- The study relies on available secondary data from official and public sources.
- The study focuses mainly on visitor perception and does not include detailed financial, operational or management data from Ramoji Film City.
- The statistical analysis is limited to basic tests suitable for the available categorical data.

XIII. Future Scope of the Study

The study concludes that Ramoji Film City is an important film tourism destination in Telangana because it brings together production infrastructure

XIV. Conclusion

- Future researchers may conduct larger surveys by separating domestic visitors and foreign visitors.
- Comparative studies may be undertaken between Ramoji Film City and other film tourism destinations in India and abroad.
- Future studies may examine the economic contribution of Ramoji Film City to local employment, hospitality, transport and allied services.
- Qualitative interviews with management representatives, tour guides, film production professionals and tourism stakeholders may provide deeper insights.
- Advanced methods such as factor analysis, regression and structural equation modelling may be used to study satisfaction, loyalty and revisit intention.

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