

Red Carpet Tourism: Cinema Award Functions as Catalysts for Tourism and hospitality Growth in Oman

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Abstract: Cinema and film festivals can significantly boost tourism and hospitality growth. Films and awards events act as catalysts for promoting destinations, attracting visitors, and stimulating local economies (Зеленко & Осовська, 2022; Judith, 2011). Cinema tourism, driven by viewers' desire to visit filming locations, has emerged as an innovative tool for developing hospitality sectors and creating new tourist attractions (Deshmukh, 2020; Tripathi, 2017). Bollywood cinema, for instance, promotes intercultural communication and influences international audiences' travel decisions (Tripathi, 2017). Film festivals, such as the Latin-American Festival of Cinema in Huelva, generate economic benefits that outweigh costs (Flores Ruiz, 2015). The film industry, as part of the creative economy, fosters sustained economic growth and development (Mandić & Petrič, 2017). Moreover, films can build and promote destination images, as demonstrated by "Basilicata Coast to Coast" in Italy, which stimulated tourist curiosity and showcased the region's romantic and naturalistic dimensions (Bencivenga et al., 2013).

Key words: Cinema, Film festivals, Tourism, Hospitality, Local economy, Tourists attraction, Economic growth and development.

1. Introduction:

Tourism and hospitality has become a major factor in their economic diversification plans in many countries around the world, and that reality is even truer in the countries of the Gulf Cooperation Council (GCC), including Oman. Using major cultural events like film award shows to raise a nation's profile internationally and promote economic development is a proven success (Getz & Page, 2016). Besides attracting celebrities and media attention, such events, sometimes referred to as "red carpet tourism," provide an opportunity to showcase a country's natural and cultural riches to an international audience.

Oman, renowned for its breath-taking landscapes, historic sites, and vibrant cultural identity, is located at the intersection of modernity and tradition. The country's Vision 2040 program prioritises the expansion of tourism, and hosting well-known film festivals might make Oman a top global vacation destination (Oman Vision 2040,

2020). According to Richards (2020), these events provide opportunities to promote cultural tourism, increase awareness of hospitality services, and strengthen the local economy.

This study looks at how cinema awards support Oman's travel and hospitality sector. The study examines the potential long-term benefits of these events, such as more tourism, increased infrastructure investment, and a stronger cultural brand identity. This study aims to evaluate case studies, industry data, and stakeholders to assist policymakers, event planners, and tourism experts in leveraging the synergy between cinematic events and sustainable tourism development.

1.1.Film festivals organized regional wise

Film festivals come in all different shapes, sizes and focuses, giving filmmakers a place to show their work. Here is a breakdown of various types of film festivals taking place in Europe, in America, Asia, and Africa.

1. Europe

Europe hosts a diverse array of internationally recognized film festivals that celebrate mainstream, independent, and niche cinema.

- Mainstream Film Festivals:
 - A global representation of mainstream, independent and niche cinema make up the diverse slate of internationally prominent festivals held across Europe.
 - Mainstream Film Festivals:
 - Cannes Film Festival (France): Distinguished for its emphasis on international auteur cinema and star-studded debuts.
 - Berlin International Film Festival (Germany): Presiding over political and socially conscious work.
 - Venice Film Festival (Italy) to honor artistic achievements and art-house cinema
- Genre-Specific Festivals:
 - Sitges Film Festival (Spain): Focuses on fantasy and horror films.
 - Annecy International Animation Film Festival (France): Specializes in animated films.
- Independent and Documentary Cinema:
 - Sheffield Doc/Fest (UK): Highlights documentary storytelling.
 - International Film Festival Rotterdam (Netherlands): Showcases innovative and experimental films.

- Regional and Cultural Festivals:
 - San Sebastián International Film Festival (Spain): Highlights Spanish-language cinema alongside international selections.
 - Nordic Film Days Lübeck (Germany): Features films from Scandinavia and the Baltic region.

2. America

The Americas boast some of the world's largest and most diverse film festivals, covering mainstream, independent, and cultural cinema.

- Mainstream and Independent Film Festivals:
 - Sundance Film Festival (USA): Focuses on independent films and emerging talent.
 - Toronto International Film Festival (TIFF) (Canada): Renowned for its diverse programming and Oscar buzz.
 - Tribeca Film Festival (USA): A platform for innovative storytelling across genres.
- Genre-Specific Festivals:
 - Fantastic Fest (USA): Specializes in horror, sci-fi, and fantasy films.
 - South by Southwest (SXSW) Film Festival (USA): Celebrates innovation in film, tech, and music.
- Documentary and Environmental Cinema:
 - Hot Docs (Canada): North America's largest documentary festival.
 - Environmental Film Festival (USA): Highlights films focusing on environmental issues.
- Cultural and Regional Festivals:
 - Havana Film Festival (Cuba): Promotes Latin American cinema.
 - Seattle Asian American Film Festival (USA): Focuses on Asian American stories and filmmakers.

3. Asia

Asia's film festivals are diverse, reflecting the region's cultural richness and growing prominence in global cinema.

- Mainstream and International Film Festivals:
 - Busan International Film Festival (South Korea): One of Asia's largest, focusing on Asian cinema.
 - Tokyo International Film Festival (Japan): Highlights both international and Japanese cinema.
- Cultural and Regional Festivals:
 - International Film Festival of India (IFFI) (India): Promotes Indian and global cinema.
 - Shanghai International Film Festival (China): Features a broad range of international films.

- Genre and Niche Festivals:
 - Hong Kong International Film Festival (China): Focuses on arthouse and experimental films.
 - Bucheon International Fantastic Film Festival (South Korea): Specializes in fantasy, horror, and sci-fi.
- Documentary and Animation Cinema:
 - Yamagata International Documentary Film Festival (Japan): Celebrates global documentary filmmaking.
 - AnimAsia (Singapore): Dedicated to animation films.

4. Africa

Africa's film festivals highlight the continent's vibrant storytelling traditions, cultural heritage, and emerging cinematic voices.

- Mainstream and Pan-African Festivals:
 - Durban International Film Festival (South Africa): Features African and international films.
 - Pan African Film and Television Festival of Ouagadougou (FESPACO) (Burkina Faso): The largest African film festival, celebrating African cinema.
- Cultural and Regional Festivals:
 - Zanzibar International Film Festival (Tanzania): Focuses on films from Africa, the Middle East, and the Indian Ocean region.
 - Luxor African Film Festival (Egypt): Highlights African filmmakers and stories.
- Genre-Specific Festivals:
 - Horror Africa International Film Festival (Nigeria): Celebrates African horror films.
 - Cape Town International Animation Festival (South Africa): Dedicated to animation and visual effects.
- Documentary Cinema:
 - Encounters South African International Documentary Festival (South Africa): Focuses on African documentary storytelling.

Common Themes Across Continents:

- Mainstream and High-Profile Festivals: These festivals attract global attention with celebrity appearances and blockbuster premieres.

- **Cultural and Regional Focus:** Festivals celebrate regional identities and traditions, often promoting local filmmakers.
- **Genre-Specific Focus:** Festivals cater to niche audiences, such as horror, fantasy, or animation enthusiasts.
- **Independent and Experimental Cinema:** Many festivals provide platforms for innovative and emerging filmmakers.

By offering a blend of global and local storytelling, these festivals play a vital role in shaping the global film industry.

1.2. Countries Hosting the Most Cinema Functions and Awards

1. United States

- **Major Events:** The Oscars (Academy Awards), Golden Globe Awards, Sundance Film Festival.
- **Statistics:** The United States hosts over 50 significant film festivals annually, including the Sundance Film Festival, one of the largest independent film festivals globally (Sundance Institute, 2023).

2. France

- **Major Events:** Cannes Film Festival, Lumières Awards.
- **Statistics:** France hosts over 20 international film festivals annually, with Cannes being one of the most prestigious, attracting over 40,000 attendees yearly (Cannes Film Festival, 2023).

3. India

- **Major Events:** Filmfare Awards, International Film Festival of India (IFFI).
- **Statistics:** India conducts over 30 major award ceremonies and festivals annually, celebrating Bollywood, regional cinemas, and international films (IFFI, 2023).

4. Italy

- **Major Events:** Venice Film Festival, David di Donatello Awards.
- **Statistics:** Italy has hosted the Venice Film Festival annually since 1932, with over 10,000 attendees each year (La Biennale di Venezia, 2023).

5. United Kingdom

- **Major Events:** BAFTA Awards, BFI London Film Festival.
- **Statistics:** The UK hosts over 15 international and regional film festivals annually, with the BAFTAs being a significant highlight (British Film Institute, 2023).

6. Germany

- **Major Events:** Berlin International Film Festival (Berlinale).

- Statistics: The Berlinale alone attracts over 300,000 attendees annually, making it one of the largest publicly attended film festivals globally (Berlinale, 2023).

7. *Canada*

- Major Events: Toronto International Film Festival (TIFF).
- Statistics: TIFF attracts over 480,000 attendees yearly and features more than 300 films from over 80 countries (TIFF, 2023).

2. Literature review

An emerging phenomenon known as "film-induced tourism" occurs when films encourage viewers to travel to the locations where they were filmed, thereby promoting destination awareness, motivation, and image formation (Croy, 2011). The tourism and hospitality sectors are significantly impacted economically by this trend (Judith, 2011; Gjorgievski & Trpkova, 2012). Bollywood cinema, for instance, promotes intercultural communication and tourism in Arab countries (Tripathi, 2017). The relationship between film and tourism is multidimensional, with movies serving as accelerators for tourism expansion and economic development (Mandić & Petrič, 2017). However, consistent economic benefits from film tourism are uncommon and necessitate extraordinary conditions (Croy, 2011). To optimise benefits, locations should embrace film as a functional component of their management plans (Croy, 2011). A suggested 3P's model aids in determining the degree to which films impact travel (Raj, 2018). In India, cinema tourism is gaining attention as a means to discover and market new destinations (Deshmukh, 2020).

Film tourism has emerged as a significant driver of tourism development, with hosting film festivals becoming a popular strategy to attract visitors (Kendall et al., 2020; Pillai et al., 2018). Studies have shown that film tourism can positively impact residents' quality of life and community pride (Pillai et al., 2018). Successful examples like New Zealand demonstrate how film tourism can significantly influence tourist influx (Tudor, 2016). Films and festivals can shape destination image, create awareness, and alter existing perceptions among potential tourists (Kumar & Dung, 2020; O'Connor & Kim, 2014). Nonetheless, consistent economic benefits from film tourism are uncommon and necessitate extraordinary conditions (Croy, 2011). Destinations should integrate film as a functional part of their management to optimise benefits, with an emphasis on matching filmgoers with available tourism experiences (Croy, 2011). Film festivals that incorporate cultural elements can also help to promote a destination's image and foster cultural tourism (Siam, 2022).

According to N. Khan et al. (2020), in their paper "Factors Affecting Tourism Industry and Its Impacts on Global Economy of the World," the tourism sector is intimately related to the global economy, and there are numerous

factors that can have a positive or negative impact on the sector, which in turn has an immediate and future impact on the global economy. The tourism industry can be impacted by a number of important factors, such as infrastructure, security, visa policies, natural attractions, visitor numbers, quarantine regulations, demographics, education, income levels, commodity prices, language barriers, hotel and transportation expenses, and cultural considerations.

According to the 2017 study "Film as a Creative Industry Constituent and Its Impacts On Tourism Development: Evidence from Croatia" by A. Mandić and L. Petrič, developing a theoretical framework for the film industry and creative economy examining the relationship between the travel and cinema industries. With a particular focus on Croatia, the paper analyses the connection between the tourism and film industries. The study offers an empirical examination of the many impacts of the interaction between tourism and film, as well as a theoretical model to explain it. The report offers policy recommendations for Croatia's resource utilisation in the context of film tourism.

The paper "Functional Study Of The Impact Of Tourism On The Economy," by Nurmatova et al., claims that in many countries, tourism is a major and rapidly growing economic sector. An estimated \$20,000 or \$200 is spent daily by 100 visitors, creating a significant amount of revenue and economic activity. Tourism may have a greater economic impact than traditional agricultural exports.

Using an input-output model, Albqami (2004) calculated the Saudi Arabian economy's output, employment, and income multipliers based on an economic effect analysis of visitor spending. The tourist industry was one of the nine sectors that were separated out of the 1997 input-output transaction table. Both direct and indirect effects on output, income, and employment were measured as a result of tourist spending. production, income, and employment were determined to represent 5% of gross production, totalling SR8690 million in revenue, with 33% of the revenue coming from tourism going to the service sector. The total number of jobs created by tourism expenditures was 507,114, or almost 12% of all employment. The study concluded that service sector received highest income and employment impact although output impact was relatively lower compared to transportation sector.

In 1980, Archer (1985) examined the economic effects of tourism on Mauritius. According to the results, the employment multiplier was 49 per 1 million rupees, and the overall output multiplier was 0.9639. The differences in the effects that visitors from each inbound nation produced showed that visitors from West Germany, Switzerland, South Africa, and the UK had a significant economic impact per visitor. French tourists were determined to have the least impact among the markets from where the tourists originated. According to Archer,

a high ranking in terms of overall visitor numbers did not always translate into the greatest economic benefit. For example, although Reunion travellers made up the biggest percentage of all visitors (about 23%), they brought in the least amount of money per person, with the exception of Madagascar. Archer came to the conclusion that target audiences had a comparatively greater economic impact by spending more on Mauritius-based tourism-related enterprises. In order to maximise income, support additional jobs, and generate substantial foreign exchange earnings from international inbound tourists, the study recommended that tourism be pushed.

A research by Andrew (1997) looked at the connection between tourism and Cornwall's economic development in the UK's periphery. According to the study, when there is a high unemployment rate coupled with comparatively low earnings, tourism is very appropriate. According to research, the tourism sector in Cornwall is heavily focused on lodging, and the UK welcomes over 3 million visitors a year.

In their 1999 study, Mistills and Dwyer used input-output analysis to compare the value-added and employment impact of the MICE (meetings, incentives, conventions, and exhibitions) business between Australian tourism gateways and non-gateways. According to their research, MICE tourism was predicted to have a greater economic impact at Australia's gateways than outside of them. In a 1999 study on the economy of Washington, D.C., Frechtling and Horvath used the regional input-output modelling system (RIMS II) to evaluate the economic impact of tourism. In terms of jobs created per \$1 million of output provided to final demand, the estimated implicit final demand output, earnings, and employment multipliers were 1.1841, 0.3478, and 18.0, respectively.

2.1. Cinema and Film-Induced Tourism

- Film Induced Tourism: Films and cinema events are often characterized by stimulating tourism opportunities by displaying destinations (Connell, 2012). Films induce an emotional connection and motivates the audiences to visit the specific places (Beeton, 2016).
- Cinema Award Functions · High-profile events, such as the Cannes Film Festival or the Oscars, attract global audiences and provide destinations with visibility, branding and economic opportunities (Hudson & Ritchie, 2006)
- It has been statistically shown that the case studies of hosting international award functions such as this not only contributes to the nations global image or helps a country and city build cultural tourists, but also the country's treasury (Kim & Long, 2012).

2.2. Tourism and Hospitality Growth

- **Economic Event Impact:** The Hollywood movie award functions tourism generates direct expenditure on accommodation, dining and transportation, as well as creates jobs (Getz, 2016)
- **Cultural Tourism** Such events serve as a vehicle for cross-cultural exchange by providing an opportunity to showcase a destination's heritage, traditions and local crafts (Richards, 2011).
- **Branding of Destinations:** As cultural and cinematic narrative tools are used by destinations to differentiate their specific development objectives (Frost, 2010)

2.3. Global Practices in Cinema Tourism

- **Cannes Film Festival (France):** Boosts the local economy through visitor spending and media exposure, drawing tourists throughout the year.
- **Hollywood (USA)** – The most famous case of film induced tourism, it attracts millions of visitors every year.
- **Bollywood (India):** Drives tourism to shooting locations, with initiatives like film tourism guides and promotional campaigns by state governments (Kumar, 2018).

2.4. Oman's Potential for Red Carpet Tourism

- **Growth of tourism industry:** The Oman tourism industry has witnessed a steady growth due to initiatives like Oman Vision 2040 to encourage various aspects of cultural tourism and entertainment tourism (Ministry of Heritage and Tourism, Oman, 2022)
- **Cultural Assets:** Oman's distinctive landscapes, rich heritage and hospitality sector make the perfect destination for cinema tourism.
- **Case against Global Competitiveness:** Oman often struggles with international awareness, lacks an adequate travel infrastructure and faces stiff competition from established film tourism destinations (World Travel & Tourism Council, 2021).

3. Methodology

The primary aim of this research is to explore the role of cinema award functions as catalysts for tourism and hospitality growth in Oman. Based on a secondary data-based study, the research objectives are outlined as follows:

1. To evaluate how international film award ceremonies affect the travel and hospitality sectors worldwide.
2. To determine whether Oman might hold comparable film award ceremonies in order to boost its travel industry.
3. To investigate the prospects and difficulties of holding film award ceremonies in Oman.
4. To suggest methods for utilising film award functions to increase Oman's appeal to tourists worldwide.
5. To assess the long-term cultural and socioeconomic effects of film award ceremonies on Oman's travel and hospitality sectors.

3.1. Research Design

This is a qualitative research paper developed by means of secondary data collection through literature review. It can assist in searching through the available pieces of study or reports or frameworks which are linked to cinema reward functions, tourism, and hospitality growth.

3.2. Data Collection Method

Literature Review

The methodology includes the following data: academic and industry sources academic and industry sources

- Journals articles with peer review
- Chapter in books on tourism, hospitality and cinema
- Reports on Oman's tourism and culture by the government
- Conference papers

Related composing Data up to October 2023 Industry reports and white papers on cinema as tourism. Case studies of similar international destinations where cinema and award functions have played a role in tourism/sustainability growth.

3.3. Search Strategy:

- Keywords such as *cinema tourism, film-induced tourism, award functions and tourism, hospitality industry in Oman, Oman tourism development, and cultural events and tourism* will guide the search.
- Databases like Google Scholar, JSTOR, ProQuest, Scopus, and industry reports will be utilized.

3.4. Analytical Framework

To find recurrent themes and insights from the evaluated literature, a thematic analysis approach will be used. The following are important thematic areas:

- **Cinema's Effect on Tourism:** Analysing how movie settings and award shows affect traveller numbers and demand for lodging.
- **Economic Contribution:** Recognising the earnings and job openings brought about by events and movie tourism.
- **Cultural Promotion:** Examining how local customs, culture, and landscapes are portrayed in films to draw in foreign visitors.
- **Case Studies:** A comparative examination of locations where film has served as a catalyst for travel, such as the Cannes Film Festival and Hollywood tourism.

3.5. Contextual Analysis for Oman

The study will incorporate:

- Data on the country's current tourism and hospitality sectors, emphasising growth trends;
- government programs and plans, like Oman Vision 2040, which emphasise cultural tourism;
- the possible advantages of holding international film awards ceremonies in Oman; and
- obstacles and challenges (such as infrastructure, policy support, and competition), as determined by the body of existing literature.

3.6. Justification of Methodology

Approach Literature Review: Since this provides comprehensive understanding of the existing research, this is an appropriate methodology.

Contextualization for Oman: Adaptation of global literature insights to Oman's specific cultural and economic conditions is possible.

Less Intrusive Approach: Secondary data analysis requires fewer resources and can facilitate the rapid completion of the study.

Such approach guarantees a comprehensive overview regarding the interrelation between cinema award functions and tourism development with an emphasis on Oman. If you want to work on specific paragraphs, let me know.

3.7. Conceptual framework

Operationalization of the Framework

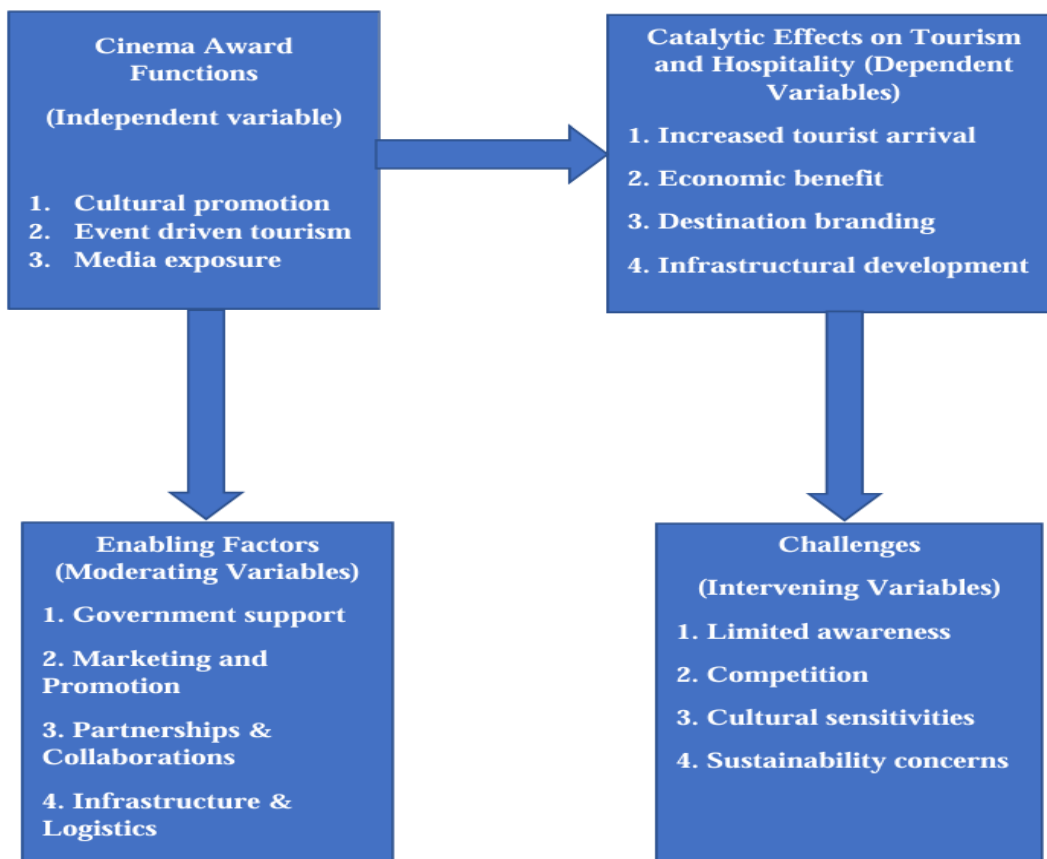
Step-by-step Formatting of the Framework

Cinema Award Functions: Evaluated from the case studies of international functions like Cannes Film Festival or BAFTA.

Tourism Increases: In terms of arrivals, lengths of stay, and spending.

Hotel Growth: Assessed via occupancy rates, revenue generation and service development in the hotel sector.

Secondary data on these relationships will validate findings from government reports, industry analyses, academic literature, and international tourism studies (for policies).



Conceptual framework

Core Components of the Framework

3.8. Cinema Award Functions (Independent Variable)

These are large-scale, high-profile events that draw attention from international audiences, media, and stakeholders. Key elements include:

- **Cultural Promotion:** Showcasing Oman's distinct heritage, sceneries and customs through cinema.
- **Event-Based Tourism:** Generate domestic/international tourists to participate in award events.
- **Media Coverage:** Establishing worldwide visibility for Oman through coverage of the events.

3.9. Catalytic Effects on Tourism and Hospitality (Dependent Variables)

The framework focuses on cinema award functions' contribution to tourism and hospitality growth through:

- **More Tourist Arrival:** e.g Due to interest in award events ~ Domestic and Foreign tourists
- **Economic Benefits:** Boosted income for local businesses, hotels, and transport.
- **Dedicated Destination Marketing:** Building Oman as a unique and luxury destination to cultural & entertainment tourism.
- **Infrastructure Development:** Investments in venues, hotels, and facilities to support large-scale events.

3.10. Enabling Factors (Moderating Variables)

- The following elements affect how well movie award ceremonies encourage the expansion of travel and hospitality:
- **Support from the Government:** Programs, financing, and policies in line with Oman Vision 2040.
- **Marketing & Promotion:** Useful international marketing techniques to establish Oman as a centre for film tourism.
- **Collaborations and Partnerships:** Interaction with global film organisations and industry.
- **Logistics and Infrastructure:** Availability of first-rate locations, lodging, and transit.

3.11. Challenges (Intervening Variables)

Among the possible obstacles that could influence the results are:

- **Limited Awareness:** The potential of Oman as a film destination is not well known worldwide.
- **Competition:** Rivalry from other well-established film tourism sites.

- Cultural Sensitivities: Keeping local cultural values and contemporary film trends in balance.
- The concept of sustainability Concerns: Managing the environmental and social implications of growing tourism.

A systematic investigation of the subject using secondary data is made possible by this framework, which combines theoretical understanding with real-world applications. If you require any changes or additional clarification, please let me know.

4. Results and Findings

4.1. Findings from the Literature Review

- The results below are based on secondary data analysis research of the existing literature on cinema award functions, tourism and hospitality as respective generator of economic and cultural development in Oman by utilizing such events.
- Tourism Development as the Key to Cinema Awarding Functions
- Award functions for cinema have international audience and therefore internationalization of properties, which provides worldwide publicity to the host destinations. The Cannes Film Festival, for instance, attracts thousands of participants and media coverage yearly, generating tourism and branding impact to local city (Hudson & Ritchie, 2006).
- These types of events promote destination awareness and cultural tourism in host destinations as evidenced with New Zealand following The Lord of the Rings movie series (Connell, 2012). Consumers pay brand ticket prices to experience major entertainment events (Beard, 2008).
- Oman, too, can draw on its natural landscapes and cultural assets for worldwide attention via award events for cinema.

4.2. Impact of the economy on tourism and hospitality sectors

- Hosting cinema events increases visitor expenditure on accommodation, dining and transportation, which enhances local economics (Getz, 2016).
- Hospitality businesses in the host city also earn big money from events such as the Oscars where hotel occupancy rate during the event rises (Kim & Long, 2012).
- Parallel occurrences in the Omani context may well fit into the country's Vision 2040 targets, producing jobs and driving the domestic economy while doing so (Ministry of Heritage and Tourism, Oman, 2022).

4.3. The Importance of Destination Branding and Global Exposure

- Award functions for films and cinema are a long-drawn form of destination branding and make places cultural hotspots. The Cannes Film Festival creates Cannes as a global luxury destination (Richards, 2011).
- Oman's unique culture, traditions and landscapes offer a unique selling proposition which can attract filmmakers as well as tourists (World Travel & Tourism Council, 2021).

4.4. Advantages and Lessons of Use

- Competition: The established destinations such as Hollywood, Cannes, and Bollywood and so on are stiff competition and have better developed destination infrastructure and are world-renowned (Frost, 2010).
- Awareness and Marketing: There needs to create awareness of Oman as potential cinema tourism destination in the world and aggressive marketing campaigns and international collaboration is required (Hudson & Ritchie, 2006).
- Infrastructure Development: Despite Oman's advancements in its tourism infrastructure, additional investments are needed to host large-scale international events (Ministry of Heritage and Tourism, Oman, 2022).

4.5. Sustainability and Cultural Sensitivity

- Managing the effects of growing tourism on the environment and preserving the uniqueness of local culture are sustainability concerns. According to studies, these hazards can be reduced by including sustainable practices into event planning (Getz, 2016).
- Maintaining Oman's cultural legacy, which is still a vital component of its identity, should be balanced with contemporary film trends (Richards, 2011).

4.6. Cinema Award Functions as Catalysts

- Film award ceremonies play a major role in boosting tourism inflows and destination branding.
- These gatherings provide chances to present regional customs and culture to a global audience.

4.7. Economic and Cultural Benefits: Organising such events increases visitor spending, generates employment, and strengthens the economy as a whole in the travel and hospitality sectors. Movie screenings promote intercultural communication and increase a destination's visibility abroad.

4.8. International Best Practices: Promising instances, like the tourism campaigns in Cannes and Bollywood, demonstrate how movie award ceremonies can change the nature of travel.

4.9. Oman's Potential: Oman has unrealised potential for using its natural beauty and cultural resources to draw viewers and filmmakers. Success requires strategic actions, such as enhanced infrastructure, global partnerships, and aggressive marketing.

4.10. Difficulties: Well-known international film tourism sites compete with Oman. Concerns about sustainability and the requirement to accommodate regional cultural sensitivities continue to be important factors.

4.11. Economic impact of film festivals

By drawing tourists and producing large financial gains, film festivals play a vital role in the tourism industry. An outline of the amount of money made by each industry and the number of visitors to a few nations known for holding major film festivals can be seen below:

United States

- **Sundance Film Festival:** The Sundance Film Festival generated roughly \$135 million in economic activity for Utah in 2020. This effect included spending on accommodation, drives, meals and similar services. The festival drew over 116,000 attendees, including visitors from other countries, contributing to the local tourism and hospitality industry.

Germany

- **Visiting Berlin International Film Festival (Berlinale)** The Berlinale is one of the biggest publicly attended film festivals in the world. In 2024, 447,655 movie theatre visits were made during the festival. This flood of visitors greatly boosts Berlin's economy, with the hospitality, retail, and transportation industries especially reaping the benefits.

Finland

- **Oulu International Children's Film Festival:** 2023 with 228,100 visitors These events boost local tourism since they generate demand for lodging, meals, and other services that benefit the local community and grow the regional economy.

Global Perspective

- **Film Tourism Market:** In 2022, the worldwide film tourism market was worth around \$68.1 billion, and it is anticipated to be worth about \$110.79 billion by 2028, registering a compound annual growth rate (CAGR) of 7.2% during the forecast period. The growth speaks to the rising importance of film tourism globally.

Although the exact data on country distribution by sector revenue might offer less consistency, the industry at a glance appears to favour a significant spillover effect for film festivals on the sectors below.

- **Hospitality:** Higher occupancy rates in hotels and similar places to stay.
- **Food and Beverages:** Increased visitation to restaurants, cafes and bars.
- **Retail:** Store and marketplace growth
- **Transport:** Greater use of public transport, taxis, and other transport services.

Film festivals can boost demand for these sectors, making a huge economic contribution to the regions in which they host.

4.12. Film festivals that Oman has hosted so far

Highlighting both local and international cinema in Oman has worked assiduously to develop its film business through organizing a number of film events. Film festivals & events held in Oman include the following:

4.13. Muscat International Film Festival (MIFF)

MIFF has been organized annually since 2000 by the Omani Film Society, and 2024 marks its 11th edition. The cultural exchange and internationality of the event is reflected in its diverse programming, spanning multiple categories, ranging from established names to newcomers, screening meditative films to action-packed projects.



Dhofar International Film Festival

The festival, held by the Oman Film Society and showcasing films drawn from about 200 submissions, aims to celebrate regional movies and promote Oman's tourism industry by bringing filmmakers and audiences to Oman's Dhofar region.



Al Dhahirah International Documentary Film Festival

Directed by the Oman Cinema Association, the cultural event — dedicated to documentaries shorts — aims to promote the cinematic culture and create a dialogue platform for emerging filmmakers around the world.



European Union Film Festival (EUFF)

The event, which featured 15 films and documentaries from nine European countries, high-fived cultural connections and brought Omani audiences into contact with European cinema.



Gulf German Film Festival

This will be the fourth year of the festival, which celebrates German-language cinema and emphasizes the close cultural ties between Oman and German-speaking countries.

Such events not only enhance the cultural fabric of Oman but also contribute immensely to cultivating tourism and encouraging global partnerships in the film industry.



Conclusion:

The study finds that through the cinema award functions there lies great potential to promote tourism and hospitality sector growth in Oman, specifically. From synthesising insights derived from the secondary data, we can draw several key conclusions:

1. Cinema as a Tourism Catalyst

This wide-reaching attention presents a highly effective playground for tourism to develop in most cases, as cinema award functions have been shown to create international appeal, bringing the world to our Culture and Nature. Cannes Film Festival and Bollywood award functions have, for instance, shown the power of being able to establish destinations as iconic tourism (Connell, 2012; Hudson & Ritchie, 2006). With its rich cultural heritage and breath taking landscape, Oman is ideally placed to benefit from analogous prospects.

2. Economic and Cultural Benefits

Such award functions hosted with cinema can boost the economy by increasing spending from visitors and stimulating local businesses Combined with tourism-struggling hospitality sectors that often rely on these events for employment opportunities (Getz, 2016). Such events also provide a platform for transmission of Oman's unique cultural identity that can foster cultural exchange and enrich Oman's image internationally (Richards, 2011).

3. Strategic Imperatives for Oman

Red Carpet Tourism will require, among other enablers, investment in international partnerships, global marketing efforts, as well as infrastructure development if it is to be successfully realised." Such initiatives

should be in line with Oman Vision 2040 focusing on tourism related to culture and entertainment (Ministry of Heritage and Tourism, Oman, 2022).

4. Addressing Challenges

As a new entrant to the film tourism landscape, Oman may face challenges related to awareness, accessibility, and differentiation from the established destinations that have already built a reputation for attracting film enthusiasts. To overcome these barriers, strategic planning and policy support are needed (World Travel & Tourism Council, 2021; Frost, 2010).

5. Sustainability and Long-Term Impact

It is essential that the growth of tourism and hospitality does not come at the expense of Oman's cultural and environmental integrity, and as such incorporating sustainability practices in event planning is critical. This will allow the country to develop a proper and sustainable "Red Carpet Tourism" ecosystem (Getz, 2016) that can give Oman a long-lasting benefit.

Closing Statement

In short, cinema award functions are mighty routes for Oman to fulfil its hospitality and tourism ambitions. Adapting international best practices, while being cognizant of Oman's overall unique cultural and economic context, can enhance the repositioning of Oman as a world-class hub for cultural and cinematic tourism.

5. Limitations and Directions for Future Research

5.1. Limitations

Dependence on Secondary Data

This study only uses secondary data, which might not adequately represent the special dynamics and possibilities of Oman's travel and hotel industries in relation to movie award ceremonies. Richer insights might be obtained by gathering primary data from stakeholders through surveys, interviews, and focus groups.

Limited Case Studies Specific to Oman

Although the study makes reference to international film award ceremonies, there aren't many clear case studies that are unique to Oman. This makes it more difficult to place the results in the culture and economic context of Oman.

Dynamic Nature of Tourism Trends

The travel and hospitality sector is greatly impacted by world events including pandemics, political stability, and global trends. The findings' generalisability may be constrained by these dynamic considerations.

Focus on Cinema Award Functions Only

The study only looks at movie award ceremonies; it ignores other kinds of cultural events and creative sectors that can also act as spurs for tourism in Oman.

Insufficient Analysis of Stakeholder Perspectives

The study omits important stakeholders' viewpoints, which are essential for a thorough analysis and include those of government organisations, travel agents, and specialists in the film business.

5.2. Directions for Future Research

Incorporate Primary Data Collection

To obtain a more comprehensive grasp of the opportunities and difficulties, future studies should collect primary data from travellers, filmmakers, and hospitality professionals through focus groups, surveys, and interviews.

Broaden the Scope Beyond Cinema Awards

Scholars might investigate how other cultural events, including music festivals, art exhibits, or traditional heritage festivals, might influence travel to Oman.

Analyse Longitudinal Impacts

Deeper understanding of the cultural and economic advantages would come from long-term studies examining the long-term effects of hosting film award ceremonies on Oman's tourism and hospitality sectors.

Develop Localized Case Studies

Policymakers could get unique, useful insights by conducting case studies on Omani film festivals or cultural events, such the Dhofar International Film Festival or the Muscat International Film Festival.

Examine Regional Collaboration

Future studies could look into the possibility of regional cooperation with nearby Gulf nations to hold joint film award ceremonies, making use of their audiences and resources.

Examine Sustainable Practices

Concern over sustainability in the travel industry is growing. It is crucial to conduct research on how Oman's Vision 2040 objectives for sustainable tourism development can be matched with the roles of film awards.

Make Use of Cutting-Edge Analytical Tools

Future research could evaluate the spatial and economic effects of movie tourism in Oman using sophisticated analytical methods like GIS mapping and predictive analytics.

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