ABSTRACT

Film Theme Park (FTP), combining activities of film industry with tourism industry, appears to be a new form of tourism in China, yet its business together with popularity of Chinese movies as well as growth in tourist activities move at a high speed in generating significant revenue for China’s tourism. As FTP business grows larger, study on its success and development is necessary, so that management direction of FTP can be mapped out more concretely to sustain its activity as a viable part of tourism in China. With an aim to understand the business factors of FTP in Chinese tourism content, this research uses a case study of China West Film Studio (CWFS) in Ningxia Province to investigate the relationships between tourists’ movie-social lifestyle with regards to business factors from the visitors’ point of view.

This study employs factor analysis to categorize the visitors’ movie-social lifestyle characteristics. The analysis of the data, surveyed via using questionnaire, finds that 382 sampled-visitors are clustered in six groups. The six groups, with prominent characteristic in movie-social lifestyle, show different degrees of their views towards various business factors offered by China West Film Studio. Visitors’ movie-social lifestyle demonstrates strong views on business factors of CWFS. While the study reveals that the studio’s business factors on service and movie theme meet with a relative success, it suggests that the studio should improve more of its facility, publicity, activity and price.

Keywords: Film Theme Park; Movie-Social Lifestyle; Visitors’ Point of View; Business Factors