

11 Can Film Nostalgia Improve Destination Image and Intention to Visit the Destination?

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The objectives of this chapter are to:

- ☐ Measure the impact of Hong Kong films on tourists' decisions to visit Hong Kong from different countries or regions,
- ☐ Assess how watching Hong Kong films influences the image of Hong Kong as a destination,
- ☐ Examine the role of nostalgia in shaping tourists' attitudes and likelihood of visiting Hong Kong,
- ☐ Investigate how fandom and loyalty to Hong Kong movies motivate travel,
- ☐ Explore how film and tourism industries can collaborate to promote destinations effectively.

Introduction

Hong Kong has been called Asia's Hollywood. Hong Kong film fans who grew up watching these movies from the 1970s to the early 2000s have 'good old days' memories: they imitated characters' actions, gossiped about film stories or film stars, learned martial arts, exchanged film-related stories, and followed movie stars' fashions (Kim & Kim, 2018a; Kim et al., 2019a, 2019b). These fond memories have become film nostalgia for those in their mid-40s and older. Recently, Hong Kong has also featured in Hollywood movies as a location. Viewers are eager to visit Hong Kong to enjoy fond memories and visit relevant places.

This study aimed to understand the characteristics of Hong Kong films and potential film tourists to devise strategies to attract 'film pilgrims' and develop