

XXXXXX (Title)

(Times New Roman 18, Bold, Two Lines With The Content,
In The Middle, Single-spaced)

Abstract: Film tourism, as a new type of innovation and business opportunity within the tourism industry has attracted a lot attention. It has become a popular worldwide touristic phenomenon that tourists visit sites where movies and TV programs have been filmed as well as to production studios. Times New Roman 12, 20(Row Spacing), “Abstract” Bold

Key Words: film tourism, tourism destination, experience Times New Roman 12, 20(Row Spacing), Skip One Lines With The Abstract; “Key Words” Bold

1 Introduction (Times New Roman 16, Bold, No Text-Indent, Single-spaced)

Film tourism, as a new type of innovation and business opportunity within the tourism industry has attracted a lot attention. It has become a popular worldwide touristic phenomenon that tourists visit sites where movies and TV programs have been filmed as well as to production studios. Film tourism could be referred to as an activity that describes the effects that film and TV-productions can have on our travel experiences as they inspire people to experience the screened places firsthand. This report intends to find the relationship between film and tourism, in order to know the previous viewing experience.

Times New Roman, 12, 20(Row Spacing)

2 Literature and theory

The theory part is for better understand the existed research about film tourism and its experience. So this part first gives an analysis of what is tourism experience, and then narrowing it to the experience in film tourism. Next, this report takes the causal relationship between production value, audience involvement and film tourism experience as a fundamental understanding. And explain why production value and audience involvement is important for film tourism. Further to point out that re-enactment can be viewed as a kind of film tourism experience to be experienced at the tourism destination.

2.1 Tourism experience and film tourism (Times New Roman, 12, Bold, 13 pounds before the paragraph)

The reason that tourists choose to spend money, time and effort to engage in tourism destination is they want to produce an enjoyable moment of time. It is experiences that appeal to satisfy tourists’ high-order needs such as excitement, enjoyment, prestige, even learning, thus contribute to the enhancement of a sense of well-being(Prebensenet al, 2014). This kind of experience is tourism experience. It can be divided into three phases: per-trip (planning and information gathering), travel to site and on-site activities, post-trip. The different phases of a travel experience imply that it is not only possible but also feasible to create value-added dimensions at any point of the process.

After the “ Lost in Thailand ” released on December 12th, 2012 which is Chinese traditional festival, Spring Festival after one or two months, the number of Chinese tourists who travelled to Chiang Mai during the Spring Festival hasincreased by 10 times, about 100,000 Chinese mainland, Hong Kong and Macao tourists spent their New Year in Thailand, bringing \$140 million tourism revenue for the Thai government. According to the report “2013 Survey of Tourists” released by the Ctrip Travel recently, Thailand still remains the most favored destinations that tourists plan to go in 2013^①.

Footnotes: The Number of Footnotes likes ① ②... On Every Page Times New Roman 10.5, Single-spaced

Before starting our analysis, it is reasonable to state the characteristic of the respondents we have investigated. So there are some descriptive statistics tables which could be regard as the background of subsequent analysis.

Figure/Table: The number of figure/table is Consistent with the number odchapters. The Arabic numeral (1, 2, 3.....)

Table 2.1 gender and age cross tabulation

			age					Total
			Below 18	18 to 30	31 to 45	46 to 60	Above 60	
gender	Female	Count	2	40	9	9	1	61
		% of Total	1.8%	35.4%	8.0%	8.0%	.9%	54.0%
	Male	Count	0	38	9	3	2	52
		% of Total	.0%	33.6%	8.0%	2.7%	1.8%	46.0%
Total		Count	2	78	18	12	3	113
		% of Total	1.8%	69.0%	15.9%	10.6%	2.7%	100.0%

① <http://travel.sohu.com/20130311/n368384874.shtml>

$$\text{Logit}(p) = \alpha_0 + \alpha_1 \text{SIZE} + \alpha_2 \text{FREQUENCY} + \alpha_3 \text{COMBINE} + \alpha_4 \text{INDEPENDENT} + \alpha_5 \text{PERCENT} + \alpha_6 \text{SALARY} + \sum_{n=1}^5 \beta_n Y_n + \varepsilon \quad (2.1)$$

Formula: In A Row, Put The Number of Formula in parens, Right Aligns.

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