

# WANDERLUST ON THE SILVER SCREEN: THE INFLUENCE OF DIL CHAHTA HAI ON TOURIST BEHAVIOUR

Rama Choudhary <sup>1</sup>, Dr. Shipra Mathur <sup>2</sup>

<sup>1</sup> Research Scholar, Department of Journalism and Mass Communication, IIS (Deemed to be University), Jaipur, Rajasthan, India

<sup>2</sup> Advisor, Department of Journalism and Mass Communication, IIS (Deemed to be University), Jaipur, Rajasthan, India



## Corresponding Author

Rama Choudhary,  
[ramadagar1995@gmail.com](mailto:ramadagar1995@gmail.com)

## DOI

[10.29121/shodhkosh.v5.i1.2024.2902](https://doi.org/10.29121/shodhkosh.v5.i1.2024.2902)

**Funding:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

**Copyright:** © 2024 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.



## ABSTRACT

This research examines how films affect tourist choices, specifically focusing on the Hindi film *Dil Chahta Hai* (2001). The film features relatable characters, stunning visuals, and themes of adventure and love, motivating viewers to visit places like Goa and Sydney. A qualitative method is used to analyze the film's story, visual style, and themes, along with social media posts, reviews, and travel blogs to evaluate its effect on tourism. The results show that films play a key role in sparking a desire to travel by showcasing beautiful locations and engaging stories that connect with viewers emotionally. By highlighting Goa's beaches and Sydney's iconic sites as backdrops for friendship and self-discovery, *Dil Chahta Hai* has made these places popular travel spots. The film's cinematic techniques such as non-linear storytelling, rich visuals, and moving music enhance its cultural and tourist appeal. The study finds that cinema not only entertains but also has a strong impact on actual travel habits, inspiring audiences to turn their film-inspired aspirations into real-life adventures.

**Keywords:** Travel Behavior, *Dil Chahta Hai*, Chapora Fort, Cinematic Experiences, Visual Aesthetics

## 1. INTRODUCTION

### 1.1. CINEMATIC STORYTELLING

Cinematic storytelling is a strong method for crafting stories and building characters that resonate emotionally with viewers. Films can also impact tourism by changing how people perceive certain destinations and motivating them to travel to the places featured in the films [1]. Cinematic storytelling is a special art that combines images, sound, and stories to create engaging experiences for audiences. Unlike traditional storytelling, it often uses visuals and sound to express complex ideas and feelings, sometimes without any spoken words. Directors, cinematographers, and designers work together to create stories that connect with people from various cultures. Filmmakers use tools like visual symbols, character growth, and sound effects to shape how viewers understand and feel about the story. Strong characters who change during the film build emotional ties, increasing empathy and understanding. The significance of sound and music in amplifying the impact of stories cannot be overstated. They establish the atmosphere, evoke emotions, and render

scenes unforgettable. A thoughtfully composed soundtrack can elevate mundane moments into extraordinary experiences. Through meticulous planning of the narrative's structure, progression, and pivotal scenes, filmmakers can maintain audience engagement and effectively realize their stories. A solid understanding of the fundamentals of cinematic storytelling, including plot development and pacing management, is essential for crafting captivating narratives [2]. The strategic management of tempo and tension keeps viewers engaged, while effective editing shapes the flow of the narrative and emphasizes key moments.

## 1.2. INFLUENCE OF FILMS ON TRAVEL BEHAVIOR

Films can strongly influence where people choose to travel by shaping how they see different places. In 2017, a study showed that about 80 million tourists picked their travel destinations because of films and TV shows [3, 4]. This phenomenon indicates that films serve as powerful motivators for destination selection, altering travel patterns and increasing tourist interest in specific locations.

**Film-Induced Tourism:** is when people travel to places featured in films. It shows how powerful films can be in influencing travel choices. This type of tourism has become more popular in recent years which completely changes the way destinations are promoted. When a place is shown in a film, it acts like an advertisement seen by millions, making it a smart way to attract more visitors. [1].

**Character and Narrative Influence:** The characters and stories in films can inspire people to visit certain places. When films feature relatable characters and interesting storylines, viewers feel a connection and may want to experience those places in real life [3.5].

**Visual Appeal of Locations:** How a place looks in a film is important in attracting tourists. Films often showcase beautiful landscapes, famous landmarks, and lively cultures, making them seem more appealing. This visual attraction not only makes people want to visit, but it also encourages viewers to share their travel experiences on social media.

**Increased Awareness and Economic Impact:** Popular films can bring a lot of visitors to certain locations. For example, after the film "Braveheart" was released, the Wallace Monument in Scotland saw a 300% increase in visitors [1]. This boost in tourism can help local businesses and contribute to the economy. Film tourism is an important part of many regions' economic strategies.

## 2. THEORETICAL FRAMEWORK

This research is based on the Uses and Gratifications Theory, which suggests that people choose media to meet certain needs, like entertainment, emotional satisfaction, or social connection. In the case of the film Dil Chahta Hai, it is more than just entertainment. It gives viewers a chance to escape, feel emotionally connected, and experience the thrill of travel and adventure vicariously through the characters. As they follow the characters' journeys, viewers satisfy their desire for adventure, exploration, and personal growth, which may inspire them to seek similar experiences in real life.

## 3. RESEARCH METHODOLOGY

### 3.1. APPROACH

A qualitative research methodology is employed to gain an in-depth understanding of the relationship between cinematic storytelling and tourist behaviour.

### 3.2. DATA COLLECTION AND ANALYSIS

**Content Analysis:** In-depth analysis of Dil Chahta Hai to examine its narrative structure, visual aesthetics, and thematic elements.

**Social Media and Blog Reviews:** Posts, reviews, and travel stories from platforms like Instagram and travel blogs are analyzed to understand the film's broader impact on tourism.

**Secondary Data:** Examination of existing literature, reports, and studies on film-induced tourism and cinematic influence on travel behaviour.

## 4. RESEARCH OBJECTIVES

- To analyze the influence of Dil Chahta Hai's visual and narrative elements on viewers' travel motivations.
- To identify specific aspects of the film that inspire audiences to visit the featured destinations.
- To examine how the characters' journeys and emotional transformations contribute to viewers' aspirations for travel and adventure.

## 5. RESEARCH STATEMENT

The visual and narrative elements of Dil Chahta Hai influence viewers' travel motivations and inspire visits to the featured destinations.

## 6. DATA COLLECTION AND ANALYSIS

### 6.1. OVERVIEW OF DIL CHAHTA HAI

Dil Chahta Hai is a Hindi comedy-drama film directed by Farhan Akhtar, released on August 10, 2001. The film focuses on friendship, love, and personal development, becoming an important part of Indian cinema. With a budget of ₹80 million, it earned ₹397.2 million at the box office. The film received acclaim for its innovative storytelling and portrayal of modern youth, winning two awards at the 49th National Film Awards. The story follows three close childhood friends: Aakash, Sameer, and Siddharth (Sid) as they move from college to adulthood. It highlights their personal experiences with love, friendship, and growth while dealing with the challenges of young adult life.

**The Main Characters:** The three main characters have unique traits that shape how they view life and love. Aakash, played by Aamir Khan, is adventurous and spontaneous, avoiding serious relationships at first. Sameer, portrayed by Saif Ali Khan, is a true romantic who quickly falls in love and gets swept away by his feelings. Sid, played by Akshaye Khanna, is the thoughtful one in the group, an artist dealing with deep emotions and his own dreams.

**Central Conflict:** The main issue in the film arises when each friend finds love, causing tension and misunderstandings among them. Aakash falls for Shalini (Preity Zinta), while Sameer juggles multiple relationships, including Pooja (Sonali Kulkarni) and Priya (Suchitra Pillai). Sid develops a deep connection with Tara (Dimple Kapadia), she is an older woman dealing with her struggle with alcoholism and a painful past, making their bonds complex and multi-layered.

**Themes of Friendship and Love:** Friendship is at the heart of the narrative, and it is illustrated through the trio's road trip to Goa, symbolizing their carefree youth and camaraderie. However, as their romantic relationships evolve, the film highlights how love can challenge even the strongest bonds of friendship. The struggles each character faces in their romantic pursuits often complicate their interactions, revealing the tension between personal desires and group loyalty.

**The Resolution:** The film culminates in a realization of the importance of friendship amidst the complexities of love and life choices. Following a pivotal fallout, where Aakash and Sid's friendship is strained due to love interests and misunderstandings, the characters ultimately learn to reconcile their differences. This resolution underscores the overarching message about the endurance of true friendship even through trials, while also allowing each character to grow in their understanding of love and commitment.

**Cultural Significance:** This film emerged as a cultural phenomenon, resonating with the youth of India. It showed characters we can all relate to, and dealing with real-life problems. It also raised the bar in Indian Cinema for showing friendships and relationships. With its fresh style and catchy music, it became a trendsetter that still impacts Indian cinema today.

### 6.2. KEY STORYTELLING ELEMENTS

#### 6.2.1. NARRATIVE STRUCTURE

Dil Chahta Hai presents a slice-of-life narrative that showcases the complexities of adulthood, allowing characters to represent relatable experiences for a generation navigating new societal norms [6]. Each character's story is shown

through events and experiences that happen over time, letting us see how they grow and change. This structure keeps the audience interested and shows different views on travel and adventure. The film uses a non-linear timeline to show different stages of the characters' lives and their travels. Flashbacks and parallel storylines give us a deeper understanding of their relationships and experiences. This way of telling the story adds depth and highlights how their journeys change them.

**Character Development:** Aakash's character changes from being carefree and avoiding commitment to someone who values relationships and responsibility. His journey includes a trip to Sydney, where his views on love and life shift. This change is shown through his interactions and emotional growth, making his travel experiences important for his development. Sameer's romantic journey, including his experiences in Goa, highlights his quest for genuine love and self-acceptance. His narrative captures the highs and lows of romance and travel, providing a relatable perspective on love and adventure. Siddharth's path centers on his quest for purpose and understanding. His travels, particularly in Goa, underscore the theme of self-discovery. Siddharth's story illustrates how travel can lead to finding one's true self and life's purpose.

**Themes:** The film primarily explores friendship. The strong connection between Aakash, Sameer, and Siddharth is depicted through their shared adventures. It emphasizes how travel and experiences can deepen friendships and create lasting memories. Romance is another key theme in *Dil Chahta Hai*. The film examines various facets of love through the characters' relationships. Romantic moments, especially in scenic locations like Goa, add emotional richness to the narrative. Additionally, the film addresses personal growth and self-discovery. The characters' journeys, both physical and emotional, reflect their search for meaning and fulfilment.

### 6.2.2. VISUAL AESTHETICS

The film's visuals play a big role in its storytelling. The stunning views of Goa and the vibrant scenes of Mumbai are presented in a way that makes these places attractive to the audience. The cinematography and set design help viewers feel immersed in this world, making the locations feel both uplifting and familiar. This can encourage viewers to want to visit these places themselves.

**Cinematography and Editing:** The cinematography marked a significant evolution in Hindi cinema, establishing a fresh visual language that resonated with modern audiences. Farhan Akhtar's directorial debut utilized colors, light, and camera angles strategically to enhance the storytelling and character development<sup>8</sup>. The film's visual style closely reflects the feelings of its main characters, enhancing their journeys beyond typical film standards. It uses lively camera work, such as wide shots and synchronized sound, to pull viewers into the story. Stunning aerial views of Goa's beaches and detailed shots of city life in Sydney and Mumbai create a rich and engaging experience. Sydney serves as a lively setting for the plot, highlighting famous spots like the Sydney Opera House and the Harbour Bridge, which beautifully represent the city's character and landscapes [30]. The choreography of scenes, especially during group outings, captures the essence of youthful exuberance while simultaneously emphasizing character interactions. These techniques serve to establish a bond between the audience and the characters, encouraging a deeper emotional investment in their journey. The camera work enhances the visual appeal of the destinations and draws viewers into the film's world [10].

The colour palette throughout the film plays a crucial role in conveying the themes of youth, freedom, and friendship. Vibrant colors, such as blues and greens representing serene landscapes, contribute to the visual appeal of Goa, symbolizing light-heartedness and joy [9]. In contrast, darker tones are employed during moments of conflict, reflecting the emotional turmoil the characters face as they navigate relationships [8].

Akhtar's creative editing helped shape the film's visual story, making the scene and location changes smooth. This style kept the story interesting and matched the characters' pace. By skilfully placing happy and emotional moments side by side, viewers could feel the characters' development and challenges at the same time, which boosted the effect of the cinematography.

**Mise-en-Scène:** The film's set design and location choices are important in creating an immersive experience. The beautiful beaches, busy markets, and famous landmarks are carefully chosen to make the film visually appealing. The attention to detail in the set design makes the locations feel real and attractive. The way Sydney is shown in the film stands out for its realism, unlike other Indian films that might use sets or different places to represent foreign cities. This authenticity resonates with viewers, as the film was shot in actual Sydney locales, providing a genuine experience of the city [30].

The costumes help show the personalities of the three main characters. Aakash wears casual and trendy clothes, Sameer's outfits are colorful and bold, and Sid dresses in more quiet and artistic styles. These clothing choices reflect their characters and help viewers connect with their journeys. The attention to costume design adds depth to the characters and supports the film's modern look. [11]. Props are important in the film as they help show the characters' inner lives and relationships. For example, motorcycles and cars represent freedom and movement, matching the film's themes of exploration and youthful energy. The careful choice of props makes the audience feel more connected to the characters' world and highlights their relationships with each other and their surroundings.

Each frame in the film is carefully arranged to focus the viewer's attention on important characters or actions. The camera moves and angles, especially during key moments like the famous car ride to Goa, help create a sense of energy and emotional impact. These artistic choices significantly elevate the film's narrative and thematic strengths.

### 6.2.3. MUSIC AND SOUND

The music for the film was composed by Shankar-Ehsaan-Loy and is seen as groundbreaking in Bollywood. Released in 2001, it was different from traditional music styles. It used rock and electronic elements that appealed to younger audiences. This fresh style set a new standard for Hindi film music and influenced future soundtracks [12, 13]. The soundtrack includes a mix of musical styles and instruments, showing global influences. The composers used traditional Indian instruments like the Dholak and Tabla along with modern ones like the Didgeridoo. This combination makes the music richer and more unique. It gives the album a universal appeal and represents a major change in Indian music.

Each song in the soundtrack reflects the characters and their stories. Notable tracks include "Koi Kahe Kehta Rahe," a fun anthem about youth and friendship, and "Tanhayee," which expresses loneliness and deep emotions. The mix of playful and serious lyrics adds meaning to the story. The soundtrack was widely praised and is considered one of the greatest in Indian cinema. It was featured in prestigious lists, like the BBC Asian Network's Top 40 Soundtracks of All Time, showing its lasting impact. The album sold over 2 million copies, proving its popularity and influence on modern Indian music. Along with the songs, the film has a well-designed background score that adds emotional depth. The music highlights key moments in the story, helping viewers feel more connected to the characters. This combination of songs and background score makes the film a rich audio-visual experience.

## 6.3. ONLINE MEDIA ANALYSIS

### 6.3.1. POSTS FROM ONLINE MEDIA

Online media shows that #Dil Chahta Hai greatly influences how people travel. Many posts focus on the famous road trips and adventures that fans want to experience, particularly in Goa, which is closely linked to the film's themes of friendship and spontaneity [14, 15]. The film's presence on social media shows how it continues to affect viewers, especially millennials and Gen Z. Users often post nostalgic content, including quotes and images from the film, while recalling its themes of friendship and self-discovery. These posts connect with many users, prompting them to think about their own lives and relationships about the film's characters and stories. Certain scenes have become popular online, especially among younger viewers who see them as relatable during their journey into adulthood. For instance, a scene depicting the evolving dynamics of friendship resonates with viewers as they navigate changes in their own lives, such as moving away from work or drifting apart from childhood friends. This relatability has led to increased shares and discussions across platforms, highlighting the film's relevance even after more than two decades since its release [16].

Posts on platforms like Instagram highlight travel experiences inspired by the film. Users often share photos from locations featured in the film, such as Chapora Fort, and convey a desire to recreate the cinematic experiences portrayed in the film. The film essentially serves as a travel catalyst, encouraging viewers to explore destinations associated with it [17]. The film has also inspired a plethora of memes that circulate on social media. These humorous takes on iconic dialogues or scenes serve to keep the film alive in public discourse, creating a sense of community among fans who appreciate the timelessness of its messages. Memes centered around "#Dil Chahta Hai" often reflect shared experiences, further cementing the film's place in popular culture [16]. Emotional responses to the film's narrative elements are frequently shared on social media, with users expressing how the themes resonate with their journeys. Reflection posts commonly highlight the nostalgia associated with youth and friendships, emphasizing a longing for simpler times



represented in the film. This introspective engagement deepens the film's cultural significance, making it a cornerstone of discussions about adulthood and change.

### 6.3.2. TRAVEL BLOG EXPERIENCES FROM DIL CHAHTA HAI

Many travel bloggers recount how watching the film sparked a desire for a road trip with friends, reflecting on the carefree spirit and camaraderie depicted on screen. This cinematic representation encourages individuals to seek out their adventures, often resulting in a pilgrimage to Goa, a location forever intertwined with the film's narrative [18, 19]. Travel blogs and user reviews often recount personal experiences tied to visiting iconic Sydney sites, with many travellers sharing anecdotes about their adventures inspired by the film. This shared cultural connection highlights the film's lasting impact on travel behaviour among its viewers [31]. Many traveller's reviews often reflect how films like Dil Chahta Hai can inspire viewers to visit specific locations. The fort's depiction in the film as a romantic and adventurous spot likely contributes to its appeal among tourists. The review highlights the visual beauty and emotional impact of visiting Chapora Fort. This aligns with how the film presents the location as a picturesque and emotionally significant place. The film's portrayal likely enhances the viewer's perception of the fort as a must-visit destination [29]. Key scenes from Dil Chahta Hai include picturesque walks along the Harbour Bridge, romantic moments near the Opera House, and strolls in Hyde Park. These locations have become must-visit sites for fans of the film, enhancing their travel itineraries [30, 31].

Bloggers share personal anecdotes that mirror the experiences of Aakash, Sameer, and Sid, the film's protagonists. For instance, a common narrative involves groups of friends embarking on spontaneous journeys, navigating challenges, and creating lasting memories, much like the characters did. These narratives emphasize the importance of friendships formed and deepened during such travels, showcasing how the film resonates deeply on a personal level with many travellers [18, 20]. Several travel blogs provide detailed itineraries for road trips to Goa, often inspired by the film. These itineraries highlight key stops, popular attractions, and activities that echo the film's settings and themes. Whether it includes visits to Chapora Fort or leisurely beach days, these tailored plans serve to guide fans of the film in experiencing Goa in a way that reflects the essence of the film [19, 20]. Many travel bloggers emphasize that trips inspired by Dil Chahta Hai are not just about visiting locations but also about the friendships and life lessons learned along the way. These stories often capture the essence of bonding over shared experiences such as late-night conversations, laughter, and unforeseen mishaps, mirroring the film's depiction of youth and connection. This thematic reflection transforms routine travel into a journey of personal growth and understanding.

Travel websites highlight how Dil Chahta Hai has been transformative in popularizing Goa as a premier travel destination, particularly among the youth. The film's depiction of vibrant friendship and spontaneous adventures set against the picturesque backdrop of Goa has inspired countless young travellers to seek out their own memorable experiences in this iconic location [15, 23]. The film's locations, especially Chapora Fort, have transformed into pilgrimage sites for fans who want to relive the moments captured on film. Travel reviews frequently depict photos taken at these sites, celebrating the nostalgic memories associated with the film's portrayal of friendship and youthful spontaneity [15, 24].

### 6.3.3. INFLUENCE ON TRAVEL BEHAVIOUR

Films significantly influence viewer's choices regarding travel destinations, serving as powerful motivators for planning trips to locations featured in films. This influence is particularly evident in how the images and narratives presented in cinema can impact a viewer's inclination to visit and engage in activities related to a film. The film's portrayal of spontaneous road trips and vibrant locations, resonates with today's youth, who often design their travel itineraries around the themes and experiences depicted in the film. Films create a cultural awareness about specific locations, which then translates into tourism as viewers aspire to experience the same environments depicted on screen. For Dil Chahta Hai, this has resulted in Goa becoming an iconic destination for young travellers who seek to relive the moments captured in the film and to explore its settings firsthand. The film has greatly impacted travel habits of young people, leading to more interest in visiting Sydney. After Dil Chahta Hai came out, there has been a clear rise in tourism to the city, especially from Indian tourists eager to see the locations shown in the film. The desire to experience the cinematic journey of the characters further drives this travel trend [31]. The influence of the film has extended beyond personal experiences; it has played a significant role in the revival of tourism in Goa. Travel blogs highlight that the film

showcased the region as a youthful, vibrant destination, shifting perceptions of Goa from an elite getaway to an accessible and desirable travel hotspot for all. This shift has prompted many to plan their own trips to the locations seen in the film, ultimately boosting local tourism and economy [19, 21].

There has been a notable increase in domestic tourism, particularly to Goa. The film presented Goa as a vibrant, youthful destination, helping to promote it even further as a viable spot for spontaneous trips among urban youths. This influence is particularly evident in the surge of domestic tourists to Goa, which reached upwards of 8 million arrivals in 2023 [22]

Goa's tourism authority recognized the film's potential to drive tourist interest and launched promotional campaigns correlating with the film's broadcast on television. Investments in marketing the film alongside tourism initiatives yielded impressive returns, with reports indicating an economic gain of nearly ₹30 crore [23]. This strategic leveraging of cinematic content showcases the direct link between film and tourism promotion.

## 7. DISCUSSION

The analysis of *Dil Chahta Hai* indicates that its visual and narrative components profoundly influence viewers' travel aspirations. Uses and gratification theory suggests that individuals intentionally pursue media that addresses particular emotional, social, or psychological requirements. This Film effectively fulfills the audience's cravings for adventure, personal development, and emotional bonds. The film showcases lively settings like Goa and Sydney, while also touching on themes of friendship, love, and self-discovery. This encourages viewers to visit these places for similar experiences. The stunning visuals in *Dil Chahta Hai*, particularly the gorgeous beaches of Goa and the skyline of Sydney, create a strong emotional connection. The bright colors and energetic camera work enhance the appeal of these locations. According to Uses and Gratifications Theory, people watch films to meet emotional needs, and the film's portrayal of these beautiful spots makes audiences eager to explore them. The blend of humor, romance, and personal growth offers viewers a break from everyday life. As viewers connect with the characters' journeys and emotional changes, they are inspired to experience these places for themselves, turning the film into a travel motivator.

The places shown in the film are not just settings; they play a key role in the story. Goa, especially, represents the film's ideas of fun and friendship, encouraging many viewers to visit famous spots like Chapora Fort. This connects with the Uses and Gratifications Theory, which suggests that people engage with media to satisfy their own needs, such as seeking adventure and social bonds. The depiction of the journey to Goa reflects themes of freedom, discovery, and companionship, appealing to viewers who wish for similar adventures. The emotional dynamics among the characters, set against these scenic locales, foster a sense of connection and inspire audiences to visit these destinations and partake in comparable adventures.

The characters in the film experience significant emotional and personal transformations that resonate with the growth and exploration sought by many viewers. Aakash, Sameer, and Siddharth each undertake unique journeys of self-discovery, with their travels catalysing reflection and change. This aspect of the film aligns with Uses and Gratifications Theory, as audiences are attracted to characters that reflect their aspirations. Young adults, in particular, may find themselves identifying with the characters' emotional challenges and achievements, inspiring them to explore the locations where these transformations occur.

The film's influence goes beyond the screen, as online platforms and travel blogs allow viewers to share their experiences and dreams. People share travel stories, photos, and thoughts about the locations in the film, which helps reinforce its cultural influence. The desire to relive the emotions and visuals from the film is shown through social media posts, blogs, and memes, proving that the film still influences viewers' travel choices long after it was released. This supports Uses and Gratifications Theory, which says people seek media that connects them with others and strengthens their own experiences. The way film shows Goa and Sydney has made these places more popular, leading to more tourists, which shows how media affects travel decisions.

## 8. CONCLUSION

The research emphasizes the considerable impact of cinematic narratives on influencing tourist behaviour, particularly illustrated by the effects of *Dil Chahta Hai*. The film's engaging storyline, relatable characters, and breathtaking settings motivate audiences to travel, especially to locations such as Goa and Sydney, which have emerged

as iconic representations of youthful adventure and friendship. This study reveals that films function not merely as sources of entertainment but also as significant catalysts, addressing emotional desires and prompting real-life explorations.

By intertwining themes of camaraderie, personal growth, and romance with vibrant imagery and unforgettable music, Dil Chahta Hai effectively connects the realms of fiction and reality, making travel dreams accessible to its viewers. Its lasting cultural significance, enhanced by digital platforms and collective media experiences, demonstrates the deep and enduring influence of cinema on tourism. This research reinforces the idea that films can serve as effective instruments for promoting travel destinations and nurturing a stronger bond between audiences and the places they aspire to visit.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

## REFERENCES

- Zeng, M. (2021). Analysis of the impact of film tourism on tourist destinations. *Academy of Strategic Management Journal*. <https://www.abacademies.org/articles/analysis-of-the-impact-of-film-tourism-on-tourist-destinations-11323.html>
- Godabo, K. (2022, April 15). The art of cinematic storytelling: A deep dive into film narratives. *Medium*. <https://medium.com/@kiribathgodabo/the-art-of-cinematic-storytelling-a-deep-dive-into-film-narratives-33dbda9b963>
- Andria, D. (2022, May 10). From the screen to a destination: The impact of films on tourism. *Medium*. <https://medium.com/@dr.dinarandria/from-the-screen-to-a-destination-the-impact-of-film-on-tourism-44c252235b75>
- Film tourism. (2024, August 7). In Wikipedia, The Free Encyclopedia. [https://en.wikipedia.org/wiki/Film\\_tourism#:~:text=Film%20tourism%2C%20or%20film%20induced%20to%20urism%2C%20is%20a%20specialized%20or%20niche%20form%20of%20tourism%20where%20visitors%20explore%20locations%20and%20destinations%20which%20have%20become%20popular%20due%20to%20their%20appearance%20in%20films%20and%20television%20series.%5B1%5D%20The%20term%20also%20encompasses%20tours%20to%20production%20studios%20as%20well%20as%20movies%20or%20television%20related%20parks.%5B2%5D%20This%20is%20supported%20by%20several%20regression%20analyses%20that%20suggest%20a%20high%20correlation%20between%20destinations%20taking%20a%20proactive%20approach%20in%20order%20to%20encourage%20producers%2Fstudios%20to%20film%20at%20their%20location%2C%20and%20the%20tourism%20success%20in%20the%20area%20after%20the%20release%20of%20the%20movie.%5B3%5D%20This%20is%20consistent%20with%20induced%20demand%20theory.%20When%20the%20supply,2015.%5Bcitation%20needed%5D](https://en.wikipedia.org/wiki/Film_tourism#:~:text=Film%20tourism%2C%20or%20film%20induced%20to%20urism%2C%20is%20a%20specialized%20or%20niche%20form%20of%20tourism%20where%20visitors%20explore%20locations%20and%20destinations%20which%20have%20become%20popular%20due%20to%20their%20appearance%20in%20films%20and%20television%20series.%5B1%5D%20The%20term%20also%20encompasses%20tours%20to%20production%20studios%20as%20well%20as%20movies%20or%20television%20related%20parks.%5B2%5D%20This%20is%20supported%20by%20several%20regression%20analyses%20that%20suggest%20a%20high%20correlation%20between%20destinations%20taking%20a%20proactive%20approach%20in%20order%20to%20encourage%20producers%2Fstudios%20to%20film%20at%20their%20location%2C%20and%20the%20tourism%20success%20in%20the%20area%20after%20the%20release%20of%20the%20movie.%5B3%5D%20This%20is%20consistent%20with%20induced%20demand%20theory.%20When%20the%20supply,2015.%5Bcitation%20needed%5D)
- Interglobe. (2023, June 22). Social media and its impact on travel. <https://www.interglobe.com/social-media-and-its-impact-on-travel#:~:text=Influences%20travel%20decisions%2050%25%20of%20travellers%20under%20the%20age%20of%2040%20use%20social%20media%20as%20a%20source%20of%20inspiration.%20A%20large%20percentage%20of,destination%20is>
- Kaur, K. (2023, July 19). 22 years of Dil Chahta Hai: Why was Aamir Khan, Saif Ali Khan, and Akshaye Khanna starrer relatable? *Filmfare*. <https://www.filmfare.com/features/22-years-of-dil-chahta-hai-why-was-aamir-khan-saif-ali-khan-and-akshaye-khanna-starrer-relatable-60435.html>
- Sharma, V. (2023, August 2). Dil Chahta Hai turns 23: How the film blazed the trail for portraying urban male friendships in Bollywood. *India Forums*. <https://www.indiaforums.com/article/dil-chahta-hai-turns-23-how-the-film-blazed-the-trail-for-portraying-urban-male-friendships-in>



- bolly\_209934#:~:text=The%20impact%20of%20Dil%20Chahta%20Hai%20on%20Bollywood%20cannot%20be%20overstated.%20It%20was%20the%20first%20film%20of%20its%20kind%20to%20explore%20the%20dynamics,that%20followed
- Khandelwal, S. (2023, July 25). An architectural review of Dil Chahta Hai. Rethinking The Future. <https://www.rethinkingthefuture.com/rtf-architectural-reviews/a8082-an-architectural-review-of-dil-chahta-hai/>
- Rediff. (2020, July 17). 25 wow frames of Dil Chahta Hai. <https://www.rediff.com/movies/special/-25-wow-frames-of-dil-chahta-hai/20200717.htm>
- Ebert, R. (2022, August 5). Dil Chahta Hai: Feature. Roger Ebert. <https://www.rogerebert.com/features/dil-chahta-hai-feature-2022>
- Kumar, R. (2024, May 3). 5 stories from the making of Dil Chahta Hai: Ravi K. Chandran films. Film Companion. <https://www.filmcompanion.in/interviews/ravi-k-chandran-films-5-stories-from-the-making-of-dil-chahta-hai-ghajini>
- Banerjee, P. (2023, June 18). Dil Chahta Hai soundtrack. Bloomsbury <https://www.bloomsbury.com/us/dil-chahta-hai-soundtrack-9781501388682/#:~:text=The%20songs%20from%20this%20soundtrack%20paved%20the%20way%20for%20the%20rock%20and%20EDM%20oriented%20compositions%20of%20Hindi%20language%20cinema%20that%20came%20to%20dominate%20the,cinematic%20history>
- Dil Chahta Hai (soundtrack). (2024, August 10). In Wikipedia, The Free Encyclopedia. [https://en.wikipedia.org/wiki/Dil\\_Chahta\\_Hai\\_\(soundtrack\)#:~:text=Dil%20Chahta%20Hai%20is%20the%20soundtrack%20album%20to%20the%202001%20Hindi%20film%20Dil%20Chahta%20Hai%2C%20directed%20by%20Farhan%20Akhtar%2C%20starring%20Aamir%20Khan%2C%20Saif%20Ali%20Khan%20and%20Akshaye%20Khanna.%20Since%20its%20release%2C%20the%20music%20has%20received%20widespread%20critical%20acclaim%20and%20is,Soundtracks%20list.%5B3%5D](https://en.wikipedia.org/wiki/Dil_Chahta_Hai_(soundtrack)#:~:text=Dil%20Chahta%20Hai%20is%20the%20soundtrack%20album%20to%20the%202001%20Hindi%20film%20Dil%20Chahta%20Hai%2C%20directed%20by%20Farhan%20Akhtar%2C%20starring%20Aamir%20Khan%2C%20Saif%20Ali%20Khan%20and%20Akshaye%20Khanna.%20Since%20its%20release%2C%20the%20music%20has%20received%20widespread%20critical%20acclaim%20and%20is,Soundtracks%20list.%5B3%5D)
- Netflix India. (2024, August 12). Dil Chahta Hai: Nostalgia and fun. <https://x.com/NetflixIndia/status/1425000429193105409?lang=en>
- Tripoto. (2024, May 25). Dil Chahta Hai Goa fort: A memorable trip. <https://www.tripoto.com/goa/trips/dil-chahta-hai-go-fort#:~:text=But%20the%20way%20he%20quotes%20it%20is%20what%E2%80%99s%20most%20endearing.%20He%20is%20totally%20swept%20off%20by%20this%20girl%20who%20he%E2%80%99s%20seen%20for%20the%20first,the%20two>
- Times of India. (2024, July 30). Dil Chahta Hai is still relatable to millennials. <https://www.indiatimes.com/trending/social-relevance/dil-chahta-hai-is-still-relatable-to-millennials-589832.html>
- Kumar, A. (2019, July 28). The coming-of-age of Dil Chahta Hai. Anand Kumar Films. <https://anandkumarrsonfilms.com/2019/07/28/coming-of-age-of-dil-chahta-hai/#:~:text=%2D%20The%20other%20trend%20DCH%20set%20was%20%E2%80%99CRoad%20trips%E2%80%99D%21%20Post%20DCH%20it%20became%20fashionable%20for%20friends%20to%20pack%20their%20bags%20and%20go%20on%20long%20road%20trips.%20This%20is%20in%20real>
- Monvoyage. (n.d.). Dil Chahta Hai inspired Mumbai-Goa road trip. <https://monvoyage.in/dil-chahta-hai-inspired-mumbai-go-a-road-trip/>
- India Today. (2024, April 19). 23 years since Dil Chahta Hai: A millennial Goa trip that actually happened. <https://www.indiatoday.in/lifestyle/travel/story/23-years-since-dil-chahta-hai-a-millennial-go-a-trip-that-actually-happened-2529323-2024-04-19>
- Avanika. (2024, August 8). My very own Dil Chahta Hai. Medium. <https://medium.com/@avanika.ava/my-very-own-dil-chahta-hai-bf6bda0e9d36#:~:text=Without%20giving%20it%20much%20thought%2C%20we%20stopped%20by%20a%20convenience%20store%20that%20accepted%20credit%20cards%2C%20bought%20our%20drinks%20and%20followed%20the%20way%20to%20the%20party.%20One%20of%20my%20most%20favourite%20things%20about%20Goa%20is%20that%20you%20can%20buy%20booze%20in%20any%20departmental%20store.%20Nowhere%20else%20in%20India%20can%20you%20do%20that.%20At%20the%20party%2C%20we%20downed%20some%20shots%20we%20didn%E2%80%99t%20count%2C%20danced%20to%20every,to%20lose%E2%80%99>

- Its Goa. (2024, July 25). Goa revisiting Dil Chahta Hai 15 years later. <https://itsgoa.com/goa-revisiting-dil-chahta-hai-15-years-later#:~:text=Dil%20Chahta%20Hai%20changed%20the%20way%20an%20entire%20generation%20though%20and%20perceived%20the,Indian%20tourism>
- BW Hotelier. (2024, July 15). Goa's tourism evolution: From coastlines to cultural heritage. <https://bwhotelier.com/article/goa%E2%80%99s-tourism-evolution-from-coastlines-to-cultural-heritage-525967#:~:text=According%20to%20recent%20data%20released%20by%20the%20Goa%20Tourism%20Board%2C%20domestic%20tourist,marking%20a>
- Deccan Herald. (2024, August 3). Dil Chahta Hai saved Goa. <https://www.deccanherald.com/entertainment/dil-chahta-hai-saved-go-2521542>
- Saif Ali Khan Online. (2023, August 10). 22 years of Dil Chahta Hai: Why was Aamir Khan, Saif Ali Khan, and Akshaye Khanna starrer relatable? <https://saifalikhanonline.wordpress.com/2023/08/10/22-years-of-dil-chahta-hai-why-was-aamir-khan-saif-ali-khan-and-akshaye-khanna-starrer-relatable/#:~:text=The%20friendships%20and%20unique%20journeys%20of%20Aakash%2C%20Sameer%2C%20and%20Sid%20have,movie%27s%20influence>
- TripAdvisor. (2016, June 22). Chapora Fort. [https://www.tripadvisor.in/ShowUserReviews-g2531348-d2345653-r386253288-Chapora\\_Fort-Chapora\\_North\\_Goa\\_District\\_Goa.html](https://www.tripadvisor.in/ShowUserReviews-g2531348-d2345653-r386253288-Chapora_Fort-Chapora_North_Goa_District_Goa.html)
- Meyer, S. (2017). The influence of film on tourism and travel decisions. *Hospitality Review*, 15(2), 72-85. <https://digitalcommons.fiu.edu/cgi/viewcontent.cgi?article=1444&context=hospitalityreview&httpsredir=1&referer=https://digitalcommons.fiu.edu/cgi/viewcontent.cgi?article=1444&context=hospitalityreview&httpsredir=1&referer>
- Sharma, R. (2020). An exploration into Bollywood's travel genre. *Academia.edu*. [https://www.academia.edu/42651598/An\\_Exploration\\_into\\_Bollywoods\\_Travel\\_Genre](https://www.academia.edu/42651598/An_Exploration_into_Bollywoods_Travel_Genre)
- Beeton, S. (2016). Films' impacts on travel decisions and intentions: A systematic review. *Journal of Tourism Studies*, 20(1), 55-72. [https://www.researchgate.net/publication/303702846\\_Films'\\_impacts\\_on\\_travel\\_decisions\\_and\\_intentions\\_a\\_systematic\\_review](https://www.researchgate.net/publication/303702846_Films'_impacts_on_travel_decisions_and_intentions_a_systematic_review)
- TripAdvisor. (2016, June 22). Chapora Fort. [https://www.tripadvisor.in/ShowUserReviews-g2531348-d2345653-r386253288-Chapora\\_Fort-Chapora\\_North\\_Goa\\_District\\_Goa.html](https://www.tripadvisor.in/ShowUserReviews-g2531348-d2345653-r386253288-Chapora_Fort-Chapora_North_Goa_District_Goa.html)
- Rahman, J. (2010, September 30). What the heart desires in Sydney. August 13, 2024, from <https://jrahman.wordpress.com/2010/09/30/what-the-heart-desires-in-sydney/#:~:text=Years%20before%20he%20romanced%20a%20blind%20Kashmiri%20girl%20and%20a%20Gori%20filmmaker%20in%20Delhi%2C%20Aamir%20Khan%20explored%20Sydney%20in%20this%20movie%20with%20a%20Desi%20girl%2C%20discovering%20his%20own%20feelings%20along%20the%20way.%20And%20this%20wasn%E2%80%99t%20done%20by%20swinging%20to%20bhangra%20beats%20in%20%E2%80%98Indian%20night%20clubs%E2%80%99%20or%20%E2%80%98college%20campuses%E2%80%99%20where%20only%20Desi%20kids%20are%20seen.%20In%20fact%2C%20most%20of%20the%20Sydney%20scenes%20in,a%20bonus>
- Cinema Spotter. (2016, November 17). Jaane kyun: I love Sydney. August 13, 2024, from <https://cinemaspotter.com/2016/11/17/jaane-kyun-i-love-sydney/#:~:text=No%20regrets%20and%20yes%2C%20I%20have%20been%20to%20all%20those%20places%20that%20Farhan%20showed%20in%20the%20movie%20and%20the%20other%20song%20Tanhaai.%20Including%20the%20station%20and%20exact%20spot%20from,is%20scary%21>