

Statements to accompany the PhD thesis

## **Finding Bollywood**

*A comparative analysis of Bollywood Tourism in a Transnational Context*

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1. In order to grasp the popularity of Bollywood tourism, we must dive deeper into the perspectives of the tourists, particularly their motivations, experiences and evaluations (this dissertation)
2. By watching Bollywood cinema shot around the world, the audiences learn more than just where to go. They tend to learn how to behave on-site as tourists as well (this dissertation)
3. One of the biggest incentives for fans to travel to a Bollywood inspired destination, is the desire to experience the on-screen locations in a spatial setting (this dissertation)
4. Bollywood and its related industries are so deeply embedded in the everyday lives of its fans that for many of them, visiting Bollywood locations hardly feels 'fannish' and in fact, this form of tourism has become an extension of their everyday cultural identities (this dissertation)
5. Bollywood tourism is a means for the tourists to create socially distinctive experiences, enabling them to stand out in their social circles (this dissertation)
6. Experiencing Bollywood outside India creates a sense of community and national pride, and in the end legitimizes one's fandom
7. Bollywood tourism may lead to an embodied, multi-sensory and emotional *jouissance*, but at the same time it's also plain fun
8. The collaborations between Bollywood cinema and local stakeholders are becoming increasingly sophisticated considering Bollywood's promising tourism potential and it is something to watch out for in the next decade
9. Taking into consideration the media formats and how different formats afford varying degrees of on-site experiences is essential in order to completely understand the transmedia impact of Bollywood cinema
10. Bollywood tourism offers us ways to think beyond the 'frivolousness' of tourism and investigate Bollywood's cultural power on a global stage
11. Doing a PhD is similar to a Bollywood movie. There is intense drama, emotions are riding high, everyone is watching, there are critics, but the climax is often pretty gratifying!