
A critical review analysis about the movie *Ratatouille* and its impact on culinary tourism

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Abstract: The aim of the present exploratory research is to critically analyse the reviews provided by the viewers about the movie *Ratatouille* and its impact on culinary tourism. The movie *Ratatouille* was an US computer-animated comedy film. The film created several feelings on the minds of the viewers. The feelings such as the desire to try the famous preparation 'Ratatouille' and an inspiration to cook. Theory of planned behaviour (TPB) was developed by Icek Ajzen (1988, 1991). The theory predicts the intention/behaviour of the people. Based on TPB framework, convenience sampling was adopted to collect reviews about the movie *Ratatouille*. The collected reviews were systematically coded. The findings of the study indicate that the movie *Ratatouille* predominately created positive impression in the viewer's minds.

Keywords: culinary tourism; movie marketing; destination; food; consumer; review; leisure; tourism marketing.

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1 Introduction

The culinary tourism aims at exploring the food as main attraction to promote the tourism. The culinary tourism is otherwise called as food tourism. Culinary tourism is one of the most important tourism like any another tourism due to the presence of diverse cuisine from different parts of the world. Every country and its region in the country have its own unique food and preparation methods. Experiencing food and trying out various culinary choices are one of the routine activities of any tourist. When a tourist pays more attention to learn about the food, ingredients used and the preparation styles followed,

then the approach can be called as culinary tourism. Sudhagar (2017) study revealed that strong importance was found towards food taste, healthy food, nutritional value of the food, hygienic food service, reasonable pricing, food safety, and other food services by the fast food customers. The motivation of the culinary tourism results from watching movies, reading a short story, magazine, listening to the stories, and recommendation from the peer groups and from one's self-interest. Among, the motivation factors, movie plays an important role in influencing the decision-making behaviour of the culinary tourist to visit a particular destination. Movies have the potential to stimulate the audience to travel at different destinations based on the physical features of a country. This includes scenery and landscape and the theme associated in the movie. The others factors of the movie which influences the viewer's include storylines, events, actors, shaping audiences feeling, emotions and attitude towards the place. One of the popular research findings of Iwashita (2006) and Riley and Van Doren (1992) indicates that location and film experiences increase the memories by relating them to the actors, events, and setting. There is a research evidence which states that tourist prefers to visit specific destinations by holding a particular type of images, memories, associations, emotional attachment to places and meanings (Schama, 1996). Based on these research justifications, it can be interpreted that movies also could influence the culinary tourism. The food and beverage pictured or discussion shown in the movie will result in memory of the audience. The movies not only form the memory but also create a desire to try a particular food and beverage when the opportunity arises or take efforts to experience the food and beverage in various destinations. Sudhagar and Rajendran (2017) indicated that restaurant quality was emerged as top dimension while selecting the Chinese restaurant for dining. Leung et al. (2013) indicated that focusing and analysing reviews of online communities such as TripAdvisor helped the hotels to comprehensively understand the likes and dislikes of their guest. Hence, the present study is aimed at analysing the review of the movie *Ratatouille* and its impact on the culinary tourism. The movie was named after a famous French dish called as 'Ratatouille'. The Ratatouille is prepared by selection of sliced colourful vegetables displayed over a garlic-infused tomato sauce and baked. The Ratatouille was served at the end of the film. The voice in the film was from Patton Oswalt as Remy. Remy was an anthropomorphic rat that was inspired by cooking. The other character includes Lou Romano as Linguini, a young garbage boy. Accidentally, the young boy befriends with Remy. The film was all about Remy, the rat whose dream was becoming a chef and how it achieved the goal by partnering an alliance with a Parisian restaurant's garbage boy.

2 Need for the study

The present study are essential to understand the response from the audience in the form of reviews provided with the online platform. The review of the audience would normally fall into a negative review or positive review. If the review is a negative review, the chances of exploring a particular action are very low when compared to the positive review. The analysis of the review helps to understand the influence of the movie in the minds of the viewer and to formulate strategies to plan on positive elements about the movie in order to create a positive mind-set of the audience and thereby creating an opportunity to promote the culinary tourism.

3 Study objectives

The main objectives of the study are:

- to understand the reviews provided by the viewers about the movie *Ratatouille*
- to analyse the reviews into negative review and positive review
- to provide suggestions to the food business marketers.

4 Review of literature

The research on culinary tourism and impacts on the movie on tourism has been explored by notable researchers around the world. To support the present study, critical literature which is essential for understanding the present research is reported. Film-induced tourism is defined as tourist visits to the destination featured on television, video, or cinema screen (Hudson and Ritchie, 2006a). In the tourism industry, film induced/motivated tourism is one of the segments which is growing up steadily. The specialty of the film induced tourism helped in an increase in the international travel and development in the entertainment industry (Hudson and Ritchie, 2006b). The main factor which contributed to the growth of the film induced tourism is due to the audience interest in cinematographic history through actual visiting experience, Schofield (1996). The best advantage in the film based tourism is that the audience takes an effort to go the place witnessed in the film. The need aroused after watching a film is called as film-induced tourism (Busby and Klug, 2001). The film induced tourism displays several destinations and its specialties. The specialties include natural setting, man-made artefacts, culture, culinary choices, people, etc. The image of particular destinations plays a vital role in influencing tourist decision making process. The decision making process of the tourist results into actions. The actions are to visit or not to visit a particular destination (Gartner, 1989; Echtner and Ritchie, 1991). Based on the image formulated in the minds of the audience the action to visit or not to visit a particular place is decided. If the image of the destination is positive and favourable, then the likelihood of visiting or selecting the particular destination is very high (Chon, 1990; Um, 1993). One of the research conducted by Butler (1990) indicates that films can influence the travel preference for the people. This occurs when an individual exposes to attributes of the destination either by film/information and forms a favourable impression, then the probability of visiting the particular destination is very high. The movies or the film has the ability to educate the audience about a country and all the attractions in the country. The audience develops a particular kind of attitude after watching the movie. Sudhagar (2018) study indicated that the time taken to complete the meal were longer in the rooftop restaurant and moderate in the speciality restaurant, whereas in all day dining restaurant was a shorter one. When the viewer's witness this scene of the movie then the time taken to complete the meal during their visit to the restaurant also will vary based on the type of the restaurant. This is called as attitude formulation process. For example, if an individual is interested in a particular country and holds a positive image, then the chances of visiting that country is very high (Iwashita, 2006).

The stiff competition in the market forces the marketers to attract the tourist to choose their destinations in order to maintain the market share of the business and to attract new market segment (Ashworth and Goodall, 1990). Based on the literature evidence, it can be justified that food-based movie *Ratatouille* will create a favourable/unfavourable impression in the minds of the audience either to try the food or to travel to the place where the dish is originally discovered. An analysis of the review provided by the audience would help to understand the impact on the movie in the minds of the audience and the favourableness towards the movie and reactions. Several researches in the past identified that social media like Youtube, blogs and other networking sites provide platform for the consumers to post their videos, photos and experience in the form of review to inform and share to their acquaintances (He et al., 2016, 2015; Kang and Schuett, 2013; Ayeh et al., 2013; Xiang and Gretzel, 2010; Gretzel, 2006). O'Connor (2008) discovered that end-user reviews featuring in various websites provided reliable and trustworthy information about the travellers. Chung and Koo (2015) indicated that today's travellers look for the information on making any travel decisions and they also interested in sharing their personal travel experiences as co-creators or co-distributors on review websites. If the number of positive reviews is high, then the audience should have developed favourable impression and it will result in the exploring of the culinary tourism.

5 Research methodology

The research methodology followed for the study is discussed below.

5.1 Study population and sampling method

The population for the present study consisting of customers that have provided an online review of the movie *Ratatouille* in Youtube. Youtube allows billions of people around the world to discover, watch and share originally-created videos. This online platform also provides a forum for people to connect, inform and inspire others across the globe and acts as a distribution network of original content creators and advertisers ranging from very large to small group. Youtube also allows the viewers to share their comments about a particular video based on their experiences after watching a particular video. The viewer also has the option of following comments from individual to another and to reply their agreement or disagreement about a particular comment. To identify the reviews provided by the respondents, a convenience sampling approach was used for the survey.

5.2 Study measurement

The study measured the reviews provided by the viewers into a negative and positive review. One point value is used to rate the reviews. The measurement of the review is code as 1 for every positive review and negative review. The aggregate points scored of the reviews determine whether the movie is positively perceived or negatively perceived by the viewers. If the score is high on a positive review, then the chances the viewer's involving in the culinary tourism is high.

5.3 Data collection

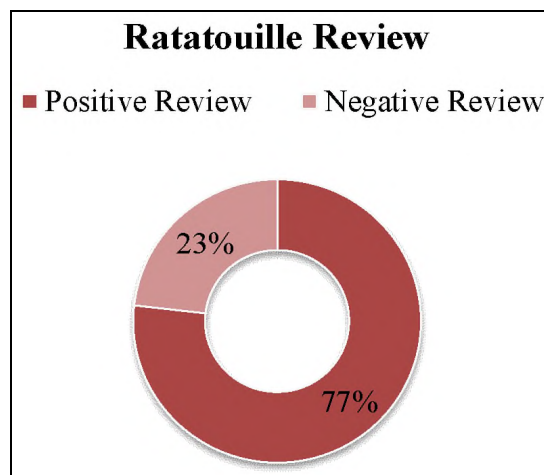
The data for the study were collected from Youtube reviews of the movie *Ratatouille* from the online portal till date. The main advantage of collecting review of the Youtube helped to obtain a heterogeneous sample from which generalisations to a broader population can be drawn. The review was collected from the full movie of *Ratatouille*.

5.4 Analysis

The study used descriptive statistics to analyse the gathered data with aggregate values of the positive and negative reviews. Percentage analysis was done to understand the proportion of the negative and positive review.

6 Results

Figure 1 *Ratatouille* movie review analysis (see online version for colours)



7 Conclusions

The present study investigated a critical review analysis about the movie *Ratatouille* and its impact on culinary tourism. Based on the results produced in the present study featuring in Figure 1, it provides a comprehensive picture for the culinary tourism marketers and the movie makers about the impact on the movie in the minds of the audience and the resultant action. The results of the review analysis indicated that the number of positive reviews is more when compared to the negative reviews. Precisely, 77% of the audience viewed and perceived the movie *Ratatouille* is positive and only 23% rated as negative. This clearly indicates that there is a high scope for the culinary marketer to use the movie as a tool for culinary tourism marketing to reach a wider range of audience. The result of the present study is consistent with a study on investigation

into consumer recall behaviour from food theme based movie (Sudhagar, 2016). The present study and Sudhagar (2016) indicates that more positive review were provided by the viewers than the negative review. The advantage of using movie as marketing tool helps to reach the target audience, i.e., across the globe and it is a never dying marketing strategy. The effect of the marketing can be reaped continuously.

7.1 *Suggestions for the marketers*

The study recommends the culinary marketers, film producers, food entrepreneurs and the chefs interested in expanding/increasing their business to create a short movie/film like *Ratatouille* and spread it in the market. This would be one of the effective marketing and advertisement strategies that can be adopted by a firm.

7.2 *Future research directions*

The future research directions from this study recommend an experimental study by telecasting food-based movie in a controlled setting to capture the feelings of the participants. The theory of planned behaviour (TPB) model can be empirically tested by including the critical constructs which influence the culinary tourist decision making behaviour. This would help to comprehend the complicated decision-making behaviour of the food tourist.

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