

A CONTENT ANALYSIS OF FILIPINO MOVIES FROM 2018-2019 VIS-A-VIS WITH CRITERIA SET BY CINE TURISMO

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Abstract: People often see movie theaters wherever they go and, literally, in all countries for that matter and, with the advanced technologies, you can have movies right inside the comfort of your own home. A lot of emotions are drawn, new knowledge, wisdom, philosophies are acquired, and new found places and adventures are virtually explored which an individual would dream of experiencing. In most of these, it is the wonders of nature, new sites, development, cultural heritage, and people that really draw curiosity to adventurous individuals and thus, help push tourism at the helm. This specific aspect or area of study dwells mainly on the correlative impact of cinematography/ filmmaking with that of the growth of the tourism industry particularly in the Philippines. Having this hypothesis in mind, the researchers gathered some fifty (50) movies from the MTRCB files from the period covering 2018-2019 and on the process of its review, the researchers used the criteria as set forth by the Cine Turismo Campaign. And, in addition to this, the researchers made use of the descriptive content analysis method and other secondary data like written articles, write ups, documentaries from blogs and vlogs. Having had all these methodologies, strategies, and information, the results showed that there is a strong impact between the film industry where shooting locations become tourist destinations contributing directly and indirectly to the growth of tourism in the Philippines.

Keywords: Film induced destinations, film tourism, Cine Turismo, MTRCB, DOT, TPB, criteria.

1. INTRODUCTION

People of the 21st century are very fond of movies. People often make time for movies either for dates or for alone time and they do this in order to entertain themselves, but this is not the only thing that people benefit from this. People also come across various knowledge and interesting things such as tourism destinations and tourism-related activities. The phenomena have gotten a lot of attention, due to the growth in international travel and the development of the media industry. It is now widely recognized that including travel destinations in films and television would, in most cases, result in increased tourism and sales for the destination. (Mohan Raj, 2017). As this study's researchers aim to focus on this aspect called film-induced tourism which is all about exploring the effects of films on the travel decision of tourists to the different spots featured in those films for a holiday travel plan or even just a getaway of some sort (tourismtattler, 2019). The film industry nowadays is growing steadily as it provides people, not only, with entertainment but also increases in international travel. This aspect does not differ much in the Philippines due to that Filipinos of all ages also love watching any type of films with different genres that fit their taste. Although the success of the attraction of people to tourist destinations depends on several factors, it mostly relies on the success of the film itself and how it reflected to the viewers.

In the tourism industry, film-induced tourism is becoming a steady factor in their marketing aspect. In fact, not only does it provide relaxation and enjoyment, but rather, it helps uplift the economy, media, environment, and social lifestyle. Today, as media and technology become highly focused. This draws the attention of the viewers' interest in wanting to go to that particular destination. Even for just a short amount of time, it still gives the audience familiarity and a peek at where the movie was taken. Familiarity with destinations can increase the awareness of the customer about the destination, but most significantly, their affective experiences can contribute to a greater chance of visiting a destination (Kim, et al., 2019). So, to experience and be physically present in a particular destination featured in the film is the viewer's satisfaction and desire. It is truly believed that most Filipino movies showcase the destinations of the country. This brings much more affection to the audiences. According to the Tourism Promotions Board (TPB), an organization from the Department of Tourism (DOT) that gives acknowledgement to Filipino movies and foreign movies as well, that showing the beauty of the Philippine's destinations that resulted in the boosting and promotion of the tourism industry. This study aims to cluster movies from the Movie and Television Review and Classification Board (MTRCB) list that can set and fit to the criteria set by the Cine Turismo and by determining the movies that fit upon the criteria; it can be possibly proposed and recognized by the Cine Turismo Campaign. By recognizing the movies, the film industry will be able to help showcasing the beauty of the destinations featured in the movies as well as the growth and boosting of our tourism industry. This study is a descriptive content analysis.

The Tourism Promotions Board created a campaign called "*Cine Turismo*" wherein the campaign was headed by the Tourism Promotions Board Officer Mr. Cesar Montano. The campaign was launched to give and honor Filipino directors as well as the Filipino movies that showcase the destinations in the country. *Sakaling Hindi Makarating* (2016), *Patay na si Hesus* (2016), *Siargao* (2017), and *Requited* (2017) are only a few chosen films that were awarded and given recognition of the years 2016-2017 (Chua, 2018). In this study, the researchers were able to determine and evaluate the Filipino movies that were recognized, based on the MTRCB list in the year 2018-2019. Subsequently, the movies will be clustered into the criteria of Cine Turismo given by the Tourism Promotions Board. With the criteria set by the Cine Turismo, the researchers will then find out which among the Filipino movies from 2018-2019 are qualified in depicting a tourist destination of the country. This gives a purpose to those directors an additional knowledge to continue making films that showcases tourist destinations in the Philippines. Films have evolved to become key drivers in conjuring a destination image to the public (Dalisay, 2017). Its possibility to attract tourists increases imagination and motivation to visit due to its arts and culture of the movie. Although the keen purpose is a unique storyline to present visually, adding a destination in the film may serve as a bonus for the tourism industry.

Although, even with all of this in hand the government has yet to pass the **Senate Bill No. 1330** known as the "*Film Tourism Bill* " sponsored by Sen. Grace Poe and introduced by Sen. Sonny Angara and the **House Bill no. 1998** introduced by Rep. Christopher P. De Venecia was proposed in order to help and promote the growth of film tourism in the Philippines as it showcases to be a strong promotional tool for the country. The House Bill no. 1998 known as the "*Film and Television Tourism Act*" would create an authority that would oversee the needs of this specific sector and it would be named the Philippine Film and Television Tourism Authority (PFTTA). This would be essential not only for the tourism industry and the film industry but most importantly, the effects that it brings to our country, specifically our economy. The aim of this research is to provide quality information on the films that are used to promote the tourism destinations here in the Philippines and its culture, know how they attract tourists to visit the country, and how they contribute to our economy. This would prove that film tourism is an important asset to our country and would help us prosper in many ways.

GENERAL PROBLEM

- How will the respondents evaluate the Filipino movies from 2018-2019 vis-a-vis with criteria set by Cine Turismo?

STATEMENT OF THE PROBLEM

Specifically, it will answer the particular questions:

- What are the movies recognized by the MTRCB that passed the criteria set by Cine Turismo in terms of 1st to 4th criteria?
- How do the researchers evaluate the criteria set by Cine Turismo in terms of 5th to 7th criteria?
- How did the films manifest the criteria in terms of 8th & 9th criteria?
- Upon observing and analyzing the movies, how important are films in contributing to the growth of the tourism destination movies featuring?

2. LITERATURE REVIEW

It has been widely accepted in tourism studies that the image of a destination has a significant impact on the choice of a tourist destination. Having a film destination in the country is considered a beneficiary because it stays and it captures the mind of the tourists in a very long time. The film industry comprises a variety of organizations whose primary tasks are to produce and sell audiovisual content to television networks and movie theaters. In addition, the film industry has the ability to sell these works to customers. Economic and technological filmmaking companies make up the film industry. Production, filmmaking, and films are some of the companies in the film industry. (marketsearch.com, 2021). A film producer and destination caretaker begin to realize and analyze the rapid growth and importance of cinema as well as to the destinations that are being shown and promoted by the film. Tourist spaces have this opportunity to show the tourist the excellent factors that compose the destination that are seen in the films. In those factors it provides ideas and helps film producers, destinations individuals to see the image of the destination. The cinema is regarded as one of the most influential communication channels nowadays. Film tourism is considered as one of the fastest growing tourism marketing in the past years. The number of tourists inspired and motivated by film tourism has increased from 40 million in 2012 to 80 million in 2018. By that, this rapid growth of tourist arrival were able to gain powerful development of the communication channel; the cinema regardless of various genres. (Domínguez-Azcue, 2021).

Film tourism refers to tourism that is caused directly or indirectly by a tourist destination or attraction being viewed on video, such as in a movie, on television, in advertisements, or on the internet. (Hudson & Ritchie 2006a: 387-396). Film-induced tourism is one of the tourism industry's fastest-growing sectors. The rise of international travel and the growth of the entertainment industry have contributed to the popularity of film-induced tourism. Universities and industry alike have already been paying more attention to film-induced tourism in the last decade (Niziol, n.d.). Long-term tourist arrivals are one of the main economic benefits that film-induced tourism provides to the local community. Filming locations can be year-round, all-weather attractions, easing seasonality issues in the tourism industry. (Riley, et al, 1998: 919-935). The important advantage of film tourism is that it raises the cultural value of the film area. Film tourism is a way to communicate a wide variety of cultural values and beliefs. Many heritage sites that act as film locations generate publicity after the film's release since it takes on new meaning as a result of the film's storyline. (Busby & Klug, 2001).

As stated by Rewtrakunphaiboon (2009), another factor of film tourism is because it brings out the culture and its importance of the heritage in the destinations featured in the films. For instance, the Harry Potter movie which has various locations in the UK, had a half percent of tourists visit the film locations. According to Aquines and Batra (2016), films have already become one of the factors of an individual's experience. Once the audience experiences a sense of engagement in the film, it stimulates him to act that way in reality. A rise in tourist numbers can only benefit a local general economy. One of the most important economic benefits and causes of film tourism is that visiting film locations can also be an all-year, all-weather draw, avoiding seasonal weather issues. (Beeton, 2004).

According to Arellano (2019), The Philippines was one of the leading countries that recorded high when it comes to foreign tourist arrival. It hit 8.3 million foreign tourists in 2019 that had a rapid growth from 5.4 million tourists in 2015. *"It's More Fun in The Philippines"* the new Philippines tagline, it was one of the considering factors for it. 4.99 million Filipinos have been employed in the year 2015 and 5.4 million in 2019. Considering this, it was recognized by the top tourist destinations that were famous to the visitors such as: the Boracay Island in Aklan, Puerto Princesa Underground River in Palawan which was counted as one of the Seven Wonders of the world in 2012 for being the longest safe underground stream. (When in Manila 2013.) Following that was Chocolate Hills located in Bohol and the Banaue Rice Terraces located in Ifugao. Some cities as well as Manila, Cebu, and Davao have also been recognized. (Department of Tourism Philippines 2019.) According to the website of Business Mirror Philippines, the Department of Tourism (DOT) achieved another milestone by creating a marketing strategy in partnership with Film Development Council of the Philippines (FDCP) for the support in the program of filmmaking that is able to have a production partnership for the local and foreign. A blog post from Primer (2018) tackles a campaign supported by the DOT along with Tourism Promotions Board (TPB) in advocating the tourist destinations through films. Cine Turismo campaign selected Filipino movies that were given recognition based upon the criteria given such as maximizing the insight of the destination, showcasing the Philippine culture, and excites the viewers to travel the destination or country. Written by an article of Alama (2019), The Department of Tourism with the agreement of the Film Development Council of the Philippines (FDCP) Film Tourism will be pushed for the promotion of the country and to recognize our destinations. The 100th anniversary of Philippine Cinema was celebrated on Sept. 12 held at the New Frontier Cinema. Alabado (2019) stated that many tourists were influenced and easily engaged with the movie films and TV shows tourists watched and pulled them to go to that destination. Some of the Filipino movies have already featured some of the famous destinations in the country such as; Siargao and Palawan.

According to Niziol, (n.d.) Many filming locations across the world have become tourist attractions. One of the most well-known examples is the American soap opera 'Sex and the City,' which has become a worldwide sensation. Hundreds of restaurants, bars, and shops featured in the film are now must-see attractions for visitors to New York. Researchers seeking this concept called 'film-induced tourism' have reported a variety of benefits. There are, however, as always, a variety of potentially negative characteristics of the form of tourism. Films have the ability to form views, both old and new, and to strengthen them. Film tourism can be seen as a growing phenomenon that should be considered as part of every tourism marketing strategy, due to the availability of international travel and the development of the entertainment industry. (Tanskanen, 2012). According to Schelnk (2018) was conducted about understanding the influence of movie production on a destination image. The media is a famous series known as "*Game of Thrones*" in which the location was taken in Dubrovnik. To determine whether the series gave an impact on tourists and stakeholders, the author carried out the thesis through exploratory research by collecting the data through online content analysis on Instagram. Through further analysis, the study concluded that there is an influence on tourists and stakeholders to the destination image. However, the difference was that only a little amount of concern was shown in the data gathered. Tourists tend to focus more on the scenery and actors that the movie production was located while the stakeholders have a zero to a little amount of interest. This goes to show that movie tourism would grant tourists to explore a tourist destination with a few flaws yet to uncover. Given the fact that presenting a destination image to a film or movie creates a positive reflection to tourists. However, the negative image of a destination has not been brought out much but shows significance as well.

As stated by Riley and Van Doren (1992), movies act as a pull factor in motivating the tourist. Which has been supported by Macionis (2004) and expounds the concept more, relating to Crompton's push and pull framework gives a traditional and natural response in describing and analyzing the motivations seen on film tourist behavior (p. 89). In that way, within the visualization and advanced technology it helps and innovates the tourism industry to create more opportunities in promoting the destinations to the viewers. Beeton (2005) recommended that motivation was more difficult to understand due to that tourists or visitors would be able to come to the site where movies were filmed to experience what the tourists have. Nagar (2017) addresses the impact of the negative portrayal of a destination in Bollywood movies on the viewer's attitude towards the destination, intention to visit, and destination image. A two group of participants were divided; one who had seen the movie while the other did not. The movie that the author picked was Haider, a 2014 Indian drama and crime movie. The result was shown that participants who are exposed to the movie bring out their interest respectively. Despite depicting negative actions and storyline in the movie, the viewers' feedback tends to the landscapes and adventure context of Haider movie. Audiences felt the connection to the story which captured the minds of the viewers and gained attractiveness to the destination itself.

The uniqueness of this study is that the researchers intend to find out what movies in the year 2018 - 2019 are qualified in the Cine Turismo Campaign using the criteria set by them. The researchers used the MTRCB list in order to get movies that were recognized by them in the year 2018 - 2019. This will figure out the essential roles of both tourism and the film industry to each other, and its significance to promoting tourism destinations in the Philippines. The researcher sought out and there is still no study that tackles how movies can be qualified upon the Cine Turismo criteria and how the campaign recognized the movies that they mentioned. Thus, making this research a novel one and apart from other studies at the moment.

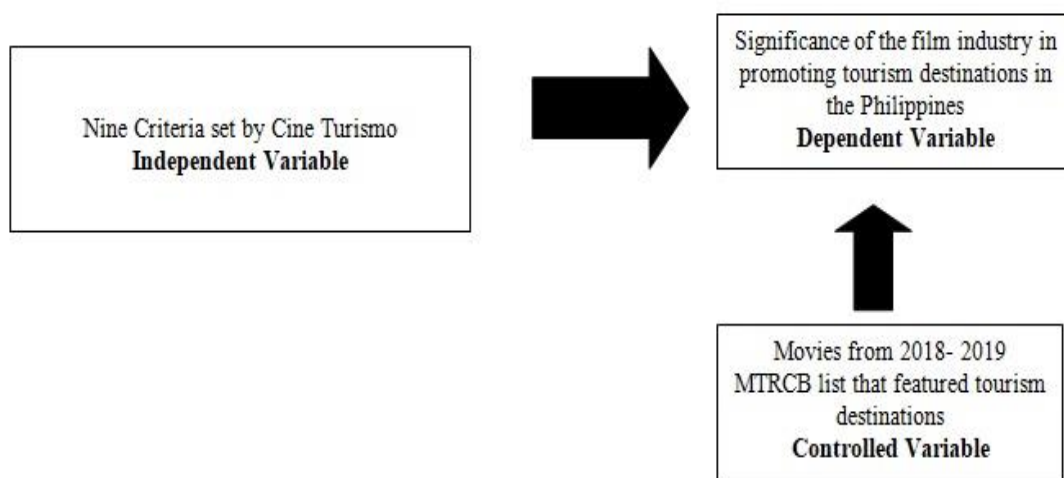
CONCEPTUAL FRAMEWORK

The researchers would be using independent, dependent, and controlled variables for this research. The Independent variable is the concept used for this research. This will be the basis of the study and would revolve around this concept. The controlled variable is the one that the researchers can control and manipulate in the study. The dependent variable is the one affected by the independent variable. This is where the results of the study will manifest.

The researchers used the concept of the Cine Turismo Campaign that was supported by the Tourism Promotions Board which focused on the Film Tourism. This concept is essential to the research with the fact that it supports the film tourism. According to the website of Cine Turismo, they honored several movies based on the nine criteria that they set. This was done in order to highlight the contributions of film tourism since they believe that this industry is steadily growing in the country. In line with this, there is a pending Film Tourism Bill (SB 1330) that was sponsored by Sen. Grace Poe and introduced by Sen. Sonny Angara which is greatly supported by the Tourism Promotions Board and was timed with the release of this campaign. The nine criteria that were set by Cine Turismo are the ff:

1. Must be made by a Filipino production house;
2. Full length film (at least 75 minutes long);
3. Commercially released within the last two years;
4. Shown in the Philippines or at international film festivals;
5. showcases the destination extensively;
6. portrays the country in a positive manner;
7. Promotes and preserves Philippine culture and heritage;
8. Inspires and excites the viewers to visit the country;
9. Must have generated revenues and created jobs in the location

Conceptual Paradigm



3. METHODOLOGY

This study uses a qualitative research and a descriptive content analysis approach as the research design. The researchers will conduct an elimination method wherein the researchers would evaluate the Filipino movies on the MTRCB list in 2018 - 2019 and determine if these will pass the criteria given by Cine Turismo. This study contains the researcher's involvement in observing and determining the Filipino Movies from 2018-2019 that reach and fit upon the Cine Turismo criteria. This will provide the researcher's perception regarding the research being conducted. The researchers would be the respondents for this study and opinions/views of the directors are not used for this study. The use of secondary data would be the researcher's tool in continuing the study. The researchers will use stratified random sampling in order to eliminate the Filipino movies in the MTRCB list from 2018 - 2019 that do not qualify for the nine criteria set by Cine Turismo. Researchers aim to look for the Filipino movies from 2018-2019 that have been approved and recognized by the MTRCB and featured tourism destinations in the Philippines. Once the researchers have observed and evaluated the movies with the use of the researcher's instrument; the observation checklist, researchers will then create an initial list of the films that features tourism destination in the Philippines and have passed the 1st four criteria in the 1st checklist, and the movies that have passed the 1st four criteria would be watched by the researchers to gather the data needed for the study.

Upon the observational checklist which was used by the researchers, there is a three-step process in order to gather and verify the data that will be used for the study. The three-step process was used by the researchers as a guide in the data gathering procedure and is very important to verify if the movie would fit the requirements needed to be used for the data gathering. If a movie failed to qualify one of these processes then it would be considered eliminated and further data gathering wouldn't be conducted for the specific movie. The process would be done by the researchers in order and cannot be skipped. The 1st step contains the 1st four criteria set by Cine Turismo which are the following:

1. *Must be made by a Filipino production house,*
2. *Full length film (at least 75 minutes long),*
3. *Commercially released within the last two years,*
4. *Shown in the Philippines or at international film festivals,*

The list of movies found in the appendices (Page 25) is the result of the 1st step process in which case, the researchers searched for all the movies that were presented in the MTRCB 2018 - 2019 list to check if it passed the four criteria listed in the 1st checklist (Located in the Appendices, Page 22). This was done through research on the films gathered which resulted in an elimination method that ended up with the list that is found in the appendices (Page 25). This then indicates that the movies that would be watched by the researchers have passed the four criteria in the 1st checklist and will proceed to the next step. The 2nd step where the researchers would then watch the movies in the initial list and check if the movie passed the 5th, 6th, and 7th criteria which are the following:

5. *Showcases the destination extensively,*
6. *Portrays the country in a positive manner,*
7. *Promotes and preserves Philippine culture and heritage,*

In this stage of the process, researchers will use the 2nd, 3rd, and 4th observation checklist (Located in the Appendices, Pages 22-24) for the 2nd step in order to verify the movie and check for its qualification. For the 5th criteria, researchers will use a timer in order to check for the time of the destinations that are presented in the film and the results were listed in the 2nd checklist and it would verify if the movie features tourism destinations for at least 30 minutes, if not then the movie that was listed would be considered as DISAPPROVED. The researchers would also use secondary data to check the actual film locations used in the movies and write it down as part of the 2nd checklist in order for the tourism destinations to be listed properly. For the 6th and 7th criteria, the researchers will use the 3rd and 4th checklists as it contains the qualification that the researchers will check upon watching the movie. According to the website of s-cool.co.uk (n.d.), there are a lot of issues in a country such as inequalities, pollution, poverty, and etc. This could potentially affect how other people would portray them; with this the researchers will use these issues as a basis on how they will create the qualifications for the 3rd checklist in order to determine if the movies will pass the 6th criteria that talk all about portraying the Philippines in a positive manner. There are also certain things to consider to know one's culture such as norms, crafts, language, architecture, etc. (Spacey, 2018). The researchers then decided to use these as their basis of qualification for the 4th checklist in order to determine if they pass the 7th criteria or not which is all about promoting and preserving the Philippine culture. The researchers would then see if the majority of the qualifications have been passed, if not then the movie will be eliminated or be listed as DISAPPROVED. As for the last part of the procedure, the researchers will use secondary data's in order to check upon the last two criteria which are the following:

8. *Inspires and excites the viewers to visit the country,*
9. *Must have generated revenues and created jobs in the location.*

The researchers will gather secondary data through blogs, news, articles, etc. that would support the listed criteria and check for its qualification. If the movie passes the checklist and was considered as APPROVED, then it would be further discussed in the discussion part of the research to briefly explain how and what caused the movie to pass the said criteria.

After undergoing the data gathering procedure, Descriptive content analysis will be used in order to evaluate the movies that have passed ALL the nine criteria given and collect the data needed to complete the study. The researchers would then describe their following observation based on the criteria given by Cine Turismo and on their research on how it passed the nine criteria. Researchers will describe the movies' qualification, on how the tourism destinations were portrayed in the movie, and how it came to benefit the tourism destination. The researchers would then proceed in the data analysis in order to create a proper conclusion for the study. The researchers would compile the information, individually gathered and observed in order to compare the findings that came up during the data gathering. Researchers would look for similarities, differences, or patterns that would be observed while analyzing the data that were gathered by the researchers in the movies. In doing so, the researchers would formulate the best conclusion possible in order to showcase their observation of the movies and seek to give out the information that is vital in contributing to the tourism industry particularly for the Film tourism.

4. RESULTS AND DISCUSSIONS

This part aims to describe the researchers' report on the findings that have been gathered in the study. Tables and checklists are included in the presentation of data gathered from the researchers. This aims to answer the general problem and statement of the problem.

Presentation of Results vis-a-vis Cine Turismo criteria

1. Must be made by a Filipino production house,
2. Full length film (at least 75 minutes long),
3. Commercially released within the last two years,
4. Shown in the Philippines or at international film festival;

Table I. Checklist for the 1st to 4th criteria set by Cine Turismo

| MOVIES FROM 2018 | (1) | (2) | (3) | (4) |
|-------------------------------------|------------|------------|------------|------------|
| 1957 | ✓ | ✓ | ✓ | ✓ |
| A Short History of a Few Bad Things | ✓ | ✓ | ✓ | ✓ |
| Abay Babes | ✓ | ✓ | ✓ | ✓ |
| Alimuom | ✓ | ✓ | ✓ | ✓ |
| All Souls Night | ✓ | ✓ | ✓ | ✓ |
| Ang Babaeng Allergic sa Wifi | ✓ | ✓ | ✓ | ✓ |
| Ang Pangarap Kong Holdup | ✓ | ✓ | ✓ | ✓ |
| Aurora | ✓ | ✓ | ✓ | ✓ |
| Bakwit Boys | ✓ | ✓ | ✓ | ✓ |
| Buybust | ✓ | ✓ | ✓ | ✓ |
| Cry No Fear | ✓ | ✓ | ✓ | ✓ |
| Delia & Sammy | ✓ | ✓ | ✓ | ✓ |
| Excuse Me Po | ✓ | ✓ | ✓ | ✓ |
| Goyo: Ang Batang Heneral | ✓ | ✓ | ✓ | ✓ |
| I Love You Hater | ✓ | ✓ | ✓ | ✓ |
| Kahit Ayaw Mo Na | ✓ | ✓ | ✓ | ✓ |
| Mary, Marry Me | ✓ | ✓ | ✓ | ✓ |
| Mata Tapang | ✓ | ✓ | ✓ | ✓ |
| First Love | ✓ | ✓ | ✓ | ✓ |
| Nakalimutan Ko Ng Kalimutan Ka | ✓ | ✓ | ✓ | ✓ |
| Portrait of My Love | ✓ | ✓ | ✓ | ✓ |
| Signal Rock | ✓ | ✓ | ✓ | ✓ |
| So Connected | ✓ | ✓ | ✓ | ✓ |
| My Perfect You | ✓ | ✓ | ✓ | ✓ |
| Mr. and Mrs. Cruz | ✓ | ✓ | ✓ | ✓ |
| Sid & Aya: Not a Love Story | ✓ | ✓ | ✓ | ✓ |
| My Fairy Tail Love Story | ✓ | ✓ | ✓ | ✓ |

| MOVIES FROM 2019 | (1) | (2) | (3) | (4) |
|-------------------------|------------|------------|------------|------------|
| Born Beautiful | ✓ | ✓ | ✓ | ✓ |
| Boy Tokwa: Lodi ng Gapo | ✓ | ✓ | ✓ | ✓ |
| Drama ng Batang Kalsada | ✓ | ✓ | ✓ | ✓ |
| Lakbayan | ✓ | ✓ | ✓ | ✓ |
| Sakaling Maging Tayo | ✓ | ✓ | ✓ | ✓ |
| Kuya Wes | ✓ | ✓ | ✓ | ✓ |
| Familia Blondina | ✓ | ✓ | ✓ | ✓ |

| | | | | |
|----------------------|---|---|---|---|
| Alone Together | ✓ | ✓ | ✓ | ✓ |
| Papa Pogi | ✓ | ✓ | ✓ | ✓ |
| Isa Pa With Feelings | ✓ | ✓ | ✓ | ✓ |
| Dead Kids | ✓ | ✓ | ✓ | ✓ |
| Panti Sisters | ✓ | ✓ | ✓ | ✓ |
| Just A Stranger | ✓ | ✓ | ✓ | ✓ |
| Lola Igna | ✓ | ✓ | ✓ | ✓ |
| Jowable | ✓ | ✓ | ✓ | ✓ |
| Maria | ✓ | ✓ | ✓ | ✓ |
| Kuwaresma | ✓ | ✓ | ✓ | ✓ |
| Mindanao | ✓ | ✓ | ✓ | ✓ |
| Sunod | ✓ | ✓ | ✓ | ✓ |
| Wild Little Love | ✓ | ✓ | ✓ | ✓ |
| Mission Unstoppable | ✓ | ✓ | ✓ | ✓ |
| Banal | ✓ | ✓ | ✓ | ✓ |
| Unforgettable | ✓ | ✓ | ✓ | ✓ |

Table I which is presented above was used in order to check and determine which movies from the MTRCB list of 2018-2019 have passed the 1st four criteria set by the Cine Turismo Campaign. The movies should be able to qualify ALL the following criteria such as; (1st criteria: *Must be made by a Filipino production house*); (2nd criteria: *Full length-film (at least 75 minutes long)*); (3rd criteria: *Commercially released within the last two years*); (4th criteria: *Shown in the Philippines or at international film festivals*) in order to continue to the 2nd stage of the process of elimination. The movies that are presented in the checklist above will determine what movies the researchers will watch and observe. There are 27 movies in 2018 and 23 movies in 2019 that passed ALL the 1st four criteria of Cine Turismo. All in all, 50 movies passed the 1st checklist and proceeded to the next stage of the elimination.

5. showcases the destination extensively;

Table II. Checklist for the 5th criteria set by Cine Turismo

| Movies from 2018 | Destinations Presented in the Films | Time it was presented Individually | Total time the Film presented the destinations | Approved or Disapproved (At least 30 minutes long = 40-50% of the requirement 75 mins. film) |
|--------------------------|--|---|--|--|
| Aurora | Batanes Coastline | 31 minutes and 28 seconds | 31 minutes and 28 seconds | APPROVED |
| Goyo: Ang Batang Heneral | Mt. Balagbag, Rizal Las Casas Filipinas De Acuzar, Bataan | 48 minutes and 13 seconds Three minutes and 40 seconds | 51 minutes and 53 seconds | APPROVED |
| Kahit Ayaw Mo Na | City of Tacloban Roads San Juanico Bridge Samar Roads and Residential scenery San Juanico Strait Basiao Village Ulot River Lola Rosa | One minute Four minutes and 12 seconds One minute Two minutes and 25 seconds Two minutes Two minutes and 58 seconds 10 minutes and 45 seconds Two minutes and eight seconds Three minutes | 34 minutes and 36 seconds | APPROVED |

| | | | | |
|--------------------------|--|--|---------------------------|-----------------|
| | Traditional House Langun-Gobingob Cave Lulugayan Falls and Rapids Guian Church | Three minutes and 54 seconds | | |
| My Perfect You | Coto Kidz Pool Mountain Resort in Sitio Cotto, Masinloc, Zambales | 53 minutes and 39 seconds | 53 minutes and 39 seconds | APPROVED |
| Mr & Mrs Cruz | Puerto Prinsesa Port Puerto Prinsesa Underground River El Nido Cove Resort Puerto Prinsesa Islands Puerto Prinsesa Underwaters Las Cabanas Puerto Prinsesa roads Twin Beach | Four minutes and 29 seconds Five minutes and 20 seconds Nine minutes and 20 seconds Five minutes and 33 seconds Two minutes and 12 seconds Two minutes and 15 seconds Two minutes Five minutes and 59 seconds | 37 minutes and 13 seconds | APPROVED |
| My Fairy Tail Love Story | Anilao, Batangas Amusement Parks such as Star City and Upside Down Museum Tubbataha Reef Cave, Palawan | 26 minutes and one second Five minutes and 50 seconds Four minutes and 37 seconds | 36 minutes and 28 seconds | APPROVED |

The 2nd table presented above contains the movies that have passed table I and have been observed using a timer to see if they have passed the next Cine Turismo criteria which was (5th criteria: showcases the destination extensively); In this part, the researchers watched the movies and observed if there were tourist destinations presented in the movie and used the timer in order to determine the length of which it was presented in the movie. Those destinations that were featured on the movie must be at least 30 minutes long that were equal to 40-50% of the 75 minutes minimum requirement stated in the 2nd criteria of the Cine Turismo Campaign. Four movies from 2018 was not available online and two from 2019. There were only six movies from 2018 that passed this criterion and the rest did not qualify. Those movies that did not qualify were eliminated and the remaining movies that have passed proceeded to the 6th criteria and onto the next checklist.

6. portrays the country in positive manner;

- a) No worst place in the country is presented (informal settlers, poverty and pollution)
- b) No discrimination shown such as in age, sexual orientation, education, religion, race, color and national identity
- c) No crime, drugs, terrorism and civil unrest was shown
- d) No excessive foul language directed to people and places
- e) No harmful actions done in the environment (wildfire, illegal logging, fish bombing)

Table III. Checklist for the 6th criteria set by Cine Turismo

| Movies from 2018 | (a) | (b) | (c) | (d) | (e) | APPROVED OR DISAPPROVED |
|--------------------------|-----|-----|-----|-----|-----|-------------------------|
| Aurora | ✓ | ✓ | | ✓ | ✓ | APPROVED |
| Goyo: Ang Batang Heneral | ✓ | ✓ | | | ✓ | APPROVED |
| Kahit Ayaw Mo Na | ✓ | ✓ | ✓ | ✓ | ✓ | APPROVED |
| My Perfect You | ✓ | ✓ | ✓ | ✓ | ✓ | APPROVED |
| Mr & Mrs Cruz | ✓ | ✓ | ✓ | ✓ | ✓ | APPROVED |
| My Fairy Tail Love Story | ✓ | ✓ | ✓ | ✓ | ✓ | APPROVED |

The table III presented above is the result of the checklist used by the researchers in order to determine if the movies qualify the (6th criteria: *Portrays the country in a positive manner*); in this criterion, the researchers formulated guidelines that will qualify and determine the portrayal of the country in a positive manner. The guidelines set by the researchers were; (a) *No worst place in the country is presented (informal settlers, poverty and pollution)* (b) *No discrimination shown such as in age, sexual orientation, education, religion, race, colour and national identity* (c) *No crime, drugs, terrorism and civil unrest was shown* (d) *No excessive foul language directly to people and places* (e) *No harmful actions done in the environment (wildfire, illegal logging, fish bombing)*. These qualifications were placed in the checklist to be used while watching the movies in order to determine if it passed the criteria or not. The checklist will only require for the movies to pass the majority (at least three out of five) of the qualifications given in order for it to be considered as “APPROVED”. Based on the results of the checklist, all of the six movies in the checklist were able to pass the 6th criteria and proceeded to the 7th criteria.

7. Promotes Filipino culture and heritage;

- a) Shows intangible culture heritage (native languages, folklore, traditions, and knowledge)
- b) Shows natural cultural heritage (significant landscapes and biodiversity)
- c) Has shown tangible cultural heritage (churches, historical landscapes, monuments, buildings, books, work of art, artifacts)
- d) Demonstrates common Filipino traits (resilient, religious, respectful, family-oriented, hospitality)
- e) Shows the Philippine’s local crafts and delicacies in terms of F&B, clothing, architecture

Table IV. Checklist for 7th Criteria set by Cine Turismo

| Movies from 2018 | a | b | c | d | e | APPROVED OR DISAPPROVED |
|--------------------------|---|---|---|---|---|-------------------------|
| Aurora | ✓ | ✓ | | ✓ | | APPROVED |
| Goyo: Ang Batang Heneral | ✓ | ✓ | ✓ | ✓ | ✓ | APPROVED |
| Kahit Ayaw Mo Na | ✓ | ✓ | ✓ | ✓ | ✓ | APPROVED |
| My Perfect You | ✓ | ✓ | ✓ | ✓ | | APPROVED |
| Mr & Mrs Cruz | ✓ | ✓ | ✓ | ✓ | ✓ | APPROVED |
| My Fairy Tail Love Story | ✓ | ✓ | | ✓ | | APPROVED |

The table IV presented above was used in order to determine if the movies qualify the (7th criteria: *Promotes Filipino culture and heritage*); In this criterion, the researchers formulated their own interpretation of the qualification and the requirements in order to pass the part of the process which was used in the checklist. This will determine if the movies qualify and pass the 7th criterion which was promoting the Filipino culture and heritage. The qualifications set by the

researchers were; (a) *Shows intangible culture heritage (native languages, folklore, traditions, and knowledge)* (b) *Shows natural cultural heritage (significant landscapes and biodiversity)* (c) *Has shown tangible cultural heritage (churches, historical landscapes, monuments, buildings, books, work of art, artifacts)* (d) *Shows the Philippine's local crafts and delicacies in terms of F&B, clothing, architecture*). The researchers were tasked to observe these qualifications while watching the movies and determine if the movie qualified the criteria based on the checklist or not. The checklist will only require for the movies to pass the majority (at least three out of five) of the qualifications given in order for it to be considered as "APPROVED". Based on the results of the checklist, all of the six movies in the checklist have passed the 7th criterion which leads them to proceed to the next stage of the elimination process.

8. Inspires and excites the viewers to visit the country;

9. Must have generated revenues and created jobs in the location;

Table V. Checklist for the 8th and 9th criteria set by Cine Turismo

| Movies | 8th Criteria | 9th Criteria |
|--------------------------|--------------------------------|--------------------------------|
| Aurora | NOT QUALIFIED | QUALIFIED |
| Goyo: Ang Batang Heneral | QUALIFIED | QUALIFIED |
| Kahit Ayaw Mo na | QUALIFIED | QUALIFIED |
| My Perfect You | QUALIFIED | QUALIFIED |
| Mr & Mrs Cruz | QUALIFIED | NOT QUALIFIED |
| My Fairy Tail Love Story | NOT QUALIFIED | NOT QUALIFIED |

As the researchers reach the final checklist and the final stage of the elimination process, the researchers gathered secondary data in order to be used to determine if the remaining movies will pass the (8th criteria: *Inspires and excites the viewers to visit the country*); (9th criteria: *Must have generated revenues and created jobs in the location*). This table presents the movies that have passed the criteria for the final checklist. This final process/checklist will indicate what movie/s would be considered as data for the final discussion and as part of the research. Based on the results of the checklist, three out of the six movies in the checklist have passed the last two remaining criteria which indicated that these three movies are sufficient to be used as data for the research. These movies that have passed all the criteria were observed once more to formulate and finalize the discussion in which the descriptive content analysis was used in order to do so.

5. DISCUSSION

After the final results of the checklist, the researchers were able to gather three movies from the MTRCB list from the year 2018-2019. The researchers were able to formulate five checklists that were used for the study that were based on the criteria set by the Cine Turismo which were able to guide the researchers to find out the movies that were qualified. The researchers then used descriptive content analysis in order to analyze the data from the movies that qualified ALL the criteria and describe how it qualified the said criteria (the description of each criteria from one to nine will be labeled accordingly), come to a conclusion, and formulate recommendations for the study.

Goyo: Ang Batang Heneral/The Boy General

The movie "Goyo: Ang Batang Heneral/The Boy General" is described as a 2018 Philippine historical epic film which was directed by Jerrold Tarog. It was produced by Joe Alandy and Daphne O. Chiu, and was written by Jerrold Tarog and Rody Vera. The movie was started by Paulo Avelino as General Gregorio Del Pilar aka "Goyo", Carlo Aquino as Colonel Vicente Enríquez, Arron Villaflor as Joven Hernando, Mon Confiado as President Emilio Aguinaldo, Epy Quizon as Apolinario Mabini, Alvin Anson as General José Alejandrino, Gwen Zamora as Remedios Nable José, Empress Schuck as Felicidad Aguinaldo, and many more great actors in the scene. The movies were originally planned to be a trilogy and this was a sequel to the movie "Heneral Luna" and to be followed by Manuel L. Quezon. This movie revolves around the main character "Goyo" both personal and Career wise which showcased his love life and military background. He was

claimed to be one of the youngest generals at his time and some saw him as a puppet of the president. This movie showcased a lot about the culture, heritage, history of the Philippines which made it a great movie to watch especially for the students and everyone interested in the history of the Philippines.

(1-4) Goyo: Ang Batang Heneral was produced by two Filipino production companies which were named as TBA Studios Artikulo Uno Productions and Globe Studios. This is a 149 minutes movie that contained a lot of exciting drama and history that was really breath-taking for people to watch. It wasn't shown in any international film festivals but it was shown at cinemas in 2018 and can now be viewed online via Netflix and Youtube that is readily available to anyone.

(5) This movie was made as a historical film that will show the viewers how the Filipinos in the past have lived their lives during the war with the Americans which made it a lot harder for the production managers to locate the places where they would shoot the movie. They canvassed a lot of places to shoot from starting from the original locations to places that would resemble the historical locations that are in the movie. The places that can be seen in the movie are Mount Balagbag located in Rizal and Las Casas Filipinas De Acuzar located in Bataan. Mount Balagbag was used to be a shooting location to replace the Mount Tirad for the Battle of Tirad Pass where Goyo died in battle since it resembled the mountain the most out of all of the mountains that they scouted for the movie. Las Casas Filipinas De Acuzar, on the other hand, was used to be the meeting place of Alejandrino and Otis to talk about peace between the two nations but didn't end well since the Americans wouldn't consider Aguinaldo as the Philippines' president at that time. The film passed this criterion because it featured Mount Balagbag for a total of 48 minutes and 13 seconds and Las Casas Filipinas De Acuzar was shown for 3 minutes and 40 seconds which gave a total of 51 minutes and 53 seconds that passes the requirement of a minimum of 30 minutes for the movies stated in the 2nd Criteria. There were a lot of parts in the film that were shot at Tarlac but in a vacant lot provided by the Tarlac Governor Susan Yap and was made by the production crew together with other committees in order to replicate the Old Dagupan where Goyo stayed for months. This is an important part of the film but was not considered in the table because it didn't show any tourism destination that can be visited by the tourists.

(6) The movie showcased the best of both worlds when it comes to its portrayal of the country. This movie has shown the viewers a lot of the traits of Filipinos may it be positive or negative, and this is the great part of the movie because it didn't hide even the negative parts in the life of the young General Gregorio Del Pilar. But, it still passed the criteria with the sense that it brings about the traits that allows it to show people that the Philippines is a great country and takes care of not only its environment but its culture as well. It shows heroism through battle that is why it didn't make the 3rd and 4th qualification. But even with all the circumstances that the Filipinos were in that time and place, they still managed to smile, laugh, and strive through adversaries together. This movie shows that Filipinos have a lot of love to give to other people and the country, and that is what Filipinos are all about. This might be a trait that some people can't see because of the problems that the country and its people are facing but it is shown all over the movie how this helps Filipinos in any situation they are in.

(7) This movie has a lot to offer especially when it comes to the promotion of the country's culture, heritage, and history, that's why it passed all the qualifications in the checklist. They showed how the Filipinos lived at that point in time when all of them enjoyed how they lived their current lives with what they have at hand, how they carried themselves with honor, respect, and dignity especially with the women, how they court ladies in their homes properly with respect to the family and a lot more. All of these were shown in the movie and not only that, but also the outfits that the casts were wearing as they portrayed the characters aesthetically have shown how Filipino people design and wear their clothes during that time which showed a lot of culture to the viewers. They also featured houses and churches which were built to replicate the ancestral houses that were architecturally made by Filipinos and furniture's designed to please people were very much present in the movie. Landscapes were also present in the movies since they shot most of the film at mountains because of the fighting and travel scenes in the movie which showed a lot of beautiful biodiversity in the Philippines and presented the landscapes well enough to entice the viewers because of the sceneries. The movie also showed how the Filipinos celebrated parties and gatherings with dances that really showed a lot about the Filipino culture and their habits.

(8 and 9) The movie has shown the viewers a lot of exciting destinations to visit and it really did excite some of the viewers. The researchers have found a vlog in Youtube (Aberilla, 2020) about a group of friends and family that visited Mount Balagbag and this enticed their visit because they know of the movie Goyo: Ang Batang Heneral. They are a group that loves making vlogs about mountains and gives tips on mountaineering as their content and this gives tourists an idea on how great the location where this movie was filmed at. They also explained in the video how to get to the location which makes it easier for the tourists that are interested in going and watched their vlog beforehand. This really shows

evidence that movies can affect the attraction of tourists to a certain destination after watching it. Also, there is a Facebook page that the researchers found wherein its post that was named “Goyo 2018” contains information on how to get to Mount Balagbag and how much they would be spending on going there. This gives information that this post was inspired and made by a fan of the movie Goyo which likes to help provide information on getting to their film locations for the people and tourists interested in visiting the said destination. This movie was a well-recognized film that was said to have surpassed its prequel the Heneral Luna in Philippine Star (2018) which reportedly cost 80M PHP and had earned over 240M PHP in the box office which concludes about the revenue that Goyo has for its own. Although the researchers couldn't see the actual numbers for the revenue of the movie, but it can also be seen by how much they paid for the locals since there are a lot of extras in this movie, and especially the town that they built from scratch in an empty lot in Tarlac, which of course costs a lot when it comes to their budget. Also, it was stated in the previous vlog that the researchers found that before entering Mount Balagbag, there is a certain entrance fee of 50 PHP which gives revenue to the locals as well after promoting the destination in the movie.

Kahit Ayaw Mo Na

“Kahit Ayaw Mo Na” was directed by Bona Fajardo. The writers were: Jimmy Flores, Erik Castro and Ron Bryant for the screenplay. The main characters in movies were played by the Empress Schuck, Kristel Fulgar and Andrea Brillantes. The movie was about three women (Joey), a fashion designer, (Mikee), a vlogger and (Ally), an aspiring music composer. The three strangers all went to Samar separately with different plans. However, the main characters find themselves engaged with one common past. Knowing that their Father was Allan Paille. After arriving to Samar, all the main characters went together to a traditional house which was called Lola Rosa, where the characters meet their long-lost father,

(1-4) the movie was produced by the production company, BluArt Productions, Spark Samar, Saga Prefecture Film Commission and distributed by the Viva films. It was released in cinemas on December 5, 2018. The total running time of the movies was 106 minutes. As the researchers watched the film, the film storyline was about family, love and personal life. All of the secondary information of the movies was qualified for the 1st four criteria of Cine Turismo.

(5) The film showcases some scenes inside the Tacloban Airport for one minute and by the arrival of the main characters (Empress Schuck and Daniel Matsunaga) As the movie goes on, it features the San Juanico Bridge between Leyte and Samar. San Juanico Bridge was not only shown once, but it was shown throughout the movie wherein many scenes were filmed. San Juanico bridge was featured for four minutes and 12 seconds. The movie also featured some of the Samar's known tourist destinations such as; Samar Roads and Residential scenery for one minute, San Juanico Strait for two minutes and 25 seconds, Basiao Village for two minutes, Ulot River for two minutes and 58 seconds, Lola Rosa Traditional House (mostly of the scene was filmed inside this famous house in Samar) for 10 minutes and 45 seconds, Langun-Gobingob Cave for two minutes and eight minutes, Lulugayan Falls and Rapids for three minutes, and the Guiuan Church for three minutes and 54 seconds. As the total of destinations featured was a total of the researchers watched the film, the researchers observed the total time of the destinations presented and it was 34 minutes and 36 seconds that made it pass the minimum requirement of the criteria. It was all qualified for the 5th criteria.

(6) The movie showcases how good Samar is for the living. Its perceived Samar's beautiful scenery and was rich in natural resources, no pollution of environmental issues was shown. The film also showcases different personalities of Filipinos such as; strong, independent, loving and caring for one another. It also saw how Filipinos were engaged in travelling for peace of mind. The movie portrays the country in a positive manner that makes it pass the 6th Criteria.

(7) The film was also qualified to the 7th Criteria due to that it promotion of Filipino Culture and heritage was observe in the film such as; showcases native crafts like “*paglalara*” weaving of banig. At the 1st scenes of the film, it featured the Samar festival which is the “*Padul-ong Festival*”, and so its traditional music like playing instruments, dances while doing “*paglalara*”, the speaking traditional dialects and it featured the traditional houses in Samar like the Lola Rosa. It also sees Filipino practices like “*pagmamano*” in children. At the end of the film it can be seen the Traditional “*Kasal*” wherein putting money in a handkerchief while someone performs in the middle. The wearing of traditional barong and saya in married couples was also seen. It also shows how foreigners appreciate Samar's own culture and traditions.

(8 and 9) As in the scene in the movie, the movie also featured a local tourist agency in Samar called “*Spark Samar*” which was also a part of production in the movie. In that way, it also encourages locals and viewers to go to samar. The film showcases various tourist spots in Samar and the different cultures and traditions done in the Province. Written by My Movie World (2018), The top reasons to watch this film are the amazing setting, excellent soundtrack, and brilliant

actors. It gives the feeling of viewers exploring the beautiful province of Samar. Empress Schuck, Kristel Fulgar, and Andrea Brillantes, without a doubt, deliver in acting and make us cry and laugh in their love story. According to the Leyte Samar Daily Express (2018), the film encourages viewers and tourists to discover the hidden attractions, activity and crafts samar has to offer. By this movie it attracts inbound, local and international tourists. Thus, stated by Samar Daily Express (2018) it added that the film was a good stepping stone for the locals and communities to have an opportunity to start a livelihood in the tourist spots featured in the movie. There are no articles and reports about the earnings of the film. However, as seen on the scenes, there were many locals that have been included to be part of the film. In that way, it created revenues to the locals of Samar. In overall observation and analyzing of the movie "Kahit Ayaw Mo Na" it has passed all the criteria set by the Cine Turismo.

My Perfect You

"My Perfect You" isn't a typical love story, but a twist that sets foot between reality and fantasy. As Burn Toledo (Gerald Anderson) suffers from his unknown and denial disorder, schizophrenia, he escapes from his family and works to let himself stay in a worn-out resort. He then meets Abi (Pia Wurtzbach), the ever-so bubbly and hopeful manager of Happy Sunshine Camp. Continue to grow feelings for each other, Burn later realizes that this was all his imagination. He then has to decide whether to be with Abi, the person who provides only happiness or his family, where it's real and helps him get better. The movie was directed by Cathy Garcia-Molina. Molina along with Carmi Raymundo and Kristine Gabriel are the writers for the screenplay.

(1-4) The movie was produced by Charo Santos-Concio, Malou N. Santos, Carlo L. Katigbak, Olivia M. Lamasan, and the ABS-CBN Film Production, Inc. and distributed by Star Cinema. It has a total of two-hour movie duration and was released on the 4th of March 2018. The movie didn't showcase at any film festivals but it premiered in many cinemas all around the Philippines and even in other countries such as the U.S, Canada, Thailand, and New Zealand.

(5) Almost the whole duration of the movie was taken at Coto Kidz Pool Mountain resort in Sitio Coto, Masinloc, Zambales with a time of 53 minutes and 39 seconds. Most of the scenes of the film showcase the Happy Sunshine Camp wherein it features the river stream, cottages of the resort, and the historical hanging bridge of Masinloc. One great scene that featured the beauty of the resort was when Burn, Abi, and her friends began rebuilding the old and rusty resort into a new and modern version. Because of their dedication and their love for one another, they have many guests waiting to be check-in and have some fun.

(6) Since the movie focuses on Burn's imagination, foul language was used as an expression of pain and sorrow that his family believes that his mother's condition has come upon him as well. The whole movie also helps improve the environment and enhances its identity of Zambales. The main characters perform well in that no harmful actions were affected in the environment.

(7) As part of the tourism industry, the way Abi accommodates Burn as her guest in the resort shows true hospitality and being respectful. To show the visible cultural heritage, the Coto Hanging Bridge provides the whole view of the resort itself. Its design in the cottage along with other features of the resort are major parts of Zambales' traditional culture. There is another scene where Abi does the laundry in the riverside and it clearly means a cultural custom that most Filipinas do during the historic times. She also performs catching fishes in the river using a sharp wooden stick that most Filipino settlers used as their way of hunting for food.

(8 & 9) A blog post from "Girl Chasing Sunshine" or known as Ninay, shares her experiences and tips as she discovers the location of the film in Coto, Masinloc, Zambales. Each of the scenes she describes, whether in the river stream or in the bridge, lets the viewers feel like she was part of the movie. As she states, "I must have been bewitched by the clear sea-green water and the magnificent landscape, which I first saw on the trailer." Another article that grasps the attention of the audience is the twisted romance-comedy of Director Molina's film. As Cruz further explains the synopsis of the movie, he also gives credit to the director for an unexpected turn of story that hits right to the audience's experiences. "In a way, My Perfect You feels like an ode to the type of escape the films of Garcia-Molina provides.", he explains. A Youtube vlogger, Shii Tanabe, shares to the viewers her quick getaway at Happy Sunshine Camp. From the town province of Zambales upto the Sitio Coto Resort, she manages to take every detail, especially the locations where the movie was taken, a memorable one. She claims that because of the movie, the resort became a well-known tourist destination in Zambales (Tanabe, 2018). Hence, this movie gives a major influence and example to the viewers, making it qualified to the criteria given. The last criteria made the final blow for this movie because, during an opening day, 10 million pesos were sold from all over the cinemas of the Philippines. Coming from ABS-CBN news, "My Perfect You", a romantic comedy starring Gerald Anderson and Pia Wurtzbach, has already earned P100 million."

6. CONCLUSION

This study was all about determining what movies that are listed and recognized in the Movie and Television Review and Classification Board (MTRCB) in 2018 - 2019 were fitted to the nine criteria set by the Cine Turismo Campaign and how it qualified the criteria given. The researchers made five checklists in order to verify the qualifications of the movies based on the criteria given by Cine Turismo. The study was conducted and answered by the researchers themselves and was done at home. The researchers used the 1st four criteria which is in the 1st checklist to examine all of the movies in the MTRCB list of 2018 - 2019 and have gathered 50 movies which have passed the 1st four criteria and seem to have tourism destinations featured in the movies. The researchers placed them in an elimination method in order to narrow down the movies that would fit ALL of the criteria from the Cine Turismo Campaign using the five checklists that were formulated to verify the movies' qualification.

While watching the movie, the researchers had a timer and the 2nd, 3rd, and 4th checklists in their hands in order to evaluate the movies. The timer was used to time how often the destinations were shown in the movie and the results were listed in the 2nd checklist that would determine if it passed the 5th criteria. The 3rd and 4th checklists, on the other hand, contained the qualifications which were used to evaluate the movies and determine if they pass the 6th and 7th criteria respectively.

The remaining movies that have passed the previous criteria underwent the 5th and last checklist. Secondary data was used to evaluate the movies and were checked if the 8th and 9th criteria are present and provide information about the movies and see if they actually pass the said criteria.

After eliminating the movies that were not qualified, the researchers then arrived at three movies which have passed ALL of the criteria and were examined using a descriptive content analysis in order to analyse the data from the three movies.

After the analysis, the researchers have come up with the results which led to the conclusion that movies and tourism destinations really have a connection to each other, not only does the tourism destination help the movies have a massive effect on the audience but the movies, on the other hand, also help the tourism destination that the movies are featuring in a way of promoting what the locals and the destination have to offer to the tourists. With this tandem in hand, both of them benefit from the relationship by bringing out the best of each other and providing what each of them need. This will not only heed to their personal gain and interests but also help promote the beauty, culture, and heritage of the Philippines. Although the number of movies that have passed the criteria were low out of all the 2018 - 2019 MTRCB list, it can still see the significance of the film tourism to the country, destinations, and the film industry as well but this can also mean that the film industry is not steadily practicing film tourism in order to promote tourism destinations here in the Philippines since most of the movies have shown random location, cities, and sometimes international places.

This study is a content analysis meaning that the contents topics formulated above was based on the researchers' knowledge in being tourism students and what is readily available on the internet. This was done by the researchers alone and no film professional nor directors of the film have been interviewed which means general knowledge as a viewer was used. This was made at home, reliant on secondary data, and is limited to the extent of what the internet has to offer at the moment which talks about the availability of the movies, the articles published by authors and bloggers, videos made by vloggers, and etc. This means that what is not on the internet today is not part of the study. With all this information in hand, the researchers would like to recommend the ff:

To the film organizations and film production houses promote film tourism and push authors and directors to make more of these types of movies since it benefits not just the tourism destination but the film industry itself.

To Filipino filmmakers and film producers, practice making more movies that feature tourism destinations here in the Philippines. This will make the movies a lot more exciting and appealing to the greater audience.

To future researchers that are inclined to continue the study, serve this study as a reference, source and guidance to create more Filipino movies that will be based on the Cine Turismo criteria to help in boosting and promoting Film tourism. If possible, interview the directors, producers, and writers in order to get their opinion on how they decide on matters related to this to get valuable and reliable information to make the study more accurate in terms of data.

This study also aims to create awareness and knowledge about the significance of the film industry to the tourism industry. As per the research gap of the study, the researchers also recommend that the Senators push through with the validation of House Bill No. 1998 introduced by Rep. Christopher P. De Venecia and the Senate Bill No. 1330 "Film Tourism Bill" sponsored by Sen. Grace Poe and introduced by Sen. Sonny Angara because it has great significance to both industries

and our country. It aims to help and promote the growth of film, tourism and the economy of the Philippines. Film tourism showcases to be a strong promotional tool for the country regarding the economy and its tourism destinations and it would be a big help for the film industry since the goal is to provide support and incentives to production companies that promote these kinds of movies. With that said, it would surely encourage and push many Filipino film producers and production companies to create more movies that would promote Philippine tourism destinations, culture and heritage. It will surely contribute to our country's economy, create employment, and promote the Philippine's tourism destinations and culture.

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