V-logs Induced Tourism in Pakistan

Iqra Saleem[1*] iD | Dr. Wajiha Raza Rizvi[2] iD | Muhammad Sohail Khalid[3] iD

Abstract

The recent increase in Pakistani tourism is partly due to substantial coverage of tourist locations in films/v-logs and the trend of sharing them on social media. This study examines the link between tourism and films/v-logs on tourism in Pakistan. The researchers studied v-log films uploaded on social media especially Facebook and YouTube for this research. They selected four variables after the review of literature, which include destination image, information quality, motivation, and intentions. This research uses quantitative methodology to study the relation between these variables. The results show a positive relation between the variables and the hypothesis were accepted. The study also shed some light upon how the COVID-19 pandemic has transformed the tourism in Pakistan

Keywords: *social media, tourism, films/v-logs*

Author's Affiliation:

Institution: Beaconhouse National University, Pakistan[1-2]|De Montfort University, United Kingdom[3]
Country: Pakistan, United Kingdom
Corresponding Author's Email: *wajiharaza@yahoo.com

INTRODUCTION

Pakistan Tourism Development Corporation (PTDC) reported that tourism contributed 8.8 billion dollars (2.9%) to the total GDP of 2017. It also created 3.894 million jobs in the tourism sector which was 6.5% of total employment in 2017. It was just the beginning and about 5.6% increase was expected in the 2018-19. The PTDC also reported that before 2007 a little more than 50000 international tourists were visiting Pakistan per year, and terrorism had negatively affected the international tourism to Pakistan, as tourists stopped coming to the country in the following decade. The end of the conflict had started to increase the tourism in Pakistan. 80 million domestic tourists visited Khyber Pakhtunkhwa (KPK) in 2016, 46 million in 2017 and another 4.45 million tourists visited Galiyat, Naran, Kalam and Kumrat in 2018 (Tourism Corporation KPK, 2019).

The World Economic Forum (WEF) in its Travel and Tourism Competitiveness Index (TTCI) reported that Pakistan ranks 122 out of 140 tourism countries (Papakonstantinou, 2019). This ranking shows an improvement of the three points figure compared to a year before. The Table-1 below shows a clear picture of the situation by including the factors which the WEF considers to rank the competitiveness of tourism in the world economies.

BACKGROUND OF FILM INDUCED TOURISM

Film induced tourism is the tourism generated in a place or a country because of the films that were shot at that place or the country (Horrigan, 2009). Many social scientists also call it cinematographic tourism, film or movie-induced tourism, screen tourism, media-induced tourism or pilgrimage (Horrigan, 2009, cf. Beric et. al., 2013). All around the world, film is one of many tools that different countries use to increase their tourism. For example, Last summer wine, aired on UK TV affected an increase in the total figure of tourists to the shooting site and the adjoining area in the United Kingdom after the series. Tourism in Italy was also created around Begnini's famous film Life is beautiful (Trout, 2012). In this regard, this study considers the impact of the v-logs, a form of film, organically used as a tool for increasing tourism in Pakistan. The increased triggered from video travelogues or v-logs that people uploaded on their social media pages. This research is valid as there is substantial increase in the number of studies on the use of social media as a popular source of getting information, and this increase paralleled the increase in the number of internet users to over 2.5 billion around the world by 2013 (Graham, 2014).

LITERATURE REVIEW

Films are playing a great role in changing the tourism trends all around the world. As people now interact with their hand-held devices all the time, they watch more films and content about new places on them. New filmmakers: tourists, citizens or film fans explore new destinations and locations in their films, v-logs and documentaries. They show their films to the world through social media platforms such as YouTube and Facebook and millions of users watch their content and get

influenced by the content or get interested in the content (Reino & Hay, 2011). This idea of film has seized and charmed the thoughts of public and the trend has been increasing since the showing of world's first community film by Lumiere brothers in Paris on 28th December 1995. Film was the leading form of art and a social guide in the 20th century. Now, they are guiding tourism. Esther Velasco-Ferreiro and Antonio de Murcia at. al. (2021) argue that films are being used as a tool to promote tourism since the first start of the 21st century. Though initial v-logs were not even made with the intention to attract tourism, they had an impact on the audience, and they have increased consciousness, awareness, and viability of the locals and locales through the power of imagination and fascination of the accounts they depicted (Macionis, 2004). Eleni Michopoulou and Aleksandra Siurnicka et. al. emphasize that films influence the image of the featured destination by focusing on motivations, perceptions and emotional relation of specific tourists or fans to the films (2022). M. Prasanna Mohan Raj adds that they have been "successful in creating favorable image of a destination in consumers' minds" (2019). "Given a global framework characterised by the multiple tensions, crises and instability in many countries, tourism increasingly gets referenced as the leverage for economic recovery in keeping with its capacity to generate employment and wealth" (Cardoso, & Estevão at. al., 2017). Marlon Anthony Don Schmidt add, saying that "film-induced tourism" though is still "a very new niche of tourism" industry, it is "gaining more attention from governments lately" (2020). It has "the potential to contribute to economic development" of a country if the country can define its film commissions as specialized offices supported by "a governmental entity, belonging to the public administration, whose purpose is to promote a destination through the development of films, series or any type of audiovisual production" (Velasco-Ferreiro, & Murcia et. al., 2021). The review shows that Pakistan can both improve the country image and economy through the film/v-log induced tourism.

DESTINATION IMAGE

Destination image refers to a set of ideas, beliefs and impressions that society has of a destination, or a dwelling (Baloglu, & McCleary, 1999, p. 871). When people want to go somewhere, they watch v-logs about the destination before going there. Tourists are no longer submissively seeking entertainment on YouTube or Facebook; they clearly want to know what their vacation will bring for them. YouTube and Facebook allow audience to search for information about their desired destination and offer them a chance to look for very precise activities they watched in films or read in analyses. These sites save the tourist's time and energy and help them freely decide what they want to do by watching the experiences of other tourists in v-logs. As tourists, they do not want to see a destination like a product, and they are more interested in making most of their own experiences based on the knowledge gained through v-logs. These mini films or v-logs act like windows into places, expand knowhow of places and even induce yearning to travel to those places. Film-induced tourism is budding interest in research in this industry. Films have a strong influence on the minds of the audience. It has always been used to set certain trends in society. Films Lord of the rings promoted interest in tourism to New Zealand by showing exotic locations (Tzanelli, 2004).

Information Quality

Kang et al. argue that tourists search on social media provides evidences that v-logs help them choose a new destination for visit and to try new happenings; they also expand their exploration after watching the experiences of other tourists engaging in several activities at the destinations (2020). They added that tourists continually search information for main decisions before, after and during a trip (Kang, 2020). This study suggests possibility of a correlation between tourists' decision-making phase and their search for tourism information. Social media sites have unrealized capacity in the promotion of the tourist destinations among tourists. The sites like Facebook and YouTube provided a lot of the information and show visuals and films (including promotional material and live streaming) positioned on the tourist destinations. The information about major charms and arrangements for reaching various tourist destinations is grounded on user generated content (UGC) on these sites. The users add their own views, images and films to endorse visits to specific tourism destinations on such social media sites worldwide (Pawłowska et al., 2015).

Motivations

Parinello argues that one or two theories cannot cover all individual travel motivations (1996). The complications of human behavior and the diverse flora and fauna of tourism itself make theory selection a much confounding part of research. Viewers can experience fascinations and destinations in imagination without leaving the comfort of their homes when watching v-log films (Riley, & Doren, 1992). They inspire viewers to visit either a real or an imagined place. The media do not force but make viewers choose destinations. Different features include the experience of scenic backdrops or sceneries, plots, music, or affiliation with the actors, or characters shown in films or v-logs. The main driving force is tourist motivation and the mixture of needs and wants behind the inclination to travel generally where tourism motivation refers to a state of mind which adequately arrays an individual [or actor] to travel to a destination and it provides a valid explanation for such a decision (Dann, 1981, p. 205).

Intentions

This study deals with influence of films/vlogs on intentions of tourists and their role in increasing tourism. Filmmakers use different image strategies for the audience to assess a destination's image. Films support and improve positive features of the destinations. This research theorizes the tactical use of films in creating, what Bigné, Sánchez and Sánchez call, a destination image in this order: a direct precursor of observed quality, approval, intention to visit, and inclination to vouch for the destination (2001). Tourism not only introduces locations but also culture of the particular area and music, food and lifestyle of its people. Rachmayan, Karina Aulia (2017) reported how v-logs of culinary tourism were designed to promote traditional food in Palembang. Film as a medium has the power to refresh fading regional populations and induces and increases tourism (Beeton, 2005). It also has its own problems as films are often not made on location we see on screen (Beeton, 2005). This feature provides a circumstantial proof that visitors are frequently disappointed and films fail their expectations when they do not see in real exactly

what was shown on the screen. For tourists who were attracted to a location because of a film, this experience becomes a fake experience as they wanted to experience what they saw on the film screen. This is a usual happening as films are often shot in entirely dissimilar states from those they show. These kind of alterations create issues of validity. Bolan and Peter (2010) say that many big Hollywood films present real locations as different as they are not shot on the same locations e.g. Braveheart (1995) presented Ireland as Scotland, The Last Samurai (2003) presented New Zealand as Japan, Cold Mountain (2003) presented Romania as USA, Saving Private Ryan (1998) presented Ireland as France. Many more such examples can be found easily.

RESEARCH METHODOLOGY & DESIGN

This study used a quantitative approach for data collection and analysis. This section provides details of the scope of the research and subject and the conceptual framework based upon the hypothesis of this study that lead to using the quantitative methods. The research questions focus on the motivations and intentions of the tourists whose trips to Pakistan presumably increased after watching v-logs about the specific tourist destinations. The literature review helped in identifying the independent variables which influenced the motivations and intentions of the tourists. They include destination image and information quality about the tourist destination shared in the v-logs. The conceptual framework is based upon these interdependent variables, presuming a positive relation between destination images and information quality which guide the motivation and also bridge a positive relation with the intention to travel to the said destinations. The destination image and information quality also have positive relation with the intentions. Thus, the researcher included these variables in the questionnaire to test them accordingly. They derived the following hypothesis and research question using the above-mentioned variables.

RESEARCH QUESTION

Q1 Does v-log viewing increase tourism motivation and intention in tourists to visit the destinations?

Research Hypotheses
The study uses the following hypotheses regarding the impact of films/v-logs:
H1a Destination images are positively related with the motivation to visit the tourist places.
H1b Information quality is positively related with the motivation to visit the tourist places.
H2a Destination images are positively related with intentions to visit the tourist places.
H2b Information quality is positively related with the intentions to visit the tourist places.
H3 Motivation is positively related to the respondents' intentions to visit the tourist places.

RESEARCH DESIGN

This research is based on quantitative data collected through the survey questionnaire. The objective was to identify the impact of v-logs on viewers and to test the hypotheses and find answer to the research question. The survey studied the trend of tourism in Pakistan by measuring the impact of v-logs in increasing tourism. The data collected by survey was analyzed through Statistical Package for Social Sciences (SPSS). The analysis helped in determining the impact of v-logs in induce motivation and intention in the viewers to visit tourist destinations. The researchers derived four variables: destination image, information quality, motivation, and intentions in relation to inducing film tourism. The destination image and information quality are the independent variables and motivation and intentions are the dependent variables. The questionnaire was designed to test the association between these variables and film induced tourism in the light of the viewers' response. The data was analyzed by using three different statistical analysis tests.

POPULATION

This study included the people of the age group 13 to 40 years. They were active viewers of v-logs on social media and had practically travelled to at least one or more tourist destinations in Pakistan. This population was readily available in the Facebook travel groups and the traveler's groups. The researchers shared the survey questionnaire with the members of travelers' groups on Facebook called "The Karakoram Club" and "The Travel Diary", considering both the groups have huge numbers of active followers who interact with each other and watch their travel films or v-logs on a regular basis.

STUDY SAMPLE AND DATA COLLECTION

The quantitative data was collected with the help of a survey questionnaire. It examined if v-logs were creating any ideal destination image in the minds of the viewers. The survey helped to understand that v-logs portrayed the destination image that could motivate the viewers to visit the destination. The intentions of the v-log viewers were also studied, and covered the accuracy of information provided by the v-logs. This data was collected through a digital questionnaire / google form. It targeted social media users as the respondents, provided they had watched the vlogs on social media sites and had travel experience. The link to the questionnaire was shared with the members of "The Karakoram Club" and "The Travel Diary". Members also shared a lot of their own travel related content in the form of v-logs, photos, and write-ups of their travel experiences, and recommended famous travel v-logs to other members. The respondents took the questionnaire very positively and suggested minor changes like adding the name of the respondent's location. The researchers conducted the pilot study in the four provinces of Pakistan and Islamabad Capital Territory (ICT) and later added Gilgitbaltistan and Kashmir in the list of the destinations after getting the feedback of some respondents. The data was collected through an excel format sheet which was analyzed through the SPSS.

CONCEPTUAL FRAMEWORK
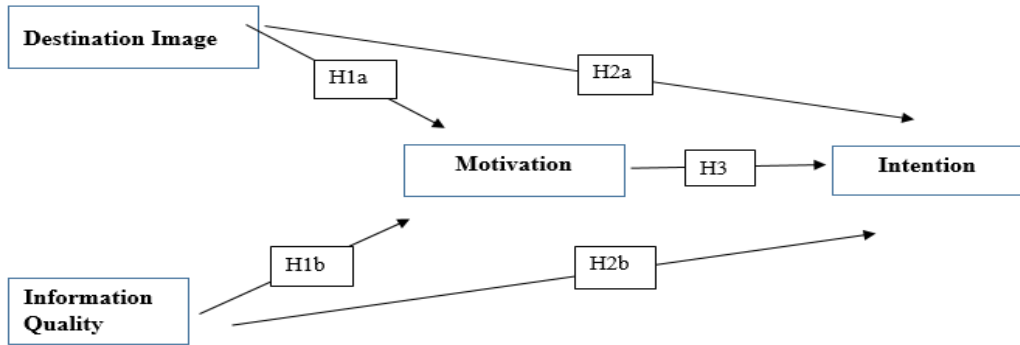
DATA ANALYSIS METHOD

The researcher conducted three tests
Cronbach's Alpha which is related to reliability.
Pearson correlation test to predict the relationship between all the variables.
Multiple regression to predict the dependent variable with the help of multiple independent variables.
This section organized the flow of the study that lead to the discussion and analysis of data and presentation of the results derived out of the data in the next section.
Results
This section presents the analyses data collected through an online survey and presents the results. The researchers obtained only 333 usable responses from 350 potential respondents who received the questionnaire. The reliability of the scales is discussed in the first half of the section. The second half explains the demographics of the respondents after which the correlation between the variables is discussed. The section concludes at the regression analysis of all the hypotheses.
Measurement Method and Scales

Table 2: Reliability of destination image

Reliability Statistics	
Cronbach's Alpha	N of Items
.832	5

Destination Image: The researchers developed a 5-items based scale and used it for data collection. Cronbach's Alpha test was used to check the reliability of the scale and it was good as $\alpha=.83$.

Table 3: Reliability of information quality

Reliability Statistics	
Cronbach's Alpha	N of Items
.917	13

Information quality: The researchers developed a 13 items scale for this part of the study and used Cronbach's Alpha test to check the reliability of the scale and it was good as α=.917.

Table 4: Reliability of motivation

Reliability Statistics	
Cronbach's Alpha	N of Items
.877	6

Motivation: The researchers developed a 6 items scale and for the study and used Cronbach's Alpha test to check the reliability of the scale and it was good as α=.877.

Table 5: Reliability of intention

Reliability Statistics	
Cronbach's Alpha	N of Items
.861	7

Intention: The researchers developed a 7 items scale for this part of the study and used Cronbach's Alpha test to check the reliability of the scale and it was good as α=.861.

Personal Information
Table 6: Demographic information

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	158	47.4	47.4	47.4
	Male	175	52.6	52.6	100.0
	Total	333	100.0	100.0	

Age category		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Teens	34	10.2	10.2	10.2
	20's	211	63.4	63.4	73.6
	30's	78	23.4	23.4	97.0
	40's	10	3.0	3.0	100.0
	Total	333	100.0	100.0	

Education		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school	7	2.1	2.1	2.1
	Some college	26	7.8	7.8	9.9
	Undergraduate	138	41.4	41.4	51.4
	Graduate or more	162	48.6	48.6	100.0
	Total	333	100.0	100.0	

Job		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	163	48.9	48.9	48.9
	Employee	119	35.7	35.7	84.7
	Housewife	29	8.7	8.7	93.4
	Business	22	6.6	6.6	100.0
	Total	333	100.0	100.0	

Province of Pakistan					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Punjab	254	76.3	76.3	76.3
	Sindh	15	4.5	4.5	80.8
	KPK	22	6.6	6.6	87.4
	Baluchistan	2	.6	.6	88.0
	Federal	32	9.6	9.6	97.6
	GB	4	1.2	1.2	98.8
	AJK	4	1.2	1.2	100.0
	Total	333	100.0	100.0	

The researchers conducted a survey and collected the responses from 158 females and 175 males. Their percentages were 47.4% and 52.6% respectively. Most of the respondents were in the age of 20s (63.4%), some were in their 30s (23.4%), some in their teens (10.2%) and some in their 40s (3.0%). Most of the respondents were graduates or had even higher education level (48.6%). The next group of respondents were undergraduates or were enrolled in the undergraduate programs (41.4%). The remaining respondents were from colleges (7.8%) or high schools (2.1%) respectively. Most of the respondents were students (48.9%). The other respondents were employees (35.7%), housewives (8.7%) and businesspersons (6.6%). Most of the respondents belonged to Punjab (76.3%). The remaining respondents were from Islamabad Capital Territory (ICT) (9.6%) and other provinces such as KPK (6.6%), Sindh (4.5%) and Baluchistan (0.6%).

Pearson Correlation

Table 7: Correlations

Correlations			Destination Image	Information Quality	Motivation	Intentions
Destination Image	Pearson Correlation		1	.522**	.624**	.522**
	Sig. (2-tailed)			.000	.000	.000
	N		333	333	333	333

Information Quality	Pearson Correlation	.522**	1	.520**	.683**
	Sig. (2-tailed)	.000		.000	.000
	N	333	333	333	333
Motivation	Pearson Correlation	.624**	.520**	1	.651**
	Sig. (2-tailed)	.000	.000		.000
	N	333	333	333	333
Intentions	Pearson Correlation	.522**	.683**	.651**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	333	333	333	333

**. Correlation is significant at the 0.01 level (2-tailed).

The researchers performed Pearson Correlation analyses to check the relations between the variables. The result showed that the destination image was positively related with the information quality, motivation, and intention to travel. Information quality was positively related with the motivation and intention to travel. Motivation was positively related with intention to travel.

Multiple regression analysis
Table 8: H1a and H1b

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664ᵃ	.441	.438	2.93697
a. Predictors: (Constant), information Quality, destination Image				

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2244.699	2	1122.350	130.115	.000[b]
	Residual	2846.514	330	8.626		
	Total	5091.213	332			
a. Dependent Variable: Motivation						
b. Predictors: (Constant), information Quality, destination Image						

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.940	1.005		8.898	.000
	destination Image	.522	.052	.484	10.039	.000
	information Quality	.124	.022	.267	5.537	.000
a. Dependent Variable: Motivation						

The researcher used multiple regression analysis tests to determine the motivation scores with the help of independent variables: destination image and information quality. The result showed that the destination image and information quality significantly predicted the motivation, $F (2,330) = 130.115$, $p < .001$. The R square value was .44 which indicated that two independent variables (destination image and information quality) created a variance of 44% in motivation. Moreover, the beta values in coefficient indicated that destination image was a significant contributor in the prediction of motivation as compared to information quality. In other words, the higher the beauty of the destination image, the higher was the motivation level in tourists to visit the destinations. Thus, hypothesis H1a and H1 b were accepted.

Table 9: H2a and H2b

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.710[a]	.504	.501	3.27976

a. Predictors: (Constant), information Quality, destination Image

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3611.059	2	1805.529	167.850	.000[b]
	Residual	3549.752	330	10.757		
	Total	7160.811	332			

a. Dependent Variable: Intentions
b. Predictors: (Constant), information Quality, destination Image

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.213	1.122		6.429	.000
	destination Image	.291	.058	.228	5.014	.000
	information Quality	.310	.025	.564	12.420	.000

a. Dependent Variable: Intentions

The researcher conducted multiple regression analysis tests to determine the intention scores with the help of independent variables (destination image and information quality). The result showed that destination image and information quality significantly predicted the intentions, F (2,330) = 167.850, p < .001. The R square value was .50 which indicated that the two independent variables (destination image and information quality) created a variance of 50% in intentions. Moreover,

the beta values in coefficient value indicated that the information quality was a significant contributor in predicting intentions as compared to destination image. In other words, the higher the quality of information about the tourist place, the higher would be the intention of tourism. Thus, hypothesis H2a and H2b were accepted.

Table 10: H3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651[a]	.424	.422	3.53120
a. Predictors: (Constant), Motivation				

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3033.458	1	3033.458	243.273	.000[b]
	Residual	4127.353	331	12.469		
	Total	7160.811	332			
a. Dependent Variable: Intentions						
b. Predictors: (Constant), Motivation						

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.349	1.227		6.803	.000
	Motivation	.772	.049	.651	15.597	.000
a. Dependent Variable: Intentions						

The researchers conducted multiple regression analysis to determine the intention scores with the help of the dependent variable, motivation. The result showed that motivation significantly predicted the intention, $F_{(1,331)} = 243.273$, $p < .001$. The R square value was .65 which created a variance of 65% in the intention. The beta value in the coefficient value indicated that motivation was a significant contributor in the prediction of Intention. In other words, higher motivation eased higher intention of tourism to the tourist places. Thus, hypothesis H3 was accepted.

CONCLUSION

This section discusses the results in detail, identifies the limitations of this study and suggests ways to expand future research.

DISCUSSION OF RESULTS

The results of the study advocate that a more attractive image of a certain travel destination is expected to result in a positive appraisal of the destination or motivation or increase in the intentions to visit the destination by the tourists. More accurate information quality of a particular travel destination is likely to result in a positive appraisal or the motivation or increase in the intentions of the tourists to visit the places. A positive evaluation of the destination image and information quality symbolizes expressive tourist experiences that increase motivation and intention to travel. In the tourism site, the extent of tourists' motivation to a destination is imitated in their intent to visit and their endorsement of the tourists' sites to other tourists (Oppermann, 2000).

The outcomes of this study indicate that films/v-logs can induce the desire to visit the locations in tourists. They give the idea of different aspects of a location that help the viewer get motivated and build intentions to visit the destination shown in them. The results showed a very interesting positive relation between the independent variables: destination image and information quality on dependent variables: motivation and intention. It was also found that the destination image has a stronger impact on the motivation, and the information quality has a greater impact on the intention. Although both the independent variables had positive relation with motivation and intention, the difference in their impacts reveals that the beauty of the destination image though induces the motivation, it does not always induce the intention to visit the place. The information quality shared through the v-logs has a direct positive impact on the intention. It implies that more accurate and detailed information about the destination makes the viewer more serious about visiting that location.

RECOMMENDATION FOR FUTURE RESEARCH

The researchers recommend to conduct confirmatory studies to expand the generalizability of the outcomes. It would be productive to have many populations and abundant sample sizes from various age groups or to classify the groups into sets of various professions and financial backgrounds to study film induced tourism. The study can also compare film induced tourism trends among respondents of

different income groups.

The respondents of this study were local tourists though Pakistan has been drawing film induced tourism from both domestic and international tourists. Future research may focus on the intentions and motivations of international tourists visiting Pakistani locations. Further studies will help in discovering the relationship of film induced tourism with diverse types of demographic factors associated with the media.

Factors other than films can also be explored for inducing tourism like photos and social media groups. More social media platforms like Instagram and Snapchat can be included in future research. Different forms of visual media such as: television, film, print magazines, newspapers, books, digital, Internet, and social media can be classified as different means such as the history or nature of media and their impact on tourism examined. It will help in categorizing the impact of the numerous types of media in inducing tourism.

More targeted research can be performed by the travel businesses by following this pattern for studying the effectiveness of their reach among target audiences. The data/feedback will help in improving the strategies.

Pakistan Tourism Development Corporation (PTDC) can also conduct research on new tourism locations to enhance the tourist's experience and tourism in Pakistan in the long run.

LIMITATIONS

The financial aspects concerning the views of films/v-logs limited this study. The factors such as the income of the v-log viewers also have an impact on their motivation and intention and can be studied. Though in the real world, tourists differ more in terms of age, profession, and other demographic features, this study covered students, professionals and housewives, considering they comprise a few target sections of potential tourists. The other factors that affected tourism included safety, accessibility, sustainability, and environment. These aspects are not covered in this study and can be studied under other subjects such as hospitality or environmental aspects. The pandemic affected tourism and tourists were restricted to visit tourist places though social media induced motivations and intentions.

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