



The effects of youtube video on the tourism destination image (Case study of tourism in Shogran, Pakistan)

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Abstract

Purpose – The purpose of the research is to analyze how YouTube travel vlogs impact tourist opinions, contentment, and decision-making, with a focus on Shogran, a popular tourist site in Pakistan. **Methodology/Design/Approach**– The research uses both primary and secondary data sources. It analyzes YouTube travel vlog content and conducts viewer polls to determine how online visual content impacts destination image and effects tourism-related behavior. The study also investigates the use of public relations methods in digital tourist promotion. **Findings** – According to the study, YouTube has a considerable impact on the destination image of Shogran, impacting tourists' opinions and travel decisions. It demonstrates how digital platforms, particularly YouTube, have outperformed traditional marketing tactics in tourism promotion, particularly in developing nations such as Pakistan. **Originality/value** – This study adds to the expanding set of information about digital tourism marketing by providing insights into the effectiveness of user-generated material, notably YouTube vlogs, in promoting lesser-known locations. It underlines the importance of strategic public relations tactics in digital content generation to increase tourism appeal and reach.

Keywords: Destination image, Kaghan valley, Shogran, Travel experience, Vlog, YouTube,

Introduction

Nowadays, the tourism business has experienced a significant increase in travel-related YouTube vlogs, creating a new trend among social media users. This development aligns with the growing emphasis on digital transformation, where social media platforms play a crucial role in promoting tourism destinations and influencing travel behavior (Arora & Lata, 2020; Ki et al., 2020). The use of digital platforms enables the tourism sector to attract both domestic and international visitors, strengthening destination visibility and encouraging travel intentions through online engagement (Castañeda et al., 2020; Kim et al., 2017).

YouTube, as one of the most popular online video platforms, has attracted marketers and users with diverse needs, including travel audiences (Lange, 2007). It connects global audiences, tourism stakeholders, and potential visitors through platforms such as YouTube, TikTok, and Facebook, thereby expanding the reach of tourism promotion within a short period of time (Papacharissi, 2009; Waters & Jones, 2011). Travelers often share their travel experiences online for entertainment, information dissemination, and audience engagement, which in turn influences viewers' perceptions and behavioral intentions (Maulana et al., 2020; Motahar et al., 2021).

Furthermore, the visual representation of destinations through vlogs contributes significantly to the formation of destination image, which plays a critical role in shaping tourists' decision-making processes (Baloglu & McCleary, 1999; Choi et al., 2007). The emergence of interactive features such as live streaming has further increased the availability and immediacy of tourism-related content. As a result, individuals may

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develop travel intentions based on the perceived image of destinations presented online. This reflects the long-standing importance of word-of-mouth communication, customer opinions, and destination reputation in influencing tourism behavior, now amplified through digital media environments (Gallarza et al., 2002; Molinillo et al., 2017).

Shogran, Kaghan valley

This valley is in Khyber Pakhtunkhwa's Hazara Division's Northern District of Mansehra. The most well-liked summer vacation destination for both Pakistanis and visitors is this 160 km long valley. The valley is home to pine woods, alpine meadows, crystal-clear lakes, chilly mountain streams, moving glaciers and snowcapped mountains. The valley's most prominent feature is the Kunhar River flow throughout the valley. Shogran is a hill station that is 7,749 feet above sea level and is located on a plateau in the Kaghan Valley, lies 34 km from Balakot and 212 km from Islamabad. Shogran is 10 km from Kiwai usually via jeep or SUVs. Shogran is open for visitors in summers and winters. June August every year is the peak season. Temperature ranges between a maximum of 20 °C and a minimum of 3 °C. During the winter months Shogran is usually covered in snow

Shogran is a mountain destination wonderful location for a family picnic, a Jeep ride or hiking to "Siri Paye" and Makra Peak is an adorable experience. *Sarhan, Dhanna Meadows, Manna Meadows, and Musa ka Musalla* are other nearby tourist spots. Shogran is home to a multitude of more than 2 dozen lodging options and dining establishments. Shogran will relate to ITZ at Ghanool, Manshera, via road and chairlift. Shogran is a famous destination for naturalists with a large variety of flora and fauna. The Culture and Tourism Authority (CTA) intends ITZ Ganool as a destination for both local and international tourists, promoting local culture, natural beauty, trade, and entertainment.



Figure 1: Tourist Guide Map, Hazara Division, shows most important destinations in Hazara Published by Khyber Pakhtunkhwa Culture & Tourism Authority. Source: KPCTA 2025



Figure 2: Shogran, Kaghan Valley. Source Courtesy: <https://mapcarta.com/15158304/Map>

Literature review

The expansion of online and the internet, together with the rapid growth of the digital revolution, might have an impact on many facets of global society (Barak 2008). The emergence of new media has led to the creation of social networks that link people from all over the world (Papacharissi 2009). Videos amalgamate verbal, vocal, and visual communication to enhance the public's perception of an organization's products or services, humanize its identity, and fortify its brand Waters, R. D., & Jones, P. M. (2011). YouTube is a popular kind of public media that is expanding quickly. The media of YouTube has evolved in several ways, one of which is its emergence as a marketplace, has the potential to offer business opportunities, give existing companies more room to grow, and give rise to new industry sectors that can generate income for its users. amid an environment of escalating competition.

YouTube, a platform for sharing videos where anybody may participate in films in a variety of ways, from watching entertainment to sharing videos to keeping up with friends. It is an online video, and the site's primary function is as a platform for finding, watching, and sharing unique videos to and from anywhere in the globe over the internet (Lange 2007). According to the usage of social media and Web 2.0, YouTube channels are now essential to a traveler's support of their destination visit (Arora and Lata 2020). The website's primary purpose is to serve as a platform for finding, viewing, and sharing unique videos to and from anywhere in the globe over the internet. It is a new media (Susanti 2021) However, Vlog is a website that delivers material mostly through video rather than text or images (Khan, Bukhari et al. 2021)

Video-sharing websites like YouTube give DMOs additional chances to promote the identity and brand of the locations they represent because videos are powerful image-creators. The purpose of this essay was to get insight into how Shogran DMOs utilise YouTube to promote their videos and to investigate if these films effectively convey brands using two key components: emotional values and attraction aspects. Kazak (2016) said that social media has a significant impact on a variety of our daily activities, including the travel and tourism industry. Travelers frequently use social networking platforms to inform crucial decisions about their vacations, sharing experiences and comments on lodgings, eating, transportation, and airlines, emphasizing the need of tourism sector specialists regularly monitoring social media activity (Tjoe, K., 2022). According to (Živković, 2014) Popular social media websites with a significant impact on the world tourist business include Facebook, Twitter, and YouTube.

According to Samosa (2014), The worldwide tourist industry is significantly impacted by media sites. The researcher finds out that 52 percent of Facebook users indicated that their personal trip plans had been influenced by their friends' vacation images. A study found that more than 74% of travellers use online reviews to share their experiences with other people. Over 70% of customers rank online reviews as the second most trustworthy form of advertising. According the latest data In January 2024, Pakistan had 71.70 million social media users, 29.5% of the population, as well as 188.9 million active cellular mobile connections, 77.8% of country's population (Kepios, 2024). According to recent data, YouTube remains the number two social media platform worldwide, Pakistani user are 71.7 mn. The media has a significant influence on how

the public feels, and this is generally accepted. In the context of mass communication, the plan and idea examine the relationship between the media and public opinion (Caraka, Noh et al. 2022). Karim, (2018) emphasizes the importance of socially encouraging travel. The tourism industry has started using social media as a new marketing approach, he continued, because of the advancements in internet technology. According to his research, social media has both positive and negative effects on the travel and tourism sector. Huertas (2017) said that video-sharing websites and social media platforms are effective marketing tools for tourism destinations. Video clips of vacation places are an effective way to improve their reputation, which increases the number of tourists. YouTube first launched on social media in 2005, it has become easy for billions of people to search, watch, and share different videos. Tourists' decision-making process for choosing a place is significantly influenced by the destination's image (Baloglu & McCleary, 1999; Beerli & Martin, 2004). According to Ekinici (2003), the "destination image" of a place is made up of the ideas, emotions, and impressions that visitors have of it.

Method

Gheyle and Jacobs (2017) describe content analysis as a research methodology used to interpret the meaning of textual content, which includes texts, symbols, images, or audio data. The researchers conduct qualitative research and collect data from ten videos of different youtube channels on Shogran analyzed through google search engine. These top ten videos were reached to 2.5million viewers see table no 1. The comments on videos were analyses to understand the effect of YouTube media on tourism destination i.e. Shogran. The researcher examines to identify positive and negative comments on the tourism destination image of Shogran. The types of research utilized in this study is descriptive. The steps of the YouTube comment classification task are discussed in the following sections. The approach formulated by Kavitha, K. M., et al (2020) has been utilized to analyze YouTube comments.

Step 1. Extracting data

Search for the topic, the comments, video description, and author information are retrieved.

Step 2. Pre-processing

Tokenization separates each remark into different words, employing space as the delimiter.

Step 3. Comment Classification

User comments are classified into categories.

Finding

The data of ten videos comments on Shogran was examined and content base analysis. The most frequent terms used in the view dialogues were selected from the 10 selected videos which are listed below in Table 1 analyze YouTube video duration and highest no of video comments

Positive and Negative comments

The impact of social media on travel is multifaceted. In early 2023, Pakistan had 191.8 million active mobile connections, covering 80.5% of the population (datareportal 2023). When looking for businesses or items, consumers/visitors frequently regard reviews on well-known social media platforms like Facebook or YouTube as quite reliable. Social media comments were analyzed to reveal insights into people's opinions and perceptions. Negative comments can highlight shortcomings and disappointments (Dolan, R., Seo, Y., & Kemper, J. 2019), whereas positive ones reflect customer satisfaction (Jan, M. T., & Sultan, N. 2020). Consequently, evaluating the influence of adverse feedback on a destination's reputation and traveler preferences is crucial. Social media significantly influences travel decisions, with tourism sector posts on platforms directly linked to potential customers' choices.

Table 1. Video views and duration

SN.	Video Duration	Video views
Video No. 1; Travel 6 YouTube channel	17:08 sec	38,285
Video No.2; Travel Diaries Pakistan	13.36	50,237
Video No. 3; YouTube channel SastaMusafir,	1:19 sec	62,515
Video No.4 YouTube channel Traveling Guideline.	9:06 sec	123,898
Video No.5; Ali Ahmed YouTube channel	3:51 sec	711,518
Video No.6; youtube channel, Connect Kashan	5:33 sec	91,159
Video No.7; YouTube channel Kabir Khan	12,17 sec	98
Video No.8; YouTube channel Traveling Guideline.	32: sec	262
Video No.9; YouTube channel Grip on Trip	18:12 sec	1,335,031
Video No.10; YouTube channel Grip on Trip	11:46 sec	138,476

Source: Author’s field work, 2025

Positive Impact (Affirmation)

The tourist business is specifically impacted by Youtube (Fig. 3), which also has a big impact on customer decisions. According to studies, over 90% of consumers globally state they trust and believe recommendations from friends or media sources like word-of-mouth. The potential consumer will also be impacted by the opinions and remarks published on social media. The tourist's positive perception of the place is thus based on these assessments.

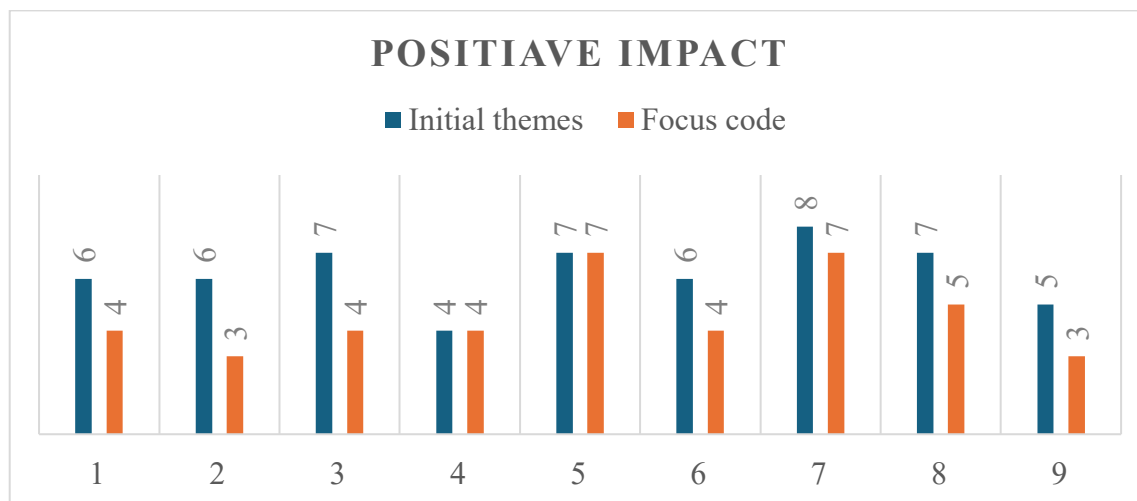


Figure 3. Positive Impact (Affirmation). Source: Author’s field work, 2024

The negative Impacts (Negation (NEG))

Reviews on social media may even be more reliable than referrals from dependable friends. Negative reviews could prevent prospective visitors from using your goods or services. Negative reviews might damage the credibility and reputation of the brand. Visitors that have a bad experience can also tell others about it, which might hurt your business even more. The negative comments are analyzed with the data of YouTube channels comments presented in Table 3.

Table 2. Positive Phrases words of analyzed video comments

Video	Affirmation (abbreviated AFF)	Video	Affirmation (abbreviated AFF)	Tree codes
1	Wonderful Informative video Switzerland Beautiful	6	Beautiful nature Best Video, Awesome Video I never seen anything like this in Australia	
2	Excellent vlog Informative for people Nice and beautiful	7	Natural Beauty magical, so beautiful Luscious Greenery Truly a divine serenity Majestic scene Very best fantastic	
3	Beautiful place, Beautiful weather Heaven on Earth Incredible	8	Very great effort explores, Beautiful Pakistan, Very good picture of Pakistan Atmosphere is calmer and air is cleaner in natural places Beautiful sight	Beautiful place Majestic scene Paradise on earth Good weather Good people
4	Heaven on Earth Beautiful Paradise Very polite people of Shogran	9	Beautiful Pakistan, Natural beauty of Shogran Very great effort explores	
5	Beautiful Video Inspiration to travel here Shogran Wow Discover Pakistan very Awesomely Heart Touching Swiss in Pakistan	10	Beautiful Pakistan good job man.	

Source: Author's field work, 2025

Conclusion

Social media is an extremely powerful tool for promoting tourism destinations and may be utilised to boost visitor awareness, brand loyalty, customer satisfaction, and visitor flow. It may be utilised to introduce a brand to millions of individuals throughout the world. Social media not only helps consumers meet their social demands, but also their psychological needs. The significance of utilising social media as a marketing tool for all businesses will increase as it continues to expand. The tourist sector is well-positioned to benefit from social media platforms since it has traditionally depended heavily on word-of-mouth marketing, customer opinion, destination reputation, the dissemination of information and services on sale. The Tourism destinations recognised the value of social media in attracting visitors, to create a positive impression in the

Table 3. Negative phrases words of analyzed video comments

Video	Initial Themes	Focus Themes	Negation (NEG)	Most Common phrases
1.	2	1	<ul style="list-style-type: none"> Shame on government such a Bad Roads. 	
2	1	1	<ul style="list-style-type: none"> Bad Roads. 	
3	7	6	<ul style="list-style-type: none"> improve the quality roads destroying nature and its beauty. wouldn't consider visiting these areas Please raise awareness. Keep City Clean Green Wall Paintings 	Bad Roads. worried about nature
4	1	1	<ul style="list-style-type: none"> Efforts make the authorities realize 	False stories
5	2	1	<ul style="list-style-type: none"> it's too far and dangerous. 	drive tourists away.
6			Nil	
7			Nil	
8			Nil	
9			Nil	
10	4	3	<ul style="list-style-type: none"> don't share misguided information. uncomfortable and small vehicles don't play with tourist life. add English Subtitles 	

Source: Author's field work, 2025

world. Shogran is blessed with a variety of natural beauties, including its geographic setting, terrain, and more. This is important to keep in mind that most visitors in Pakistan are domestic as we are in the second stage of tourism development. Pakistan, however, has not been able to improve its tourist sector as compared to our competitors. Tourism has already been established, a major factor in the country's economic growth is the expansion of tourism. The local community gains jobs, infrastructure is developed, and employment possibilities as tourism becomes a significant source of yearly income, cultural interchange, and economic growth.

Tourism-related YouTubers produce interesting videos on tempting locations throughout Pakistan. In addition to promoting tourism, they capture and edit video footage to spark curiosity and inspire viewers to visit their channel. They have millions of views on their channels. Their aim is to subscribe to more viewers, spread their enthusiasm for travel and encourage others to discover new locations. The local authorities, or govt organization also promote tourism, they have run WebTV and YouTube channels. The strategy has been successful for them and has assisted Shogran in raising the in terms of the percentage of visitors that visit. As far as other states are concerned, tourism has been ahead of the curve. The competitive nature of the current tourism market suggests that social media advertising can, in fact, justify the high prices associated with this form of advertising.

Recommendation

This study shows how social media is used by numerous tourism enterprises as a corporate strategy, attract viewers and becomes a competitive marketing tool. In addition to marketing perception, social media's strategic usefulness is derived from traveller connections and access to transportation data.

Developing ICT industry: The tourist sector greatly benefits from information and communication technology. Travelers want knowledge of the attractions before deciding on their preferred trip. Social media exploration is made easier as the ICT industry expands. Social media encourages users to share their travel-related images, opinions, and comments to draw in more travelers.

Improving Supporting Industry: Enhancing the tourist sector to increase the performance of the tourism industry, the government should strengthen its supporting industries. Travelers' top worries, according to the study, are related to transportation, local safety, hotel and resort facilities, restaurants, and dining systems. These businesses need to be developed in order to attract both domestic and international tourists.

Use of social media as a Marketing Tool: Businesses in the tourism sector should concentrate on social media platforms like YouTube, Facebook, Twitter, Instagram, LinkedIn, and other search engines to promote tourist attractions, locate new sites, and provide potential tourists with travel information. Social media is used by users to look for possible travel places and share images, thoughts, and reviews of their experiences. As a result, the travel and tourism sector are able to upgrade its offerings.

Explore the Potential Tourist Spots: Pakistan is full of natural beauty and there are lots of archeological historical sites and natural resources that can attract many national and international tourists. Government and private tourism business enterprises should focus on developing new tourist spots and improving existing sites to attract more travelers.

- The vloggers must also explore to identify Shogran flora and fauna tourism potential and give emphasis on the clean and green environment for the promotion of sustainable tourism
- The government must ensure safety and security, better health facilities, and better hygiene food and to the visitors in Shogran.
- The government should take serious steps to control pollution. The tourist spot must be kept clean, and people should avoid throwing away garbage, strict action must be taken against them. It can be controlled through strict law enforcement.
- The government should enhance the infrastructure like roads, transport, motels, hotels, etc. for the visitors. Historical buildings maintenance should be on time to time if required.
- The government should publicize all traveling spots on social media to attract visitors internationally and domestically as well.
- PTDC, TCKP, and other tourism organizations ensured their presence on their websites but none of them meet the needs of tourists. The government should focus on these issues as well.

Future Research

The study proved that social media has a detrimental and adverse impact on the travel and tourism sector. This study is necessary to comprehend how YouTube videos on travel destinations are perceived by travelers. Additionally, this research will provide light on the function that YouTube plays in the choice of travel location. It would be beneficial for DMOs to completely comprehend how their web films affect potential and existing tourists.

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Declaration

Ethics approval and consent to participate

Not applicable.

Consent for publication

Not applicable.

Availability of data and materials

The data supporting the findings of this study are available upon request.

Competing interests

The authors declare that there is no conflict of interest regarding this work.

Author contributions

MA Conceptualization, Methodology, Investigation, Writing – original draft, Supervision; MA Data curation, Formal analysis, Validation, Writing – review & editing; MA and MA Investigation, Resources, Visualization, Writing – review & editing.

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