



Effect of Social Media Influencers, YouTube Marketing and Tourism V-logging on Green Tourism Promotion: Evidence from Pakistan

Rana Muhammad Shahid Yaqub^{1 & 5}, Noor Sehar Ali^{2 & 5}, Noman Ramzan^{3 & 5}, Muhammad Murad^{4 & 5}

¹ Assistant Professor, Email: shahid.yaqub@iub.edu.pk

² Research Scholar, Email: noorseharali987@gmail.com

³ Research Scholar, Email: nomannomi9211420@gmail.com

⁴ Research Scholar, Email: muhhammadmuradjoiya@gmail.com

⁵ Department of Marketing and International Business, Institute of Business Management and Administrative Sciences (IBMAS), The Islamia University of Bahawalpur, Pakistan.

ARTICLE INFO

Article History:

Received: August 21, 2022

Revised: December 23, 2022

Accepted: December 25, 2022

Available Online: December 31, 2022

Keywords:

YouTube Marketing

Tourism V-logging

Tiktokers

Green Tourism Promotion

Funding:

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

ABSTRACT

The Marketers and residents of tourist places are facing tourism promotion-related challenges. The trends of digital marketing are stimulating traditional marketers for tourism promotion. Recently, the trend of digital media influencers has been getting considerable attention among marketing academicians and practitioners. However, this study aims to determine the role of modern digital marketing tools for green tourism promotion of foreign tourism in Pakistan. Consequently, 450 questionnaires for data collection were distributed among foreign tourists visiting different tourist destinations. The Partial Least Square (PLS) software was used to analyze the data, and the threshold for significant variables was ($P < 0.05$). The study points out the critical role of modern digital marketing tools, i.e. YouTube marketing and social media influencers, in promoting green tourism through tourism v-logging in Pakistan. The practical implications of this study would enhance the experiences of marketers for green tourism promotion in Pakistan. Moreover, the current research fills the literature gap in the digital marketing domain by thoroughly discussing emerging digital marketing tools.

© 2022 The Authors, Published by iris. This is an Open Access article distributed under the terms of the Creative Commons Attribution Non-Commercial License

Corresponding Author's Email: shahid.yaqub@iub.edu.pk

1. Introduction

The world has recently witnessed notable shifts in tourism due to globalization. Indeed, most tourists are inclined towards easiness of travel and comfort of tourist destinations (Streimikiene, Svagzdiene, Jasinskis, & Simanavicius, 2021). (Gryshchenko et al., 2022) demonstrate that some tourists are influenced by digital marketing, which provides information about tourist destinations. Therefore, governments in developing and developed countries are working hard to promote tourism via digital media (Fagbolu, 2022; Gryshchenko et al., 2022). The information shared on tourist blogs and various tourism websites also encourages tourists (K. Kayumovich, Khudoynazarovich, Shavkatovna, Alimovich, & Supiyevna, 2020). Moreover, the responsibility of marketers is to think beyond and innovate new ways of tourism marketing with the availability of existing resources to promote tourism in Asian countries (Alrawadieh, 2020). Tourism marketing via blogging is not a recent trend because marketers have been working on it for a decade (Dewan & Benckendorff, 2013; Liu, Shi, Xue, & Shen, 2022; Ma, Chen, & Ampountolas, 2016). In this regard, Ramayah, Cheah, Chuah, Ting, and Memon (2018) and Mashika et al. (2021) demonstrate that there is a need for video-graphy to make tourists familiar with their destinations. Tourism v-logging is an emerging trend as many v-loggers explore different tourist places for the viewers, ultimately leading the tourist to reach the destination (Usman et al., 2022). In addition, Thaothampitak and Wongsuwatt (2022) argued that social media influencers are becoming very viable in modern times and play a

significant role in individuals' decision-making. Therefore, the followers of social media influencers are more concerned with the information provided on social networking sites to make different decisions (Y. Zeng, Filimonau, Wang, & Zhong, 2022). Similarly, the trend of green tourism promotion is emerging in Malaysia, Indonesia, and China as the community and marketers are working on it to promote the tourism culture (Dewan & Benckendorff, 2013; Gryshchenko et al., 2022; Vera, Calles, Rosado, & Zambrano, 2022). Consequently, digital media play a crucial role in the digital advertisement of products and services (Jaya & Prianthara, 2020; Peppler, 2010).

The earlier studies have focused on determining the relationship between digital media and tourism promotion. Similarly, some studies were conducted to identify the impact of digital marketing in promoting tourism culture for foreign tourists in America and Europe (Shamim & Islam, 2022). However, few studies discussed the role of tourism v-logging in tourism promotion (Streimikiene et al., 2021). In this regard, the theoretical framework of this study is designed to contribute to the literature by examining the relationship between tourism v-logging and green tourism promotion. In addition, this study aims to determine the moderating role of YouTube marketing and social media influencers (i.e., Instagram influencers and Tiktokers) in the relationship between tourism v-logging and green tourism promotion. It is because social media influencers are working to enhance the experience of society by exploring new things (Jaya & Prianthara, 2020; Thaothampitak & Wongsuwatt, 2022). On the other hand, many marketing firms are hiring social media influencers to promote their products or services (Jaya & Prianthara, 2020). It is assumed that with the help of YouTube marketing and social media influencers, green tourism promotion can be utilized for tourism promotion in Pakistan.

The significant contribution of this study is the theoretical and practical implications because the earlier studies neglected the modern and advanced way of a tourism promotion for foreign tourists. However, the theoretical framework of this study provides significant practical implications to support the government of Pakistan and non-government bodies to work for green tourism promotion innovatively. In this way, the tourism sector of Pakistan would enhance the experience of foreigners by providing video-graphy of the tourist destination that would facilitate the tourism sector to grow and work innovatively. The rest of the paper is structured as follows. First, this study presented a review of the literature and framework, followed by a complete part of the research methodology. Third, the findings are discussed. Fourth, the discussion and conclusion are presented. Finally, this study provides theoretical and practical implications and future direction for further research to develop a framework and contribute to literature and practice.

2. Review of Literature and Study Framework

2.1 Relationship of Tourism V-logging in Green Tourism Promotion

In modern times, tourism promotion has become a new challenge for marketers because the digital platform of tourism promotion has been introduced (He, Xu, & Chen, 2022; Peralta, 2019). Digital promotion of tourism helps the tourism sector to boost in every country, and it provides sustainability for a long time because the promotion is long-lasting (Ayeh, Leung, Au, & Law, 2012; Jaya & Prianthara, 2020; B. Zeng & Gerritsen, 2014). In the tourism sector of Malaysia and Indonesia, the focus of marketers is on the digital platform in which the video graphics and pictures of tourist destinations are shared with tourist and tourism companies across the world (Hays, Page, & Buhalis, 2013; Hvass & Munar, 2012; Minazzi, 2015; Živković, Gajić, & Brdar, 2014). Similarly, the movie industry can promote tourism by depicting tourism destinations in movies and advertisements (Ayeh et al., 2012; da Mota & Pickering, 2020). In the time of the internet, with the help of digitalization, the promotion of tourism is shifted to digital platforms in which a large number of audiences can be segmented and appropriate strategies can be developed for the promotion of tourism demonstrated by (Nezakati et al., 2015). No doubt, the tourism industry is growing and with the help of growth in this industry, the economies of host countries are stabilized (Mandasari & Aminatun, 2019; Trinh & Nguyen, 2019). To promote tourism digitally, American marketers focus on the content creation and the video-graphy of tourist destinations (Gohil, 2015; Sigala, Christou, & Gretzel, 2012).

In the family way, the promotion of Disney Parks is being conducted by the organization's marketing department to attract the target market the digital help for sustainability (El-Garawany, 2017). In the traditional promotion system, the elements not favoring corporate social responsibility (CSR) appeared as a hurdle to promoting tourism (Hudson & Thal, 2013; Jaya & Prianthara, 2020). However, with the help of digital media, the tourism industry is boosted because the digital platform of marketing and information-sharing is used on a large scale to share information with tourists pointed out by (Harrigan, Evers, Miles, & Daly, 2017). In agriculture tourism in China, digital platforms are used to promote tourism to attract tourists across the world highlighted by (Arviansyah, Dhaneswara, Hidayanto, & Zhu, 2018). In this regard, the role of YouTube and Facebook is considered important because most of the information is shared with the audience with the help of videos on these platforms (Magno & Cassia, 2018; Munar & Jacobsen, 2014).

Marketers have realized that digital media are more attractive to tourists because the pictorial description of the tourist destinations attracts a large audience and influences them to visit the place (Nezakati et al., 2015). Indeed, according to Munar and Jacobsen (2013) and (Dwivedi, Yadav, & Venkatesh, 2011), the trend of tourism video-graphy is old, but with the help of digital media and the essence of people to the internet, it has become an appropriate tool to attract the audience with the help of videos and documentaries. In the tourism sector of America and Canada, more than two million tourists visit these countries for adventure based on the documents and video-graphy of the tourist destination of these countries (Munar & Jacobsen, 2013; Rathore, Joshi, & Ilavarasan, 2017). The pictorial representation helps the tourists to identify the potential of the place for making the plan to visit (Gretzel & Yoo, 2014). Interestingly, most of them are adapted to the tourist destination based on video-graphy and documentaries that have been published by credible sources. Therefore, the developed hypothesis is;

Hypothesis 1: There is a significant relationship between tourism v-logging and green tourism promotion.

2.2 Moderating Role of YouTube Marketing and Social Media Influencers

In the tourism industry, new strategies of marketing have been developed that are affiliated with the marketers as well as the tourists to interact with each other and share information for the promotion of tourism (Hudson & Thal, 2013; Lee, Lowry, & Delconte, 2015). In the traditional time, the old marketing method was used to promote tourism, as demonstrated by (Moro & Rita, 2018). However, in the era of digitalization, new and advanced methods of tourism promotion are developed that are facilitated the tourism business sector in different countries (Magno & Cassia, 2018; Nezakati et al., 2015). Earlier, tourism promotion was based on the television and film industry, in which the appropriate information about the tourist destination was provided to large audiences across the globe (Jaya & Prianthara, 2020; Moro & Rita, 2018). On the other hand, Nezakati et al. (2015) highlight the development of technology and access to the internet to the people, and new platforms are introduced for marketing in which people are creating content they are persuading tourists to visit the place. The American content creators are working to portray the tourist destinations in different video-graphy and documentaries to share with the market for tourism promotion (Ayeh et al., 2012; Jaya & Prianthara, 2020; K. O. Kayumovich & Kamalovna, 2019; Lee et al., 2015). Similarly, in agriculture tourism in Indonesia, documentaries are created by the content creators to share with the tourist across the world and attract them to visit the place to her promote the tourism industry (Uduji, Okolo-Obasi, Onodugo, Nnabuko, & Adedibu, 2021; Usman et al., 2022).

Video-graphy is also created in China's tourism sector, in which information about the tourists' place is provided to the individuals to persuade them to visit the place (He et al., 2022). Meanwhile, the different mobile applications of social media add digital video platforms are facilitating the content creators to share information about a tourist destination with the audience by creating the content effectively (He et al., 2022; Linh, 2022; Mandasari & Aminatun, 2019; Peralta, 2019; Trinh & Nguyen, 2019). As a result, not only are the tourists visiting these places, but they are sharing this contact with the tourist communities to influence them to visit these places through word-of-mouth marketing (Fagbolu, 2022; K. O. Kayumovich & Kamalovna, 2019). The responsibilities of the social media influencers are not to get involved in the videos of their content, but they should persuade tourists to visit these

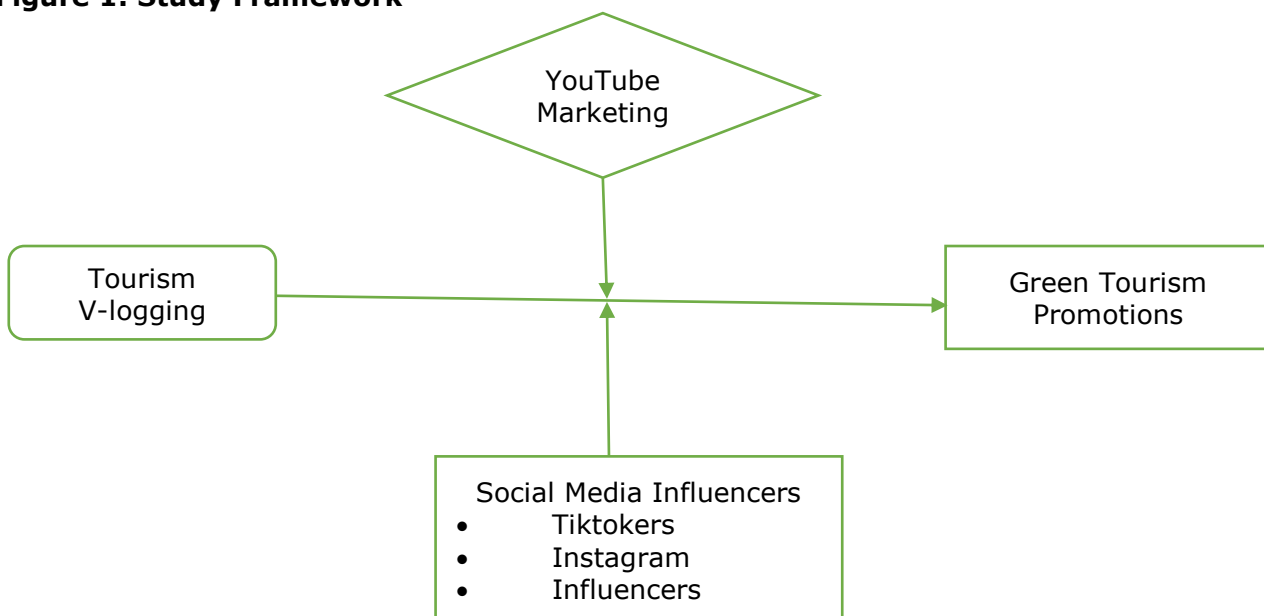
places (Ayeh et al., 2012; Bhatti, Zafar, Ali, & Asghar, 2022; Jaya & Prianthara, 2020; Minazzi, 2015; Thaothampitak & Wongsuwatt, 2022; B. Zeng & Gerritsen, 2014; Živković et al., 2014).

The influence of social media has changed people’s lives because social media influencers are working as leaders, motivating people to be involved in (Rathore et al., 2017). In the same way, according to the study of Gretzel and Yoo (2014), social media influencers in Malaysia and Indonesia are motivating local tourists to foreign tourism while creating content and sharing it with the communities. The subscribers of these social media influencers are encouraged to a great extent; they want to copy social media stars (Munar & Jacobsen, 2013). However, not only the creation of content is the goal of social media influencers, but they have paid content to share with the audience to persuade them to tourist places (Irfan, Rasli, Sami, & Liaquat, 2017; Moro & Rita, 2018). According to Magno and Cassia (2018) and Munar and Jacobsen (2013), a large number of tourists in China and Europe are influenced by social media influencers and videos on digital platforms based on tourist destinations and experiences (see Study Framework in Figure 1). Therefore, the developed hypotheses are;

Hypothesis 2: YouTube marketing moderates the relationship between tourism v-logging and green tourism promotion.

Hypothesis 3: Social media influencers moderate the relationship between tourism v-logging and green tourism promotion.

Figure 1: Study Framework



3. Methodology

3.1 Prepare Questionnaire

This study is based on a quantitative research approach and collected data from tourists via a questionnaire. The main section of the questionnaire had a scale adapted from the previous research and modified to determine the relationship between different variables. The scale item for tourism v-logging was adapted from (Chen, Shang, & Li, 2014). Secondly, the scale items for social media influencers were adapted from (Jaya & Prianthara, 2020). Thirdly, the scale items for YouTube marketing were adapted from (Duffett, 2015). Lastly, the scale items for green tourism promotion were adapted from (Gupta & Bashir, 2018). The questionnaire for this study was prepared on a five-point Likert scale.

3.2 Research Design

The survey-based data collection method was used to collect respondents’ responses because it is appropriate and not the time or cost-consuming (Hameed, Nadeem, Azeem, Aljumah, & Adeyemi, 2018). Since the target population for this study was foreign tourists in Pakistan, a survey-based data collection method was adopted to collect data effectively. The questionnaire of the study is divided into two parts. The first part consisted of demographic

questions, and the second comprised questions related to the main variables of study. The questionnaire was presented to two experts in tourism research for face validity. The experts reviewed it positively and recommended the questionnaire for data collection. The format of the questionnaire was clear and easy to understand for the respondents because the aim was to provide easiness to the respondents while collecting the data for the study. In this way, this was ethical to design a simple and understandable questionnaire for the survey.

3.3 Data Collection Process

To collect the data for this study, Hunza and Azad Kashmir were considered the best place because most foreign tourists visit these places frequently, as per the study by (Kabu & Lau, 2022). A brief introduction of the questionnaire was prepared and presented to the respondents along with the questionnaire. The tourists were approached during their stay in the hotels, and after greeting, they were asked for data collection. They were assured that the study has purely academic and marketing and that their information would not be shared with any third party. After their consent, they were asked to complete the questionnaires, and all questions were addressed politely during the data collection process. They have appreciated for their time the contribution to the data collection of the study. For data analysis, the appropriate sample size was 450, depending on the access to foreign tourists.

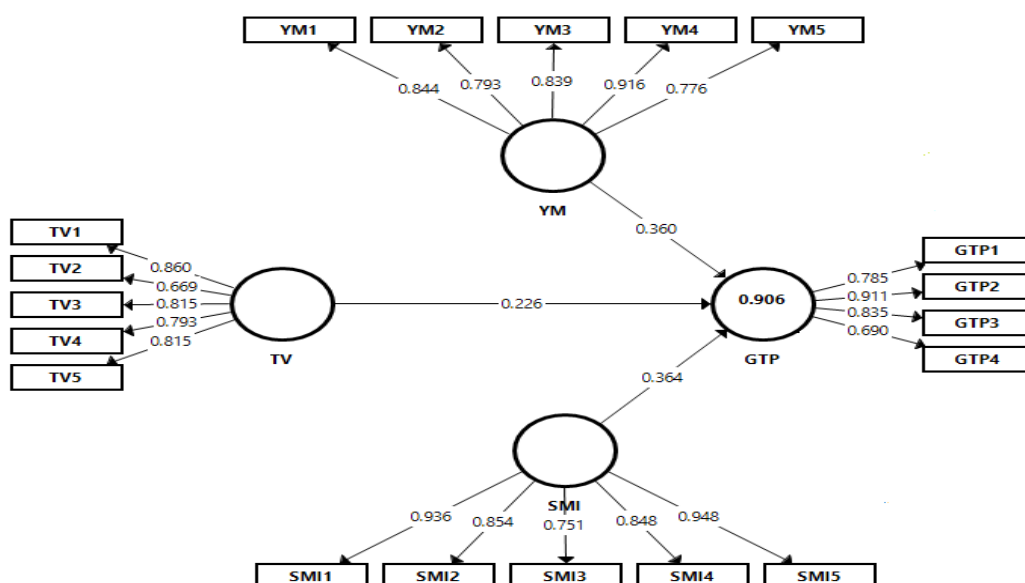
4. Findings

Partial least square structural equation modeling (PLS-SEM) was used to test the study's conceptual framework. Usually, data collected in tourism and consumer studies have normality concerns. PLS software is considered more appropriate as it can manage non-normal data. Researchers have analyzed the data by adopting the two-stage method such as measurement and structured models. The measurement model examines the constructs' reliability and validity, while the structured model tests the hypotheses.

4.1 Measurement Model

The convergent validity of any study demonstrates the reliability and validity of the scale items used for the analysis. For this study, PLS Algorithm calculations were considered to check the scale items' reliability and validity (see Figure 2). According to the results, the values of Cronbach's Alpha for each variable were greater than 0.70 and reliable as per the recommendation of (Hair Jr, Sarstedt, Hopkins, & Kuppelwieser, 2014). The factors loadings for each construct of the study were not less than 0.60 as per the recommendation of Ramayah et al. (2018). At the same time, the study has composite reliability (CR) values greater than 0.70 recommended for advanced studies by (Ramayah et al., 2018). The values for average variance extracted (AVE) were not less than 0.50 as recommended by (Henseler & Fassott, 2010). The results available in Table 1 explain the study has reliable and valid scale items for data collection.

Figure 2: Measurement Model



TV = Tourism V-logging, SMI = Social Media Influencers, YM = YouTube Marketing, and GTP = Green Tourism Promotion

Table 1: Factor Loadings, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE)

Variables	Items	Factor Loadings	Alpha	CR	AVE	
Green Tourism Promotion	GTP1	I use social media for tourism information.	0.785	0.824	0.883	0.655
	GTP2	Tourism advertisement on social media attracts me.	0.911			
	GTP3	I like tourism information shared on the digital platform.	0.835			
	GTP4	Digital tourism promotion attracts tourists worldwide.	0.690			
Social Media Influencers	SMI1	The tourism content of Tiktokers seems interesting.	0.936	0.918	0.939	0.758
	SMI2	Tiktokers enable tourism information sharing with others.	0.854			
	SMI3	Tiktokers help in the exchange of tourism information.	0.751			
	SMI4	Instagram influencers have new tourism information.	0.848			
	SMI5	I like the tourism information of Instagram influencers.	0.948			
Tourism V-logging	TV1	I know little about the destination described in the v-log.	0.86	0.859	0.894	0.629
	TV2	Through the v-log, I satisfied my courtesy regarding the destination.	0.669			
	TV3	I think the content in v-logs is accurate.	0.815			
	TV4	The information in the v-log was easy for me to understand.	0.793			
	TV5	Through the v-logs, I discovered a new destination.	0.815			
YouTube Marketing	YM1	Tourism advertisements on YouTube have a positive influence on my decisions.	0.844	0.891	0.92	0.697
	YM2	I desire to decision a tourism destination that is promoted on YouTube.	0.793			
	YM3	Tourism advertisements on YouTube have a negative influence on my decisions.	0.839			
	YM4	I would go for a tourism destination that is advised on YouTube.	0.916			
	YM5	Advertisements on YouTube do not increase my intention for tourism.	0.776			

TV = Tourism V-logging, SMI = Social Media Influencers, YM = YouTube Marketing, and GTP = Green Tourism Promotion

Table 2: Discriminant Validity (HTMT)

	GTP	SMI	TV	YM
GTP				
SMI	0.871			
TV	0.855	0.832		
YM	0.763	0.754	0.729	

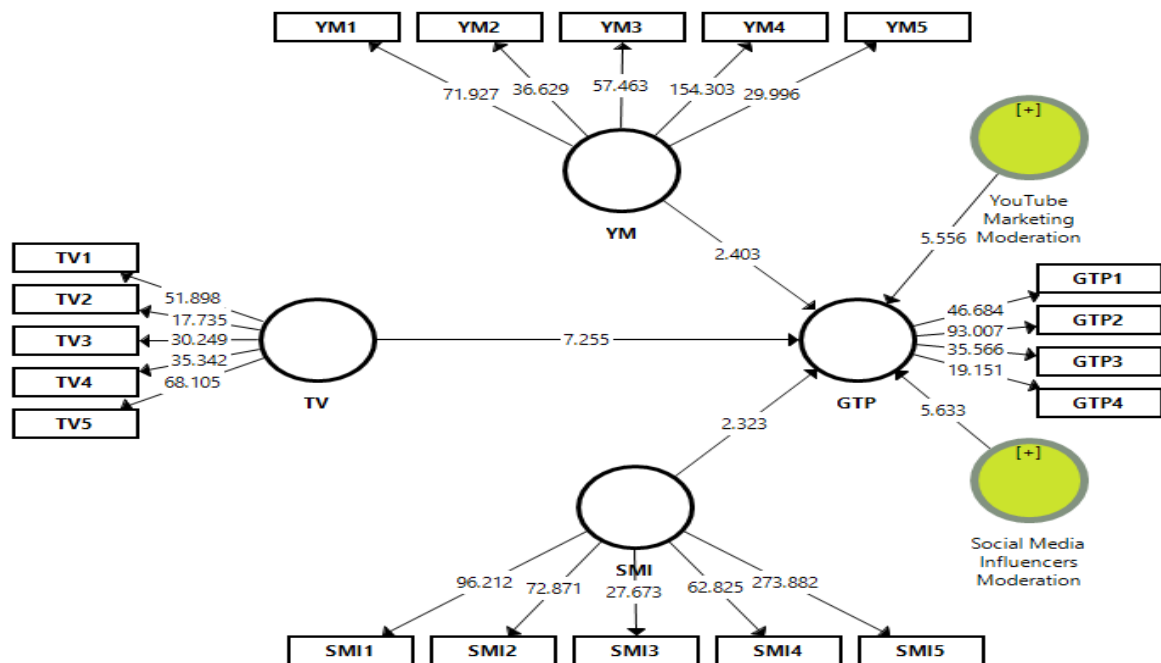
TV = Tourism V-logging, SMI = Social Media Influencers, YM = YouTube Marketing, and GTP = Green Tourism Promotion

The discriminant validity of any study explains the distinction between the scale items used for any study. In this regard, PLS Algorithm calculations were considered to check Heteritrait-Monotrait (HTMT) for the discriminant validity of the study. The results available in Table 2 explain all the values were below 0.90 as per the recommendation of Hair Jr et al. (2014). According to the results, there is clear discriminant validity for the scale items of the study.

4.2 Structural Model

In this section, PLS Bootstrapping calculations were taken to identify the results of the direct relationship with the structural model available in Figure 3. To find the p and t values, hypothesis 1 was analyzed ($\beta= 0.226$, $T=7.255$, and $P= 0.000$), and the results demonstrate the significant relationship between tourism v-logging and green tourism promotion. The values of this test are available in Table 3.

Figure 3: Structural Model



TV = Tourism V-logging, SMI = Social Media Influencers, YM = YouTube Marketing, and GTP = Green Tourism Promotion

Table 3: Direct Hypothesis Results

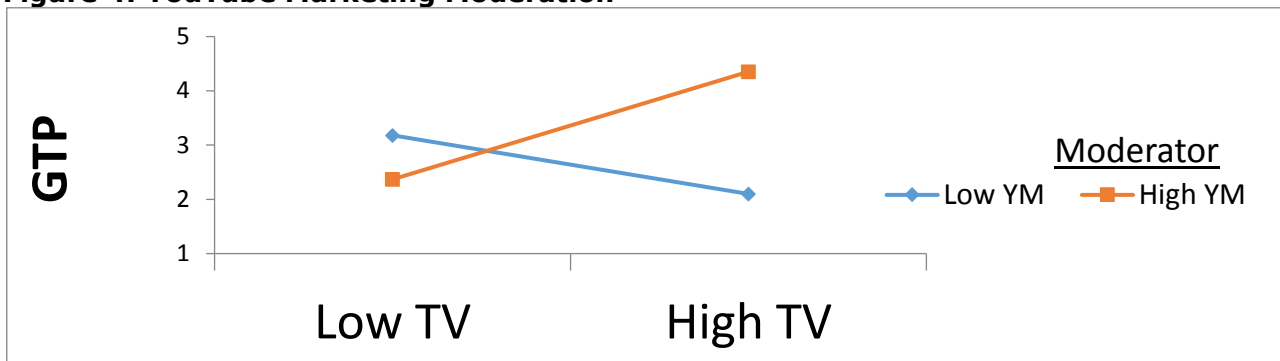
Direct Results	Beta	STDEV	T Values	P Values	Results
TV -> GTP	0.226	0.031	7.255	0.000	Significant

TV = Tourism V-logging, and GTP = Green Tourism Promotion

4.2.1 Moderating Hypotheses Results

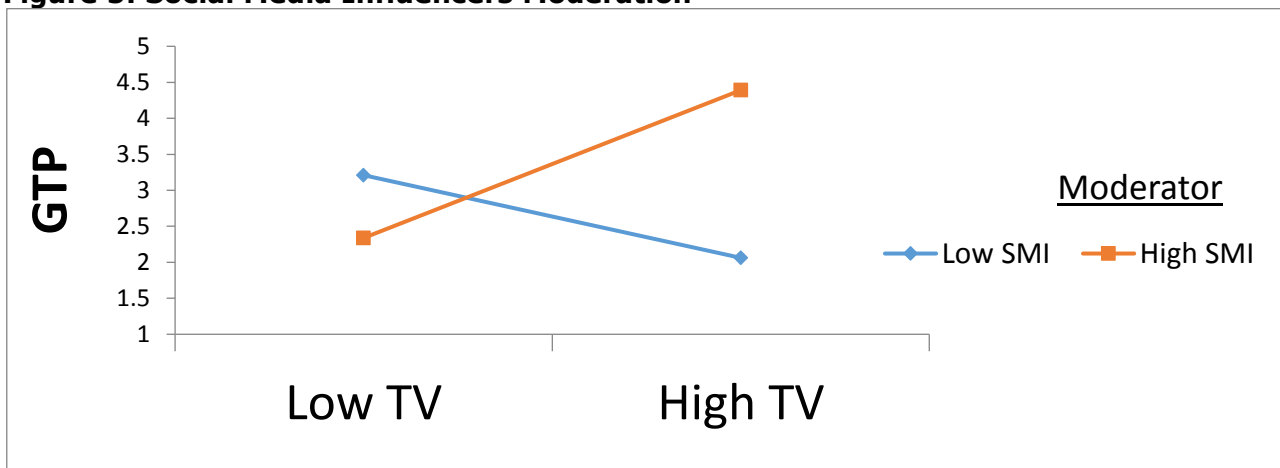
This section of the study has results of moderating hypotheses available in Table 4. Hypothesis 2 was tested ($\beta= 0.776$, $T=5.556$, and $P= 0.000$), and the results determine the moderation of YouTube marketing is significant in the relationship between tourism v-logging and green tourism promotion. Furthermore, the results also point out that YouTube marketing strengthens and positively moderates the relationship between tourism v-logging and green tourism promotion (see Figure 4). On the other hand, Hypothesis 3 was tested ($\beta= 0.800$, $T=5.633$, and $P= 0.000$), and the results determine the moderation of social media influencers is significant in the relationship between tourism v-logging and green tourism promotion. Also, the results explain that social media influencers strengthen and positively moderate the relationship between tourism v-logging and green tourism promotion (see Figure 5).

Figure 4: YouTube Marketing Moderation



TV = Tourism V-logging, SMI = Social Media Influencers, YM = YouTube Marketing, and GTP = Green Tourism Promotion

Figure 5: Social Media Influencers Moderation



TV = Tourism V-logging, SMI = Social Media Influencers, YM = YouTube Marketing, and GTP = Green Tourism Promotion

Table 4: Moderation Results

Moderation	Beta	STDEV	T Values	P Values	Results
YouTube Marketing Moderation -> GTP	0.766	0.138	5.556	0.000	Significant
Social Media Influencers Moderation -> GTP	0.800	0.142	5.633	0.000	Significant

GTP = Green Tourism Promotion

5. Conclusion

This study aims to examine the relationship between tourism v-logging and green tourism promotion. In addition, it aims to test the moderation effect of YouTube marketing and social media influencers on the relationship between tourism v-logging and green tourism promotion. As expected, the result of hypothesis 1 reveals that there is a significant relationship between tourism v-logging and green tourism promotion. The possible reason for this association is that video-graphy is essential for tourism promotion because it provides an aesthetic experience to tourists (Hvass & Munar, 2012; Jaya & Priantara, 2020; B. Zeng & Gerritsen, 2014). In addition, with the help of video-graphy, marketers are using video promotion to influence foreign tourists, as discussed by (Királová & Pavlíčka, 2015) and (Milano, Baggio, & Piattelli, 2011). However, the vital role of video-graphy is also addressed in promoting products and services, as highlighted by (Munar & Jacobsen, 2013). Moreover, Ayeh et al. (2012) stated that the critical role of tourism v-logging must be understood in modern times. Therefore, marketers and the government focus on tourist-oriented marketing for tourism promotion.

The tourist destinations portrayed in videos help the tourists to understand the nature of the destinations and get more detail about the tours (da Mota & Pickering, 2020; Gretzel & Yoo, 2014; Zarezadeh, Rastegar, & Gretzel, 2018). Tourism promotion has emerged and

shifted to video-graphy, uploaded on different social media channels and platforms, as explained by (Wood, Guerry, Silver, & Lacayo, 2013). Similarly, according to Munar, Gyimóthy, and Cai (2013) and Lee et al. (2015), tourism promotion has been shifted to social media and digital media, which is a way for green tourism promotion. In this way, Gohil (2015) demonstrate that the responsibility of marketers is to consider the related audience and traffic on the social media platform and design the promotion for viewers to influence them for the products, services, or tourism.

Similarly, the results of hypothesis 2 demonstrate that there is a significant moderating role of YouTube marketing in the relationship between tourism v-logging and green tourism promotion. Further, the result of hypothesis 3 confirms a significant moderating role of social media influencers in the relationship between tourism v-logging and green tourism promotion. It is critical to understand that the role of YouTube marketing and social media influencers is essential for tourism promotion (Harrigan et al., 2017; Nezakati et al., 2015; B. Zeng & Gerritsen, 2014). The tourism video is presented via an advertisement on different YouTube channels and YouTube videos with monetization, which in turn influences tourists to a selection of the tourist destination as discussed by (Wood et al., 2013). Most tourists visiting different parts of the world believe that their visit is based on the videos presented on YouTube marketing (Ayeh et al., 2012; Zarezadeh et al., 2018). Therefore, the critical role of YouTube marketing must be understood in modern times for tourism-related advertisement and videos for the audience and the potential tourists to the host country (Badkou, GHASEMI, & Hoseini, 2022; Dewan & Benckendorff, 2013; Go, Kang, & Suh, 2020; He et al., 2022; Liu et al., 2022; Ma et al., 2016; Mashika et al., 2021).

The Gulf countries are inviting different YouTubers to explore different places for tourism promotion that would facilitate the government to promote tourism innovatively with a potential output of tourists (Hvass & Munar, 2012; Jaya & Prianthara, 2020; Thaothampitak & Wongsuwatt, 2022; B. Zeng & Gerritsen, 2014). The role of social media influencers is critical for promoting tourism places, and their decisions are based on the explored areas by these influencers, as stated by Moro. However, marketers are investing in social media influencers, particularly Instagram influencers and Tiktokers to influence the audience to visit the destination (da Mota & Pickering, 2020; Munar & Jacobsen, 2013; Thaothampitak & Wongsuwatt, 2022). In this way, the critical role of Instagram influencers is important when they post tourism-related videos on Instagram reels (Minazzi, 2015; Munar et al., 2013; Thaothampitak & Wongsuwatt, 2022). Indeed, with the help of these videos, the appropriate information is provided to the tourists for deciding to visit any place (Wood et al., 2013). More focus on Instagram influencers and their stories related to tourism promotion can persuade tourists to visit their places for tourism (Jaya & Prianthara, 2020; B. Zeng & Gerritsen, 2014; Živković et al., 2014). In this way, the focus on tourism facilitates the Instagram influencers to earn a lot and provide related information about the places to potential tourists worldwide (Rathore et al., 2017). These social media influencers must be motivated and trained to promote tourism because followers are always influenced by their decisions and information. In this regard, more focus on tourism promotion by the marketers and the government would provide more opportunities for green tourism promotion with the help of social media influencers and YouTube marketing (Dwivedi et al., 2011).

6. Implications

6.1 Theoretical Implications

This study has significant theoretical implications related to the green tourism promotion that is emerging for tourism destination promotion in Pakistan. This contribution to the body of literature and knowledge is important because no earlier study considered the important rule of YouTube marketing and social media influencers in the relationship between tourism v-logging and green tourism promotion. Significantly, the critical role of social media influencers must be understood in modern times to develop marketing campaigns and promote tourism. It is because most tourists are now well aware and get information about the destination on social and digital media. The earlier studies neglected this area of research; however, this study contribution would help the market and the policy development people to understand the role of social media influences such as Instagram influencers and Tiktokers for tourism promotion. On the other hand, the relationship developed in the study's theoretical framework is significant to consider in the literature because these relationships are developed with careful consideration of the study. Therefore, for future studies, the predefined

relationship between different variables would be critical for understanding and developing a framework for significant research in the area of tourism promotion in Pakistan.

6.2 Practical Implications

This study highlights that the responsibility of the marketers and the government is to understand the important role of social media influencers and YouTube marketing in promoting the tourist place to foreign tourists. Indeed, with the help of social media, information can be provided visually to tourists because visual information has more capacity to influence tourists. The collaboration between the social media influencers and the Tiktokers would help the government and the marketers to promote tourism in a digital way that would not be cost-consuming and time-consuming. Significantly, Instagram influencers can play an important role in promoting tourism because they constantly explore different things. If they are provided with the opportunity to explore the tourist destinations, it would be an important way to promote the destination to their audience. Similarly, YouTube marketing plays a critical role because when different YouTubers make videos and post them on their YouTube accounts, many audiences view these videos. Therefore, the marketing campaign for tourist destinations' promotion is placed on YouTube, and the right information about the place should be provided to tourists worldwide. In addition, the government's responsibility is to focus on the factors effectively. Similarly, it is the responsibility of marketers to promote tourism digitally with the help of Tiktokers and YouTube. In reality, digital and social media is working differently to promote different products and services, and the government of Pakistan can take the same advantage to promote green tourism.

6.3 Limitations and Future Directions

This study aims to provide theoretical and practical implications for the role of modern digital marketing tools in promoting green tourism for foreign tourists in Pakistan. However, other variables identified during the literature review can influence tourism and green tourism promotion. In this way, future studies must focus on the role of a green tourism promotion for impulsive tourism. Secondly, in future studies, the role of tourism hospitality management must be considered as a mediator in the relationship between tourism v-logging and green tourism promotion. Lastly, future studies need to focus on currency exchange for foreign tourists in the Pakistani tourism sector.

References

- Alrawadieh, Z. (2020). Publishing in Predatory Tourism and Hospitality Journals: Mapping the Academic Market and Identifying Response Strategies. *Tourism and Hospitality Research*, 20(1), 72-81. doi:10.1177/1467358418800121
- Arviansyah, Dhaneswara, A. P., Hidayanto, A. N., & Zhu, Y.-Q. (2018). *Vlogging: Trigger to Impulse Buying Behaviors*. Paper presented at the PACIS.
- Ayeh, J. K., Leung, D., Au, N., & Law, R. (2012). Perceptions and Strategies of Hospitality and Tourism Practitioners on Social Media: An Exploratory Study. *Information and Communication Technologies in Tourism*, 1-12.
- Badkou, B., GHASEMI, S. M., & Hoseini, S. (2022). Investigating the Impact of Community-Based Tourism on Development of Rural Communities from the Perspective of the Local Community: A Case Study of Paveh Tourist Villages. *Journal of Social Studied in Tourism*, 9(14), 205-230.
- Bhatti, M. A., Zafar, M. A., Ali, A., & Asghar, H. (2022). Impact of Globalization and Tourism on Economic Growth: Fresh Evidence from Pakistan. *Pakistan Journal of Social Sciences*, 42(2), 495-506.
- Chen, Y.-C., Shang, R.-A., & Li, M.-J. (2014). The Effects of Perceived Relevance of Travel Blogs' Content on the Behavioral Intention to Visit a Tourist Destination. *Computers in Human Behavior*, 30, 787-799. doi:10.1016/j.chb.2013.05.019
- da Mota, V. T., & Pickering, C. (2020). Using Social Media to Assess Nature-Based Tourism: Current Research and Future Trends. *Journal of Outdoor Recreation and Tourism*, 30, 100295. doi:10.1016/j.jort.2020.100295
- Dewan, I., & Benckendorff, P. (2013). Impact of Tech Savviness and Impulsiveness on the Mobile Information Search Behaviour of Young Travellers. *Information and communications technologies in tourism*, 1-6.
- Duffett, R. G. (2015). Facebook Advertising's Influence on Intention-to-Purchase and Purchase amongst Millennials. *Internet Research*, 25(4), 498-526. doi:10.1108/IntR-01-2014-0020

- Dwivedi, M., Yadav, A., & Venkatesh, U. (2011). Use of Social Media by National Tourism Organizations: a Preliminary Analysis. *Information Technology & Tourism*, 13(2), 93-103. doi:10.3727/109830512X13258778487353
- El-Garawany, M. S. M. (2017). The Effect of Vlogging on Developing Tour Guidance Students' EFL Presentation Skills and Reflective Thinking. *Journal of Research in Curriculum Instruction and Educational Technology*, 3(1), 43-79. doi:10.21608/jrciet.2017.24479
- Fagbolu, O. D. (2022). Implications of the Inclusive Pro-poor Tourism Planning in Uganda for Strategic Planning for Community-based Tourism Development in Nigeria. In *Prospects and Challenges of Community-Based Tourism and Changing Demographics* (pp. 30-55): IGI Global.
- Go, H., Kang, M., & Suh, S. C. (2020). Machine Learning of Robots in Tourism and Hospitality: Interactive Technology Acceptance Model (iTAM)-cutting Edge. *Tourism Review*, 75(4), 625-635. doi:10.1108/TR-02-2019-0062
- Gohil, N. (2015). Role and Impact of Social Media in Tourism: A case Study on the Initiatives of Madhya Pradesh State Tourism. *International Journal of Research in Economics and Social Sciences*, 5(4), 8-15.
- Gretzel, U., & Yoo, K.-H. (2014). Premises and promises of social media marketing in tourism. In *The Routledge handbook of tourism marketing* (pp. 513-526): Routledge.
- Gryshchenko, O., Babenko, V., Bilovodska, O., Voronkova, T., Ponomarenko, I., & Shatska, Z. (2022). Green Tourism Business as Marketing Perspective in Environmental Management. *Global Journal of Environmental Science and Management*, 8(1), 117-132. doi:10.22034/gjesm.2022.01.09
- Gupta, S., & Bashir, L. (2018). Social Networking Usage Questionnaire: Development and Validation in an Indian Higher Education Context. *Turkish Online Journal of Distance Education*, 19(4), 214-227. doi:10.17718/tojde.471918
- Hair Jr, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research. *European business review*, 26(2), 102-121. doi:10.1108/EBR-10-2013-0128
- Hameed, W.-U., Nadeem, S., Azeem, M., Aljumah, A. I., & Adeyemi, R. A. (2018). Determinants of E-logistic Customer Satisfaction: A Mediating Role of Information and Communication Technology (ICT). *International Journal of Supply Chain Management (IJSCM)*, 7(1), 105-111.
- Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer Engagement with Tourism Social Media Brands. *Tourism management*, 59, 597-609. doi:10.1016/j.tourman.2016.09.015
- Hays, S., Page, S. J., & Buhalis, D. (2013). Social Media as a Destination Marketing Tool: its use by National Tourism Organisations. *Current issues in Tourism*, 16(3), 211-239. doi:10.1080/13683500.2012.662215
- He, J., Xu, D., & Chen, T. (2022). Travel Vlogging Practice and its Impacts on Tourist Experiences. *Current issues in Tourism*, 25(15), 2518-2533. doi:10.1080/13683500.2021.1971166
- Henseler, J., & Fassott, G. (2010). Testing Moderating Effects in PLS Path Models: An Illustration of Available Procedures. In *Handbook of partial least squares* (pp. 713-735): Springer.
- Hudson, S., & Thal, K. (2013). The Impact of Social Media on the Consumer Decision Process: Implications for Tourism Marketing. *Journal of Travel & Tourism Marketing*, 30(1-2), 156-160. doi:10.1080/10548408.2013.751276
- Hvass, K. A., & Munar, A. M. (2012). The Takeoff of Social Media in Tourism. *Journal of vacation marketing*, 18(2), 93-103. doi:10.1177/1356766711435978
- Irfan, A., Rasli, A., Sami, A., & Liaquat, H. (2017). Role of Social Media in Promoting Education Tourism. *Advanced Science Letters*, 23(9), 8728-8731. doi:10.1166/asl.2017.9959
- Jaya, I. P. G. I. T., & Prianthara, I. B. T. (2020). *Role of Social Media Influencers in Tourism Destination Image: How Does Digital Marketing Affect Purchase Intention?* Paper presented at the 3rd International Conference on Vocational Higher Education (ICVHE 2018).
- Kabu, M., & Lau, E. R. (2022). *Identification of Village Potential as a Basis for Development of Tourism Village in Tunua Village, North Mollo District South Central Timor Regency.* Paper presented at the International Conference on Applied Science and Technology on Social Science 2021 (iCAST-SS 2021).

- Kayumovich, K., Khudoynazarovich, S., Shavkatovna, S., Alimovich, F., & Supiyevna, B. (2020). Opportunities of Mobile Marketing in Tourism. *Journal of Critical Reviews*, 7(12), 94-98.
- Kayumovich, K. O., & Kamalovna, S. F. (2019). Social Media-Marketing-a Forceful Tool for Tourism Industry. *European science*(7 (49)), 41-43.
- Kiráľová, A., & Pavlíčka, A. (2015). Development of Social Media Strategies in Tourism Destination. *Procedia-Social and Behavioral Sciences*, 175, 358-366. doi:10.1016/j.sbspro.2015.01.1211
- Lee, M., Lowry, L. L., & Delconte, J. D. (2015). *Social Media in Tourism Research: A Literature Review*. Paper presented at the University of Massachusetts - Amherst, University of Massachusetts - Amherst.
- Linh, N. D. Y. (2022). *Influence Tourist's Intention to Visit Vietnam through Youtube Vlogging*. Paper presented at the The Proceedings of International Conference 2022, Hue. <https://www.researchgate.net/profile/Bao-Bui>
14/publication/359539161_The_Proceedings_of_International_Conference_2022_Covid-19_Digital_Transformation_and_Tourism_Resilience/links/624319427931cc7ccf032e66/The-Proceedings-of-International-Conference-2022-Covid-19-Digital-Transformation-and-Tourism-Resilience.pdf#page=83
- Liu, X. S., Shi, Y., Xue, N. I., & Shen, H. (2022). The Impact of Time Pressure on Impulsive Buying: The Moderating Role of Consumption type. *Tourism management*, 91, 104505. doi:10.1016/j.tourman.2022.104505
- Ma, Z., Chen, M.-H., & Ampountolas, A. (2016). The Effect of Students' Perceptions and Learning Approaches on the Quality of Hospitality Financial Management Education. *Journal of Hospitality & Tourism Education*, 28(4), 169-177. doi:10.1080/10963758.2016.1226848
- Magno, F., & Cassia, F. (2018). The Impact of Social Media Influencers in Tourism. *Anatolia*, 29(2), 288-290. doi:10.1080/13032917.2018.1476981
- Mandasari, B., & Aminatun, D. (2019). Uncovering Students' Attitude toward Vlogging Activities in Improving Students' Speaking Ability. *Premise: Journal of English Education and Applied Linguistics*, 8(2), 214-225.
- Mashika, H., Kudrina, O., Nurgaliyeva, A., Berkova, O., Metil, T., & Novichkov, V. (2021). Competitiveness of Hotel, Restaurant and Tourism Business: Factors and Tools. *Geo Journal of Tourism and Geosites*, 36, 681-687. doi:10.30892/gtg.362spl16-698
- Milano, R., Baggio, R., & Piattelli, R. (2011). The Effects of Online Social Media on Tourism Websites. In *Information and communication technologies in tourism 2011* (pp. 471-483): Springer.
- Minazzi, R. (2015). *Social Media Marketing in Tourism and Hospitality* (1 ed.): Springer.
- Moro, S., & Rita, P. (2018). Brand Strategies in Social Media in Hospitality and Tourism. *International Journal of Contemporary Hospitality Management*, 30(1), 343-364. doi:10.1108/IJCHM-07-2016-0340
- Munar, A. M., Gyimóthy, S., & Cai, L. (2013). *Tourism Social Media: Transformations in Identity, Community and Culture*: Emerald Group Publishing.
- Munar, A. M., & Jacobsen, J. K. S. (2013). Trust and Involvement in Tourism Social Media and Web-Based Travel Information Sources. *scandinavian Journal of Hospitality and Tourism*, 13(1), 1-19. doi:10.1080/15022250.2013.764511
- Munar, A. M., & Jacobsen, J. K. S. (2014). Motivations for Sharing Tourism Experiences through Social Media. *Tourism management*, 43, 46-54. doi:10.1016/j.tourman.2014.01.012
- Nezakati, H., Amidi, A., Jusoh, Y. Y., Moghadas, S., Aziz, Y. A., & Sohrabinezhadtalemi, R. (2015). Review of social media potential on knowledge sharing and collaboration in tourism industry. *Procedia-Social and Behavioral Sciences*, 172, , 120-125. doi:10.1016/j.sbspro.2015.01.344
- Peppler, K. A. (2010). Media arts: Arts education for a Digital Age. *Teachers College Record*, 112(8), 2118-2153. doi:10.1177/016146811011200806
- Peralta, R. L. (2019). How Vlogging Promotes a Destination Image: A Narrative Analysis of Popular Travel Vlogs about the Philippines. *Place Branding and Public Diplomacy*, 15(4), 244-256. doi:10.1057/s41254-019-00134-6

- Ramayah, T., Cheah, J., Chuah, F., Ting, H., & Memon, M. A. (2018). Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0. In *An updated guide and practical guide to statistical analysis* (pp. 72).
- Rathore, A. K., Joshi, U. C., & Ilavarasan, P. V. (2017). Social Media Usage for Tourism: A case of Rajasthan Tourism. *Procedia computer science*, 122, 751-758. doi:10.1016/j.procs.2017.11.433
- Shamim, K., & Islam, T. (2022). Digital Influencer Marketing: How Message Credibility and Media Credibility Affect Trust and Impulsive Buying. *Journal of Global Scholars of Marketing Science*, 1-26. doi:10.1080/21639159.2022.2052342
- Sigala, M., Christou, E., & Gretzel, U. (2012). *Social Media in Travel, Tourism and Hospitality: Theory, Practice and Cases*: Ashgate Publishing, Ltd.
- Streimikiene, D., Svagzdiene, B., Jasinskas, E., & Simanavicius, A. (2021). Sustainable Tourism Development and Competitiveness: The Systematic Literature Review. *Sustainable development*, 29(1), 259-271. doi:10.1002/sd.2133
- Thaothampitak, W., & Wongsuwatt, S. (2022). The Effect of e-WOM on Foreign Students' Travel Intention Related to Visiting Tourism Destinations along Thailand's Andaman Coast in the Wake of the COVID-19 Pandemic: Mediating Roles of Destination Image. *Journal of Community Development Research (Humanities and Social Sciences)*, 15(1), 62-75.
- Trinh, V. D., & Nguyen, L. (2019). *How to Change Perceived Destination Image through Vlogging on Youtube*. Paper presented at the the Proceedings of the 1st International Conference on Management Science 'DIGITAL DISRUPTION ERA: Challenges and Opportunities for Business Management.
- Uduji, J. I., Okolo-Obasi, E. N., Onodugo, V. A., Nwabuko, J. O., & Adedibu, B. A. (2021). Corporate Social Responsibility and the Role of Rural Women in Strengthening Agriculture-tourism Linkages in Nigeria's oil Producing Communities. *Journal of Tourism and Cultural Change*, 19(6), 754-780. doi:10.1080/14766825.2020.1826500
- Usman, M., Anwar, S., Yaseen, M. R., Makhadm, M. S. A., Kousar, R., & Jahanger, A. (2022). Unveiling the Dynamic Relationship between Agriculture Value addition, Energy Utilization, Tourism and Environmental Degradation in South Asia. *Journal of Public Affairs*, 22(4), e2712. doi:10.1002/pa.2712
- Vera, I. I. A., Calles, F. R. P., Rosado, D. F. Á., & Zambrano, M. R. Á. (2022). Potentialities for Rural Tourism Development in the Community of El Churo, Pedernales. *Encuentros. Revista de Ciencias Humanas, Teoría Social y Pensamiento Crítico*.(15), 411-425. doi:10.5281/zenodo.5980129
- Wood, S. A., Guerry, A. D., Silver, J. M., & Lacayo, M. (2013). Using Social Media to Quantify Nature-based Tourism and Recreation. *Scientific reports*, 3(1), 1-7. doi:10.1038/srep02976
- Zarezadeh, Z. Z., Rastegar, H. R., & Gretzel, U. (2018). Reviewing the Past to Inform the Future: A Literature Review of Social Media in Tourism. *Czech Journal of Tourism*, 7(2), 115-131. doi:10.1515/cjot-2018-0006
- Zeng, B., & Gerritsen, R. (2014). What Do We Know About Social Media in Tourism? A review. *Tourism Management Perspectives*, 10, 27-36. doi:10.1016/j.tmp.2014.01.001
- Zeng, Y., Filimonau, V., Wang, L.-e., & Zhong, L. (2022). The Role of Seasonality in Assessments of Conflict Tendency between Tourism Development and Ecological Preservation in Protected Areas: the Case of Protected Areas in China. *Journal of Environmental Management*, 304, 114275. doi:10.1016/j.jenvman.2021.114275
- Živković, R., Gajić, J., & Brdar, I. (2014). The Impact of Social Media on Tourism. *Singidunum Journal of Applied Sciences*, 758-761. doi:10.15308/SInteZa-2014-758-761