

Exploring the Food Sharing Experiences Of Foreign V Loggers: A Netnographic Approach for Pakistani Food Tourism

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ABSTRACT

Purpose: The purpose of this study is to explore the food industry and hospitality of Pakistan through the experience of video loggers from all over the world.

Study Design / Methodology / Approach: In this study, different video loggers from all over the world who used to share their experiences related to food and culture were selected. A qualitative ethnographic research study was conducted based on observation and thematic analysis, and 38 dialogues were analyzed.

Findings: People who travel to Pakistan find the food delicious and full of flavours. Not only this, but the hospitality of Pakistani people inspires them.

Research Limitations: The study is based only on qualitative analysis and conducted from 6 video loggers and 15 videos. In future, the study can be extended to a greater extent, with 38 dialogues and multiple videos.

Social Implications: This ethnographic study explores the positive image of Pakistan and extends joyous gratitude to the people living in this country. In the future, it will help the Pakistani tourism market grow fruitfully.

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Introduction

Tourism is considered one of the most revenue-generating sectors and widely contributes to the world's economy (Ali et al., 2019). With the vast increase in the economy, multiple bifurcations have been notified in the industry, including video logging (Peralta, 2019), food and local cuisines (Ellis et al., 2018), cultural shopping (Szytniewski et al., 2016) and many more. Foreign tourists enjoy food tourism and different countries' local culture and consider it entertainment. Moreover, their involvement evolves this particular sector on a broader scale (Seo & Yun, 2015). The term gastronomy tourism is specifically used to describe the tourists' experiences related to the food they enjoy while travelling in different

countries (Hussin, 2018). Food-sharing economy platforms are one of the most essential and fastest-growing hospitality sectors, attracting international travellers looking to immerse themselves in local culture and cuisine (Privitera & Abushena, 2019). These platforms allow visitors to expand their knowledge of local cuisine by learning about new foods, local ingredients, and cooking methods.

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This process usually occurs at the host's home or at a restaurant recommended by locals, resulting in social interaction with other visitors and locals (Zurek, 2016). Besides this, Privitera (2018) also interpreted that there must be some proper food tourism policies to develop cultural identity and better tourist attractions.

Food Tourism in Pakistan:

The food in Pakistan for international travellers merges two discussions: the role of local food in tourism related to its components like food and the new food as a pointer of difference among hosts and visitors (Akbar et al., 2019). This study focuses on touristic food experiences in Pakistan. Therefore, by examining the gastronomic adventures of street food in Pakistan. Most significantly, as per the researchers' limited knowledge, none of the presented studies on food within tourism has engaged online methods like ethnography. Moreover, in this study, the researcher exemplifies how social media-based inquiries can progress tourism assumptions by computer-generated, self-interpretive tourist text extracted from videos. Ting et al. (2016) stated that travellers usually like food from different cultures; they enjoy different tastes from diversified locations and cultures. Pakistan is a multicultural country with rich exposure to various foods in other cities (Usmani & Malik, 2021). The objective of this study is to explore the foreign travellers' experience of trying local foods while visiting Pakistan. This will contribute to Pakistani society and generate an opportunity to create a better mindset in the local tourism industry.

Moreover, the study will also provide diverse experiential value through local food for tourists, and tourists participating through this platform gain knowledge about traditions, culture, history, location, and ethnic aspects of the destination as well as cuisine from the lives and experiences of the locals. The psychological impact of foreign travellers towards Pakistani culture will generate an excellent economic contribution for Pakistan in future. The researchers use an ethnographic approach to study cultures, communities, and lifestyles online to fulfil the objectives. Foreign video loggers visiting Pakistan to explore the food and culture are included in the study, as video logging contains virtual images and contextual content that can be extracted (Thiebot et al., 2016).

Problem Statement and Research Objectives

This study focuses on assessing the most critical aspects that can significantly impact Pakistan's tourism sector by exploring the experience of worldwide travellers' satisfaction, particularly in Pakistan's food sector. Media from all over the world exposes Pakistan as an insecure place and a red zone (Hadi, 2017). Therefore, in this study, the researchers focus on the positive image and try to portray the hospitality of Pakistani people from the foreign travellers' point of view. The aims of this research also provide diverse experiential value through local food for tourists, and tourists participating through this platform gain knowledge about traditions, culture, history, location, and ethnic aspects of the destination as well as cuisine from the lives and experiences of the locals.

Nation Branding Theory

Nation branding is related to building a good country's reputation by promoting talent, services, and goods that the government provides (Hao et al., 2019). In comparison, image repair theory involves

improvising the image after a crisis. It can be applied on both personal and organisational levels (Avraham & Ketter, 2017). The theory of nation branding suggests that countries can enhance their international reputation and competitiveness by effectively managing their image and reputation. Nation branding aims to create a positive and distinctive image of a country that sets it apart from other destinations and influences the perceptions of potential visitors. In the context of Pakistan, influential nation branding can significantly support the tourism industry by attracting more tourists and generating revenue. A robust national branding strategy can promote Pakistan's unique cultural heritage, natural beauty, and hospitality while dispelling negative stereotypes and misconceptions. By highlighting Pakistan's unique attributes and cultural offerings, a well-executed nation branding strategy can differentiate Pakistan from other destinations and make it more appealing to potential visitors. Nation branding can help improve Pakistan's image by promoting its cultural heritage, natural beauty, and hospitality and dispelling negative stereotypes and misconceptions (Pike, 2009).

This can make potential visitors feel more comfortable and confident about choosing Pakistan as a travel destination. An effective national branding strategy can identify the target audience for Pakistan's tourism industry and develop a messaging and marketing approach that resonates with them. This can help attract more of the right kind of tourists, who are more likely to appreciate what Pakistan offers (Konecnik & Gartner, 2007). The theory of nation branding can support the tourism industry in Pakistan by helping to differentiate it from other destinations, increasing its visibility, enhancing its image, targeting the right audience, and coordinating with stakeholders. A robust national branding strategy can make Pakistan a more appealing and attractive tourist destination, generating more revenue and supporting the country's economic development.

Importance of Study

According to Buhalis (2022), global tourism can address five of the central Sustainable Development Goals (SDG) proposed by the United Nations. Not only 'no poverty' (SDG1) but 'zero hunger' (SDG2), 'sustainable economic growth' (SDG8), 'sustainable consumption and production' (SDG12) and 'sustainable use of ocean and marine resources' (SDG14) can also accelerate worldwide tourism. Another study stated that peace (SDG16) is essential to tourism (Kozak & Buhalis, 2019).

This study will help Pakistan's tourism industry to reduce poverty by providing jobs and income to local communities (SDG1). Eliminating hunger as hunger is eliminated, more people will have access to food and will not have to worry about basic needs. This will increase local food production, which can be used to support the local tourism industry (SDG2). Moreover, it could help sustain economic growth, provide a supportive environment for small and medium-sized enterprises, and provide jobs and income to local communities (SDG8). The tourism industry is susceptible to the impacts of climate change and, therefore, has a role to play in mitigating its carbon footprint. By promoting sustainable tourism practices, Pakistan can contribute to the global effort to address climate change (SDG13). Last but not least, it also helps generate peace by promoting human rights, transparency and accountability to the government, political stability, and security (SDG16).

Literature Review

Sharing food is prestigious and refers to the mothers who share it because food creates strong emotions and social interaction when it comes to serving (Barlow, 2010). Sharing food strongly emphasizes the social relations between cultures, building solidarity, social intimacy, and strong relationships (Loh & Agyeman, 2019). To generate a local entrepreneurial mindset, it is necessary to develop local activities based on traditional food, and it could become one of the most advantageous businesses for any region (Niedbala et al., 2020). A researcher has studied food tourism, which is becoming a trend in the tourism industry, and tourists love to explore different cultures. Moreover, they explore the realities of a culture they have yet to experience (Lobato, 2019). A study concluded that food sellers are sometimes concerned about their sales, so they want their businesses to transform digitally. They even hire video loggers to gain a better market share and use them as a promotional tool to expand their sales. These vloggers eat their food and give detailed information about ingredients, taste, quality and other insights, which helpfully promote the business (Briliana et al., 2021).

Furthermore, a study conducted by Briliana (2020) revealed that video loggers strongly influence the purchase intention of people who are watching them rather than people who are in general. They named social media influencers as friendship networks in their study and also related them as an endorser of the social commerce field. The researchers even suggested that it is one of the most effective strategies for new startups in food marketing (Briliana et al., 2020). Video logging is one of the most effective approaches to building a better understanding between customers and brands, even though people spend most of their time watching videos while socializing on the internet. The relationship between vloggers and consumers is not only based on the content quality but also on their social attractiveness and how powerfully they involve the audience (Liu et al., 2019). The Internet posts based on personal opinions, likes and dislikes, and voices of various customers on websites are termed blogging. Bloggers use to write posts on various topics related to their interests, which may be in the form of text, images and web links (Agarwal et al., 2008). Video logging, also known as vlogging, is another type of blogging based on the experiences shared by a person in the form of videos. Vloggers usually influence consumers on which product to buy or consume by sharing their own experiences (Lee & Watkins, 2016). Besides this, social media influencers are also emerging as video loggers by making short videos, branding different products, and promoting businesses. Tiktok, Instagram, Facebook and YouTube are the most popular social media platforms emerging for social media influencers, and they are even earning handsome amounts through their channels (Wang, 2020).

Foreign video bloggers, commonly known as vloggers, have recently gained popularity in Pakistan. These vloggers are individuals from foreign countries who create and upload videos on social media platforms while travelling or living in Pakistan. They share their experiences, opinions, and insights on various aspects of Pakistan, including its culture, lifestyle, and tourism. This has helped promote Pakistan as a tourist destination and created a positive image of the country among the international community. One of Pakistan's most famous foreign video bloggers is Eva Zu Beck, a Polish

traveller who has gained a significant following on social media platforms. Her videos showcase various tourist destinations in Pakistan, including the Northern Areas of Lahore and Karachi. She has received numerous accolades for her work, including the Best Tourism Promotion Video award by the Pakistan Tourism Development Corporation (Walter, 2022). Another popular foreign vlogger in Pakistan is Rosie Gabrielle, a Canadian traveller who converted to Islam after travelling to Pakistan. Her videos focus on Pakistan's spiritual and cultural aspects, including her experiences during the holy month of Ramadan and her visit to the shrine of Sufi saint Lal Shahbaz Qalandar (Hussain, 2020). Other foreign video bloggers who have created content on Pakistan include Mark Wiens, a food vlogger from Thailand, who has created videos showcasing the country's diverse cuisine, and Drew Binsky, an American traveller, who has made videos on various aspects of Pakistani culture, including weddings and street food (Azam et al., 2022).

Despite the positive impact of foreign video bloggers on Pakistan's image, some critics argue that they tend to showcase only the country's positive aspects and ignore the challenges and issues it faces. However, most vloggers have addressed this criticism by creating videos on poverty, pollution, and healthcare in Pakistan (Arshad et al., 2017). Netnography is a combination of two words, net and graphic, a mixture of internet and ethnography. Ethnographic research, based on the internet or the data gathered from the internet for ethnographic research, generally comes under ethnography (Alessandro, 2014).

Moreover, it is based on the analysis of consumer reviews they have experienced, and these experiences have to be shared on the internet. When describing qualitative research and studies, ethnography is one of those techniques based on storytelling, exploring the consumer's point of view in the form of description and understandably reconstructing them (Thanh & Kirova, 2018). Another study reveals that ethnography is a qualitative approach that tells the results through storytelling and understanding social phenomena. It is complex for individuals to know as it is based on the respondents' point of view. These stories usually aim to explain a society's culture, traditions, norms or group of people living in a particular area (Rageh et al., 2013).

Methodology

Research Approach

The study uses a qualitative approach with an inductive approach to research to construct some particular factors highlighted in the literature review. The researchers aim to highlight the importance of video logging in the food industry and tourism and how it grows the local food business in rural areas located in Pakistan. Moreover, this study is cross-sectional as the time horizon for this research is 3 months, during which researchers have collected the literature from different journals, watched 15 videos, and extracted dialogues from them to analyze the results.

Sampling Technique

In this study, the researcher used ethnography as a research strategy. Ethnography is nowadays one of the most popular ways of investigating tourism-related studies (Baurah, 2017; Lunchaprasith,

2017; Mkono, 2011). The population for this research is video loggers who are fond of making videos about food and culture-sharing experiences worldwide. Hundreds of video loggers are exploring the world nowadays. To explain the study's objectives, the researchers enlisted seven different video loggers and YouTubers from countries that visited Pakistan in the last five years. All these vloggers have one thing in common: they shoot a video in Pakistan and share their experiences related to hospitality and food sharing.

Sample

The study is essential in gaining insights into travel bloggers who love to taste different cuisines in different places around the world. In this study, the researchers only specified the travellers who had visited Pakistan in the last five years, and they made video logs related to the food industry in Pakistan. More than 20 video loggers have been found on YouTube, out of which the researchers have selected the top 6 video loggers with the highest number of subscribers and followers on social media and the internet. Not only this, but they're primarily related to food-sharing experiences. Following is the list of the video loggers through which the researchers of the study have observed the outcomes (last updated in October 2022):

| S. No. | Name | Nationality | Channel Name | YouTube Subscribers | Extracted Videos to study |
|--------|-----------------|----------------|-------------------|---------------------|---------------------------|
| 1 | Trevor James | Canadian | The Food Ranger | 5.50 Million | 11 |
| 2 | Eva Zu Beck | Polish | Eva Zu beck | 1.53 Million | 11 |
| 3 | Luke Martin | Australian | Luke Martin | 1.41 Million | 9 |
| 4 | David Hoffmann | Miami, Florida | David's Been Here | 1.06 Million | 8 |
| 5 | Luke Damant | Australian | Luke Damant | 929 thousand | 8 |
| 6 | Alexander White | British | Alexander White | 142 thousand | 9 |

Table 1: Sample

Data Collection

In this study, the data was collected from the videos of video loggers extracted from YouTube. A total number of 30 videos have been studied in this study. Each video has been observed according to their thoughts during the food and culture-sharing experiences in Pakistan. The researchers analyzed various mutual themes while watching these videos and constructed them under multiple variables, through which the study was analyzed and concluded in a particular manner.

Analytical Method

The thematic analysis method is used to analyze the data, in which the experiences of different video loggers are analyzed based on their thoughts, behaviours, and beliefs, which they have exposed in

the videos. Everyday experiences of the video loggers will be observed and discussed in the analysis. Lastly, some common keywords related to the study are highlighted and analyzed (Kiger et al., 2020).

Results

We collected 38 dialogues from the videos we watched during the observation to analyse the study. One of the most common observations in these dialogues is that all of these are related to food-sharing experiences that different video loggers have experienced in Pakistan's cities, including Peshawar, Karachi, Islamabad, Lahore, etc.... Following is the list of dialogues which we have compiled from 30 different videos.

Trevor James:

Trevor James is one of the most influential YouTubers, Instagrammers, and video loggers, having more than 5 million followers and more than 862 million views on his channel (as of October 2022). By nationality, he is a Canadian and has been working since 2013 in this field. By travelling to almost 50 countries, Trevor James became known as “The Food Ranger” globally. He captured nearly 13 videos in Pakistan on different foods from Karachi to Peshawar and shared his thoughts about Pakistani people's food culture, hospitality and friendliness. He started with his first-ever tour to Peshawar and visited famous dishes: “Pilao, Nisar Charsi Tikka and Barbeque, Pizza Nan, Mutton Karahi and much more”. Exploring the city, meeting with local people, learning about their culture, and sharing food are some of Trevor James's most common desires, which we have seen in every video. Starting his first local conversation with the people serving Pilao at some local restaurant in Peshawar is found to be very unique.

Dialogues:

*“Assalam-o-Alikum... wow... ye kia hai? (Translation: Greetings... wow... what is this?)
Thank you, bhai (Translation: Brother).”*

Explanation:

He communicates with people in the same way that people in Pakistan communicate with each other. His way of greeting in their traditional way is inspiring as he tries to use the Urdu language with the people. This particular communication style usually creates a comfort level between the locals and foreigners, and all the people across them admire it. Following is the comment which he added to his YouTube channel:

1. *“You will fall in love with the street food in Peshawar as soon as you arrive! Today, we're starting with an UNSEEN Pulao, found in downtown Peshawar in the old area where street food is everywhere! It was full of basmati rice, huge chunks of beef, and beef bones with unbelievably delicious bone marrow!”*

2. *We went to Namak Mandi in Peshawar to visit the super famous and ultra-unique Nisar Charsi Tikka! But first, we found a home-cooked Pakistani street food, the Saag! Here, it was served with lassi and also Pakistani cornbread! It was so unique! And for our final meal, we went to the WORLD FAMOUS*

Nisar Charsi Tikka! Here, we met the LEGEND himself, Mr. Nisar Charsi! Here, you can get substantial BBQ kababs and also delicious Mutton Karahi! It was so amazing to taste!!! (Ranger, T. F. 2019).

Dialogues:

“This is an ancient city I have longed dream to visit, and today we are here... It is beautiful...”

Explanation:

While exploring the city, the way he explains his excitement about visiting and how long he has been waiting to visit Peshawar explains his interest towards the cultural learning of Pakistani people.

Dialogues:

“It is just a pure heaven of peas, beef and bone marrow.”

“Oh wow... oh that is incredible, that’s fantastic It’s slightly sweet from those raisins and cinnamon.”

“That is next-level flavour... amazing.”

Explanation:

The above dialogues are the expressions of video loggers he has shown while having the food at Peshawar. He admits the incredibility of taste and how much is inspired by the food taste. Not only this, but the intensity of the ingredients also inspired him a lot, which is often very difficult when eating unusual foods.

Dialogues:

“And no one is taking our money here in Pakistan... We got extra beef. Please take it... I feel so guilty... It’s the hospitality of Pakistan. It’s the land of hospitality here.

“Thank you very much. Incredible guys. Just amazing here in Peshawar.”

Explanation:

Regarding Pakistan’s hospitality, heritage, and cultural traditions, the people never disown the crown of all these gems. Serving guests (especially from different countries), Pakistan is at the top of the list. Trevor James also faced the same hospitality level in Pakistan when paying for food. Foreigners are guests, and guests would never pay for food. The taste of Pilao is incredible, and Trevor wasn’t charged a single penny for food. He was amazed by the actions of the Pakistani people.

Dialogue:

“These are just amazing guys. These alleyways of Peshawar are filled with life.

We are going to get a locally brewed-in tea here too. This hospitality in Pakistan is Amazing.”

Explanation:

Tea is another exciting innovation in northern Pakistan because it is not ordinary. It is made of different herbs and spices. Locals call it “Qahwa”. Visitors find it unusual and enjoy the taste and aroma of local tea along with Gurh (Jaggery), Mint or Lemon. Trevor James even enjoyed its uniqueness and commented amazingly, showing his desire for Pakistani people and their hospitality.

Eva Zu Beck

Eva Zu Beck is a Polish video logger, blogger and traveller who loves to visit and explore every corner of the world. Her profile of visiting more than 60 countries is enough to explain her craze of travelling and exploring various cultures from around the world. With more than 1.53 million followers and subscribers on YouTube (as of October 2022), Instagram and Facebook, she is one of the world’s top female travellers and video loggers (Beck, 2022). On her website, she quoted one of her famous thoughts, “The world belongs to the brave”, which actually represents her personality because, without any fear of travelling, she explores Afghanistan, Iraq, Yemen and many other countries in the world which are not in the good books of travellers. For Pakistan, she stated an excellent thought on her website: “One of the most beautiful countries in the world, with one of the worst reputations in the world”. She mentioned in her statements that Pakistan is the country that makes the most profound impact on her travels, as she travels from north to south in the country and spends almost one year with the locals of Pakistan (Beck, 2022).

Starting with Eva Zu Beck’s YouTube channel playlist for Pakistan, the album is named “Pakistan, the most epic country”. She explored and enjoyed almost every season and culture over here. Enjoying the wedding celebrations of local cultural people in the Northern area, experiencing the Polo festival at Chitral, localizing with the people of Hunza and many more... Not only this, but she also visited the most famous food street in Pakistan, which is situated in Karachi and named Burns Road. As she mentioned in her YouTube channel, she visited Karachi Four times to experience the side of Karachi that she had not seen before, starting from horse riding at the Beach, exploring the old and abandoned buildings in the old city area and, most importantly, she mentioned the tastes of Karachi “Biryani”. Not only Biryani but many more...while experiencing a different variety of food at Burns Road, she added the following experiences in her videos.

Dialogue:

“I am finally ready to get some food, and I am so excited because I am at one of the most famous food streets in the world, Burns Road. There is nothing better than real, authentic street food to capture the character of the city, and you get that immediately here on the roads. The ancient type of restaurants and roadside bakeries are making naan all day long.”

Explanation:

Starting with her first experience in Karachi, she visited Burns Road and was amazed by exploring the food street located in the oldest town. The lifestyle of the particular area is still ancient, with old buildings, heavy traffic on crowded streets, and the ambience of roadside shops, dhabas and restaurants.

Dialogue:

“So we are here at Waheed Kebab, at Burns Road, and I am just about to have some of their legendary kebabs... let’s go. It felt like walking into an institution... everybody seems seriously focused on their food, and this is what all the fuss was about...”

Explanation:

When the name Burns Road comes up, Waheed Kebab will always be addressed. It is the oldest restaurant in the place, and it serves a variety of food. Eva Zu Beck shares her experience of entering into the Waheed Kebab. She endorses the taste of food without even trying it, just by observing the people sitting over there and reflecting on the place with an institution where everybody is sitting quietly and busy with food.

Dialogue:

“Well here are the fry kebab and daga kebab. The taste is inevitable.”

Explanation:

Kebab Fry, a local dish of Karachi, is most famous for its taste. Waheed kebab is the innovator of this dish, and people from all over the world are visiting the place to enjoy its taste. Eva Zu Beck concludes the taste of fry kebab through her facial expressions and thoughts like “inevitable”. She also expresses why people are so engaged in food at this place, and it is all because of the food tastes served here.

Dialogue:

“Today, I will try one of the specialities of this house ... Rabri. That is delicious. It’s Overwhelming. It melts in your mouth.”

Explanation:

Sweet after lunch is another beauty of Karachiites, and that is why Eva Zu Beck also tried the famous Rabri from Burn Road Famous Rabri House. She explained the uniqueness of the ingredients, which made her feel delicious and overwhelming.

Dialogue:

“Karachi has two worlds in it. Each is different, but each is stunning. This is the story of how I fell in love with Karachi... Pakistan’s Greatest City. The most energetic, the most colourful... And the most vibrant...”

Explanation:

Lastly, Eva Zu Beck shared her overall experience of visiting Karachi. She visited the empress market, met local shopkeepers, roamed around saddar and adjacent areas, and enjoyed the beauty of Clifton Beach, camel and horse riding. She gave the world a powerful message about Pakistan's security feedback. Being a woman, she feels safe travelling in Karachi; anyone can visit and experience it here and enjoy its beauty.

Luke Martin

Besides Trevous and Eva, Luke Martin is another of the most vibrant video loggers of the century from Canada who travels extensively to explore different countries, cultures, and food-sharing experiences. A young, energetic YouTuber with over a million followers on social media networks like Facebook, Instagram, and others loves to taste different foods in different regions. His passion for food and travel can be seen in his videos. Another unique characteristic of Luke Martin is that he loves exploring the world with his girlfriend, Sabrina Davidson. Every single video of Luke Martin shows a lady beside him, with whom he always shoots his video logs and enjoys the travel. With more than 10 million views and over a million subscribers on their YouTube channels, the couple is enjoying their life, earning through sponsored travels.

In 2020, Luke Martin and his girlfriend, Sabrina Davidson, decided to visit Pakistan for nine days and explore different areas and cities. Starting from local barbeque Tikka in Punjab, tawa chicken and biryani at Lahore, the ultimate Peshawari Chapli kebabs and the Florence of Gilgit Baltistan food, they spend nine days in the country. They have shared almost 18 videos of their experience in Pakistan and named each of the videos with unique experiences. Eating Yak Ribs at Skardu is another glorious experience of their life. The following are a few experiences that we have sorted out from these videos.

Dialogue:

“The views are beautiful, and there is an incredible view of the palace behind me. We have some incredible food, and in the main dish, we have local pancakes.”

Explanation:

While staying at Khaplu Palace, Luke Martin spent two days exploring the beauty of the surrounding areas. Almost every second was so unique that their trip was enriched with local culture, surroundings, traditional foods, etc... In the above dialogue, Luke Martin experienced the uniqueness and beauty of the Skardu and Khaplu areas. The local pancakes made from apricots and dry nuts amazed their minds.

Dialogue:

“Apple juice, which is fully organic from their garden... Everything here looks incredible. This caser is a local balti style dish... So that buckwheat pancake is thick; it's dense. Some crunchy pieces of buckwheat are in there and served with nice cheesy topped with honey. A thick pancake with jam... is

just so good... A little bit sour... Yummy... that was an incredible breakfast. Soup...It's like some home-cooked food and reminds me of my grandmother's cooking, which is simple but delicious and hearty."

Explanation:

Enjoying breakfast with such beautiful views is another blessing of nature. The natural organic foods and local traditional dishes made in cultural style have blown the minds of these travellers in Pakistan. They explained the real essence of the food in a detailed manner and exposed the love for it beautifully. Not only this but the rest of the food also satisfied them very well. Soap, made of different herbs and spices, recalls his thoughts about his grandmother's food taste. All these words, like incredible, yummy, wow, unique, etc.... which he uses during the food taste, clearly explain traditional tastes and the cultural kitchen's beauty.

Dialogue:

"It's a refreshing salad. Again, it reminds me of... like my grandmother's cooking. Umm... wow... That's awesome... The butter tastes so good. So one thing you will notice here in the north is that the flavours are much saltier and the dish is tender... There is a ton of flavour in there... Yummy... that is good... It's a vibrant, meaty broth."

Explanation:

In another part of the video, different places, different food and different tastes, but in Baltistan's same traditional and cultural style, Luke Martin and his girlfriend enjoy the aroma and flavour of local curry served with naan. The taste of meat and how it was mixed with salt is the speciality of this place, which again makes their reviews interesting.

Dialogue:

"That is effortless chewing. Oh my god.... Wow.... it's sweet and salty...a little bit tangy, but beyond anything ... The best of this is how seriously tender it is It's delicious... those were so awesome yak ribs ... nice...and flavorful....and tender... They would fall apart as soon as you bit into them...."

Explanation:

Eating Yak at the world's highest desert makes Luke Martin fall in love with the place. How he explains and exposes his experiences through words and expressions is beyond any explanation. The taste cannot be described in words, and only the expressions are enough to observe its beyondness.

Luke Damant

He is one of the youngest travel loggers from Sydney, Australia, who has visited almost 15 countries. Nowadays, he is a full-time traveller, earning from sponsors and monetizing his YouTube channel. He has over 930 thousand subscribers and millions of views on his YouTube channel. Within no time, he gained fame in this field by exploring different cultures and experiencing different lifestyles worldwide. His favourite quotation, "Chase your dreams", which he even tattooed on his body, is all of

his stories earned in life (Wing, 2020). In 2021, Luke Damant travelled to Pakistan. He spent almost 30 days in the country, exploring different cities from south to north and enjoying the culture and traditional food at every corner of the country. He reflects on his experience on his YouTube channel and measures it with other people's and media's perceptions of Pakistan. He joyfully shared this thought that Pakistan is not the same as the media portrays, and he found a prominent and friendly image.

Moreover, he also found the Pakistani people to be one of the most down-to-earth people in the world. More than 25 videos have been uploaded to his YouTube channel, which is related to Pakistan, and he explores ten different cities from Karachi to Peshawar. His trip to the Northern Areas got the most

clicks, views and likes, crossing over 10 million views. In this study, researchers analyzed five videos of Luke Damant, who travelled to Karachi, Islamabad, Lahore, Peshawar, and Hunza. Following are the dialogues which we have examined in this study:

Dialogue:

"That is so sweet... very nice...wow... this is actually ... delicious. It's so nice. That was so amazing. Thank you."

Explanation:

While travelling to Karachi, Luke Damant also visited one of the most famous food streets, known worldwide as the ancient food street Burns Road. Visiting this street and visiting Waheed Kabab House was found compulsive by every video logger. The food he tasted there was excellent, as we analyzed through his comments and reviews. It is spoken in his dialogues that how much he likes the food.

Dialogue:

"How much should I owe you for that? No money? Really? Thank you so much. You are amazing. Shukriya (Translation: Thank you). These people are amazing... I came here knowing that Pakistani Hospitality would be amazing, and I am already experiencing it."

Explanation:

Like Trevous James (The Food Ranger) experiences during his visit, Luke Damant also faces Hospitality in Pakistan when paying for the food. When it is seen that the foreigner is travelling and tasting Pakistani food, people over here in Pakistan do not charge a single penny from them. They also provide them with a company very delightfully. Letting him taste a different variety of food, including Jalebi, Gulab Jaman, Samosa, etc., and not charging a single penny is the beauty of Pakistan.

Dialogue:

"And exactly what I thought Pakistan would be: a country that is very misinterpreted by the media, but the people are here to help you and give you a good experience."

Explanation:

Later on, during the video, another comment that explores the Hospitality of Pakistan is explained by Luke Damant. He clarifies that Pakistan has a very cheerful sight, and what the media is portraying these days related to Pakistan is not valid. He found Pakistani people very helpful, graceful and welcoming. The media is just putting forward the opposing side, which is misinterpreted and not even true.

Dialogue:

“Assalam o Alikum (Translation: Greetings). Apka nam kia ha (Translation: What is your name?).”

Explanation:

Like many other travellers’ interests, Luke Damant also tries to learn different languages and comes up with essential phrases in his mind while travelling. Starting his conversation with greetings and asking names in Urdu sounds very interesting. This shows travellers’ interest level in different cultures and their interest in learning about their traditions.

Dialogue:

“How much for this? This is a gift for you, brother... Ohh, brother... Pakistan is honestly the friendliest country I have ever been to. I like your honesty. Overall, Islamabad is an amazing city. There is so much greenery, and everything works smoothly, unlike my experiences in Karachi.”

Explanation:

While visiting Karachi, Luke Damant faced the same Hospitality he faced in Islamabad while paying the bills. The people of Islamabad were also very cooperative and delightful. They did not charge a single penny from foreigners and called them their guests. Charging guests is unethical and is found to be very bad, so they do not charge. Charging money for food is not only a thing that is common in Islamabad, but a shopkeeper should have been arrested, and Luke Damant purchased some jewellery from street vendors.

Alexander White

Alexander White is a YouTuber, Video logger and traveller from the United States of America. In terms of his background, he is Ukrainian, and later on, with his mother, he immigrated to the USA to have a better lifestyle. In 2021, he is just 20 years old and has travelled to almost 20 countries. His love for adventure clearly explains his YouTube channel, which has 120 hundred subscribers. These days, he travels to central Asian countries, and for the entire year, he covers 10+ countries. He joined YouTube back in 2015, and he has more than 12 million views and 142k+ subscribers. With over 50 videos, including nine in Pakistan, he explores from Karachi to Peshawar for 15 days. In 2021, he started exploring Pakistan, landing in Karachi, spending two days in this city and experiencing the Hospitality

of local people. Later, after two days, he flew to Islamabad and enjoyed the joy of the Northern Area of Pakistan, which he explains amazingly in his videos.

Dialogue:

“So this is Dahi Barey...oh wow, yeah! It’s a mixture. It’s hard to explain. Wow...”

Explanation:

Visiting Karachi and exploring Burns Road is mandatory for food video loggers. Like others, Alexander White also visits the famous food street. He experiences various roadside dhabas and food shops, including a sweet shop named Famous Rabri House, a barbeque shop, the most famous Waheed Kabab House and the local kiosk of Dahi Baray. His experience while tasting barbeque is the same as all the previous travellers, but especially when he tastes Dahi baray (Yogurt Balls), he falls in love with it, and not only his words but his gestures explain the overall experience very uniquely.

Dialogue:

“Wow. That’s good. I love the barbecue. One thing I am beginning to learn about Pakistani food is that some of it is spicy, and the meat here is very tender and soft.”

Explanation:

When explaining the food style and tastes of Pakistani food, it is found that Pakistani food is spicy, which is quoted by Alexander White while tasting the food. Barbeque is usually full of tender spices, juicy and meaty. Alexander explains that food is spicy yet tasty and found unique.

Dialogue:

“It’s completely different. Both are amazing. That was a delicious dinner. Such an incredible night here in Karachi.”

Explanation:

Enjoying the food in Karachi is very common here because the city is full of tastes, diverse foods, roadside dhabas, and much more. This is why many travellers are fond of visiting this city. Alexander White also enjoys the night in this city and explains his experience very positively.

Dialogue:

“This is such a unique dish to have as we are right on the streets with the motorbikes riding by and honking the horns.”

Explanation:

After tasting another food at Burns Road, he enjoys the chunks of nihari, which even explodes his mind with heavy spices, but he enjoys it very much. As the place is very ancient and the roads are very narrow, he shares his experience of enjoying the beauty of Karachi Burns Road.

Dialogue:

“It looks delicious. Let me try it. It’s got a very meaty flavour. . got lots of oils and spices inside.”

Explanation:

Delicious, delicious and delicious. Every field he found in this country is delicious and finger-linking. Having a ton of meat and many species in the food makes Alexander White delightful over here.

Dialogue:

“And now we have a Pakistani drink called Lassi that has just come out. That is so good. Wow. that is so delicious. It is a perfect combination.”

Explanation:

Another traditional city innovation is enjoying the food and tasting the Lassi (Yogurt Shake). Tasting Lassi also turns out to be a fantastic experience in Lahore, Pakistan.

David Hoffman

David Hoffman, also known by his channel name “David has Been There”, is another famous video logger who has been working in the field of travelling and exploring the world for the last decade. One of the extreme travellers with 2000 plus travel episodes and having visited six continents, he is now one of the top YouTubers and digital influencers for youth motivated to travel. David Hoffman was born in Miami, Florida, and from an early age, his diverse cultural lifestyle influenced him because of his parents, who are from Italy and Hungary. His love for travelling can be noticed through his work as he covered 82 countries and spent almost 2-4 weeks in each country (Hoffman, 2022). In March 2021, David Hoffman aimed to travel to Pakistan for 12 days. He started his crazy journey with the city of lights, Karachi, and then moved towards Islamabad, Peshawar, and many other cities. For him, covering Pakistan and its destinations is one of the biggest dreams of his life as he wants to travel and explore the traditional foods and culture of Pakistan and experience the lifestyle of people living in the country. Landing in Karachi and exploring the food, David Hoffzman started his journey with one of the most amazing Food Streets, Burns Road, the same as other travellers (Hoffsman, 2022).

Dialogue:

“Oh, that aroma is the best... the ultimate smell of biryani; you can’t get better.”

Explanation:

Roaming on the streets of Burns Road and exploring the roadside food street is the top priority for every food video logger who visits Karachi. Finding the best Biryani and tasting it in Karachi, David Hoffman felt pleasure and delight when he felt the aroma of mouthwatering Biryani smell.

Dialogue:

“Burns Road. I love this street for food. This is the best street I will sit on right here.”

Explanation:

Burns Road is like a dream for every video logger and the people who are die-hard fans of traditional and cultural food worldwide. Even Burns Road also enlightens Miami, which brings David Hoffman to the city of lights.

Dialogue:

“Oh so good.. Just a thick stew... I love mint and chilli. Nice. This is so tasty, but you will fall in love if you eat the whole thing. Umm.. tasty, Nan. Love it”

Explanation:

Eating Haleem, another creativity in the traditional foods of Pakistani, is a stew of meat and pulses that is very popular among the local people of Karachi. The most famous brand for Haleem at Burns Road, Karachi Haleem, makes tons of Haleem daily, and people worldwide are coming to enjoy the taste. David explains the aroma of Haleem and its combination with Masala and spices. It makes him fall in love with the taste.

Dialogue:

“If you enjoy yoghurt... You love this (dahi barey) ...it so good...”

Explanation:

Enjoying yoghurt and dahi baray is the only food innovation of Pakistanis. It’s another traditional food item that makes foreigners delighted when they taste it.

Dialogue:

“For me... My favourite snack is this... Gol Gappa... wow that’s incredible...(pan)”

Explanation:

Gol Gappa and Pan are both South Asian dishes from India and Pakistan. Eating Gol Gappa is another art of Pakistani tradition, and foreigners love to try it whenever they come to these countries. David Hoffman shares his experience eating Gol Gappa and fire pan from the local brand ‘Panwari’ at Bahadurabad Karachi.

Dialogue:

“My favourites ... if I weren’t eating so much, I would get two of these (Chaat). It’s fantastic...”

Explanation:

Like Gol Gappa, eating Chaat (a mixture of yoghurt, spices, mint and chickpea) is also a traditional invention of Pakistani people. The love for spices can be easily tested through these foods. A

bunch of spices and mint explodes in the mouth of food street wanders who have a craze of experiencing these dishes. Hoffman quoted Chaat as a fantastic dish when he tried it.

Dialogue:

“Hands down... one of the best lambs of all time... Mix with fat... delicious. I am eating all that... Is that good all over here... Chops are so tender... juicy.... one of the best I have ever had...”

Explanation:

Visiting Pakistan and trying meaty food is compulsive. All the Northern areas specialise in meaty food like lamb rice, chopsticks, kabab, etc.... David Hoffman also tries these foods here in Karachi, making his experience extremely foody and memorable.

Discussion

The aim and objective of the study are essential to be analyzed at the end of the survey to ensure that the goals are achieved. This study aimed to focus on the significance of video logging within the food industry and tourism and how it grows the local food business of regions in Pakistan. Results from the above discussion and the previous chapter show 50 plus dialogues from the videos we’ve watched all through the observation. One of the most common observations in those dialogues is that everyone is associated with food-sharing reviews, which exclusive video loggers have experienced in Pakistan’s cities. The following table explains the dialogues conversation which has commonly found among the dialogues:

| S. No. | Variables | Dialogues / Phrases / Words / Expressions | Trevor James | Eva Zu Beck | Luke Martin | Luke Damant | Alexander White | David Hoffman | Total |
|--------|-------------|---|--------------|-------------|-------------|-------------|-----------------|---------------|-------|
| 1 | Language | Food Name in Urdu | 3 | 4 | - | 2 | 2 | - | 11 |
| 2 | | Other Urdu Words | 4 | - | - | 5 | 1 | - | 10 |
| 3 | | Greetings in Urdu / Arabic | 1 | - | - | 2 | 1 | - | 4 |
| 4 | Food | Amazing / Incredible | 3 | 2 | 3 | 3 | 2 | 1 | 14 |
| 5 | | Wow, Yum / Awesome | 3 | 2 | 2 | 3 | - | 2 | 12 |
| 6 | | Delicious | 1 | 2 | 2 | 2 | 1 | 3 | 11 |
| 7 | | Tender/ Next Level Flavor | - | 1 | 2 | 2 | 2 | 1 | 1 |
| 8 | Hospitality | Amazing Hospitality | 2 | 1 | 2 | 3 | 1 | - | 8 |
| 9 | | Incredible Guys | 2 | - | - | 1 | - | 1 | 4 |
| 10 | | Energetic / Vibrant | - | 1 | - | 1 | - | - | 2 |

Table 1: Dialogue Phrases and Expressions

The above table explains which dialogue and phrase have been repeated how many times by each traveller during their video logging. It has been observed that travellers love to visit and learn different

cultures and languages. During their travel, they use other phrases like Assalam o Alaikum (Greetings), Kia haal hain (How are you), zabardast (excellent) and many more... Jaworski et al. (2003) concluded in the study that out of 246 interactions instances between the host and tourist, 63 cases (26%) were in some other language than the local one. Besides this, they also love the hospitality of Pakistani people throughout their travels, which inspires them the most. Not only the food taste but also hospitality, cultural love, and tradition are found to be the most common experiences among them. According to Khan et al. (2020), the local people of Pakistan have incredible hospitality, and the people of Pakistan are magnificent. The people of Pakistan are the friendliest on this globe.

Conclusion

Tourism may be a multi-billion-dollar industry in Pakistan, supplying consciousness and coverage to some stakeholders to sell tourism lifestyles. A country's picture and popularity are judged on its potential to offer primary centres to tourists, specifically foreigners. Regarding Pakistan's tourism culture, four significant requirements should be improved to gain from this industry. First, the concerned authorities should align the mindset and ways of individuals who are considered to offer guidance and facilities to travellers. Secondly, there is a devotion to hygiene and cleanliness at restaurants, eateries, toilets, and resorts in traveller's spots. Unfortunately, with some exceptions, there may be the absence of hygiene and accessible surroundings for tourists, which creates an awful influence on each local and overseas traveller. Third, the availability of low-cost accommodation and food is crucial for growing a tradition of tourism in Pakistan. During the summertime and wintry weather visitor seasons, there may be no test on the part of the involved government to save you hotel owners who take advantage of the scenario and price immoderate amounts from travellers. Finally, the deficiency of tourism culture in Pakistan has a lot to do with dishonesty and incompetence on the part of tourism departments in diverse provinces, who are either negligent of their responsibilities or lack proper education on presenting most facilities to travellers at low-priced prices.

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