



The influence of visual appeal and perceived enjoyment of film tourism on tourists' travel intentions

Yue Gong¹, Lei Wang^{2*}

¹ University: Shanxi Vocational College of Tourism, China
Faculty of Hospitality and Tourism

^{2*} University: Xuzhou University of Technology, China
Faculty of Hospitality and Tourism

Corresponding author: Dr. Lei Wang

Abstract

Although film-driven tourism has increased significantly in recent years, however, few studies have directly explored the impact of audiovisual products such as films on audiences' visual senses and their willingness to travel. This study aims to explore the nexus between perceived visual appeal, perceived enjoyment, emotion, trust, and intentions to visit film destinations. A total of 283 valid respondents were recruited using convenience sampling. The SPSS and structural equation modelling were used to profile respondents' characteristics and test the hypotheses proposed in this study. The results show that perceived visual appeal positively influences emotion and trust respectively. Perceived enjoyment positively influences emotion and trust respectively. The results also show that emotion and trust significantly and positively influence travel intentions respectively. Finally, theoretical contributions, practical implications, and limitations are discussed accordingly.

Keywords: Film tourism; sensory marketing; visual appeal; perceived enjoyment; travel intention

Received 09 May., 2025; Revised 15 May., 2025; Accepted 17 May., 2025 © The author(s) 2025.
Published with open access at www.questjournals.org

I. Introduction

Film tourism refers to visiting locations associated with movies and TV series (Beeton, 2016; Kim & Reijnders, 2018). In recent years, film-driven tourism has increased significantly (Yen & Croy, 2016), and travel film has become a rapidly growing field (Sousa & Liberato, 2022) because it has a certain influence on shaping people's perception of the destination. When a destination appears in a film or television series, it can have a significant impact on potential tourists' perception of that destination (Cardoso et al., 2024) since video relies heavily on manipulating visual perspectives to provide a visual experience for visitors (Gan et al., 2023), and visual exposure and identification of tourist attractions is an important tourism-inducing factor (Hudson et al., 2011; Nieto Ferrando et al., 2023). Tourists conceive the destination or scenic spots in the videos, which arouses their positive feelings and thus stimulates their desire for travelling, this is called film-induced tourism, also known as film tourism (Graça et al., 2022) or film tourism phenomenon (Haddad, 2023).

Tourism and film have had a close relationship (Graça et al., 2022), a film combining visual and auditory elements to convey complex ideas and evoke emotional responses (Roshani, 2024). Film and audiovisual content can change people's impression of a place, in the perception of potential tourists, movies are more credible than standard and traditional advertisements (Haddad, 2023). Some studies have showed that the tourism phenomenon is not only driven by films, and researchers have extended the research field to audiovisual aspects worthy of attention (Graça et al., 2022). Previous studies have confirmed that audio-visual products such as films, television series and short videos have enhanced the tourism potential of filming locations, and have widely spread to influence the economic development of the tourism industry (Cardoso et al., 2024), as well as the image, motivation and intention of tourism destinations, and the tourism experience itself (Gan et al., 2023; Hudson et al., 2011; St-James et al., 2018; Suni & Komppula, 2012).

In short, as a powerful medium of communication, film has the power to influence audiences' travel preferences and attract them to explore the destinations presented in film narratives (Liu et al., 2024), and influence the travel decisions of the audience by creating a positive image of the destination (Araújo et al., 2021).

However, the view that films can promote tourism development remains controversial and requires more attention to the subtle influence of films and the role of promoting destinations to boost tourism (Juškelytė-Bocullo, 2016). Previous film tourism studies mainly focused on immature film tourism destinations (Croy et al., 2018; Kim & Park, 2021) or narrative studies of typical film cases (Bilandzic & Busselle, 2011; Jovicic, 2019). Few studies have directly explored the impact of audiovisual products such as films on audiences' visual senses and their willingness to travel.

Based on above mentioned issues, this study focuses on the emotional activation path of film visual attractiveness on tourists' intentions to visit a film tourist destination. The aim of this study is to provide new theoretical perspectives and practical basis for visual marketing and tourism behaviour research, fill the gaps in certain key aspects of existing research, promote the further deepening and development of research in this field, and offer useful references and inspirations for the innovative marketing and sustainable development of the tourism industry.

II. Literature review and research hypotheses

2.1 Perceived visual appeal

Visual appeal is a kind of sensory appeal (Hu et al., 2024), refers to dynamic content such as photos, designs and videos, which enhance the presentation of products and services, attract consumers to make purchases and actively participate in the overall performance of the brand's social media page system (Kujur & Singh, 2020). Numerous studies have demonstrated that visual appeal plays a decisive role in consumers' destination selection (Rodriguez-Molina et al., 2015). Tourists are more inclined to be exposed to content that is visually attractive, especially high-quality pictures and videos (Ibrahim et al., 2025). Visual appeal contributes to the perception of quality, which in turn may affect the credibility, usefulness, emotional appeal, practicality, and even engagement (Winarti et al., 2023) and the intention to continue using things (Lau et al., 2021).

Visual appeal affects consumers' emotions and subsequently influences their intentions to visit (Wang et al., 2021; Zhang et al., 2020). Intrinsic and extrinsic visual cues show significant effects on healthy food consumers' positive emotions and hedonic perceptions (Chonpracha et al., 2020). For example, Ibrahim et al. (2025) verified that the visual appeal of the content on Instagram brand accounts has a positive impact on the positive emotions experienced by fans. Duong et al. (2022) observed that multisensory stimulation leads to more positive emotional responses and perceptions, increasing the overall enjoyment of the shopping experience. Wu et al. (2016) investigated the relationship between the visual, auditory and tactile stimuli in virtual reality systems and the emotion induced in users. They found that the influence of visual stimulation on emotion is stronger than that of the auditory and tactile aspects.

Furthermore, Tarayra et al. (2022) focus on the role of sensory marketing in increasing consumer trust, in tourism marketing, sensory stimuli such as online travel reviews, sensory marketing leads and tourism influencers influence travel intentions through cognitive responses and trust (Ahmed & Aziz, 2024; Anubha et al., 2023). Winarti et al. (2023) verified that visual attractiveness has a positive and significant impact on customer trust. In this context, the following research hypotheses are proposed:

- H1. Perceived visual appeal has a positive effect on emotions.
- H2. Perceived visual appeal has a positive effect on trust.

2.2 Emotions

Emotions can be understood as reactions to an object or event and comprise both an emotional and a cognitive element (Forgas, 1994; Lazarus, 1991). Using technology to access destinations in an immersive way (Nieves-Pavón et al., 2024), such as films, can attract consumers' logic and emotions (Haddad, 2023), in all videos, various elements appear together and intertwine to tell a small story or convey emotions (Graça et al., 2022). When people are happy, positive emotions will also be stimulated (Gong & Wang, 2023). They will be happy and interested in their visit to the destination, which will inspire positive attitudes and behavioural intentions. On the contrary, negative emotions will be generated. If they are dissatisfied or bored, this will lead to the emergence of bad attitudes and behaviours (Nieves-Pavón et al., 2024). Besides, emotions have been shown to play a significant role in behavioural intentions (Silva et al., 2021; Xie et al., 2023). Emotional engagement acts as a crucial mediator between sensory appeal and travel intention (Hu et al., 2024). Hence, the following hypothesis is proposed:

- H3. Emotions have a positive effect on travel intention.

2.3 Perceived enjoyment

Perceived enjoyment is a measure of affective or hedonic perception, evaluating the extent to which users find an experience enjoyable (Lee et al., 2019; Wang et al., 2022). Monica and Japariato (2022) pointed out that the indicators of perceived enjoyment include pleasure, pleasure and fun. In tourism marketing, perceived enjoyment is the tourist's perception of the pleasure they feel while visiting a destination (Laela, 2024), it is also the most important factor in consumer behaviour and trust (Maria & Ss, 2023). Perceived enjoyment is also another key factor influencing the sensory appeal that affects the intention to travel (Hu et al., 2024). When consumers feel pleasant from services or experiences, they are more likely to make emotional investments and play a crucial role in promoting emotional engagement (Hu et al., 2024). Studies have confirmed that enjoyment is the main motivation for consumers to participate in social media (Li, 2020; Wu & Pearce, 2016) and as one of the media, the film can also enable consumers to perceive the enjoyment of the film (Bilandzic & Busselle, 2011).

Previous studies have verified the relationship between perceived enjoyment and emotions. Hu et al. (2024) emphasized the crucial role of pleasure in driving emotional engagement, indicating that perceived enjoyment has a positive impact on emotions. In addition, when tourists experience a high degree of pleasure during their visit to a destination, they will develop an emotional attachment (Sirakaya-Turk et al., 2015). Furthermore, perceived enjoyment also has a positive and significant impact on trust, The higher/positive perceived enjoyment, the higher/positive trust will increase (Maria & Ss, 2023; Siagian et al., 2022). Hence, the following hypotheses are proposed:

- H4. Perceived enjoyment appeal has a positive effect on emotions.
- H5. Perceived enjoyment appeal has a positive effect on trust.

2.4 Trust

Trust refers to the belief or expectation that the trusted party is reliable (Soares et al., 2012), and it can effectively minimize customers' perception of uncertainty and risk (Han & Hyun, 2015). Most behavioural research refers to trust as an individual's psychological state to accept vulnerability based on his or her confidence and positive expectation of the behaviour of another (Gong et al., 2024; Moorman et al., 1992; Rousseau et al., 1998). In tourism literature, building trust between travellers and destinations has been regarded as a critical factor for promoting travel and successfully attracting visitors to the destinations (Crotts et al., 2001; Wang et al., 2024). Especially, the off-site and temporary nature of tourism activities may potentially increase tourists' risk perception at the destination, thus, it is becoming increasingly important to cultivate trust in the tourism environment (Mohammed Abubakar, 2016).

Shin et al. (2022) proposed that travel trust was one of the important factors in travel decision-making during and after COVID-19. Similarly, trust is also a key antecedent of tourists' travel intentions to a destination (Mohammed Abubakar, 2016). Siagian et al. (2022) and Su et al. (2020) proposed that trust would influence behavioural intentions. Jatimoyo et al. (2021) also reached the same conclusion, indicating that trust has a significant impact on the intention to reuse. In this context, the following research hypothesis is proposed:

- H6. Trust has a positive effect on travel intentions.

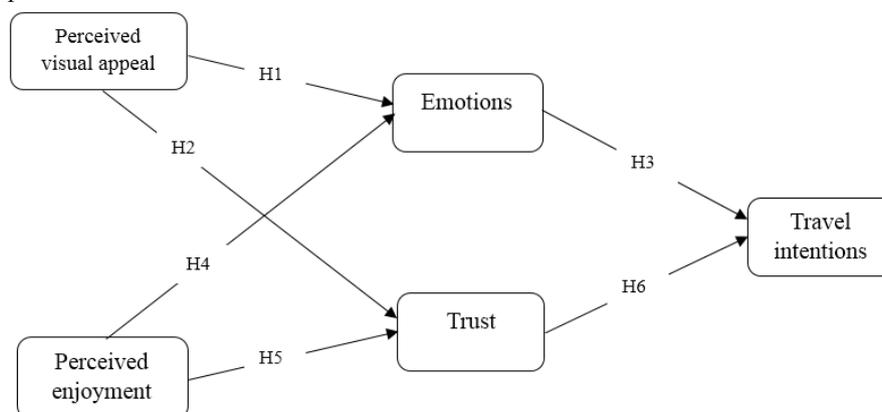


Figure 1. Conceptual research model

III. Methodology

3.1 Data collection

This study adopts convenience sampling to collect data due to easy accessibility, geographical proximity, availability at a given time, and willingness to participate are included for the purpose of the study (Etikan et al., 2016). The questionnaires were distributed to students who are studying for bachelor's and master's and above degrees in a metropolitan city in China from 1 March to 15 March 2025. Respondents can access the questionnaires via a QR code. Finally, a total of 298 respondents scanned the QR code and completed the questionnaire. After eliminating those who were aged below 18 and never visited a tourism destination in the last year, left 283 valid responses, indicating an effective rate is 94.9%.

3.2 Measures

All of the questionnaires were adapted from previous related studies using a seven-Likert scale from (1) strongly disagree to (7) strongly agree. The questionnaire was designed in two sections, the first section includes constructs of the study and the second section includes demographic characteristics such as gender, age, monthly spending and frequency of visiting a destination in the past year. Four items belonging to perceived visual appeal were adapted from Hu et al. (2024), Jang and Namkung (2009), and Marasco et al. (2018), three items belonging to perceived enjoyment were adapted from Hu et al. (2024) and Abdalla (2024), four items belonging to emotion were adapted from Casaló et al. (2021), three items belonging to trust were adapted from Sun and Lin (2010) and Della Corte et al. (2023), and four items belonging to intention were adapted from Alvarez and Campo (2014) and Marasco et al. (2018).

IV. Data analysis

Among 283 valid respondents, most of them were male (53.4%), the majority were aged 20 years old (24%), 57.9% of the respondents were monthly spending between 1700-3000 Chinese yuan, and most of them visited tourism destinations two or three times in last year (27.2%) (See Table 1).

Table 1. Demographic characteristics ($N = 283$).

Items	Characteristics	Frequency	Percentage (%)
Gender	Male	151	53.4%
	Female	132	46.6%
Age	18	13	4.6
	19	47	16.6
	20	68	24.0
	21	57	20.2
	22	47	16.6
	High than 22	51	18.0
Monthly spending	Below 1700	33	11.7
	1700-3000	164	57.9
	3001-4500	51	18.0
	4501-6000	31	11.0
	Above 6000	4	1.4
Frequency to visit a destination in past year	1 time	76	26.9
	2-3 times	77	27.2
	4-5 times	71	25.1
	6-7 times	50	17.6
	More than 7 times	9	3.2

4.1 Confirmatory factor analysis

To assess the internal consistency of the data, the value of Cronbach's Alpha needs to be more than 0.7 (Hair Jr et al., 2013). The proposed cut-off value for factor loadings is higher than 0.5 and ideally 0.7. To access the convergent validity of the measurement model, composite reliability should be higher than 0.7 and the average variance extracted should be higher than 0.5 (See Table 2). To access the discriminate validity of the measurement model, the correlations between different constructs should less than 0.9 in the Heterotrait-Monotrait Ratio (Hamid et al., 2017) (See Table 3).

Table 2. Convergent validity of the measurement model.

Construct (Cronbach's Alpha)	Item	Factor loading	Composite reliability	Average variance extracted
Emotion ($\alpha = 0.936$)	1. I feel happy when I see the places and destinations depicted in the film.	0.924	0.954	0.839
	2. I feel joyful when I see the places and destinations depicted in the film.	0.934		
	3. I feel excited when I see the places and destinations depicted in the film.	0.901		
	3. I feel excited when I see the places and destinations depicted in the film.	0.904		

Intention ($\alpha = 0.913$)	4. I feel satisfied when I see the places and destinations depicted in the film.			
	1. After experiencing the film, I will go to the destinations of the scenes that appeared in it.	0.909	0.939	0.793
	2. After experiencing the film, I will recommend the scene locations to others.	0.907		
	3. After experiencing the film, I plan to learn more about the locations and destinations depicted in the film.	0.901		
	4. Compared other similar destination, I would rather visit this destination.	0.842		
Perceived enjoyment ($\alpha = 0.957$)	1. I'm looking forward to being satisfied with the places and destinations depicted in the film.	0.960	0.972	0.922
	2. Visiting the places and destinations depicted in the film will be a pleasant experience for me.	0.968		
	3. Watching the places and destinations depicted in movies is a pleasant and interesting experience and can bring me happiness and satisfaction.	0.952		
	1. The places and destinations depicted in the film create an attractive experience.	0.914	0.938	0.792
Perceived visual appeal ($\alpha = 0.913$)	2. The places and destinations depicted in the film are visually appealing.	0.871		
	3. The scenery of the places and destinations depicted in the film is very attractive.	0.894		
	4. The places and destinations depicted in the film are beautiful and are popular tourist attractions.	0.879		
	1. I think the places and destinations depicted in the film are trustworthy.	0.948	0.960	0.889
Trust ($\alpha = 0.938$)	2. I think the places and destinations depicted in the film have the ability to provide good tourism products and services.	0.934		
	3. I think the places and destinations depicted in the films are reliable.	0.947		

Table 3. Discriminate validity of the measurement model.

Construct	1	2	3	4	5
1. Emotion	-				
2. Intention	0.617	-			
3. Perceived enjoyment	0.623	0.554	-		
4. Perceived visual appeal	0.629	0.539	0.248	-	
5. Trust	0.414	0.631	0.377	0.347	-

4.2 Structural model

Next, the structural model test was performed for testing hypotheses proposed in this study. As shown in Figure 2 and Table 4, all hypotheses were supported.

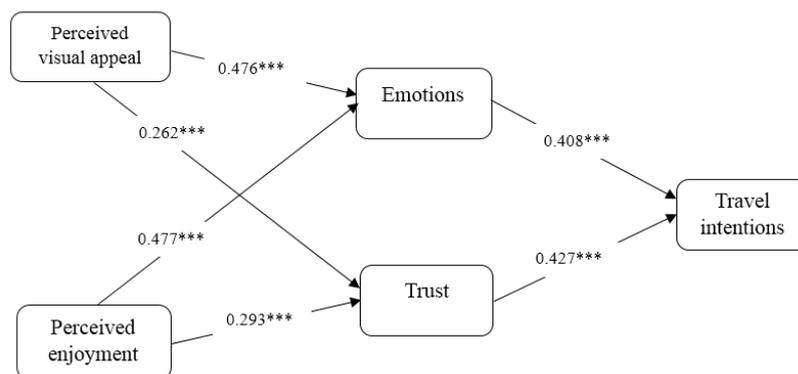


Figure 2. Structural model results.

Table 4. Results of the study.

Item	Parameter	Estimate	p-value	t-value	Decision
H1	Perceived visual appeal -----> emotions	0.476	***	8.590	Supported
H2	Perceived visual appeal -----> trust	0.262	***	5.770	Supported
H3	Emotions -----> travel intentions	0.408	***	6.314	Supported
H4	Perceived enjoyment -----> emotions	0.477	***	10.416	Supported
H5	Perceived enjoyment -----> trust	0.293	***	4.824	Supported
H6	Trust -----> travel intentions	0.427	***	6.806	Supported

V. Discussion

This study explores the interrelationships between perceived visual appeal, perceived enjoyment, emotions, trust, and travel intentions to visit a film destination. Wang and Wong (2021) stated that a path coefficient of below 0.1 implies a weak effect; a path coefficient of about 0.3 implies a moderate effect; and a path coefficient of 0.5 and above implies a strong effect. The results of this study show that perceived visual appeal positively influences emotions with a moderate effect since $\beta = 0.476$, $p < 0.05$, hence, H1 is supported. The results show that perceived visual appeal positively influences trust with a moderate effect due to $\beta = 0.262$, $p < 0.05$, indicating H2 is supported. There is a moderate effect of emotion on travel intentions since $\beta = 0.408$, $p < 0.05$, hence, H3 is supported. Results also show that perceived enjoyment positively influences emotions with a moderate effect since $\beta = 0.477$, $p < 0.05$, meaning H4 is supported. Perceived enjoyment also significantly influences trust with a moderate effect since $\beta = 0.293$, $p < 0.05$, demonstrating that H5 is supported. Further, the results show that trust positively influences travel intentions with a moderate effect due to $\beta = 0.427$, $p < 0.05$, hence, H6 is supported.

The results of this study will contribute to academia. Film and audiovisual content can change people's impression of a place, in the perception of potential tourists, movies are more credible than standard and traditional advertisements (Haddad, 2023). However, previous film tourism studies mainly focused on immature film tourism destinations (Croy et al., 2018; Kim & Park, 2021) or narrative studies of typical film cases (Bilandzic & Busselle, 2011; Jovicic, 2019). Few studies have directly explored the impact of audiovisual products such as films on audiences' visual senses and their willingness to travel. The current study confirmed that perceived visual appeal and perceived enjoyment positively influence emotion and trust respectively, subsequently to visit a tourist destination.

Furthermore, the results of this study will be beneficial to tourist destinations' practitioners, marketers, and other stakeholders. Because the results of this study show that perceived visual appeal positively influences emotion and trust, tourist destinations' practitioners can expose the destination's content visually with high-quality pictures and videos. Those sensory stimuli will influence or increase tourists' travel intentions through their emotions and trust.

The results of this study show that perceived enjoyment positively influences emotions and trust respectively. When consumers feel pleasant from services or experiences, they are more likely to make emotional investments and play a crucial role in promoting emotional engagement (Hu et al., 2024). Hence, in tourism marketing, travellers' positive feedback and experience, such as online travel reviews of their positive enjoyment experience will influence other potential travellers' emotions and trust, finally influencing their intentions to visit a given destination.

Results of this study show that emotions and trust positively influence travel intentions. Tourist destination practitioners can use certain technologies to introduce their destinations in an immersive way (Nieves-Pavón et al., 2024), such as 3D films that can attract consumers (Haddad, 2023). Meanwhile, tourist destinations' practitioners should build a strong confidence for their potential travellers that their visit behaviours are well-desired since trust is an individual's psychological state to accept vulnerability based on his or her confidence and positive expectation of behaviour of another (Moorman et al., 1992; Rousseau et al., 1998).

Certain limitations can be concluded from this study. First, although convenience sampling is widely used in marketing studies due to its various advantages, however, respondents may be selected just happen to be situated, spatially or administratively (Etikan et al., 2016). Second, the current study only investigates the influence of perceived visual appeal and perceived enjoyment on emotions and trust, and finally influences intention to visit a tourist destination. Many other psychological constructs can also influence tourists' film destination choices. Last, applying demographic characteristics to segment consumers is a wide tool for marketing practitioners such as tourism marketing. Future studies may investigate the influence of different demographic characteristics on film destination choice behaviours.

References

- [1]. Abdalla, R. A. M. (2024). Examining awareness, social influence, and perceived enjoyment in the TAM framework as determinants of ChatGPT. Personalization as a moderator. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(3), 100327. <https://doi.org/10.1016/j.joitmc.2024.100327>
- [2]. Ahmed, S., & Aziz, N. (2024). Impact of AI on customer experience in video streaming services: A focus on personalization and trust. *International Journal of Human-Computer Interaction*, 11, 1–20. <https://doi.org/10.1080/10447318.2024.2400395>
- [3]. Alvarez, M. D., & Campo, S. (2014). The influence of political conflicts on country image and intention to visit: A study of Israel's image. *Tourism Management*, 40, 70-78. <https://doi.org/10.1016/j.tourman.2013.05.009>
- [4]. Anubha, A., Narang, D., & Jain, M. K. (2023). Online travel reviews and tourist trust: a SOR perspective. *Global Knowledge, Memory and Communication, ahead-of-print*(ahead-of-print). <https://doi.org/10.1108/GKMC-04-2023-0145>
- [5]. Araújo, N., Brea, J. A., & Carlos, P. (2021). Film tourism in Spain: Destination awareness and visit motivation as determinants to visit places seen in TV series. *European Research on Management and Business Economics*, 27, 100135. <https://doi.org/10.1016/j.iedeen.2020.100135>
- [6]. Beeton, S. (2016). *Film-Induced Tourism (2nd ed.)*. Channel View Publications. <https://doi.org/10.21832/9781845410162>
- [7]. Bilandzic, H., & Busselle, R. (2011). Enjoyment of films as a function of narrative experience, perceived realism and transportability.

- Communications*, 36(1), 29-50. <https://doi.org/10.1515/comm.2011.002>
- [8]. Cardoso, N. A., Almeida, G. G. F. d., & Almeida, P. (2024). Film-induced tourism as a key factor for promoting tourism destination image: The James Bond Saga Case. *Administrative Sciences*, 14(94), 2-25. <https://doi.org/10.3390/admsci14050094>
- [9]. Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2021). Be creative, my friend! Engaging users on Instagram by promoting positive emotions. *Journal of Business Research*, 130, 416-425. <https://doi.org/10.1016/j.jbusres.2020.02.014>
- [10]. Chonpracha, P., Ardoin, R., Gao, Y., Waimaleongora-Ek, P., Tuuri, G., & Prinyawiwatkul, W. (2020). Effects of intrinsic and extrinsic visual cues on consumer emotion and purchase intent: A case of ready-to-eat salad. *Foods*, 9(4), 396. <https://doi.org/10.3390/foods9040396>
- [11]. Crotts, J. C., Coppage, C. M. A., & Andibo, A. (2001). Trust-commitment model of buyer-supplier relationships. *Journal of Hospitality & Tourism Research*, 25(2), 195-208. <https://doi.org/10.1177/109634800102500206>
- [12]. Croy, W. G., Kersten, M., Mélinon, A., & Bowen, D. (2018). Film tourism stakeholders and impacts. In *The Routledge Handbook of Popular Culture and Tourism*.
- [13]. Della Corte, V., Sepe, F., Gursoy, D., & Prisco, A. (2023). Role of trust in customer attitude and behaviour formation towards social service robots. *International Journal of Hospitality Management*, 114, 103587. <https://doi.org/10.1016/j.ijhm.2023.103587>
- [14]. Duong, V. C., Regolini, E., Sung, B., Teah, M., & Hatton-Jones, S. (2022). Is more really better for in-store experience? A psychophysiological experiment on sensory modalities. *Journal of Consumer Marketing*, 39(2), 218-229. <https://doi.org/10.1108/jcm-02-2020-3656>
- [15]. Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1-4. <https://doi.org/10.11648/j.ajtas.20160501.11>
- [16]. Forgas, J. P. (1994). The role of emotion in social judgments: An introductory review and an Affect Infusion Model (AIM). *European Journal of Social Psychology*, 24(1), 1-24. <https://doi.org/10.1002/ejsp.2420240102>
- [17]. Gan, J., Shi, S., Filieri, R., & Leung, W. (2023). Short video marketing and travel intentions: The interplay between visual perspective, visual content, and narration appeal. *Tourism Management*, 99(7), 104795. <https://doi.org/10.1016/j.tourman.2023.104795>
- [18]. Gong, Y., Gong, Q., Yu, J., Wong, P. P. W., & Wang, L. (2024). How negative factors influence youth hostel stay aftermath COVID-19 pandemic. *Acta Psychologica*, 243, 104162. <https://doi.org/10.1016/j.actpsy.2024.104162>
- [19]. Gong, Y., & Wang, L. (2023). Teacher professional identity, work engagement, and emotion influence: How do they affect teachers' career satisfaction. *International Journal of Education, Science, Technology and Engineering*, 6(2), 80-92. <https://doi.org/10.36079/lamintang.ijeste-0602.611>
- [20]. Graça, A., Banha, F., & Banha, F. (2022). Video-induced tourism in central Portugal: Production and impact of promotional videos. *tourism & Management Studies*, 18(1), 41-50. <https://doi.org/10.18089/tms.2022.180104>
- [21]. Haddad, N. A. (2023). Insights on the film tourism and archéocinema for the promotion of heritage tourism: A critical review. *Global Journal of Cultural Studies*, 2, 16-30. <https://doi.org/10.6000/2817-2310.2023.02.02>
- [22]. Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2013). *Multivariate data analysis* (7th ed.). Pearson International. <https://elibrary.pearson.de/book/99.150005/9781292035116>
- [23]. Hamid, M. R. A., Sami, W., & Sidek, M. H. M. (2017). Discriminant validity assessment: Use of Fornell & Larcker criterion versus HTMT criterion. *Journal of Physics Conference Series*, 890(1), 1-6. <https://doi.org/10.1088/1742-6596/890/1/012163>
- [24]. Han, H., & Hyun, S. S. (2015). Customer retention in the medical tourism industry: Impact of quality, satisfaction, trust, and price reasonableness. *Tourism Management*, 46, 20-29. <https://doi.org/10.1016/j.tourman.2014.06.003>
- [25]. Hu, L., Segumpan, R. G., Meng, N., & Mohammadi, A. (2024). Sensory marketing and trust in tourism: Examining the impact on traveling intentions to Jiangxi province, China. *Journal of International Business and Management*, 7(12), 1-30. <https://doi.org/10.37227/jibm-2024-12-6982>
- [26]. Hudson, S., Wang, Y., & Moreno-Gil, S. (2011). The influence of a film on destination image and the desire to travel: A cross-cultural comparison. *International Journal of Tourism Research*, 13(2), 177-190. <https://doi.org/10.1002/jtr.808>
- [27]. Ibrahim, B., Joe Hazzam, Qalati, S. A., & Attia, A. M. (2025). From perceived creativity and visual appeal to positive emotions: Instagram's impact on fast-food brand evangelism. *International Journal of Hospitality Management*, 128, 104140. <https://doi.org/10.1016/j.ijhm.2025.104140>
- [28]. Jang, S., & Namkung, Y. (2009). Perceived quality, emotions, and behavioral intentions: Application of an extended Mehrabian-Russell model to restaurants. *Journal of Business Research*, 62(4), 451-460. <https://doi.org/10.1016/j.jbusres.2008.01.038>
- [29]. Jatimoyo, D., Rohman, F., & Djazuli, A. (2021). The effect of perceived ease of use on continuance intention through perceived usefulness and trust: A study on Klikindomaret service users in Malang City. *International Journal of Research in Business and Social Science*, 10(4), 430-437. <https://doi.org/10.20525/ijrbs.v10i4.1223>
- [30]. Jovicic, D. Z. (2019). From the traditional understanding of tourism destination to the smart tourism destination. *Current Issues in Tourism*, 22(3), 276-282. <https://doi.org/10.1080/13683500.2017.1313203>
- [31]. Juškelytė-Bocullo, D. (2016). Film induced tourism: Destination image formation and development. *Regional Formation and Development Studies*, 19(2), 54-67. <https://doi.org/10.15181/rfds.v19i2.1283>
- [32]. Kim, S., & Park, E. (2021). An integrated model of social impacts and resident's perceptions: From a film tourism destination. *Journal of Hospitality & Tourism Research*, 47(2), 1-28. <https://doi.org/10.1177/10963480211011641>
- [33]. Kim, S., & Reijnders, S. (2018). *Film Tourism in Asia: Evolution, Transformation and Trajectory*. Perspectives on Asian Tourism. <https://doi.org/10.1007/978-981-10-5909-4>
- [34]. Kujur, F., & Singh, S. (2020). Visual communication and consumer-brand relationship on social networking sites - uses & gratifications theory perspective. *Journal of theoretical and applied electronic commerce research*, 15(1), 30-47. <https://doi.org/10.4067/S0718-18762020000100104>
- [35]. Laela, E. (2024). Investigating destination fascination in destination loyalty: The key role of perceived enjoyment and memorable tourism experiences. *Journal of Tourism, Culinary, and Entrepreneurship (JTCE)*, 4(2), 227-242. <https://doi.org/10.37715/jtce.v4i2.5020>
- [36]. Lau, N., O'Daffer, A., Yi-Frazier, J. P., & Rosenberg, A. R. (2021). Popular evidence-based commercial mental health apps: Analysis of engagement, functionality, aesthetics, and information quality. *JMIR mHealth and uHealth*, 9(7), e29689. <https://doi.org/10.2196/29689>
- [37]. Lazarus, R. S. (1991). *Emotion And Adaptation*. Oxford University Press. <https://doi.org/10.1093/oso/9780195069945.001.0001>
- [38]. Lee, J., Kim, J., & Choi, J. Y. (2019). The adoption of virtual reality devices: The technology acceptance model integrating enjoyment, social interaction, and strength of the social ties. *Telematics and Informatics*, 39, 37-48. <https://doi.org/10.1016/j.tele.2018.12.006>
- [39]. Li, F. (2020). Understanding Chinese tourists' motivations of sharing travel photos in WeChat. *Tourism Management Perspectives*, 33, 100584. <https://doi.org/10.1016/j.tmp.2019.100584>
- [40]. Liu, L., Balakrishnan, K., & Man, N. (2024). Role of adapted films in promoting local tourism and development. *Journal of Infrastructure, Policy and Development*, 8(16), 1-20. <https://doi.org/10.24294/jipd9684>

- [41]. Marasco, A., Buonincontri, P., van Niekerk, M., Orłowski, M., & Okumus, F. (2018). Exploring the role of next-generation virtual technologies in destination marketing. *Journal of Destination Marketing & Management*, 9, 138-148. <https://doi.org/10.1016/j.jdmm.2017.12.002>
- [42]. Maria, V., & Ss, L. (2023). Perceived usefulness, perceived ease of use, perceived enjoyment on behavioral intention to use through trust. *Indonesian Journal of Multidisciplinary Science*, 3(1), 1-7. <https://doi.org/10.55324/ijoms.v3i1.702>
- [43]. Mohammed Abubakar, A. (2016). Does eWOM influence destination trust and travel intention: A medical tourism perspective. *Economic Research-Ekonomika Istraživanja*, 29(1), 598-611. <https://doi.org/10.1080/1331677X.2016.1189841>
- [44]. Monica, F., & Japariato, E. (2022). Analisa pengaruh perceived ease of use dan melalui perceived enjoyment terhadap behavior lntention pada digital payment. *Jurnal Manajemen Pemasaran*, 16(1), 9-15. <https://doi.org/10.9744/pemasaran.16.1.9-15>
- [45]. Moorman, C., Zaltman, G., & Deshpande, R. (1992). Relationships between providers and users of market research: The dynamics of trust within and between organizations. *Journal of Marketing Research*, 29(3), 314-328. <https://doi.org/10.2307/3172742>
- [46]. Nieto Ferrando, J., Gómez Morales, B., & Castro-Mariño, D. (2023). Audiovisual Fiction, Tourism, and Audience Studies: A Literature Review. *Review of Communication Research*, 11, 88-126. <https://doi.org/10.5680/RCR.V11.4>
- [47]. Nieves-Pavón, S., López-Mosquera, N., & Jiménez-Naranjo, H. (2024). The role emotions play in loyalty and WOM intention in a smart tourism destination management. *Cities*, 145(2), 104681. <https://doi.org/10.1016/j.cities.2023.104681>
- [48]. Rodriguez-Molina, M., Jamilena, D., & Castañeda, A. (2015). The contribution of website design to the generation of Tourist destination image: The moderating effect of involvement. *Tourism Management*, 47(4), 303-317. <https://doi.org/10.1016/j.tourman.2014.10.001>
- [49]. Roshani, U. (2024). Films, archaeological heritage, and tourism: A study on the impact of films in promoting archaeological tourism. *Sri Lanka Journal of Communication*, 1(1), 29-52. https://www.researchgate.net/publication/387491450_Films_Archaeological_Heritage_and_Tourism_A_Study_on_the_Impact_of_Films_in_promoting_Archaeological_Tourism
- [50]. Rousseau, D., Sitkin, S., Burt, R., & Camerer, C. (1998). Not so different after all: A cross-discipline view of trust. *Academy of Management Review*, 23(3), 393-404. <https://doi.org/10.5465/AMR.1998.926617>
- [51]. Shin, H., Nicolau, J. L., Kang, J., Sharma, A., & Lee, H. (2022). Travel decision determinants during and after COVID-19: The role of tourist trust, travel constraints, and attitudinal factors. *Tourism Management*, 88, 104428. <https://doi.org/10.1016/j.tourman.2021.104428>
- [52]. Siagian, H., Jiwa, Z., Basana, S., & Basuki, R. (2022). The effect of perceived security, perceived ease of use, and perceived usefulness on consumer behavioral intention through trust in digital payment platform. *International Journal of Data and Network Science*, 6(3), 861-874. <https://doi.org/10.5267/j.ijdns.2022.2.010>
- [53]. Silva, J., Sá, E. S., Escadas, M., & Carvalho, J. (2021). The influence of ambient scent on the passengers' experience, emotions and behavioral intentions: An experimental study in a Public Bus service. *Transport Policy*, 106, 88-98. <https://doi.org/10.1016/j.tranpol.2021.03.022>
- [54]. Sirakaya-Turk, E., Ekinci, Y., & Martin, D. (2015). The efficacy of shopping value in predicting destination loyalty. *Journal of Business Research*, 68(9), 1878-1885. <https://doi.org/10.1016/j.jbusres.2015.01.016>
- [55]. Soares, A. M., Carlos, P. J., & and Nobre, H. (2012). From social to marketing interactions: The role of social networks. *Journal of Transnational Management*, 17(1), 45-62. <https://doi.org/10.1080/15475778.2012.650085>
- [56]. Sousa, B., & Liberato, D. (2022). Film-induced tourism. In *Encyclopedia of Tourism Management and Marketing* (pp. 245-247). Edward Elgar Publishing. <https://doi.org/10.4337/9781800377486>
- [57]. St-James, Y., Darveau, J., & Fortin, J. (2018). Immersion in film tourist experiences. *Journal of Travel & Tourism Marketing*, 35(2), 1-12. <https://doi.org/10.1080/10548408.2017.1326362>
- [58]. Su, L., Lian, Q., & Huang, Y. (2020). How do tourists' attribution of destination social responsibility motives impact trust and intention to visit? The moderating role of destination reputation. *Tourism Management*, 77, 103970. <https://doi.org/10.1016/j.tourman.2019.103970>
- [59]. Sun, P.-C., & Lin, C.-M. (2010). Building customer trust and loyalty: An empirical study in a retailing context. *Service Industries Journal - SERV IND J*, 30(9), 1439-1455. <https://doi.org/10.1080/02642060802621478>
- [60]. Suni, J., & Kompulla, R. (2012). SF-Filmvillage as a movie tourism destination—A case study of movie tourist push motivations. *Journal of Travel & Tourism Marketing*, 29(5), 460-471. <https://doi.org/10.1080/10548408.2012.691397>
- [61]. Tarayra, E., Shahin, G., Qafesha, I., Sharabati, M., & Fallah, S. (2022). The role of sensory marketing in mobile devices on the purchasing decision of the consumer in the clothing sector in Palestine. *International Journal of Business Ethics and Governance*, 1-21. <https://doi.org/10.51325/ijbeg.v5i1.94>
- [62]. Wang, L., Fu, C.-F., Wong, P. P. W., & Zhang, Q. (2022). The impact of tourists' perceptions of space-launch tourism: An extension of the theory of planned behavior approach. *Journal of China Tourism Research*, 18(3), 549-568. <https://doi.org/10.1080/19388160.2021.1900972>
- [63]. Wang, L., Wang, Z.-X., Wong, P. P. W., & Zhang, Q. (2021). Consumer motivations, attitude and behavioral intention toward green hotel selection. *Journal of Tourism, Culinary and Entrepreneurship*, 1(2), 79-104. <https://doi.org/10.37715/jtce.v1i2.2081>
- [64]. Wang, L., & Wong, P. P. W. (2021). Marketing of environmentally friendly hotels in China through religious segmentation: A theory of planned behaviour approach. *Tourism Review*, 76(5), 1164-1180. <https://doi.org/10.1108/TR-08-2019-0327>
- [65]. Wang, L., Zhang, Q., Ye, M.-J., Wong, P. P. W., & Gong, Y. (2024). Green hotels visit intention among young adults: Integrating the familiarity, novelty, trust, perceived risk, and theory of planned behaviour. *Humanities and Social Sciences Communications*, 11(1), 1390. <https://doi.org/10.1057/s41599-024-03935-0>
- [66]. Winarti, A., Ningrum, N., & Maharani, B. (2023). The influence of visual appeal and perceived enjoyment on brand loyalty through customer trust for shopee users in Yogyakarta. *Journal La Sociale*, 4(5), 283-292. <https://doi.org/10.37899/journal-la-sociale.v4i5.887>
- [67]. Wu, D., Weng, D., & Xue, S. (2016). Virtual reality system as an affective medium to induce specific emotion: A validation study. *Electronic Imaging*, 2016(4), 1-6. <https://doi.org/10.2352/ISSN.2470-1173.2016.4.ERVR-419>
- [68]. Wu, M.-Y., & Pearce, P. L. (2016). Tourism blogging motivations: why do Chinese tourists create little "Lonely Planets"? *Journal of Travel Research*, 55(4), 537-549. <https://doi.org/10.1177/0047287514553057>
- [69]. Xie, C., Yu, J., Huang, S., Zhang, K., & Ou Yang, D. (2023). The 'magic of filter' effect: Examining value co-destruction of social media photos in destination marketing. *Tourism Management*, 98, 104749. <https://doi.org/10.1016/j.tourman.2023.104749>
- [70]. Yen, C.-H., & Croy, W. G. (2016). Film tourism: Celebrity involvement, celebrity worship and destination image. *Current Issues in Tourism*, 19(10), 1027-1044. <https://doi.org/10.1080/13683500.2013.816270>
- [71]. Zhang, W., Leng, X., & Liu, S. (2020). Research on mobile impulse purchase intention in the perspective of system users during COVID-19. *Personal and Ubiquitous Computing*, 27(3), 665-673. <https://doi.org/10.1007/s00779-020-01460-w>