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The Influence of Motivation Factors Towards Post-Pandemic Screen Tourism

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ABSTRACT

This research focuses on the influence of motivation factors on post-pandemic screen tourism. This research examines the relationship between destination image, the actor's character and trend of post-pandemic screen tourism. A quantitative methodology was used to complete this research. Respondents aged 18 to 50 years old and above who engage in post-pandemic screen tourism are the target audience for this study. In screen tourism, the majority of the age groups are involved. The survey received 300 responses, and the findings were collected. Descriptive analysis, reliability test and Pearson correlation were used to analyse all data. The results support all variables. This research contributes to understanding the influence of motivation factors on post-pandemic screen tourism. This research and data can be used as reference material for future research.

Keywords: Post-pandemic screen tourism, Destination image, Character of the actor, Trend

INTRODUCTION

Tourism refers to people who travelled and stayed in places other than their usual surroundings for less than a year for leisure, business, or other reasons (John, 2018). With the flow of time, however, this perception has changed. Travel and tours, transportation, hotel, food and beverage, amusement, souvenirs, and other industries have benefited from the growth of tourism. The tourism industry makes money by selling unforgettable experiences (Kim, 2010). Because tourism businesses prioritise customer satisfaction, safety, and enjoyment, it is a dynamic and competitive industry that requires the ability to consistently reflect current clients' needs and wants (John, 2018).

Rising number of the film-maker in the film and tourism industries are collaborating to promote film production while also profiting from the publicity that results. This study examines the capability of film-induced tourism and how it could be converted into a location promotion strategy based on the theoretical literature on cinema tourism (Juskelyte, 2021). Film tourism is gaining popularity all around the world. As a result, tourists are increasingly visiting locations featured in films unrelated to tourism promotion. (Sahoo et al., 2010).

Everything happened rapidly and had an impact on the tourism business today. A pandemic is a disease that spreads worldwide, and COVID-19, which has been classified as was first found in Wuhan, China, in 2019. (Vasishta et al., 2021). COVID-19 instils fear among the public, leading to a decrease in tourism demand. This is one of the effects of disease spreading and the present lockdown method. As a result of this condition, the client demand rate dropped (Bakar et al., 2020). The COVID-19 outbreak has created significant challenges for the tourism industry.

Technological improvements have a significant impact on tourism growth around the world. One of these promising properties is Instagram. Instagram has received international fame as a platform that may significantly boost goods sales and tourism site visits. Following a pandemic, tourism promotion movies significantly increase visitor visitation (Sinulingga, 2021). Not only that, the moment of engagement in a film in which a well-known actor or actress plays a character role (Bioglio, 2018). Each actor's personalities positively affect travellers who want to visit new destinations or places around the world. The location where a film or television series is made piques tourists' attention in terms of writing, storyline, culture, and heritage (Gjorgievski, 2012). Moreover, as worldwide experts promoting the film business among

people worldwide, viral trends in on-screen tourism, such as social media, played an important role. Beyond a film, viewers' perceptions of a site might be positively or negatively influenced (Jewell & McKinnon, 2008). There were objectives of this research:

      1. To investigate the relationship between destination images on post-pandemic screen tourism.

      2. To investigate the relationship between the character of the actor on post-pandemic screen tourism.

      3. To investigate the relationship between trends in post-pandemic screen tourism.

Significance of the Study

Academic

With this study, the researchers can better understand the influence of motivation factors on post-pandemic screen tourism. Researchers can also see what elements will influence post-pandemic tourist motivation. This research aids academics in determining the impact of incentive variables on post-pandemic movie tourism. Through this study, a clearer picture of the relationships between the destination image, the actor's character, and the tourists' inclination toward post-pandemic screen tourism may be shown. Furthermore, little research has been done on post-pandemic screen tourism. This research could address a need in post-pandemic screen tourism research, particularly the presence of tourists and studies on screening tourism.

Practical

This research aims to uncover the aspects that motivational factors may influence in post-pandemic screen tourism. The cognitive component is concerned with thoughts and information about the physical location, whereas the emotional construct is concerned with the affective quality of feelings about the rates and their surroundings. This study could help researchers figure out why people visit areas they've seen on TV or in movies. Furthermore, this study will emphasize destination visuals in advertising a location, particularly to important essential authorities such as tour operators. This research could also provide them with further knowledge about the impact of motivating variables on post-pandemic screen tourism.

LITERATURE REVIEW

Destination Image

The image is a critical component in the advertising of tourism destinations since what makes one destination different from another is critical to its success (Carballo et al., 2015). A destination image is a collection of people's perceptions and interpretations about a specific region, country, or destination (Juskelyte, 2016). Heritage, architecture, recreation, and attributes contribute to the destination image, which might encourage tourists to visit. The image of a destination is vital in affecting tourists' behavioural intentions and choices.

      According to Huete et al., (2019), enhanced international tourism in previous decades and increased competition among destinations have prompted interest in building, monitoring, and presenting a significant destination image. Furthermore, tourism industries demand the development of a particular destination image for each destination to stay ahead of the competition (Im et al., 2011). Moreover, establishing a distinct destination image has become critical for striking out in today's competitive global market. According to tourism studies, a destination's image significantly impacts tourist motivation (Carballo et al., 2015).

Character of the Actors

People currently would like to travel based on the characteristics that attract to them when viewing dramas and films. Every character in the movie will affect the audience since they will equally encourage and make the audience feel as if they are in the film (Nistoreanu & Tucle, 2011). Interactions with celebrities enhance people's perceptions of tourism destinations

(destination image, popularity, and visitation intention). A celebrity's involvement positively affected familiarity and willingness to visit (Lee et al., 2008).

The COVID-19 infection turned out to be a pandemic with impacts on producers and consumers on a large scale. Many celebrities suffer stress and despair when a pandemic like COVID-19 hits, however, they refuse to talk about it. They are ashamed of their feelings and reflect a terrible self-image, which causes them to suffer much more (Preeti, 2019). Celebrities lack the potential to promote post-pandemic film tourism as artists. That really signifies that actors cannot depend just on one medium, such as a movie. Actors can promote screen tourism in various ways, including via social media marketing, marketing and sales relating to tourism films, and so on. COVID-19 is transforming the world. Production films and actors should get a better understanding of client requirements; this is advised. In the current situation, it is suggested that the tourism and film industries generate digital content and communicate with clients (Abena et al., 2020).

Trend

People use social media platforms to market and promote their enterprises, educational institutions, sporting, arts, tourism sector, and other personal interests, making the viral phenomenon one of the world's unpaid commercials. A growing trend, especially among millennia's, who, inspired by movies and television series, take advantage of the opportunity to visit filmmaking locations and spend time with nature and open spaces. This term has evolved to describe how ideas, information, and travel spread throughout a human group (Tony et al., 2012).

According to Alom et al., (2019), film and tourism were philosophically and historically intertwined throughout the post-industrial era. Literature, music, and poetry were formerly essential parts of how information was communicatedcommunicating information (Beeton, 2016). Only a restricted local group of individuals had access to printed materials prior tobefore the creation of cinema and television (Beeton, 2016). Screen tourism is always evolving, adopting new tactics, dismissing antiquated fads, and resurrecting older ones.

Post-pandemic Screen Tourism

In this study, the phrase screen tourism is used to refer to tourism generated by television series, videos, DVDs, and films, which includes both small and large screen productions (but not TV programmes designed primarily to promote tourist destinations, such as holiday shows). The researcher believes that the term screen tourism Evans (2008) undervalues the role of television in driving tourism and that screen tourism is a better approach to describe the phenomena.

Beeton (2009) points out, that screen tourism is better defined as a journey that lasts a long time, especially in the case of broadcast drama. Indeed, while film (particularly film rather than television) tourism activity peaks shortly after a film's release, the enduring features of some film and television productions often draw visitors for years after their release (Riley et al. 2010) or the conclusion of a TV series.

Research Hypothesis

The hypotheses in the study are the statement about the possible relationship between independent variables and dependent variables based on observation. Therefore, the hypotheses for this study are:

H_1 There is a significant relationship between the destination image and post-pandemic screen tourism.

H_2 There is a significant relationship between the character of the actor and post-pandemic screen tourism.

H_3 There is a significant relationship between the trend and post-pandemic screen tourism.

Research Framework

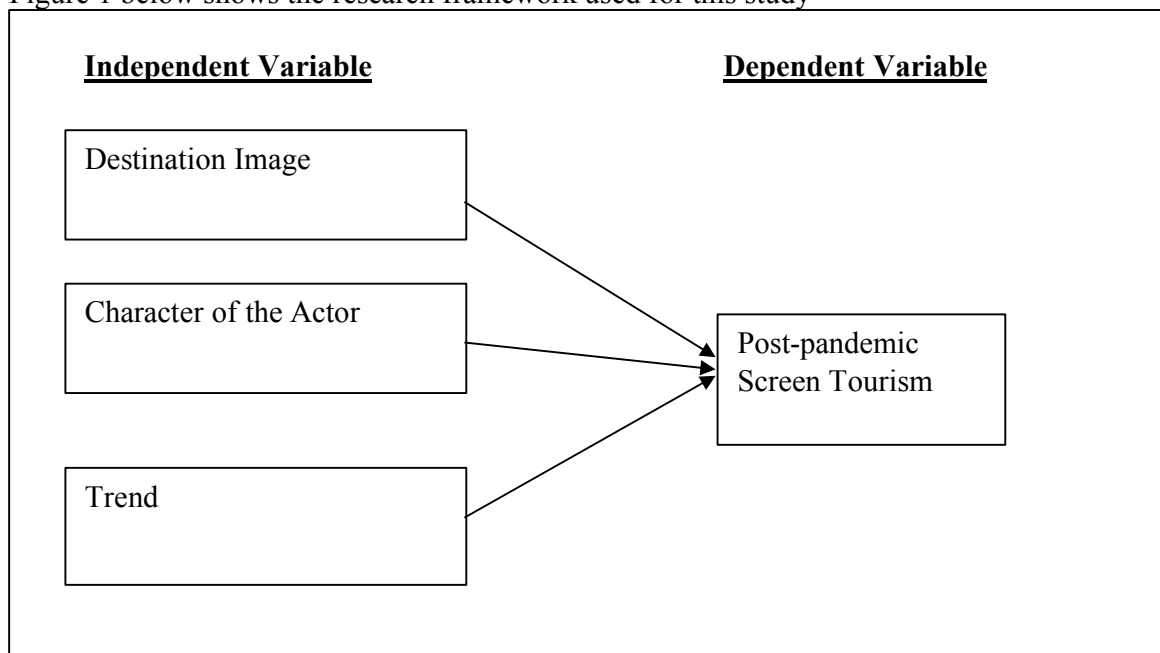Figure 1 below shows the research framework used for this study

Figure 1: Research Framework

METHODOLGY

Research Design

The method adopted for this study was one of many procedures utilized by many tourism researchers to analyse the study. This study used the quantitative method where online questionnaires were distributed to 300 respondents from Malaysia that tend to travel. In this research, the target populations chosen were Malaysian citizens who tend to travel after watching on-screen films. The research design also specifies the sort of study that will be conducted and the intended outcome of the project. The primary goal of research design is to guarantee that the data acquired throughout the study answer the research questions. The link between the destination image, the character of the actors, the trend as independent variables, and post-pandemic screen tourism as a dependent variable, is investigated in this study.

Moreover, a set of online questionnaires was distributed to the population to collect the data: individuals tend to travel after watching on-screen media. This questionnaire used the format of multiple choices and 5-point Likert scales of agreement. The researcher divided questionnaire into 5 parts which arethe questionnaire into 5 parts: Part A, B, C, D and E. For Section A, the questionnaire requested for the general information about the respondents' demographics, such as the gender, age, race, education level, socioeconomic status and marital status. For Sections B, C, D and E, the questions elaborated more on the independent variables and dependent which were (IV1) Destination Image, (IV2) The Character of the Actor, (IV3) Trend and (DV) Post-Pandemic Screen Tourism that were examined in the survey.

Data Collection

The data collection was conducted using questionnaires. The surveys were distributed using the Google Forms application in this study. The questionnaire was distributed via the internet, social media, and to possible respondents on Facebook, including My Malaysia Travel Group and Kaki Travel Malaysia, and data was collected from Malaysians. The main benefit of online surveys for researchers is that they increase productivity by reducing effort.

Sampling

Because the majority of people nowadays have seen movies and films, researchers have a variety of options for selecting respondents for their studies. The researchers used a non-

probability heterogeneous purposive sampling method in this investigation. Purposive sampling was used for this study because it offers several advantages, including the ability to pick a small sample size, reduce bias, and gather data in a realistic mannerrealistically gather data.

Data Analysis

This study used three methods for data analysis: descriptive analysis, reliability testing, and Pearson correlation analysis. SPSS version 27 was used to analyse the collected data. To make it easier for respondents to answer the questions, they are divided into three sections, each bilingual (English and Malay).

FINDINGS

Result of Reliability Analysis

Table 1: Reliability Analysis

Variable	Number of Items	Cronbach Alpha
Destination Image	5	0.793
The Character of The Actor	5	0.881
Trend	5	0.871
Post-Pandemic Screen Tourism	5	0.853

The Cronbach's Alpha values for the questionnaire were in the range of good (0.7-0.8) to very good (0.8-0.9) in table 4.2.1. The first independent variable, destination image, was determined to be good and dependable regarding the degree of correlation (5 items: a = 0.7). The second independent variable, the character of the actor, was determined to be very good and dependable in terms of the degree of correlation (5 items: a = 0.8), as were the trend variables. The dependent variable, post-pandemic screen tourism, was determined to be very good and trustworthy in terms of correlation strength (5 items: a = 0.8). The overall variables result on Cronbach's Alpha is at a good level. Therefore, the data that were considered can be used for future research.

Result of Frequency Analysis

The distribution of the respondents in terms of their background characteristics was analysed using descriptive statistics involving frequency and percentage. Table 2 shows the result of the frequency analysis:

Table 2: Frequency Analysis

Characteristics	Frequency	Percentage
Gender		
Male	132	44.1
Female	167	55.9
Age		
18 to 25	191	63.7
26 to 39	60	20.0
40 to 59	28	9.3
60 and above	21	7.0
Race		
Malay	185	61.7
Chinese	56	18.7
Indian	36	12.0
Others	23	7.7
Education level		
SPM	24	8.0
Diploma or STPM or Matriculation	60	20.0
Degree	133	44.3

Postgraduate	46	15.3	
Others	37	12.3	
Socioeconomic status			
Below RM 4,850	189	63.0	
RM 4,851 to RM 10,970	87	29.0	
Exceeds RM 10,971	24	8.0	
Marital status			
Single	200	66.7	
Married	59	19.7	
Divorced	21	7.0	
Others	20	6.7	

Result of frequency analysis is used to explain the demographic profiles in section A of the questionnaire, as well as the frequency and percentage. With this summary, the data gathered can be put into context and turned into usable information, allowing the study to be better understood.

Result of Descriptive Analysis

Table 3: Descriptive Analysis

Variable	Items	Mean Score	Standard Deviation
Destination Image	I agree that the inclusion of a destination images in movies or television films can induce screen-tourism.	4.66	0.647
	I agree that destination images on screen can lead to altered perceptions of a destination.	4.60	0.611
	I can become more familiar with that destination images after watch on-screen films.	4.51	0.719
	I believe that different destination had different perspectives of destination image.	4.56	0.707
	The positive image of destination through pop-culture made me desire to visit the destination for a future trip.	4.56	0.674
Character of the Actor	I believe that celebrity involvement will have intentions me to visit destinations that celebrities signify.	4.29	0.940
	The actor's characteristics in a particular film will affect my attitude or behaviour as a fan.	4.18	0.902
	I believe that celebrity involvement plays an important role in enhancing the value perceptions of me as a fan or traveller.	4.20	0.907
	I believed that the character of the actor has the power to influence my perception through the familiarity of destination or intention visitation.	4.19	0.944
	I feel very close to my idols when I visit the idol-related places.	4.03	1.087
Trend	I agree that I can make travel decisions through the influence of social media.	4.35	0.834

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	I agree social media is a trend that most people use during the post-trip stages to reflect on and share travel experiences.	4.39	0.761
	I believe social media is a popular trend and platform when travellers are looking for a destination to visit.	4.40	0.759
	I agree that exploring social media for attractions before and during travel is again one of the frequent trends that travellers do.	4.39	0.795
	I believe the use of social media has become a habit in people's daily lives.	4.46	0.750
Post-Pandemic Screen Tourism	I agree by seeing a screen tourism destination in a TV series makes me interested in this destination.	4.48	0.724
	I agree when I am watching a TV series, I pay attention to the place where it was filmed.	4.33	0.831
	I agree that when I watch a season of a TV series, I become interested in elements related to it, or sometimes search for additional information in order to further connect with the series.	4.31	0.842
	I constantly compare images or icons I have in my mind from watching the TV series with the reality of the filming location.	4.38	0.819
	I agree that the existence of other tourism products or attractions such as seaside tourism, nature tourism, food tourism in some destinations that are attracting tourists to come to the screen tourism spot.	4.55	0.670

Table 3 shows the mean and standard deviation for the items used to measure the destination image. Five questions were measured with the highest mean of (mean= 4.66, standard deviation= 0.647) for the statement "I agree that the inclusion of a destination image in movies or television films can induce screen-tourism.". Otherwise, the lowest mean (mean= 4.51, standard deviation= 0.719) was for the statement, "I can become more familiar with that destination images after watching on-screen films.". The mean values for the other three statements are "I agree that destination images on the screen can lead to altered perceptions of a destination" (mean= 4.60, standard deviation= 0.611). At the same time, "I believe that different destinations had different perspectives of destination image" (mean= 4.56, standard deviation= 0.707 and lastly "The positive image of destination through pop-culture made me desire to visit the destination for a future trip" (mean= 4.56, standard deviation= 0.674) respectively.

Table 3 presents the mean and standard deviation for the items used to measure the character of the actors. Five (5) questions were measured with the highest mean of (mean= 4.29, standard deviation= 0.940) for the statement 'I believe that celebrity involvement will have intentions me to visit destinations that celebrity signify'. Besides the second highest mean of (mean= 4.20, standard deviation= 0.907) for the statement 'I believe that celebrity involvement plays an important role in enhancing my value perceptions as a fan or traveller'. The moderate mean value was (mean= 4.19, standard deviation= 0.944) and (mean= 4.18,

standard deviation= 0.902) on the statement 'I believed that the character of the actor has the power to influence my perception through the familiarity of destination or intention visitation' and 'The actor's characteristics in a particular film will affect my attitude or behaviour as a fan. The lowest mean of (mean= 4.03, standard deviation= 1.087) for the statement 'I feel very close to my idols when I visit the idol-related places'.

Table 3 shows the mean and standard deviation for the items used to measure the trend of standard deviation. There were five (5) questions measured with the highest mean of (mean= 4.46, standard deviation= 0.750) for the statement "I believe the use of social media has become a habit in people's daily lives". Besides the second highest mean (mean= 4.40, standard deviation= 0.759) for the statement "I believe social media is a popular trend and platform when travellers are looking for a destination to visit". The moderate mean value was (mean= 4.39, standard deviation= 0.761) on the statement "I agree social media is a trend that most people use during the post-trip stages to reflect on and share travel experiences" and "I agree that exploring social media for attractions before and during travel is again one of the frequent trends that travellers do" (mean= 4.39, standard deviation= 0.795). The lowest mean (mean= 4.35, standard deviation= 0.834) for the statement "I agree that I can make travel decisions through the influence of social media".

Table 3 describes the mean and standard deviation for the items used to measure the post-pandemic screen tourism of standard deviation. There were five (5) questions measured with the highest mean of (mean= 4.55, standard deviation= 0.670) for the statement 'I agree that the existence of other tourism products or attractions such as seaside tourism, nature tourism, food tourism in some destinations that are attracting tourists to come to the screen tourism spot'. Besides, the second highest mean (mean= 4.48, standard deviation= 0.724) for the statement 'I agree by seeing a screen tourism destination in a TV series makes me interested in this destination. The mean value of (mean= 4.38, standard deviation= 0.819) on the statement 'I constantly compare images or icons I have in my mind from watching the TV series with the reality of the filming location'. The second lowest mean (mean= 4.33, standard deviation= 0.831) for the statement 'I agree when I am watching a TV series, I pay attention to the place where it was filmed. The mean value for the statement "I agree that when I watch a season of a TV series, I become interested in elements related to it, or sometimes search for additional information to further connect with the series" (mean= 4.31, standard deviation= 0.842) presented as the lowest mean, respectively.

Result of Pearson Correlation Analysis

Table 4: Pearson Correlation Analysis

Hypothesis	Significant (p value)	Result (Supported/Not Supported)
H₁: There is a significant relationship between the destination image and post-pandemic screen tourism.	r= 0.592, $p<0.01$	H_1 is supported
H₂: There is a significant relationship between the character of the actor and post-pandemic screen tourism	r=0.591, $p<0.01$	H_2 is supported
H₃: There is a significant relationship between the trend and post-pandemic screen tourism.	r= 0.641, $p<0.01$	H_3 is supported

Based on Table 4, Pearson's correlation analysis was used to test the relationship between hypothesis on a sign which is destination image, the character of actor, and trend with the

relationship between post-pandemic screen tourism. The result shows all the hypothesis started were accepted at a 0.01 significance level.

DISCUSSION AND RECOMMENDATION

The research study's objective is to examine the relationship between destination image, character of the actor, and trend towards post-pandemic screen tourism. The data result shows a significant relationship between the independent variables and the dependent variable. Similarly, earlier study has discovered a link between destination image, actor character, trend, and post-pandemic screen tourism. In addition, trend has the strongest relationships compared to the destination image and the actor's character. Independent variables of correlation were represented (0.614> 0.534> 0.461).

The current study makes various recommendations for future research, including new variables that are critical determinants that play an essential part in evaluating the influence of motivating factors on post-pandemic screen tourism that the researchers have omitted. Qualitative methods will be required to obtain data from respondents in the future. If qualitative data collection methods are used, future researchers will acquire relevant, reliable, and able results to communicate bilaterally with respondents. In addition, the questionnaire should be distributed to groups that have participated in screen tourism. Future researchers who seek to examine screen tourism in Malaysia will be aided by having more accurate, reliable data and the support of more respondents. As a result, destination marketers, travel companies, and celebrities play a critical role in ensuring that Malaysian screen tourism reaches many tourists.

CONCLUSION

In conclusion, the research on the influence of motivation factors towards post-pandemic screen tourism has been finalised and analysed. In this research, based on an examination of a total of 300 respondents, which are from 18 years old and 60 years old, the research objectives have been achieved, research questions were answered, and a hypothesis is supported.

Overall, hypothesis independent and dependent variables revealed the positively related relationship. The association between the destination image, the character of the actor, and the trend on the influence of motivation factors is strongly indicated as moderate to very good. Furthermore, according to the Pearson Correlation values table, the actor's character scored a value of 0.881, followed by trend with value 0.871, destination image with value 0.793 and decision to go for post-pandemic screen tourism with value 0.853. This research and data can be used as reference material for future research.

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