

THE INFLUENCE OF DIGITAL PLATFORM MOVIES ON SHAPING THE PERCEPTIONS OF THE JORDANIAN AUDIENCE TOWARDS TOURIST DESTINATIONS

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Abstract: Digital movie platforms are one of the most prominent modern entertainment mediums that play an increasing role in influencing audience perceptions on various topics, including tourist destinations. The study aimed to evaluate the impact of digital platform films on perceptions of tourist places among the Jordanian public, using a questionnaire on a purposive sample of 400 Jordanians. The study revealed that the majority of respondents (47.2%) watch films on digital platforms extensively, with Netflix being the most popular platform for film consumption. The beautiful depiction of these locations was the main feature of digital platform films that shaped respondents' perceptions of destinations. Furthermore, digital platform films about destination depictions, as well as their role in promoting cultural communication and understanding, significantly influenced the choice of destinations. Although the impact of these films on promoting tourist destinations was moderate, it has been proven that increasing the number of viewers of films on digital platforms significantly enhances their ability to shape the image of tourist destinations and improve communication and cultural understanding. Results show that younger and more educated consumers are more interested in the places depicted when they use these channels. Demographic factors influence media consumption patterns, and digital films can be great tools for tourism marketing and cultural interchange. The findings of the study also show that there is no correlation between the degree of respondents' viewing of digital platform films and the role these films play in promoting tourist destinations from the study sample perspective. This indicates that the frequency of watching digital platform films does not influence the promotion of tourist destinations. Meanwhile the results demonstrate that there is a positive correlation between the degree of respondents' viewing of digital platform films and the role these films play in influencing their choice of tourist destinations. This suggests that the more respondents watch digital platform films, the more these films influence their choice of tourist destinations. Furthermore, the study opens pathways for tourism policy makers to collaborate with media producers to create cinematic portrayals that both attract international interest and enrich the domestic tourism landscape. Future research could expand on these insights by exploring the long-term effects of repeated digital film exposure on tourism behaviors and investigating how genre-specific content contributes to the appeal of travel destinations.

Keywords: digital platform films, Jordanian Public, tourist destinations, cultural communication, tourism impact

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INTRODUCTION

The film industry is one of the most significant forms of entertainment and mass communication in the modern era, distinguished by its unique ability to convey stories and ideas through both big and small screens, capturing the audience's attention, emotions, and imagination (Brooks, 2019). The film industry encompasses several elements such as screenplay, acting, cinematography, editing, and visual effects, all of which collaborate to create an engaging cinematic experience (Patil et al., 2023). The impact of cinema and films on audiences cannot be overlooked, as films leave a profound influence on their perceptions and concepts (Gao et al., 2023). Films achieve this by using stories and characters to convey various messages and values and by highlighting significant social and cultural issues (Suma et al., 2024). When these works are produced excellently, they leave a more significant impact on the viewer (Eneizat et al., 2023; McCormack et al., 2023). Digital streaming platforms have become an alternative to traditional television and cinemas, offering viewers a pleasurable watching experience tailored to their individual needs (Sharadga et al., 2023). These platforms vary between free options like YouTube and Facebook and paid services such as Shahid, OSN, Netflix, and Watch It. These platforms provide viewers with the ability

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to watch their favorite films continuously and allow them to control the time and place of viewing, enabling them to enjoy the development of dramatic events and immerse themselves in the psychological atmosphere of the works (Ulin, 2022).

This can lead to the viewers of these platform films adopting specific ideas, attitudes, and behaviors or refraining from them (McCormack et al., 2023). The film industry on digital platforms wields undeniable power in shaping audience opinions and directing their interests, particularly in forming the image of global tourist destinations for viewers (Dašić & Kostadinović, 2023). Many researchers have often found that television series and films, whether cinematic or available on digital platforms, can increase the number of tourists visiting the depicted destinations. However, studies rarely pinpoint the exact reasons behind this (Phomsiri, 2015). For example, the depiction of New Zealand in Peter Jackson's "The Lord of the Rings" trilogy positively impacted tourism there, as did the influence of the series "The Walking Dead" on various destinations in Georgia, USA (Phomsiri, 2015). Many tourists visit small or non-touristic towns as a result of their exposure to the mentioned film content. Research in the field of tourism marketing has highlighted the role of media, including films and television works with a touristic nature, in shaping tourists' decisions to visit the intended tourist destination (Amin & Ben Ahmed, 2022). The role of digital media in influencing audience perceptions has been consistently highlighted in academic research across many societal aspects (Ahmad et al., 2022; AL-Jalabneh, 2023; Aljalabneh et al., 2023; Eneizat et al., 2024).

With the rapid advancement of technology and the proliferation of online cinematic content, films have consequently begun to exert a significant influence on how audiences perceive the world around them (Chen & Shen, 2021). Therefore, this study specifically addresses the role of digital platform films in shaping the expectations and interests of the Jordanian public, particularly regarding tourist destinations. By exploring how cinematic works influence public perceptions, this study consequently seeks to uncover the underlying mechanisms through which films impact audience attitudes and behaviors. Understanding these effects is, therefore, crucial for developing effective promotional strategies that not only enhance tourism awareness but also foster a deeper cultural connection between Jordan and the broader world. Ultimately, this research aims to answer the central question: What is the impact of digital platform films on shaping the perceptions of the Jordanian audience toward tourist destinations?

LITERATURE REVIEW

The intersection of cinema and tourism has increasingly captivated academic interest, particularly in understanding how films influence audience perceptions and behaviors toward tourist destinations. Over the years, various studies have explored the potential of films to promote tourism, revealing both the power and the challenges associated with film-induced tourism. Shatnawi (2022) examined the role of documentary films in promoting domestic tourism within Jordan, finding that these films play a moderate role in boosting local tourism. The study emphasized that documentary films are particularly effective in raising awareness about the historical significance of tourist sites. This suggests that films, by offering detailed and engaging portrayals of destinations, can serve as powerful tools for tourism promotion. However, the study also noted a limited emotional impact on viewers, indicating that while documentaries can inform and educate, their ability to evoke strong emotional connections - crucial for influencing travel behavior - may be lacking. This finding opens up opportunities for filmmakers to explore more immersive and emotionally engaging techniques in documentary filmmaking to enhance their effectiveness in promoting tourism. In a similar vein, Hamouda (2021) investigated the role of documentary films in promoting tourism in Sudan. Hamouda's study highlighted the importance of well-chosen subjects and the presence of qualified personnel in producing successful tourism-promoting documentaries. The study found that while documentaries could effectively promote Sudanese tourism by highlighting the country's unique cultural and natural heritage, significant obstacles such as insufficient funding and ongoing conflicts undermine these efforts. This study aligns with Shatnawi's findings, suggesting that while documentaries have the potential to promote tourism, their effectiveness is highly contingent upon overcoming contextual challenges such as resource availability and the broader socio-political environment.

Amin & Ben Ahmed (2022) expanded on the role of documentary films by focusing on French films that market Algerian tourist destinations. Their research demonstrated that these films present Algerian destinations in a positive light, utilizing rich content to convey the country's diverse tourism offerings. Unlike the studies focused on Jordan and Sudan, which primarily addressed the domestic impact of documentary films, Amin and Al-Tahir's study highlighted the potential of international documentary films to attract foreign audiences. The study underscored the importance of narrative richness and artistic presentation in effectively promoting tourism, even if some artistic exaggerations were present. This suggests that the global reach and cultural context of the films play a significant role in shaping their impact on tourism.

Beyond documentaries, the concept of film-induced tourism has been explored in various contexts, demonstrating the significant influence that narrative films can have on audience perceptions and subsequent travel behavior. For instance, Wati et al., (2022) analyzed the impact of Korean dramas on the intention to visit South Korea. Their study found that films significantly impact visit intentions, even without mediating destination image. This finding is particularly notable as it suggests that the narrative and cultural appeal of the films alone are sufficient to stimulate interest and drive tourism. The study highlights the importance of cultural narratives and the global popularity of specific film genres, such as Korean dramas, in driving tourism to specific destinations. It also points to the potential for other countries to leverage their cultural narratives through film to enhance their tourism appeal.

Vara (2020) provided a broader perspective by examining the film industry's impact on tourism. Through a survey of 201 respondents and seven personal interviews, the study revealed that over half of the participants had engaged in film-induced tourism. Vara's research highlighted that the trend of film-induced tourism is driven by the immersive experiences that films offer. The study emphasized that modern technologies, such as virtual reality and augmented reality, further enhance these experiences, making film locations more accessible and attractive to tourists. Additionally, the study pointed out that film-induced tourism promotes popular destinations and revitalizes lesser-known locations, helping stimulate local

economies and mitigate the effects of depopulation in rural areas. This underscores the multifaceted benefits of film-induced tourism, which extend beyond mere tourist numbers to broader socio-economic impacts.

Nunes (2022) offered a comprehensive analysis of recent advances in film-induced tourism, identifying strengths, gaps, and opportunities in the field. Nunes' work is particularly valuable as it highlights the global expansion of film-induced tourism research, which has moved from being a niche area of study in the United States and the United Kingdom to becoming a worldwide phenomenon, especially in Asia. The study underscored the importance of understanding the marketing potential of films and the need for more research to explore how different types of cinematic content impact tourism in various cultural contexts. Nunes also pointed out the gaps in current research, such as the need for longitudinal studies that track the long-term impact of films on tourism and the role of emerging digital platforms in shaping tourism trends.

According to Amr et al. (2023), dramatic representations of Egyptian sites significantly enhance the intentions of local Egyptian visitors to visit those sites. Moreover, dramatic features influence the intention to visit the depicted destination. This study makes multiple contributions to drama tourism and its components by enhancing previous research and providing new findings. The practical results of this study also help the Egyptian government, marketers, and destination management organizations (DMOs) in promoting Egyptian destinations.

The study by Rawahneh (2020) explored the effectiveness of image sharing on social media platforms in promoting lesser-known archaeological sites in Jordan. The findings indicated that social media plays a significant role in tourism promotion, particularly in enhancing the visibility of underrepresented sites. Rawahneh's research suggests that while traditional filmmaking faces certain barriers, digital platforms and social media offer alternative avenues for promoting tourism. The study found that social media platforms, through the sharing of images and user-generated content, can significantly boost the profile of lesser-known destinations, thereby increasing tourist interest and visitation. This highlights the potential for integrating traditional media with digital platforms to create more comprehensive and effective tourism marketing strategies. Maqarash (2020) also explored the impact of media on improving the perception of tourist destinations, focusing on Jijel, Algeria. The study found that media positively influences the perception of natural environments and safety conditions in tourist destinations. However, the study also pointed out that media's impact on enhancing perceptions of amenities and infrastructure was limited. This indicates that while films and other media forms can effectively highlight certain appealing aspects of a destination, they may fall short in addressing more practical considerations that are crucial for tourists. Maqarash's findings suggest the need for a more balanced media portrayal that includes both the attractions and the practical aspects of visiting a destination.

The influence of specific films on tourism has also been explored in the context of Jordan. Kanaan et al. (2019) studied the impact of films like "Lawrence of Arabia" and "Indiana Jones" on tourists visiting Jordan, finding that film tourism in Jordan is still emerging as a secondary experience, with limited recognition of filming locations among tourists. The study highlighted that while these films have undoubtedly raised awareness of Jordan as a travel destination, there is still significant potential to develop and market these sites more effectively. Their study emphasized the importance of integrating film tourism into broader tourism strategies, including better signage at filming locations, themed tours, and promotional materials that link the cinematic history of the sites to the overall tourist experience.

Justus (2018) took a different angle by examining the effect of stereotypes created by films on the satisfaction of tourists with movie-induced tourism, focusing on two films set in Kenya. The study found that stereotypes in films can have a significant negative impact on tourist satisfaction. For example, tourists who visited Kenya after watching films like "Out of Africa" and "The White Maasai" were often disappointed when their experiences did not match the idyllic or exoticized portrayals in the films. This finding underscores the importance of accuracy and cultural sensitivity in film portrayals of destinations, as unrealistic or stereotypical representations can lead to negative tourist experiences and harm the destination's image. Phomsiri (2015) provided a case study of film tourism in Thailand, examining the effectiveness of media in promoting tourism through cinematic content. The study found that while films can attract tourists to filming locations, the influx of tourists can also have negative effects, such as environmental degradation and cultural disruption. Phomsiri's research highlighted the importance of managing film tourism sustainably, ensuring that the benefits are maximized while minimizing negative impacts on the destination.

The existing body of research underscores the significant role that films play in influencing tourism. While traditional filmmaking has proven effective in promoting tourism through emotional and cognitive engagement, digital platforms present new opportunities and challenges. The current study seeks to fill a gap in the literature by focusing on how digital platform films specifically influence the perceptions and behaviors of the Jordanian audience regarding tourist destinations. By doing so, it aims to provide a deeper understanding of the mechanisms through which films shape tourism dynamics in the digital age, offering insights that could inform the development of targeted tourism marketing strategies that leverage the power of digital media to enhance tourism promotion and cultural exchange.

STUDY QUESTIONS

This study seeks to answer the main research question: What is the impact of digital platform films on shaping the perceptions of the Jordanian audience towards tourist destinations?

Under this main question, several sub-questions are formulated as follows:

1. What is the extent of the Jordanian audience's viewership of digital platform films?
2. What digital platforms are primarily used by the Jordanian audience to watch various films?
3. What is the role of locally produced digital films in promoting tourist destinations from the perspective of the Jordanian audience?
4. What is the impact of digital platform films on the choice of tourist destinations by the Jordanian audience?

STUDY HYPOTHESES

1. There are statistically significant differences in the extent of the Jordanian audience's viewership of digital platform films attributed to their personal characteristics.
2. There is a correlational relationship between the extent of the Jordanian audience's viewership of digital platform films and their role in promoting tourist destinations from their perspective.
3. There is a correlational relationship between the extent of the Jordanian audience's viewership of digital platform films and the influence of these films on their choice of tourist destinations.

MATERIALS AND METHODS

This quantitative study employs a questionnaire as its primary data collection tool within the framework of descriptive research. A media audience survey targeted a purposive sample of the Jordanian public who regularly watch digital platform films. The primary objective was to examine how these films shape the audience's perceptions of both domestic and international tourist destinations. The study population comprised Jordanians who use one or more digital platforms. A purposive sample of 400 individuals was selected, each with accounts on platforms such as Netflix, Watch It, Shahid, OSN, YouTube, Facebook, and Apple TV+. The sample was sourced from the Royal Film Commission's databases to ensure a representative cross-section of the population. The questionnaire, administered electronically, included sections on demographic data, the extent of engagement with digital platform films, the platforms used, and how these films influence perceptions of tourist destinations. It also assessed the films' role in shaping destination images, enhancing cultural communication, and influencing destination choices. A four-point scale was used to measure respondents' agreement with each item, ranging from 0 (lowest) to 3 (highest).

The scale was interpreted as follows: 0.00 – 1.00 = Low, 1.01 – 2.00 = Medium, and 2.01 – 3.00 = High. To ensure validity, the questionnaire underwent face validity assessment by a panel of experts to confirm that it met the study's objectives, addressed research questions, and was suitable for field application. The reliability of the instrument was then assessed using SPSS to calculate Cronbach's Alpha. The overall reliability was 96.8%, with individual section coefficients ranging from 91.1% to 95.6%, all of which are highly acceptable in media research.

RESULTS AND DISCUSSIONS

Degree of viewing digital platform films

The study revealed that a significant portion of respondents watch digital platform films to a large extent, with 47.2% (189 respondents) falling into this category. Those who watch these films to a medium extent comprised 40% (160 respondents), while 12.8% (51 respondents) watch them to a lesser extent. Standard Deviation: SD

Table 1 revealed that the most prominent digital platforms through which respondents watch films are "Netflix," with an arithmetic mean of 2.28 (high degree), and "Shahid," with a mean of 1.11 (medium degree). The least used platforms were "OSN," with a mean of 0.0075 (low degree), and "Watch It," with a mean of 0.0025 (low degree).

Table 1. Digital Platforms through Which Respondents Watch Films

Digital Platform	Mean	SD	Viewing Degree
Netflix	2.28	0.8060	High
Shahid	1.11	0.9830	Medium
YouTube	1.07	0.9280	Medium
Facebook	0.6190	0.4960	Low
Apple TV+	0.0100	0.0990	Low
OSN	0.00750	0.0860	Low
Watch It	0.00250	0.04990	Low
Overall Mean	0.730	0.429	Low

Role of local digital films in promoting tourist destinations

Data in Table 2 showed that the role of local digital films in promoting tourist destinations, as perceived by the respondents, is moderate overall, with an average mean score of 1.76. The most prominent role identified was "reflects the aesthetics and landmarks of local tourist destinations," with a high mean score of 2.02.

Table 2. Role of Local Digital Films in Promoting Tourist Destinations from the Respondents' Perspective

Items	Mean	SD	Degree
Reflects the aesthetics and landmarks of local tourist destinations.	2.02	0.763	High
Increases knowledge of local cuisine at tourist destinations.	1.86	0.742	Medium
Sparks interest in visiting local tourist destinations.	1.84	0.763	Medium
Introduces local customs and traditions at tourist destinations.	1.81	0.763	Medium
Enhances understanding of local dialects at tourist destinations.	1.80	0.728	Medium
Enhances understanding of the culture, history, and heritage of local tourist destinations.	1.74	0.749	Medium
Introduces activities and events at local tourist destinations.	1.68	0.763	Medium
Provides realistic and enjoyable travel experiences at local tourist destinations.	1.67	0.799	Medium
Informs about the weather conditions at local tourist destinations.	1.60	0.797	Medium
Informs about the routes to reach local tourist destinations.	1.60	0.832	Medium
Overall Mean	1.76	0.649	Medium

This is followed by "increases knowledge of local cuisine at tourist destinations" with a mean score of 1.86, and "sparks interest in visiting local tourist destinations" with a mean score of 1.84, both rated as moderate. The least impactful roles were "provides realistic and enjoyable travel experiences at local tourist destinations" with a mean score of 1.67, and "informs about the weather conditions" and "routes to reach local tourist destinations," both with a mean score of 1.60, also rated as moderate.

Impact of digital platform films on the choice of tourist destinations

The data from Table 3 indicated that the impact of digital platform films on respondents' choice of tourist destinations is generally high, with an overall mean score of 2.17. The most significant impacts include "creating a desire to visit tourist destinations seen in films" with a high mean score of 2.49, followed by "encouraging visits to non-traditional and lesser-known destinations" with a mean score of 2.40, and "inspiring visits through aesthetic and inspiring depictions of tourist destinations" with a mean score of 2.32. The less impactful influences were "increasing knowledge of tourist activities before travel decisions" with a mean score of 1.98, "offering a realistic pre-travel experience of tourist destinations" with a mean score of 1.94, and "providing detailed information about tourist destinations" with a mean score of 1.86, all rated as medium in their influence.

Table 3. Impact of Digital Platform Films on Respondents' Choice of Tourist Destinations

Items	Mean	SD	Degree
Creates a desire to visit tourist destinations seen in films.	2.49	0.656	High
Encourages visits to non-traditional and lesser-known destinations.	2.40	0.686	High
Inspires visits through aesthetic and inspiring depictions of tourist destinations.	2.32	0.734	High
Encourages exploration and visits to new tourist destinations.	2.30	0.707	High
Presents tourist destinations as magical places worth visiting.	2.19	0.718	High
Expresses local culture and society, making tourist destinations attractive.	2.12	0.671	High
Provides insights into experiences, reviews, and stories connected to tourist destinations.	2.05	0.709	High
Increases knowledge of tourist activities before travel decisions.	1.98	0.710	Medium
Offers a realistic pre-travel experience of tourist destinations.	1.94	0.734	Medium
Provides detailed information about tourist destinations.	1.86	0.732	Medium
Overall Mean	2.17	0.538	High

HYPOTHESES TESTS

Hypothesis 1: There are statistically significant differences in the degree of Jordanian audiences' viewing of digital platform films attributed to their personal characteristics.

The hypothesis testing results in Table 4 revealed insightful patterns regarding the influence of personal characteristics - gender, age, educational level, and place of residence - on the viewing habits of digital platform films among the Jordanian audience. A T-test was conducted to examine gender differences, which showed no statistically significant variation between males and females in their engagement with digital platform films. The mean scores were closely aligned, indicating that gender does not substantially affect viewing behaviors. In contrast, age, Educational Level, and Place of Residence were found to be a significant determinant, as demonstrated by the ANOVA results.

Table 4. Hypothesis Testing Results by Personal Characteristics

Variable	Group/Category	N	M	SD	Test	Value	Sig
Gender	Male	213	2.3879	0.6879	T-Test	1.273	0.204
	Female	187	2.2995	0.7003			
Age	Less than 30 years	243	2.5267	0.63172	ANOVA	18.144	0.000
	30 – 39 years	106	2.1604	0.67805			
	40 – 49 years	32	1.9687	0.73985			
	50 years and above	20	1.7500	0.63867			
Educational Level	Secondary School or Less	71	2.1690	0.79257	ANOVA	6.610	0.000
	Diploma Degree	31	2.0968	0.59749			
	Bachelor's Degree	257	2.4591	0.63683			
	Postgraduate Studies	42	2.1429	0.78310			
Place of Residence	Northern Region	155	2.2452	0.70565	ANOVA	6.590	0.002
	Central Region	177	2.4859	0.64056			
	Southern Region	69	2.2174	0.74497			

Table 5. LSD test for differences

Variable	Category (I)	Other Categories (J)	Mean Difference (I-J)	Sig.
Age	Less than 30 years	30 – 39 years	0.36637	0.000
		40 – 49 years	0.55800	0.000
		50 years and above	0.77675	0.000
Educational Level	Bachelor's Degree	Secondary School or Less	0.29013	0.002
		Diploma Degree	0.36237	0.005
		Postgraduate Studies	0.31629	0.005
Place of Residence	Central Region	Northern Region	0.24071	0.002
		Southern Region	0.26848	0.006

Table 5 illustrated an inverse correlation between age and the frequency of respondents' viewing of digital platform films. Respondents under 30 years of age ranked highest in digital film consumption, followed by those aged 30-39 years, then 40-49 years, with those aged 50 years and above ranking lowest. It also indicates that individuals with a "Bachelor's" degree engage with films on digital platforms more frequently than others, followed by those with a "High School or less" education, then those with a "Postgraduate" degree, and lastly, those with an "Intermediate Diploma." The data also shows that residents of the "Central Region" engage with digital platform films more than those in other regions, followed by those in the "Northern Region," and subsequently, those in the "Southern Region."

Hypothesis 2: There is a correlation between the degree of Jordanian audiences' viewing of digital platform films and the role these films play in promoting tourist destinations from their perspective. The Pearson Correlation Coefficient in Table 6 showed that there is no correlation between the degree of respondents' viewing of digital platform films and the role these films play in promoting tourist destinations from their perspective. The correlation coefficient value was 0.019 with a significance level of 0.701, which is not statistically significant at the 0.05 level. This indicates that the frequency of watching digital platform films does not influence the promotion of tourist destinations.

Hypothesis 3: There is a correlation between the degree of Jordanian audiences' viewing of digital platform films and the role these films play in influencing their choice of tourist destinations. The Pearson Correlation Coefficient in Table 7 presented a positive correlation between the degree of respondents' viewing of digital platform films and the role these films play in influencing their choice of tourist destinations. The correlation coefficient value was 0.344 with a significance level of 0.000, which is statistically significant at the 0.05 level. This indicates that the more respondents watch digital platform films, the more these films influence their choice of tourist destinations.

Table 6. Pearson Correlation Coefficient

Degree of Viewing Digital Platform Films			
Role of Films in Promoting Tourist Destinations	Frequency	Pearson Correlation Coefficient	Sig
	400	0.019	0.701

Table 7. Pearson Correlation

Degree of Viewing Digital Platform Films			
Influence of Films on the Choice of Tourist Destinations	Frequency	Pearson Correlation Coefficient	Sig
	400	0.344	0.000

The findings of this study indicated a significant impact of digital platform movies on the Jordanian audience's perceptions and choices concerning tourist destinations. This aligns with previous research suggesting that cinematic depictions can shape viewers' mental images and expectations about specific locales (Chen & Shen, 2021; Oshriyeh & Capriello, 2022). The high engagement of Jordanians with digital platforms, particularly Netflix, reinforces the platform's potential to serve as a medium for tourism marketing by offering an aesthetically appealing portrayal of global destinations. Such representations can effectively attract viewers and influence their travel decisions, a phenomenon also observed in previous studies on film-induced tourism (Vara, 2020). The correlation between high viewership and interest in tourism destinations supports the theory that repeated exposure to specific images and narratives can cultivate favorable perceptions and intentions toward these destinations (Wati et al., 2022). In addition, the data revealed that Netflix is the primary platform for Jordanians viewing films that feature tourist destinations. The popularity of Netflix, a global platform, suggests that internationally produced content has considerable influence on the Jordanian audience, which may not be as effectively achieved by local platforms. This raises questions about the representation of Jordanian or regional destinations and the ability of domestic platforms to compete in shaping local audiences' tourism preferences. Furthermore, the dominance of international content suggests that, while Jordanian audiences are influenced by these portrayals, there is room for increased investment in local cinematic productions to promote domestic tourism, aligning with findings from Liu et al. (2020) and Kim and Park (2024) on the role of local media in promoting tourism.

Another significant aspect of this study is the influence of demographic variables on viewing habits, especially age, educational level, and place of residence. Younger audiences displayed a higher frequency of engagement with digital platform films, suggesting that tourism marketing strategies might benefit from targeting this demographic through digital media. This aligns with the literature on the media consumption habits of younger generations, who are more inclined toward digital content due to its accessibility and variety (Sharma & Lulandala, 2023). Similarly, viewers with a bachelor's degree and those living in urban, central regions also showed higher engagement levels, possibly due to greater exposure to diverse content and increased access to digital platforms. This demographic insight allows marketers to better understand and reach potential audiences by tailoring content to reflect the preferences of these groups.

Moreover, a notable finding in this study is that digital platform movies promote cultural understanding and communication. The enjoyment and immersion that audiences experience can enhance cultural empathy and awareness, a point substantiated by other studies that suggest that films can act as cultural bridges, fostering an appreciation for diversity (Atta & Siddiq 2023; Xiaojuan, 2023). For Jordanian audiences, exposure to diverse cultures through film can facilitate a broader understanding and acceptance of other societies, ultimately promoting cultural exchange. However, while the study indicates an appreciation for international tourism destinations, the moderate impact of digital platform films in promoting Jordanian tourism implies a gap in local representation within the global digital landscape.

The findings also suggest that locally produced films moderately impact promoting Jordanian tourism, revealing both challenges and opportunities for enhancement. While local films contribute to cultural representation and can effectively

depict local customs, traditions, and landmarks, they fail to create a compelling narrative that competes with international productions. This is consistent with the findings of Marafa et al. (2022) and Sigala (2020), who noted challenges such as high production costs and insufficient infrastructure that can hinder local media's tourism impact. These insights emphasize the need for investment in high-quality local content and collaborative efforts between filmmakers and tourism authorities to create productions that can showcase Jordanian destinations on a larger scale (Salem & Twining-Ward, 2018).

The study's results also underscore the practical implications of utilizing digital platform films as a tool for tourism marketing. As the findings indicate a significant influence of film viewership on destination choice, tourism marketers could leverage partnerships with digital platforms to promote both international and local destinations. Emphasizing cinematic qualities that portray tourist sites in an aesthetically appealing manner could attract audiences, as the enjoyment of visually captivating content correlates with positive perceptions of the depicted destinations (Sharma & Lulandala, 2023; Huimin & Albattat, 2024). Moreover, by aligning promotional strategies with popular platforms like Netflix, tourism boards could reach a wider demographic, particularly the younger, urban population identified in the study as heavy users of digital film content.

CONCLUSION

This study underscores the substantial role that digital platform films play in shaping the perceptions and tourism interests of the Jordanian public. By confirming the strong influence of platforms such as Netflix on travel preferences, the research aligns with broader findings on film-induced tourism and demonstrates the capacity of digital content to foster aesthetic appeal and cultural engagement with specific locales. Demographic factors, including age and educational level, emerge as significant indicators of media engagement, suggesting that tourism marketing strategies can effectively target younger, urban populations through digital platforms. While the findings highlight the potential of international productions in tourism promotion, they also point to the challenges facing local film industries in achieving similar influence. The moderate impact of local films in promoting Jordanian destinations suggests a need for enhanced investment in high-quality productions that can compete on a global scale, encouraging cultural tourism while promoting national heritage. By positioning digital platform films as strategic tools for tourism, the study opens pathways for tourism boards to collaborate with media producers, aiming to create compelling cinematic portrayals that both attract international interest and enrich the domestic tourism landscape. Future research could expand on these insights by exploring the long-term effects of repeated digital film exposure on tourism behaviors and investigating how genre-specific content contributes to the appeal of travel destinations.

Limitations

Despite the great importance that this study reveals regarding the impact of digital platform films on shaping the perceptions and interests of the Jordanian public in tourism, it is not without some limitations. First, the study is limited to analyzing the impact of specific platforms such as Netflix, which may not reflect the full impact of other digital platforms such as Amazon Prime or Disney Plus. Second, the analysis is limited to a specific audience category, as it focused mainly on younger residents in urban areas, which may affect the generalization of the results to all segments of Jordanian society. Finally, although the study indicates the importance of demographic factors, it does not focus sufficiently on the impact of psychological and cultural factors that may play a major role in shaping travel preferences. Therefore, future research can expand to include the impact of other platforms, evaluate the impact of psychological and cultural factors on travel preferences, and study the role of local productions in cultural tourism.

Recommendations

This study suggests various potential research directions on how digital platform films affect Jordanian audience views and tourism. These directions can study the long-term impacts of regular exposure to such films on visitors' habits and how they change. The most effective film genres (drama, comedy, documentary) for enticing tourists to specific tourist places can also be examined. Additionally, locally made films can be compared to international films in promoting Jordanian tourism, and their success elements can be determined. Finally, tourists' digital content exchanges can be investigated and used to create more engaging and comprehensive tourism experiences. In conclusion, further research can help us understand how digital films can be used for tourism promotion and build more focused and appealing techniques to attract travelers to Jordan.

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