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The Effect Of Cultural Encounters In Pakistan On Foreign Vloggers' Perceptions

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ABSTRACT
The Tourism industry plays a significant part in Pakistan's economic growth. The industry creates a positive image of the country at international forums, and also provides jobs to the locals. The industry took a big hit after 9/11 and Pakistan was still being ravaged by terrorism and terrorists. The disturbed image of the country is re-furnished through social media. Vlogging is a form of storytelling through video. The tool due to its exciting and personal nature has played a vital role in communicating Pakistan's positive image which is full of warmth and hospitality to the world. The vlogs produced by foreign vloggers not only portray the beautiful landscape of the country but also attract foreign investment. This study will focus on the analysis of the effect foreign vloggers' interaction with natives on their perceptions of Pakistan. Data from in-depth interviews of vloggers is analyzed using qualitative thematic analysis, where each vlogger has an image stereotype of the country, but after interacting with people in the country, the vloggers' perspectives changed. More about the food, culture and the hospitality of people. The results identified that social media and vlogging can work as a potent tool to change the world's perception about our country, Pakistan.

Keywords: Tourism, Vlogging, Digital storytelling, Thematic analysis, In-depth interview

Introduction

Tourism is among the important sectors of Pakistan's economy and has the potential of tremendous growth and development. The economic value of tourism goes beyond just economic returns and also encompasses job creation, infrastructure development, and cultural exchange promotion. The Travel & Tourism sector in Pakistan accounted for PKR 5,590.0 billion, 5.8% of GDP, in 2023, highlighting that Travel & Tourism is an important economic contributor in the country (World Travel and Tourism Council, 2024). There are several statistics and reports that can show the contribution of tourism to Pakistan's economy. The World Travel and Tourism Council also reported that the sector also created millions of jobs, accounting for 4,097,451 jobs, which was 6.1% of total employment in 2022 (World Travel and Tourism Council, 2023). The tourism industry has been a significant provider of employment for many years to date, directly with the tourism services provided, and indirectly with the supporting services, such as the hotel and

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transport sector and the local crafts, which has made it a major source of employment for a large percentage of the population (World Travel and Tourism Council, 2024 and Ahmed et al., 2024). However, the economic benefits were curtailed because of strong negative perceptions of Pakistan following 9/11, which, in turn, affected the number of visitors, thus impacting the economy of business and communities that are highly dependent on tourism (Rizvi et al., 2022).

Social media has become an instrument of the masses and the big social media platforms are Facebook, YouTube and Twitter/X (Farooq & Rashid, 2021). Vlogging is a type of "video blogging", and a significant leap forward in digital storytelling. Vloggers are those people who record their life, experiences or give a commentary about a subject in a video. The key of vlogging is its personal and engaging nature. The difference between traditional media and vlogs is that the latter has a first-person perspective, which brings an intimate and authentic relationship between the vlogger and the viewers. Foreign vloggers who have visited Pakistan have presented a portrait that is different from the one that is traditionally portrayed in the country's media. The lens she embodies allows viewers worldwide to gain insights into Pakistan's geography, culture, and people, which are frequently misguided and shaped by the mainstream media (Pabian & Pabian, 2023). Vlogs, which are visual and immersive, can have an even more significant impact, as recent research on digital tourism communication indicates that storytelling on social media can have a profound impact on destination image and tourism intentions (Nazir et al., 2022). Vloggers such as Eva Zu Beck or Rosie Gabrielle have a more independent perspective of things as they tell what is happening in Pakistan, without the usual 'filters' and 'biases' that traditional media go through. Whether it be the hospitality of Pakistan or the beauty of its landscape, their comments are taken seriously as they genuinely believe them without any filter (Pabian & Pabian, 2023).

The change in the public opinion has given new hope to the tourist sector in Pakistan and the stories created by international vloggers and social media influencers have played a major role in this change (Anum Naz et al., 2025). There is huge potential for tourism growth in the country as it goes from being a feared place to a place of great nature beauty and cultural diversity. Not only do patterns and projections support this potential, but the current patterns do as well. Positive outcomes are starting to emerge from the government's efforts to boost tourism, including the liberalization of visa requirements and infrastructural investments, in conjunction with improvements in security measures (World Travel and Tourism Council, 2024; Ahmed et al., 2024). The vloggers on websites like YouTube are promoting the country of Pakistan as a tourist destination by sharing their experiences (M. U. Nazir et al., 2022). The benefits of the resurgence of tourism are far-reaching. It generates direct economic impacts by the spending of tourists on their hotel and comestible bills, tourism services and related sectors (World Travel and Tourism Council, 2024). Foreign exchange earnings are also very important to a country's balance of payments and overall economic health. Moreover, the tourism industry has helped to create new jobs in the traditional tourism sector as well as in related sectors like retail trade, food and beverage, and cultural industries (World Travel and Tourism Council, 2024; Ahmed et al., 2024).

The impact of tourism development is also multiplier effect on the economy. The higher number of tourists contributes to greater demand for locally produced goods, which in turn helps to boost local industries like handicrafts, textiles, and agriculture. Tourism offers opportunities for rural development and poverty reduction, not just as means of livelihood for local rural communities but also as an industry for rural areas (Ahmed et al, 2024; World Travel and Tourism Council, 2024). Foreign investment may be drawn by a revival

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of tourism. With the enhancement of its image and growing number of tourists, Pakistan will also become more attractive for international hotel chains, travel agencies, and airlines. These investments can boost the economy, support infrastructure development efforts, and enhance the overall tourism experience (Azam et al., 2022; N. Khan et al., 2020; Naseem, 2021; World Travel and Tourism Council, 2024).

This main objective of this study is to investigate the impact of interaction with Pakistani culture and people during their visit, and how it might affect and/or alter the vloggers' perceptions.

Literature Review

Travel vlogs impact tourism experiences by establishing a mediated environment between the self and others in the imagination of the audience and later in their actual travel. They can also shape people's travel expectations, as well as others' experience of the travel, and the impact of these is often dependent on the different phases of travel, the surrounding materials, and the audience. (Sizan et al., 2022) examined the function of video travel bloggers in tourism research and activities in Bangladesh and concluded that, video travel bloggers are playing an important role in disseminating information about vacation spots and making people realize to travel in the country. Based on their results, they found that travel vloggers play an important role in tourism promotion as their uniqueness enhances viewers' perception of destinations. Similarly, (Xu et al., 2021) demonstrated that variables like framing aesthetics, editing, humor, fandom and personal travel experience influence the audience's interaction with travel videos.

The authors of this study, (Zhao et al., 2022) studied the effects of COVID-19 on the tourism market and the parasocial relationship between tourists and vloggers who create short travel videos . After analyzing 588 samples by utilizing partial least square analysis, they discovered that value congruence, entertainment inspiration, and emotional commitment are all favoring for parasocial connections and online sharing goals. These results indicate that parasocial relationships are important factors between tourism communication and the explanation of how vlog content can influence travel intention. This way, travel vlogs aren't just about showcasing locations, they're about building trust, familiarity, and emotion that affects your audience's actions.

The tourism sector has been viewed as an essential component of the Pakistani economy and has significant growth and development prospects in the country. The sector makes not only a monetary impact with income, but also with jobs created, infrastructure developed, and cultural exchanges. (Ahmed et al., 2024) identified that the economic significance of tourism in Pakistan is quite high in terms of GDP growth, employment opportunities and related sectors of hospitality, transport, and retail. This study further strengthens the notion that tourism is not merely a fringe activity but it is an important segment of Pakistan's economy. Tourism also has a multiplier effect, leading to an increase in the demand for handicrafts, textile, agriculture, and local services including in rural and semi-urban areas (Ahmed et al., 2024).

(Talha, 2020) has presented that tourism has always been an important sector in Pakistan which can be of great contribution to the local society and national economy, if managed well. Its growth was however hampered for years due to negative portrayal in mainstream western media particularly after 9/11, when Pakistan came to be seen as a less safe destination for tourists. But social media has started to alter that image and provided an avenue for international and local content creators to showcase a more positive and personal message about the country. In the context of Pakistan, (Nazir. F, 2023) explored the destination branding and social media, including foreign influencers' narrative and the

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content found in tourism websites, which not only reinforce the stereotypical image of Pakistan but also emphasize the importance of branding in creating a more favorable image. The study also identified the marginalization of the domestic influencer, indicating a need to achieve a more balanced destination marketing approach.

(Yaqub et al., 2022) explored how digital marketing tools can help market green tourism among foreign tourists to Pakistan and concluded that YouTube marketing and social media influencers are important tools for marketing destinations. Their findings lend credence to the notion that vlogging as a way of travelling has gone beyond the realm of entertainment and become a viable tourism promotion tool. According to recent tourism reports, in 2023, the Travel & Tourism sector contributed PKR 5,590.0 billion to GDP which amounted to 5.8 % of GDP, in 2022 total employment contribution was 4,097,451 jobs (6.1 % of total employment). The figures also reinforce the fact that tourism is an economically important sector and that digital promotion can make a vital impact in helping this sector grow (World Travel and Tourism Council, 2024).

Methodology

This study was designed as descriptive qualitative research to examine foreign vloggers' perspectives of Pakistan prior to and following their travel to the country. This qualitative research design was selected to offer the flexibility of understanding the words, meanings and lived experiences of foreign interviewees and the social worlds of foreign travel vloggers and audience members who comment on and react to their travel videos (Nazir. F, 2023). This research was based on a sequential exploratory design, where the researcher conducted several in-depth interviews and applied thematic analysis to provide holistic understanding. Qualitative environmental research aims to study context embedded influences using semi-structured talks and systematized observations (Kumar & Acharya, 2016).

Five in-depth semi-structured interviews were conducted to gather the primary data. Foreign vloggers who traveled to Pakistan were purposefully sampled. Interviews were conducted over Gmail to enable the researchers to capture the first experiences and allow the interviewees to articulate their perceptions in their own words. Because purposefully sampling allowed for selection of participants who would provide the richest information related to study aims and objectives, it was used to select participants. (Wimmer & Dominick, 2009). The interviews discussed the perceptions prior to the visit, experiences during the visit, attitude changes, responses of the audience, and suggestions on how to promote travel to Pakistan.

The collected data were subjected to analysis through thematic analysis (TA) (Bryman, 2016). The thematic analysis subdivided the data into four major themes: Pre-Visit Media Usage and Initial Perceptions; Attitude Changes and Perspective Alterations During the Visit; Reflections on Content Creation and Audience Engagement; and Suggestions for Enhanced Interactions and Explorations (Tabassum & Riaz, 2024). Thematic analysis also improved analytical rigor through the application of consistent coding and reduced bias of the researcher.

In data management and visualization, MAXQDA Analytics Pro was used to arrange transcripts, create coding structures, and visualize results (Kuckartz & Rädiker, 2019).

This software was instrumental in producing a highly systematic qualitative analysis and improved the transparency of the research process. Individual interviews are one of the best methods for collecting qualitative data as they produce rich narratives and first-hand experiences, adding depth and credibility to the study (Palys, 2003). Using a qualitative

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method, it was possible to understand how foreign vloggers' perceptions of Pakistan changed through direct travel experiences.

Results and Analysis

Thematic analysis of the in-depth interviews of foreign vloggers produced five key themes associated with the transformation of perceptions, content creation, audience engagement, and future relations with Pakistan. The results indicate that participants' direct travel to Pakistan challenged their preconceived notions, countered the dominant media narratives associated with Pakistan, and contributed to forming a more positive and equitable image of Pakistan.

Theme 1: Cultural Engagement & Direct Travel to Pakistan

The role of direct cultural engagement in shaping foreign vloggers' perceptions of Pakistan is presented in the first of these themes. Participants noted that direct engagement in local communities as well as direct participation in traditional and cultural activities was the major enhancement. The vloggers noted that they were invited into people's homes and were offered traditional meals and participated in cultural and religious activities.

For instance, Flora Gonning (UK, March 2024) described how her interaction with hospitable communities, traditional ceremonies, local food, and the arts of Pakistan "shattered many of her ... ideas." Also, Albert (Spain, April 2024) said that his involvement with Pakistani families and his visits to many of the country's historical sites helped him to perceive Pakistan in ways that extended beyond the popular stereotypes. More participants noted how their visits to rural villages, the northern landscapes, the markets, and even some religious sites helped them to reimagine and redefine Pakistan in ways that very much extended beyond the popular stereotypes.

One of the consistent themes across the interviews was the unexpected warmth and hospitality extended from the local communities. Participants noted that their hospitality stood in sharp contrast to the participants' preconceived ideas formed from the Western-centric media reports on the country. Interpersonal engagement with the Pakistani people was particularly significant concerning the participants' overall perception of the country.

Theme 2: Functionalizing Deconstructing Media Narratives and Refashioning Perceptions

This theme illustrates that the participants previously held, often negative perceptions of Pakistan were more accurately understood as being influenced by media depictions of Pakistan focusing on violence, conservatism and social problems. Most participants admitted that before visiting Pakistan, their perceptions were influenced by the media. Participants' first-hand experiences challenged these perceptions.

Mahdi Shafiei (Iran, May 2024) noted that perceptions of modern, diverse, and pluralistic lifestyles were absent in the external media, and what he found in the Pakistan media were portrayals of pluralistic lifestyles. For Harry Jaggard (England, 2024), the Western media's portrayal of Pakistan is 'plain and contradictory' to the hospitality and kindness he found. This suggests that participants' perceptions were improved and more balanced. While participants' perceptions were improved, participants understood that Pakistan does have difficulties, and understands that it holds valuable and unique aspects of its culture. Participants' experiences fostered a diverse and broader understanding of Pakistan.

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Theme 3: Development and Modification of Content Creation Practices

This theme illustrates how travel experiences shaped participants' practices and approaches to content creation. Most participants originally intended to create content that focused on the beauty of nature, historical places, and 'must see' tourism attractions. After experiencing Pakistan, participants' approaches to content creation shifted and focused on storytelling human experiences, cultural interactions, hospitality, and the everyday.

Flora Gonning (UK, March 2024) noted that her content shifted from emphasizing landscapes to showcasing various dimensions of Pakistani society. In a similar vein, Albert (Spain, April 2024) noted that he began to focus on the local populace and their daily routines, rather than the tourist spots.

Participants noted that engaging with the local Pakistani populace helped them to break away from the traditional travel narrative. By focusing on the cultural, social, and experiential richness of Pakistan, their vlogs offered alternative representations of the country. This revealed the potential of intensive travel and immersion on the vloggers' digital storytelling, and how the travel destination is expressed more authentically.

Theme 4: Audience Interaction and the Effect of Vlogging

The fourth theme focuses on the content of foreign vloggers and how it influenced audience perceptions. Most participants stated that their audience reviews were positive, and many described feelings of surprise regarding Pakistan's natural beauty, cultural richness, and hospitality. Vloggers were confident that their content negated some stereotypes and encouraged audiences to adjust their feelings and thoughts regarding Pakistan.

Many viewers of Joanna Fakiola's (Germany, May 2024) content expressed a desire to visit Pakistan after her content and stated that they no longer held negative thoughts toward the country. Similarly, in his content, Brent Timm (USA, December 2023) stated that viewers learned to appreciate the rich culinary offerings in Pakistan and learned to think beyond stereotypes.

Travel vlogs offer audiences alternative narratives on culture that contrast with what the majority of the media provides. This form of content enables personal stories and evolved perceptions of Pakistan by visual documentation from a vlogger's point of view.

Theme 5: Future Engagement and Recommendations for Authentic Representation

The last theme describes how the participants would like to see a return to Pakistan in the future and how they would like to see vloggers behave. Nearly all participants said they wanted to return to discover new areas of Pakistan, engage with new aspects of Pakistan's culture and traditions, and meet the locals. Their suggestions focused on the need for openness and cultural sensitivity, along with the desire for genuine engagement.

Participants encouraged vloggers to travel beyond the beaten paths of mass tourism, engage with locals, eat the local cuisine, learn a few words of the local language, and share this experience. Reanne and Ben (UK, April 2024) insisted that vloggers demonstrate to viewers the hospitality, variety, and depth of Pakistan's culture in order to negate the negative stereotypes.

5.1 Discussion

This research assesses the impact of cultural encounters in Pakistan on foreign vloggers and the potential for redefining the global image of Pakistan. It shows that direct, immersive cultural and practical encounters can alter how vloggers perceive Pakistan beyond the mediated portrayals that first shaped those perceptions. This study also shows

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that foreign vloggers entered Pakistan with perceptions shaped by foreign media, and that they left Pakistan with more positive and refined perceptions of the country. This study builds on the scholarship of tourism communication, digital narratives, social media, and how they influence perceptions of destinations by breaking away from negative stereotypes.

This study also found that direct cultural encounters caused a change in perception. Prior to visiting Pakistan, participants explained that they had little to no knowledge of the country apart from stereotypes that were fear-based, problematic, or represented Pakistan as a socially conservative country. The assumptions were challenged by engaging with the local people, or participating in cultural and/or social activities. This finding can be aligned with (Allport, 1954) Contact Hypothesis, which states that the quality of social contact that occurs between two different social groups can diminish social prejudice and enhance social understanding. In this study, contact with the citizens of Pakistan enabled vloggers to change their media-based perceptions of Pakistan.

These findings further complement tourism destination image theory, which states that destination perceptions are built with an amalgamation of personal experiences and information from external sources (Gartner, 1994). Before coming to Pakistan, vloggers had no immediate contact with the country and thus relied mostly on external information sources, including coverage of Pakistan in the foreign media and the information that circulated online. After coming to Pakistan, their perceptions began focusing on the hospitality, diversity, the beauty of the country's nature, and the country's social warmth. This is in line with the argument by (Echtner & Ritchie, 1991) that destination images have both functional and psychological aspects, and that the actual visit to a destination has a strong potential to change a traveler's perception and emotional evaluation of the destination.

The analysis also confirms that hospitality plays a major role in the rebranding of Pakistan's image abroad. Responses showed that repeated interaction with the members of different Pakistani families, invitations to their homes and sharing meals and community work left a deep impression on the participants. This led to emotional engagements that overwhelmingly influenced how vloggers edited and presented Pakistan in their online videos. (Tasci & Gartner, 2007) also documented similar findings and concluded that destination image depends mostly on the experiential aspects of travel as the emotional experiences are much stronger than the information themselves. Thus, the kindness and hospitality experienced by foreign vloggers formed a major theme in their narratives on Pakistan.

Another major finding in this study was vlogging as digital diplomacy and online reputation rebuilding. The result showed international vloggers capture more than just stories of their travels. They engage in narrative building to shape the world's view of a country by telling their stories. By doing so, they presented images of Pakistan that contradicted the narratives the world was telling. This finding is aligned with the views of (Baoill, 2008) that digital media takes away the passivity of content consumers and allows the participants to create content. Vloggers, through YouTube and other platforms, become cultural intermediaries as they present their travel experiences to the rest of the world.

In the case of countries with a negative international perception, the aspect of social media's influence on shaping narratives and perceptions is most relevant. Previous work has documented how media shapes the image of a country, and especially in countries that have an association with conflict, turbulence, and an image of insecurity (Avraham, 2009). Pakistan has a history of facing problems with its image internationally, and tourism has suffered because of terrorism and security associated narratives. This study introduced the

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idea that, foreign traveler's digital content is an account that shows a different side of Pakistan, one that is positive, safe, and culturally rich. This supports (Avraham & Ketter, 2016) view that strategic communication media and destination image recovery are highly interrelated.

The studies also add to the literature of electronic word of mouth (eWOM) and the role of online communication in the evolution of travel decisions. User-generated travel content is perceived as authentic and real by the audience in comparison to traditional advertising (Xiang & Gretzel, 2010). In this case, the audience of the vloggers was surprised by the portrayal of the beauty, culture, and hospitality of Pakistan in their videos. This implies that foreign vloggers may have more credibility to foreign audiences as their videos are based on personal experiences and are therefore independent. According to (Hennig-Thurau et al., 2004), eWOM offers persuasive communication, and since people have little information on the travel destination, they are likely to depend on posted content.

Aspects of the findings also elaborated on the effect of cultural experiences on the vloggers sponsored activities. The content of the vloggers was focused on landscapes, historical sites, and tourist attractions. However, after the community interactions, their content focused on relationships, experiences, and traditions in the form of everyday storytelling. This is a direct representation of the (MacCannell, 1973) concept of authentic tourism experiences. This concept speaks of the evolution of travel where users desire entertainment experiences that incorporate community cultural engagement rather than passive observation. The movement of the vloggers from tours to engagement is a representation of the importance of tourism communication.

The research further identifies foreign vloggers as informal ambassadors and participants in Pakistan's nation branding. (Anholt, 2007) argues that a country's international reputation is formed through the interactions and stories shared by its people as well as through the messages sent by its government. Because foreign vloggers' positive representations are not directly related to a country's own advertising efforts, they may enhance the representation's credibility. By presenting other cultural identities to the world, they may help strengthen Pakistan's soft power.

The results further indicate that, while perceptions may change, it does not necessarily mean that the previous media narratives have been wholly dismissed. Instead, social media influencers have developed a more nuanced view, one that recognizes social flaws and, at the same time, recognizes the positive dimensions of culture and of people. This accommodates (Avraham, 2015) theory that in order to restore a country's image, negative oversimplifications need to be substituted with a more complexity and a more substantial view, in contrast to the negative oversimplifications. This means that both the challenges and the strengths of the country need to be shown.

In explaining how cultural encounters influence travel and its digital representation, this study offers important progressive ideas to the field. Transformative conceptualization of a country by visitors occurs through the direct engagement of visitors and host community members. The study offers helpful insight to foster the need of responsible tourism messaging and the promotion of visitor-generated content to address and update Pakistan's perception in the world positively. Challenging misconceptions, providing cultural insight, and offering a diverse and appealing perspective of travel to Pakistan to international travelers can be accomplished through the personal travel experiences and digital means of foreign vloggers.

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6. Conclusion

This study targeted the role of cultural encounters within Pakistan on foreign vloggers and how their personal experiences shaped their digital storytelling of Pakistan. The outcome of this study supports that direct encounter of vloggers with Pakistani society reshaped their perceptions, which were disparate to the perceptions created by the limited media and other forms of communicative content. By engaging with community members, vlogging foreign visitors shaped a fair and friendly perception of Pakistan. This study shows that intercultural encounters are an effective way to lessen stereotyping and build an understanding of different cultures. The participants in this study pointed to Pakistan's identity as more than its insecurity and social issues. Their firsthand experiences illustrated cultural diversity, natural beauty, food, and the hospitality of Pakistan's communities. The findings suggest that to a greater extent, interpersonal interactions and individual experiences contribute to reshaping the images of the place people visit, as well as the mediated stereotypes.

The study also highlights the importance of social media, especially travel vlogs, as a part of the contemporary images of the place people visit. Foreign travel vlogs are independent cultural communications that provide alternative narratives to the international audiences of Pakistan. These vlogs are helpful in diminishing stereotyping by depicting real experiences, human relations, as well as the cultural and daily richness of Pakistan. Unlike traditional promotional campaigns, vlogs provide a more credible source of information, as they are based on first-person accounts.

The findings of the study identify vlogging as a convergence of entertainment and a tool for digital diplomacy and soft power. By posting visual and narrative truth, foreign travel vloggers positively influence the image of Pakistan and stimulate travel to Pakistan. Their narratives influence people by demonstrating the beauty of Pakistan and fostering cultural curiosity and understanding.

However, the study points out that authenticity, not solely positive portrayals, are imperative to effective destination image enhancement. Realistic portrayals that include obstacles along with positive attributes provide audiences with an understanding of Pakistan that is believable. As such, the promotion of sustainable tourism should involve authentic cultural interactions, responsible digital narratives, and support for platforms that foster the digital sharing of the visitor's lived experiences.

The study affirms that cultural encounters have a profound influence on foreign vloggers and the international depiction of Pakistan. The shift from assumption and stereotypes to experience-based understanding emphasizes the ability of digital media to humanize and morph the image of a nation. The influence of foreign vloggers, their lived experiences, and their online presence makes them considerable agents for the promotion of the cultural identity, the tourism potential, and the global presence of Pakistan.

7. Recommendations

The findings of this study suggest a number of recommendations. Tourism authorities should promote cultural activities and encourage visitors to participate in community-related and regional activities and events as an avenue to engage with local diverse cultures and to provide narratives that will enhance Pakistan's international reputation.

Tourism destinations should acknowledge foreign vloggers as key destination brand influencers and provide opportunities to vloggers by offering authentic travel, cultural information, and diverse location access to enhance destination narratives.

Both the government and tourism industry should incorporate user-generated and digital narratives in tourism destination image construction and promotion, as they contain

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authentic accounts of travels to Pakistan that will create more positive and balanced tourism narratives and help counter the preconceived and negative tourism perception that currently exist.

The final consideration is the inclusion of local communities in the development of tourism projects. It was found that overseas visitors place significant emphasis on the quality of hospitality and the warmth of social interaction. The area for future research is investigating the impact of travel vlogs on the international community in terms of their attitudes, preferred destinations, and the way they view Pakistan.

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