



Influence of films /TV series/ TV programs on tourist's motivation to travel

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Abstract

Modern tourists are in search of new experiences, and therefore they are looking for new directions in tourism in order to satisfy their travel needs. Film tourism has become one of these topical areas, which implies the phenomenon of the influence of television content on the motivation of viewers to travel. Recent studies indicate that in this way, films, series and television programs are able to generate tourism income in a country or in a specific area. However, academic articles and studies on this topic about our country are limited, and therefore the purpose of this study was to analyze from different angles the impact of the television platform on the motivation to visit Kazakhstan. According to three selection criteria, namely high recognition, the presence of foreign awards, as well as the promotion of Kazakh culture, cases about TV program stars, such as Dimash Kudaibergenov and group 91; the film "Borat"; as well as the Kazakh music video "Medina" were selected as the objects of study. In this paper, the cases were analyzed on the basis of news portals, interviews, published articles, statistics on social networks, etc. Based on these data, it was concluded that TV-induced tourism in Kazakhstan has great potential but requires support and development.

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Introduction

According to some reports, it should be noted that the content on the television platform in recent years has become one of the most powerful means of advertising, which quite strongly affects the mass viewer and can be considered as a powerful impetus to the emergence of a new wave of demand for the country and its attractions (Saltik, Cosar, & Kozak, 2011). This type of tourism appeared at the stage of modern development of society, when travelers became satiated from ordinary tourist programs. Consequently, in the form of a replacement, non-standard directions in tourism that are based on impressions and emotions are actively developing. Moreover, these impressions and emotions as traces left in the minds of people have become special products that make up the essence of the commercial proposal. Thus, film tourism became popular abroad. According to the research results of the travel company "Welcome" (2021), every fifth tour is undertaken in order to see the filming locations of popular movies. Foreign experience in the development of TV-induced tourism is rich and fully researched. There is a claim that television images play an important role in influencing tourist decision-making, as they are the basis for travel destination selection (Echtner, & Ritchie, 1991).

Focusing on Kazakhstan, it is necessary to emphasize that full-fledged academic articles and research on the impact of TV content on tourist motivation are absent in this country at all, since it is at the initial stage of its creative development. Therefore, in Kazakhstan TV-induced tourism has not yet been developed and travel agencies at this point in time do not pay special attention to this type of tours. Within the framework of our topic, by mentioning Kazakhstan, it is necessary to characterize a TV platform, which consists of films, primarily for a mass audience, the main genres of which are comedy, crime and history. However, it is important to note that the motivation to visit our country is influenced not only by domestic, but even to a greater extent by foreign films about Kazakhstan, a case of which

will be analyzed in the main part of this paper. Besides, in the context of television programs, the main influencing force is not as much the programs themselves as the participating celebrities. The use of TV celebrity is of great help to companies in creating unique advertising, which positively affects the attitude towards the brand and its intentions in terms of sales (Ranjbarian, Shekarchizade, & Momeni, 2010). Moreover, this study will consider not only the traditional form of television, but also the modern form of this platform - YouTube.

It is necessary to emphasize that the purpose of this research is to identify the relationship between TV platform and tourism activity in Kazakhstan. Thereby, in this study it will be argued that TV content, specifically films, music videos and TV program stars, to the great extent positively affects the motivation of potential tourists to travel and generate touristic activity in targeted regions. It will be stated that in Kazakhstan film “Borat”, program celebrities Dimash Kudaibergenov, Ninety one and music video “Medina” considerably expand the tourism sector in both in general and in a specific area. Moreover, the thesis is supported and acknowledged by the research studies by Kazakh tourism that will be discussed in detail in the literature review section. Consequently, the hypothesis of this paper is that the tourism sector in Kazakhstan can be significantly improved through investing in the development of TV platform that has potential to influence the tourist decision-making process.

Literature review

In the framework of our topic on the impact of the film industry on tourism, earlier many scientific articles and studies from different countries were written. However, we consider it important to mention the main points of the article which was used as a basis for our research. According to the Kazakh Tourism (2017) study, film tourism or film-induced tourism is the travel of tourists to a distance or attraction as a result of the fact that the destination was shown in a film, television, video, cartoon. According to the Kazakh Tourism's article, this type of tourism has a number of advantages that can give the country a new round of development, cut the ice in the perception of the international masses and contribute to the creating positive image of the country, relying on the success of films and competent marketing strategies adapted to the trends and sympathies of film fans. Nevertheless, despite the many advantages of film tourism, in some cases it does more harm to the image of a country or city than to the real benefit. Examples include the city of Detroit. After the success of the Oscar-winning movie "The Eight Mile", the city began to be positioned among the general public as a criminal and dangerous place. However, according to another mention of Kazakh Tourism, 40 million international tourists choose a destination for travel because they have seen it in movie episodes, more than 10% of tourists noted that films are the main factor in choosing travel destinations. Thus, it can be argued that the relationship between TV content and tourism motivation is positive.

Methodology

The study was conducted on the basis of the qualitative method of research, and through the statistical analysis. As a qualitative method of research in the current work included a content analysis of clips, movies and celebrities, which were selected according to the criteria. There were various reviews and comments on the Internet, and also counted the number of subscribers in social networks. Out of these one hundred and twenty countries, fifty-seven made a video response to this clip. There were analyzed reviews of people on YouTube and within the Internet regarding the singers' music videos promoting Kazakh culture and language.

Previously, in the promotion of any product, the focus was mostly concentrated on the production of a quality product. Today, everything is driven by advertising, at the head of which is influencer marketing. Recently, domestic marketers have decided to apply a new strategy of promotion with the help of brand ambassadors, along with films and TV programs. This strategy has long been used abroad, which has shown great potential and possibilities. Thus, celebrities both encourage and attract travelers to explore the locations or places associated with their lives. In this paper, along with the movie Borat, we chose celebrities like Dimash Kudaibergen and the band Ninety One. Where and how did we choose these personalities? The most correct way was to start from our existing audience and try to understand their interests: who do they see as an authority for them, who do they honor and respect? As a rule, these are widely known popular personalities - musicians, singers, actors, models. We evaluated according to the following criteria:

- foreign awards, which gave them recognition outside of Kazakhstan
- high recognition in Kazakhstan and abroad
- popularizing Kazakh culture, language, etc.

- signs of interest and visits in Kazakhstan

We chose the band Ninety One since they are the founders of a new genre in Kazakhstan called q-pop and have an audience called eaglez both in Kazakhstan and abroad. As noted in the criteria, they have foreign recognition and awards, such as “top song” in the Turkish chart Turkish Music Box (Figure 9). In an interview with Sputnik Kazakhstan, the producer of Ninety One, Yerbolat Bedelhan, noted that one hundred and twenty countries watched the music video for the song "Ayyptama" which was the debut song of the group.

It should be noted that Jah Khalib's music video "Medina", led by Aisultan Seitov as a director, was chosen primarily due to the fact that it was realized in a historical style, was filmed in the southern part of Kazakhstan and was recognized abroad by having won musical awards.

Case study about movie “*Borat: American Cultural Sciences for the Benefit of the People of Kazakhstan*”

Cinematic tourism is currently one of the fastest growing tourism sectors. Film-induced tourism implies places and destinations that were featured in films and television series, they have become popular and hence, objects of exploration by visitors and tourists.

Film tourism has three main benefits for locations. The destinations reflected in the films increase the awareness of the landed place. The destinations featured in the films and TV - series are capable of increasing the attractiveness of the place, hence film tourism can contribute to the tourism sector of the destination. These periods of increasing awareness and reflecting the place in a positive light help shape consumer perception of the place shown in the movie. However, these standalone and organic images, while more trustworthy, tend to

spiral out of the control of marketers. Unlike traditional advertising, the destinations depicted in films and TV series allow the potential tourist to develop a more complete understanding of the destinations through consumer consumption. Target media representations strongly influence how they are perceived. But what if the movie imitates the chosen place negatively?

The survey was created to illustrate the impact of cinema on tourism (See Appendix 1). The majority of respondents are foreigners in the 18-30 age group. 60 people participated in the question and of them almost 100% would like to visit a country or a place that they have seen in films. Also, based on the survey, all respondents answered that films can be a motivation or engine for traveling to a particular country. The most vivid example for the Republic of Kazakhstan is the striking film "Borat: American Cultural Sciences for the Benefit of the People of Kazakhstan", released in 2006. It tells the story of the adventures of fictional Kazakh journalist Borat Sagdiev, played by British comedian Sacha Baron Cohen. This film caused an absolute resonance within the country and beyond. It is difficult to deny the obvious impact of this film on the country's tourism. At the same time, Foreign Minister, Kazykhanov Yerzhan, considered that the number of visas issued by Kazakhstan after the demonstration of Sacha Baron Cohen's comedy film, which was banned in the country, had grown 10 times.

"I said that this is just a big victory for us. And I am grateful to Borat for his help in attracting tourism to Kazakhstan. Moreover, as I found out, the company at that time announced a special tour of Borat to Kazakhstan, thereby attracting attention. " - added the minister.

Consequently, the Tourism Association of Kazakhstan has confirmed that the number of tourists visiting Kazakhstan after the release of the scandalous film has indeed risen. Notwithstanding, not 10 times, as the Foreign Minister said, but approximately four times. If in 2006 more than 90 thousand foreigners arrived in Kazakhstan, then in 2011 the number of tourists increased to about 450 thousand. The association found it difficult to answer whether this growth is connected with the release of the film "Borat" or Kazakhstan became a new

destination for foreign tourists. Despite the fact that 65% of respondents watched this movie, 61.1% of surveyees have gotten a neutral impression about Kazakhstan.

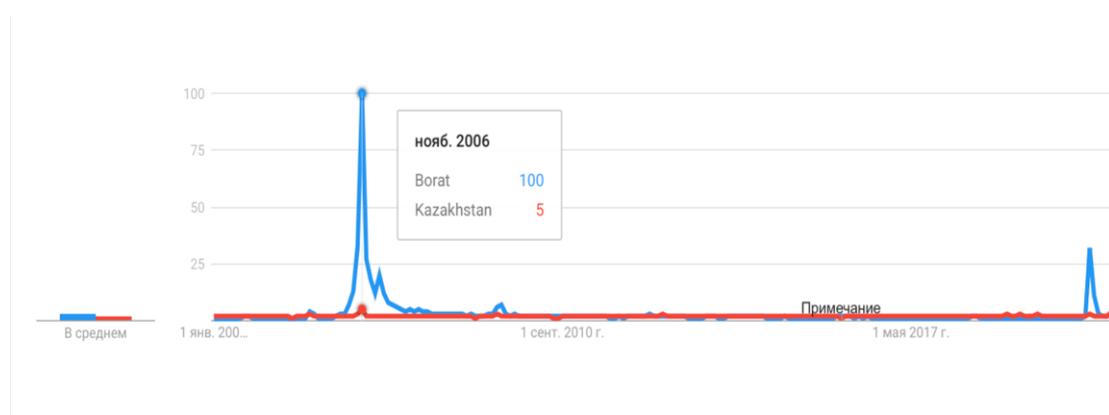
The film is replete with rude jokes about Kazakhs. This caused a negative reaction from the Kazakh authorities. Nevertheless, later, the country's leadership admitted that the film brought her good publicity. As First President of The Republic of Kazakhstan, Nursultan Nazarbayev, noted that Borat should be treated with humor.

In Kazakhstan, there was an attempt to even try to shoot a response film "Borat". It was called "My brother - Borat", unlike Cohen's black comedy, the Kazakh film did not have such success. The perception of the destination was radically changed by the film, and as a result of the "myths" depicted in it, considerable tension and anxiety among Kazakhs arose. It can be argued that in this case, the proverb "there is no bad advertisement" is appropriate. "The various advertising and marketing initiatives that the DMO may be pursuing", at least prior to the film's release, as suggested by Hudson and Ritchie (2006), do not apply in this case. Borat has elaborated international attention to the country. Kazakhstan, in particular the National Tourism Organization, could continue Sacha Baron Cohen's "joke" and use Kazakhstan's advertising to show potential international tourists the "real."

Beyond doubt a reduced level of acquaintance with the destination can lead to related stereotypes, superstitions and prejudices and thus can negatively affect the image of the chosen place, the intention of potential tourists to visit it and develop a sense of social distance with its inhabitants. However, the growing familiarity brought about by this film, albeit with virtually inaccurate information, should question these implications. If the film portrays the destination in a negative way, stereotypes and prejudices can be heightened. On the other hand, the film helped raise awareness of Kazakhstan as a tourist destination and set it apart from other Central Asian countries. In 2007, a year after the liberation of Borat, the number of tourists increased by about 12%. Assessing the economic contribution of a film to its goal is difficult.

This study recognizes that it is difficult to accurately assess how widely tourists have visited Kazakhstan as a result of Borat. According to the survey, 52,6% of people would like to visit Kazakhstan because of the movie, while for 36,8% the reason was the opportunity to get acquainted with the nature and beauty of the country. Approximately 3% of those who passed the survey entered their answers that they would like to visit friends. Based on those responses, it is possible to state that films have a big potential to influence on choosing the next destination of their journey.

Figure 1. Dynamic of popularity

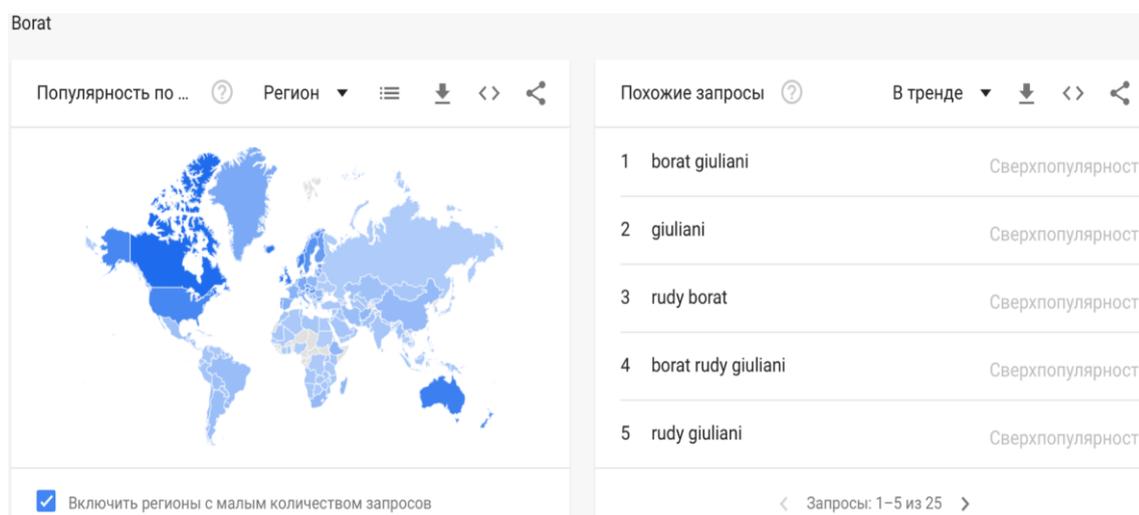


According to Google Trends, it can be clearly seen that the first part of Borat indicated with the blue line on the diagram, had a large dynamic of popularity in the Google Search query. However, interest in the film appeared only until 2007 and the demand for Kazakhstan demonstrated within the red line on the diagram, was stable until the release of the second part of Borat. Compared to the first part of the film, in October 2020 it did not have its former popularity, in the search query they looked for about Borat and Kazakhstan five times less than in 2006. Perhaps “Borat-2” did not have its former popularity since the film was shot in secret and details did not emerge until September 2020, according to the New York Post. Unfortunately, there were no tourist surveys to find out how much the Borat movie motivates tourists to visit Kazakhstan.

On the other hand, approximately 1.6 million American households who aired the Borat sequel on Amazon Prime Video on its first weekend from October 22 to October 25 exceed the Disney Plus Premiere of Mulan, which recorded 1.12 million viewers. Nonetheless, on the United Kingdom's free travel website, which is www.travellers.connected.com that contains travel forums and touristic information. Approximately, 2,800 regular travelers around the world to name the country they would most like to visit. Incredibly, the Republic of Kazakhstan, which caught the attention of Sacha Baron Cohen for his Golden Globe Award nomination as Best Actor in Comedy, became the third most popular choice.

Overall, Italy was the winner with 22% of the vote, while the UK came in a very commendable second place with 18% Kazakhstan took third place with 16%, ahead of Spain with 12%, and France reached 10% and even incredible Greece was voted on by 7% of those who passed the poll.

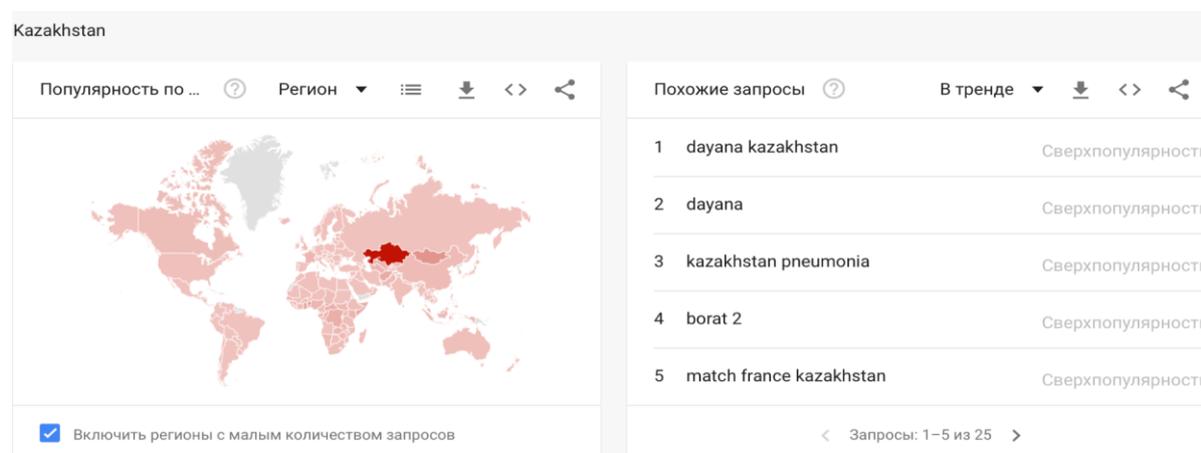
Figure 3. Popular topics related to the movie “Borat” by regions



First of all, the target audience of the film is the Americans, since it was the sequel that turned into a frank, often hitting below the belt political statement - no longer about the country, but about its USA's current leadership and its electoral base. It is no coincidence that his

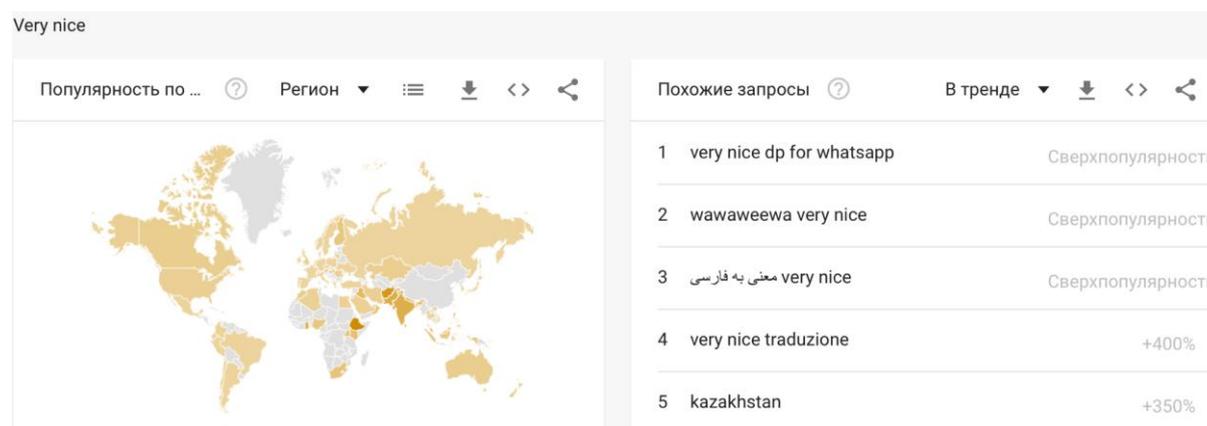
appearance on the screen is timed directly to the elections. Therefore, according to Google trends, it is clearly expressed which topics were associated with Borat's request.

Figure 4. Popular topics related to Kazakhstan by regions



Therefore, let's move on to figure 4, users who searched for Kazakhstan also searched for information on the topics listed below and in 4th place is a satirical film, which proves a direct impact on the country itself.

Figure 5. Popular topics related to "Very Nice" by regions



The creators of the movie competently chose a country that had practically no PR in the Westside of the world. Big negative PR for Kazakhs was created by the film "Borat" in 2006. Recently, in response to the picture "Borat-2", the national company Kazakh Tourism, with

sponsorship from Aviata, launched a promotional video entitled “Kazakhstan.Very Nice! ”. The authors of the advertising video decided to wrap this slogan, on the contrary, for the benefit of the country, including to attract foreign tourists here. About 400 world media outlets, including the New York Times, Guardian, Insider, Forbes, BBC News wrote about this project for free which was a colossal PR for Kazakhstan. Undoubtedly, the video gave an irreplaceable trend to Kazakhstan and attracted the world media. Unfortunately, this is not enough, as we can see in the diagram, the request for a slogan in Google is relatively new and therefore will need to gain a foothold. It is important to remain in the focus of attention of the foreign audience and to shoot videos under the slogan. At the same time, we want to be recognizable not only against the background of Borat, but also due to the tourist component. Hence, the reaction of the main actor of the film, Borat, to the advertising campaign to attract tourists to Kazakhstan. “Real Kazakhstan is a beautiful country with a modern, proud society that is the opposite of Borat's version. If Kazakhstan is going to invite me, I will be happy to come,” - he said. Actor Cohen himself is the market segment for the film's target audience. Accordingly, the audience will follow the segment and if you try to make common quality content with the ‘real’ Kazakhstan, then the attraction of tourists to Kazakhstan will fantastically increase upwards. That is why it is necessary to use the chance and make Sacha an ambassador of tourism activities in Kazakhstan.

Case study about music video “Medina” by Jah Khalib

The fact of the matter is that today online video services have almost completely replaced traditional television, especially among the youth audience. By mentioning global trends, it is worth emphasizing that Leichtman Research Group (2019) cited data that in America 4 out of 10 people under the age of 30 are planning to abandon cable TV services in

favor of online video broadcasts. It seems that this trend will soon reach Kazakhstan as well. YouTube and other video services have made it possible for people to receive the information they need through any device at any time, which means they have made it possible to consume content in a more practical way. In other words, it can be argued that YouTube, which is ready to share the same television content in the format of Internet access, can be considered one of the modern TV platforms. What is more, it is vital to note that one of the most consumed content on YouTube is obviously music videos. According to Wikipedia's list of most viewed videos on YouTube (2021), music clips ranked 77 out of 80 videos on this list.

That is why a music clip that meets all the selection criteria specified above was chosen as an object of the research. This part of the study will examine and analyze the clip of the famous singer Jah Khalib "Medina" and its impact on the motivation to travel. Firstly, there will be stated the points, according to which this clip fits the criteria of our research. Secondly, it will be considered the degree of effectiveness of the music video in the perspective of the development of tourism growth. And finally, further, after analyzing the tourist potential of the research object, there will be indicated the conclusion of this part.

It should be noted that Jah Khalib's music video "Medina", led by Aisultan Seitov as a director, was chosen primarily due to the fact that it was realized in a historical style, was filmed in the southern part of Kazakhstan and was recognized abroad by having won musical awards. First of all, the music video on the theme of nomads acquaints the audience with the culture, origins and national color, by showing a beautiful historical picture on the screen. Moreover, it was a fairly large-scale and costly project that was ever filmed in our country (Kadyrbaev, 2018). Accordingly, a huge number of people and a strong location were involved in that work. It is necessary to emphasize the fact that the music video was filmed in the "City

of Nomads" or the Nomad fortress on the Ili River, which supposes the scenery of a medieval eastern fortress. It is located in the city of Kapchagay near Almaty.

It is important to mention here that the influence of the visual content of a music video on tourism activity in a mentioning location is a minor wave, since this is a unique structure, specially built in 2004 for the filming of the cult feature movie "Nomad". Built as a backdrop for the film Nomads, it later became one of the examples of successful props businesses visited by people impressed by the film, both alone and by booking various tours. Later, other works were filmed here, but one of the most mentioned was a project directed by Aisultan Seitov and singer Jah Khalib. Thus, these decorations further were affected by the music video that was recognized as one of the most popular videos of recent times and, moreover, surpassed the mark of 135.8 million views with 788 thousand likes and 37 thousand comments, thereby attracting many fans from different countries. In addition, following the next selection criteria for the object under study, it is important to mention that Jah Khalib's clip "Medina" was nominated for the Berlin Music Video Awards (Zakon.kz, 2018). Besides, the win of the Golden Gramophone award which was presented at 23 ceremonies in Moscow can also be attributed to the singer's achievements with this project (The Kazakh Drama, 2018). Thus, this video received a huge amount of attention and recognition, both inside and outside the country.

The fact of the matter is that the motivation to travel is primarily born from the interest that can be generated by the observing content. Consequently, a beautiful visual video along with high-quality music generates a response in the face of the viewer, which can later encourage him to travel. This kind of interest caused by the music video "Medina" was estimated not only by the number of views, comments and likes, but also by video reviews and reactions to this clip from the audience. To be more precise, in light of the growing interest in the composition, many Kazakhstani and foreign bloggers made a video-review on music video.

Koreans, Poles, Americans, Russians and many other viewers emphasized the well-done work of the director, and also became interested in the beautiful location and national symbols shown in "Medina". It included the area of a medieval city, national clothes, epic fights with horses within the framework of a historical theme and etc. Here are some excerpts from the video reaction to Medina's video, showing the public's interest: "Even the beginning amazed me", "The locations for the clip were taken perfectly. Great idea" "I felt like I plunged into Game of Thrones", "Wow, I'm just in shock", "Please film the full-length work" (Muratova, 2018).

Table 1

List of video reactions to MV Medina

Video title	Channel name	Views
American Reacts to Jah Khalib - Medina	HTXV	12 719
German reaction to Jah Khalib - Медина	Stephan Boyyy	82 335
Foreigners Listen to Jah Khalib - Medina	Project Humans	296 413
Корейнки Смотрят [Jah Khalib - Медина] Видео Реакция -카자흐스탄 영화유비리액션	Kyunghamin	737 276
Реакция корейских драматических актеров [Jah Khalib - Медина Премьера Клипа] Реакция иностранца	song wonsub송원섭	323 647

On the other hand, another example was considered when the usual interest of the viewer sitting in front of the screen develops into something more, specifically, into motivation to visit the location that was shown in the consumed content. A young and developing channel "TechTripView" from Kazakhstan with 20.5 thousand subscribers, which produces interesting content about travel in different countries of the world, as well as showing travel routes in Kazakhstan, made a video about how he visited the Ili River in order to see the fortress, which

was featured in the music video Jah Khalib - Medina. In the video, he makes a small tour of the city of Nomads and, in general, tells his subscribers about the construction itself and shares his emotions (Ruslan, 2018). In other words, in this case, the main impetus that contributed to the decision to travel was the music video, which can be seen from the title of the author's video "Ili River. The fortress where the Jah Khalib video was filmed Medina." In addition, he shares positive emotions about visiting this place, thereby arousing the interest of his subscribers. Following opportunities to share your opinion and exchange impressions is the advantage of YouTube over traditional television. Consequently, the influence of the Medina music video continues to spread indirectly through secondary sources. On top of that, another factor supporting the impact of Jah Khalib's music video on travel desire is the tours that use the music video's name as marketing. For example, such popular travel companies as Keremet Tour, Steppe Spirit, etc. advertise their trips to the city of Nomads by mentioning the fact that this area was used for filming the video "Medina". In other words, in this way travel companies attract an interested audience, which was visually influenced by the music video.

However, it should be noted that precise statistics are lacking, but based on international experience in the form of research from Sehwan Oh, JoongHo Ahn and Hyunmi Baek (2015), it is important to note that by controlling many factors that determine tourism, to be more precise, analyzing the impact of YouTube comments and using panel data, they found that the use of K-pop video clips was an important predictor of tourist arrivals in Korea. In accordance with this statement and in addition to this, emphasizing the facts described at the beginning, it can be concluded that "Medina" also has a certain influence on the development of interest in national culture and localities, and then on visiting the scenery seen in video. And this, in turn, obviously contributes to the tourist and economic activity of the country, since the entrance to the city of Nomads costs 1000 tenge, and travel agencies for their services make an extra charge on average from 4000 tenge. Thus, it can be concluded that music videos promoting national

culture and localities along with excellent quality and pleasant music of an influential performer, have the potential to contribute to the tourism development of the country.

Case study of the group “Ninety One”

Ninety One is a band from Kazakhstan who debuted on the first of September in 2015. The name of the group "91" is quite symbolic: it represents the establishment of Kazakhstan's independence. While their fandom symbol is the Eagles, also known as the glorious and majestic bird depicted on their home country's flag. The band Ninety One, as soon as they appeared on the skyline of Kazakhstan's music scene, immediately attracted the attention of the general public, stirring it up with their previously unseen for Kazakhstan performers' epatage and brave delivery of song material.

The clip "Ayyptama" (translated as "Don't reproach"), which was released on YouTube, gained interest from listeners quite quickly and remained in the top positions in the Kazakh charts for 20 weeks. That meant that the awareness of guys who sing in Kazakh was high and it caused a wave of interest not only in Kazakhstan but also more broadly outside of it. The single was followed by a mini album. The second hit was the composition "Kaitadan", which was even broadcasted through the territory of Turkey. The lyrics of the song are written by the guys themselves. All their works are performed in our native language, contributing to its popularization.

In the two years since their debut, the guys have had numerous fans abroad - in Brazil, USA, Canada, Turkey, Germany, Austria, Russia, Ukraine, Belarus, Poland, China, Malaysia, South Korea and other countries. Some of the most fervent fans are in Turkey. The composition of Ninety One "Mooz" was recognized last November as a top song in the Turkish chart TMB

which is Turkish Music Box. It is worth noting that Kazakhstan and foreign fans from all over the world have sent their congratulations on the boyband's small anniversary - 200 days (in 2016), and most of them tried to do it in the Kazakh language. This all shows that people are not only aware of Kazakhstan, but also they are trying to learn more about this country, study more about our language in order to be closer to their idols.

However, Ninety One which has good recognition abroad as mentioned above, are not the Ambassadors of Kazakhstan. This means that the guys do not have any support from the state, although it would be possible to manage this brand to create a tool to attract tourists. If we use them as brand ambassadors for our country, it will bring us a stream of tourists from different countries. Using their already established reputation we can motivate tourists to travel to Kazakhstan.

A successful example of such a tool can be the Korean group BTS, which is now very popular around the world and became the first K-pop group awarded a Grammy nomination. South Korean economists evaluated their contribution to GDP at \$4.65 billion, which equals almost the GDP of Maldives or Fiji (\$5.3 billion and \$5.5 billion respectively). In recognition of the fact that BTS has made a great contribution to the South Korean economy, the Korean government decided to introduce new amendments to the law on military conscription, this was mentioned in an article of the BBC. In South Korea, military service is compulsory for all men between the ages of 18 and 28. According to the law that was in force before, it was not allowed to postpone it after the age of 28, and at the age of 28 everyone, without exception, had to undergo military training. Now the new amendments allow postponement up to 30 years for pop singers who "have achieved success in popular culture and art. According to the BBC, such changes will be a birthday present to the oldest member of BTS Jin, who in a few days will be 28 years old.

Today Asia makes a huge contribution to the development of world show business. Thanks to this, the Asian face, the Asian music became a trend. The band Ninety One brought its elements to their style and in a short period of time managed to gain the attention of young people. Their style is similar to the style of the kpop group BTS. Though the creativity of the group became a kind of a breath of fresh air in the domestic show business, at the same time it caused a flurry of criticism. The group was blamed for propaganda of foreign culture, imitation of Korean boybands, but mostly criticized for their appearance. However, after a wave of abuse, people started to accept them and their music and even noted that they had a new direction that was different from Korean and named it as q-pop. Now a new musical genre called q-pop is popular among teenagers and these guys have become the founders of this new style. After Ninety One, new q-pop bands started coming out, which like their coworkers are popularizing Kazakh music, culture and language. This shows that people listen to Ninety One both far abroad and in the homeland, so they are interested in them. That is why they are able to bring an audience and they should be used as tools in the frame of development of tourism, to make them brand ambassadors. As you know, in order to be an Ambassador of this or that brand you need to have certain qualities and skills, such as:

- **Relevance to the philosophy and ideas of the product.** The ambassador needs to share the company's core values and philosophy, be sincerely in love with the product and use it. In our case, group Ninety One was created in order to popularize the Kazakh language, including on a global scale; to spread the word about its beauty and soundness far beyond the borders of Kazakhstan. Also, in an interview for the news agency Sputnik Kazakhstan, the singers said that they do not intend to perform songs in foreign languages, because their main goal is to bring the Kazakh language to an international level. As an example of it can serve the fact that for the time when the group celebrated 200 days from the moment of the debut, foreign fans from almost 50 countries of the world recorded greeting videos for the singers in

the Kazakh language. Residents of the USA, Canada, Austria, Germany and other countries made every effort to congratulate Ninety One in the Kazakh language. In this, by the way, they were helped by the Kazakh fans. Thus, there is a cultural exchange between them, which creates a subculture.

- **Social activity.** The ambassador must be socially active, have a wide circle of communication, popularity and authority. People should listen to his opinion; they should have a desire to follow him. "Our listeners are young people, our Kazakh show business has not enough content for young people, so they listen to Koreans, English and other foreign musicians. I would like to move further beyond weddings, to work for a young audience." Yerbolat Bedelhan, the producer of the band, told SPUTNIK in an interview.

- **Quality content.** It doesn't matter how deeply the brand ambassador candidate shares the company's values. If he doesn't know how to create quality content, it won't work anyway. Ninety One has 576,000 followers on Instagram (figure 7), and according to the statistics which are shown in Figure 8 they have 147 million views on YouTube. Judging by the reviews in social networks, young people are impressed with the high quality of the video, style, dynamic music and professional choreography. Moreover, foreign music bloggers said that the music show business in Kazakhstan has blossomed, considering how the talented guys from Ninety One create new brand for Kazakh show business. It is worth noting that almost all of the group's compositions become hits, and most of the group's songs are in the Kazakh language.

Figure 6. Youtube analytical history for JUZ Entertainment (label of Ninety One)

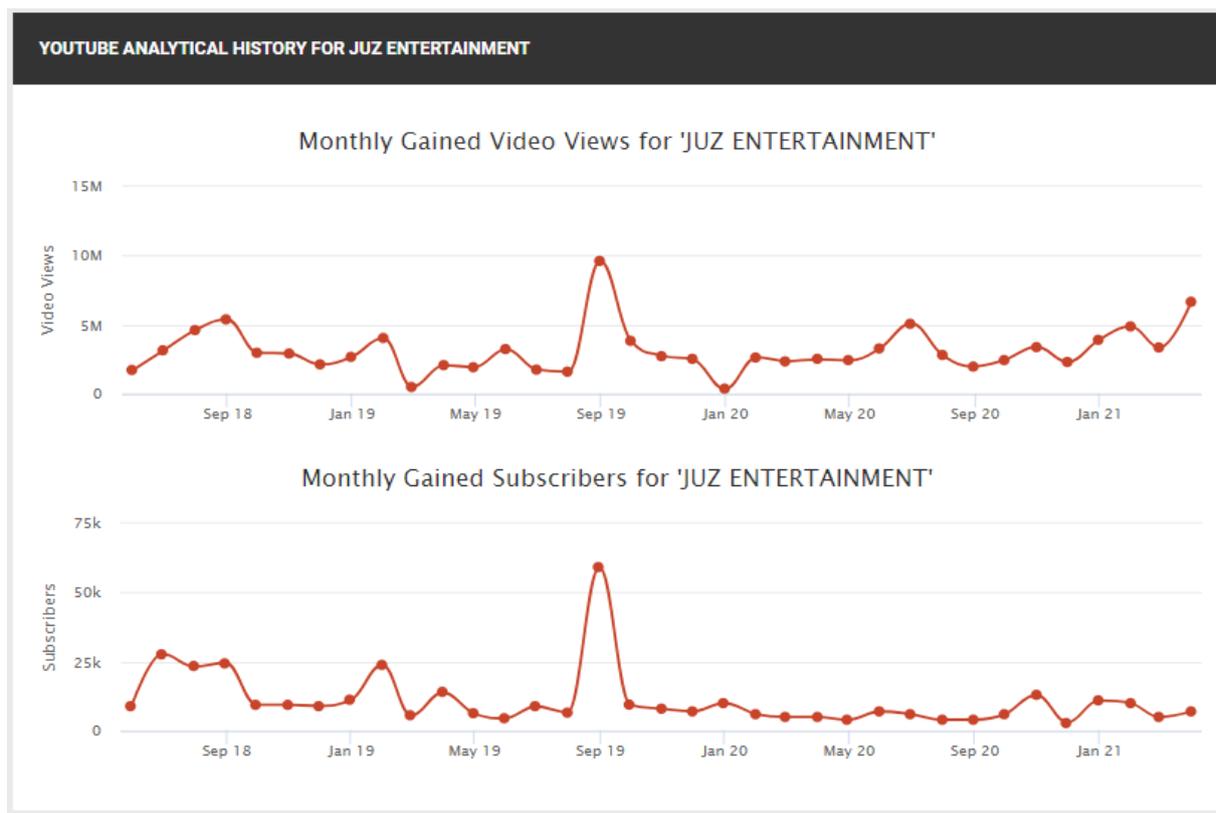


Figure 7. Statistics on instagram



NINETY ONE

01.01.2016 - 24.04.2021



Всего лайков
9 497 738

Всего комментариев
549 947

Всего записей
409

Подписчиков
575 235

ER day, %
0.908%

ER post, %
4.271%

LR, %
4.037%

TR, %
0.234%

Лайков в среднем
23 222

Комментариев в среднем
1 345

Figure 8. Statistics on Youtube

JUZ ENTERTAINMENT		01.01.2016 - 24.04.2021		
Всего лайков	Всего комментариев	Всего просмотров	Всего дизлайков	Всего записей
3 371 343	859 692	147 072 076	103 384	181
Подписчиков	ER day, %	ER post, %	ER view, %	LR, %
670000	0.336%	3.574%	6.559%	2.780%
TR, %	Лайков в среднем	Комментариев в среднем	Просмотров в среднем	Дизлайков в среднем
0.709%	18 626	4 750	812 553	571

Figure 9. Ninety One at the top of TMB

TMB 20	
1	 <p>NINETY ONE MOOZ (КАЗАХСТАН)</p> <p>OY VER  DINLE </p>
2	 <p>MURAT DALKILIÇ & OĞUZHAN KOÇ CONSTRUCTION (ТУРЦИЯ)</p> <p>OY VER  DINLE </p>
3	 <p>СРЕДА КАЛЕНДАРЯ TATLIÖZ (ТУРЦИЯ)</p> <p>OY VER  DINLE </p>
11	 <p>ERDEM KINAY FEAT MERVE ÖZBEY BOYNUN PORTER (ТУРЦИЯ)</p> <p>OY VER  DINLE </p>
12	 <p>ЗДЕСЬ МЕСНУН (ТУРЦИЯ)</p> <p>OY VER  DINLE </p>
13	 <p>ТАРКАН ЙОЛЛА (ТУРЦИЯ)</p> <p>OY VER  DINLE </p>

Case study about singer Dimash Kudaibergenov

In this case, Dimash Kudaibergenov was chosen from among the singers, as he perfectly suits all the criteria. Dimash Kudaibergen is a Kazakh singer, composer and multi-instrumentalist. Honored Worker of Kazakhstan (2019). The rapid growth of Dimash

Kudaibergen's world fame began in January 2017 as a result of his participation in the Chinese vocal competition "The Singer". Became popular for his six-octave range voice and stood out. Conquered the hearts of a multimillion audience.

Despite being the youngest member in the history of the show, at the age of 22, he competed with the professional and most sought-after Chinese singers, entering the competition as a "dark horse", eventually making it to the finals. Even considering that he lost in the competition, losing to the singer from Hong Kong. The number of fans grew exponentially, so Dimash gained a huge number of fans in more than 140 countries around the world. Fan clubs began to appear everywhere.

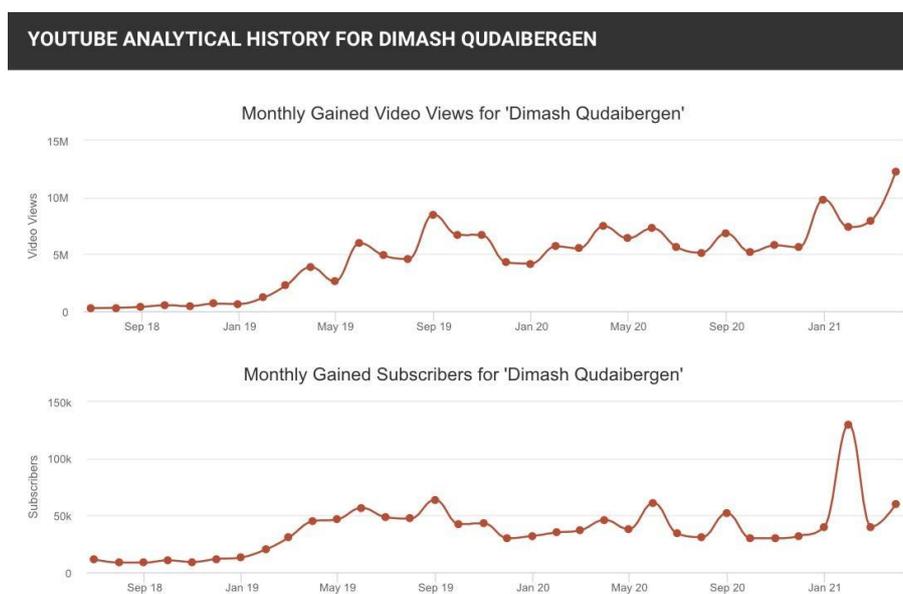
The founder of Dimash Kudaibergen's Facebook fan page, Evgenia Barsegyan from Ukraine, admitted that the work of the young singer prompted her to study Kazakh culture and language. She wrote "In his performance, the words of the Kazakh language are music. Dimash very gently and unobtrusively makes you study the customs and traditions of his country. He speaks Kazakh so beautifully, competently, with allegories, as the Kazakhs themselves say. His speech in Kazakh is amazing. But the translation is much weaker , because the Kazakh language turns out to be very multifaceted, there are many shades in it that are not translated. Unfortunately, there is not enough time to learn the language. But whenever possible I catch the expressions that are most needed in communication."

Social activity. According to YouTube, his channel has got 1.31 million subscribers, also his the most popular songs like "I miss you", "Passer-by's love for sleep- (Alla Pugacheva)", "Qairan Elim", "Love of tired swans", "Olímpico", "Umitilmas kün" and " SOS "in average has more than 8 millions views., That's why we may assert, that art of Dimash Kudaibergenov is a popular world stage artist, also through performing songs in the Kazakh

language, as well as explaining their meaning, shares his values, he agitates people study the Kazakh language and traditions.

Reaction. Dimash- my heart will go on (titanic ost) 2.6 mln (channel sportmann), “Dimash Kudaibergen- Opera 2” - 17 mln (channel “nonishow”) There are also full videos on his personal page “ARNAU TOUR 11.03.2020 Kiev” 1,6 mln, “ARNAU ENVOU New York” 3,2 mln, there is also “D-Dynasty Moscow Kremlin” 4 mln.

Figure 10. Youtube analytical history for Dimash Qudaibergen



Dimash's Instagram account has 3.5 mln followers. This audience size, as well as its high activity, allows a person to promote their ideas by sharing thoughts with their fans. Also, due to the fact that he is very popular, especially in Kazakhstan, he travels a lot, respectively, he takes pictures of various landscapes of our country, fans after watching his publications may be attracted by similar views and be interested in a trip to Kazakhstan.

According to the Minister of Culture and Sports, the number of admirers of the talent of the Kazakh singer Dimash Kudaibergenov has reached about 2 billion people around the world.

Performance. Dimash's performance took place at the 30-thousandth stadium "Astana Arena". Most of the hall was full, also According to Dimash's father - Kanat Aitbaev, 30 percent of the audience were foreigners, and most of them were Dimash's fans from China. Dimash in a gold-colored suit, personifying the beauty of the golden steppes of Kazakhstan, sang a Kazakh song about his homeland - "Tugan El". At that moment, a golden eagle with outstretched wings appeared in the background behind Dimash. Performances of this format show all the love and pride for their homeland.

In order to show his love for the traditions and works of music of his people, he put on a costume in the Kazakh national style, he played the "Adai" kui together with the orchestra. And during the performance of the song "Guldey, guldey", he began to give bouquets to his viewers, which even more shows his love for his viewers.

On top of that, DIMASH DIGITAL SHOW was the singer's first global performance since the outbreak of the global pandemic. As noted by dimashnews.com, the Kazakh performer sang in 6 languages: Kazakh, Italian, French, Chinese, English and Russian. The online format allowed Dears from all over the world to attend Dimash's concert without leaving home, in a comfortable home environment. The geography of "visiting" the concert has also significantly expanded: DIMASH DIGITAL SHOW was watched by Dears in more than 100 countries of the world. Dimash was very touched that a huge number of fans supported his first online concert, despite the new format for many. Dimash motivates foreign fans to learn the Kazakh language and customs.

Ambassador. Dimash Kudaibergen has become the brand ambassador of one of the leaders in the OPPO smartphone market. Ambassador of Jacob & Co watch and jewelry brand, SHOQAN men's suits brand.

Table 2. Awards

ate	on	Competiti ation	Loc	Result
020-06-29	Sina Awards		Beijing, China	"Most Popular Foreign Artist of the Year"
020-01-18	National People's Favorite Awards		Nur-Sultan, Kazakhstan	"Cultural Figure of the Year"
020-01-11	JSTYLE China Attitude Trendsetting Awards		Pingyao, China	"Best Male Singer of the Year"

019-12-26	10th DoNews RenRen Awards		Beijing, China	"Most Popular Foreign Artist of the Year"
019-12-07	Annual Pesnya Goda Gala		Moscow, Russia	"Singer of the Year"
019-12-05	Russian National Music Awards "Victoria"		Moscow, Russia	"Best Vocalist of the Year in Classical Music"

019-12-05	Russian National Music Awards "Victoria"	Moscow, Russia	Special Prize for "Discovery of the Year"
018-12-16	The Silk Road Awards	Shanghai, China	"Most Influential Singer of The Year"
018-02-10	Top Global Chinese Music Awards	Beijing, China	"Most Popular Singer of the Year"
018-02-01	Belt and Road International Brand Spring Festival Gala	Beijing, China	"Friendship Outstanding Contribution"

018-01-27	Global Chinese Golden Chart Awards	Beijing, China	"Best Artist of the Year"
018-01-18	Weibo Annual Awards	Beijing, China	"New Music Power of the Year"
017-12-27	Golden Mango Star Awards	Changsha, China	"Most Popular Male Singer"
017-12-21	Beauty Touching Annual Charity Gala	Beijing, China	"Best International Singer"
017-12-02	iQIYI Awards Gala	Beijing, China	"Most Popular Male Singer"

017-11-29	Times Awaken L'Officiel Fashion Night Gala	Beijing, China	"Leader of Innovation Time"
017-11-14	Hollywood Music in Media Awards	Hollywood, USA	Hollywood Music in Media Award for "Best Original Song" in the "Video Game" category for " <i>Ocean Over The Time</i> ", the theme song of the online game "Moonlight Blade"
017-08-27	Fresh Asia Music Awards	Beijing, China	"Best Overseas Male Star"

Recommendations

In conclusion, it should be noted that by studying the new types of tourism that were caused by TV means and by contributing to their development, it is possible to achieve success in different perspectives. For example, by creating conditions for creative growth in the country gives opportunity to simultaneously contribute to improving the quality of the cinema industry and increasing the cultural perception of the country, as well as a consequence, attracting interested viewers, thereby providing a positive economic effect by developing the tourism industry. Therefore, as a result, several recommendations will be proposed, which were formulated based on the cases described above.

It is necessary to outline the fact that the impact of films, music videos is primarily measured by the audience's interest in their unusual location. That is why the importance of infrastructure development in the TV industry should play a special role. While filming clips, movies, stable and attractive objects should be created in the form of local infrastructure, which

would later be used as a tourist attraction. However, the following factors should be taken into account to increase efficiency in the construction of decorations with its further use in tourism: the presence of the tourist potential of the place, compliance with environmental requirements and economic feasibility. To be more precise, the location of the scenery should be accessible for the audience to visit after filming, in other words, it is necessary to create all the tourist conditions. Moreover, it is vital to pay special attention to possible environmental problems that may arise when visiting a filming location. Therefore, it is necessary to think in advance about the number of tourists and the load of tourism infrastructure on the area that will be involved in the creation of film tourism (Schultz, 1996). On top of that, the budget spent on the decorations must be carefully planned and fully paid off not only by the success of the project, but also by the income from the tours obtained through the development of tourism. Consequently, film-induced tourism has great potential if handled correctly with the right strategies and if fully understood by tourism commissions and DMOs. Destinations need to better understand the tourism potential of their location and work with the film industry in a more productive and scaled way to ensure that every aspect of the location is effectively reflected on the screen. For example, the film "Parasites" was a victory and another reason to talk about how South Korea is so successful in promoting its modern culture. Accepting the fact that Kazakh history and culture is rich, it is necessary to immerse in the intricacies of modern cultural diplomacy in order to conquer not only the post-Soviet countries, but the whole world. Then, once the talent is reviewed by a global audience, they can work towards long-term income by adopting multiple destination promotion strategies.

Equally important is the support of young, talented and creative people who have the potential to develop the Kazakh film industry. It should be emphasized that in Kazakhstan education in the field of show business is very weak, in connection with which youth leave abroad in search of good and high-quality education. There are a lot of such examples, talented

people like Aisultan Seitov, Kyran Talapbek became successful and demanded directors, having received their education in America and Turkey, respectively. However, not all young people have the opportunity to study abroad for financial and other reasons, which is why it is so important to pay attention to the development of the education sector, dedicated to the film industry, directing, etc., by hiring highly professional teachers and improving the quality of the taught material.

As well as a channel to inspire tourists, brand development and management is considered a good option. In this work, it is shown that the country has worthy personalities for this role, like Dimash Kudaibergen and the NinetyOne group, who can bring a flow of tourists to our country. To do this, they have certain qualities inherent in order to become travel motivators. By effectively investing in these projects, it is possible to create a promising future not only for tourism, but also for building a unique brand for Kazakhstan.

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<https://forms.gle/ByMrPtE7eaiRx5B58> - the survey about the influence of Film tourism to travel

Appendixes

1. Would you like to visit countries that have become popular thanks to their appearance in the movies? *

Absolutely yes

No

Rather yes than no

Другое...

How do you think movies affect people's motivation to travel?

Yes

No

Have you seen the movie "Borat"?

Yes

No

After watching the film "Borat", what impressions did you get about Kazakhstan?

Positive

Negative

Neutral

Другое...

Why would you like to visit Kazakhstan?

because of the movie "Borat"

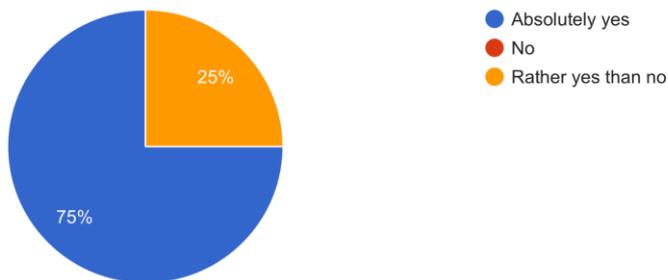
features of the national cuisine of Kazakhs

business potentials

wealth of attractions - lakes and mountains, hot-mineral springs and archeological wonders

Другое...

1.



2.

