

Elements of Travel Vlogs that Impact LAB University of Applied Sciences Student's Travel Destinations Choice

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Abstract

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Title of the thesis Elements of Travel Vlogs that Impact LAB University of Applied Sciences Student's Travel Destination Choice		
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Abstract <p>Tourism on a global scale has seen dramatic changes as a result of the fourth industrial revolution and digital advancements. These new advances have altered numerous elements, including the operating platform and the way tourists are seen. Tourists' consumption decisions are influenced by their information finding through travel-related information channels prior to a trip. Travel vlogs have become a popular tool among Internet users, particularly young people as a means of providing them with travel information.</p> <p>The primary purpose of this thesis is to determine whether the characteristics of travel vlogs influence the destination choices of LAB University of Applied Sciences students. The thesis contains both theoretical and empirical components. To advance this thesis, the theoretical section comprises selected aspects from the literature review. During the theoretical section, three key elements were identified. The thesis's main research data is obtained via a Google form survey with open-ended questions.</p> <p>The findings of this study indicate that content elements such as novelty, authenticity, comprehensibility, and influencer/vlogger factors influence the satisfaction of watching travel vlogs, consequently influencing LAB students' travel decisions. The most influential of these elements on LAB students is the Content. The technical aspects of travel vlogs have minor impact on the student's enjoyment of viewing, and so do not influence their destination selection.</p>		
Keywords Travel vlogs, destination choice, LAB University of Applied Sciences		

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1 Introduction

The global tourism sector has recently seen tremendous growth in line with the rebound of global economies as they recover from the pandemic. After declining significantly in 2020 as a result of the coronavirus (COVID-19) pandemic, the size of the worldwide tourist industry grew by 20% in 2021 compared to the previous year. The global tourism business is expected to be worth over 1.31 trillion US dollars in 2021 (Statista, 2022a). As the economy grows, more individuals are choosing to travel. People often purchase more services and non-physical goods, especially when it comes to travel. When people's quality of life improves, their desire to travel also rises (Zhang, 2020, 774). As a result, a significant element boosting the consumption of tourism is local income (Zhang, 2020, 774). This amount is anticipated to increase to 1.67 trillion US dollars in 2022, still below the pre-pandemic levels (Statista, 2022a). Tourism has seen significant sales especially due to the growth of the internet users.

By 2026, internet sales will account for 70% of all income in the travel and tourism sector. With technology, travellers are increasingly seeking tourism related services online ranging from booking travel, accommodation, and identifying travel destinations based on people's recommendations. One of the most important information sources on the internet is electronic word-of-mouth (eWOM). Additionally, rising income enhances the association between online WOM and intention to travel (Abubakar & Ilkan, 2016, 8). With growing incomes especially in developed countries and the growth of internet usage, global tourism is expected to grow as online sharing of travel destinations on social media keeps growing. Social media strongly influences tourist' destination choice (Almeida-Santana et al., 2017, 9). One good example are destinations shared by social media influencers through their popular channels on Youtube, Facebook, Twitter, Vimeo and Tiktok.

Consumer travel intentions are significantly influenced favourably by vlog marketing. The most popular social media platforms right now for attracting or engaging with and influencing customers are Youtube, Facebook and Instagram (Irfan et al., 2022, 14). Youtube is a great site to investigate how travellers engage with video material because more than one billion people visit it each month and view more than six billion hours of stuff there (Crowel et al., 2022). Two out of every three Americans who are considering travelling watch online travel videos, according to a new survey by Google and Ipsos MediaCT (Crowel et al., 2022). 88 percent of Youtube travel searches are for locations, landmarks, or general travel inspiration. 38% of travel channel subscribers are between the ages of 18 and 24 while 50% are between the ages of 25 and 64. (Crowel et al., 2022).

Travel vlogs are frequently preferred by the younger audience, indicating that they are more interested in "genuine" material. Maybe they are experiencing life through other Youtubers, or at the absolute least, they are being encouraged to travel (Crowel et al., 2022). Young people filled that societal function by developing and interpreting trends long before the word "influencer" was invented. Currently, a new generation of influencers has emerged (Francis and Hoefel, 2018, 8). People born between 1995 and 2010 who identify loosely as Gen Z are real digital natives since they have grown up with access to the internet, social media, and mobile devices (Francis and Hoefel, 2018, 8). This environment has given rise to a hypercognitive generation that is highly accustomed to gathering knowledge from many sources, cross-referencing it, and combining it with offline and online experiences (Francis and Hoefel, 2018, 8). One manifestation is the "millennial and generation Z travellers" who have the propensity to chronicle their journeys through "travel vlogs" (also known as "vlogging") on YouTube.

YouTube began as a social media platform but has since developed into a tool for marketing communications, especially when it comes to tourism and travel (Trinh and Nguyen, 2019, 1). Since they have a significant impact on how people travel, travel video blogs, or "travel vlogs," have grown in popularity in the tourism industry. Similar to this, YouTube travel vlogs are quite interesting and let viewers explore different places (Silaban et al., 2022, 13). By "transporting" viewers to a location, travel vlogs encourage cross-border travel, and as noted by Giberson (2017) and Pestek and Sarvan (2020), virtual reality has enormous promise in the field of contemporary travel. Although they do draw viewers from a range of age groups, it is important to note that their YouTube travel channels reflect the values and customs of their particular generation (Chakravarty et al., 2021, 675). These standards include an appreciation for variety, acceptance of a new way of life, and the creation of a distinct culture.

Depending on the sort of content used, there are many different categories of video content. One of them is the 74.3% user prevalence of vlog content among the general population and across industries (Jurriëns and Tapsell, 2017, ch.1). Frame aesthetics, video editing, fandom, humour, and travel experiences are among the genres of YouTube vlog material (Xu et al., 2021, 11). Videos called travel vlogs to feature commentary and scenes from actual travels. Vloggers will be able to provide the public with a clearer image of their destinations thanks to the films they generate (Xu et al., 2021, 11). Travelers who blogs about their trips on video are known as vloggers. Consumers may watch videos on destinations, communities, foods, or scenic natural areas (Peralta, 2019, 11).

The vlogger will be able to get feedback from the public as a result of their travels, and they could even be inspired to follow in their footsteps. Customers will select and utilize tourism-related information while making trip plans (Xiang et al., 2015, 4). Travel vlogs may therefore offer genuine experiences for destination promotion (Peralta, 2019). These elements will eventually affect how people choose to travel (Cheng et al., 2020, 3241). Travel vlogs can be used by tourism marketers, including both public and private tourist providers. By utilizing travel vlogs as a source of tourism marketing and information, they will be able to offer a more detailed perspective of consumer behaviour and support the expansion of the tourist business more generally (Dai et al., 2022, 90; Chakravarty et al., 2021, 666; He et al., 2021, 2518).

Therefore, travel vlogs today can have a big influence on the tourist industry's performance (Peralta, 2019, 9). One of the most important factors informing contemporary consumers purchasing choices is travel videos (Munnukka et al., 2019, 25). Vloggers publish videos of tourist attractions, from community engagement to nature tourism (Peralta, 2019, 9). Customers can use the website as a source of tourist information that gives a clear overview of the place in addition to the range of material (Xu et al., 2021, 10). Based on their impressions, consumers learn more about tourism locations. Consumers' intent to travel is greatly influenced by their view of the practice of publishing travel-related video material (Adeloye et al., 2021, 11; Hill et al., 2017, 76). This may be seen in consumer decisions and tourist data when planning a trip.

Customers will be more inclined to choose a certain place for their purchase as a consequence of this preparation. Travel vlogs may therefore be a useful tool for general location promotion (Peralta, 2019, 11). Destination marketing firms and travellers/vloggers may both produce travel-related video content (Xu et al., 2021, 10; Peralta, 2019, 11). This vlog tackles subjects like natural tourism, culture, food, and other things that could appeal to the viewer on several levels. The possibility of the audience developing favourable associations with the place is increased when tourist destinations are described and visually presented in high-quality movies. This will ultimately have an impact on the audience's travel plans (Xu et al., 2021, 10). An audience eager in traveling to the area may respond to a vlog by an influencer since they have a high number of followers. Additionally, non-visual and auditory components like language and music can draw viewers to video material and potentially affect their travel decisions (Peralta, 2019, 9). Travel vlogs are a crucial channel for destination promotion in the tourist sector (Peralta, 2019, 1).

1.1 Objective of study

Due to the growing of Internet, it is evident that travel vlogs have a substantial effect on the traveller's selection of destination and activities. The travel vlog includes recommendations for a new travel destination, sights to see, local cuisine to sample, and tourist-friendly activities. Traveller can use travel vlogs to have an overview experience of the destination they interested in which can serve their travel trip best. In addition to providing traditional fundamental information, the emergence of travel vlogs is increasingly changing travellers' information search habits and their travel decisions in cyberspace, particularly among students in LAB.

How may travel vlogs influence such individuals? The fundamental goal of this thesis is to explore the impact of travel vlogs on individuals, and the LAB students are the research object in this thesis. The following secondary aims support the primary objective: the study aims to examine which travel factors may influence LAB's students' choice of holiday destination. The study will also describe the current state of the characteristics that influence the travel destination selection of LAB students. Moreover, this study will also uncover the characteristics that LAB students value most highly while selecting.

1.2 Prior knowledge and observations

Globalization, digitalization, sustainability, and the coronavirus pandemic have all had a significant impact on the travel and tourism sector in recent years. By March 2022, there were around 3,600 enterprises and about 104 thousand people associated with the travel agency sector in the European Union. The total market size for this business was around 61 billion dollars (Statista Research Department, 2022). According to research conducted in Europe with 15,000 people from 15 different countries, 71% of Europeans want to travel during the summer of 2022, up 14% from 2021 (WEF, 2022). In 2022, it is anticipated that the European travel and tourism industry would generate US\$229.80 billion (Statista, 2022d). Package Holidays is the market's largest category, with a forecasted market size of US\$101.30 billion in 2022. By 2026, user penetration will reach 52.9% from its current level of 42.9% (Statista, 2022d). By 2026, internet sales will account for 77% of all income in the travel and tourism sector.

Comparatively speaking, the United States will create the largest income (175.40 billion US dollars in 2022), followed by Europe and Asia (Statista, 2022d). Due to the Covid-19 epidemic, the tourist sector in the Asia-Pacific (APAC) area had several setbacks. Between 2021 and 2024, the APAC travel market is anticipated to expand at a compound annual

growth rate (CAGR) of 6.4%, reaching 500 million arrivals (Tjoe, 2022). In 2022, it is assumed that Asia's travel and tourism industry would generate US\$227.50 billion. By 2026, 589.7 million people are forecasted to be using the Hotels (Statista, 2022e). By 2026, user penetration is predicted to reach 21.6% from its current 15.3% level. Revenue is anticipated to rise at a 12.29% annual rate (CAGR 2022-2026), with a predicted market size of US\$361.70 billion by 2026 (Statista, 2022e).

A destination's reputation might be improved by using video blogs or vlogs broadcast on Facebook, YouTube, Tiktok, Twitter, Vimeo, and other video-sharing social media sites (Peralta, 2019, 11). Travel vloggers and their vlogs are important in shaping the internet perception of a destination. Vlogs vividly produce the destination imagery required and important for place marketing (Peralta, 2019, 11). Trinh and Nguyen (2019, 1) can outline how three key elements of contemporary travel vlog information, the vlogger's profile, and the video content influence destination image in the context of electronic word of mouth by examining the impacts of these three elements. It was discovered that informational qualities like utility and dependability had a significant impact on how the destination picture was created.

The distinctiveness of the vlogger also had a favourable impact on how viewers perceived the location, according to the findings (Trinh and Nguyen, 2019, 1). Travel vlogs are watched as a source of satisfaction due to information seeking and amusement. It will therefore result in more interaction (Silaban et al., 2022, 13). Customers' reasons for viewing travel vlogs, such as the need for knowledge and amusement, have a big influence on their presence and emotional response (Silaban et al., 2022, 13). Customers who feel emotionally invested in travel vlogs and believe they have a strong presence will considerably alter their trip intention behaviour and are more likely to spread the information online (Silaban et al., 2022, 13). When it comes to how video effects affect viewers' perceptions of the location, auditory effects including music and soundscapes were favourable, whilst visual effects were shown to have the opposite impact (Trinh and Nguyen, 2019, 1).

Travel vlogs, therefore, serve as representations of travel experiences that both public and commercial tourism organizations can utilize for marketing and promotional purposes (Peralta, 2019, 9). Building and sustaining a desirable image is crucial for destination marketing organizations because it significantly influences travellers' buying decisions (Liang, 2020, 46). However, given the popularity of social media, user-generated material and online word-of-mouth have a significant impact on how travellers view their location (Liang, 2020, 46). Travel vlogs are now disregarded in tourism research despite being a sort of user-generated material that is particularly effective at communicating tourist information and

growing in popularity online (Liang, 2020, 2). The purpose of this study is to ascertain the link between destination image development and travel vlogs to ascertain how travel vlogs affect LAB students' choice of trip destination.

A crucial resource for destination marketing managers is therefore video content done by social media influencers or vloggers (Xu et al., 2021, 10). The types of vlog posts and the types of video engagement help organize and direct their creation in a way that influences viewers in the direction that is wanted (Xu et al., 2021, 10). The categories of frame aesthetics offer precise guidelines for developing vlogging skills. Additionally, the effective utilization of hilarious content may amuse viewers (Xu et al., 2021, 10). Regarding the nature of the visitor experience, travel vlogs with storylines, first-person footage, and attractive frames do better (Xu et al., 2021, 1). Second, marketing strategies must take into account the fanbase culture and communities that surround these professional vloggers. Word-of-mouth and travel intention are two of the most notable forms of consumer engagement behaviours that are directly impacted by viewers' experiences with travel vlogs (Cheng et al., 2020, 3227). Word-of-mouth, which further influences travel intention, is positively impacted by trustworthiness, motivation, fantasy, and identity (Cheng et al., 2020, 3239).

1.3 Delimitations of study

Tourism vlogs influence the travel business in innumerable ways that most people cannot imagine. Vlogs are studied and considered in numerous areas of social life. Therefore, this study requires a specific scope. The impacts of travel vlogs' elements on LAB's students are the revolved of this research. This study will only utilize a sample of generation Z travel vlog audiences, which are LAB students. This implies replicability and transferability problems as findings will be context-specific and may not predict behaviour for other generational groups. The study is a cross-sectional descriptive study implying that the study cannot measure causality between the variables in the study. Moreover, the study does not account for confounding factors affecting the choice of a travel destination as it assumes travel vlogs as the only source of influence.

The language of this thesis is English, yet this is a limitation given that the topic is worldwide in scope.

The tourism sector was limited to travel vlogs, their impact on LAB students, the Vlogger/Influencer, and destination marketing.

Some factors that may influence the data in travel research may not be available in the English language. In the travel vlogs, some attractions may prohibit the taking of photographs or films. Some students may be motivated to travel by travel vlogs but lack the financial or physical means to do so.

1.4 Research questions

Three research issues will be addressed in this thesis: one core topic and two additional questions. These questions will assist us in understanding the impact of travel vlogs on young travellers as well as the role of travel vloggers in this regard. As a result, the study's primary goal is to address the following question:

- In what ways do travel vlogs on social media influence the travel decisions of customers, especially LAB's students?

The purpose of the thesis is to provide comprehensive answers to the following supporting questions:

- What are the criteria for determining if a travel vlog's material is appropriate and appealing to viewers?
- To draw in new audiences, especially youngsters, what are the best practices for a travel content creator?

2 Literature review

2.1 Definition of related concept

2.1.1 Tourism

Depending on how each person and organization approaches it, the concept of tourism can be understood in a variety of ways. Many concepts have been proposed in this regard.

Before the 19th century and at the start of the 20th, tourism was seen as a social phenomenon. People's emotional values and perceptions are enriched by tourism-related activities. People travel abroad for a variety of reasons, with the exception of looking for work, and they must pay for their travel expenses. This phenomenon is known as tourism. "Tourism is the sum of the phenomena and interactions originating from non-residents' travel and stay, in so far as they do not lead to permanent residency and are not related with any earning activity," generalized by Hunziker and Krapf (1951). However, this tourism concept only goes as far as to describe the phenomenon of travel.

Mill and Morrison (1985) assert that "Tourism is an activity. It is an international activity that occurs when people cross borders for travel or business and stay for at least 24 hours but not more than a year". From this perspective, tourism can be seen as a single or group of particular activities that tourists seek out while traveling. The methodologies discussed above only allow for a phenomenon or activity that serves tourist demands but is not yet fully integrated to be used to explain tourism.

Economists contend that tourism must be strongly connected to economic activity and is not simply just a social phenomenon. In the words of the economist Picara-Edmod, tourism is the sum of its structure and function. Its function is not just in terms of visitors but also in terms of the money spent by visitors and with a pocket full of money, which they will spend directly or indirectly on their needs for information and enjoyment.

The definition "*Tourism is the harmonious synthesis of theory and practice of excursions with the objective of amusement*" first appeared in 1811 in England. This idea is rather straightforward and views tourism activities' primary goal as entertainment.

"*Tourism is the conquering of the space of people who come to a place where they have no usual habitation,*" said Glusman in 1930.

According to I.I Pirojnik (1985) "*Tourism is a form of activity of people in their free time related to the movement and temporary stay outside the usual place of residence for rest,*

treatment, physical and mental development, raising the level of awareness – culture or sport with the consumption of nature, economic and cultural values”.

Experts defined tourism as "a collection of relationships and phenomena. and economic activities derived from the journeys and stays of individuals or groups outside their usual place of residence or abroad for peaceful purposes. Their place of residence is not where they work," at the United Nations Conference on International Travel and Tourism, held in Rome, Italy (August 21 – September 5, 1963).

The International Conference on Tourism Statistics in Ottawa, Canada, in June 1991 added this definition: "Tourism is the activity of a person going to a place beyond his typical surroundings (his regular place of residence). The trip's main goal is not to carry out work-related activities for a period of time that is shorter than that stipulated by the travel agency."

The United Nations World Tourism Organization (UNWTO) introduced the concept of tourism in 2008 as " a social, cultural, and economic phenomenon which entails the movement of people to countries or places outside their usual environments for personal or business/professional purpose. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involved tourism expenditure." Tourism is defined by the UNWTO as the activities that tourists engage in (traveling, sightseeing, exploring, experiencing, resting, entertaining, relaxing,...). These activities are regulated and must occur continually for a predetermined amount of time, in a specific location that is not where they live, and without any intention of making money (make money).

The definition of tourism used in this thesis is based on the definition of the United Nations World Tourism Organization.

2.1.2 Tourism destination

As stated in the definition of tourism, tourism refers to activities that require people to travel from their customary domicile to another location in order to fulfil personal requirements for a variety of reasons.

The place that tourist choose to make trips can be a certain geographical space: a specific scenic spot, a country, a territory, a region, or a continent. Typically, in literature, article, ... about tourism, these places are called Tourist destination or Tourism destination.

A destination is a special place where a visitor spends at least one night and exhibits tourism products like attractions, support services, and tourism resources complete with defined

management, physical and administrative boundaries, and a well-known image, according to the United Nations Tourism Organization (UNTWO) (2005). When considering tourism destinations in the context of an economic relationship, it can be said that the supply element is the destination because its primary role is to meet the aggregate demands of tourists. According to this viewpoint, a tourist destination is a collection of facilities and services created to cater to travelers' demands.

According to Vu Duc Minh's (2008) curricular review of tourism, the majority of tourist destinations are made up of the following constituent parts:

- A tourist attraction
- Transportation (access to destination)
- Accommodations
- Conveniences and assistance services
- Activities

In conclusion, we explore the idea of a tourism destination, which is used to describe a location that appeals to tourists and differs more from other locations of a similar level of comparison due to the diversity, quality, and array of amenities and activities on offer to tourists. Along with secondary elements like lodging, transportation, and other amenities, there are distinct main factors (such as geography, climate, hydrology, creatures, cultural traditions, etc.). Planning and management go into creating amusement parks and events. A tourist destination is an assembly of all tourism-related elements in one place.

2.1.3 Travel vlog

A vlog is a mix of the terms blog and video. Whereas vlogs are a kind of online publishing that enables anybody with a web connection and minimal video production equipment — such as a computer, camera, or mobile phone with video capability — to create and distribute content (Molyneaux et al., 2008). According to Brokamp et al. (2012), a vlog is a sort of blog in which individuals can exchange information or thoughts on a website. Zhumadilova (2016) also think that travel vlogs provide information on the destination and related services, which might impact attitudes, viewer perceptions and purchasing behaviour.

Unlike other media such as television advertising channels or commercial websites, vloggers do not often generate vlogs for financial gain. Vlogs enable video makers to express their ideas on any subject and create content about whatever they choose. Vlogs have no limitations, there is no limit on material, but in the process of operation to develop specialty

and fit in line with their hobbies and areas of competence, vloggers frequently construct their vlogs around a particular theme, such as beauty vlogs, culinary vlogs, etc. In addition to the emergence of travel vlogs. Clearly, travel vlogs are vlogs whose primary focus is on giving information, such as lodging facilities, attractions, gastronomy, etc., about a particular tourist location or other travel-related material created by vloggers.

In our thesis, a travel vlog is a video created by one or a group of people, to record real stories they have experienced, explain, receive, consider, and express feelings about one or several objects and issues related to tourism.

2.1.4 The youth

There is still no agreed-upon definition for the notion of youth. The definition of young people contains many different aspects with many different methods.

The concept of youth has been treated from two perspectives in the article "The Image of Famous People in the Press and the Formation of a Value System for Young People in Vietnam" by author Le Thi Phuoc Thao: biological and social-cultural. According to biology, "young individuals" are those who fall within the age bracket of 15 to 24 years old. A community of young people is called youth. The author stated in regard to society and culture that "Young people are people who are conscious that they are no longer childlike, but they are mature enough in all aspects and to become an adult. Young people are in the process of growing and perfecting so that they will have a thorough understanding and be able to fit in with the majority in the community."

The definition of adolescent takes the place of most notions of youth. The diversity of this age group around the world is one issue with the notion of youth, though. The World Health Organization (WHO) specifies youth as those who are between the ages of 19 and 24. Between the ages of 15 and 24, teenagers are governed by the European Union (EU) and the United Nations Population Fund (UNFPA).

If the concept of youth is not equated with the definition of adolescent as the views that have just analyzed and approached young people through the point of view of the generation, it can be said that the young people here belong to generation Z (Z generation or gen Z). Prior to Generation Alpha and following Gen Y (Millennials), there is Gen Z. Since the internet became widely used in the early 1990s, just before the generation known as Generation Z was born, many reviews claim that Gen Z people were exposed to technology and modern conveniences from a very young age. Social networking is now a vital component of Generation Z's daily existence.

In this thesis, we address young individuals who were raised in Generation Z and who had early access to technology, but we concentrate much of our research on the 18 – 25 years old range in order to determine the effects of travel vlogs on this target group. We narrowed the scope of our investigation to just the LAB students.

2.1.5 Destination marketing

An integrated, diverse, and complex service economy is the tourism industry. The characteristics of tourist consumption led to highly integrated and synchronized tourism products. Therefore, the marketing categories and concepts other businesses are applying to their advantage in the market are also applicable to the tourism industry. However, tourism has a unique marketing term: Tourism Destination Marketing or Destination Marketing. Destination Marketing is the combination of Product Marketing and Service marketing, in which Service marketing account for a higher proportion.

In Tourism, there is a negotiation between supply and demand. On the supply side are the travel and tourism sectors, which work to increase consumer demand for goods and services. While on the demand side, some travelers look for travel-related goods and services to meet their specific demands. A process of interaction between the two forces is marketing. According to Heath and Wall in 1992, travelers have a wide range of available destinations on the demand side, and destination marketing organizations at various levels are doing their best to compete for customers in a cutthroat market on the supply side. As a result, marketing and management marketing strategies that are efficient and comprehensive and are founded on a thorough understanding of the market conditions are required to maintain destination competitiveness and appeal (Pike, 2008.)

The World Tourism Organization (WTO) (2004) has defined destination marketing as *‘A marketing covers all the activities and processes to bring buyers and sellers together; which focuses on responding to consumer demands and competitive positioning. It is also a continuously coordinated set of activities associated with efficient distribution of products to high potential markets, and involves making decisions about the product, branding, price, market segmentation, promotion, and distribution.’* Additionally, destination marketing, according to Horner and Swarbrooke (1996), is the use of tourism as a means to an end rather than as a goal in and of itself. This is done for a variety of reasons, such as enhancing an area’s appeal to industrialists, expanding the range of facilities and amenities available to the community, boosting locals’ pride in their hometowns, providing a justification and funding for environmental improvements, and attempting to make the destination politically more acceptable to outsiders.

2.1.6 Internet and travel experience

People now engage in more social interaction thanks to the internet. Online communities have been developed by users, who have customized the information feed, history, and automatic suggestions to their taste. The desire to travel and seek out tourism information is one of the most notable requirements of travellers. Nowadays, tourist can arrange and organize their entire vacation independently as well as post online about their experiences.

In the rapid growth of the Internet, particularly the popularity of social networking services, has satisfied travellers' information needs. Due to the widespread use of social networking platforms such as Facebook, YouTube, Instagram, and Tiktok, travel vlogs are now utilized by a huge number of internet users, particularly young people.

Purwadi et al. (2017) claim that travel vlogs are also posted on YouTube, Instagram, and other informational websites and are helpful to both domestic and foreign travelers. In a similar vein, Mariani et al. (2016) discovered that destination management organizations (DMOs) all over the world might modify their operations in a strong digital culture that uses Facebook so extensively.

Travelers are able to access a wealth of first-hand knowledge and travel information that they can use to plan future journeys for holidays and vacations. Clawson & Knetsch (1966) has been defined travel experience as a multiphase experience with five major phrases:

- Anticipation: when people start thinking about the travel idea, looking for the information and start to plan their trip.
- Travel-to: when tourist going to the destination by transport.
- Onsite: when tourist looking for restaurants, accommodation, tourist activities, and attractions ...
- Travel-back: when the tourist leaves the destination and goes back to their place.
- Recollection: when the tourist thinks back about their travel experience.

Tourists prefer to keep in touch and browse a variety of travel businesses during their travel, including accommodations, transport, and DMOs. The primary objective of the travel industry is to provide excellent customer service and enhance each client's experience. Due to the mission, the Internet has become an integral part of a traveler's decision-making process.

2.2 Article summary

With the expansion of the internet, social networking services such as Facebook, YouTube, and Instagram have grown in popularity. Vlog has risen to prominence as a channel that piques the curiosity of both online users and scholars. Vlogs are examined and investigated in a variety of social settings. Much research has addressed the role of vlog in many fields. For example, in education, the role of vlog has been mentioned in the study “Steps to improve English speaking skills for students of Electricity degree of Vietnam through Vlog practise” by Hoang Thi Kim Oanh and Nguyen Thi Hong Van or the study “Usage of Video Blog(vlog) in the “School Experiences” Course: The Opinions of the Pre-Service Teachers” by Mustafa Fidan and Murrat Debbağ. Author Nguyen Thi Quynh's study on "The Influence of Vlog on Today's Vietnamese Young" in 2014 identified the good and bad features of vlogs, minimizing the detrimental impact of vlogs on youth culture in particular and Vietnamese culture in general. Applying to tourism, vlogs were mentioned and studied in these articles below:

In the study “**How vlogging promotes a destination image: A narrative analysis of popular travel vlogs about the Philippines**” by Rachel Luna Peralta, four non-Filipino vloggers share their travel vlogs contents on Facebook. Through their travel vlogs, shows the impacts of establishing and promoting the image of the Philippines. These foreign vloggers have effectively solidified the general view of a location through their vlogs, and their vlogs are also capable of expressing the desired image of a destination to worldwide audiences.

In marketing the image of a Philippine location, the vlog's material is more engaging and convincing than standard words or photographs. Four vloggers provide viewers with a genuine perspective of their travels throughout the Philippines, highlighting cuisine, people, culture, locations, transportation, and way of life, among other themes. Scenes in vlogs strengthen the picture of an internet location. An attractive vlog depends on a number of things, including linguistic components with suitable subtitles, background music, and notably intriguing and appealing situations; this also needs the vloggers to possess specific cinematographic and photographic talents. Vloggers build a certain kind of connection with their audience by requesting comments, likes, and shares. In fact, research indicates that travel vlogs may be a highly successful destination marketing strategy if posted and shared on social networks, notably Facebook.

However, the research is limited to assessing the significance of travel vlogs in marketing the destination through social networks, without identifying the impact of tourism vlogs on

visitors' destination choices. At the same time, it also has not identified methods for enhancing the efficiency of travel vlogs in marketing destination images.

The study “ **How to change destination image through vlogging on Youtube**” by Viet Dung Trinh and Linh Nguyen (2019) examines the three elements of travel vlog, including content, vlogger, and video effects. It also looks at the function of each element in the process of producing the destination image.

The usefulness, interestingness, novelty, comprehensiveness, and reliability of the material provided in a travel vlog are the five quality criteria used to evaluate its content. The utility and reliability of the information are still factors that strongly affect how the viewer forms an overall impression of the location. The construction of the destination's overall image was found to be less dependent on the informational qualities of novelty, curiosity, and inclusion.

The ability to present unique information of the vlogger is thought to positively affect the perception of a location. This result implies that a person's personal style is a key component of e-WOM (electronic word of mouth), which aids viewers in forming opinions about a location based on vlog experiences.

The effectiveness of videos to convey viewers' perceptions of the destination images is negatively impacted by their use of visual effects. This issue results from the viewer's different travel habits. While there are numerous factors that can affect video quality, editing techniques and technical sequences have the biggest impact.

This research has demonstrated how travel vlogs affect the perception of a location. The connection between how travel vlogs change the perception of a destination and how it influences travelers' decisions about where to travel has not been demonstrated, though. The research has not yet offered concrete suggestions for creating this tourism communication channel.

The research “**Seeing destinations through vlogs: implications for leveraging customer engagement behavior to increase travel intention**” by authors Yusi Cheng, Wei Wei, Lu Zhang, determines the characteristics that impact people's interaction with travel vlogs and their travel ambitions.

The positive impacts of trust, inspiration, amusement, and resemblance have a substantial impact on the interaction behavior of viewers of travel vlogs (CEB Customer Engagement Behaviors) as a result of word-of-mouth (WOM), leading to travel intent. In addition to the fact that source credibility is the biggest predictor among all other elements, the compelling

image of a travel vlogger will play a significant part in increasing the audience's desire to engage with vlogs via word-of-mouth.

Thus, stressing the importance of travel vlogs as a successful marketing tool and presenting proof of their effects on the sharing and travel inclinations of potential tourists while they are approaching a destination.

According to this study, the effect of travel vlogs on potential consumers through the word-of-mouth of vlog viewers results in increased travel intentions. Not to mention the effect the vlog has on the destination's image, influencing the tourist's decision. Additionally, the study highlighted a few general options for the growth of the hotel and tourist brand via vlogs but did not provide particular solutions for other tourism service firms.

In the research "**Impact of Travel Blogs and Vlogs on the Decision Making Among the Students of Bangalore**", examines the influences of travel blogs and vlogs on students' searches for travel information in Bangalore.

Tourist information has been gathered from blogs and vlogs in the past. Students looked at the travel blog when making travel arrangements. Their requirements for information can be met by the content on travel blogs. The information offered by an expert led to the selection of the trip blog. The trustworthiness of travel blogs is closely related to visitors, followers, content, and photographs. Regarding pictures, they support the written material of a travel blog and have a significant impact on altering vacation plans. Due to the fact that it advertises a specific location, along with its culture, religion, cuisine, and beauty, travel blogs are a source of destination marketing.

This study has highlighted some key elements of travel blogs and vlogs, including presentation, layout, images, colors, and content. The study, however, does not examine the contents of or the significance of the main factors in travel blogs and vlogs; it merely reports on them. Additionally, the data does not support the idea that these are the elements influencing tourists' decisions regarding where to travel. The study only offers numbers; it makes no discussion of ways to raise the quality or impact of travel blogs and vlogs.

The study "**The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination**" by Yu-Chen Chen, Rong-An Shang, and Ming-Jin Li, the study is about tourists' information-seeking behavior and choice of destination by reading travel blogs. This study developed and evaluated a model based on information relevance, a subjective quality metric that explains why and how some blogs are more influential than others. How visitors create their intention to visit a location by referring to their experiences on travel blogs was also learned by the study.

However, this study focuses solely on the effect of content search and location search on travel blogs written by tourists, without discussing the format of travel blogs. The latest blog format is a video blog or vlog. The author of the study has not discussed strategies for enhancing the destination's image via the content of travel vlogs. The overview research about travel vlog table can be found at Appendix 2.

According to the cited research, we concentrated on examining the elements that influence LAB students' choice of trip destinations. The key elements are as follows:

- Content:
 - + The Novelty
 - + Comprehensive
 - + Authenticity
- Technical factors:
 - + Video recording techniques
 - + Video editing techniques
- Vlogger/Influencer

3 Research Methodology

The thesis creates in-depth analysis of the aspects of travel vlogs that influence LAB students' choice of vacation destinations; hence, it is grounded in qualitative and quantitative research. The survey is created using Google form. Questionnaires will be utilized to collect information on empirical techniques. The survey findings may show whether or not travel vlogs impacted respondents' choice of vacation destination. Response outcomes are the components of travel vlogs that pique viewers' attention and entice them to visit the destination shown in the vlog. The data will also be examined in order to do a subsequent study.

Students at LAB University of Applied Sciences are the primary focus of this study's research. The research survey began at the middle of October 2022 and ended at the end of October 2022. Travel vlogs are the subject of the thesis's investigation, which includes both theoretical and practical considerations. It will concentrate on study content pertaining to the impact of travel vlogs on LAB students.

As stated in the summary of article, we concentrated on researching the subject using the following elements:

- Content:
 - + The Novelty
 - + Comprehensive
 - + Authenticity
- Technical factors:
 - + Video recording techniques
 - + Video editing techniques
- Vlogger/Influencer

3.1 Contents

The image of a destination can be seen as a forecast and fantasy of potential tourism spending. People keep impressions that are relevant to them even though they are exposed to some external information while developing destination imaginations (Vogt, Fesenmaier, 1998). Novelty, Authenticity and Comprehensive are the characteristics that users can utilize to make relevant assessments, according to Xu and Chen (2006) proposal, in order to

access effects on tourists' impressions of the location. When determining the relevancy of the material and how it affects how much customer enjoy viewing vacation vlogs, interesting, engaging content is another important consideration. In this thesis, we categorized the information from trip vlogs into four categories: Novelty, Authenticity, Comprehensiveness, and interesting travel vlog content.

Novelty

In many instances, novelty serves as a key motivation for viewers' and visitors' enjoyment (Jang, Feng, 2007). Information about a site that is distinctive and unique will draw viewers. If a vlog's content is too well-known, viewers will not notice its novelty, they will become boring, and their perception of the location will not alter (Jang, Feng, 2007; Xu. Chen, 2006). Novelty offers them an intriguing representation of how they feel and create their own experiences (Govers et al., 2007; Grant et al., 2008). The novelty adds value to the travel planning process, piquing viewers' interest in the travel blog. Additionally, it is what makes visitors interested in reading travel blogs. The attitude of blog readers also became more upbeat (Chen et al., 2013). When viewed from this angle, the novelty of the travel vlog's subject matter boosts the viewer's excitement.

Authenticity – The reliability of the information

An essential component of online marketing that has attracted the attention of international marketers is the accuracy of the information (Hirsh, 1999; Warnick, 2004; Weiss et al., 2008). Customers will exhibit favorable attitudes and behaviors toward a phenomenon or an item when they see it as consistent with their beliefs (Lee, Jeong, 2014). The perception of the content and the authority of the source are two considerations when assessing the trustworthiness of travel blog content (Xu, Chen, 2016). In order for viewers to create credibility, they must be aware of the content. Frequently, user preferences and personal experiences determine reputation ratings (Chesney, Su, 2010; Warnick, 2004; Watts et al., 2009). Tourists must have confidence in the reliability of the travel experience for them to continue reading the blog and follow its recommendations (McKnight, Kacmar, 2006). With this approach, viewers can have more faith in the information provided by travel vlogs because it is reliable. When viewers hear information from a previously watched channel or a new station with a steady audience, they tend to feel the content is of greater quality. The following of vlog channels and the delight of watching travel vlogs are both influenced by these two aspects of the trustworthiness of travel vlog content.

Comprehensiveness

A thorough vlog is more likely to establish and retain an intriguing reputation (Chen et al., 2013). Vlogs must make content easy to understand if you want to leave a lasting effect on viewers. When the vlog guides viewers further into its unique qualities, those who comprehend the content will pay attention. It is challenging to persuade viewers to invest their time and effort in caring about the vlogger's experience in the video if the content of the vlog is hard to comprehend, too unclear, or not clear. When a reader comprehends the blogger's experience in the blog, a destination image is produced (Chen et al., 2013).

3.2 Technological elements

Video filming techniques

These non-verbal parts of the vlog are essential to developing a marketing strategy for effective destination marketing. The persuasiveness of a vacation vlog depends on many different elements, including not only language but also appealing sceneries and visuals (Rachel Luna Peralta, 2019). Unlike other means of communication like newspapers, signs, manuals, etc. Travel vlogs require a specific method of filming. The angle of view affects not just how the picture appears, but also how the viewer interprets the scene, whether in-depth or broadly, subjectively, or objectively. A vlog can consist of a text blog, a photo blog, or an audio blog because videos can display more than just plain text, photos, or sound (Gao et al., 2010). Understanding a destination's geography is important, but imagination and enthusiasm are also necessary when creating and assembling sets and image sequences for videos (Lodha, Philip, 2019). It is evident that the method of recording and rendering affects how people see a scene.

Video editing techniques

The technique of adding video effects is crucial to producing a finished video. In marketing and advertising, sound effects have been found to have a significant impact on the caliber of the videos (Gorn, 1982; Alpert, Maltz, 2005). According to Lodha and Philip's study from 2019, 33% of viewers of travel blogs and vlogs regard the color effect to be extremely essential, while 26% of viewers find the video arrangement to be extremely important. 30% of viewers find the video interface to be very significant when watching videos. The video is special as a result of the noise reduction, music addition, and color correction processes. Sound and color that are appropriate for the content's theme will draw viewers in and arouse their emotions. Designing these aspects can encourage more repeat visits and more suc-

cessfully point viewers to the content creators want to express if visual and audio components pique visitor attention (Hsu, Lin, 2008). The viewers can more realistically experience the tourist's point of view thanks to high-quality video (Tussyadiah, Fesenmaier, 2009). The video's connection is smoother and more lifelike thanks to excellent compositing and transitioning techniques. Clearer graphics, faster loading times, and more fluid transitions will increase viewers' propensity to share travel vlogs with others (Cheng et al., 2020). The perceptions and images of a destination are improved when effects are used in travel vlog videos.

3.3 Vlogger/Influencer

Vlogger serves as the face of his own channels. Vloggers share their personal experiences along with opinions and reviews about a location because they are regarded as "expert" to consult (Viet Dung Trinh, Linh Nguyen, 2019). Online customers rate online co consumers trustworthiness more than they do manufacturers, businesses, and brands (Park et al., 2007). The level of the vlogger's experiential trust is determined by how much the vlog audience views them as possessing expert knowledge on the subject and how much established brands trust them to provide an unbiased perspective (Goldsmith et al., 2000; Chu, Kamal, 2008). Through their viewing activity and video sharing engagements, the vlog audience demonstrates their trust in a vlogger with shown product expertise and reviews. Visitors are therefore interested in travel vloggers' experiences, especially when they have a huge following because they will have more credibility and trust with tourists than commercial videos. travel companies. According to Lee et al. (2008), a celebrity's engagement may increase a person's propensity to travel to a location associated with that celebrity. The perception that tourists have of a destination is improved by the popularity of vloggers. Additionally, travel vlogs serve as a reflection of the traveler's journey and play a crucial part in the story of the tourist experience (McCabe, Froster, 2006). Thus, the traveler's experience is narrated by the vlogger. Extraversion, openness, and zeal are the traits of vloggers who have attracted a sizable following, according to Aran et al's (2014) analysis of 442 YouTube vlogs using artificial intelligence. Language and comedy are some ways that vloggers demonstrate their ability to connect with and persuade their audience. The core of marketing is inspiring consumers (Böttger et al., 2017). Visitors' perceptions and the perception of a destination are positively impacted by vloggers' level of participation.

3.3.1 The enjoyment of watching travel vlogs

The ability to determine if the information retrieved is pertinent to the needs of the information search has been based on the relevance of the information since the 1970s. Information gathering for decision-making can benefit the user's pragmatic goals, making it possible to measure it objectively from this pragmatic approach. In this sense, information relevance is a multifaceted cognitive construct whose significance is mostly determined by how relevant a document is perceived to a certain issue or task (Xu, Chen, 2016). However, information seeking for trip planning can also result in emotional or social values (Sigala, 2012). As a result, positive emotional outcomes, such as a desire to read literature, could be a factor in determining relevance (Xu, Chen, 2016). By adopting this stance, we examine if the thrill and joy experienced while viewing travel vlogs will influence how visitors themselves will evaluate a place and, in turn, influence their decision-making regarding their destination.

4 Information gathering and processing

A survey consisting of 23 questions was administered as part of the thesis. This survey aims to evaluate which aspects of travel vlogs influence LAB students' destination selection. It was posted in the Facebook group for LAB University of Applied Sciences students. We also requested classmates and random students to complete the survey when they have the opportunity. The survey required 5 minutes to complete. The survey started on the 15th of October and ended on the 30th of October. After 15 days (about 2 weeks), we received 70 responses. The survey's questions were developed using questions from earlier research on the same subject, which are shown in Table 2. In addition, we have included several additional questions in the survey to do the research.

Table 1. The basis for forming the answer in the questionnaire

Main elements		Answer description	Author – Research
Contents	Novelty	<ul style="list-style-type: none"> - The content brings me new information about a destination. - I had knowledge about the destination in advance, so it does not give me much information - I have found some new destinations through travel vlogs - Travel vlogs had satisfied my curiosity about a destination 	<p>Authors: Yu-Chen Chen et al. (2013)</p> <p>Research: The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination.</p>

Main elements		Answer description	Author – Research
Contents	Authenticity	<ul style="list-style-type: none"> - The content of travel vlog is exactly - The information of travel vlogs is consistent with reality - The content of travel vlog is believable 	<p>Authors: Yu-Chen Chen et al. (2013)</p> <p>Research: The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination.</p>
	Comprehensibility	<ul style="list-style-type: none"> - The information in travel vlogs is simple for me to comprehend - I can easily follow the information in travel vlogs <p>Other viewers will also find the travel vlogs easy to understand like me</p>	

Main elements	Answer description	Author – Research
Technological element	<ul style="list-style-type: none"> - Smooth video - Short loading time - Clear image - Clear sound 	<p>Author: Dobrian et al. (2011)</p> <p>Research: Understanding the impact of video quality on user engagement</p>
Vlogger/Influencer	<ul style="list-style-type: none"> - Vlogger is famous - Vlogger is believable and provides exact information - Vlogger has understanding about the destination - Vlogger gives honest review - Vlogger gives an objective assessment 	<p>1. Author: Bhattacharjee and Sanford (2006)</p> <p>Research: Influence processes for information technology acceptance: An elaboration likelihood model</p> <p>2. Author: Zha et al. (2018)</p> <p>Research: Exploring the effect of social media information quality, source credibility and reputation on informational fit-to-task: moderating role of focused immersion</p>

Main elements	Answer description	Author – Research
	<ul style="list-style-type: none"> - Travel vlogs portray, advertise, and enhance the attractiveness of the place - Travel vlogs provide additional information about the place - Travel vlog inspired me to travel to the destination 	<p>Author: Böttger et al (2017)</p> <p>Research: Customer inspiration: conceptualization, scale development, and validation</p>
The enjoyment of watching travel vlog	<ul style="list-style-type: none"> - Watching travel vlogs helps me relax - Watching travel vlogs made me happy - Watching travel vlogs is interesting and beneficial for me 	<p>Author: Yu-Chen Chen et al. (2013)</p> <p>Research: The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination</p>

Main elements	Answer description	Author – Research
	- I want to visit the destination in the vlog than other destination	<p>Author: Mohammed Abubakar (2016)</p> <p>Research: Does eWOM influence destination trust and travel intention: a medical tourism perspective</p>
The choice of a destination	- I will visit the destination in the vlog	<p>Author: Yu-Chen Chen et al. (2013)</p> <p>Research: The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination</p>

The detailed survey form can be found in Appendix 1.

5 Research results and analysis

Our survey asking about "Travel vlog elements that influence LAB students' choice of travel places" received 70 responses in 17 days (about 2 and a half weeks). The outcomes of these questionnaires, analyses, and the effects of the elements of travel vlogs on consumer destination choice may be seen through the information acquired in the part that follows.

5.1 Respondents background

The response percentage for our survey of 100 LAB students from multiple faculties in the university was 70% after we received 70 responses. There were 70 responses in total, with 27 male responses (38.6%) and 43 female responses (61.4%). (Table 2)

Gender	Rate	%
Male	27	38,6
Female	43	61,4
Total	70	100

Table 2. Gender ratio of survey participants

The majority of LAB students are between the ages of 18 and 24, making up 71.4% (50) of the total responses. Students between the ages of 25 and 30 make up 21.4% (15), and students beyond 30 make up 7.1% (5). (Table 3)

Ages	Rate	%
From 18 – 24 years old	50	71.4
From 25 – 30 years old	15	21.4
Above 30 years old	5	7.1
Total	70	100

Table 3. Ages ratio of survey participants

Students from Vietnam make up the majority of survey respondents, accounting for 54.3% of the sample (38), followed by German students with 8.8% of the sample (6), Sri Lankan students and Russian students have the same percent at 5.7%. (4). Additionally, we received responses from students of various nationalities, which are detailed in the table below. (Table 4)

Nationality	Rate	%
Bangladesh	1	1.4
Cambodia	1	1.4
Czech Republic	2	2.9
Finland	2	2.9
Germany	6	8.6
Indonesia	1	1.4
Kenya	1	1.4
Korea	1	1.4
Latvia	1	1.4
Montenegro	1	1.4
Nepal	2	2.9
Nigeria	1	1.4
Russia	4	5.7
Somalia	1	1.4
Spain	3	4.3
Sri Lanka	4	5.7
Vietnam	38	54.3
Total	70	100

Table 4. Nationality ratio of survey participants

In this question, the respondents were asked how much money they would spend each day on their trip (excluding travel expenses to the destination). The findings show that Over 50 e to 100 e is the most common response, given by 45 of 70 respondents (64.3 percent), and Over 100 e to 150 e by 17 of 70 respondents (24.3 percent). As can be observed, the majority of LAB students who spend money on their trip day are from the middle class. This is an essential tenet for budgeting their travel expenses. (Table 5)

Money spends per day	Rate	%
Over 50 e to 100 e	45	64.3
Over 100 e to 150 e	17	24.3
Over 150 e to 200 e	5	7.1
Above 200 e	3	3
Total	70	100

Table 5. Money spends per day trip

The majority of LAB students travel once or twice each year. 42/70, or 60%, of the study respondents say they travel once or twice a year. There are 21/70 of the students travel from 3–4 times per year (30 percent). In comparison to the two levels above, the number is quite minor and insignificant at 5–6 times each year and more than 6 times. (Table 6)

Travel times	Rate	%
1 – 2 times/ year	42	60
3 – 4 times/ year	21	30
5 – 6 times/ year	4	5.7
Above 6 times/ year	3	4.3
Total	70	100

Table 6. Travel frequency of survey participants

50 percent of LAB students have made a decision to travel immediately after watching a travel vlog, whereas 35.7 percent of students say they will think about their choice and 14.3 percent disagree. In which, the percentage of respondents who have watched travel vlogs for their own trip accounts for 88.6 percent, only 7.1 percent had never seen a travel vlog before their trip and 4.3 percent said they would think about it.

Students at LAB enjoy travel vlogs on platforms including YouTube, Facebook, Instagram, Twitter, and TikTok. With 68, 45, and 35 votes each, respectively, YouTube, Instagram, and TikTok are the three most often used channels. Facebook is less popular with 33 votes, and Twitter is the least used channel with 5 votes. (Figure 1)

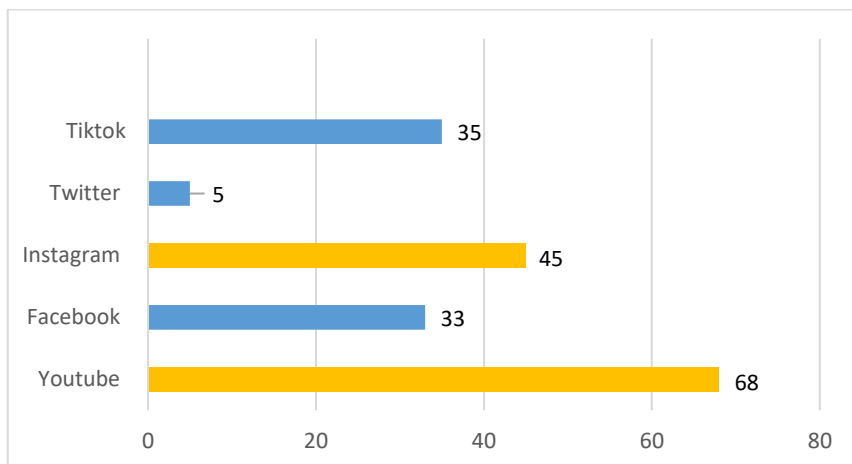


Figure 1 Channels participants used to watch travel vlogs

Respondents were asked how long they think the vlog should be. According to survey findings, participants believe that a travel vlog lasting between 5 and 10 minutes and between 10 and less than 20 minutes falls into the same percentage range, or 35.7%. These two alternatives are ordinary when compared to the other times in the opinions. The average duration gives the viewer enough time to visualize and take in all the relevant information. Viewers of too-brief videos will experience emotional overload, and the amount of information they absorb is also somewhat constrained. Or for lengthy videos with an excessive substance that would divert viewers. Since they must take in a lot of information at once, it is simple to become disinterested while viewing the film, which alters the viewer's initial impression of the introduced location. (Table 7.)

Travel vlog's time duration	Rate	%
Under 5 minutes	9	12.9
From 5 – 10 minutes	25	35.7
From 10 – 20 minutes	25	35.7
From 20 – 30 minutes	9	12.9
More than 30 minutes	2	2.9
Total	70	100

Table 7. The travel vlog's duration is deemed appropriate

The results of the study indicate that 58/70 (82%) respondents believe that viewing travel vlogs is useful to them, whereas 11 respondents believe that watching travel vlogs is not particularly beneficial, and only one respondent disagrees.

5.2 Elements of travel vlogs that affect LAB students' destination choice survey results

This question is a quantitative question measured by the scale from 1 to 5, 1 as "Strongly disagree" and 5 as "Strongly agree". The respondents were asked if they believe travel vlogs influence their choice of destination. 57.1 percent of respondents agree that travel vlogs influence their location decision, while 20% of respondents strongly agree, whereas 18.6% of respondents are neutral and 4.3% are against. The majority of respondents' (57.1% Agree and 20% Strongly agree) destination preferences are influenced by travel vlogs. (Figure 2)

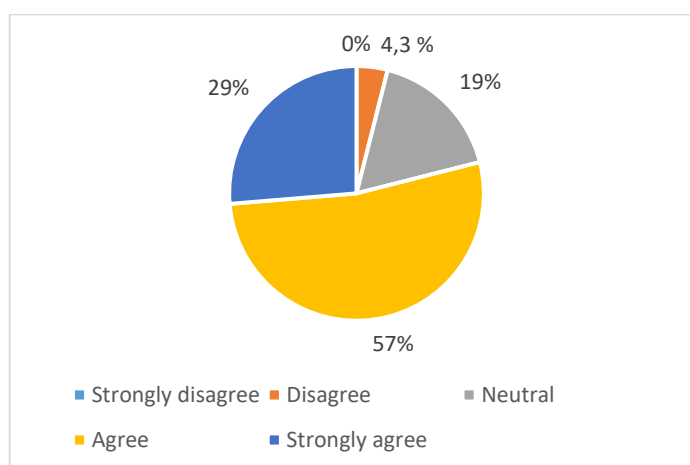


Figure 2. Do you think that travel vlogs affect your destination choice?

The respondents were asked what the most significant aspect of travel vlog content is. Here, we have presented the responders with a selection of predetermined replies and asked whether they had a different response. As shown in Figure 3, the leading response is the Comprehensibility of the content with 36 responses, followed by the authenticity with two distinct answers: the reliability of the information (Authenticity 1) and the quality of being genuine truthfulness of origins (Authenticity 2) which have the same responses with 35 choices, and novelty with 32 responses. There are also uncommon responses which will be called as "Other".

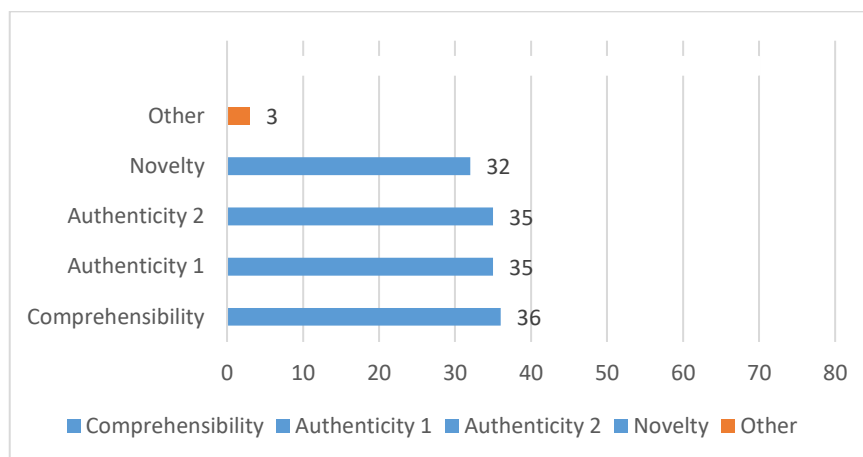


Figure 3. What are the most important things in the content of the travel vlogs?

The following question delves more into the novelty of the travel vlog's content. The majority of respondents (54/70, or 77.1%) believe that the content provides them with new knowledge regarding a destination. Seventy percent of respondents indicated that travel vlogs helped them discover new destinations, while 54.3 percent (38/70) indicated that travel vlogs had satisfied their interest in a destination. Only 18.6% (13/70) of respondents indicated that they already knew about the destination, therefore the travel vlog does not provide them with much information. (Figure 4.)

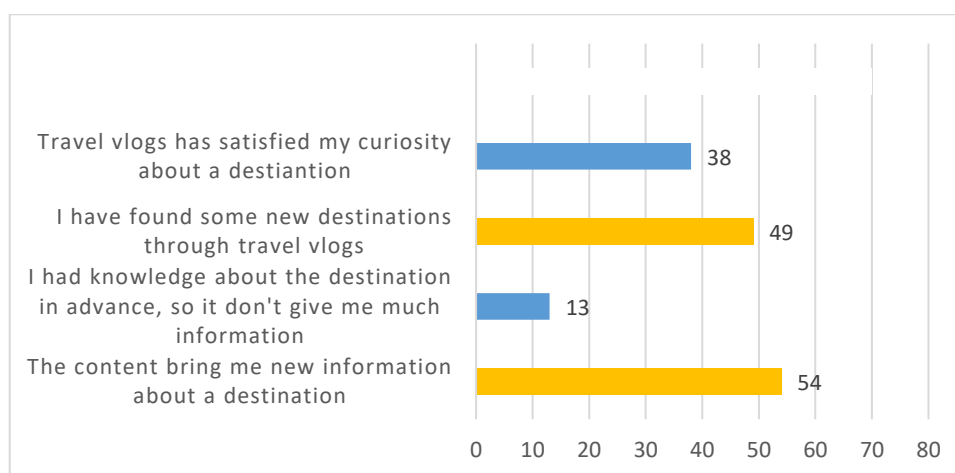


Figure 4. What do you think about the Novelty in the travel vlog?

The following inquiry concerns the authenticity of the given content. With 57 of 70 respondents (or 81.4%), the leading response to this question is "The information of travel vlogs is congruent with reality." 35/70 (50 percent) of respondents believe that the content of the travel vlog is believable, while 29/70 (41,4 percent) of respondents believe that the content of travel vlog is correct. Only one respondent believes that the content of travel vlogs is somewhat believable. (Figure 5.)

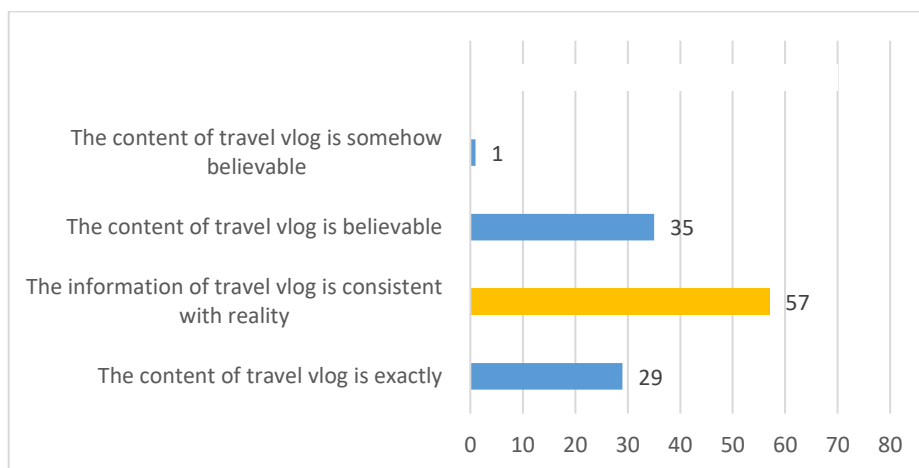


Figure 5. What do you think about the Authenticity of the travel vlog?

Next question addressed respondents about the comprehensive nature of the travel vlog. Seventy percent of respondents, or 49 out of 70, believe that the content in travel vlogs is straightforward to interpret. At 48/70, they also share the same perspective that they can easily follow the information in travel vlogs (68.8 percent). Only 27 respondents believe that other viewers will find vacation vlogs as simple to comprehend as they do. (Figure 6.)

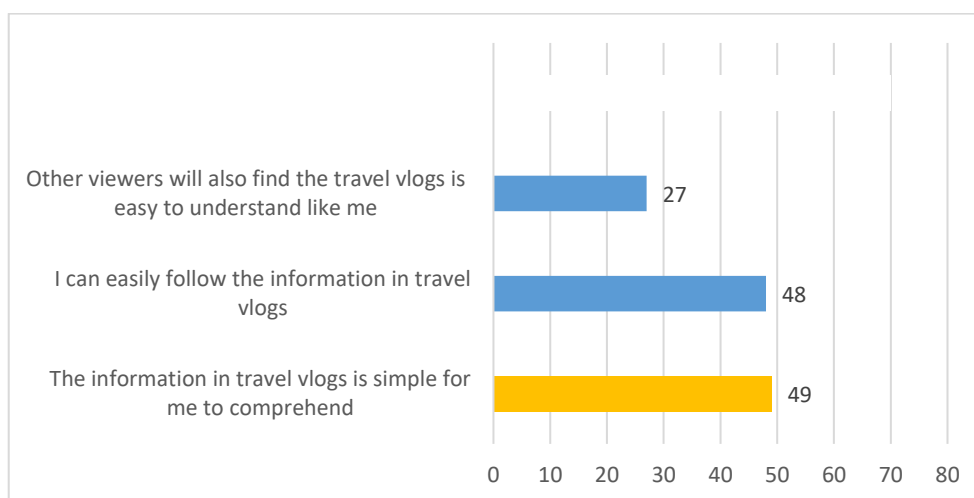


Figure 6. What do you think about the Comprehensibility of the travel vlog?

The following question asks how vloggers/influencers could affect respondents' interest in watching travel vlogs, following a discussion of the key characteristics of travel vlog content. Eighty percent (56/70) of respondents believe that a vlogger/Influencer can influence their desire to watch travel vlogs since the vlogger provides an honest review. Seventy percent (49/70) of respondents believe that the vlogger is credible and provides accurate information. The following leading opinion is that the blogger comprehends the destinations. Two other perspectives with fewer votes are vlogger is well-known and vlogger provides an

objective evaluation, with 19/70 (27.1 percent) and 23/70, respectively (32.9 percent). We also receive one more response, and there are also uncommon responses which will be called as “Other” (Figure 7.)

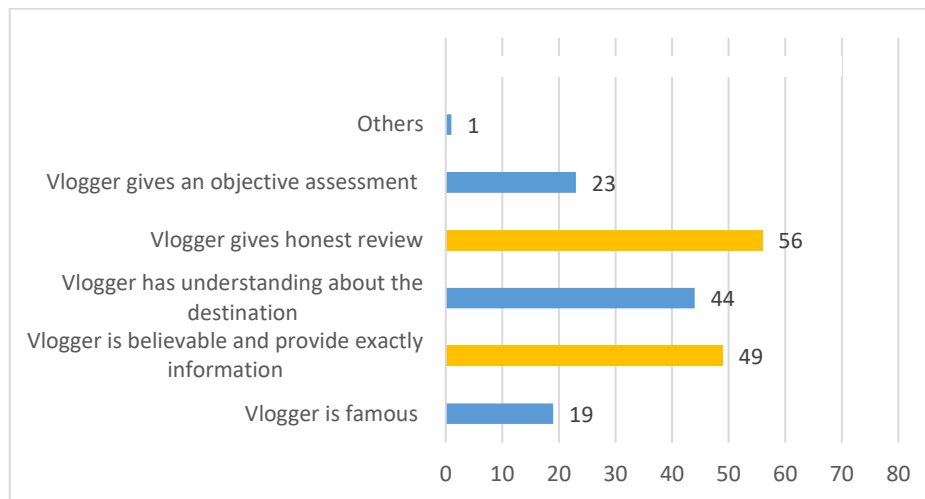


Figure 7. How could vlogger/influencers affect your interest of watching travel vlogs?

The following poll asks respondents how they feel when they watch a travel vlog. Travel vlogs provide more information on the location, according to 72.9 percent of respondents (51/70). 48/70 respondents (68.6%) believe that the travel vlog motivated them to travel to the destination, and 62.96% (44/70) believe that watching travel vlogs is interesting and valuable to them. Other popular opinions include that travel vlogs depict, promote, and increase the attractiveness of the location and that viewing travel vlog is entertaining, with a reply rate of 40/70 (57.1%) and 32/70 (45.7 percent). The opinion with the fewest votes, 12/70 or 17.1 percent, is that travel vlogs made me happy. (Figure 8.)

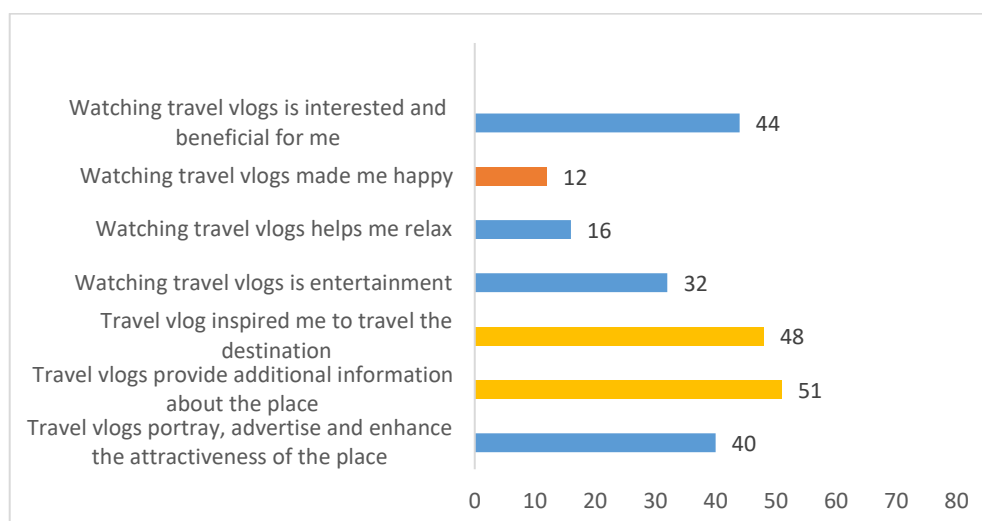


Figure 8. How do you feel when you watch a travel vlog?

This is a quantitative question measured on a scale of 1 to 5, with 1 indicating "Strongly disagree" and 5 indicating "Strongly agree." The respondents were asked if they believe that the images of a destination provided by vloggers in travel vlogs are meaningful and influence their travel decisions. 41/70 (58.8 percent) of respondents agreed with the supplied statement, while 19/70 (27.1 percent) strongly agreed. 9 respondents were neutral and only 1 were opposed to this statement. (Figure 9.)

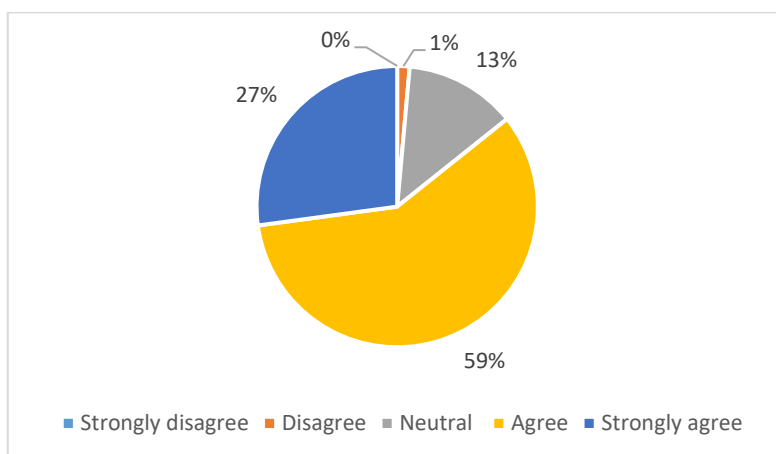


Figure 9. Do you think the images of a destination that the vloggers provide in a travel vlog are relevant and it impacts your travel decision?

Respondents were asked what aspect of the destination images in travel vlogs was most likely to influence their travel decision, and 49 out of 70 responded. As demonstrated in Figure 10, the top two replies are magnificent landscapes with 12/49 (24.5%) responses, and culinary with 11/49 responses (22.4 percent). There are also uncommon responses which will be called as "Other".

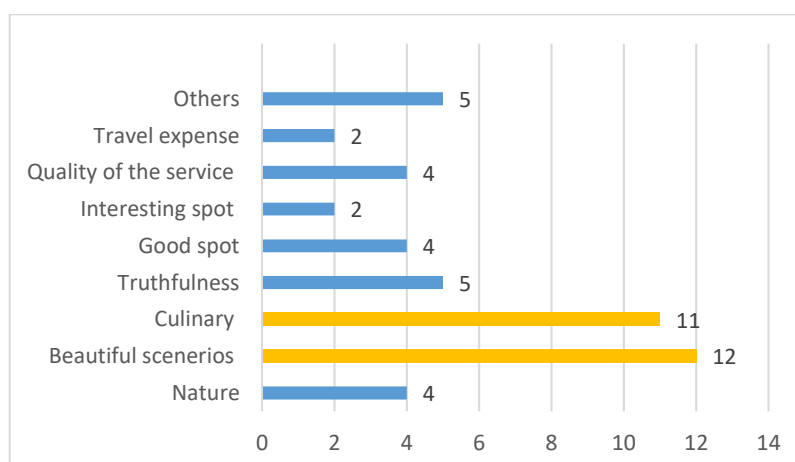


Figure 10. What was something on the destination images through travel vlogs that especially could affect your travel decision?

The following question is converted to a “Yes”, “No” and “Maybe” scale. In addition to the images and content of a travel vlog, 68.6% or 48/70 respondents agree (Yes) that they also pay attention to the filming/recording and video editing techniques of vloggers, while 21.4% of the respondents are unsure (Maybe) if they pay attention to the filming/recording and video aspect of travel vlogs and 10% do not pay attention (No) to this factor.

After viewing a travel vlog, respondents were asked to select the most significant part of video techniques that could affect their travel destination. 67.1% or 47/70 respondents believe that clear images and sound are the most significant factor, while 15% or 15/70 respondents believe that smooth video is the most important factor. We also received a variety of other responses. There are also uncommon responses which will be called as “Other”.

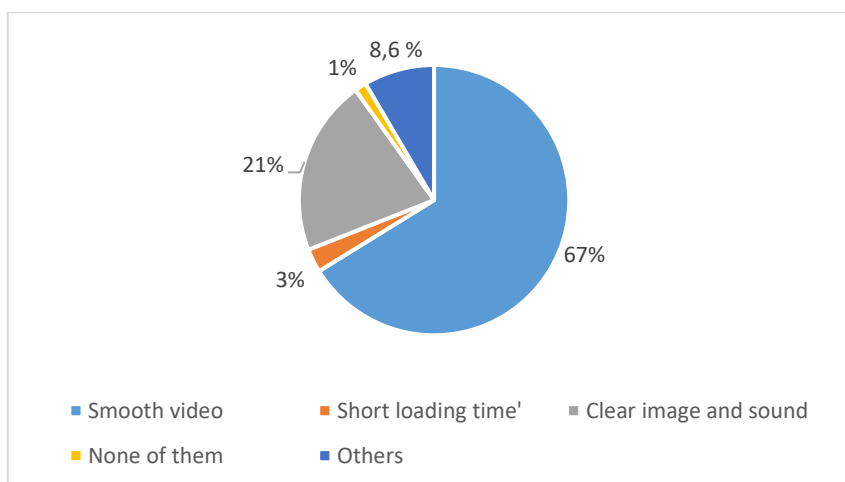


Figure 11. In your opinion, which of the following three factors determines the most important element of video techniques that might affect your travel decision after watching a travel vlog?

In addition to the criteria, we provided such as contents, technic elements, and vlogger/influence, we also surveyed respondents to see what additional elements of travel vlogs could affect their destination. The majority of respondents selected "No" indicating that they concur with our provided aspects. The respondents also provide us with some more factors to examine, such as Cuisine etiquette, Lifestyle, Budget travel, Language, etc., however these factors are all related to the Content. There are also uncommon responses which will be called as “Other”. (Figure 12)

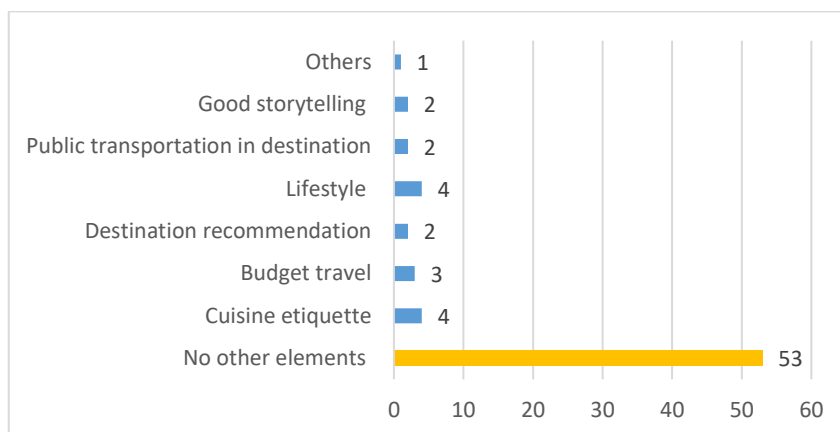


Figure 12. Do you think are there any other elements of travel vlog that affect your travel decisions?

In the final question, respondents were asked to discuss the impact of travel vlogs on their trip intentions in terms of their experiences. The majority of respondents (67.1%) think that travel vlogs assist them in locating certain scenery at their destination. Travel vlogs introduced them to local cuisine and encouraged them to try it, according to 45/70 (64.4 percent) of the respondents. The opinion with the fewest votes is that they learned some emergency travel tips from travel vlogs. (Figure 13.)

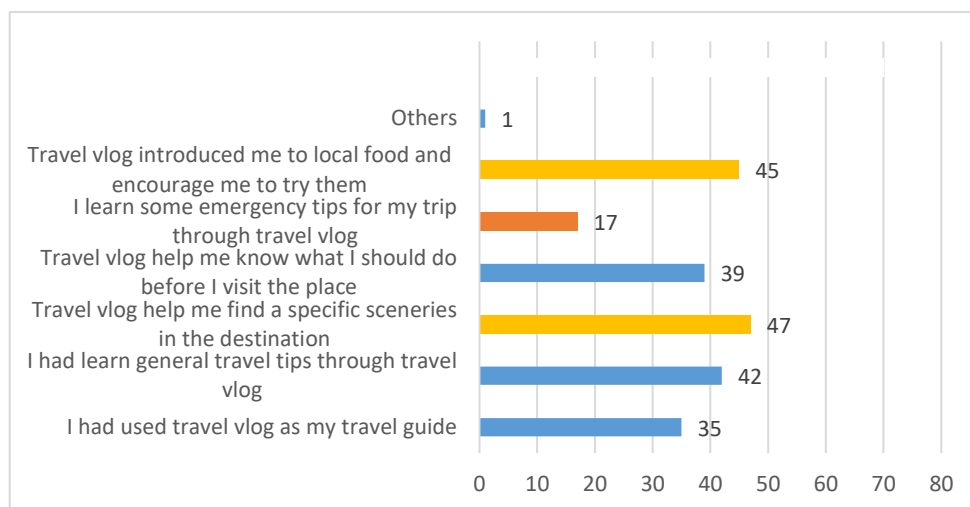


Figure 13. What would you like to talk about the experiences, contents, and importance of travel vlogs on your traveling intentions?

6 Summary and discussion

The majority of our survey questionnaires were open-ended, allowing respondents to provide as much information as they like. The respondents' responses were either clear and comprehensive, or the respondents neglected to add something crucial. In certain instances, responders wanted to provide further information but lack the time or simply do not wish to respond.

6.1 Effects of vlogging on the travel preparation process

The interviewees testified that knowledge was the first resource that has grown substantially. Blogs facilitate great information and simple preparation thanks to their communities' combined intelligence in the form of comments, feedback, and connections. Services that aim to impress their customers have adapted to the new demands posed by the rise of the Internet by providing increasingly niche products and novel ways to enjoy them (Fotis et al., 2011, 6). Nearly all respondents, meanwhile, highlighted the reliability and objectivity of blog posts as reasons to favour them. They were no longer reliant on impartial third parties, thanks to blogs. Some respondents to the survey said they preferred an element of spontaneity to their planned activities. As a result, they look for the support and endorsement of the group when reading blogs.

From the survey interviews results, 97% of respondents, regardless of gender, education level, age, place of residence, or how often they travel, had visited a social networking website during the past 12 months. Therefore, tourist now have more leeway and choice in planning their trips, but they also bear greater responsibility in determining which advice to follow (Fotis et al., 2011, 4). It was unclear whether the increased accessibility to data enhances users' overall experience. One of the benefits of blogs is that they provide a wealth of data suitable for satisfying a variety of queries. With the help of blogs, travellers have more ways to get ready for their trips, which can change how they experience their destinations. In addition, everyone can share their stories online, shaping how others travel (Thurm, 2014, 6). That said, genuine democratization can only happen if the public trusts the offered discourse. People need only look online to find others who share a passion for the same niche interests. When people with similar perspectives on travel can talk to one another, uncertainty is reduced.

6.2 Responsible travel

Following a basic question, this subject was broken down into smaller, more focused sections. While certain ideas and thoughts had already been raised in the preceding section, the theme of responsible travel also inspired some new views. The most often given responses were to avoid littering, learn about local cultures and customs, and abide by local regulations. The vast range of responses may be noticed even though just 3 to 5 pupils responded to these (Luukkonen, 2020). Overall, students' grasp of this subject varied widely. Some responses were more accountable and had more influence than others, as seen in the theory section's research. The answers were thoughtfully considered, and every student understood what it meant to be responsible (Kendle, 2008). When tourists spend money at locally owned businesses like restaurants, they leave more for the community, which helps spread wealth more widely.

Familiarizing yourself with the intended location's customs, traditions, and culture is crucial. A tourist or a visitor can avoid offending the locals and foster greater cultural respect by being aware of what should and should not be done. Individuals on the road also safeguard themselves by refraining from insulting behaviour (Luukkonen, 2020). For instance, provocative attire at religious sites may be problematic, as seen by one of the students. Several students provided specific ideas, such as refraining from animal-related activities, saving food for breakfast, limiting flying, and refraining from daily towel changes. These youngsters, as a whole, have a great and general understanding of responsible travel, but they all have room for improvement as individuals.

6.3 Destination

Students' motivations and reasons for selecting the location were highly individualistic. Seven of the pupils brought up the topic of how much the vacation would cost. This may indicate the state of students' budgets in higher education. After financial considerations, a person's curiosity about and desire to see a particular place were cited as the most important factors in travel (Ofitserova, 2021). For instance, one student's desire to "concentrate on locations that offer you satisfaction" exemplifies a very personalized approach (Luukkonen, 2020). The individual motivation was just as important as the primary consideration, but it needed to be more explicitly obvious.

Before traveling, the students checked on the destination's popularity, accessibility, and the opportunity to experience something new, which were also frequently cited as reasons for a person's choice of vacation spot. Remarkably, only one student brought up the topic of

weather. Visas and "doomsday tourism" are also intriguing responses (Kendle, 2008). A student has mentioned that they always research if a visa is required and how easy it is to obtain before planning a trip abroad. Visa requirements for visiting different countries vary by passport so they can be ranked in terms of authority. In 2020, for instance, the United Arab Emirates passport was the strongest in the world, followed by the passports of Germany.

Another factor to consider before traveling is the political climate of the destination, according to some students. The security of the passengers depends on this. Traveling there can also demonstrate support for a nation's political system and legal framework (Ofitserova, 2021, 6). One student mentioned going to Turkey with as a child with their family. However, they declared that they did not want to visit that country due to the political situation or climate.

Many tourism and hospitality organizations have found that engaging with their target audience and building brand recognition through travel influencers is an effective use of the Internet. Today's industry relies heavily on the advice of travel vloggers, who play a pivotal role in promoting various locations (Abad & Borbon, 2021, 48). A video log, or Vlog, is a form of online video blogging in which its creator documents his or her daily activities, thoughts, and feelings for the benefit of others over the Internet. The online video industry has seen tremendous growth in the tourism and hospitality sectors in recent years. Before taking a trip, many people like to watch YouTube videos to get a feel for the place, read reviews, and hear first-hand accounts from those who have been there.

6.4 Influence of vlogs on travel

People's daily lives have been profoundly altered by technological progress. People today are much more likely to rely on readily available information like that found online than in the past. Since this helps shape their destinations' visual expectations, they should experience it vicariously through photos and videos (Belanio et al., 2022, 74). Videos are popular because they allow viewers to gain insight into the lives of those they follow. It is widely believed to be the primary reason for the recent surge in viewership of travel television networks. One of the most subscribed playlists on YouTube is dedicated to travel videos.

In the Philippines, YouTube's popularity has been steadily increasing. Filipinos have been getting more recognition thanks to the rise of the stuff they provide and content creators. Many consider it a solace and a meaningful way to participate in everyday life (Rahayu & Hariadi, 2021). Also, YouTube lets people share their personal stories with their audiences through video (Belanio et al., 2022, 80). Online videos have a notably large impact on the

tourism and hospitality sectors. As a bonus, many people enjoy watching travel-related videos on YouTube before they leave on their vacation. 48% of respondents said they engaged with travel vlogs on social media (Ofitserova, 2021, 3). This shows that a sizable audience is interested in watching travel-related videos on the Internet.

The creators' presence is essential for the existence of trip vlogs. It is a term for the folks who film their trips with the express purpose of sharing their adventures online. In the past, it was believed that these makers might help people who had a burning urge to travel (Abad et al., 2021). Since then, numerous travel channels have cropped up to drum up business for tourist destinations, including the Philippines. Content creators are using travel vlogs to disseminate information about travel to their audiences, as seen by the popularity of such videos. This package includes visual information that may be used to imitate a traveler's anticipated visual experience once they arrive at their location (Abad et al., 2021, 47). Several vlogger attributes have been found to correlate with an increase in viewers' wanderlust after viewing a travel vlog, including the vlogger's beauty, perceived entertainment, perceived engagement, and perceived usefulness.

6.5 Behaviours and perception

The purpose of this research is to explain why some types of tourists choose to follow certain YouTubers' itineraries. Dimensions of the use and gratification (U&G) perspective, such as entertainment and information seeking, and customer interaction, are used in assessing consumer behaviour, such as word of mouth and visitation intent, social presence, and emotional. The U&G viewpoint divides customer interest into two categories: information and enjoyment. Moreover, consumer involvement explains why emotional and social presence affects visit intent and electronic word of mouth (Silaban et al., 2022). This research explains the importance of U&G concerning customer engagement, focusing on why people watch travel videos on YouTube and how they become invested in what they see.

To begin, this research employs a U&G viewpoint, namely information seeking, and tests this perspective's hypotheses on the level of customer involvement they provide, social presence, and emotional. It reveals how people look for and acquire particular types of knowledge, such as instructive, useful, and intellectual. The findings of the tests of the hypotheses show that curiosity about new information significantly affects one's mood (Thurm, 2014, 60). As a result, people are increasingly interested in watching videos that provide them with useful information. The vlogger can be trusted by the information provided in the videos and the feedback from other subscribers on the channel (Rahayu & Hariadi, 2021).

Users can generate an emotional reaction to the video content they encounter through interactions when researching a topic. The second major finding is that searching out knowledge greatly impacts one's social presence. One indicator of increased engagement with travel vlogs is the presence of inquiries from potential viewers. Consumers will have a greater feeling of warmth and social presence.

The research further analyzed how much of an impact customer engagement had on actual purchases. This research aims to illuminate how the customer interaction aspects of emotion and social presence stimulate the consumer's interest in e-WOM (words of mouth) and travel using YouTube travel videos (Silaban et al., 2022). Consumers can be emotionally touched by the tourist experience depicted in the film due to the video's expressions and environment, which can then influence their purchasing decisions. Therefore, consumers' interest in traveling will be reflected in travel vlogs as they plan their vacations. Findings corroborate prior studies showing the impact of a customer's feelings on their propensity to make a purchase or make a planned visit.

6.6 Travelling

As needed, all respondents had some experience traveling. They had all experienced domestic and international travel to varying degrees. The visited nations were affected by the country of origin. Most students define travel as visiting a new location (Rahayu & Hariadi, 2021). Ten interviews contained references to this. There were also references to discovering new things, meeting new people, and having new experiences. This might be viewed as the driving force for the trip. For instance, taking in the scenery, having fun with the other travellers, seeing historical sites, and broadening their worldview. Overall, every respondent viewed travel as being very pleasant and desirable.

Moreover, over half of those who participated in the survey said they had visited a location just because they saw it featured on Instagram or YouTube. Although most respondents have not done so, a sizable minority intends to do so in the future. Quite a few people who have significant influence in the world of tourism are nomadic (Rahayu & Hariadi, 2021). Regular social media posting means that their fans take notes when they travel and are naturally curious about what they get up to in their absence (Ofitserova, 2021). If this piques the follower's interest, they can add it to their "travel bucket list," or places they want to see before they passed away.

6.7 Relationship between satisfactions and travel destination online content (TDOC)

In psychology and marketing, researchers have investigated how an individual's beliefs and actions are connected (Xue et al., 2020). According to ECT (expectation confirmation theory), individuals' perceptions, expectations, and satisfaction levels are all interrelated and crucial factors in determining their actions (Hossain, & Quaddus, 2012, 445). Since tourism is being promoted through various channels—including social media, websites, e-blogs, and search engines—TDOC is only regarded as appropriate and usable if it is readily accessible to travellers during their first online search for information about tourism (Majeed et al., 2020, 1). When visitors to a destination find it easy to use TDOC, they are more likely to form favourable impressions of the area, feel a sense of loyalty, and even suggest it to their friends. Marketing experts in the tourism industry spread the word about the region's noteworthy attractions and services. As a result, the ease of access, appropriateness, and usability of TDOC may be linked to clear traveller intentions.

Before deciding on a specific vacation spot, travellers examine a variety of online resources that focus on the tourism industry. When visitors find trustworthy information about vacation packages online, they are more likely to make a purchase. Travellers' impressions of TDOC's quality can encourage or discourage them from doing business with that provider online. Travelers who book their trips online may feel uneasy about their safety if they find out later that the information, they relied on was false (Ofitserova, 2021). With the application of digital platforms, Dissatisfaction could result from tourists' doubts about the reliability of TDOC.

6.8 Inspiration for the travel and the destination desires

The questionnaire results need to account for several elements that can contribute to this probability. Those who have said "No" to a trip inspired by YouTube or Instagram could have done so for various reasons, such as having a bad feeling of inspiration from the content or not possessing the accessibility (Ofitserova, 2021, 21). Those who responded with "Not yet, but plan to" likely have certain locations in mind after reading the trip information but are not yet able to go there. Those who have responded positively have typically detailed the travel inspiration that led them to a specific location.

Data shows that roughly half of your followers have already visited these places. Even if they have yet to go, the data shows that many people have made mental notes about it and hope to see the locations at some point. One of the five stages of a trip is "pre-trip," which

includes getting an idea for a destination trip and researching possible accommodations, transportation, and activities (Abad, & Borbon, 2021, 50). The first step in a trip is planning, which includes researching the location and possibly making a "wish list" of potential destinations. If the viewer has already been there, they will not gain anything new from the program. The CGC (consumer-generated content) was the driving force behind the vacationer's final choice.

In general, positive effects on viewers' desires to visit the locations featured in the content they consume predominate. This does not merely imply that the followers' experiences have been mostly positive and that they have developed strong desires to visit those locations. It also suggests that the viewers' desires to travel there have been influenced in a more general way (Ofitserova, 2021, 30). Travelers can form their own opinion about the content and activities at a destination after passing through another traveller's virtual experience on a trip. The content can be viewed in one of two ways: either as lacking interest and encouragement in the location or as the destination's inspiration to continue with their activities. The findings indicate that influencers impact their followers' travel intentions, whether positively or negatively.

6.9 Summary and recommendation

Increase the attractiveness of the Vlog. The more appealing the YouTuber, the more potential visitors would have on the relevance of the vlogger, and the stronger their aim to travel after viewing travel vlog video. To the impression of the social media platform, vloggers had a bigger influence on potential tourists. A good image for the vlogger and personal appeal are more likely to have viewers' impressions. A travel Vlog's ability to entertain its viewers will increase the likelihood that a potential tourist will visit one of the vlogger's recommended destinations. From the point of view of marketing in tourism, the behaviour of having potential visitors from viewers will only be successful if viewers sense the entertainment in the travel Vlog. That is why it is important to make vacation Vlogs more entertaining if you want more people to watch them. If potential tourists find that viewing travel Vlogs is a fun way to pass the time, they will be more likely to take advantage of the opportunities presented by these trips.

Potential tourists are likelier to take vloggers up on their recommendations when they believe the video is helpful. A video's perceived utility is how much its viewers believe it will enhance their vacation. A system's perceived usefulness measures how much its users think it will boost their productivity. Visitors' intent to purchase was significantly impacted by how practical attractions seemed to them.

7 Conclusion and Future Research

The purpose of the study was to determine the impact of travel vlogs on LAB students' decision to choose a location. The findings of this study indicate that factors such as novelty, authenticity, comprehensibility, and influencer/vlogger factors influence the satisfaction of watching travel vlogs, consequently influencing LAB students' travel decisions. The most influential of these elements on LAB students is the Contents in general. The technical aspects of travel vlogs have minor impact on the student's enjoyment of viewing, and so do not influence their destination selection.

For the sake of future research, there is a number of aspects that could be considered to improve this study. The first is to increase the number of survey samples and broaden the research scoup and area due to the population-representativeness of the research sample is merely relative. Second, the length of this study is insufficient to capture the long-term effects of the link between the travel vlogs and customer, and because the research object is quite specific, it may not cover all characteristics of travel vlogs; therefore, this study needs to be reviewed and enhanced to understand more about other aspects of travel vlogs.

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Appendix 1. Survey

Elements of Travel vlogs that impact LAB UAS student's travel destination choice

This is the survey to determine what elements of travel vlogs impact the travel destination choice of LAB UAS students.

This survey is a part of our thesis studies. It will take you approximately 3-5 minutes to do this. So it would be nice for us if you share your interest and opinions about this topic. We are happy to answer any questions you may have about the survey.

You can contact us through our email, which are Khue.tran@student.lab.fi or Ngan.tran@student.lab.fi.

Thank you so much!

 khoaikhoai1305@gmail.com (not shared) [Switch account](#) 

* Required

What is your gender? *

- Male
- Female
- Prefer not to say

How old are you? *

- From 18 - 24 years old

From 25 to 30 years old

Above 30 years old

Where are you come from? *

Write here your home country.

Short answer text
.....

How much will you spend **per day** on your travel trip? (excluding travel expenses to the destination) *

From 50e to 100e

Over 100e to 150e

Over 150e to 200e

Above 200e

How often do you travel? *

1 - 2 times/ year

3 - 4 times/ year

5 - 6 times/ year

Above 6 times/ year

After section 1 Continue to next section

Section 2 of 3

Travel vlogs



In this survey, a travel vlog is a video created by one or a group of people to record real stories they have experienced, explain, receive, consider, and express feelings about one or several objects and issues related to tourism

Have you ever decided to go on a destination just after watching through a travel vlog? *

- Yes
- No
- Maybe

Have you ever watched a travel vlog about a destination before traveling to that place? *

- Yes
- No
- Maybe

What channel(s) do you use to watch travel vlogs? *

You can choose more than one option. If you have other answers, please write it in Others.

- Youtube
- Facebook
- Instagram
- Twitter
- TikTok
- Other...

How long do you think the vlog should be? *

- Under 5 minutes
- From 5 - 10 minutes
- From 10 - 20 minutes
- From 20 - 30 minutes
- More than 30 minutes

Do you find watching travel vlogs easy and beneficial to you? *

- Yes
- No
- Maybe

After section 2 Continue to next section

Section 3 of 3

Elements of travel vlog that affect your destination choice



Description (optional)

Do you think that travel vlogs affect your destination choice? *

- | | | | | | | |
|-------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|----------------|
| | 1 | 2 | 3 | 4 | 5 | |
| Strongly disagree | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Strongly agree |

What are the most important thing in the content of the travel vlogs? *

If you have other answer, please write it in 'Others'

- Novelty - The new, trendy and uniqueness of the information in the travel vlogs
- Comprehensibility - Easy or possible to understand

- Authenticity - The reliability of the information
- Authenticity - The quality of being genuine, truthfulness of origins
- Other...

What do you think about the **Novelty** (the new, trendy, and uniqueness of content) in the travel vlog? *

You can choose more than one option. If you have other answers, please write it in Others.

- The content bring me new information about a destination
- I had knowledge about the destination in advance, so it don't give me much information
- I have found some new destinations through travel vlogs
- Travel vlogs had satisfied my curiosity about a destination
- Other...

What do you think about the **Authenticity** (the reliability of the information and the quality of being genuine, truthfulness of origins) of the travel vlog? *

You can choose more than one option. If you have other answers, please write it in Others.

- The content of travel vlog is exactly.
- The information of travel vlogs is consistent with reality.

The content of travel vlog is believable

Other...

What do you think about the **Comprehensibility** (easy and possible to understand) of the travel vlog? *

You can choose more than one option. If you have other answers, please write it in Others.

The information in travel vlogs is simple for me to comprehend.

I can easily follow the information in travel vlogs

Other viewers will also find the travel vlogs is easy to understand like me

Other...

How could Vlogger/Influencers affect your interest of watching travel vlogs? *

An Influencer is someone who has the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience. Here we talk about the Tourism Influencer.

You can choose more than one option. If you have other answers, please write it in Others.

Vlogger is famous

Vlogger is believable and provide exactly information

Vlogger has understanding about the destination

- Vlogger gives honest review
- Vlogger gives an objective assessment
- Other...

How do you feel when you watch a travel vlog? *

Which of the three things would be most interesting to you? If you have other answers, please write it in Others.

- Travel vlogs portray, advertise, and enhance the attractiveness of the place
- Travel vlogs provide additional information about the place
- Travel vlog inspired me to travel the destination
- Watching travel vlogs is entertaining
- Watching travel vlogs helps me relax
- Watching travel vlogs made me happy
- Watching travel vlogs is interesting and beneficial for me
- Other...

Do you think the images of a destination that the vloggers provide in a travel vlog are relevant * and it impacts your travel decision?

Strongly disagree 1 2 3 4 5 Strongly agree

What was something on the destination images through travel vlogs that especially could affect your travel decision?

Long answer text

Beside the images and contents of a travel vlog, do you also pay attention to the filming/recording and video editing techniques of vloggers? *

- Yes
- No
- Maybe

In your opinion, which of the following three factors determines the most important element of video techniques that might affect your travel decision after watching a travel vlog? *

If you have other answers, please write in **Others**.

- Smooth video
- Short loading time
- Clear images, sound
- None of them
- Other...

Do you think are there any other elements of travel vlog that affect your travel decisions? *

If you don't have any other ideas please write **No** here. If **Yes**, please explain it.

Short answer text
.....

What would you like to tell about the experiences, contents, and importance of travel vlogs on your traveling intentions? *

Which of the three things would be most interesting to you? If you have other answers, please write it in Others.

- I had used travel vlog as my travel guide
- I had learn general travel tips through travel vlog
- Travel vlogs help me find a specific sceneries in the destination
- Travel vlogs help me know what I should do before I visit the place

Appendix 2. Overview research about travel vlogs

No.	Research's name Author Publication year Research area	Research object	Main content	Influencing element	Limitations/ issues not resolved/updated
1	<p>Research: How vlogging promotes a destination image: A narrative analysis of popular travel vlogs about the Philippines.</p> <p>Author: Rachel Luna Peralta</p> <p>Publication year: 2019</p> <p>Research area: Philippines</p>	<p>- Four non-Filipino vloggers: Christian LeBlanc (Lost LeBlanc); Kyle Jenner - man (BecomingFilipino); Nuseir Yassin (NasDaily); Drew Binsky.</p>	<p>- The Philippines' destination image is created and promoted by travel vlogs shared on Facebook.</p> <p>- Vlogs successfully enhance the perception of the Philippines as a desirable travel destination.</p> <p>- These four vloggers' vlogs are capable of presenting a wide worldwide audience with the anticipated perception of the Philippines as a travel destination.</p>	<p>- Experience the vlogger's travel journey.</p> <p>- Suitable subtitle in the vlog.</p> <p>- Suitable background music.</p> <p>- Attractive and interesting scene.</p> <p>- Photography and videography abilities of vloggers.</p> <p>- The connection with the audience.</p> <p>- Post on social network Facebook</p>	<p>- The influence of travel vlogs on tourists' choice of travel destination has not been specified.</p> <p>- Had not to mention the solutions to improve the effectiveness of travel vlogs in promoting destination images</p>

No.	Research's name Author Publication year Research area	Research object	Main content	Influencing element	Limitations/ issues not resolved/updated
2	<p>Research: How to change perceived destination image through vlogging on Youtube</p> <p>Author: Viet Dung Trinh, Linh Nguyen</p> <p>Publication year: 2019</p> <p>Research area: Travel group on Facebook</p>	<ul style="list-style-type: none"> - Users vlog through youtube. - College students use vlog through youtube. 	<ul style="list-style-type: none"> - According to research, the three elements of a travel vlog—content, vlogger, and video effects—have an impact on the perception of a destination. - Examine how each element contributes to the formation of the destination image. 	<ul style="list-style-type: none"> -Content of the travel vlog includes: <ul style="list-style-type: none"> +The usefulness of information: providing general knowledge and necessary preparation information. + The suitable of information +Novelty +Interesting +Comprehensive-ness -About the vlogger: Interactivity, Originality, Source reliability, Expressive presentation. -About the video: Creating and editing techniques, Images, and sound. 	<ul style="list-style-type: none"> - The relationship between the impact of tourism vlogs on the destination image has not been shown, and how it affects the choice of the tourist destination of tourists. -The research has not yet offered concrete suggestions for creating this tourism communication channel.

				- Personal element, eWOM.	
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No.	Research's name Author Publication year Research area	Research object	Main content	Influencing element	Limitations/ issues not resolved/updated
3	<p>Research: Seeing destinations through vlogs: implications for leveraging customer engagement behavior to increase travel intention</p> <p>Author: Yusi Cheng, Wei Wei, Lu Zhang</p> <p>Publication year: 2020</p> <p>Research area: Amazon Mechanical Turk (MTurk).</p>	-Those who are 18 years old or older and have experience watching travel vlogs in the past 12 months.	- Learn about customers' travel vlog viewing experience and its impact on customer engagement (CEB Customer Engagement Behaviors), word of mouth (WOM) and travel intentions	<ul style="list-style-type: none"> -Trusted source -Inspiration -Entertainment -Similarity -Awareness -Feeling -WOM on vlog 	- Not to mention the impact of the destination image through a vlog, thereby affecting the tourist's decision-making.

No.	Research's name Author Publication year Research area	Research object	Main content	Influencing element	Limitations/ issues not resolved/updated
4	<p>Research: The effects of perceived relevance of travel blogs' content on the behavioural intention to visit a tourist destination</p> <p>Author: Yu-Chen Chen, Rong-An Shang, and Ming-Jin Li</p> <p>Publication year: 2013</p> <p>Research area: Taiwan</p>	Blog users in Taiwan	<ul style="list-style-type: none"> - Find out information search behavior and destination choice of tourists through accessing news from travel blogs. - Based on information relevance, a subjective quality measure to explain why and how some blogs have a greater impact than others on tourists' intention to visit a destination. - Research about the process of forming an intention to visit a destination through 	<p>Information attribute:</p> <ul style="list-style-type: none"> -Information value Information quality -The amount of information -Related information such as pragmatics, destination image, theme, novelty, and reliability. -Interesting content -Intrinsic motivation of the blog: seeking information, and entertainment. 	<ul style="list-style-type: none"> - The study avoids the new type of blogging known as vlogging and solely discusses the search effects of content search and destination search through a traveller's travel blog.

			reference to travel blogs		
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No.	Research's name Author Publication year Research area	Research object	Main content	Influencing element	Limitations/ issues not resolved/updated
5	<p>Research: Impact of travel Blogs and Vlogs on the decision making among the student of Bangalore</p> <p>Author: Ms Ria Lodha, Ms. Leena Philip</p> <p>Publication year: 2019</p> <p>Research area: Bangalore in Karnataka state, India</p>	Student go travel and have access to travel blogs and vlogs.	Tourist information has been gathered from blogs and vlogs. Students in Bangalore can learn more about a location by watching travel vlogs in addition to all the other characteristics of a travel blog. Because travel vlogs depict more authentic experiences through vivid imagery, they help students believe what they are seeing.	<ul style="list-style-type: none"> -Providing tourist information through the internet -Content -Layout -Picture -Color 	- Stating facts about significant aspects in travel blogs and vlogs without explaining what such factors entail, why they are significant or asserting that they are the ones that influence the decision to select a tourist location.

