

FILIPINO YOUTUBE VLOGGERS' PREDICTORS TO VISIT SAMAR

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Abstract: Due to technological advancements, YouTube acts as the most prominent and relevant video platform that vloggers use in featuring a destination as people nowadays rely on YouTube as their source of travel inspiration prior to deciding a destination to visit. The study made use of the five significant predictors in promoting Samar as a destination. The framework of this study has five predictors namely; Attitude, Comprehensiveness, Relevance, Source Expertise, and Timeliness from Arora and Lata (2020) to further analyze the content of each video presented by the Filipino YouTube vloggers. This study used qualitative research design in the form of content analysis as the analytical method. The researchers used coding to determine how Samar was presented by the vloggers through a vlog. The data gathered was based on the provided definitions as well as the parameters per predictor set by the researchers as their basis to classify the content of which category will fall under and help them narrate what was actually seen on the chosen travel-related videos in Samar. Based on the results that were discussed and presented through content analysis, it showed that the five predictors were significant to consider in choosing a travel vlogs that specifically featured Samar as a destination to visit. In conclusion, YouTube vloggers who were engaged in creating travel content has the potential to promote Samar at its best as a destination; can effectively market other forms of tourism that gives new options for tourists; and can be recognized for having a various well-known activities and attractions in the Philippines while taking the five predictors into consideration.

Keywords: technological advancements, YouTube acts, YouTube vloggers, promote Samar.

1. INTRODUCTION

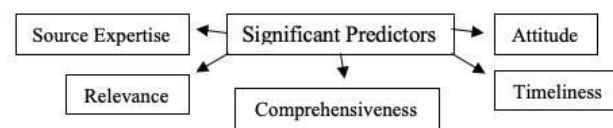
As social media advances, YouTube is becoming more prevalent wherein it also serves as a source of travel inspiration where vloggers showcase destinations to their followers or subscribers. It became one of the easiest ways in disseminating information while providing entertainment to their audience and makes it easy for people to access trustworthy previews of what a destination has to offer from diverse viewpoints and across different perspectives through a lens of context. A vlog (video blog) contains video content that is published on social media platforms as a means to express an individual's thoughts, opinions, or experiences (Raby et al., 2018). At the moment, YouTube channels are the most popular video platform in our world. It plays a vital role in the intention of the travelers to feature a destination. People who travel create their own YouTube channels to communicate and promote the destination image towards tourists by expressing themselves through videos. Most travelers used social media in their travel plans (Cahyanto et al., 2016). Dillon (2016) stated that millennial travelers seek for tourist destinations through social media platforms and from posted destination reviews and travelers' feedback who had visited the place.

Due to the influence of YouTube channels on consumers, it builds a free space for tourists to create travel plans and it contributes to the usage of user generated content on social media platforms. Thus, the majority of tourism scholars used this field as their understudy to deep dive into the influence of social media on travelers (Rasul & Hoque, 2020). This expansion allows consumers to have access to the information shared not just only from the vloggers themselves, but also by other consumers that have experienced various activities by sharing their pictures, videos, and written opinions towards a destination. Through partnering with vloggers, it can be a way to market the province using their platform. Vloggers' exposure on YouTube also gives them the potential to influence their audience as they feature a destination at its best. For the gap of this study, researchers will only use the five (Attitude, Comprehensiveness, Relevance, Source Expertise and Timeliness) out of the seven significant predictors from Arora and Lata (2020) to analyze the content of each video. Whereas, the remaining two predictors: Source Trustworthiness and Accuracy are not tangible and measurable when it comes to analyzing the videos. The research problem of this study is: How are the five predictors going to be used in promoting Samar as a destination? The researchers aim to analyze each of the videos uploaded by: YouTubers A, B, and C using the five predictors. The purpose of this study is to help people who watch travel vlogs on YouTube to know the benefits and pitfalls of a destination, specifically Samar, as the largest caving system in the Philippines and second largest in the entire continent in Asia (Mayo, 2016). The significance of this study will help the researchers to think of ways on how YouTube vloggers can promote destinations such as Samar using the given predictors.

2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

The researchers are going to adapt the significant predictors according to Arora & Lata (2020) that are designed to identify a traveler's intention in visiting a destination. The researchers will make use of the framework to determine how Samar was presented through the vlog based on the five significant predictors. The researchers also set the parameters per predictor to help them classify as they observe the content of the travel vlogs in Samar.

Theoretical Framework



The work of the authors (Arora & Lata) revealed that the tourists exercise their critical thinking skills and the means to scrutinize a travel vlogger's content on their YouTube channel. The authors recommended that as vloggers keep or make vlogs for the tourists, they are to present information that is relevant, comprehensive, and accurate regarding the destination. However, the predictors that they used in their study were only seven (comprehensiveness, relevance, timeliness, source expertise, source trustworthiness, and accuracy) and this may have excluded other predictors that potential tourists look for in watching travel videos. Cheng et al., (2020) on the other hand, affirmed that the vloggers who make travel content should express their enthusiasm and intrinsic passion so that they would emotionally connect with their audience as they engage with them. This is in contrast with Arora & Lata's argument because they focused on the information that is to be presented. Whereas, Cheng et al. focused on what kind of personality the YouTubers should have when they would make travel vlogs. They believe that it contributes to one's watching experience and can lead to a specific customer engagement behavior which is word-of-mouth. The researchers think that it could be a shortcoming of the study since only one type of customer engagement behavior was mentioned. Similar to this is the study of Corrêa et al. (2020) that revolves around the relationship between the YouTubers with their follower engagement and their intention of using the brand that is being used or advertised by the YouTubers. They found trust, brand love, and self connection as variables of the YouTuber-follower relationship. Hence, the engagement between the two, along with the aforementioned variables impacts the subscriber's intention to use the brand that is being endorsed by the YouTuber. Moreover, Corrêa et al. (2020) introduce a different kind of engagement that is being established not by the brand of a certain service or product but by the YouTubers, a human brand. In the same way, Christou and Gretzel (2016) have a similar take on the connection that the followers and vloggers have as one shares his/her travel experiences and the other experiences what the destination or attraction offers as well as the character of the vlogger. But, little work has been done in terms of the data collection on the YouTubers and lack of information on marketing destinations. Lastly, a study by YouGov (2018) showed that more than half of their respondents watch travel related vlogs. Fifty-six percent (56%) watch travel vlogs and seventy-two percent (72%) of their respondents are millennials. Although they argue that not all vlogs are created to be of

help and the researchers would also agree with this. According to their survey, 3 out of 4 millennials are victims of clickbait- the act of using a title or image that is misleading just to get a viewer to click on the video.

The chosen literatures relate to the study in such a way that most of them are also focused on the same platform which is YouTube as well as the watching experience of viewers specifically on travel vlogs. Just like how Corrêa et al. (2020) made use of variables in their study, the researchers are to make use of predictors in this study. This study is considered unique because no research used significant predictors in analyzing the concept of selected Filipino YouTube Vloggers' influence on people to visit Samar. This study will be of good use to travel content creators and potential tourists who are planning to visit Samar.

3. METHODOLOGY

The research design of this study is qualitative research since this study focuses on analyzing each video of the three Filipino YouTube Vloggers based on the adapted five predictors from Arora and Lata (2020). This study is an exploratory research to acquire new knowledge by watching travel-related videos. The researchers used secondary data from YouTube and studies from the Internet that are related to this study.

To gather information needed to achieve this study, content analysis will be used as the researchers' analytical method. First, the researchers chose YouTube as the medium where they will analyze the content. Second, the researchers developed a criteria for choosing the Filipino YouTube Vloggers based on the following: (1) a minimum of one hundred thousand subscribers, (2) one thousand likes per video, (3) fifteen thousand views per video, (4) must have at least twenty million overall views on their channel, and (5) all videos taken at Samar province must be uploaded in the year twenty eighteen (2018). Third, the researchers defined each predictors proposed by Arora and Lata (2020) based on their own definition and set the parameters per predictor whereas: (1) Attitude refers to a set of behaviors and emotions towards a person, thing, or situation, (2) Comprehensiveness is defined as the completion of information and elements presented by the YouTuber, (3) Relevance is when something that's been said or done is considered to be useful and appropriate, (4) Source Expertise is the extent to which the YouTuber is perceived to be knowledgeable and capable of presenting valid information, and (5) Timeliness means that the given information is timely, accessible and available to the public. Afterwards, the researchers were able to choose three Filipino YouTube Vloggers because they met the given criteria that will serve as a tool to collect the data through their videos that feature Samar province in the year 2018. Then, the researchers selected seven videos posted by the selected three Filipino YouTube Vloggers that also met the given criteria. These are: (1) Secret Islands of the Philippines Exploring Eastern Samar, (2) Beautiful White Sand Beaches in the Philippines - Not just Boracay, (3) Eastern Visayas AdvenTour Ep3: Northern Samar Imaga Rock Formation, Cabacungan, Allen | Rams Grill, (4) Eastern Visayas AdvenTour Ep8: Eastern Samar | Dangkalan Beach Resort | Liliputan Rocky Beach Park, (5) Best Caves and Rivers - Adventure in Samar, (6) Tourist Attractions in Guiuan Eastern Samar, and (7) Amazing Rock Formations Northern Samar Towns. Lastly, the researchers developed the parameters per predictor as a guide on what part of the video to include in the analysis. These are:

Attitude

- the YouTuber shows respect to a local or any tradition and takes part in it
- the YouTuber shows friendliness, empathy and happiness in any part of the vlog
- the YouTuber starts a conversation with any locals

Comprehensiveness

- the YouTuber makes use of closed captions in any part of the video
- the YouTuber gives complete information on the destination and its tourist attractions (history, list of tourist activities & attractions, detailed itinerary, modes of transportation, and fares)
- the YouTuber makes use of drone shots, voice-over, background music and transitions in any part of the video

Relevance

- the YouTuber does tourist activities, tries local food, visits tourist attractions within the destination
- the YouTuber shares information that is both accurate and relevant

Source Expertise

- the YouTuber shares factual information about the destination, its attractions, the local food and the culture
- the YouTuber shares reviews and his/her experience during the visit to the destination

Timeliness

- the factual information that the YouTuber mentioned in the vlog is up to date
- the tourist attractions that the YouTuber visited is among the top or well-known in the destination
- other information shared by the YouTuber is accessible and ready to view by the public

The researchers will then analyze the seven videos focusing on how Samar is being presented by the three vloggers and narrate what was actually seen on the videos based on the areas needed to be observed in order to support the claims.

4. RESULTS AND DISCUSSION

After analyzing the seven videos, the researchers will proceed to presenting the result of the content analysis by including the specifics in each video and classifying it according to the predictor that it belongs to. The content of each video was analyzed using the concept of Arora & Lata (2020). The five areas that have been analyzed are Attitude, Relevance, Comprehensiveness, Source Expertise and Timeliness. The researchers will present and discuss the results of the content analysis per video.

Table 1: Coding of Youtuber A’s Vlogs

YOUTUBER A					
VLOG	ATTITUDE	COMPREHENSIVENESS	RELEVANCE	SOURCE EXPERTISE	TIMELINESS
SECRET ISLANDS OF THE PHILIPPINES exploring Eastern Samar	<ul style="list-style-type: none"> - Talked to a local - Showed the locals their chef - Showed constant feelings of happiness and excitement. 	<ul style="list-style-type: none"> - Made use of voice overs, background music, transitions, and drone shots - Mentioned the historical background of Samar - Showed some surfing clips 	<ul style="list-style-type: none"> - Tried local food - Described the beauty of Borongan - Recommended Borongan to those that enjoy active occasions. 	<ul style="list-style-type: none"> - Shared factual information - Gave preview of the next part of the video 	<ul style="list-style-type: none"> - Visited well-known destinations.
Beautiful WHITE SAND BEACHES in the Philippines (NOT JUST BORACAY)	<ul style="list-style-type: none"> - Introduced the locals staying with them - Talked to a local 	<ul style="list-style-type: none"> - Showed multiple drone shots and used background music 	<ul style="list-style-type: none"> - Provided travel time - Tries tourist activities - Took part in the traditional Filipino kamayan-style 	<ul style="list-style-type: none"> - Shared the time that it took for them to find a reef for surfing and diving. - Did a tour of where they are currently staying at. 	<ul style="list-style-type: none"> - Decided to look for empty beaches - Gave tips
Best Caves and Rivers (adventure in Samar)	<ul style="list-style-type: none"> - Talked to a cave master. - Met local kids during the hike. 	<ul style="list-style-type: none"> - Showed drone shots 	<ul style="list-style-type: none"> - Shared travel time - Tried out fresh coconuts. - Tries tourist activities 	<ul style="list-style-type: none"> - Shared that the caves are some of the largest in Asia. - Shared that it took them 4 hours during their trekking - Shared information 	<ul style="list-style-type: none"> - Visited well-known destinations.

Based on Table 1, there are certain parts of the video that fall under the five predictors used in the analysis. For Attitude, YouTuber A is often seen conversing with the locals. In the three videos, YouTuber A had conversations with local surf guides, chefs, boatmen, and a cave master. YouTuber A had a positive attitude towards the locals as they are seen laughing and having a good time with one another. Although most of the conversations were inaudible, the researchers can still see the happiness and excitement of YouTuber A when eating with the lively locals, surfing with the free divers, and jumping on freshwater with the kids YouTuber A met during their hike. As for Comprehensiveness, YouTuber A’s videos always have a story to tell. The videos always consist of voice overs, upbeat background music and transitions which makes it well-presented and lively to watch. Moreover, the videos also have montages as a preview of the content of the whole vlog as well as drone shots of destinations like San Juanico Bridge and the ABCD Beach. There are also drone shots as YouTuber A was describing Borongan Island and the historical background of Samar and its cultural significance. YouTuber A is keen to detail and accurately describes each attraction and shares clips of them surfing, diving, and hiking. When it comes to Relevance, YouTuber A was able to try local foods such as Linubihan Nga Kinis and Salukara. The travel time from Calicoan to Borongan and the other places they went to was also mentioned for the

sake of the audience. YouTuber A’s team, along with the locals went fish hunting, took part in the traditional Filipino kamayan-style during meals, and explored some caves. Their itinerary was rather spontaneous but eventful. Regarding Source Expertise, information such as the San Juanico Bridge being the longest bridge in the Philippines and one of the islands that they went to has some of the largest cave networks in Asia were shared by YouTuber A. Sharing of factual data was also part of YouTuber A’s videos. Other than this, YouTuber A also mentioned how long it took them to find a reef to surf and dive as well as how long they were exploring caves. YouTuber A is informative when it comes to interacting with the audience but not to the point that it becomes intimidating. YouTuber A simply shares their experience after doing the activities, does tours of places they stay at, and advises the audience to ask the locals to find places like the ones they found. Lastly, in terms of Timeliness, the destinations that were visited by YouTuber A such as the Pinipisakan Falls and Sulpan Cave are part of the 10 Best Tourist Spots in Samar by Tourist Spots Finder. Calicoan Island, which is also one of the places that YouTuber A visited, is included in the ‘Top Attractions in Samar Island’ by Tripadvisor. The researchers find that the attractions YouTuber A visited are those that are well-known in the province.

As the researchers analyzed the videos, the researchers observed YouTuber A’s consistency in terms of all the predictors. YouTuber A has an outgoing and friendly attitude as he was seen conversing with the locals and enjoying the attractions and activities in Samar province. Furthermore, YouTuber A also makes travel related-content. This means that YouTuber A’s expertise when it comes to sharing factual information and own experience is reflected throughout the entire video. Another observation is that YouTuber A is detail oriented. There was shared information such as their travel time, detailed description of where they’re staying or what they’re doing which is beneficial for the people who are planning to visit Samar. The researchers also observed that YouTuber A interacts with the audience like a friendly tour guide giving out information on the things to do or what to eat when visiting Samar. In addition, the use of elements such as background music, transitions and voice overs made the video even more interesting to watch since everything was properly executed.

Table 2: Coding of Youtuber B’s Vlogs

YOUTUBER B					
VLOG	ATTITUDE	COMPREHENSIVENESS	RELEVANCE	SOURCE EXPERTISE	TIMELINESS
Amazing Rock Formations // Northern Samar Towns	- Showed care to the viewers.	- Informed the viewers through close -captions about the attractions in Northern Samar. - Showed drone shots - Used transitions and background music. - Mentioned the modes of transportation.	- Visited attractions located in the province of Northern Samar.	- Shared brief information about the attractions in Northern Samar.	- Visited an attraction that is included in top tourist spots in Northern Samar.
Tourist Attractions in Guiuan Eastern Samar	- Reached out to the Mayor of Guiuan, Eastern Samar.	- Used transitions and background music. - Impart information for the audience using voice-over and close captions. - Presented drone shots - Provided a brief history and description.	- Visited attractions located in Guiuan, Eastern Samar.	- Stated facts	- Visited an attraction that is included in best tourist spots in Northern Samar.

The table shows the parameters that will fall under the five predictors. For Attitude, YouTuber B interacts with the viewers by reminding them to be cautious when visiting the Rakit Dakit Rock Formations because the rock outcrops are slippery, and reaches out to the Mayor of the province to invite the audience to visit Samar. In Comprehensiveness, YouTuber B provides information such as brief history and descriptions using closed captions and voice overs regarding the attractions located in Eastern and Northern Samar such as Onay Beach, Kalakhaan Island, Pacifico de Coral, Rakit Dakit Rock Formations, Pinusilan Blue Lagoon, Shrine of St. Anthony of Padua, Immaculate Conception Church, Calicoan Island Surfing Site, Homonhon Island, and Loading Point Beach. And to make the video well-presented, YouTuber B showed drone shots of each attraction and used transitions and background music. For Relevance, YouTuber B visits all the attractions in Eastern and Northern Samar namely: Onay Beach, Kalakhaan Island, Pacifico de Coral, Rakit Dakit Rock Formations, and Pinusilan Blue Lagoon. For Source Expertise, YouTuber B stated facts in the video like Homonhon Beach is the island where Magellan and his men landed on March 16, 1521 and Guiuan Airport served as one of the naval bases of the United States during World War II. Lastly, for Timeliness, YouTuber B visited the

attractions that is included in ‘Top Tourist Spots in Northern Samar’ and ‘Top Ten Best Tourist Spots in Eastern Samar’ namely: Onay Beach, Calicoan Island, Linao Cave, Homonhon Island, and the Shrine of St. Anthony of Padua.

The researchers observed that the video of YouTuber B is informative and beneficial for the viewers because YouTuber B gave information using voice-overs and closed captions regarding the attraction in Guiuan, Eastern Samar and Northern Samar so that the viewers to become knowledgeable and to inform them on what the province offers. YouTuber B also showed drone shots of the islands and beaches in the province to show the audience how beautiful and fascinating it is in person. Apart from that, YouTuber B also mentioned modes of transportations so that the viewers will know how accessible it was going to the destination. YouTuber B also showed drone shots of all attractions, using background music and transitions to make the video well-presented. The researchers also observed that YouTuber B has expertise when giving information because YouTuber B mentioned some activities which can help the viewers to know what to try and expect in the destination.

Table 3: Coding of Youtuber C’s Vlogs

YOUTUBER C					
VLOG	ATTITUDE	COMPREHENSIVENESS	RELEVANCE	SOURCE EXPERTISE	TIMELINESS
Eastern Visayas AdvenTour Ep3: NORTHERN SAMAR Imaga Rock Formation, Cabacungan, Allen Rams Grill	<ul style="list-style-type: none"> - Asked the locals - Showed friendliness - Give advised to people 	<ul style="list-style-type: none"> - Used drone - Provided a closed caption - Used upbeat music, sound effects and voice-overs - Provided routes - Provided a brief description 	<ul style="list-style-type: none"> - Tried tourist activities - Visited tourist attraction 	<ul style="list-style-type: none"> - Shared reviews 	<ul style="list-style-type: none"> - N/A
Eastern Visayas AdvenTour Ep8: EASTERN SAMAR Dangkalan Beach Resort Liliputan Rocky Beach Resort	<ul style="list-style-type: none"> - Talked to a local 	<ul style="list-style-type: none"> - Used drone - Showed routes - Used sound effects, voice overs and background music - Shared brief description 	<ul style="list-style-type: none"> - Ate local food - Visited tourist attractions 	<ul style="list-style-type: none"> - Stated facts - Shared reviews 	<ul style="list-style-type: none"> - Visited the top or well-known in the destination

The table above was classified on which certain parts of the video would fall under based on the set parameters per predictors. For both videos, under the Attitude, the vlogger had a fist-bump, and asked the name of the tour guide. While on the way to Imaga Rock Formation, YouTuber C got lost and asked locals the routes. It was also mentioned in the video that the roads were steep and advised the viewers to slow down on residential roads through a voice over. Before going home, YouTuber C borrowed the ball to the kids who were playing basketball and tried to shoot. Also, the vlogger talked to one of the personnel and shared how underrated the province is and also taught YouTuber C how to translate and speak Tagalog words into Waray. For Comprehensiveness, on the introduction part, the vlogger captured aerial footage of the Dangkalan Beach Resort, Liliputan Rocky Beach Resort, Imaga Beach, and Punta Rock Formation and gave a brief information about the province— its capital and the total land area (covered by 52% of forest, population from 2015, routes going to Dangkalan Beach Resort and Liliputan Beach Resort including its estimated travel duration. Since YouTuber C is using a motor throughout the trip, roro fare (its inclusions) and passenger rates based on seat classification in the ferry were seen in the vlog. Upbeat music, sound effects, memes, voice-overs, and closed captions were also used just to make the video appealing to the audience. In terms of Relevance, YouTuber C visited one of the tourist attractions in Samar which is the Dangkalan Beach Resort and climbed up the Imaga Rock Formation. YouTuber C tried the province's native delicacy named Tamalos. In the description box of the video that will fall under Source Expertise, this is where YouTuber C said “[It’s time to leave...] it was an awesome experience but also, a tiring one” pertaining to Imaga Rock Formation through a voice-over wherein it was also mentioned that Northern Samar has the most beautiful Rock Formation in the country and it was stated how beautiful Dangkalan Beach Resort and Liliputan Rocky Beach Resort and how YouTuber C enjoyed the loop-de-loop. Moreover, YouTuber C shared a brief history about the tragic event on how the ‘MV Eva Jocelyn,’ a cargo vessel that was swept ashore caused by the storm surge ‘Yolanda’ in 2013 that become a shrine later on and that Magellan landed in Homonhon Island in the province. Lastly, Timeliness, according to

TripAdvisor, the Dangkalán (Dancalan) Beach that was shown in the video was among the ‘Top 10 Best Samar Island Beaches.’ But unfortunately, there was no clip shown in the video entitled 'Eastern Visayas AdvenTour Ep3: NORTHERN SAMAR | Imaga Rock Formation, Cabacungan, Allen | Rams Grill' that will fall under the provided parameters in Timeliness.

As researchers watched the vlog, the way YouTuber C gave information and interacted with the locals, the gestures, and the way the vlogger talks as well as its tone, voice and choice of words— it shows that the vlogger possesses good traits towards host communities. Talking about the content, researchers noticed that the video was presented in an engaging manner where YouTuber C made use of elements such as background music, transitions, sound effects, voice-overs and closed captions as it plays a vital role in a video content to make the viewers experience the same way that vloggers feel and the feeling of actually being there in the destination. As YouTuber C visited one of the tourist attractions, the vlogger used drone shots to capture aerial footage of the Dangkalán Beach Resort and Liliputan Rocky Beach Resort, one of the best ways to market the destination. Upon sharing information that is part of any official website such as TripAdvisor wherein, the Dangkalán (Dancalan) Beach that was shown in the video was among the ‘Top 10 Best Samar Island Beaches,’ it is accessible and hassle-free to potential travellers as they search for a tourist attraction in the province, it was also written in the description box on how beautiful Dangkalán Beach Resort and Liliputan Rocky Beach Resort. Moreover, just by simply reading the texts provided in the description box, vlogger obviously had a great experience to be in a place that has the most beautiful Rock Formation in the country. With this, the viewers will automatically have a choice in mind that they could rely on when planning for a trip. This will somehow motivate tourists to add Eastern Samar on their bucket list.

The researchers observed that the three YouTubers have commonalities in how they presented the video. The videos of YouTubers A, B, and C are all detailed, wherein they all shared information about the attractions that they have been to and what to expect in those specific attractions, like the activities that they offered, drone shots of each of the attractions, mode of transportations, and the travel duration going to the destination which is beneficial for the viewers and potential tourists. The interaction between the YouTubers and viewers is engaging because they are confident, lively, and the choice of words is simple enough for a general audience to understand. Apart from that, the way they edit their vlogs are well presented and engaging to watch because of background music, transitions, voice-overs, and closed captions. The five significant predictors were helpful for the researchers to analyze the seven videos of YouTubers A, B, and C and to identify the parameters that would fall into Attitude, Comprehensiveness, Relevance, Timeliness, and Source Expertise.

The researchers cited a similar study wherein YouTube contents play a vital role in helping potential tourists to have information before going to the destination. In addition, the study also used ten predictors to identify how videos and YouTubers are beneficial to the audience. The researchers also have the same view regarding the study of Rahayu (2020), that the two predictors like Comprehensiveness and Attitude are the most significant on destination visit intention of tourists. And through content analysis, the researchers proved that providing complete information and having a positive attitude of the YouTubers will lead to the eagerness of the tourists to visit Samar province. Apart from that, the researchers also agreed with the study of Arora and Lata (2020) that the five predictors such as Attitude, Comprehensiveness, Relevance, Timeliness, and Source Expertise are significant to a traveler's intentions to visit a destination. But, in terms of Samar, the researchers perceived that the predictors were helpful to analyze the video by knowing how helpful it was for the potential travelers to have an idea and knowledge before they reach their intended destination.

5. CONCLUSION

The seven vlogs of the selected YouTubers were analyzed using the five predictors. Most of the videos were considered to be well-presented, detail-oriented and entertaining to watch. Lastly, the three YouTubers differed on their editing style and how they presented information, and interacted with their audience.

The seven videos each showed different attractions in the province and the YouTubers highlighted the tourist activities for those who are planning to visit Samar. Therefore, we can conclude that the seven videos each showcased a different part of Samar as the YouTubers showed various and well known attractions and activities. It shows that the itineraries of their trip and how they executed their experience in the vlog was well thought of while taking into consideration the people that haven't been to Samar but are planning to. The attractions that were shown in the videos are mostly well-known in the province and it can motivate the tourists to visit the attractions within Samar. The researchers also observed that the clips

in the video are presented in an orderly manner which is pleasing to watch. As YouTuber A ends the video, he encourages the audience to visit the province because there are still many places in the Philippines that are not known among tourists.

Based on the findings, this can help YouTubers that create travel content while taking into consideration the five predictors in order for them to effectively promote Samar as a destination. As for those that watch travel vlogs on YouTube, it can be of help to them to further analyze each aspect that they are looking for when selecting a destination. Lastly, the travel and tourism industry can flourish as there are more YouTubers that make travel related content. The researchers recommend that the YouTubers present information in a detail-oriented manner and in such a way that their targeted audience will be presented with almost all the information that they are looking for such as the complete itinerary, must-visit attractions and activities to be done, etc. Lastly, the researchers recommend further studying this topic as Samar has great potential and deserves to be recognized as one of the must-visit destinations in the Philippines. The study is limited in its ability to further explore the style of content creation for each YouTuber and how they presented Samar. It is suggested that the future studies conduct an interview with their selected YouTubers. Furthermore, it is recommended to use the same framework with other destinations in the Philippines that are not that popular to the public to further promote domestic tourism.

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