

Travel Vloggers Influence on DLSU-Dasmariñas Tourism Management Student's Decision-Making in Choosing a Destination in the Philippines

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Abstract: This study determines what influences the tourism students in De La Salle University-Dasmariñas. The researchers surveyed how the respondents assess the influence on decision-making in terms of trustworthiness, usefulness, novelty, and enjoyment. The study wanted to know what are the factors that influence tourism student's decision-making in choosing a destination in the Philippines. Nonetheless, the technology acceptance model (TAM) has adapted for the conceptual framework which stands as an indicator of this study. This study is quantitative research. The study used the purposive sampling method, a non-probability purposive sampling technique that examined the entire population. The data gathering tool used is Google Forms. The questionnaire was validated by a statistician. The findings in terms of trustworthiness, usefulness, novelty, and enjoyment where trustworthiness was the only significant factor. The overall finding of this study is that most of the tourism students in De La Salle University-Dasmariñas rely on the trustworthiness of the vloggers when it comes to choosing a destination.

Keywords: TAM, decision making, vlogs.

1. INTRODUCTION

At present, travelers share their experiences through a video format and upload on a video streaming platform such as YouTube. These travel video bloggers or travel vloggers market the destinations they visit, draw attention and give information to potential travelers. Travel vlogger is a relatively new phenomenon that appeared in 2016. This is a convenient source of information that provides guides, images, activities, accommodation, food, etc. for an individual's experiences. It is a digital form of blogging to motivate the viewers or the public about the creator's thoughts and experiences. It is also done to make a particular destination popular by sharing it on social networking sites, travel shows, tourism advertisements, etc. (Cheta, 2017).

Through travel vlogs, people can gain knowledge about a specific destination. Thus, having a set of travel vlogs that appear on social networking sites makes an individual feel motivated to discover more destinations. Also, celebrities and influencers showcase food, lifestyle, leisure, and experiences that only traveling can provide. Subconsciously, vloggers promote the places they visit while coincidentally stimulating the tourism industry. Their followers become motivated to visit that place and experience what their idols have encountered. Locally, travel vlogging in the Philippines is gaining popularity due to the country's historically rich tourist destinations. Although some of them saw the opportunities to

engage in travel vlogs because of the monetary involvement of having a vlog in the social networking sites. Though, a travel vlog is an idea to test the credibility of the destination (Jensen,2020)

The essence of a travel vlog is to motivate the viewers to engage in travel. The main target audience of travel vlogs is the youth. As the youth nowadays avert from reading or searching for a travel destination, they consider looking for travel vlogs shown on social networking sites drafted by famous vloggers. (Seyidov and Adomaitiene, 2016).

Moreover, Zhumadilova (2016) affirms that watching video blogs containing objective data and related content may influence the watcher's disposition, discernment, cognitive image, and purchase behaviors of the destination. While varieties are shown among different genders and age brackets, generally it is shown that potential tourists will watch and trust the video blogs, and try to visit the destinations suggested. In addition, while watching, the attributes of the video blogs help impact destination images. Trinh and Nguyen (2019) revealed that information trustworthiness, information usefulness, source novelty and have a positive effect on viewers. However, there are limited studies pertaining to the decision-making of the students in choosing a destination based on their judgment of Philippine travel vlogs. This study specifically examine the influence of travel vloggers as a source of information about the Philippines as a tourist destination. The objective of the study is to identify the factors influencing the students' decision-making through travel vloggers. Research problems are mentioned below:

1. What is the profile of the respondents in terms of:

1.1 Gender

1.2 Year Level

2. How do the respondents assess the vloggers' influence in terms of:

2.1 Trustworthiness

2.2 Usefulness

2.3 Novelty

2.4 Enjoyment

3. Is there a significant difference between the profile of the respondents and their assessment of the travel vloggers' influence on the student's decision-making in choosing a destination in the Philippines?

The significance of the study lies in the fact that it is an attempt to study DLSU-Dasmariñas Tourism Management students' decision-making behavior. This will help future researchers to gain new knowledge and to come up with a new effective behavior that will lead them to better decision-making processes. Also, the travel vloggers will benefit from this study.

2. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK.

In a constantly changing world, the advancement of science and innovation, particularly computer science and data advances, changes how individuals think, how individuals live and how society works. There exists openings and challenges which coexist for each industry. The existence of the internet makes information abundant. Subsequently, the predominance of social media, tourists' expectations of a destination are highly affected by User-Generated Contents or UGC. Video web journal, or vlog, is a type of UGC that combines narration and audio-visual content, distributed by vloggers on video streaming sites (D. Kim, 2017). The emergence of user-generated content or UGC pertains to media content that is created in a virtual community, not by marketers but by users. This includes Facebook videos, vlogs uploaded on YouTube, and podcasting. Numerous researchers have studied the role of user-generated content or consumer-generated media in information search for the travel planning process

As a mixture of text, images, and audio, the multimedia capabilities of video make it effective and productive in transmitting content, engaging audiences, and mediating interactions (Trinh & Nguyen, 2019). Speaking of tourism marketing, while all types of UGC have a word-of-mouth influence, videos are considered to be the most effective in generating a better destination attitude and a positive destination image. (Huertas, 2018)

Video blogs are a type of UGC melding storytelling and audio-visual contents, uploaded by vloggers on video streaming platforms (D. Kim, 2017). The platforms can either be social media or corporate-individual websites, but virtual content

communities are often seen on YouTube (Sutanto, 2016). Analyzing from the content point of view, vlogs are similar to conventional text journals but are designed in a video format. (Peralta, 2019). Although the value of UGC posted on social media recognized video as an important form of content, it often receives growing exposure. (Lodha & Philip, 2019). Information and details on social media are more powerful than destination-owned websites, this is linked to UGC content which is regarded to be more trustworthy. (Trinh & Nguyen, 2019). As one of the prevalent videos on YouTube, the biggest online video streaming platform has billions of contents and users. Here, tourism videos are vital references for clients who are looking for travel ideas (Dessart, 2016). Nearly half of those users favor travel vlogs in terms of subscriptions, which implies they esteem this sort of tourism content and have the purpose to proceed watching more. (Crowel, Gribben, & Loo, 2016). Moreover, destination names create 71% of tourism content searches on YouTube. This data shows users’ focus on tourist destinations and the potential for those content to affect viewers’ travel decisions. (Brain, 2016)

To determine the factors that influence consumer engagement, the researchers use variables of the technology acceptance model (TAM). Reiterated by a study conducted by Lin and Chen (2017), TAM, proposed by Davis in 1986, primarily describes and forecasts consumer actions in the use of information technology. According to TAM, the personal desire to implement and utilize modern information technology is determined by perceived utility and perceived ease of use. Herewith, various variables about consumers’ perception of digital videos/technology acceptance were identified in previous researchers. The researchers utilized the TAM model, trustworthiness, and novelty for this study’s framework. It engages how these motives of perception affect DLSU-D Tourism Management students’ acceptance of vlogs.

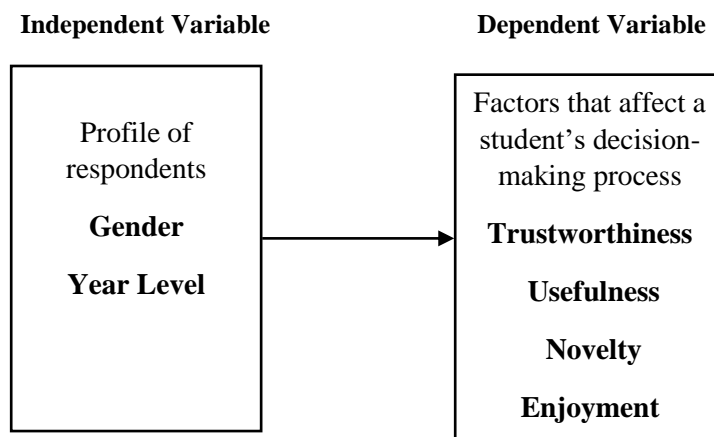


Figure 1

The framework is adapted, that anchors four important factors that affect a traveler’s decision-making process. The first is perceived trust. UGC is at the heart of social media. (Du Plessis, 2017). Molinillo (2017), complements UGC as trustworthy reviews are one reason why social media is popular among tourists looking for destination knowledge. As Marine-Roig (2017) has suggested, the reputation, a blend of trustworthiness and experience, of the destination information is negatively associated with the degree of destination regulation. Investigations, however, show that, with or without prompting and advertising effects, word-of-mouth as a natural source of detail ranks top in terms of trustworthiness. Second is the perceived usefulness of the information from the vlog. This explains what the viewer deems necessary when watching the vlog. These are useful information that may be used during the actual trip. The third is the enjoyment factor. According to Johnston (2019), the power of the content to attract or retain one's attention has a primary impact on consumer engagement. In particular, consumers are more likely to share an interesting vlog when they receive it from others and see it as interesting. As tourism industries and destinations concentrate on co-creating fun and unforgettable interactions for visitors in the destination environment, marketing efforts can be more tourist-oriented, while the importance of experience is also emphasized in tourism and destination marketing studies. (Cifci, Cetin, & Dincer, 2018) Fourth is originality. In this analysis of travel vlogs, the overall description of the destination is the keywords used to identify the destination. Although the vloggers appear to visit the special attractions of the destination based on their images, their travel experience seen in vlogs will then affect the specific picture of the destination as seen by the viewer. In other words, the distinctive picture and representative attractions are circularly reinforced by each other. The researchers will be able to determine whether these factors affect the students’ decisions making, also through their profile, to determine the sample of people in this study.

Djafarova and Rusworth (2017) found that users prefer to conclude that online critics are more reliable than celebrities. The assumed basis of the reputation (trustworthiness, competence, and attractiveness) of vloggers have become crucial to the consumer's purchasing behavior. In general, internet celebrities, including vloggers, are viewed by viewers as more trustworthy than conventional celebrities. Perhaps they are deemed more truthful and straightforward in relaying information.

3. METHODOLOGY

The type of research method used by the researchers in this study is quantitative research method. Also, the researchers collect quantitative data through surveys. The researchers also apply the descriptive research method as we collect the data about the study without intervening, thus depending solely on the sampling method.

The respondents of the study are selected through purposive sampling because the representative of the population is already identified which is the Tourism Management Student of DLSU-D. Through the use of Raosoft, with a population size of 408, a margin of error at 5%, and a confidence level at 95%, a sample size of 199 was derived. The researchers conduct online surveys to the said sample size of respondents to make the gathering and interpretation of data simpler, less time-consuming, yet still statistically valid.

The researchers conduct surveys through Google forms to facilitate data gathering effectively and efficiently. Respondents will receive a copy of the questionnaire through the google forms link that we sent. The survey include questions about their demographics and preferences to understand the students' decision-making processes. The questionnaires were adapted from "The influence of vlogs on consumer's purchase intention and engagement in Apple AirPods 2". The researchers use an independent sample T-test and ANOVA to treat the data. The statistician verified our questionnaire as valid.

4. RESULTS AND DISCUSSION

Table 1: Gender of Tourism Students

Gender	Frequency	Percent
Male	51	25.6
Female	148	74.4
Total	199	100.0

The majority of the respondents are female, corresponding to 74.4% of the total number of respondents who participated in the survey. On the other hand, some of the respondents are male, corresponding to 25.6%. Female travelers play an overwhelming part within the tourism industry. In later a long time, this showcase has held a solid nearness in solo travel, where they speak to two-thirds of its advertising. The tourism industry is encountering an 'Asian Wave', especially in women's travel, due to the rapid expansion of numerous Asian economies. Despite this, numerous tourists think about are still tormented by gendered and Western predisposition. Chang (2015)

Table 2: Year Level of Tourism Students

Year Level	Frequency	Percent
First Year	70	35.2
Second Year	57	28.6
Third Year	72	36.2
Total	199	100.0

The majority of the respondents are in the third year, corresponding to 36.2% of the total number of respondents who participated in the survey. On the other hand, some of the respondents are in the first year, corresponding to 35.2%, and having the least number of the respondents are in the second year, corresponding to 28.6%. The educational level also has a significant impact in determining the actual behavior of tourists. Javed et.al (2020).

Table 3: Factors that affect a student's decision-making process in terms of Trustworthiness

Trustworthiness	Mean	Standard Deviation
Vloggers' contents are credible	3.5377	0.59232
Vloggers' recommendations are trustworthy	3.4221	0.63779
Information from their vlogs are accurate	3.4121	0.61221
Vloggers have expertise in providing destination tips	3.3568	0.65778
Vlogs can help identify the best destination	3.4724	0.63404
Overall	3.2018	0.41526

For trustworthiness, the highest mean response is item number 1. The mean is 3.53. This means that most respondents agree that the vloggers' content is credible. On the other hand, the lowest mean assessment is item number 4, based on ranks. This implies that the respondent's lowest agreement is about the vloggers' having expertise in providing destination tips. In terms of standard deviations, the highest value of 0.65778 was obtained by item number 4. This only means that the respondents have varied or different opinions about vloggers having expertise in providing destination tips. The overall mean of 3.2018 implies that the trustworthiness is very good.

Table 4: Factors that affect a student's decision-making process in terms of Usefulness

Usefulness	Mean	Standard Deviation
Vloggers' recommendations can make travelling more memorable	3.5075	0.63460
Vlogs can help identify the best places in the Philippines	3.6080	0.58356
Vlogs can give access to useful information about the place	3.5377	0.59232
The vlog is well-informed with the destination	3.4874	0.63452
Watching a vlogs increases my intention to visit the place featured by the vlogger	3.5578	0.59918
Overall	3.4834	0.43551

In terms of usefulness, the highest mean response is item number 2. The mean is 3.60. This means that most of the respondents agree that vlogs can help identify the best places in the Philippines. On the other hand, based on ranks, the lowest mean assessment is item number 4. This implies that the respondent's lowest agreement is that the vlog is well informed about the destination. Speaking of standard deviations, the highest value is 0.63460 was obtained by item number 1. This means that most of the respondents relied on vlogger's recommendation can make travelling more memorable. The overall mean of 3.4834 implies that the usefulness of vlogs is very good.

Table 5: Factors that affect a student's decision-making process in terms of Novelty

Novelty	Mean	Standard Deviation
The vlog showed the authenticity of the destination	3.4834	0.61791
Vlogs with original content	3.5427	0.60134
The video clips and shots is clearly from the creator	3.5276	0.60134
The style in which the vlog is played out is extraordinary	3.4623	0.63352
Overall	3.5013	0.50031

In the matter of novelty, item number 2 got the highest mean response. It has a mean of 3.54. This means that most of the respondents agree that vlogs with original concept helps their decision making in terms of choosing a destination. On the other hand, the lowest mean assessment is item number 4, based on ranks. This means that the respondent's lowest agreement is about how the style in which the vlog is played out is extraordinary. In terms of standard deviations, the highest value is 0.63352 and was obtained by item number 4. This only means that the respondents have different opinion about vloggers having expertise on how to portray or played out their vlogs. The overall mean of 3.5013 is impressive.

Table 6: Factors that affect a student’s decision-making process in terms of Enjoyment

Enjoyment	Mean	Standard Deviation
Unique twists make the vlogs more enjoyable	3.6332	0.50363
Vlogs can help ease boredom	3.7035	0.48983
Watching vlogs can be a hobby	3.6181	0.52693
Vlogs can help decrease or eliminate stress	3.6734	0.50136
Watching vlogs can give a positive feeling	3.5930	0.54137
Overall	3.6442	0.40955

For enjoyment, the highest mean response is item number 2. The mean is 3.70. This means that most respondents agree that vlogs can help ease their boredom. On the other hand, the lowest mean assessment is item number 5, based on ranks. This suggest that watching vlogs can give a positive feeling. In terms of standard deviations, the highest value of 0.48983 was obtained by item number 2. This implies that the respondents watch vlogs as a way of easing their boredom. The overall mean of 3.6442 is impressive.

Table 7: Summary of Overall Findings

Factors that affect a student’s decision-making process		Sum of Squares	df	Mean square	f	p-value	Interpretation
Trustworthiness	Between groups	2.283	2	1.141	7.021	0.001	Significant
	Within groups	31.860	196	0.163			
	Total	34.143	198				
Usefulness	Between groups	0.048	2	0.024	0.126	0.882	Not Significant
	Within groups	37.506	196	0.191			
	Total	37.554	198				
Novelty	Between groups	1.286	2	0.643	2.610	0.076	Not Significant
	Within groups	48.277	196	0.246			
	Total	49.562	198				
Enjoyment	Between groups	0.0339	2	0.170	1.012	0.365	Not Significant
	Within groups	32.871	196	0.168			
	Total	33.211	198				

If p-value is less than 0.05, reject the null, otherwise fail to reject the null. It shows that the trustworthiness factor are the only significant because it rejects the Ho.

Table 8: Homogenous Subsets

TRUSTWORTHINESS

Year Level	N	1	2
First Year	70	3.0643	
Second Year	57	3.2281	3.2281
Third Year	72		3.3148
Sig.		0.054	0.436

Interpretation:

Looking at the p-value, only the Trustworthiness has a value less than 0.05. This means that the indicator is affected by the respondent’s year level. This means that the assessments of the first year and third year are significantly different. On the other hand, the assessment of the respondents about usefulness, novelty, and enjoyment are just the same between the year level.

5. CONCLUSION

Most of the respondents are female, first-year, and third-year students. The results were good as they influence the decision-making of the DLSU-D BS Tourism Management students in choosing a destination in the Philippines. Vloggers' content was good, as it was credible, vlogs can help identify the best places in the Philippines, vlogs that have original content, and vlogs can help ease their boredom. On the other hand, travel vloggers fail to influence students by having expertise in providing destination tips, the vlog is not well-informed with the destination, the style in which the vlog is played out is extraordinary, and watching vlogs can't give them positive feelings are rated least by the factors. The trustworthiness is affected by the year level and there are significant differences in their assessments about trustworthiness.

The reader or the student who watches a travel blog, having a purpose set in mind for browsing a travel blog, and the travel blog itself giving these roles set the standard of what a blog can provide to the reader and what a reader needs to require away from the blog. Since, when planning travel, one should depend on experience so in efferent perusing, a reader apparently, not having been to that specific destination would depend on real-life reviews, experiences, and experiences of individuals who have been to that put and utilize that information to guide them when pushing through with their travel. The per-user, having an indistinguishable relationship to the blogger and the blog itself is further proven by Magasic (2014) when he expressed that a few of the ways travel blogging can influence the act of traveling itself incorporate: The traveler steps out of his/her current travel encounter and hence, returning to their withdrawn narratorial part and intervening their travel involvement as the blogger takes their online gathering of people into their consciousness at whatever point they travel. Within the stylish position, it appears that what interfaces a blogger to its watcher is the enthusiasm for voyaging itself notwithstanding of reader's multi-faceted sees and dispositions when perusing. The blogger, who is excited about travel and recording it as a way of returning to his travel involvement as distinctive as when he/she first set foot within the put and as a way to delve encourage in his/her new bits of knowledge, and reflection whereas traveling. In turn, for the reader or watcher, he/she walks through with the blogger as the travel story unfurls and maybe imagining in their seats what the blogger has seen and been through and wondering in case it'll be the same for them. Though not all readers/students subscribe to a specific blogger as what this consider finds, a travel blog in itself may give considerable stories to the travel planning stage of the tourist. With the vast information display almost a destination, travel blogs have alluded as they are the data from individuals who have as of now experienced the place taken after by the reason that it is simple to browse. Travel blogs are a source of goal promoting because it advances a particular place, its societies, convictions, nourishment and the magnificence of the place. The activity on a travel blog and the devotees of the blog makes a different pick-up belief on a travel blog. Travel vlogs are a helpful source of information because it incorporates a solid impact in the decision making of the students whereas they make travel choices and motivates the students/watchers to travel. Separated from all the features of a travel blog, understudies furthermore see out for additional data approximately a goal as they require a full-fledged investigation on a put. Adherents of the travel vlogs offer assistance in deciding the belief which is established by travel vlogs. the travel vlogs comprise of data from people who as of now involvement it which builds in trust among the understudies whereas they carry out travel decisions.

The future of a travel blog and vlog is developing as numerous individuals have begun travel blogging and vlogging with a deliberate to appear their supporters what they do in a goal and the vast growth will offer assistance outline arrange and broaden the use and reliance on travel blogs and travel vlogs. With time like individuals moved from pictures to videos, there's a tall possibility that they might move to audio files because it is handier and does not require the patience and time to observe it and can be listened to anytime and anyplace.

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