

# HOW VLOGGING PROMOTES TOURIST DESTINATION IMAGE: CONTENT ANALYSIS OF POPULAR TRAVEL VLOGS FEATURING ROMBLON

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**Abstract.** Internet usage has become prevalent in the travel sector. In line with this, travel vlogs have become an effective way for many hospitality and tourist organizations to reach their target demographic and build their brand. Meanwhile, the essence of Electric word of mouth in tourism management is relatively significant. The purpose of the study is to identify the perceived tourist destination image of four selected travel vlogs and their comment feedback on featuring Romblon. The study analyzed the contents of the four vloggers who feature Romblon on their travel vlogs using qualitative research design, specifically content analysis. The study found that vloggers' attractiveness, interactivity, perceived entertainment, and perceived travel utility are positively correlated. Vlog videos have a significant positive effect on travel behavior intent. The study found that travel vloggers had a significant impact on the tourism industry, with some promoting tourist activities across multiple platforms, including films and other media. It was also discovered that e-WOM influences the reputation of the destination, visitors' interest, and level of trust. Meanwhile, the destination image elevates tourist confidence and interest. Overall, the perceived image of the tourist destination had a significant impact on the tourist's overall desire. The content and visual analysis of the videos, as well as audience comments, support the claim that travel vloggers and their respective vlogs play a significant role in the development of an online destination image of a location. More specifically, travel vlogging assists and provides customers with more options for personalizing and customizing their travel plans. Travel vlogs do a lot to help our locals grow their businesses and encourage people to visit different parts of the Philippines.

**Keywords:** *quantitative content analysis, tourist destination image, e-WOM, travel vlog, influencer*

## Introduction

Internet usage has become prevalent in the travel sector, and travel influencers have become an effective way for many hospitality and tourist organizations to reach their target demographic and build their brand. Today, the industry cannot be trusted without travel vlogs, which play a vital role in destination marketing. In the wake of explorers and with the technological and social benefits of the industrial revolution came the founding of travel agencies, a vital development. In addition, they would have access to resources for exploring and researching the place, establishing contact networks, and bundling prices, something that most independent travelers lacked. Consequently, four sequential practices comprise the travel vlogging practice bundle: designing, filming, editing, and posting. The four methods create the shared meanings of self-concept expressions, a feeling of documentation and ritual, and the pleasures of vlogging through a collaborative partnership. In addition, travel vlogging influences visitor experiences; it establishes a self-other split, mediates the experiences of the 'self,' and moderates the experiences of the 'others' (He et al., 2022). More precisely, the content creators enable travelers to submit travel tips that inspire others to visit the location.

Travel vloggers commonly share tales about the online locations they explore, the people they meet, and the items they purchase, as well as the destination's entire atmosphere.

Meanwhile, the essence of Electronic word of mouth in tourism management is relatively important. In the context of the Internet, eWoM is defined as "any positive or negative statement made by potential, actual, or former customers about a product or company that is made accessible to a large number of people and institutions." eWoM communications are characterized by a vast scope, anonymity of communication partners, lack of privacy, weak social ties between individual users, and no assurance of Internet information consistency (Albon et al., 2018). Moreover, several researchers believe that eWOM will play increasingly significant roles in assisting marketers, retailers, and consumers in the marketplace. This is as a result of the internet's emergence as a tool for connecting people within any restriction, especially for sharing information. Indeed, trustworthy information from eWOM activity has become a necessity for consumers to make sound purchasing decisions, particularly among the younger generation (Wan Zulkifli et al., 2017).

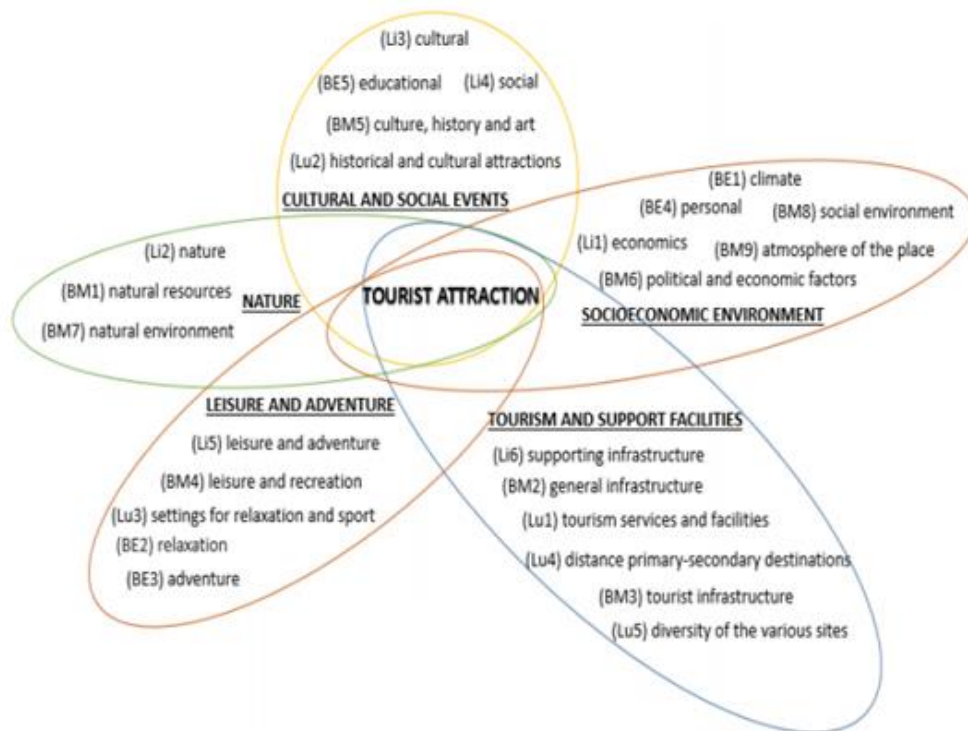
In the Philippines, like many underdeveloped countries, relies on tourism to drive economic growth. In 2019, tourism accounted for 12.7 percent of GDP and 13.5 percent of total employment in the country (Mapa, 2020). However, tourism in the Romblon Islands remains primarily traditional, with occasional use of modern media. In line with this, the Romblon Islands Tourism Website was launched on November 20, 2017, as part of the MIMAROPA Festival, to promote e-tourism (Maestro and Dumlao, 2019). Furthermore, one of the main focuses of the research is to examine the eWom quality of travel vloggers in the promotion of tourism in Romblon. Romblon is one of the Philippines' most well-known destinations that have historically been a tourist destination. In the Mimaropa area of the Philippines, Romblon is an archipelagic province. Its major islands include Tablas with its nine municipalities, Sibuyan with its three cities, and the smaller island municipalities of Corcuera, Banton, Concepcion, San Jose, and Romblon, the provincial capital. It is located to the south of Marinduque and Quezon, to the east of Oriental Mindoro, to the north of Aklan and Capiz, and to the west of Masbate. 2015 census data revealed a total population of 292 781 people.

Romblon's population consists of three ethnolinguistic groups: Romblomanon, Onhan, and Asi. The inhabitants of particular province islands have their own language and culture. Romblomanon is spoken predominantly in the municipality of Romblon, the three municipalities of Sibuyan Island, and the municipality of San Agustin on Tablas Island. Onhan is mostly spoken in the southern municipalities of Tablas Island (including Alcantara, Looc, Ferrol, Santa Fe, San Andres, and Santa Maria) and in San Jose. In the northwestern part of Tablas Island, the Asi language is spoken (in Odiongan and Calatrava, as well as the municipalities of Corcuera, Banton, and Concepcion). Travel vloggers use YouTube as a popular medium for travel vloggers to publish their clips. In this light, the general goal of this research is to know how the usability and potential of the video vlogs uploaded on YouTube can be utilized to create a particular destination image for Romblon. Specifically, this study intends to determine the: (1) to determine how the vloggers promotes a tourist destination image; and (2) to identify how the four selected travel vlogs in featuring Romblon as a tourist destination image and utilizing (Perceived Tourist Destination Image). In fact, Romblon is labelled as Boracay's underrated neighbor. In line with this, the research would be beneficial to

the livelihood of locals of Romblon, Travel vloggers, and future researchers. In addition, it will also help the tourism organization in Romblon.

**Literature review and conceptual/theoretical framework**

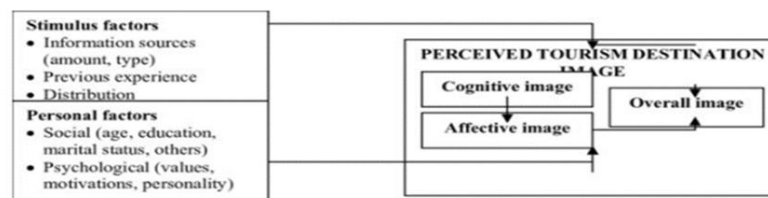
In the age of digital transformation, the capacity to access information offered by other users regarding their own experiences has played a larger role in the selection and acquisition processes. In this sense, traditional word-of-mouth (WOM) has been supplanted by electronic word-of-mouth (eWOM), representing a significant social shift. This practice is especially prevalent in the services sector because prospective clients cannot analyze the offerings beforehand. In line with the framework provided by Frias et al. (2015), it has been identified the several factors in choosing a tourist attraction (Figure 1). Considering the movement of tourists within a destination and the factors that influence their movement, it turns out that only a small percentage of global tourism is undertaken to satisfy a specific interest. In this sense, tourists tend to seek out unique experiences. In the wake of the COVID-19 epidemic, tourist locations must design their business strategies with customer expectations in mind in order to survive and achieve competitive advantages going forward. However, despite the abundance of study on hotels and transportation, little is known about the experiences of tourists at tourist sites, despite their popularity in comparison to the other types of tourist businesses. As previously mentioned, according to Cherapanukorn and Sugunnasil (2020) study, the TATSAT model includes six components to ensure that visitors are satisfied with their experience at a tourism attraction: atmosphere, hospitality, price, accessibility, cleanliness, and overall safety and security. In a focus group discussion with five academic and professional tourism specialists, all the TATSAT model's qualities were generated from the perspective of tourists.



**Figure 1.** Factors that influence tourist attraction.

Source: Frias et al. (2015).

The purpose of this study is to determine how vlogs affect the destination image process and destination preferences of travelers. Specifically, the study aimed to: (1) describe the demographic profile of the vloggers in terms of age and gender, as well as their psychographic profile in terms of travel frequency, travel spending, and travel satisfaction; and (2) examine the relationship between travel satisfaction and travel frequency, companion, methods of gathering travel information, and most frequently, reason for travel; (3) determine: Cognitively, the extent to which the destination image of the province is influenced by travel vloggers in the decision-making process, needs, perceived information credibility, information-search, and purchase decision; (4) determine the degree to which these variables influence the purchase decision. How the province is influenced by travel vloggers in terms of functional values when selecting a vacation destination, emotional and epistemic values, conditional values, and social values; (5) identify the significant difference between emotional and epistemic values and conditional and social values: The influence of travel vloggers on the decision image process and destination selection grouped according to their demographic and psychographic profiles; and (6) testing the significance of the relationship between the groups between the influence of travel vloggers on destination selection and the destination image process (*Figure 2*).



**Figure 2.** Theoretical framework.

Analyzing the antecedents of tourist perception, destination image, tourist satisfaction, and destination loyalty may shed light on the process of generating destination loyalty at both the construct and indicator levels. Furthermore, customer satisfaction is regarded as one of the most important factors for sustaining competitive business in the tourist sector since it influences the selection of destinations and the consumption of goods and services. Perceived overall impressions of a destination by individuals or groups are known as destination images. It is possible to build a destination based on an estimate or understanding of the region's characteristics. The image of a site can also be influenced by promotional information or sources from that location, according to the researcher. Modern tourism and marketing literature advises that the image of a tourist location has an impact on more than just the choice of a destination and the subsequent evaluation of a trip; it also influences future plans to visit the area (Švajdová, 2018). Moreover, the importance of Stimulus Factors and Personal Factors in the perceived tourist image is important. Prior research on the self-validation hypothesis indicates that an individual's attitude toward advertising is influenced by cognitive processing of the message and emotional valence. Yet, it has not been determined what effect emotional arousal and stimulus credibility have on attitudes toward a destination (Hadinejad et al., 2022).

This coincides to the reason why the higher the user satisfaction of electronic word-of-mouth, its more able to offer a truthful and trustworthy evaluation to consumers, as well as establishing a positive experience with the service or item and producing a positive willingness to acquire (Cong and Zheng, 2017). As a result of the increasing expansion of technologies, the travel blog has a new look and stage. Video content is by far the latest phenomenon has caught not only hilarious stories and also real journey experiences and especially the youth that are bold to explore the country using personal cameras and cellphones. Vlogging is gaining popularity as a social networks strategy for marketing a destination. It is a text-blogging supplement in the sense that it contains not only images and text, and moreover videos created using technology such as a phone or video camera. There has been little research on vlogging in tourism as a tourism marketing/branding strategy since it is a new phenomenon. In the framework of location marketing and branding, studies on social networking web sites have been done. Moreover, electronic word-of-mouth has a significant impact on the desire to visit a tourist site. Building a positive image of the location would be a good attempt to boost visitors' interest in visiting the destination with the advent of information technology and the ease of access to tourism information digitally or electronically. Companies will be more motivated to use information technology to implement effective marketing strategies as a result of eWOM's impact on visitors' interest, both directly and through indirect means (Aprilia and Kusumuwati 2021).

Peralta (2019) discovered that travel vlogs uploaded on Facebook possessed the ability to create and market a location picture. As per the four non-Filipino content creators, the Philippines are a Southeast Asian paradise that is cheap, entertaining, and gorgeous. Furthermore, the four travel vloggers demonstrate the vloggers may successfully develop a destination image of a location while possibly communicating the projected picture of a destination to a bigger worldwide audience. Consequently, imagery is an appealing component in vlogging, as illustrated by the trip vlogs beneath examination. Surrounding important parts along with the location to its vibrant visuals, relevant wording, and musical soundtrack all perform together to strengthen a place's projected image. The vloggers not only recommended tourists to visit about what to do in the Philippines, and they often played the role of visitors themselves, going to travel and swimming in the island chains, scuba underwater, visiting places, trying to ride local transportation, having to eat local food, and suggesting their favorite ones. Such visuals cannot be represented convincingly in language alone; hence, video blogging has the influence that words or pictures alone do not have. According to Huete-Alcocer and Hernandez-Rojas (2022), building a distinctive image of the destination has become important to stand out in today's highly competitive global market, where rivalry among locations is fierce. The destination image is a significant aspect in tourist selection since it affects their actions. In this sense, an 'image' can be defined as a mental notion generated through a series of perceptions; the image is formed inside the thoughts of travelers has a cognitive aspect that seems to be dependent on the characteristics and amount of available information. In contrary, the affective component of the visual is produced based on the traits of each individual. When a visitor analyzes both the emotional and cognitive elements of a picture, he or she could be able to form an objective evaluation of the location associated with knowledge and ideas about the region, as well as sentiments toward it.

The IAM is based on the Elaboration Likelihood Model (ELM), states that people are influenced by two ways of message: a peripheral and central (Bhat and Bhat, 2020).

Bhat and Bhat (2020) also stated that because it concentrates on the effects of knowledge on computer-mediated communication mediums, several researchers have deemed this model appropriate for studies of eWOM. In the traditional set-up, when a consumer of a product discusses their overall thoughts and experiences about the product to their family and friends this is known as word of mouth (WOM) (Hayes, 2022). However, many businesses in a variety of industries are now actively embracing social media as a vital tool for reaching out to potential and existing clients (Zainal et al., 2017). The shape of WOM has altered as the Internet and social media have proliferated (Jha, 2019). In fact, buyers trust online product reviews roughly 12 times more than vendor-created marketing, which has contributed to consumer adoption of eWoM communications. Adoption of eWOM messages refers to customers accepting information and recommendations available in the form of comments and reviews that influence their purchasing decisions (Qahri-Saremi and Montazemi, 2019). As a result, customer reviews are amongst the most important forms of eWOM communication that customers provide on the internet (Sen and Lerman, 2007).

Social media networks are a kind of communication between people that allows for the development of dynamic online material, as well as fostering collaboration among users as well as the general in the public domain (Al-Qaysi et al., 2018; Weng and Huang, 2018). Nowadays, it also is indisputable that the digital network has a significant impact on every area of people's life, and with this configuration will be used as a tool to support businesses leverage to the revenue through digital advertising. Ultimately, in the era of digital transformation, the ability to access information provided by other users regarding their personal experiences has gained greater significance in the selection and purchasing processes. In this way, traditional word-of-mouth (WOM) has been replaced by electronic word-of-mouth (eWOM), which represents a significant social shift. This behavior is especially pertinent in the services sector, where prospective customers cannot evaluate the offerings in advance.

## Materials and Methods

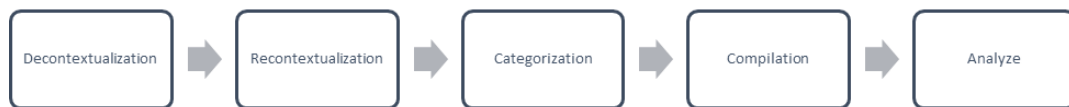
The approach of the paper is qualitative research design. In line with this, researchers will be dependent on the goal of the paper-which is to study and identify the perceived tourist destination image of four selected travel vlogs and their comment feedbacks in featuring Romblon. The researchers will then use qualitative content analysis to determine the patterns in the said videos. In general, the goal of qualitative content research is to discover meanings in data and disclose hidden intricacies, as well as providing illustrations of these complexities, which is a tough work, especially in TA. Herein, researchers must apply their own subjectivity while keeping sensitive to the participants' narratives of their life in order to identify ambiguity while also appreciating the more overt implications (Vaismoradi and Snelgrove, 2019). The researchers will use video vlogs shared on YouTube for creating a destination image for Romblon as the research instrument. The study will use purposive sampling, the following will be four (4) vloggers that features Romblon, and they are Avelovinit, Lost LeBlanc, The Juicy Vlog, and Making it happen vlog (*Table 1*). They were chosen based on their popularity as demonstrated by the number of subscribers on Youtube, as evidence by their respective engagements such as likes, and comments as feedback. Purposive sampling is a qualitative research method used to detect and choose content scenarios in order to make the most usage of sources available (Patton, 2002). It requires locating and

selecting individuals and groups who are highly knowledgeable or skilled about a relevant topic (Cresswell and Plano Clark, 2011).

**Table 1.** Selected four vloggers.

Name	YouTube link	Nationality	Total of comments
Avelovinit	<a href="https://youtube.com/c/avelovinit">https://youtube.com/c/avelovinit</a>	Filipina	2156
Lost LeBlanc	<a href="https://youtube.com/c/lostleblanc">https://youtube.com/c/lostleblanc</a>	Candaian	1181
Make it Happen	<a href="https://youtube.com/c/MakingithappenVlog">https://youtube.com/c/MakingithappenVlog</a>	Austrian	548
The Juicy	<a href="https://youtube.com/c/TheJuicyVlog">https://youtube.com/c/TheJuicyVlog</a>	British	358

In study from Bengtsson (2016), steps for content analysis will be used by the researchers for comments on YouTube vlogs. In the content analysis of the study, researchers will adhere to the following four-stage procedure indicated in *Figure 3*. After gathering the ample number of videos to be analyzed, researchers need to choose the unit of analysis: term, word sense, phrase, sentence, and themes-this will fall under the stage 1 of decontextualization. On stage 2 of recontextualization, the researchers need to decide the number of concepts to code by creating a pre-defined set of classifications or theories. Herein, researchers will add classifications or categories across the coding procedure. Then, they can choose whether to code for a concept's existence or frequency. Afterwards, researchers can decide about how they are going to distinguish concepts which will play a vital role in stage of categorization. From here, researchers should be able to develop the rules for coding their texts. Once the research is clear and consistent with the coding, that is, when they follow their translation guidelines, the validity of such process of coding is ensured. Following the translation guidelines is comparable to validity in content analysis (Columbia Public Health Official Portal, 2022).



**Figure 3.** The process of qualitative content analysis.  
 Sources: Bengtsson (2016).

For qualitative research, validity aligns to the suitability of instruments, procedures, as well as data. Additionally, the researcher's capacity to articulate data collecting decisions, display sustained engagement and continuous monitoring, give verbatim transcription, and reach data saturation will be used to determine validity throughout data gathering (Leung, 2015). On the fourth stage, which is compilation, researchers are expected to decide what to do with irrelevant information wherein they choose between disregarding it or use it to reevaluate the coding system if it would develop the coding product. Subsequently, researchers will code the text using MS Office Excel. For the last stage, which is to analyze, after the data gathering procedure and analysis, the researchers will treat the data by analyzing the data if the set of feedbacks on the vlogs determine how the vloggers promotes a tourist destination image of Romblon.

## Results and Discussion

The advent of the digital age has significantly affected the travel experience. Since they are no longer utilized by travelers, guidebooks and maps have become obsolete and are no longer in use; hence, they are deemed unreliable. As the digitalization of life progresses, a trip planning method that improves the travel experience for each individual and group has been created. There is no doubt that travel blogs and vlogs have a huge effect on passengers, since they change the way that information is presented to customers, so affecting their perspectives. Through travel blogs and vlogs, tourists can now get a sense of where they want to go, what they want to do, and what they want to eat, which elevates the planning process. Brochures and travel guides no longer excite travelers because these print ads do not include images and videos that stimulate excitement in a person's mind, and because these print ads are no longer an effective means of selling an image of how exciting a travel experience can be to the travelers' minds.

### *Vloggers content*

In examining the presented data, it was determined that the four vloggers emphasize the accessibility and beauty of Romblon as a Philippine tourism destination in terms of food, accommodations, and transportation (*Table 2*). Moreover, Avelovinit explains on her vlog that Romblon is an underrated region of the Philippines. "I'm so excited to be back in the Philippines that I've decided to go backpacking! Her blog contained a variety of in-depth reviews on tourist destinations and locations in Romblon. Included among these are Cobrador Island, Looc Fish Sanctuary, Aglicay Beach, Bon Bon Beach, and Cresta De Gallo Island! This summer, it is reasonable to claim that Romblon is the greatest alternative to Boracay. Meanwhile, Lost LeBlanc featured the most beautiful island of Romblon where he introduces the insane beauty of the Romblon coast specifically the Cobrador Island and few other islands nearby. In the other hand, The Juicy Vlog showcase the incredible Filipino paradise in Romblon where he featured some popular resort and restaurant in romblon. And lastly, Make it Happen Vlog explored Romblon Carabao Island and they also compared it in the Boracay Island. Most importantly, the four vloggers arrive in the Romblon to satisfy their emotional needs, and this is where a destination's unique destination brand personality comes into play.

**Table 2.** Descriptive statistics of selected travel Vlog.

	Avelovinit	Lost LeBlanc	The Juicy	Make it happen
Romblon vlog	<a href="https://youtu.be/3OL2Q71pKzk">https://youtu.be/3OL2Q71pKzk</a>	<a href="https://youtu.be/ASTstu7g1DY">https://youtu.be/ASTstu7g1DY</a>	<a href="https://youtu.be/6rd6tjgsNW8">https://youtu.be/6rd6tjgsNW8</a>	<a href="https://youtu.be/4UKQk5M5KOg">https://youtu.be/4UKQk5M5KOg</a>
Vlog title	Travel cheap to Romblon, Philippines (Philippines hidden paradise!)	The bluest water in the philippines	Incredible Filipino paradise in Romblon!	Is Romblon better than Boracay?
Duration	37:33	9:27	22:22	18:36
Views	501797	214862	74125	57819
Likes	10K	7.5K	4.3K	4K
Comments	2164	621	384	458

Due to the Internet's rapid expansion, new social media platforms and methods for exchanging travel information have emerged. A "Travel Vlog" is a video blog that allows tourists to capture their travels. It captures and distributes in video format the

authentic travel experiences that people enjoy while traveling. Instead of depending on textual content, vloggers that use vacation Vlogs can record their own videos while traveling, distribute them online, stir conversation, and gain new followers. Regarding the discussed travel vlogs, the vloggers' goals may vary promoting a destination, gaining reputation as vloggers, encouraging viewers to visit a location, and profiting from videos. More precisely, the four vloggers intended to introduce Romblon as one of the beautiful places in the Philippines, where they feature Romblon in terms of local cohesion, language, music, aesthetics, local characteristics, and filmmaking style. In the analysis of the data, it was found out that four vloggers utilize skills that are necessary in showcasing the beauty of Romblon (*Table 3*). Specifically, the styles of Avelovinit are an informative and comprehensive review vlog where she features some beautiful places in Romblon. The main advantage of Avelovinit is that she uses different angle in showcasing different places in romblon. The vlogger uses a variety of camera angles to improve the story, topic, and overall mood of a vlog. The way a scene is photographed is usually deliberate on the part of the cinematographer. When filming or recording a scene, the camera angle identifies the precise spot where the camera will be placed to capture the shot. Multiple camera angles can be used simultaneously to capture a scene. This will provide a unique perspective and, on occasion, a range of emotions.

**Table 3.** *Internal analysis of skills and styles of Vloggers.*

	Avelovinit	Lost LeBlanc	The Juicy	Make it happen
Styles and skills	(1)Informive vlog  (2)Use different angle in showcasing different Romblon	(1)Use realistic approach in presenting ideas  (2)Able to tell information beyond the culture by interacting with the locals	(1)Utilize exceptional video-angle and cinematography  (2)Well organized gightly skilled editing skills	(1)Integrate communication within the local  (2)Utilize food review within local food  (3)Use local language

Second is the presentation and strategy of Lost LeBlanc, where he show cast the realistic approach in presenting ideas. The substance of the vlog is entertaining, engaging, and most importantly, relevant to the audience. Moreover, the vlogger are able to interact within the locals of the community. Importantly, they serve not only as a source of information, but also as entertainment, which means that they are relevant, and their films are viewed even when the viewer is not planning a trip. Consequently, The Juicy Vlog offered remarkable video-angle and cinematography methods that were notably influential in content vlogging. Simply said, this works because cinematographers have created a sophisticated visual language for storytelling over time. Additionally, it also depicts some editing strategies that had gain impact in the travel vlog. Lastly, a Make it happen Vlog narrated by a local who explains the story behind the locations. This distinctive style is essential for showcasing the culture, beauty, and talent of the local people. Most importantly, the vlogger also communicates in the local language. Knowing how to speak, read, and write in a different language improves the vloggers ability to adapt to the local environment. Ultimately, the vlogger also adheres to make a food critique into the local's dish. They provide comparisons, opinions, and discussions of dishes after analyzing their dining experience.

### ***The qualitative data***

#### ***Perceived tourist destination image***

In her travel vlog, Avelovinit used various concepts to explain the allure of Romblon Island (Figure 4). She vlogs about their travels to promote new destinations, which she provides accurate description and information. They also discovered links between travel vloggers and a rise in the number of people who go on vacation because of what they say about them. According to research, the uniqueness of travel vlogger content influences viewers' perceptions of a location.

*“Entertained from start to finish, while being informed and in ore of the beauty that is the Philippines. I can't wait to visit this amazing country and this vlog has only curbed my enthusiasm greater. Great work and thank you very much, much love from the UK<3.”*



**Figure 4.** Travel cheap to Romblon, Philippines (Philippines hidden paradise!).

The vlogger are able to express her knowledge on presenting the beauty of Romblon by utilizing comprehensive review. Moreover, the study's findings indicate that vloggers' attractiveness, interactivity, perceived entertainment, and perceived travel utility are positively correlated. Vlog videos have a substantial favorable effect on travel behavior intent.

*“I LOVE that you nearly always address the trash issue. The beauty of the country was the 2nd thing I noticed about the Philippines, but the 3rd was the amount of random trash everywhere. Blows me away that people trash such a BEAUTIFUL place... The non-touristy areas seem to be even worse than the touristy areas. So sad seeing that anywhere in such a beautiful country.”*

Besides on featuring the beautiful places in Romblon, Avelovinit also notice some problem regarding the trash issues in the places. This kind of approach is relatively good in order to promote eco-friendly environment. Conservation of the environment safeguards wildlife and encourages biodiversity, keeping ecosystem healthy and functional aids in preventing the extinction of specific animal species. Some animals are displaced from their natural habitats if the environment is destroyed, making it difficult for them to exist elsewhere. Moreover, this kind of approach is s important, as this vlog

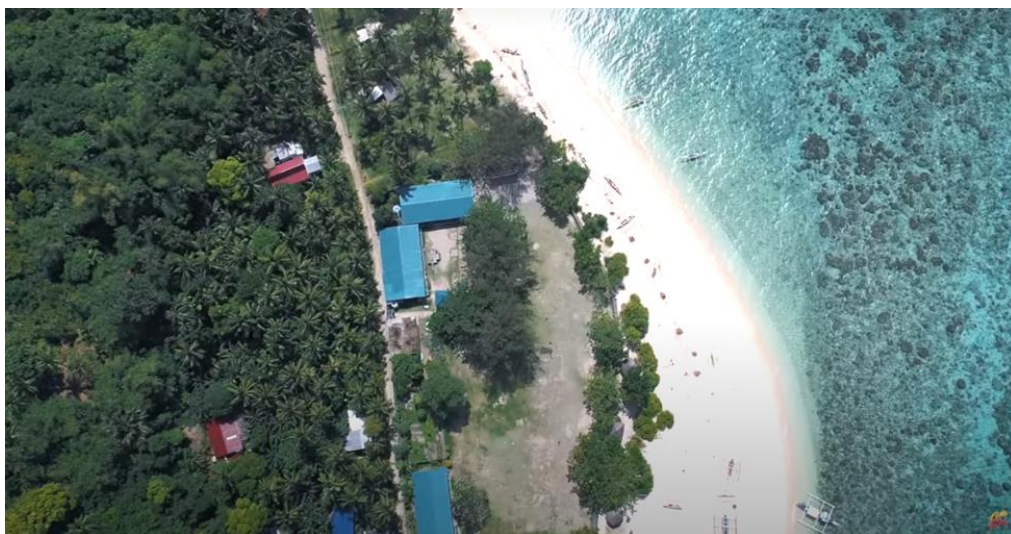
can be used by locals to address the different problem and ecological issue within their community.

*“BRAVE GIRL...Seating top of the jeepney, it takes a lot of guts to do that. Proud of you girl. Great job.”*

Moreover, Avelovinit able to interact with the locals by simply doing things that some local endure to do in their normal life. As a matter of fact, she is able to ride jeepneys and eat food that is locally known in the Romblon. Interacting with natives facilitates the development of a broader viewpoint of the place. As Avelovinit listen to various viewpoints, she might develop mutual respect and willingness to compromise within the native’s culture. In watching Lost LeBlanc vlog, viewers always find them amaze about the beauty of the place (*Figure 5*). His passion is somehow contagious and it’s amazing that he discovered about the country’s hidden beauties. Moreover, while evaluating the material of Lost Leblanc, it is evident that his content focuses solely on the aesthetics of the ocean, showcasing Bonbon beach's bluest ocean. Moreover, analysis of Lost Leblanc's photographs reveals that he utilized a drone to photograph the azure island of Romblon. Specifically, the most notable advantage of drone videography is that it may capture breathtaking aerial video footage that provides a unique perspective on a site or event. Drone cinematography is ideal for capturing a distinct perspective of your business from a bird's-eye view.

*“WOW the footage you catch man!!!! Is amazinggggggggg might have to put it on my bucket list when i travel to philippines next...”*

*“That drone footage was well worth the second trip! Great job. Even when you think the videos can't get better they do. Keep up the great work and keep your head held high.”*



*Figure 5. The bluest water in the Philippines.*

Some of the viewers and tourist had been amaze in the island due to the fact that the vloggers able to utilize creativity on his shots. Moreover, in filmmaking, different camera angles are employed to enhance the story, the theme, and the overall tone of the

film. Typically, cinematographers make deliberate decisions regarding how each scene is photographed. Ultimately, the video material is entertaining, engaging, and, above all, relevant to the viewers. The Jucy Vlog utilizes an exemplary video-angle and cinematography for the entirety of the film. In addition, the photos demonstrated that the vlogger was able to demonstrate his talent by capturing wide-angle perspectives. In analyzing the pictures from the Jucy vlog, it is evident that vloggers able to capture a wide view of the beautiful imagery. It depicts audiences to be attracted from the beautiful places of Romblon. A high angle shot happens when the camera observes the subject or figure from an elevated vantage point (*Figure 6*). This is often achieved by placing the camera above the subject and tilting it downwards. This could range from a shallow angle directly above the subject's eyes to an above position. The effect of shooting from a higher or lower angle is to force the audience to look up at the dominant figure and down at the subordinate one, respectively. Shooting upwards at a character makes them appear larger, taller, and stronger, so enhancing their psychological strength.

*“As always, Making It Juicy made another impeccable video of the sun and sea in Romblon complementing the beautiful background music.”*



**Figure 6.** Incredible Filipino paradise in Romblon.

Specifically, the vlogger was able to grab the viewers' emotions by employing background music that added intensity and excitement to the video. Background music is not intended to be listened to intently, but rather to fill quiet and create a mood. It also enables the construction of a unique mood with a more or less discrete background to evoke varied emotions in the mind of the viewer of an audiovisual work. The music played in the background as a commercial, educational, or promotional video. The primary function of background music in video material is to enhance the message you wish to communicate to your audience. By looking at the pictures and watching the film, some of the tourist had been amaze and motivated to go into the island of Romblon. Some of them are motivated due to the high angle beauties of the island. In recent years, travel vlogs are common on social media; they are projected as an essential marketing tool to lure travelers to places in the post-COVID-19 era. Make it happen Vlog produces the most consistent documentary vlog, which focuses mostly on social

interaction (Table 7). Clearly, this image illustrates the socialization of groups within the community. Specifically, the vloggers provide a deeper understanding of what may be a larger picture and a better grasp of everything on the Island. Not only will you be able to contextualize your country's position in the globe, but you will also develop a deeper and more meaningful connection with your country.

*“Oh guys! I’m so glad you are starting to learn a few tagalog words here and i love how you connect to our fellow Filipinos from all walks of life. You are my stress reliever after a long day at work! I love you guys!”*



**Table 7.** *Is Romblon better than Boracay?*

As evidence, make it happen vlogs demonstrate how they are connecting and attempting to overcome language barriers, or sometimes even speak a local language, which enables them to communicate with the locals and provide them with a completely different perspective. It demonstrated that viewers felt more prepared for their trip in terms of costs, transportation, and lodging, and that the vlogs made them feel safer.

*“You VLOG so Addictive...I can't escape a day without watching you both with George and Lucy..and thanks a lot for promoting our country; keep safe always..Good Luck on your journey...Keep on Vlogging and enjoy.”*

More precisely, travel vlogs are thought to have boosted a destination's legitimacy and public perception. An immersive experience is one that makes you want to go somewhere just because you've read about it in other people's reviews or seen it on a live journey. In recent years, the travel and hotel industry has seen a significant increase in online video content. Preparing for a vacation by watching YouTube videos is a popular pastime for many people, but they also like listening and watching to real-life stories and communicating with the makers of these videos.

## Conclusion

Internet usage has been widespread in the travel industry, and travel influencers have become an effective method for many hospitality and tourism organizations to

communicate with their target demographic and build brand recognition. Moreover, travel vlogs have grown increasingly relevant for locations as written material enables visitors to share their insights that inspire others to visit the destination. People are typically impacted by travel vloggers in terms of the perceived credibility of the information they provide. Respondents' destination decisions are impacted by travel vloggers.

The research demonstrated that travel vloggers had a significant impact on the tourism industry, with some of them promoting tourist activities through the use of many platforms, including films and other media. Content and visual examination of the videos, as well as audience comments, support the claim that travel vloggers and their respective vlogs play a significant role in constructing an online destination image of a location. The narratives and imagery in vlogs build dynamic destination images that are essential and crucial for place marketing. Public and private tourist organizations might employ travel vlogs as part of their promotional and marketing strategies.

More precisely, travel vlogging also helps and offers customers more options on how to personalize and help them customize their travel plans. With the help of travel vlogs, businesses like hotels, resorts, souvenir shops and restaurants will be known more to foreign and local tourists. Travel vlogs contribute a lot to help our locals grow their livelihood and to encourage many people to visit in different places around the Philippines. Ultimately, it was found out that eWOM influences the destination's reputation, visitors' interest, and level of trust. Meanwhile, in the Destination image, it's increases tourist confidence and interest. Overall, the perceived image of the tourist spot had gain prominent impact into the overall desire of the tourist.

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### **Conflict of interest**

The authors confirm that there is no conflict of interest with any parties involved in the study.

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