

### THE ROLE OF TRAVEL VLOGGERS IN INCREASING THE POPULARITY OF CREATIVE TOURISM DESTINATIONS (A PHENOMENOLOGICAL STUDY)

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#### **Abstract**

Travel Vloggers, as professionals in the tourism industry, utilize social media to share their experiences in various tourist destinations. Their content aims to promote the beauty of tourist attractions and educate the audience about the experience. However, building a strong presence on social media is not easy. Travel Vloggers need recognition from the audience to achieve their goals. This research uses a qualitative phenomenological approach to examine how Travel Vloggers build their existence on social media and how they contribute to increasing the popularity of creative tourism destinations. The results show that there are similarities between Travel Vlogger content and blog maker content. In addition, national awards are a form of recognition for Travel Vloggers as their professional identity.

**Keywords:** Travel vloggers, social media, creative tourism destinations

#### **Abstrak**

*Travel Vlogger, sebagai profesional di industri pariwisata, memanfaatkan media sosial untuk membagikan pengalaman mereka di berbagai destinasi wisata. Konten mereka bertujuan untuk mempromosikan keindahan tempat wisata dan mengedukasi penonton tentang pengalaman tersebut. Namun, membangun eksistensi yang kuat di media sosial bukanlah hal yang mudah. Travel Vlogger membutuhkan pengakuan dari penonton untuk mencapai tujuan mereka. Penelitian ini menggunakan pendekatan fenomenologi kualitatif untuk mengkaji bagaimana Travel Vlogger membangun eksistensi mereka di media sosial dan bagaimana mereka berkontribusi dalam meningkatkan popularitas destinasi wisata kreatif. Hasil penelitian menunjukkan bahwa terdapat kesamaan antara konten Travel Vlogger dan konten pembuat blog. Selain itu, penghargaan nasional menjadi bentuk pengakuan bagi Travel Vlogger sebagai identitas profesional mereka.*

**Kata kunci:** Travel vlogger, media sosial, destinasi wisata kreatif

#### **Introduction**

Indeed, traveling has become a popular pastime for many people and social media platforms have played a significant role in shaping the way people share their travel experiences. Social media influencers, who create content about their travels, have become an important factor in many people's travel decisions. Research has shown that consumers' trust in these influencers has a positive effect on each stage of the travel decision-making process, with each step in the decision-making process mediating the effect of trust on the next step (Pop et al., 2022). However, it is important to note that the role of social media influencers in travel is not new. Before the advent of social media, travel

enthusiasts often shared their experiences and provided education or insights from their travels, not only as a hobby but also because of their profession in the travel industry. For example, a travel agent or tour guide would share their knowledge and experience to help others plan their trips and make informed decisions (Saini et al., 2023).

Travel vloggers and bloggers have different goals and present their content in different formats. Travel Vloggers create videos, such as vlogs or travel documentaries, while travel bloggers write articles, guides, and blog posts. Travel Vloggers' main goal is to educate their audience about the knowledge they gained from their travels and to express their love for natural beauty and culture. They aim to present content about natural tourism that interests many people. On the other hand, travel bloggers present content in written form, focusing on providing information and tips dedicated to specific areas, such as travel, food, and fashion. Both formats are becoming important in the travel and tourism industry, with bloggers and vloggers serving as influential figures who can stimulate sustainability and intercultural dialog through their content (Al Kurdi et al., 2023).

The rise of social media has led to a proliferation of content creators, including travel vloggers, who share their experiences and insights into different countries and cultures. While some vloggers rely solely on online information, others have first-hand experiences to share with their audience. The main difference between these two types of vloggers is the authenticity of their experiences and the depth of their knowledge (Singer et al., 2023). Vloggers who have first-hand experience with the country they are documenting can provide a more authentic and nuanced understanding of the culture and history of the place. These vloggers often have a deeper understanding of local customs, traditions, and ways of life that they can share with their audience through their videos. This authenticity is especially important for viewers who are interested in learning about different cultures and histories (Lu et al., 2020).

On the other hand, vloggers who rely solely on online information may not have the same level of authenticity or depth of knowledge. While they may still be able to provide some educational content, their understanding of culture and history may be limited to what they read online. This can lead to a lack of nuance and accuracy in the depiction of the places they document. To differentiate between these two types of vloggers, viewers can look for signs of authenticity in the content they produce. For example, vloggers who use a first-person perspective may include more detailed descriptions of their experiences, such as the food they eat, the people they meet, and the places they visit. They may also include more personal anecdotes and reflections that can provide a deeper understanding of the culture and history of the places they document (Lu et al., 2020; Singer et al., 2023).

Travel vloggers play an important role in the tourism industry by presenting travel experiences to their audiences, often in an educational way (Tambunan, 2019). Their content can be particularly effective in conveying the authentic culture and history of the countries they visit, as they directly experience and understand the unique aspects of each destination (Tambunan, 2019). However, this representation of experience can also be problematic, as it is influenced by the vlogger's own cultural and social context, which can further complicate the hierarchical dichotomy between “self” and “other” (Tambunan, 2019). The safety of travel vlogs is influenced by various factors, including the vlogger's physical attractiveness, social attractiveness, credibility, attitude similarity, and technological skills (Dewantara, Jin, et al., 2023). Travel vloggers can use parasocial interactions to arouse viewers' interest in traveling, and the COVID-19 pandemic has led to a greater emphasis on external social interactions with local communities (Dewantara, Jin, et al., 2023). The credibility of

the vlogger is an important factor in making the vlog attractive to the audience, and can also have a significant impact on identifying the audience's behavioral desires and intentions (Le & Hancer, 2021).

The influence of travel vloggers on decision-making in choosing a tourist destination is also significant. In a study conducted among tourism students at De La Salle University-Dasmariñas, trust in vloggers was found to be the most important factor in their decision-making process (Deane et al., 2021). This highlights the importance of vloggers' credibility in shaping their audience's travel choices. Tourism encompasses a wide range of activities and aspects, including travel for pleasure, interactions between travelers and locals, and activities related to tourist destinations, industries, and employment (Hafasnuddin, 2017). Tourism involves all people and countries in creating and maintaining harmonious interactions between tourists and their destinations, as well as efforts to preserve the natural beauty, culture, and other aspects of tourist sites (Hafasnuddin, 2017). The private sector plays an important role in tourism development, particularly in terms of investment and entrepreneurship. Tourism business associations and entrepreneurs who are directly or indirectly involved in the tourism industry are part of the private pillar that contributes to tourism growth (Ringa et al., 2019).

Private sector involvement in tourism can be seen in various sectors such as transportation, accommodation, food and beverage, water supply, and trade, all of which are affected by the COVID-19 pandemic (Miftah et al., 2023). Despite the challenges posed by the pandemic, the private sector has been instrumental in contributing to sustainable recovery efforts, particularly in cities such as Bandung, Indonesia (Miftah et al., 2023). In addition, private sector investment in tourism infrastructure, such as telecommunications, can have a positive impact on tourist arrivals in developing countries (Gholipour et al., 2021). The relationship between the public and private sectors is also important, as a stronger relationship between the two can magnify the positive effects of telecommunications infrastructure on inbound tourism (Gholipour et al., 2021).

Furthermore, the role of the private sector in tourism can also be seen in the context of human resource management. Human resource management is critical to the success of an organization, including those in the tourism sector (Mohammad Qasim Ayaz et al., 2021). In the context of Afghanistan, this study highlights the importance of human resource management in the performance of higher education institutions, including private ones (Mohammad Qasim Ayaz et al., 2021). Governments play an important role in tourism management. Their authority is spread across different administrative levels, ranging from the center to localities such as states, provinces, and districts (Shen et al., 2020). This creates a complex framework and involves many parties in the development, management, and promotion of tourism.

Becoming a travel vlogger can be an interesting career path for those who enjoy sharing their travel experiences with others. Not only does it provide an opportunity to showcase the beauty of different destinations, but it also allows individuals to monetize their content through advertising and other revenue streams (Dewantara, Gardiner, et al., 2023). The rise of social media makes it easier for travel vloggers to reach a wide audience and generate revenue from their content. The travel vlogging industry has grown rapidly over the past few decades, with the roles of vloggers, audiences, and destination marketers becoming increasingly intertwined (Dewantara, Gardiner, et al., 2023). Vloggers create content showcasing their travel experiences, which attracts viewers who are interested in exploring new destinations. Destination marketers use these vlogs as a marketing tool to promote their destinations, highlighting the unique experiences and attractions they offer.

Travel Vloggers' success is not just limited to their ability to create engaging content. It also depends on their ability to build a community of viewers who are interested in their travel experiences and want to learn more about the destinations they visit. This community can provide valuable feedback and support, helping vloggers to refine their content and improve their marketing strategies. In addition to the financial benefits, travel vlogging can also have a positive impact on local communities. By promoting homestay tourism, for example, vloggers can help support the local economy and preserve local culture. Homestay tourism allows travelers to stay with local families, immersing themselves in the local culture and traditions (Kafle, 2023). This form of tourism can contribute to the conservation of local forests and reduce the environmental impact of traditional hotel construction.

However, the success of Travel Vlogger and homestay tourism also depends on existing infrastructure and policies. In some cases, lack of infrastructure development, unclear policies, and limited use of local products can hinder the growth of this industry (Kafle, 2023). Overcoming these challenges is important for the long-term success of travel vlogging and homestay tourism. To maintain their existence and continue to be recognized for their work amidst the increasing competition in the travel vlogging industry, Travel Vloggers can focus on several key factors. These factors include:

1. **System Stability and Reliability:** Ensuring their content is consistently available and accessible to their audience is critical (Lin et al., 2023).
2. **Sales Dynamics and Product Line Availability:** Offering a variety of products and services to the audience can help Travel Vloggers stay competitive (Lin et al., 2023).
3. **Attractive Appearance, Social Fluidity, and Attitude Similarity:** These factors can greatly affect the credibility of travel vloggers, making them more attractive to potential audiences (Eko Sigit Pramudito et al., 2022).
4. **Top Management Support and Consumer Needs:** Travel Vloggers should prioritize understanding their audience's needs and preferences, as well as receiving support from their management to stay competitive (Lin, 2017).
5. **Government Regulations, Skilled Labor, and Conducive Research Environment:** Compliance with government regulations, having a skilled workforce, and a conducive research environment can also play an important role in the success of Travel Vloggers (Sah & Titiyal, 2023).
6. **Attitude towards Travel App Shopping:** Travel Vloggers should focus on creating content that matches their audience's attitude towards travel app shopping, as this can positively influence in-app purchase intentions (Lim et al., 2022).
7. **Communicative and Perceived Behavioral Control:** Travel Vloggers should ensure their content is easily accessible and understood by their audience, and that their audience feels in control of their travel decisions (Lim et al., 2022).

Social media has indeed become an integral part of everyday life, serving not only as a means of entertainment but also as a platform to stay up-to-date with the latest information and technological advancements. The ease of communication and information retrieval offered by social media is in line with the principles of Computer-Mediated Communication (CMC) Theory which states that technology can facilitate communication and information exchange between individuals. This convenience makes social media a valuable tool for its users, allowing them to access diverse information and connect with others around the world. In the era of travel influencers, social media has become a key platform for them to share their experiences and introduce various cultures to their

audience. This allows them to provide accurate information and showcase the diversity of cultures around the world (Saini et al., 2023).

Travel influencers are now a major force in influencing travel decisions and the tourism industry. They utilize social media platforms such as Instagram, TikTok, YouTube, and websites to interact with followers and promote travel destinations, products, and services. Influencers' credibility and the user-generated content they share on social media platforms play an important role in shaping their audience's travel interests, especially among Generation Z (Pop et al., 2022). The tourism industry actively uses technology as an important aspect of its development and interaction with tourists and potential tourists. Communication between the tourism industry and tourists aims to foster close relationships and create sustainable economic opportunities (Agwu, 2020). This integration of technology into the tourism industry is driven by the shift from the physical era to the digital era, where everything is accessible at the touch of a button (Agwu, 2020). The hospitality and tourism sector, like other industries, is challenged to incorporate technology into its business model to gain a competitive advantage (Agwu, 2020).

The use of big data and blockchain technology has been identified as a means to promote the development of the cultural tourism industry (Qin, 2022). This integration has led to the coordination of statistical systems and GDP accounting data, resulting in unified cultural and tourism statistical reports and value-added accounting reports (Qin, 2022). The use of blockchain technology has also been shown to increase the total output value of the tourism industry and the development of cultural integration by 4677.5 billion yuan, with a growth rate of 42.79% (Qin, 2022). Digital technology has also been shown to play an important role in marketing and communication in the tourism industry (Rosário et al., 2021). The concept of integrated marketing communication (IMC) emerged as a way to highlight tourism experiences through a combination of information and communication technologies (ICT) (Rosário et al., 2021). Digital technologies have proven to be capable of filling gaps related to travelers' needs through mobile marketing and are important to the tourism industry as they enhance marketing communications in various ways (Rosário et al., 2021).

The construction of marine media communication systems has also been recognized as a key aspect of the integration of the marine cultural industry and the tourism industry (Zhong et al., 2020). This integration is seen as an inevitable trend for the sustainable development of marine tourism in China, as culture is the soul of tourism and the two are inseparable (Zhong et al., 2020). The integration of marine culture has expanded the resource base of the marine tourism industry, and the media communication mode of marine tourism is constantly changing against the background of the internet (Zhong et al., 2020). The rise of social media has spawned many content creators who share not only entertainment but also education, including geography-related information. National Geographic is an example of a well-known magazine that utilizes social media to expand its reach and influence, offering content ranging from the history of the universe to the science of nature conservation.

In the context of tourism, geography plays an important role in understanding destination characteristics, tourist behavior patterns, optimal visiting times, and regulations related to capacity. Geography also helps analyze changes and trends that may occur in the future. The concept of "geography" itself comes from the combination of the Greek words "Geo" (earth) and "Graphein" (writing), which literally means "writing about the earth". This shows the importance of geography in tourism management and understanding tourist destinations. In creating content, National Geographic involves both bloggers and vloggers. Bloggers produce written content in the form of

personal stories and journals, while vloggers create engaging video content. The collaboration between bloggers and vloggers brings a more complete travel experience to National Geographic's audience, making the experience more immersive and diverse for followers. Being a travel vlogger is not just about documenting a trip in video form, but also requires creativity to increase social media presence and recognition. The increasing number of travel vloggers reflects the desire of social media creators to build a presence on the platform, which can lead to fame and popularity. As such, becoming a travel vlogger is a way for individuals to grow and be recognized in the digital world.

Travel Vloggers on social media strive to gain recognition and be widely known in the community. This is an important aspect of their branding and content creation strategy, as it allows them to expose themselves and their travel experiences to a wider audience (Yasser, 2023). Travel Vloggers differentiate themselves from other content creators by showcasing the beauty of nature and tourist destinations, as well as educating their audience about each trip from various perspectives (Yasser, 2023). This unique approach makes them stand out in the creative content industry. The Creative Tourism Destination Award 2022 is a noteworthy form of recognition for the efforts of Travel Vloggers in promoting tourism in Indonesia. This award, given by MarkPlus Tourism in collaboration with the Ministry of Tourism and Creative Economy of the Republic of Indonesia, recognizes destination managers who have innovated with creative activities to revive the tourism sector in Indonesia (Dewantara, Jin, et al., 2023). The Creative Tourism Awards, organized by the Creative Tourism Network, aims to recognize programs and destinations that demonstrate a commitment to sustainable tourism (Dewantara, Jin, et al., 2023). Wonderful Indonesia, which is run with the vision of innovation from the Ministry of Tourism and Creative Economy of the Republic of Indonesia, has succeeded in creating a good synergy between the tourism sector, creative industries, handicrafts, and local communities in running its program (Dewantara, Jin, et al., 2023). This approach is in line with the sociological approach to tourism, which seeks to understand the relationship between tourism forces, the socio-cultural impacts of tourism, and the role of tourism in cultural preservation (Dewantara, Jin, et al., 2023).

The influence of Travel Vloggers on the travel decisions of Egyptian youth is also significant. A study found that Egyptian youth are influenced by travel vlogs on social media, which provide them with online destination images, opinions, and reviews (Yasser, 2023). The study used a questionnaire to determine the level of influence on Egyptian youth and analyzed different pages of Travel Vloggers from various platforms (Yasser, 2023). The results showed that Egyptian youth tend to be influenced by Travel Vloggers due to the positive impact on viewers' destination perceptions, as well as the credible information and honest reviews provided (Yasser, 2023). The attractiveness of travel vlogs is also an important factor in their success. A study found that vlogger attributes, such as physical attractiveness, social attractiveness, credibility, attitude similarity, and technological skills, can make vlogs more attractive to viewers (Dewantara, Jin, et al., 2023). This study also shows that Travel Vloggers can use parasocial interactions to evoke viewers' desire to travel (Dewantara, Jin, et al., 2023). The context of the COVID-19 pandemic has increased parasocial interaction (PSI) attributes in travel vlogs, leading Travel Vloggers to explore external social interactions with local communities (Dewantara, Jin, et al., 2023). The use of social media as a source of information for travelers is becoming increasingly important. A study found that social media accounted for the majority of search engine results when searches were related to travel (Al Kurdi et al., 2023). This study supports the growing importance of social media in the field of internet travel and is further evidence of the difficulties faced by traditional travel-related data providers (Al Kurdi et al., 2023).

## **Research Method**

In this research, the qualitative method of phenomenology is used to explore the essence of a concept by exploring uniform meanings. The goal of phenomenology is to present a complete description of everyday experiences to understand the essential structure of the phenomenon. For example, in this research, we examine the phenomenon of content creators, especially travel vloggers, who are popular with their diverse creativity. The focus is on generating in-depth information and understanding of important aspects of the destinations they visit. They share factual information and experiences without copyright infringement as their work is protected by their own copyright. This is different from other creator vloggers who tend to take information from internet sources without direct experience. This understanding is obtained through a detailed analysis of the travel vlogger phenomenon as a means of promoting tourist attractions in the context of creative purposes. The data collection technique used is documentation.

## **Result and Discussion**

This research examines the role of travel vloggers in promoting tourist attractions in the concept of creative destinations, using the sociology of tourism approach and social media communication (CMC) theory. The use of social media by travel vloggers to promote tourist attractions can be analyzed through the concept of CMC, which allows content creators to understand their audience better. This communication model is growing rapidly and is well accepted by society because it allows human interaction through computers connected to the internet. The ease of new web technologies in creating and sharing content also enhances the role of travel vloggers in promoting tourist attractions. This research also explores the complexity of travel vloggers and their role in showcasing tourist attractions, particularly in the context of creative destinations. Two main issues that are the focus of this research are copyright issues surrounding travel vloggers' content on social media and the difference between travel bloggers and influencers. A qualitative phenomenological approach is used to provide a deeper understanding of these issues and their implications for the dissemination of information about the world's cultural, historical, and natural wonders.

### **1. Travel Vloggers and copyright**

The first issue concerns the copyright status of travel vloggers' content on social media platforms. As these platforms often lack strong copyright protection mechanisms, vloggers may face challenges in protecting their intellectual property rights. This raises questions about the ethical implications of unauthorized use of content and the potential consequences for content creators and platforms. Understanding the legal and ethical framework around copyright protection is essential to ensure that Travel Vloggers can maintain control over their work and the public can access quality content without infringing on the rights of creators.

### **2. Distinguishing between travel bloggers and influencers**

The second issue focuses on the difference between travel bloggers and influencers, who both create content around tourism. While both groups share a common goal of sharing the beauty, history, and culture of the world, there are significant differences in their approach and the type of content they produce. Travel bloggers tend to focus on providing in-depth information about destinations, including practical tips and personal experiences, while influencers often prioritize showcasing their personal experiences and lifestyles. Understanding these differences is crucial to helping audiences navigate the vast array of travel content and make informed decisions about which sources to trust.

Building a social media presence is a challenging process for content creators, including travel vloggers. Travel Vloggers must build their brand on social media platforms to establish credibility and audience trust. This can be achieved by presenting authentic and accurate content, especially for

Travel Vloggers who feature content based on their first-hand experiences while exploring various destinations. Showcasing content based on first-hand experiences allows Travel Vloggers to provide a deeper understanding of the history and culture of the locals. This approach ensures the accuracy and trustworthiness of the content presented, which is crucial in building a Travel blogger's brand on social media.

Travel Vloggers and content creation bloggers, although both focused on tourism, have significantly different content presentation styles. Travel vloggers document their travel experiences firsthand through photos and videos taken on location, which provides a more in-depth and authentic representation of the places they visit. In addition, they often gather information and insights directly from locals, adding a layer of authenticity and cultural understanding to their content. This approach differs from bloggers who may rely more on social media and secondary sources for information, potentially lacking the personal touch and immediacy that Travel Vloggers offer (Maj, 2024).

The accuracy and uniqueness of Travel Vloggers' experiences are invaluable to viewers, as they offer a first-hand, in-depth look at a destination. This authenticity is further reinforced by the fact that Travel Vloggers are often recognized through awards, particularly in the “creative destination” category. These awards assess various aspects of the vloggers' work, including the quality of travel, photo and video documentation, and the uniqueness of the content presented (Gholamhosseinzadeh, 2023). The fundamental difference between content creators who re-upload existing content and original content creators, such as travel vloggers, lies in the level of authenticity and accuracy of the information they present.

Both types of content creators do provide tourism information, but the educational value they offer is considered different. Travel vloggers who create original content are generally considered to have higher educational value because they emphasize the authenticity and accuracy of the information they convey. In contrast, content creators who only upload existing content, even though they also provide tourism information, are considered to be at a different level because their educational content may not be strictly checked for accuracy and authenticity (Septyanto & Alif, 2023). The search results show that there are differences in the way travel vloggers and bloggers present educational content about tourism. This difference can be seen from the point of view of different audiences.

For example, travel vloggers usually make videos that are more personalized and interactive, where they show their experiences firsthand while visiting a tourist spot. These vloggers often use interesting storytelling techniques, such as telling their travel stories, sharing travel tips and tricks, and showing various unique aspects of tourist attractions. This makes viewers feel as if they are along for the ride and get a more personalized experience. Bloggers, on the other hand, usually write more informative and comprehensive articles. They present more in-depth information about a tourist spot, such as history, culture, travel tips, and comparisons with other tourist attractions. Bloggers also often include photos, infographics, and videos to make their content more interesting and easy to understand.

These different ways of presenting content also affect how viewers understand and interact with the content. Viewers who prefer to watch videos may be more interested in travel vlogger content, as they can see the tourist attractions firsthand and get a feel for the atmosphere. Meanwhile, viewers who prefer to read may be more interested in blogger content, as they can learn more detailed and in-depth information. In line with the growing trend of using multimedia content to capture audience attention. The preference for video content is not surprising, as videos can provide a richer and more immersive experience compared to text, thus increasing retention and influencing decisions.



This is particularly relevant in the field of tourism. For example, two approaches to tourism recommendation have been proposed, which use various features to improve the representation of tourist attractions (Cui et al., 2024). These approaches demonstrate the importance of various forms of content, including text, images, and videos, in attracting potential tourists. Research has identified various factors that influence the attractiveness of tourist attractions and the desire to visit or revisit them. These factors include attractiveness, which can be influenced by engaging experiences and the desire to visit (Pessoa et al., 2022). Video, with its ability to portray atmosphere, can be very effective in attracting interest even before someone visits the destination.

Travel vloggers and bloggers cater to different audience preferences and needs. Travel vloggers are better suited for viewers who want to get a more personalized and interactive experience, while bloggers are better suited for viewers who want to get more in-depth and comprehensive information.

Here are some concrete examples of travel vlogger videos and blogger articles:

1. Video vlogger perjalanan: " Eryn Krouse menjelajahi keindahan alam Raja Ampat" ([https://m.youtube.com/watch?v=HcCB\\_s2ZHe](https://m.youtube.com/watch?v=HcCB_s2ZHe))
2. Artikel blogger: "Panduan Lengkap Wisata Budaya Yogyakarta" (<https://www.kompasiana.com/tag/wisata-jogja>)

Recognition of content creators through awards plays an important role in their success, especially in the tourism industry. The award-winning “Wonderful Indonesia” campaign at the Creative Destination Awards demonstrates the impact of such recognition. The campaign effectively integrated various aspects of Indonesian culture, attractions, music, and actors to promote tourism, demonstrating the importance of a holistic approach to content creation. The recognition it received further solidifies its success and serves as a model for other content creators in the industry.

Regarding what other awards can be won by content creators, how do content creators promote their work to the wider public and what are the challenges faced by content creators in the tourism industry? The comparison you refer to is from the study “Content Analysis of Foreign YouTube Vloggers' Sustainable Travel in the Philippines” (Felix et al., 2022). This study assessed the educational content on tourism presented by foreign YouTube vloggers in the Philippines, focusing not only on the way the content was delivered, but also on the accuracy of the information, the creators' first-hand experience in the field, and their tangible contribution to tourism promotion in the region. The study analyzed 50 YouTube videos from five creators and found that while environmental sustainability was the most featured content, the vloggers inconsistently promoted sustainable travel practices. This suggests that while content creators have unique potential and creativity, there is a need for a more consistent and accurate representation of sustainable tourism practices in their content. This study delves into the importance of considering not only content delivery but also deeper aspects of content creators' work, such as their first-hand experience and the accuracy of the information they present. This is important in the tourism industry as accurate representation can have a significant impact on how travelers perceive and interact with a destination. The findings of this study provide valuable insights for both travelers and content creators and emphasize the need for more sustainable and accurate tourism content.

## **Conclusion**

The presence of travel vloggers as introducers of tourist destinations in creative destinations can be summarized as follows: Travel vloggers play an important role in influencing tourism students' decision-making when choosing destinations in the Philippines. This study found that trust is the main factor relied upon by tourism students when selecting destinations, indicating the significance of vloggers in shaping their preferences. Additionally, travel vloggers and content creators can become

brand identities in their recognition as workers in different industries through social media. They use social media platforms to share their work, educate, and provide information about the world and its beauty, which can contribute to the marketing of tourist destinations. Travel vloggers and content creators, despite having the same goal of providing information about tourist destinations, can be distinguished based on their content and work. Viewers can assess the identity of tourism industry workers with content-creating bloggers, recognizing the similarities and differences in each job. The influence of travel vloggers on tourism students and their role in destination marketing can contribute to the preservation of destination spaces and local identity, which is crucial for sustainable development in tourism. This highlights the importance of considering the impact of travel vloggers on the cultural heritage and identity of destinations. Travel vloggers can also influence tourists' intention to revisit, especially in the context of the COVID-19 pandemic. This study found that destination identity, memorable experiences, and subjective norms positively affect the intention to revisit, indicating the importance of vloggers in shaping tourists' perceptions of destinations. Travel vloggers can also impact the childcare service experience for family tourists, especially in the context of destination positioning and identity highlighting. This study found that individual characteristics, such as identity highlighting, can strengthen the impact of childcare service experiences on family tourists' attitudes toward destinations. Finally, the influence of travel vloggers on tourism can also be seen from their impact on the tourism industry, particularly in the context of Bollywood films. This study found that Bollywood films can promote tourism by creating an emotional connection between viewers and destinations, engaging them in conversations with off-screen domains as tourist destinations.

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