

**THE EFFECTS OF TRAVEL VLOGS ON TRAVEL DECISIONS OF GENERATION X AND BABY BOOMERS**

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**ABSTRACT**

*As social media reach grows and the importance of profiling, personalization, and value-based marketing grows for businesses, vloggers will undoubtedly become more widely used and influential. Travel trends keep up with the changes in the economy or external factors to adapt to the continuous changes in the industry. This study determines the effects of travel vlogs in the travel decisions of Generation X and Baby boomers in Mabini, Batangas. The research is predictive and correlational to analyze and collect the data regarding the effects of travel vlogs on Generation X and Baby Boomers. The researchers used survey questionnaires and exploratory data analysis to obtain and identify the data as they find potential relationships among variables in this research. Therefore, the research found out that the vlogger's informational sources are vital in enhancing travel vlog's credibility. After careful evaluation, visiting, and analyzing the destination, individuals are enticed to explore the place and more inclined to return.*

*Keywords: Travel Vlogs, Generation X, Baby Boomers, and Travel Motivators.*

**INTRODUCTION**

One of the prominent social media platforms nowadays is YouTube. This platform has effectively advertised different products and even showcased beautiful tourist destinations. Travel vlogs through YouTube provide the necessary information that end-users look for. It is perceived to have an impact on their decision-making process because it is convenient, cost-efficient, and accessible means to communicate product information to the viewers and target market. Furthermore, travel vlogs may affect tourists because it features the real-time experiences of the vloggers and may persuade individuals to make their decisions (PAGTALUNAN et al., 2022). As social media reach grows and the importance of profiling, personalization, and value-based marketing grows for businesses, vloggers will undoubtedly become more widely used and influential (Jensen, 2020). Travel trends keep up with the changes in the economy or external factors to adapt to the continuous changes in the industry. Developments and other factors impact the altered actions with tourism. According to an article by Willanicole Alexa Ngo, there are various contents a vlogger can create; aside from travel, vlogs can also promote businesses as they profit from advertisements. An article by guest bloggers stated that before traveling, people enjoy watching YouTube videos to obtain broad information and reviews; however, they want to hear real-life stories and interact with the producers.

This study will determine the effects of travel vlogs in the travel decisions of Generation X and Baby boomers in Mabini, Batangas. As travel vlogs become a popular way to promote tourist destinations, this study aims to dissect how travel vloggers affect tourists' decision-making process and their way of selecting destinations.

Some of the Baby boomers are not fond of utilizing social media, especially that they don't find it convenient to spend their time. They don't find it pleasing to socialize on the internet. However, the younger generations around them including their friends use social media to communicate with others. It is regarded as a tool for expressing oneself. Thus, there is a statement that "If you are not visible on the internet, you don't exist" and therefore given the generation a chance to do it. It is one of the encouragement that this generation saw for them to be enticed to utilize social media. The same goes with Generation X, wherein they can be involved even if they resisted because one of their students is studying on social media. That everybody already does it so they also do it. Furthermore, some have the courage to take the risk involved in using social media, yet some are still doubtful with internet tools. (Ayhan YILMAZ, n.d.).

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The study by Nyemba et al. (2011) found that social networking sites (SNS) have the potential to contribute to the acquisition and maintenance of social capital across different age groups. However, the usage of SNS among baby boomers is notably low. The study discovered that some baby boomers, despite having access to SNS, choose not to engage due to concerns about exposure to content that violates their cultural norms and a perceived conflict between their cultural values and the way they are expressed on SNS. Additionally, some baby boomers are hesitant to adopt SNS due to security concerns and a lack of interest in artificially expanding their social networks. The study suggests that the baby boomer's perception of the benefits and costs of using SNS is culturally driven and could be addressed through training. Overall, the study highlights the need to understand cultural perspectives when examining the adoption and use of new technologies.

In addition, the research conducted by Delelis et al. (2018) reveals that in comparison to millennials, members of Generation X tend to use social media for just one to two hours per day, which indicates that they have a low level of engagement with technology. This is in contrast to millennials, who are exposed to social networking sites for three to four hours per day. In most cases, members of Generation X will utilize social networking sites for work-related activities since they have found that doing so has a favorable impact on their overall job performance when they are instructed correctly.

### **STATEMENT OF THE PROBLEM**

This research will determine how vlogs affect the two generations' preferences and how they decide to explore a place. Therefore, the study will answer the following:

- 1) What is the profile of the participants in terms of:
  - Gender
  - Baby Boomers (55 and above) and Generation X (39-54)
  - Frequency of Travel before the Pandemic
- 2) What is the respondents' assessment of travel vlogs according to:
  - 2.1 Vlogger's Attractiveness
  - 2.2 Perceived Information Credibility
  - 2.3 Perceived Enjoyment
  - 2.4 Perceived Value for Money
  - 2.5 Perceived Usefulness
- 3) Is there a significant difference in the participants' assessment when grouped according to demographic profile?
- 4) What recommendations can be proposed to travel vloggers to improve their contents in light of the findings of the study?

### **STATEMENT OF HYPOTHESIS**

The null hypothesis in this study is that there is no significant difference in the respondents' assessment when grouped according to age and gender, and frequency of travel before pandemic.

### **SETTING OF THE STUDY**

The study will take place in Mabini Batangas, particularly the organization of Missionary Families of Christ. Mabini, Batangas, is famous for its diving and snorkeling locations. It is the birthplace of scuba diving, and the city to which this organization belongs has become synonymous with this underwater recreational activity (Supetran, 2020). It is named after the Filipino revolutionary hero Apolinario Mabini. In the province of Batangas, the seaside municipality of Mabini is located. The municipality makes up 1.43% of Batangas' overall size, with a surface area of 44.47 square kilometers (17.17 square miles). 50,858 people were living there as of the 2020 Census. This amounted to 1.75 percent of Batangas province's population or 0.3 percent of the

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CALABARZON region's population. 1,144 people per square kilometer, or 2,962 people per square mile, is the estimated population density.

### LITERATURE REVIEW

**Table 1.**

Author(s) & Year	Journal	Scope	Main Findings
Huyler, D. D., and Ciocca, D. J. (2016)	Baby Boomers: The Use of Technology to Support Learning Research	The role of technology and cellular networks in the education of the Baby Boomers generation	The data shows that Baby Boomers are not reliant on gadgets and instead see technology as a tool to improve their quality of life. Other than that, it is hard to evaluate the effects of technology use on the learning preferences of Baby Boomers.
McKenna, A. (2021)	Generation X Article	The growth of Generation X and social media platforms	The study's findings demonstrate that Generation X lived through the introduction of ATMs, started their careers in the digital world, grew up with big cell phones, and became adults just as the internet became popular.
Chen, Y., et al. (2021)	Proceedings of the 7th International Conference on Humanities and Social Science Research (ICHSSR 2021)	The study will examine whether vlogs influence these groups regarding travel information and intentions.	Travel vlogs have been an essential element for individuals to learn about travel, significantly impacting their travel viewpoint and intentions. Attractiveness, utility, their engagement, and entertainment all impact the viewers' travel intentions.

### Generation X

McKenna (2021) stated that those born in the United States between 1965 and 1980 are considered part of Gen X. The term "middle child" is often used to describe Generation X. Children of divorced parents, single parents, and families with two parents in the workforce were more common when members of Generation X were growing up. This explains why they are often praised for their initiative, autonomy, and capacity to balance professional and private obligations. "Work hard and play hard" sums up the ethos of Generation X. Because they support a parent and a kid, Generation X people frequently make financial decisions that will affect future generations. While members of Generation X are more likely than earlier generations to be open-minded about social issues and to come from a diverse variety of ethnic origins, they are also increasingly likely to assume leadership roles in business and politics. To elicit a more positive response from Generation X, less focus should be placed on advertising on social media platforms such as Facebook and Instagram. (McKenna, 2021).

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### **Baby Boomer Education Technology**

As mobile devices have gotten more accessible, the number of older employees using them has grown. Employers or educational institutions that want to employ mobile device features must justify how the technology will be used for their specific work-related requirements. People born during the Baby Boomer generation need to be more understood and thought incapable of using modern technology. Baby boomers are not technologically reliant; they utilize technology wisely to enhance the quality of their life. (Huyler & Ciocca, 2016).

### **Travel Intentions**

From a general perspective, vlogs are an avenue to explore and obtain information about various things, updates, developments, issues, and more. Vlogs are also deemed a potent influencing tool that persuades the public to purchase or try new things. This goes the same for travel vlogs in the sense that travel vlogs also have some significant effects on the perspectives of tourists, consumers, and the public. These effects can go from influencing them to travel to specific places, explore different tourist spots or attractions, and more. This is demonstrated in the study by Chen et al. (2021), which claims that travel vlogs have been a crucial tool for people to obtain travel information, significantly affecting their travel perspective and intentions. Factors like: attractiveness, utility, interactivity, and entertainment impact audiences' travel intentions.

**Table 2.**

<b>Author(s) &amp; Year</b>	<b>Journal</b>	<b>Scope</b>	<b>Main Findings</b>
Abbasi, A, Ali, Faizan, Hussain, K, Schultz, C, and Ting, D. (2022)	Journal of Hospitality and Tourism Technology	Credibility, the value of vlogs and advertising	Videos must be watched first to get their imagination as they long for different destination sites. This can therefore affect the audience's preferences.
Rhedy M and Najib, M. (2020)	Journal of Applied Management	Viewer's perspective as a travel guide	The findings found things that influence the desire to utilize travel vlogs. The acceptance of several people to these videos did not affect the credibility of perception variables. As a result, attitudes toward usage impact their desire to use.
Belanio, J., Apostol, P., Barrera, M., and Mandigma, E. (2022)	Quantum Journal of Social Sciences and Humanities	A desire to return to a particular destination of tourism students	The joy the tourists receive from these videos is a vital factor to consider as they return to a specific destination. Therefore, there has been a connection between local YouTube travel vlogs and the students' choices.
Cheng, Y., Wei, W., and Zhang, L. (2020)	International Journal of Contemporary Hospitality Management	Effects on travel goals, consumer involvement behavior, and the pleasure of viewing vlogs	This study found a more significant affirmative response of impact regarding credibility that can contribute to the idea of travel intention.

### The Credibility of travel vlogs

(Abbasi et al., 2022) Supported the structure of vlogs' advertising credibility, tourists also prefer and have confidence in the details and the producer of the vlogs they watch. Vlogs persuade travelers to implement and influence visit intent. Travel videos became a vital reference for tourists, especially those unfamiliar with the place, as they will visualize what it is like to be in the place without being there. The influence of travel vlogs may also depend on the tourist's interests because it will likely show in their social media accounts, especially YouTube, as the algorithm varies on what they frequently watch. Their behavior will show upon their usage and access to YouTube. This will be explored as their interests will be measured according to the information they browse online. Hence travel vlogs can be a reference to the original idea for the details and data gathered (Rhendy Mamori & Najib, 2020).

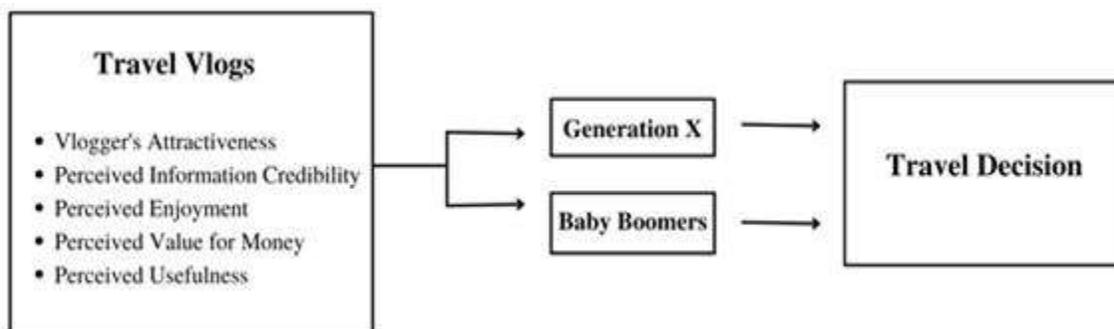
### Travel decision-making process

Travel vlogs have been their guide to measure their preferences in visiting specific destinations, purchasing products, and even recommended foods. That overall determines their satisfaction and contributes to their desire to explore an attraction (BELANIO et al., 2022). According to (Cheng et al., 2020), they analyzed the effects of travel vlogs and their aim to purchase or visit a destination on different people by the Theory of Resonance which focused on the emotional outlooks of how they watch travel vlogs. It shows their true intention and what inspired them to make that decision.

### THEORETICAL/CONCEPTUAL FRAMEWORK

**Figure 1.**

#### Conceptual Framework



The conceptual framework of this study aims to investigate the influence of travel vlogs on the travel decisions of Generation X and Baby Boomers. The framework encompasses several key factors that play a role in shaping the impact of travel vlogs on these generational groups. The framework acknowledges the significance of travel vlogs themselves as the primary medium of information and inspiration for the study. Travel vlogs, which are video content created by vloggers, serve as the central focus of the framework.

Personal qualities such as charisma, relatability, and presentation style of the vlogger can influence the engagement and reception of the content by Generation X and Baby Boomers. The perceived information credibility explores how trustworthy and reliable the information presented in travel vlogs is perceived to be. By examining the interrelationships between these factors, the conceptual framework aims to provide insights into the effects of travel vlogs on the travel decisions of Generation X and Baby Boomers. It offers a comprehensive understanding of how factors such as vlogger attractiveness, perceived information credibility, enjoyment, value for money, and usefulness collectively shape the impact of travel vlogs as a medium for influencing travel choices within these generational groups.

## **METHODOLOGY**

### **Research Design**

This study's researchers will use a quantitative research design to analyze the effects of travel vlogs on Generation X and Baby Boomers in Mabini, Batangas. Collecting and analyzing this data will be accomplished through a predictive and correlational research design. Using a predictive design, the researchers will predict when and in what situations of a given group of people think, feel, and interact. This will contribute to the development of a better theory of the phenomenon. Both the respondents and the correlational method are significant to the study. The researcher will measure the relevance between two or more variables and assess their relationship. The respondents will help the researcher produce positive and calculated findings. The design's purpose is to assess the present market condition and provide comparisons of two or more factors. It requires observing behaviors to characterize things entirely and accurately. Furthermore, it will explain and predict the inherent relationship among the physical world variables while requiring the researcher to change or amend them (Abad & Borbon, 2021).

### **Research Participants and Sampling Method**

The participants in determining the effects of travel vlogs would be Generation X and baby boomers in Mabini, Batangas, particularly within Missionary Families of Christ. The missionaries are best suited to provide the answers the study seeks due to their extensive travels and age range. Our source confirmed that this organization does not really engage with social media, specifically YouTube. Some have the hobby of watching television instead of spending time online. Respondents include people who watch travel vlogs as well as those who have traveled in the past or do it as a hobby. Baby Boomers and Generation X, who grew up without being impacted by technology but now use it for connection and as a productivity tool, are seen to be the best participants of this study. From social psychology, people have this impulse that they can't control their thoughts and behavior as we think (Henderson 2017). People take cues from their own environment, especially from other people, and how they act. There are people who are submissive and have a dependent personality on others, this proves that these generations are different as a person as well. The study aims to investigate how vlogs affect travelers' choice of trip location and decision-making process. The researchers used the G\*Power calculator to establish the sample size for gathering data. G\*Power estimates that 220 people will be picked as respondents, with an actual power of 95%, an error issue of 5%, and an impact size of 30%.

Moreover, in a non-probability sampling method called purposive sampling, researchers carefully consider how a sample population will be chosen, even if that sample population is not statistically representative of the wider population (Alchemer, 2021). As the name suggests, researchers will intentionally visit this community. The researchers will use purposive sampling to speak with a particular group. Everyone participating in the survey has been selected because they fit a particular profile.

### **Data Gathering Tool**

The researcher will use survey questionnaires to obtain the data in this research. The questionnaire will be divided into factors that may affect tourists' preferences, with the following components of travel vlogs: Vlogger's attractiveness, Perceived Information Credibility, Perceived enjoyment, Perceived value for money, and Perceived Usefulness. Their responses will be evaluated using a 6-point Likert scale with the options of strongly agree until strongly disagree.

### **Data Gathering Procedure**

The researchers will utilize appropriate questions modified from related research, individual questions, and current events. During the actual survey, respondents will confirm that their participation is voluntary by completing a consent form. The respondents will also be assured that any personal information requested in the survey will be kept strictly confidential. The survey form will be distributed through our source, Ms. Phoebe Danyelle T. Calangi, and will be done in a face-to-face setting. Survey forms will only be distributed over the weekend, considering the availability of the respondents. The target respondents are Generation X and baby

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boomers in Mabini, Batangas. Questions will be made easier to understand and can be answered with yes or no or with multiple choices. The participants will be given one day to respond. The survey will comprise three primary sections, each subdivided into several subsections pertaining to the participant's perception of the effects of travel vlogs. This research instrument's acquired data will be tallied and examined. In addition to primary data, researchers would utilize the survey outcomes in conjunction using secondary sources, namely articles and works of literature.

### **Data Analysis**

The researchers will perform an exploratory analysis of data for this investigation. Using an experimental study of the data (EDA), which frequently uses data visualization tools, scientists assess and analyze data sets, as well as explain the essential characteristics. Scientists can identify patterns, spot anomalies, test ideas, or validate presumptions more readily if they can figure out how to shift data sources to acquire the desired results.

**ANOVA.** The analysis of variance test is a statistical technique used to compare the means of several data sets, and find the existence of any statistically significant differences. The ANOVA test will be used in this study to assess if the standards of two or more levels of a variable differ significantly from one another. To discover this, the researchers will do a post hoc analysis.

**T-test.** This is a statistical tool used to compare or determine the significance of many statistical measures, most notably the mean in a sample from a normally distributed population, or if the purpose is to determine if two population means differ from one another (Sapkota, 2020). In this study, the t-test is utilized to determine the means of gender classification.

### **RESULTS AND DISCUSSION**

This chapter presents the demographic profile of the participants and the influences of travel vlogs to the Generation X and Baby Boomer's decision making. A total of 220 responded to the survey questionnaire of the Effects of Travel Vlogs on Travel Decisions of Generation X and Baby Boomers from July 04 – August 06, 2023.

**Table 1.1. Age**

Age	Frequency	Percent
43-58 y/o	133	60.181
59-77 y/o	88	39.819
Total	221	100.000

The age distribution of the respondents indicates that the majority, constituting 60.18% of the total respondents, belong to the 43-58 years old age group. This aligns with the Generation X age range. On the other hand, the 59-77 years old age group, which corresponds to the Baby Boomer generation, represents 39.82% of the respondents. This only agrees with the study conducted by Huyler and Cioca (2016) which states that Baby Boomers are not heavily dependent on technology; instead, they employ it judiciously to improve their quality of life.

**Table 1.2. Sex**

Sex	Frequency	Percent
Babae	149	67.421
Lalake	72	32.579
Total	221	100.000

In terms of gender distribution, the data reveals that a substantial majority of the respondents are female, accounting for 67.42% of the total respondents. Males make up the remaining 32.58%.

**Table 1.3. Frequency of Travel**

Frequency	Frequency	Percent
Bawat buwan	18	8.145
Bawat linggo	20	9.050

Minsan sa 3 buwan	36	16.290
Minsan sa 6 na buwan	42	19.005
Minsan sa isang taon	105	47.511
Total	221	100.000

Moreover, the data on the frequency of travel demonstrates that the most common travel pattern among the respondents is traveling once a year, representing 47.51% of the total respondents. Conversely, the least common frequency is traveling once a month, with only 8.15% of the respondents. This finding indicates that a majority of the respondents do not travel frequently, with the majority opting for annual trips. This finding agreed on the literature conducted by Belanio et al. (2022), which suggests that travel vlogs play a significant role in influencing travel decisions. Respondents who predominantly travel once a year may rely on travel vlogs as a guide to measure their preferences for specific destinations, products, and recommended foods. This aligns with the idea that travel vlogs contribute to their overall satisfaction and desire to explore different attractions.

Additionally, the data is in agreement with the study by Cheng et al. (2020), which analyzed the effects of travel vlogs on people's intentions to purchase or visit a destination. According to Cheng et al., the Theory of Resonance, which focuses on the emotional aspects of watching travel vlogs, can reveal viewers' true intentions and what inspires them to make travel-related decisions. In the context of the provided data, the fact that a majority of respondents travel once a year may suggest that their travel decisions are influenced by the emotional resonance created by travel vlogs.

### 1. What is the respondents' assessment of travel vlogs according to:

- |                              |                                       |
|------------------------------|---------------------------------------|
| 2.1 Vlogger's Attractiveness | 2.2 Perceived Information Credibility |
| 2.3 Perceived Enjoyment      | 2.4 Perceived Value for Money         |
| 2.5 Perceived Usefulness     |                                       |

**Table 2.1** Vlogger's Attractiveness

Descriptives	Mean	SD	Verbal Interpretation	Rank
Q1: The vloggers' attitude is appropriate in other culture.	3.91	1.418	Slightly Agree	2
Q2: When traveling, the vloggers are incredibly intriguing, witty, and relatable to all generations.	3.729	1.279	Slightly Agree	3
Q3: The vlogger reminds me a lot of myself.	3.629	1.201	Slightly Agree	5
Q4: The vlogger looks competent.	4.172	1.275	Slightly Agree	1
Q5: The vlogger's actions strongly match my own.	3.633	1.296	Slightly Agree	4
<b>Composite Mean</b>	<b>3.814</b>	<b>0.9</b>	<b>Slightly effective</b>	

The item with the highest mean response based on rank is item number 4, with a mean of 4.172 and a standard deviation (SD) of 1.275. This indicates that respondents generally slightly agree that the vloggers look competent. This perception of competence can be a significant asset, as it implies that vloggers are seen as credible and knowledgeable sources of travel information. On the other hand, the item with the lowest mean response is item number 3, with a mean of 3.629 and an SD of 1.201. This suggests that respondents also slightly agree that the vloggers remind them of themselves. This points to a relatability factor, which, while not as pronounced as competence, is still noteworthy. The composite mean for this category is 3.814 with an SD of 0.9, implying that respondents generally perceive vlogger's attractiveness as slightly effective in influencing their decision to travel.

This data prompts further consideration of how vloggers can leverage their competence. They might explore showcasing their expertise in more explicit ways, emphasizing their travel knowledge and skills. Simultaneously, they could work on building a more personal connection with their audience by sharing relatable stories and

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experiences, fostering a sense of authenticity. While the influence on travel decisions is moderate, it's essential for vloggers to recognize that even a slight increase in their attractiveness can potentially lead to more significant engagement and viewer loyalty, which, over time, can have a meaningful impact on their travel recommendations' effectiveness.

Moreover, this agreed to McKenna (2021), which suggests that Generation X values competence and a balanced approach to life. Generation X individuals are known for their initiative and capacity to balance professional and private obligations. Vloggers who appear competent may resonate with this generation.

**Table 2.2** Perceived Information Credibility

Descriptives	Mean	SD	Verbal Interpretation	Rank
Q1: Most opinions expressed are favorable.	3.882	1.5	Slightly Agree	5
Q2: Travel vloggers provide information that is up to date and contemporary.	4.09	1.421	Slightly Agree	4
Q3: Travel expertise and experience of travel vloggers.	4.195	1.329	Slightly Agree	2
Q4: Travel vlogger provides in-depth information on the location.	4.163	1.279	Slightly Agree	3
Q5: Travel vloggers mentions their informational sources.	4.262	1.215	Slightly Agree	1
Composite Mean	4.119	1.037	Slightly effective	

The item with the highest mean response is item number 5, with a mean of 4.262 and an SD of 1.215. This means that respondents generally slightly agree that travel vloggers mention their informational sources. Conversely, the item with the lowest mean response is item number 1, with a mean of 3.882 and an SD of 1.5. This suggests that respondents slightly agree that most opinions expressed in travel vlogs are favorable. The composite mean for perceived information credibility is 4.119 with an SD of 1.037, indicating that respondents generally perceive the information provided by travel vlogs as slightly effective.

This data underscores the importance of transparency and information attribution in travel vlogs. Vloggers who explicitly cite their sources can enhance their credibility, as this reassures viewers about the accuracy and reliability of the information presented. To further bolster credibility, vloggers might also consider diversifying their content to include a balanced representation of both positive and negative aspects of travel experiences. This can help in addressing concerns about objectivity and offering a more comprehensive view of the destinations and experiences they cover. The alignment of these findings with Abbasi et al.'s (2022) research emphasizes the universal significance of credibility in travel vlogs, underlining that detailed, trustworthy content is preferred by tourists and fosters trust in the vlogging community.

**Table 2.3** Perceived Enjoyment

Descriptives	Mean	SD	Verbal Interpretation	Rank
Q1: Watching travel vlogs can help me unwind.	3.62	1.54	Slightly Agree	4
Q2: In my leisure time, I adore watching travel vlogs.	3.615	1.405	Slightly Agree	5
Q3: I watch travel vlog because it gives me joy	4.118	1.27	Slightly Agree	3
Q4: When I watch trip videos, I become quite thrilled.	4.199	1.344	Slightly Agree	2
Q5: Watching travel vlogs gives me satisfaction.	4.226	1.259	Slightly Agree	1
Composite Mean	3.956	1.073	Slightly effective	

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The item with the highest mean response is item number 5, with a mean of 4.226 and an SD of 1.259, indicating that respondents generally find watching travel vlogs to be satisfying. On the other hand, the item with the lowest mean response is item number 1, with a mean of 3.62 and an SD of 1.54, suggesting that respondents slightly agree that watching travel vlogs can help them unwind. The composite mean for perceived enjoyment is 3.956 with an SD of 1.073, implying that respondents generally find enjoyment in watching travel vlogs.

This data underscores the significant role that satisfaction and enjoyment play in the appeal of travel vlogs. Vloggers who prioritize creating engaging, entertaining, and visually appealing content are likely to resonate more with their audience. It also suggests that viewers are seeking a form of escapism and satisfaction in travel vlogs, which could be linked to their desire for travel experiences. The alignment of these findings with Belanio et al.'s (2022) study underscores that viewers not only enjoy watching travel vlogs but also consider this enjoyment a crucial factor when deciding to return to a specific destination. It emphasizes the potential long-term impact of enjoyable content in shaping travel decisions and fostering a sense of wanderlust among the audience.

**Table 2.4** Perceived Value for Money

Descriptives	Mean	SD	Verbal Interpretation	Rank
Q1: Travel vlogs provide insight into how much money you can save.	3.706	1.44	Slightly Agree	5
Q2: Travel vlogs provide advice on where to get affordable, high-quality lodging.	4.045	1.22	Slightly Agree	4
Q3: Travel vlogs recommend locations so that you don't regret spending money on them.	4.195	1.259	Slightly Agree	3
Q4: Travel vlogs assist in evaluating goods and services.	4.231	1.249	Slightly Agree	2
Q5: Travel vlogs are practical and worth the money.	4.294	1.293	Slightly Agree	1
Composite Mean	4.094	1.023	Slightly effective	

The item with the highest mean response is item number 5, with a mean of 4.294 and an SD of 1.293, indicating that respondents strongly agree that travel vlogs are practical and worth the money. Conversely, the item with the lowest mean response is item number 1, with a mean of 3.706 and an SD of 1.44, suggesting that respondents slightly agree that travel vlogs provide insight into how much money can be saved. The composite mean for perceived value for money is 4.094 with an SD of 1.023, suggesting that respondents generally perceive travel vlogs as slightly effective in providing value for money.

These findings highlight the significance of practicality and usefulness in travel vlogs. Viewers are clearly seeking content that not only entertains but also provides them with tangible information and insights that can enhance their travel experiences. To further improve value for money, vloggers could consider incorporating more content that focuses on budget-friendly tips, cost-saving strategies, and destination-specific financial guidance. This aligns with the observations made by Rhendy Mamori & Najib (2020), indicating that travel vlogs indeed offer valuable information and insights. Vloggers who can consistently provide content that adds practical value to the viewers' travel planning are likely to foster stronger trust and loyalty within their audience, enhancing the effectiveness of their content in terms of value for money.

**Table 2.5** Perceived Usefulness

Descriptives	Mean	SD	Verbal Interpretation	Rank
Q1: New and unexplored locations should be featured in travel vlogs.	4.081	1.559	Slightly Agree	5

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Q2: Content in the travel vlog helps me understand travel information more thoroughly.	4.271	1.375	Slightly Agree	4
Q3: Traveling is easier with travel videos.	4.462	1.406	Slightly Agree	3
Q4: By viewing travel vlogs, I may learn helpful information on how to get there, safety precautions, and spending ideas.	4.584	1.442	Agree	2
Q5: Travel vlogs helps tourism sector expand.	4.765	1.452	Agree	1
Composite Mean	3.806	2.065	Slightly effective	

The item with the highest mean response is item number 5, with a mean of 4.765 and an SD of 1.452, indicating that respondents strongly agree that travel vlogs help the tourism sector expand. On the other hand, the item with the lowest mean response is item number 1, with a mean of 4.081 and an SD of 1.559, suggesting that respondents slightly agree that new and unexplored locations should be featured in travel vlogs. The composite mean for perceived usefulness is 3.806 with a relatively high SD of 2.065, indicating that respondents have varying opinions on the usefulness of travel vlogs, with some strongly agreeing and others having mixed perceptions.

These results highlight the range of tastes among viewers and the potential emotional connection that viewers may have with travel vlogs. It draws attention to the fact that travel vlogs play a variety of roles. They certainly help the tourist industry grow, but they can also be tailored to fit the unique requirements and interests of various audiences. In order to improve the perceived value of their trip vlogs, vloggers should think about varying the kind of material they produce and provide alternatives for both popular and lesser-known locations. Optimizing travel vlogs to appeal to a larger and more interested audience requires crafting material that speaks to their interests and emotional state. These results corroborate the findings of Cheng et al.'s (2020) study, which highlights the fact that viewers' emotional attachment to and personal interests from vacation vlogs play a major role in their usefulness.

### 2. Is there a significant difference in the participants' assessment when they are grouped according to demographic profile?

Comparison of Assessment in terms of Vlogger's attractiveness when grouped according to profile					
Demographics	test statistic	value	df	p-value	Interpretation
Age	t-test	-0.568	219	0.571	Not Significant
Gender	t-test	-1.432	219	0.154	Not Significant
Frequency of Travel	ANOVA	1.687	216	0.154	Not Significant

Comparison of Assessment in terms of Perceived information credibility when grouped according to profile					
Demographics	test statistic	value	df	p-value	Interpretation
Age	t-test	0.295	219	0.768	Not Significant
Gender	t-test	-0.313	219	0.755	Not Significant
Frequency of Travel	ANOVA	1.681	216	0.156	Not Significant

Comparison of Assessment in terms of Perceived enjoyment when grouped according to profile					
Demographics	test statistic	value	df	p-value	Interpretation
Age	t-test	-0.678	219	0.498	Not Significant
Gender	t-test	-0.721	219	0.472	Not Significant
Frequency of Travel	ANOVA	1.016	216	0.400	Not Significant

<b>Comparison of Assessment in terms of Perceived value for money when grouped according to profile</b>					
<b>Demographics</b>	<b>test statistic</b>	<b>value</b>	<b>df</b>	<b>p-value</b>	<b>Interpretation</b>
Age	t-test	-1.064	219	0.289	Not Significant
Gender	t-test	-0.592	219	0.555	Not Significant
Frequency of Travel	ANOVA	0.393	216	0.814	Not Significant

<b>Comparison of Assessment in terms of Perceived usefulness when grouped according to profile</b>					
<b>Demographics</b>	<b>test statistic</b>	<b>value</b>	<b>df</b>	<b>p-value</b>	<b>Interpretation</b>
Age	t-test	-0.454	219	0.65	Not Significant
Gender	t-test	-0.065	219	0.948	Not Significant
Frequency of Travel	ANOVA	0.809	216	0.521	Not Significant

**Null hypothesis:** There is no significant difference in the respondents' assessment when grouped according to demographic profile. Since all the p-values are greater than 0.05, the null hypothesis was not rejected, implying no significant differences. Thus, it can be concluded that the assessments of the respondents are not affected by their demographic profile. If they perceived the factors as not significant, the same perception is observed across all demographics.

The study of (Meng & Uysal, 2008) found that several push and pull motivating variables were valued differently by male and female tourists. Men prioritized sports and adventure when traveling for pleasure, whereas women were more likely to be inspired by culture, the potential for family interaction, and prestige. Furthermore, the perceived priority given to destination qualities varied according to gender. Women valued destinations more than men did, especially when it came to enjoying natural scenery and engaging in leisure activities like attending festivals and museums, touring historical sites, shopping, and sightseeing. Contrarily, men favored strenuous outdoor pursuits like canoeing, hiking, skiing, riding horses, hunting, and fishing. Men also give resort amenities and associated sports like tennis and golf a greater consideration.

According to (Kang et al., 2019), all other control variables, including gender, income level, education, and employment status, had no statistically significant relationship to travel intention. Although age had an adverse impact on travel intention, the difference was not significant. This finding is consistent with the idea that there are additional factors that influence individual behavior since chronological aging is accompanied by other personal and social changes that are in physical or mental health, altered psychological states, and the loss of important relationships.

## CONCLUSION

### 1. The Profile of the Participants

The researchers found out that the Generation X having an age range of 43-58 years old, are more inclined to watch travel vlogs compared to the age group of Baby Boomers which belongs to the age group of 59-77 years old. Whereas, in these two age groups, more females have the majority of respondents making up 67.42% while males only have 32.58%. Furthermore, travelling once a year is the most answered by the Generation X and Baby Boomers with a total of 47.51% of responses. Hence, travelling once a month received the least responses representing only 8.15% of the respondents. This indicates that the majority of the respondents do not travel frequently, thus it affects their travel decisions as they rely on travel vlogs as a guide in preparation for their trip.

### 2. What is the respondents' assessment of travel vlogs according to:

#### 2.1 Vlogger's Attractiveness

The respondents acknowledge that vloggers look competent. A study by Mckenna (2021) states that Generation X values competence in their life. With that, the vloggers present themselves competently making the Generation X and Baby Boomers' perception of vlogger's attractiveness slightly effective.

## 2.2 Perceived Information Credibility

The respondents positively agree that they are persuaded in travelling when vloggers mention their informational sources. It is likely to be trusted and accepted if the things they say are backed up with additional sources as it indicates that the details consist of accurate information. Generation X and Baby Boomers are grown-ups with several experiences. Thus, they are not easily convinced if a vlogger is stating facts without sources. Consequently, people are likely to visit a destination if the information is credible.

## 2.3 Perceived Enjoyment

The results show that even mature age groups are satisfied in watching travel vlogs. Numerous travel vloggers provide entertainment and informational videos that are suitable both for younger and older people. It gives great entertainment, especially that some of them just stay inside their houses. Furthermore, it illustrates the opinions of elderly themselves regarding the effect of vlogs on them altogether.

## 2.4 Perceived Value for Money

The respondents perceived travel vlogs to be practical and worth the money. Upon travelling, the travellers did not know what to expect. Thus, travel vlogs provides an idea and an estimated amount of money they'll need to spend on each trip. In this case, the viewers will know what to expect in the destination.

## 2.5 Perceived Usefulness

The statement "Travel vlogs helps tourism sector expand" received the highest response. Travel vlogs not only benefit their viewers by giving factual information but also offers an advantage to the establishment that's being featured. Aside from entertainment, travel vlogs also have a significant impact on the kinds of holidays individuals choose to take. Each trip vlog gives a distinctive perspective on responsible tourism by bringing attention to problematic philosophies or systems, promoting diversity, or exposing urgent environmental issues that are generally ignored by more well-known travel vlogs.

## 3. Significant difference in the participants' assessment when grouped according to demographic profile

### 3.1 When grouped by Age

The results of the study showed that there is no significant difference in the assessment of the respondents between the age group of Generation X and Baby Boomers. This shows that the two generations mentioned have the same comprehension and judgement.

### 3.2 When grouped by Gender

The results of the study showed that there is no significant difference in the assessment of the male and female respondents. This states that the impact of travel vlogs is evaluated similarly by men and women.

### 3.3 When grouped by Frequency of Travel

The results of the study showed that there is no significant difference in the assessment of the respondents in terms of their frequency of travel. This concludes that all respondents with different preferences concerning regular travelling have identical views regarding the impact of travel vlogs' final outcomes.

Therefore, the result of the study showed that there is no significant difference with the demographics of the respondent's assessment when categorized by Vlogger's Attractiveness, Perceived Information Credibility, Perceived Enjoyment, Perceived Value for Money, and Perceived Usefulness. This indicates that both Generation X and Baby Boomers, male and female, do not have unique assessment with the stated factors.

## RECOMMENDATION

### Vlogger's Attractiveness

In addition to expertise, maintaining relatability is essential for travel vloggers. While knowledge is crucial, it should be coupled with a friendly and approachable demeanor. Personal travel experiences, stories, and even occasional mishaps resonate well with their audience. A vlogger who is more relatable can connect with a wider range of viewers and develop more intimate relationships. Travel is a shared human experience, and vloggers

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should acknowledge their own successes, setbacks, and life lessons to make their content more engaging and accessible. In the study that seeks to comprehend the utilization of vlogger attributes, defined within the framework of parasocial interaction (PSI) theory, in crafting a successful travel vlog and aiding in destination vacation marketing. Through social media content analysis, validated via the nominal group technique, the investigation revealed that the vlogger's physical attractiveness holds significance. However, the study also identified other factors, such as social, task, and destination attractiveness, that contribute to the overall appeal of the vlog to viewers.

The study specifically delves into social attraction, which encompasses two distinct facets. Firstly, self-social attraction emanates from the internal development of the travel vlogger. Secondly, external social attraction pertains to how vloggers engage with their surroundings. Participants in the study recognized that this attribute is constructed through the travel vlogger's self-confidence, narrative clarity, articulation skills, and a friendly demeanor in front of the camera. The connection is further established through the vlogger's amicable interactions with the local community, fellow tourists, expressions of empathy, engagement with others (such as spouses, locals, and pets), and an open attitude towards local norms and traditions (Dewantara et al., 2023).

### **Perceived Information Credibility**

The foundation of travel vlogging remains information credibility. Viewers seek reliable information to plan their own travel experiences. Vloggers should consistently cite their sources and ensure the accuracy and currency of the information they provide. Collaborating with local authorities, tourism bureaus, or trusted travel sources can enhance the credibility of their content. Vloggers should also strive to offer in-depth insights into their chosen destinations, going beyond the typical tourist attractions to uncover hidden gems, cultural nuances, and valuable travel tip. This aligns with a study that investigates the potential and effectiveness of utilizing video blogs (vlogs) shared on Facebook to shape a destination's image. The study focuses on a detailed examination of travel vlogs featuring the Philippines, produced by renowned non-Filipino travel vloggers such as Lost LeBlanc, BecomingFilipino, Nas Daily, and Drew Binsky. Qualitative content and narrative analyses were conducted on the user-generated videos posted on these travel vloggers' Facebook accounts. Both the content and visual analysis of the videos, along with viewer responses, substantiate the assertion that travel vloggers and their respective vlogs play a pivotal role in constructing an online destination image. The narratives and visuals presented in these vlogs vividly contribute to the creation of destination images, which are crucial for place marketing. Consequently, travel vlogs serve as representations of destination experiences that public and private tourism agencies can leverage in their promotional and marketing initiatives (Peralta, 2019).

### **Perceived Enjoyment**

To enhance viewer enjoyment and engagement, travel vloggers should prioritize storytelling and entertainment value. Compelling narratives that immerse viewers in the travel experience, combined with cinematic visuals and music, can captivate audiences and keep them eagerly anticipating the next episode. Creating a sense of community among viewers by encouraging comments, discussions, and even meet-ups can foster a loyal following. Offering value for money is another key aspect, focusing on cost-saving strategies and budget-friendly alternatives for accommodations, dining, and activities. This aligns with the findings of Chen et al. (2021), affirming that the perceived level of entertainment in a travel vlog positively correlates with the likelihood of a potential traveler choosing to visit a destination recommended by the vlogger. The rapid evolution of social media platforms has given rise to numerous "We Media" personalities, offering users a plethora of information in a subtly presented manner. In the context of tourism marketing, the conversion of viewers into potential tourists hinges on the audience finding entertainment in travel vlogs. Therefore, enhancing the entertaining aspect of travel vlogs significantly impacts video exposure and viewer attention. For successful conversion, it is crucial that the act of watching travel vlogs entertains potential tourists, providing them with a leisurely distraction. This, in turn, enhances their willingness to travel. Consequently, vloggers should strive to make their videos more engaging, ensuring that potential travelers perceive the viewing experience as stress-free and enjoyable. Incorporating popular destinations into the content can boost video visibility. Employing a combination of visual

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and video formats, along with thematic challenges for each visited city, such as aimless city exploration, can diversify the content and maintain viewer interest. Additionally, the incorporation of entertaining and culturally relevant content in vlogs serves to captivate the audience's attention.

### **Perceived Value for Money**

Recognizing the diversity of viewer preferences is crucial for travel vloggers. While the study didn't find significant differences based on demographics, vloggers should remain attuned to evolving travel trends and audience interests. Periodic surveys and direct engagement with viewers through social media can provide valuable insights into what resonates most with their audience, ensuring that content stays fresh, relevant, and aligned with viewers' evolving needs. Lastly, building strategic collaborations with local experts, influencers, or travel-related companies can expand a vlogger's reach and credibility. Transparency in sponsored content and ensuring partnerships align with viewers' interests is essential to maintain authenticity and credibility.

This concurs with the research conducted by Siran et al. (2022), which underscores that travel vloggers are individuals who document and share their travel experiences through video content for their audience. This form of content is akin to a travel blog but presented visually. The concept of a travel vlogger is relatively recent, emerging around 2016, representing individuals who capture and share their journeys through video clips. Their focus involves vlogging about the destination they are currently exploring, thereby capturing the attention of their audience and introducing new potential travel destinations. The study's findings affirm that travel vloggers are closely linked to the promotion of tourist destinations and play a crucial role in inspiring their viewers to engage in physical travel experiences.

### **Perceived Usefulness**

One of the primary recommendations for travel vloggers is the importance of appearing competent. Viewers highly value vloggers who not only visit captivating destinations but also possess an in-depth knowledge of those locations. To achieve this, travel vloggers should continuously expand their understanding of the places they showcase. This might involve extensive research, conversations with local experts, or immersive travel experiences. By demonstrating their expertise and a genuine passion for travel, vloggers can build trust with their audience and position themselves as reliable guides. Aligned with Jensen's (2020) research, the findings suggest that travel vloggers have established themselves as a viable method for tourist research, influencing tourists' preferences for their experiences. The content presented by travel vloggers often features unconventional tourist attractions, setting them apart from more traditional research avenues. The study indicates that these vlogs play a significant role in shaping tourists' decisions to visit certain destinations and influencing their preferences.

Moreover, the results highlight that the viewers felt better prepared for their travels, gaining insights into factors like costs, transportation, and accommodation. Additionally, the vlogs contributed to a heightened sense of safety among viewers. While the majority of viewers expressed increased interest in interacting with locals, the appeal of less conventional tourist attractions also grew after watching the videos. These outcomes align with existing studies on vloggers, emphasizing their ability to establish a more personal connection with the audience. Although there is partial alignment with theories related to cognitive distance, further research is needed to fully elucidate these connections. Given that travel vlogging is a relatively recent phenomenon and has already demonstrated a substantial impact on tourists' decision-making, it is likely that their influence will continue to grow in the future.

Incorporating these recommendations thoughtfully can help travel vloggers establish deeper connections with their audience and continue to inspire and inform travelers worldwide.

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