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# Travel decision making through blogs and vlogs
## An empirical investigation on how user-generated content influences destination image

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## ABSTRACT

Tourist decision-making is based on the information available before visiting a destination. Although marketing content has a role to play, user-generated content (UGC) has gained momentum in recent years. This study considering the role of travel blogs and vlogs created by the user, aims to comprehend the role of these information sources in the decision-making of their consumers. The present research investigates the preference of travelers for UGC and its role in travel decision-making over other marketing information generated by destination marketing organisations (DMOs). The study is based on responses from 220 Indian tourists via an online web-based survey conducted using a structured questionnaire and applying multi-stage sampling. The study findings reveal a strengthened preference for blogs and vlogs among travelers compared to traditional DMO marketing content. The study provides implications for industry players that can help engage their visitors in UGC creation and dissemination for better marketing by suggesting suitable strategies for tourism.

## 1. INTRODUCTION

Tourism being a global industry, has created more experienced tourists and empowered them. Tourist decision-making processes have evolved, giving rise to tourist behaviours that are constantly adapting and adjusting (McCabe et al., 2016). As one of the powerful network tools, the internet has provided multiple avenues for content creators to be more active and have a wider reach (Zhao et al., 2022). The impact of the internet on user-generated content can be understood when it is evident that digital data is seen to double every 1.2 years (Beveridge, 2022). The billowing information content is referred to as 'big data', and user generated content is a portion of it (Lu & Stepchenkova, 2014).

Chetthamrongchai (2017) claims that information sources like brochures, posters, the opinions of tour operators and travel agents, mass media,

travel experiences of friends and family, and personal experiences affect the tourist destination image, thereby significantly influencing tourist decision-making from the very beginning. Further, the internet has equipped the 'new' type of tourist with the latest customised information. It is a platform where people record and update their memories, thus creating a virtual reality of novel experiences, viz. bloggers who perceive themselves as publishers of these experiences (Thurm, 2014). Changes in this information might influence the way people travel and write about their experiences and since the appearance of travel blogs is increasing, it is necessary to analyse the effects of this dynamic genre on tourism experience (Thurm, 2014).

Advances in communication technology have become more accessible and have led to the popularity of blogs, thereby enabling people to engage more easily in social commentaries (McCabe & Foster, 2006). Travel blogs have become a powerful vehicle that drive people to tell their stories and help build better relationships with potential visitors. Blogs are a set of combined text, video, image and audio that portray virtual stories full of experiences. As a result, blogs offer the opportunity to reveal interpretations of tourism products and experiences and express their impressions, perceptions, thoughts and feelings. This information may include all that may otherwise not be revealed in a more constrained research environment, such as personal interviews (Banyai & Glover, 2012).

Their direct relation to the tourism industry is when experiences are shared with family and friends, which allows interaction and builds an engagement with potential visitors, thus creating destination hot spots. Moreover, bloggers' primary motivations for producing such posts may vary from entertainment and information to self-expression. Travel blogs have an essential role in online space which can help to market the destinations. On the other hand, as market trends keep changing and technology keeps evolving, travel vloggers are known to generate content and create an impact by inducing an intense belief in their target audience. As a result, vloggers have become popular and thus have a more significant effect than their competitors in the market (Lodha & Philip, 2019).

With the support of internet services, travelers can share pictures, movies and content material in blogs/vlogs and have the option of feedback. Recently, blogs have been a medium of marketing a particular destination and affect modern-day challenges (Cayzer, 2004). People can share blog posts with family and friends, which permits interplay and constructs an engagement to become new visitors to the destination. Research indicates that people tend to believe in online word of mouth more than conventional media (Johnson & Kaye, 2004). Besides, vloggers use this as a medium to upload personal content videos of a particular

destination and their opinions. Such vlogs have increased overall attraction scores, and today are known as opinion leaders as well as a basic mode of gathering information via social media (Lee & Watkins, 2016).

With the advent of internet services, travel decision-making has been made easier due to the availability of various user-generated content (UGC) websites that feature real-time sharing of consumption experiences. UGC enables users to receive live service feedback and e-WOM (electronic word of mouth). The reviews posted by an author on UGC websites are a tool to obtain destination knowledge, generate ideas (in terms of travel decision planning) and, while in the process, search for other travel-related products and services. UGC was not always considered as credible as a travel company information source. However, more recent studies have shown greater trust in UGC than in information provided by travel company marketing departments (Lo et al., 2011; Marine-Roig, 2014; Zeng & Gerritsen, 2014), particularly among frequent travelers (O'Connor, 2010).

In the ongoing process of travel destination-making, consumers seek the guidance of destination marketing organizations (DMOs). DMOs are concerned with place marketing and selling and are competing for attention in the presence of UGC websites. Research has shown the involvement of both these during travel planning.

Furthermore, based on consumer needs and preferences, once a content creator uploads/updates their feed regarding a travel destination, their followers notice and hence it impacts on their travel decision-making using the content to prepare plans for a journey to that location. Such feeds, in turn, create more popularity for the place and attract more travelers. Whether the content mentioned earlier finds a new place online or not, it creates more content about the new location, a different set of people will be attracted and the cycle continues (Routledge et al., 2011).

In this process, the actions involve individuals after considering all the information they have perceived using the blogs and vlogs. The main idea of how several factors influence an individual's decision-making process is such that it can be categorised into two aspects: personal internal factors (i.e. financial) and environmental external factors (i.e. key location/destination) (Ni et al., 2016).

The key objective of this research is to provide some insight into how the usage of blogs and vlogs in the tourism sector influences tourists' perceptions when choosing a destination. Moreover, we will look into how the destination image created through such content plays an essential role in tourists' decision making. Further, the study attempts to look at the moderating role of certain socio-demographic variables including gender, age and travel frequency in the proposed relationships. The travel decision-making process

is classified into various stages, starting from the decision-making process while choosing a destination after viewing a blog/vlog or other traditional source of marketing communication. The next stage involves visitors' expectations of the destination and comparing them with real-life experiences. This precedes the state of satisfaction and perceived quality for the destination and the process of revisiting, or spread by word of mouth and recommending the destination to friends and family (Galí & Donaire, 2015). The current study is restricted to understanding tourist decision-making based on the information shared at the first stage.

The following questions explore the information on blogs and vlogs within the study:

RQ$_1$: How do bloggers and vloggers impact the tourism industry?

RQ$_2$: What impacts do blogs and vlogs and traditional communication approaches have on travel decision-making?

RQ$_3$: Do age, gender and travel frequency moderate the relationship between the proposed variables?

This study is necessary to understand how blogs and vlogs, as well as traditional marketing communication approaches impact the minds of their target customers in choosing a particular destination. In particular, the study attempts to understand which source of information has a significant impact on tourist decision-making. The study additionally helps understand how they create a need to travel and how effective it is from intended user satisfaction with the site's content.

## 2. Literature review

The growth of digital media has led travelers to rely more on blogs to make travel-related decisions. Travel bloggers and vloggers are perceived to be social influencers in tourism destination branding as the stories posted by them are seen by viewers who get inspired to do the same (Peralta, 2019). Travel vloggers, influencers, family, friends and relatives affect our travel choices. Due to the popularity of user-generated content, including blogs and vlogs, several tourism businesses, handbooks and guides use such content as a necessary marketing effort (Lodha & Philip, 2019). This effort is referred to as content co-creation, wherein destination marketers include content creators in their formal marketing efforts by creating content together (Oliveira & Panyik, 2015). In comparison with the traditional form of marketing communication, the content so created inspires and communicates the personalised opinions and beliefs of the content creators, in addition to giving a sense of real-time experience by sharing information to prospective tourists which helps in their decision making (Thurm, 2014).

A travel blog is part of a website hosted on the internet. Vlogs can be short or long videos covering various subjects like technology, travel and current affairs. Content creators use sophisticated equipment to capture vlogs and tourism businesses find them valuable because audiences are particularly attracted (Zhao et al., 2022). Weblogs (blogs) have also increased in recent years however they have existed since 1997 (Akehurst, 2009). People rely on them to get informed about tourist locations and other travel-related details (Buhalis & Law, 2008; Volo, 2010). Vlogs differ from blogs as vloggers commonly record their own stories and their actual experiences in video format, against content in the form of text and photos in the case of blogs (Griffith & Papacharissi, 2010).

### 2.1. Travel decision making

Travel decision-making is a complex phenomenon (Nikolić et al., 2021). It is observed that the individual decision-making process for travelers differs based on travel motives, various decisions, context effects and social interactions among travel groups. In the current study, the authors attempt to consider the role of social interactions in creating and disseminating user-generated content in a tourism setting. For travelers, subjective knowledge is identified as highly relevant while making decisions as it could indicate tourists' confidence in making a proper decision (Sharifpour et al., 2013). Tourism is an experiential product (Adhikari & Bhattacharya, 2016); subjective knowledge includes the experiences tourists share on their social media pages (Bilgihan et al., 2016) which provide a real-time experience for prospective travelers. User-generated content, as subjective knowledge shared in the form of real experiences, provides social interaction opportunities (FitzGerald, 2012). With the advent of the world wide web, user-generated content in the form of blogs or vlogs is observed to facilitate timely consumer decision-making. DMOs must use such media to develop an awareness of products among tourists at different stages of tourist decision-making, a practice commonly referred to as content co-creation.

### 2.2. User-generated content

The 21st century is marked by the development of the world wide web which has led consumers to have considerably higher bargaining power. Because of this, companies have to improve market research and market intelligence to direct consumers towards appropriate decision-making (Akehurst, 2009). Thus, the travel industry predominantly uses UGC to influence and create brand recognition efficiently. UGC is social media content surveyed from consumers' genuine experiences (Heinonen, 2011). Due to this, it

can positively encourage travelers' decisions through its appeal (Sparks et al., 2013) and thus significantly aid travel planning (Ayeh et al., 2016). Existing literature on UGC in tourism highlights its use in guiding travelers to evaluate the alternatives available while making travel-related decisions (Wang et al., 2019; Ye et al., 2011). UGC is available in different forms for this purpose, including blogs, weblogs, video blogs, virtual communities and social networking sites (Baruah, 2012). Considering blogging and vlogging as essential aspects of tourist production and consumption (Bosangit et al., 2009), current research has focused on them as user-generated content forms.

### 2.3. TRAVEL BLOGS AND VLOGS

Information in the form of blogs and personal web spaces hosted on networking sites is growing fast, and its use is an intelligent move for businesses in their marketing plans (Gretzel, 2006). Blogs also include publications on the web in video or written form such as comments and thoughts presented sequentially. Weblogs are free writeups and opinion pieces available to the public in free form (Volo, 2010). Blogs are "virtual diaries created by individuals and stored on the web for anyone to access" (Sharda & Ponnada, 2008, p. 157), the "compilation and construction of lists of texts, images, relative links, videos, audios, personal commentary, observations, news and filtering of pertinent web content by the website author" (Pudliner, 2007, p. 47; Leu et al., 2005). Its increased popularity as a form of UGC lies in its feature to enable both bloggers and readers to share and explore "vast amounts of information quickly, seeking out the factual, the real and the truth" (Pudliner, 2007, p. 47).

Travel blogs and vlogs have become extremely popular in cyberspace as a consumer-to-consumer communication tool for visitors to express their experiences, moods and feelings (Volo, 2010). The popularity of such user-generated content is mainly due to the possibility of expressing inner experiences and sharing them with familiar and unfamiliar audiences who have an interest in such content which is challenging to incorporate into traditional communication media (Tung & Ritchie, 2011). Literature on consumer psychology, sociology and marketing has focused on the importance of storytelling in marketing experiences (Adaval & Wyer, 1998; Escalas, 2004). Travel websites have now recognised the importance of including UGC and have started marketing it through their content co-creation efforts (Gretzel, 2006). Considering blogging and vlogging to be an essential aspect of tourist production and consumption (Bosangit et al., 2009), current research has focused on them as a form of user-generated content.

Another school of thought still gives importance to the traditional means of internet use for travel planning, which includes referring to travel websites, advertisements, exhibitions etc., which form the primary sources of marketing communication (Llodrà-Riera et al., 2015). Traditional content still has its place in the marketing communication mix for specific categories of prospective travelers who consider such content to be a natural form of communication from the marketers and, thus, more authentic and trustworthy (Batra & Keller, 2016). Due to this, although the newer marketing communication methodologies, including blogs and vlogs and content co-creation, have taken precedence, the traditional form of marketing communication also has a significant role to play. In the current study, the authors attempt to assess the impact of blogs, vlogs and other sources of marketing communication on travel decision-making. The proposed test model is shown in Figure 1.
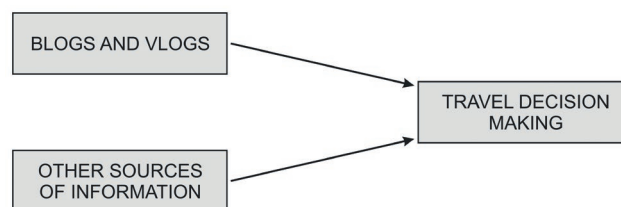


Figure 1. Proposed study model on travel decision making
Source: authors

### 3. METHODOLOGY

The methods discussed here entail data collection and analysis, population and sample size identification, and structural equation modelling methodology. The study uses an empirical research approach conducted in India. In this study, the sources of information, blogs and vlogs, as well as other traditional marketing communication, were used to predict tourist decision-making. A literature review at the initial stage helped to firm up the model. The table (Table 1) below illustrates the research framework applicable to the study conducted.

The structured questionnaire was designed using a measurement scale adopted from the literature. The source of marketing communication was measured using a scale proposed by Coromina and Camprubí (2016); blogs and vlogs were measured using a scale proposed by Keskenidou et al. (2014); and the scale to measure travel decision-making was adapted from a work by Abad and Borbon (2021). The quantitative data was gathered using an online survey form. In this research, a multi-stage sampling approach was applied considering the infinite nature of the population, which is tourists. Data were further coded, entered and evaluated using the Statistical Package for Social Science (SPSS). The scales used for analysis were pre-tested.

Table 1. Tabular representation of research frameworks

| Serial number | Components | Particulars |
|---|---|---|
| 1 | research design | empirical research |
| 2 | nature of data | primary data |
| 3 | sampling technique | multi-stage sampling |
| 5 | sample size (*n*) | 220 travelers |
| 6 | data collection tool | questionnaire (online survey using structured questionnaire) |
| 7 | respondents | travelers, visitors at a destination |
| 8 | age of respondents | minimum age 18+ and maximum age over 60 |

Source: authors.

### 3.1. DATA ANALYSIS

In the research model below (Figure 2), the relationship between blogs and vlogs, and other sources of marketing communication with travel decision-making is assessed by way of confirmatory factor analysis (CFA) (maximum likelihood estimation) using AMOS 22.0, while SPSS 25 was used for other analyses. The expected fit indices were above the expected level. This paper attempts to determine the relationship between the different sources of information divided into two categories, primarily user-generated content and company-generated content (marketing communication), and to understand the impact of such media on travel decision-making.

As observed in Figure 2, the two independent variables, blogs and vlogs, and other sources of marketing communication, were assessed to understand their impact on the travel decision-making of the respondents.
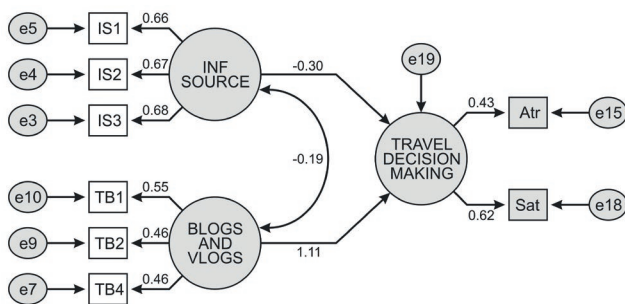


Figure 2. Research model of factor loading and path coefficients for travel decision-making
Notes: Atr – decision attributes; e – error term;
Inf Source – other sources of marketing communication;
IS – information sources measurement items; Sat – satisfaction;
TB – travel blogs measurement items
Source: AMOS output; blogs and vlogs as authors sources of information

The resulting fit statistics were all above the minimum acceptable levels (Jog & Singhal, 2020): chi-square minimum (CMIN) = 36.483; degree of freedom (*df*) = 19; chi-square minimum/degree of freedom (CMIN/*df*) = 36.483/19 = 1.920; comparative fit index (CFI) = 0.938; root mean square error of approximation (RMSEA) = 0.65; Tucker-Lewis index (TLI) = 0.909 (refer to Table 2). Hence, the model fit is established.

Table 2. Model fit measures for Figure 2

| No | Model fit measures | Values |
|---|---|---|
| 1 | CMIN | 36.483 |
| 2 | *df* | 19 |
| 3 | CMIN/*df* | 1.920 |
| 4 | CFI | 0.938 |
| 5 | RMSEA | 0.65 |
| 6 | TLI | 0.909 |

Source: authors.

Table 3 explains the significant impact of the two independent variables, (a) other sources of marketing communication and (b) blogs and vlogs on travel decision-making. In particular, in the analysis, the blogs and vlogs' relationship with travel decision making was significant at 5%. Other sources of marketing communication also substantially impacted travel decision-making, and the relationship was significant at the 10% level. The significance of blogs and vlogs is higher than that of the other sources of marketing communication. As such, the information available through them has a higher acceptance in travel decision-making than the other sources of marketing communication.

Table 3. Significance of the research – model estimate

| Tested paths in the study model | Estimate | *SE* | *CR* | *p* |
|---|---|---|---|---|
| Travel decision making ← blogs and vlogs | 0.937 | 0.210 | 4.468 | *** |
| Travel decision making ← other sources of marketing communication | 0.216 | 0.091 | 2.377 | 0.017 |

*** Coefficients are significant at alpha = 0.10.
Source: authors.

### 3.2. TESTING FOR THE MODERATING EFFECT

To test the moderating effect of the impact of blogs and vlogs on the travel decision-making process of choosing a destination. Gaskin and Lim (n.d.) suggested that model fit measures used AMOS plug-in for analysis.

The moderating effect was tested by dividing the responses into two groups and testing their differential impact on the relationship between dependent and independent variables.

### 3.2.1. MODERATING EFFECT OF GENDER

The responses were divided into two groups to test the moderating effect of gender. Of the total respondents, 59.5% were male, and 40.5% were female.

As evident from Table 4, gender significantly moderated the relationship between travel decision-making and the two information sources. The contribution of blogs and vlogs in travel decision-making is significant for male respondents at the 5% level and for female respondents at the 10% level.

Table 4. Moderating effect of gender

| Paths | Male | | Female | |
|---|---|---|---|---|
| | estimate | *p* | estimate | *p* |
| Travel decision making ← blogs and vlogs | 1.042 | *** | 0.644 | 0.031 |
| Travel decision making ← other sources of marketing communication | −0.082 | 0.472 | −0.38 | 0.017 |

*** Coefficients are significant at alpha = 0.10.
Source: authors.

With modernisation, the development of travel decision-making based on sources of information has been enhanced. Due to the wide variety of genres in blogs and vlogs, the male population tends to research and collect the required information from other consumers during planning trips more than the female population. The study findings are similar to Meng and Uysal's (2008) results.

### 3.2.2. THE MODERATING EFFECT OF AGE

The sample was divided into two groups of respondents, young and old, to test the moderating effect of age. The resulting findings are provided in Table 5.

Table 5 indicated that age significantly moderated the relationship between the dependent and independent variables. It is evident from the table that the contribution of blogs and vlogs to travel decision-making was significant among the younger population at the 5% level and was not significant among the older population. Additionally, the role of other sources of marketing communication on travel decision-making was significant among the younger at the 10% level and was not significant among the older population.

Table 5. Moderation effect of age

| Paths | Younger population | | Older population | |
|---|---|---|---|---|
| | estimate | *p* | estimate | *p* |
| Travel decision making ← blogs and vlogs | 0.94 | *** | 0.645 | 0.178 |
| Travel decision making ← other sources of marketing communication | −0.336 | 0.003 | −0.067 | 0.645 |

*** Coefficients are significant at alpha = 0.10.
Source: authors.

### 3.2.3. THE MODERATING EFFECT OF TRAVEL FREQUENCY

In Table 6, it is observed that travel frequency had a significant impact on dependent and independent relationships. As is evident from the above table, blogs and vlogs affect travel decision-making for frequent travelers. The relationship is significant at the 10% level and for 'less frequent travelers' significant at the 5% level. In the case of other sources of marketing communication leading to travel decision-making, the relationship was into significant for frequent travelers and relatively significant for less frequent travelers at a level of 10%.

Table 6. Moderation effect of travel frequency

| Paths | Frequent travelers | | Less frequent travelers | |
|---|---|---|---|---|
| | estimate | *p* | estimate | *p* |
| Travel decision making ← blogs and vlogs | 1.63 | 0.022 | 0.642 | *** |
| Travel decision making ← other sources of marketing communication | −0.134 | 0.471 | −0.31 | 0.007 |

*** Coefficients are significant at alpha = 0.10.
Source: authors.

## 4. FINDINGS AND DISCUSSION

The study findings reveal that 85.9% of the respondents believe travel vlogs inspire and create the need to travel, and 14.4% of the respondents believe that they do not. Travel blogs help individuals and travelers open up

their minds and help define or create memorable stories. Successful YouTube vloggers in society have several audiences to help them give specific inspiration for their travel mode choice. Posting various videos online allows content creators to provide a positive experience with different travel insights at no cost to the viewers. Hence, it is a valuable source of inspiring young travelers to choose a destination (Cox, 2011; Hsieh & Shannon, 2005).

Additionally, the respondents were asked to provide details about the type of content they preferred among the options provided. These included (a) pictures shared along with some writeup; (b) only pictures with no write-up or content; and (c) only write-up with no pictures. The study findings revealed that, among the 220 respondents, content and pictures (content created by the travelers along with the images attached) were highly preferred by the respondents (i.e. 75.5%). 13.2% chose pictures or photographs (only pictures with no content written), and 11.4% preferred write-ups or content (only content and no images attached).

The above-stated study finding is congruent with the existing literature, which states that the internet has helped transform the tourist experience when planning and travelling and when travelers remember their experiences (Gretzel et al., 2006; Jansson, 2007). This literature on blogs and vlogs suggests that travelers' sharing their created content and experiences on social media represent a new element in creating meaningful tourism experiences (Wang et al., 2012). More importantly, as suggested by Wang et al. (2012) and Lewis et al. (2010), when travelers share travel experiences through social media, others can 'see' and experience the travelers' footsteps without physically being there. The internet has changed how travelers access information (Hay et al., 2022), and social media has provided different experiences for planning and booking trips. Travel blogs and vlogs have become an integral part of a destination because, with the content provided to the intended consumers, bloggers and vloggers can share their travel experiences and thus encourage others to consider visiting the destination.

The ease with which consumers can access information from the internet has a higher chance of altering the customers' final decision-making about their visit to a destination (Pan et al., 2007). Thus, it is evident that user-generated content is becoming the most credible source of information for travel (Lange-Faria & Elliot, 2012). Current research suggests that such content tends to be more trustworthy than information provided by traditional marketers. It is evident, particularly considering how social media is becoming the 'best friend' of customers where travel information and experiences are shared (Xiang & Gretzel, 2010).

## 5. Conclusion

This research has aimed to understand the impact of travel blogs and vlogs on travelers' decision-making. As the research was conducted, it was observed that over the years, user generated content was mainly deemed as credible as travel company information. Hence although both the sources of information were found relevant, UGC in the form of blogs and vlogs had a greater significance. In this vein, more recent studies have shown greater trust in UGC than information provided by travel company marketing, particularly among frequent travelers. Furthermore, based on consumers' needs and preferences, once a content creator uploads updates to their feed regarding a travel destination, their followers notice and impact their travel decision-making using the content to prepare plans for a journey to that location.

In order to achieve the expected results, convenience-sampling procedures (i.e. Google forms) were used, and the data was collected. According to the results, male (i.e. 59.9%) respondents were greater compared to female. When the various other sources of travel information content were examined, it was found that online blogs and vlogs are the preferred source of information for travel planning. Almost 41.4% of the respondents refer to them before making travel plans. 34.1% of the respondents were satisfied with online blogs and vlogs. Moreover, blogs and vlogs have shown a significant relationship on travel decision-making and have a higher chance in the market than other sources of marketing communication. The study illustrates that 72.7% of respondents approve of the impact that blogs and vlogs have created in the minds of the intended travelers.

The relevance of blogs and vlogs is known, and they are used as significant sources of information. However, the importance of travel blogs and vlogs is growing. People are involved in travel blogging and vlogging show their followers the activities they are involved in, thus broadening the use and dependence.

### 5.1. Study limitations

The study conducted is limited in several different aspects. It uses quantitative data, limiting the scope of interaction with the respondents. Secondly, the scope was limited to bloggers and vloggers sharing their experience of a destination on the internet, and the subsequent decision-making of the respondents was dependent on the same and not extended to other forms of user-generated content.

### 5.2. Recommendations and suggestions

The use of travel blogs and vlogs has had an impact on the minds of future travelers. Such user-generated content is relevant in addition to the traditional marketing

communication generated by DMOs. Hence both forms of communication are necessary for successful marketing efforts. Additionally, for a successful blogger or vlogger in the field of tourism, it would be ideal if DMOs would further collaborate with various bloggers and vloggers to get the recognition they need. Such collaborative efforts will provide an opportunity for DMOs to create content that is both primary marketing and user-generated providing emphasis on the characteristics more relevant for destination marketing in both communication formats together. DMOs usually promote destinations and their products to potential travelers. On the other hand, bloggers and vloggers promote the destinations and products after visiting and using them. Bloggers and vloggers give their views about the destination and products. Thus, for travelers, they are a more credible sources of information for travel decision-making than DMOs because they 'promote from experience'. Collaboration between DMOs, bloggers and vloggers will benefit the travel industry.

On the other hand, as seen in the study conducted on the impacts of blogs and vlogs on travel decision-making, the following suggestions have been made to promote prospects.

1. Tagging places in blogs and vlogs can help promote particular destinations. Travelers watching them will get more profound knowledge about the sites, products and people.
2. Blogs and vlogs will be a great platform/medium for marketing destinations. Most influencers or content creators are paid to promote a particular tourist destination. This online mode of marketing can help reach a larger audience.
3. Offbeat tourism helps the destination get tourists and boosts the economy of that destination. Some travelers prefer to discover places that are unvisited by others. Influencers can visit such places and promote these undiscovered destinations, help promote them, attract more tourists to these places, and ultimately boost the destination's economy.
4. In conducting the survey, authors must use an off-line medium (e.g. a written questionnaire / telephonic medium) to gather the results. It would help respondents gain a clear picture of what the authors are referring to.

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