Travel Vloggers As A Source Of Information About Tourist Destination: A Study In Bangladesh

Mirag Hossain Sizan1, Wasib Bin Latif*2, Md. Mobarak Karim3

1Research Fellow Department of Business Administration, World University of Bangladesh Dhaka, Bangladesh
2Assistant Professor Department of Business Administration, World University of Bangladesh Dhaka, Bangladesh
3Assistant Professor Department of Business Administration, World University of Bangladesh Dhaka, Bangladesh

Abstract
This paper critically examine the significance of travel vloggers and their vlogs as a source of information about tourist destinations also the importance of travel vloggers as an approach of tourist research regarding tourist visitations in Bangladesh. Travel vloggers are the travelers who share their travelling experiences through a video for their viewers. It’s a content similar to travel blog but in a visual presentation. Travel vlogger is a relevantly new phenomenon that showed up around 2016. They appeared as travelers who shares their journeys in a video clip. They target the market by vlogging the destination they are in, drawing attention to new potential destinations for the viewer. The findings of the study indicates that travel vloggers are entirely associated with promoting tourist destinations and motivating their viewers for physical experience by travelling. The results also found that travel vloggers uniqueness has a positive impact on viewer perception of the destination.
Keywords: Online Destination Image, Sources of Information, Travel Vloggers, Tourist Destination, Visual Presentation

1. Introduction

At the beginning of the 21st century, global tourism has become one of the world’s most important economic activities [1]. Tourism is the world’s fourth largest and fastest growing industry [2] [3] of the entire world in terms of generating employment and contributing to the national GDP [4]. Tourism has experienced continuous growth and deepening diversification over the decades to become one of the fastest growing economic sector in the world [5]. While planning for a trip, tourists seek information about destinations. Tourists are always interested to use sources of tourist information [6]. They started sharing their activities, experiences, reviews and interests of their visited destination by creating video and posting it on social media. Although these tourist might have started sharing their video contents out of personal interest, they have the opportunity to make money from YouTube monetization. Apparently these tourist play a role of destination marketer. There has not been much research done as their importance as a tourist source of information.

A vlog is a blog with a visual presentation. Those who film their activities during travel and share it publically post travel are called travel vlogger or travel video logger. Vlog contains the similar amount of contents as a blog but only thing separating one another that it is based on visual presentation. Video is always a better way to communicate with the viewers than image or written text. This research paper is based on travel vloggers, who engage themselves in travelling and filming their journeys to share delightful experiences with their viewers. This research is mainly focused on travel vloggers as an information provider, particularly from the point of view of Bangladesh. It is quite notable thing that the travel vloggers seems to exploring less discovered places. When they promote new destination by vlogging, those new destination have potential tourist visiting there. It is quite clear that the next generation of travel and tourism industry will be consumer driven, travel vloggers can play a significant and vital role in the marketing of tourism.

1.1 Research Question
The research questions of this study are:
- How do travel vloggers are acting as source of information about destination in the perspective of Bangladesh?
- How do travel vloggers are promoting tourist destination by creating online destination image of Bangladesh?

1.2 Objectives of the Study
The purposes of the study are:
- To examine the relevance of travel vloggers as a source of information particularly about Bangladesh as a tourist destination.
- To identify how travel vloggers are creating online destination image of a place by sharing their contents on the internet.
To reveal how a travel vlogger’s contents can create an impact to the tourist while planning for visiting any destination in the perspective of Bangladesh.

1.3 Scope of the Study:
Considering the development of tourism in Bangladesh, promotional and marketing strategy improvement is mandatory. Which can be done by travel vloggers and their contents. As the study is based on travel vlogs and their role as an information provider, it has been proven that the consumer and traveller accept the travel vlogger as their online tour guide. This study has been conducted to identify and analyse the relevance of travel vloggers and the potential travellers particularly in Bangladesh. This paper aims to find out how the potential travellers have been influenced by watching travel vlogs. This research will be helpful for the marketers of tourism organizations as well as potential tourist as they can have an overview and understanding the relevance of travel vlogs.

2. LITERATURE REVIEW

2.1 Guided Tourism
How visitors decide where to go and how they act in a tourist destination often relies hugely on access to information [7]. Tourists also tend to minimize danger and insecurity while arranging holidays [8]. Research is a way to start planning for a trip and is particularly important while traveling to a place for the very first time [9]. Friends and relatives, guidebooks, media and travel agents are the most relevant sources of information, yet mostly several sources of information are used to researching the same journey [10]. The amount of research done before a journey is also influenced by distance, how much tourists are into research depends on how far the destination is [11]. Mostly younger and more educated individuals prefer to do more of their research online [12]. A research done by Zillinger [13] also found that the amount of planning done before departure was enhanced by using tourist information. It also increased the number of on-site activities in which visitors took part.

2.2 Youth Tourism
Youth is the phase between adolescence and adulthood where a boy or girl passes a transitional period. UNESCO has described "youth" as a time of transition from childhood dependency to the independence of adulthood and the recognition of our interdependence as community members [14]. Whatever age stage the youth consists of, for the growth of the tourism industry, young travellers are considered to be very significant. Moisă [15] has described young travellers as an important and flourishing part of the tourism industry. The attitude of tourists towards a tourist destination primarily relies on their expectation, knowledge and motivation. A substantial correlation between traveller’s knowledge and expectation, expectation and motivation as well as motivation and attitude [16]. But it is very difficult to determine the factors that form the motivation of young visitors [17]. According to Chiu, Ramli, Yusof, and Ting [18] Young travellers are very interested in terms of exploring new and unexplored places in their leisure time. Specialist travel agencies were often more likely to be used by backpackers, rather than traditional ones [19]. Rahman and Shil [20]
stated that the satisfaction of the young tourists’ service is mainly based on the easier travel to the location, lower prices, warm and comfortable acceptance by the tourism supplier.

2.3 Vlogging the Journey
Travel vlogging has taken on a new face and stage with the exponential growth of technology. The current movement that has captured not only fascinating stories, but authentic travel narratives and navigations of young people who are curious and adventurous enough to discover the globe using their video cameras or smartphones to create memories and vlogs [21]. Vlogging is becoming more prevalent and popular for destination marketing on social media. It is an expanded aspect of text blogging since vlogging incorporates not only words and images, but videos taken with devices such as a smartphone or a camera. There is a scarcity of studies regarding vlogging in tourism used as a destination marketing tool reason being it is relevantly new phenomenon. Only the studies existing are about the social media specifically in the context of destination branding and marketing [22]. In the tourism industry, travel vloggers consistently share their interpretations of the places they visit, people they meet, food they eat, as well as sights and sounds they see and hear in the social media platforms [23]. As they encourage others to take the same path, they post their journey on social media and receive feedback. Studies of travel vlogs in tourism, especially tourist characteristics, motivations, and preferences [24]. The most effective and substantive communication aspect of advertisement and branding, highly regarded by marketers, was visual appearance [25], and in my opinion, visual presentation has even more importance in travel and tourism marketing.

Vlogging can be classified as Digital Story Telling, which is a user-generated media activity carried out using the new digital resources by amateurs or ordinary individuals who share their own stories [26]. The bond between the vlogger and the viewer can therefore be seen as a virtual relationship, a para-social interaction between the audience and the media [27]. Para-social interaction represents the type of interpersonal bond or relationship that an audience experiences in their mediated interactions with celebrities in the mainstream media [28]. Rubin [29] argues that the media side would be considered a more reliable source of information if the interactive relation continues. Further Safko [30] says that Vlogging is an efficient form of communicating, since body language, feelings and voice can be observed by the audience.

Travel vloggers can even be considered as social influencers in destination marketing because they upload their story online, get comments from their viewers, which in turn can encourage or motivate the followers to do it as well [31]. Travel blogger now have taken over various tourism agencies, handbooks and guides [32]. Travel vloggers, influencers, family and friends as well relatives have an effect on our destination decision [33]. The content of different travel blogs motivates, expresses their thoughts and beliefs, and provides a sense of collecting all the information, contributing to the traveller being sunk with information [34].

2.4 Sources of Information
The tourism industry is an industry that is information intensive as well information concentrated [35]. It is one of the industries in which emerging information and communication technologies are very closely related to [36]. The use of digital media platforms has increased particularly for tourists as a resource of information and medium of communication through the internet that can be obtained from websites, emails, blogs and social networking sites. In order to facilitate information, travel plans, itineraries, reservations, and share their travel experiences, the electronic gadget industries have also united with telecommunications providers [37]. Consumer-centric marketing has evolved, using the Web 2.0 platform to create brand awareness, reinforce brand relationships and gain valuable insights into traveller preferences and perceptions of the tourism product [38]. A large number of people are watching travel vlogs through their smart devices before making decision about the destination [39]. With the evolution of internet travellers now appear upon to look at social media platforms to select out the best location to visit [40]. Travel blogger and vlogger has now taken over the job of numerous travel agencies, operators, guidebooks as information provider of tourism [41].

Social networking is becoming the key platform for sharing travel information [42]. With the assist of internet, it turns into convenient for travellers to get information regarding a range of destinations and it is given out by way of different travellers. This brings in communications and also a word of mouth for the travellers [43]. Travellers can share photos, videos and content in the form of Vlogs with the advancement of internet and thus have the opportunity of feedback. The Vlogs assist with the advertisement of a specific destination [44]. Advancement in technology has enabled travellers to experience and share their journey in actual time through the usage of texts, photographs, and movies etc. via internet [45]. An approximate 40% of the smart phones users acquire destination related information with their smart devices [46] [47]. Tourism has become entirely consumer driven with the technological advancement and easier access to information, also consumer can demand what they want and based on their expectation the service provider companies allows all the reliable facilities they can afford for their consumer [48].

2.5 Online Destination Image
The destination image can be described as thoughts and feelings towards a destination [49]. There are several destination image interpretations, but the most widely accepted concept so far is the collection of thoughts, beliefs and experiences based on the retrieval of information from a number of sources over time [50-52]. Furthermore, if their destination image is attractive, travellers would be more likely to suggest a destination [53]. The online destination image refers to the online representation of collective beliefs, feelings, and overall impressions of a destination [54]. In developing an online destination image of a location, travel vloggers and their vlogs play an important role [55]. The online destination image of Bangladesh has been created and transmitted by the vloggers and vlogs under research is considered a perceived online destination image [56]. Hunter [57] interpreted online tourist destination image as a “more dynamic social construction than the typical projected image used in printed guidebooks and travel brochures” (p. 222). The emergence of social media,
video content sharing and content-based marketing has played a key role in developing effective marketing strategies for destinations [58]. Using an online-based responsible tourism platform to eradicate intermediaries and act as an alternate medium for the marketing, communication and delivery of services, as well as providing future travellers with cost-effective travel opportunities, might be of more value [59].

2.6 Bangladesh as a Destination
Bangladesh is a small deltaic riverine country located in South Asia and placed in the border of India (West, North and Northeast), Myanmar (Southeast), and Bay of Bengal (on the South) [60]. According to World Bank it has a total surface area of 147,630 Square Kilometres by the year 2018 [61]. Bangladesh is entitled with numerous fascinating natural and cultural resources for the development of tourism industry. Specifically, the country has two unanimous heritages, The Sundarbans (Natural mangrove forest) and the world’s longest unbroken Cox’s Bazar sea beach [62]. Though the country is small in area, has a prosperous collection of tourism product to offer the world, it has a unique and rich cultural heritage with various historical and archaeological sites [63].

Tourism is not only a flourishing industry in the developed countries, but also it is an industry that is growing rapidly in the developing and underdeveloped countries [64]. Bangladesh has recently enlisted its name to the list of developing countries with enormous potential for tourism [65]. Bangladesh has tremendous opportunity to develop its tourism sector competing with the global tourism situation [66]. Wahab Tuhin [67] added in his study that, because of its extremely fascinating natural beauty and vibrant culture, Bangladesh has tremendous potential to develop and expand tourism. Furthermore he added that, in the Bangladeshi economy, tourism will contribute if it is possible to develop and execute a proper strategic marketing plan for this sector [68]. In order to be competitive in the local and global market, Bangladesh is striving to improve its tourism position [69].

3. METHODOLOGY
To complete this study, we have used quantitative methods. As the subject of this study is relatively a new phenomenon, there was no alternative method for conducting this study. Quantitative research method has been conducted, on which basis the data have been analysed. A survey questionnaire has been constructed for the respondents to examine the relevance of travel vlogs as a reliable source of information about destinations and how they are promoting destination by creating online destination image of a place in the perspective of Bangladesh. Taking an interview of the participants, would have been an interesting as well as creative opportunity to get better understanding of how people view travel vloggers. However as this study has a limitation of time and due to the situation of COVID-19, we have developed the survey online. The questionnaire of survey has been divided into two parts- 1) Demographic section and 2) Analysis Section. Where, the demographic section is consist of the distribution of demographic characteristics among the survey respondents. Whereas the analysis section is consist of 15 relevant questions regarding the subject of the study.
The population of the study is conducted on people who are currently living in Bangladesh and those who have potentials to travel particularly, who have access to internet and social media mostly of young aged people. Convenience sampling has been considered to fulfil the need of the study. The survey questionnaire has been distributed through Google Form to individual persons and groups on the social media and personal connection. Google forms also allows respondents to participate anonymously, which makes it more convenient and less of a burden for them. It also made it easy and more convenient for us to encourage people to participate. A total number of 110 responses has been gathered out of which 12 responses could not be considered due to incomplete answer of the questionnaire. Consequently, a total number of 98 responses have been considered valid to conduct the study. Google docs has been use to shape the survey, later on the survey has been presented with bar diagram and graphical representation.

Primary data have been collected by using content analysis and a survey questionnaire, to conduct the study. Firstly an analysis on websites has been made to seek for the relevance of the travel vloggers as an information provider and influencer, considering Bangladesh as a tourist destination. Afterwards, all the gathered data and information have been identified and enlisted accordingly. Based on the review of contents, a survey questionnaire with relevant questions has been developed that consist of different statement. Subsequently, the statement has been divided into two parts of the survey questionnaire by using MS Word. After that the questionnaire has been posted on the internet by using Google Form so that it can be distributed within a moment of time. Lastly, email and social media has been used to disseminate the link of the survey questionnaire of Google Form.

4. DATA ANALYSIS
All the data and information collected from the survey respondents has been analysed and interpreted in this chapter of data analysis. The target participants of this survey are viewers and potential travellers. Basically, who have intentions to visit destination in Bangladesh. The collected data from the survey questionnaire shows that majority of the respondents are in young age. While interpreting the data we have found that travel vloggers is pretty popular phenomenon in the perspective of the respondents of the questionnaire.
Fig. 1. Gender distribution among survey respondents

The above figure 1 is showing that, among the 110 respondents, 57.3% are male. On the contrary 42.7% are female.

Fig. 2. Age distribution among survey respondents

The above figure 2 is showing 53.6% of the respondents are in the age stage between 20-25 years, 20% of them are between 26-30 years old, 9.1% of the respondents are in the age stage between 31-39 years old. Again 9.1% of them are in the age stage of 40 or above. Rest of 8.2% are the youngest in age between 15-19 years, among the participation of 110 respondents.
Fig.3. Occupation distribution among survey respondents

The above figure 3 is showing that, among the participation of 110 respondents, 64.5% are students, 12.7% of them are businessman, 13.6% of the respondents are employee and rest of the 9.1% of them are homemaker.

Fig.4. Monthly income distribution among survey respondents

Apparently, the above figure 4 is showing that, among 110 respondents 109 responds were recorded. This is quite unfortunate for the calculation and analysis. Nonetheless, the 41.3% among 109 respondent’s monthly turnover or household income is above 50,000 TK. The 20.2% of the respondent’s monthly turnover is between 30,000 to 40,000 TK. The 19.3% of the respondent’s monthly turnover is around 20,000 to 30,000 TK. The 11% of the respondent’s monthly turnover is around 40,000 to 50,000 TK. Rest of the 8.3% respondent’s monthly turnover is less than 20,000 TK.
**Fig.5.** The purposes of survey respondent’s visitation to any destination

The above figure 5 is showing that, among the 110 respondents, 56.4% respondents choose entertainment as the purpose of their visitation to any destination, 34.5% of them choose leisure as the purpose of their visitation to destination. Rest of the 9.1% respondents are more likely to take business trips.

**Fig.6.** How many of the survey respondents watch travel vlogs

The above figure 6 is showing 76.4% of the respondents among 110 respondents watch travel vlogs as they answered ‘Yes’. The 14.5% of them are confuse either because they do not watch travel vlogs or if they watch they do it unintentionally as they choose the option ‘Maybe’. They are the random viewers of travel vlogs. Rest of the 9.1% respondents don’t watch travel vlogs as they answered ‘No’.
Fig. 7. Types of travel vlogs the survey respondents prefer to watch

The above figure 7 is showing 37.6% of the respondents prefer to watch wanderlust travel vlogs. Whereas 35.8% of them prefer to watch food travel vlogs. The 22% of the respondents prefer to watch historical travel vlogs. And the rest of 4.6% prefer to watch educational travel vlogs.

Fig. 8. Which travel vloggers influencing the survey respondents more

The above figure 8 is showing 66.7% of the respondents think that they are more influenced by international travel vloggers. And rest of the 33.3% respondents think that Bangladeshi travel vloggers influences them, particularly, while making decision for selecting destination.
The above figure 9 is showing that, among the 110 respondents, the method of researching tourist destination has been distributed. Travel vlog has the highest among all with 73 votes and 66.4%. Advice from friends and family ranked second highest with 60 votes and 54.5%. Google map stand out third among them with 30 votes and 27.3%. Travel agencies has the lowest among all with 29 votes and 26.4%. And the 4.5% with 5 vote has been given to none of them.

The above figure 10 is showing that, social media platforms has been distributed among the 110 survey respondents, for searching any particular destination. YouTube has been selected the top most popular among the respondents as YouTube has 90 votes and 81.8%. Facebook ranked as the second most popular social media platforms for searching destination by the
respondents with 58 votes and 52.7%. Instagram stands on the third position with 16 votes and 14.5%.

**Fig.11. How many of the survey respondents watch Bangladeshi travel vlogs**

The above figure 11 is showing that, among 110 survey respondents, 83.6% said they watch Bangladeshi travel vlogs. The 8.2% of them were not sure either they watch travel vlog or not, apparently, they are not familiar with the content of Bangladeshi travel vlog. Rest of the 8.2% respondents don’t watch travel vlogs.

**Fig.12. Which area of Bangladesh the survey respondents prefer to watch in vlogs**

The above figure 12 is showing 76.6% of the respondents prefer to watch countryside area of Bangladesh in vlogs. Rest of the 23.4% have given their preference to urban area of Bangladesh as travel vlog content.
Figure 13: Distribution of destinations in Bangladesh among the survey respondents for their next trip

The above figure 13 is showing that, some of the popular tourist destination in Bangladesh has been distributed among the survey respondents. Apparently, among 109 responds 35.8% of the respondents choose St. Martin for their next trip. The 17.4% respondents choose Bandarban as they desire to visit as their next trip. Rangamati has been chosen by 16.5% of the respondents. Cox’s Bazar the longest Sea beach in the world has been selected by 14.7% of the respondents. Last and the least 15.6% of the respondents choose Sundarbans and Sylhet for their next trip, by giving this two destinations 7.8% vote each.

Fig.14. How many of the survey respondents feel safe in the tourist spots of Bangladesh

The above figure 14 is showing that, among the 110 respondents, the 43.4% feel that tourist spots or destination of Bangladesh are not yet safe to visit. The 33.6% of the survey respondents feel that all the well-known tourist spots in Bangladesh are safe to visit. Rest of the 20% respondents think that tourist spots of Bangladesh is not at all safe to visit.
Fig. 15. How many of the survey respondents feel that travel vloggers are promoting our country’s tourist destination worldwide

The above figure 15 is showing 59.6% of the respondents feel that travel vloggers are promoting our country’s tourist destination worldwide. Among the respondents, 33% answered ‘Maybe’ as they might haven’t any idea regarding this. Rest of the 26.6% respondents don’t feel that travel vloggers are promoting our country’s tourist destination worldwide.

Fig. 16. How many of the survey respondents agree that food vloggers of Bangladesh are introducing our food culture to the world

The above figure 16 is showing 67.9% of respondents have agreed that food vloggers of Bangladesh are introducing our food culture to the world. 22% of them have strongly agreed with that. Rest of the 10.1% feel that food vloggers of Bangladesh are not introducing our food culture to the world.
Fig. 17. Which type of transportation the survey respondents would like to visit their next trip with

The above figure 17 is showing that, among all the respondents, 42.7% of them would like to visit their next destination with bus as a medium of transportation. 25.5% of the respondents would like to take train while travelling to destination. 21.8% of the respondents would like to visit their destination by air. Car rental has been selected by 10% of the respondents as a medium of transportation for visiting destination. Although there is an option of taxi as transportation system, none of the survey respondents have voted.

Fig. 18. Distribution of advantages provided by travel vlogs among the survey respondents

The above figure 18 is showing the advantages or understandings provided by travel vloggers and their vlogs has been distributed among the survey respondents. Understanding of information about destination has been voted by 87 respondents, which is 79.8%. Understanding of accommodation facilities and transportation information has been equally voted by 54 respondents, which is 49.5% each. Last but not the least understandings of cost of the food has been voted by 53 respondents, which stands at 48.6%.
Fig.19. How many of the survey respondents have recommend their friends to watch travel vlogs

The above figure 19 is showing that, among all the respondents, 75.2% of them had recommended their friends to watch travel vloggers. Rest of the 24.8% respondents had never recommended their friends to watch travel vlogs.

Fig.20. How many of the survey respondents think that travel vloggers can play a role in marketing of tourism industry

The above figure 20 is showing 95.5% of the respondents, among all the 110 survey respondents think that travel vloggers can play a role in marketing of tourism industry. Rest of the 4.5% respondents think that travel vloggers can’t play a role in marketing of tourism industry.

4.1 Discussion and Practical Implication

As the study is based on travel vlogs, which is a content of social media, the target participants or respondents of the research are mostly young peoples. The majority participants of the survey are between 20 to 30 years old. People of young age are more likely
to travel. The survey of this paper also identifies that the young people are often onto searching information about the destination before planning a trip. The majority of them search for information on the online platforms mainly on social media. This study indicates that the purpose of the visitation is mostly entertainment, as 55.9% of the respondents have given their opinion on that. Leisure is also seems very familiar purpose of travel among the respondents. As expected, business is least favourite purpose to visit any destination from among the respondents.

In this study we found that 75.7% of the respondents watch travel vlogs. This percentage describes that travel vlogs are pretty popular among potential tourist. There are several ways available for researching about tourist destination. This study specifically shows that travel vlog recently has become most informative and attractive as it is in a video format, it carries so many information with visual presentation in a minimum range of time. Travel vloggers are creating numerous contents in Bangladesh. It is becoming more popular day by day. As 83.8% of the survey respondents of the study watches Bangladeshi travel vlogs. The study also shows that, in Bangladesh the countryside area is more popular than the urban area. This research interprets that most of the respondents do feel the importance of travel vloggers for promoting our tourist destinations worldwide. Above all travel vlogs gives us good understanding about, cost of the food, transportation, accommodation and information about destination. After observing all the responds from the respondents it is now clear that travel vlogs are the relevant sources of information about travel or journey. In this era of information and technology travel vloggers can play a vital role in the marketing of tourism by creating an online destination image. The most effective and substantive communication aspect of advertisement and branding, highly regarded by marketers, was visual appearance [70].

If the travel vloggers of Bangladesh can produce informative and reliable contents, that would be remarkable for the development of our tourism industry. Bangladesh has huge potential to contribute large amounts in the economy with its emerging and growing tourism industry. With the advantage of technology and digital media, the future of tourism will be entirely consumer driven. Travel vloggers and social media influencers would become the role models of tourism industry in some years as they are currently producing huge amount of travel related contents. Travel vlogger needs more appreciations and encouragements from their audiences to produce standard type of contents. So, all the authority and organization both public and private in the tourism sector should collaborate with travel vloggers by building a strong relationship for the sake of creating destination image developing tourism industry in our country.

4.2 Limitation and Future Research

Limitation of the study can create the scope of other studies related to certain field. Although the current study has several implication related to the perspective of audience, it has certain amount of limitations. Firstly, as the topic of the study is a new phenomenon, the conducted previous studies are very limited, which leads this study to some barriers. Apart from that, the
study was conducted over a very limited period of time. Another issue was the COVID-19 situation which also put further limitation to the survey approach of this study. Interviewing the respondents could have been a better alternative to conduct the study more specifically. Whereas we chose to disseminate the survey to the respondents on the social media. Another thing we have genuinely considered was to conduct interviews with the representatives travel organizations, government authorities and travel vloggers themselves to get a better understanding of all the perspective would have been fascinating. We are considering the travel vlogs as a relevant source of information of this current generation. Hopefully someone can conduct this similar kind of study with a mix of qualitative and quantitative method for a better understanding regarding significance of travel vloggers and their respective vlogs.

5. CONCLUSION
In this era of advanced technology and internet, travel vlog has become one of the most relevant and reliable source of information. Apparently, it has already became popular among the travellers around the world. The future of tourism is going to be totally consumer driven. As travel vlogs are being considered as user generated content, the potentials of travel vlogs are pretty clear. Apart from playing the role as an information provider travel vloggers play the role of an influencer to their audiences. Which is beneficial for the tourism industry, as travel vloggers can play a role in marketing of this sector by creating online destination image of particular place. If the travel vloggers of Bangladesh can get all the appreciation they need for their respective contents, then it would be more than advantageous and favourable for our country’s tourism industry.

References


doi:https://doi.org/10.1057/s41254-019-00134-6
[34] Thurm, M. C. (2014). The impact of travel blogging on the tourist experience: An e-


doi:https://doi.org/10.1300/J150v11n01_06