Research Article

Relationship between Local Youtube Travel Vlogs and Revisit Intention Preferences of Tourism Students of De La Salle University-Dasmariñas

Ernesto Mandigma*, Belanio Jhealyn L, Apostol Paul Simon L, Barrera Ma Teresa L

Department of Tourism Management, University of De La Salle, Manila, Philippines

ABSTRACT

Throughout the years, there has been a rise in the number of travel vlogs. Travel Vlogs have become an essential route for travelers to get tourism information, which influences the viewers' travel intentions. The quantitative study generally examines the significant relationship of local YouTube travel vlogs and revisiting intention preferences of tourism students of De La Salle University-Dasmariñas. With the adapted attributes and characteristics, the results of this study could serve as a basis for the essence of watching travel vlogs in connection with the revisit intention of the students. The results were analyzed using weighted mean and Spearman's Rho. Furthermore, the overall findings of the study revealed a strong correlation of the variables. Finally, the research concluded that there is a significant relationship between local YouTube travel vlogs and revisiting intention preferences of tourism students of De La Salle University-Dasmariñas.

Keywords: YouTube travel vlogs; Revisiting intention; Destination image; Entertainments

INTRODUCTION

Revisit intention has been a major area of investigation in tourism literature [1]. It is the desire of tourists to come back or repeat their visitation in a particular destination for satisfaction [2]. Satisfaction was one of the factors that influenced tourists' intention to revisit. The more satisfied tourists are with their visit to the destination, the more likely they are to return [3]. Tourists are motivated to return to a destination mostly because of the attributes that a destination has. It includes the destination image, modern environment, and weather, natural, and cultural historical attractions, recreations and entertainments [4,5]. In line with this, the image of a destination was discovered to be the most important determinant of tourists' revisit intention. It elevates a destination's popularity and reputation that also affects the tourist's satisfaction, increasing their willingness to come back [6].

On the other hand, the travel industry heavily relies on the perspectives of travel vlogs as a primary platform to promote destinations and create its own image and reputation [7]. Travel vlogs are visual representations of blogs. It involves travel vloggers, who record videos of themselves and share their travel experiences with others mostly through social media sites. Thus, when looking for a destination, it has become a go-to reliable source of information for travelers all over the world [8]. Locally, travel vlogs have been shown

to be effective in improving a destination's perceived image. Travel vlogs were said to be more powerful in attracting tourists to visit a destination because of the features that they have, as opposed to travel blogs, which only provide text and images. It is also useful in promoting destinations, particularly when posted on social media sites [9]. Furthermore, according to a study, 45% of leisure travelers chose to book immediately after watching a video containing travel activities. In addition, 62% of leisure travelers were found to be interested in watching travel videos before booking a trip [10]. Specifically, YouTube is widely regarded as one of the most popular social media platforms for the distribution of travel vlogs. It is because of the numerous benefits that it offers that people choose it as their primary source of information. Furthermore, YouTube contains a wide range of video and vlog content, including comedy, tech reviews, beauty/makeup/fashion, how-to's, family, gaming, food and fitness, and so on. Travel vlogs, in particular, have been identified as the most viewed video content. Social media has been found to be an effective factor in boosting tourism in Tagaytay [11]. As a result, YouTube and travel vlogs, as part of social media, can be considered as one of the factors influencing tourism in Tagaytay.

According to the above statements, the researchers noticed that factors such as destination image and satisfaction have the greatest influence on revisit intention. Travel vlogs, on the other hand, continue to be a significant predictor of tourists' travel

intentions. Furthermore, studies on the relationship between travel vlogs and revisit intention are still uncommon, particularly in the Philippines. In fact, only a small amount of research on this topic has been discovered. For instance, the relationship between travel vlogs and tourists' travel intention was given emphasis by the previous studies [12,13]. However, it has not yet explored the revisit intention of the tourists. As a result, a question about the potential relationship between local YouTube travel vlogs and revisit intention emerged. And, because travel vlogs have been found to be an effective factor in boosting tourism in Tagaytay, it would be a good destination to use for the study. Generally, this study will aim to know if there is a significant relationship between local YouTube travel vlogs and the revisit intention of tourism students of De La Salle University-Dasmariñas. Travel vlogs' attributes were identified as (a) Informativeness, (b) Accessibility, (c) Interactivity and (d) Personalization which were adapted from the study [14]. While the characteristics of revisit intention were identified as (a) Perceived enjoyment, (b) Perceived interest, (c) Perceived desire and (d) Satisfaction which were also adapted from the study [15,16]. Overall, the objectives of the study is (1) to know if there is a significant relationship between local YouTube travel vlogs and revisit intention, (2) knowing what are the local YouTube travel vlogs' attributes in terms of the adapted attributes and (3) knowing what are the characteristics of revisiting intention as perceived by tourism students in terms of the adapted characteristics. Furthermore, the researchers hypothesized that there is no significant relationship between local YouTube travel vlogs and revisit intention preferences of tourism students of De La Salle University-Dasmariñas. Consequently, it is necessary to investigate the relationship between travel vlogs and tourists' revisit intention preferences in order to provide a basis for the essence of watching travel vlogs as a platform to be used for the intention to revisit a specific destination. The study's findings would also be useful for destination management offices and tourism boards in becoming aware of and recognizing the potential use of travel vloggers in boosting tourism activities in a destination.

Initially, this study would provide sufficient information about the relationship between local YouTube travel vlogs and revisiting intention. As a result, this study would help travel vloggers in gaining insight as to how their travel content connects with their viewers and potentially leads to their intention to revisit. This would allow them to be aware of their audience's preferences when looking for a reason to revisit a destination. Finally, the study will be useful for future researchers in discovering new ideas that have not yet been explored by other researchers.

Conceptual framework

This study applies theory of planned behavior to investigate the relationship between the two variables, travel vlogs and revisit intention. According to this theory, a person's behavioral intentions in carrying out such actions are influenced by the beliefs and opinions of those around them [17]. Furthermore, three variables are theorized to have a strong influence on behavioral intentions. First is an individual's personal attitude. The intent to perform a behavior is stimulated by how an individual thinks and reacts to a specific situation. The second is through subjective norms, in which the reaction of others is considered before engaging in a behavior. Finally, there is perceived behavioral control, which occurs when the desire to perform a behavior is based on one's own capabilities and control [18].

According to previous studies, the theory's variables have a significant influence on tourists' intention to revisit. The study showed that tourist motivation has the strongest impact on tourists' revisit intention. It was discovered that tourist motivation also has a significant impact on tourists' attitudes, increasing their intention of coming back to a destination [19,20]. Similarly the subjective norm plays an important role in determining a person's intention to return to a destination. It was specifically stated that a person's own beliefs, as well as the opinions of others in society, play an important role, which coincides with attitude and perceived behavioral control, all of which have a strong relation with revisit intention.

In relation to the study, the person's behavioral intentions pertain to the tourist's revisit intention. This behavior is thought to be influenced by a variety of factors, one of which the researchers hypothesized was travel vlogs. The theory implies that there is a present connection with the beliefs and opinions of those around the person, which prompted the researchers to investigate the possibility of determining the relationship between the two variables.

Influence of travel vlogs

The advancement of technology has made a significant impact on people's lives. People, unlike in the old days, now rely on information they can easily access online. It is preferable for them to see destinations through images and videos because it develops their visual expectations of the place [21]. The asserts that "humans are visual creatures". People enjoy watching videos because they provide a real-life experience from the perspective of the people they are watching. It is regarded as the main reason why travel channels are becoming more popular these days. Travel videos are one of YouTube's most popular channels.

YouTube has been constantly growing, particularly in the Philippines. The emergence of content creators and the content that they produce has been seen to draw attention to Filipinos. People believe that it is one of the ways in which they can find comfort and contribute to their daily lives. Furthermore, YouTube enables content creators to connect with their viewers by sharing their experiences in the form of a video [22]. According to online videos are particularly influential in the travel and hospitality industries [23]. Moreover, people prefer to watch YouTube videos before going on a trip. According to survey results, travel vlogs have a social engagement rate of 48%. It demonstrates that a large number of people enjoy watching online videos, particularly those about travel.

Without the presence of the content creators, travel vlogs will not be possible. It refers to the people behind the cameras who intentionally share their travel experiences through video. In previous years, the potential of these content creators was seen to be beneficial for satisfying people's desire to travel. Since then, a slew of travel channels have emerged to promote tourism in a variety of places, most notably the Philippines [24]. According to travel vlogs are being used by content creators to disseminate travel information to their viewers [25]. It includes visual content that allows viewers to simulate their visual expectations of a destination. In fact, several vlogger characteristics, such as vlogger attractiveness, perceived interactivity, perceived entertainment, and perceived usefulness, have been studied to have a corresponding influence on viewers' intention to travel after watching a travel vlog. Travel

vlog interaction has been shown to have a significant influence on its audience. Through vlogs, viewers' imaginations about the destination are built, which also helps promote in establishing a brand image for the destination, potentially attracting them to visit the destination [26]. It goes to show how much travel vlogs influence a traveler's decision-making. According to when making a decision to visit a destination, tourists will rely on the information provided by experts, including those from YouTube channels [27]. For this reason, YouTube has been revealed to gain a large number of viewers [28]. In a study led by travel vlogs were proved to influence the decision-making of tourism management students when choosing a destination [29]. They find it as a credible source which is useful in finding the best destinations to visit. Also, it has been stated that travelers feel more secure about visiting a destination after watching travel vlogs [30].

Tourists' revisit intention

The desire to return to a destination in the future is referred to as revisiting intention. Several factors or motivations can influence one's desire to return. Furthermore, one of the major contributors to tourists' desire and loyalty to return to a destination is satisfaction [31]. The majority of the study's findings indicated that satisfaction appears to be fulfilled by an image of a destination. It acts as a motivator for tourists to return because people are motivated to return to a place that they find appealing [32]. It supports the idea that when there is a positive image of a destination, people are more likely to visit it. Hence, tourists are more likely to revisit the place [33].

Aside from a positive destination image, tourists' intentions to return have been found to be influenced by other people's recommendations. People can determine the actual feeling of being in a certain place or destination based on their own experiences. But, through word-of-mouth, travelers can easily gain information about the activities and other things that can be seen and experienced in a destination [34]. One convenient way of sharing experiences is through social media. The strong link between people's media exposure and their behavioral intentions was proven. It was concluded that positive information obtained from social media also leads to a positive result of wanting to return to a destination [35,36]. According to video content can help in promoting a destination by giving tourists an initial glimpse and insight of the place [37]. This way, even if they have previously visited the location, it may entice them to return.

The accumulated and cited reviews support the current study and the topics that it includes which require further investigation. The attributes of travel vlogs such as informativeness, accessibility, interactivity, and personalization as well as the characteristics of revisit intention such as enjoyment, interest, desire, and satisfaction were proven to exist in these studies through personal experiences as discussed in its results. Furthermore, tourists' revisit intention was revealed to be connected with social media exposure and word-of-mouth. Several factors were also found to be a predictor of revisit intention but there is lack of study regarding its direct connection with travel vlogs which is identified to be a research gap.

Tagaytay is now one of the most popular tourist destinations in the province of cavite. It is considered to have a good destination image because it attracts a large number of visitors, including those from outside the province. Many vloggers have also featured Tagaytay in their content, sharing their own personal experiences from the

place. As observed by the researchers, it is also a place where most visitors are drawn to return for any reason. Hence, the importance of conducting this study is regarded as an important part of recognizing the platforms and other factors that can potentially contribute to the growth of tourism in Tagaytay (Figure 1).

Based on the hypotheses, the framework depicts the possible relationship between travel vlogs and revisit intention. The studies were used to adapt the attributes of travel vlogs. The following variables have been identified as Smart Tourism Technology attributes (STT). STT is the physical infrastructure used by tourists to improve their travel experiences. And, because STT's performance as a mobile information system is similar to that of travel vlogs, the researchers have adapted its attributes in order to conduct an in-depth measurement of its relationship to the dependent variable, which is revisit intention.
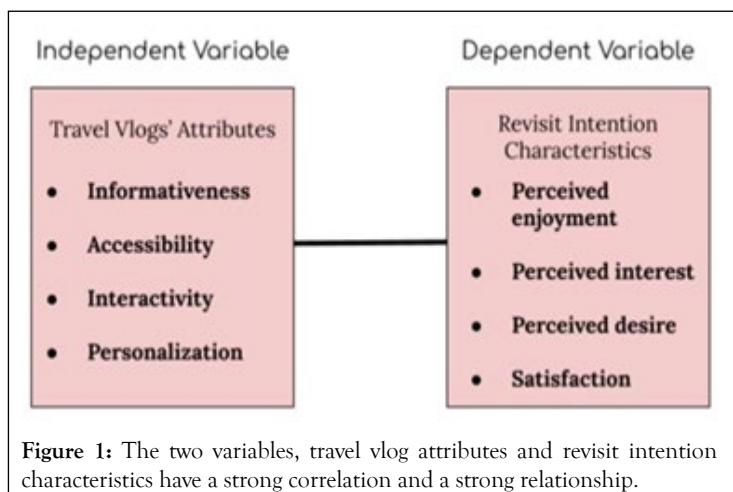
Similarly, the characteristics of revisit intention such as perceived enjoyment and satisfaction were also adapted. These characteristics were chosen based on the tourists' travel experiences as indicated in the study. It has been stated that perceived enjoyment has a corresponding effect on a person's belief, which can suddenly influence their behavior. Satisfaction, on the other hand, is an emotion which indicates that a person's overall experience was positive. Furthermore, study was used to adapt the perceived interest and perceived desire. It was based on AIDA principle which involves consumer purchasing behavior. It was discovered that interest was fond of seeking specific information. And information shared, particularly on websites, is more likely to intrigue a consumer's interest [38]. In addition, people's desires were discovered to be influenced by motivations. It implies that people are more likely to consider taking action if they can gain insights from others [39]. The AIDA principle contains four characteristics, but only desire and interest were adapted because the researchers deemed that the two were better suited to behavioral intentions.

The adapted attributes and characteristics were found to be associated with the independent and dependent variables. The characteristics of travel vlogs will be able to determine their relative influence on the behavior of viewers. The characteristics of revisit intention, on the other hand, will be able to measure the relevance of travel vlogs according to their stipulated behavioral intention. Thus, these variables were extensively used to determine their relationship with one another.

MATERIALS AND METHODS

The researchers used quantitative methods as their research design. The goal is to determine the relationship between the independent variable which is local YouTube travel vlogs and revisit the intention of the DLSU-D Tourism Students as the dependent variable. Moreover, the research was constructed as a correlational type of research.

The respondents that were selected are the currently enrolled Tourism Management students of the De La Salle University-Dasmariñas. Tourism Management students are the main proponents for the research because they are the ones who are much more exposed in the field. In order for the researchers to have a basis for the sample size, Raosoft Sample Size Calculator was used. Specifically, two hundred twenty (220) tourism students from the total population of five hundred thirteen (513) tourism students were selected. Then, the respondents of the study were selected through stratified random sampling which is a form of

Figure 1: The two variables, travel vlog attributes and revisit intention characteristics have a strong correlation and a strong relationship.

a probability sampling. Using stratified random sampling, the population was divided into subgroups. Since the students were listed according to their section, this was used as subgroups for the sampling technique. Furthermore, fifteen (15) respondents were selected for each section to come up with a total of two hundred twenty-five (225) respondents which is closely related to the identified sample size. Moreover, a sampling technique called screening method was adapted from [40].

The data gathering was done by distributing an online survey which consists of two (2) screening questions. This method was utilized to recognize the qualified respondents to be used for the study. When respondents have answered the options indicating that they are qualified to be study participants, they are automatically directed to the survey questions. The questionnaire is a set of 40 questions focusing on the two variables which are travel vlogs attributes and revisiting intention characteristics. The researchers used Likert scale in measuring the respondent's preferences. The response options include strongly disagree, disagree, neutral, agree and strongly agree. Moreover, MS Forms is the platform that the respondents used to answer the questionnaires which only take a few minutes to finish. The researchers distributed the survey questionnaire with the help of messenger and outlook online applications. In the process of the data gathering, the researchers contacted the possible respondents with the help of their fellow students. The questionnaires were issued in the last week of April. And after this, the progress of participants' responses will be reviewed and monitored every evening.

Finally, the responses of the participants were analyzed using weighted mean. The weighted mean was able to measure the value of the travel vlogs' attributes in terms of informativeness, accessibility, interactivity and personalization. It was also evaluated the characteristics of revisiting intention focuses on perceived enjoyment, perceived interest, perceived desire, and satisfaction. Overall, the weighted mean was used to determine the most significant attribute of travel vlogs and characteristics of revisit intention. On the other hand, the normality test was used to determine whether the data has a normal or non-normal distribution. Shapiro-Wilks Normality Test and Skewness-Kurtosis. All normality test was used for this method. It is useful in determining which statistical treatment to use in determining whether there is a significant relationship between local YouTube travel vlogs and revisit intention preferences of tourism students at De La Salle University Dasmarinas. If the normality test results are normal, the Pearson's Correlation Coefficient will be used as the statistical treatment. If the results come out as non-normal, then the Spearman's Rho will be used.

The study was guided and validated by two (2) tourism professors and a statistician from De La Salle University -Dasmariñas, specifically the survey questionnaire. The researchers sought assistance from these professors because they are knowledgeable about the field of the study, which focuses on the tourism industry. After that, the statistician will make the final approval of the questionnaires. Through the duration of the research, the participants have the freedom to choose on whether they will participate or not. In addition, if there will be an event when a respondent will decide to withdraw from the study, they can do so without any negative consequences. The researchers made sure that the participants are knowledgeable of all the relevant information about the topic of the study, the risk and advantages of participating, how long the study will take, and the researchers and advisers' contact information before they participate. All of the gathered data will be kept confidential and will be accessed by just the researchers. The beliefs and opinions of the participants are highly respected and appreciated. Lastly, the scope of the research and the survey questions will not bring any potential harm to the participants.

RESULTS AND DISCUSSION

This section displays the result of the investigation in accordance with the study's objectives, which are to investigate the relationship between local YouTube travel vlogs and the revisit intention preferences of tourism students at De La Salle University-Dasmariñas. It also discusses the data value of each attribute as well as the characteristics that will be used to determine the correlation between the two variables (Table 1).

Table 1 presents the travel vlogs' attributes, as well as their weighted mean and composite mean. It focuses on the identified attributes derived from the related literature of the study. The weighted mean result revealed that informativeness has a mean score of 3.96. Therefore, informativeness has the highest mean score when compared to other attributes. A weighted mean takes into account the relative contribution or weight of each item particularly the attributes of travel vlogs. As with the results, it implies that majority of the respondents appear to agree on informativeness as the most relevant attribute of travel vlogs.

On the other hand, accessibility has a mean score of 3.82. Consequently, it has the lowest rating considered by the respondents as a relevant attribute of travel vlogs. Accordingly, it signifies that some of the respondents do not see accessibility as a valuable attribute of travel vlogs because based on the weighted mean score, it does not have a big contribution compared to the other attributes. Furthermore, it appears that in terms of travel vlog ease of access, some respondents may still be having issues with it or it simply does not influence their behavior in any way. Overall, the weighted mean scores were combined to come up with a composite mean. It is the representation of the weighted mean scores for each attribute. As a result, a composite mean of 3.89 was obtained. According to travel vlogs as a source of information can help the tourism industry grow by serving as an inspiration for effective communication and advertisement for a destination (Table 2).

Table 2 presents the revisit intention characteristics, as well as their weighted mean and average weighted mean. It explains the data value of revisit intention characteristics which are perceived enjoyment, perceived interest, perceived desire, and satisfaction. According to the data, perceived enjoyment has the highest weighted mean score which is 4.08. It tops perceived interest

Table 1: Travel vlogs' attributes.

Attributes	Weighted mean
Informativeness	3.96
Accessibility	3.82
Interactivity	3.84
Personalization	3.92
Composite Mean	3.89

Table 2: Revisit intention characteristics.

Attributes	Weighted mean
Perceived enjoyment	4.08
Perceived interest	3.92
Perceived desire	3.83
Satisfaction	3.83
Composite mean	3.92

(3.92), as well as perceived desire and satisfaction that both got 3.83 weighted mean score. The mean ratings for the revisit intention characteristics are just too close to one another. It indicates that most of the respondents believed that perceived enjoyment affected their intention to revisit. Contrarily, the study shows that perceived enjoyment is the least characteristic that affects the travelers' revisit intention. Since the respondent used travel websites and apps as a guide during their trip, perceived enjoyment is not that much recognized as a reason to influence their revisit intention, unlike the other characteristics.

However, both characteristics of perceived desire and satisfaction scored the lowest with a weighted mean score of 3.83. The result revealed that these two characteristics of revisit intention got the lower weighted mean score than the perceived interest which is 3.92. It denotes that few of the respondents do not recognize the feeling of desire and satisfaction as a reason to affect their revisit intention. It shows that their expectations and needs are not met, thus revisiting intention was not influenced. Furthermore, research findings is that revisit intention is affected as desire feeling is perceived [41]. As the respondents think of the positive travel memories, the desire to return to the destination and repeat the same trip is being developed. On the other hand, the study contradicts the findings as it indicated that satisfaction had a strong influence on revisit intention [42]. Since the respondents had already visited the destination, they believed that the attractiveness, accommodation, and food services, culture contact and perceived risk, had a favorable impact on their satisfaction and, this leads to affect their decision to return. After merging all of the weighted mean scores, a composite mean is formed. It is the weighted average score that consists of all the weighted mean scores of the characteristics of revisit intention. The Table 2 got a composite mean score of 3.92 based on the data (Tables 3 and 4).

Table 3 and 4 presents the normality test for travel vlogs' attributes and revisit intention characteristics. The normality of the data was determined using the Shapiro-Wilks and Skewness-Kurtosis Normality Test. The Shapiro-Wilks test rejects the hypothesis of normality when the p-value is less than or equal to 0.05. While in Skewness-Kurtosis, the normal distribution has a skewness of zero and kurtosis of three.

In Tables 3 and 4, it shows that the p-value of both tables scored as <.001 with an average of <.001 which is less than 0.05. Moreover, the skewness of both the travel vlogs' attributes and revisits

intention characteristics scored below 0 with an average of -1.27 and -1.16. Although the average kurtosis scored 3.61 for travel vlog attributes and 3.14 for revisit intention characteristics, it did not fulfill the other normal data criteria. These results indicate that there is a non-normal distribution of the data. Thus, Spearman's rho was used to measure the correlation ship of the variables.

On the contrary, the results differ findings, in which the data is normally distributed. Although the result of the data was a non-normal distribution, its skewness and kurtosis is still close to being normal. For this, factors such as insufficient data and a variety of sample populations were believed to affect the data of the study [43]. Furthermore, the data are still reliable because an appropriate statistical tool that does not assume the data's normality distribution was used (Table 5).

Table 5 presents statistical measures of the variables. The Coefficient Rs has a value of 0.883 which indicates a strong correlation of the variables. Moreover, the p- value of <.001 indicates very strong evidence for rejecting the null hypothesis (H_0).

Since the data found was non-normal, the researchers used this as a basis for using spearman's rho for determining the relationship between the travel vlogs attributes and revisit intention characteristics. With this, the correlation matrix presented was the result of the computation. Based on the spearman's rho interpretation, 0.00 to 0.19 means a very weak correlation, 0.20 to 0.39 means a weak correlation, 0.40 to 0.69 means a moderate correlation, 0.70 to 0.89 means a strong correlation, and 0.90 to 1.00 means a very strong correlation. In terms of p value, more than 0.1 is very weak to none, between 0.1-0.05 is weak, between 0.05-0.01 is strong and less than 0.01 is very strong.

Based on the results, spearman's rho has the value of 0.883 and the p value of less than .001. And as those figures suggest, it implies that the two variables, travel vlogs' attributes and revisit intention characteristics have a strong correlation as well as a strong relationship between each other. This was based on the

Table 3: Normality test for travel vlogs' attributes.

Attributes	Shapiro-Wilk p	Skewness	Kurtosis
Informativeness	<.001	-1.08	2.27
Accessibility	<.001	-0.924	1.62
Interactivity	<.001	-1.09	3.09
Personalization	<.001	-1.17	3.48
Average	<.001	-1.27	3.61

Table 4: Normality test for revisit intention characteristics.

Attributes	Shapiro-Wilk p	Skewness	Kurtosis
Perceived enjoyment	<.001	-1.34	3.89
Perceived interest	<.001	-1.14	2.84
Perceived desire	<.001	-0.845	1.66
Satisfaction	<.001	-0.907	2.42
Average	<.001	-1.16	3.14

Table 5: Correlation matrix presents statistical measures of the variables.

Travel vlogs attributes	Spearman's rho	-	-
	p-value	-	-
Revisit intention characteristics	Spearman's rho	0.883	-
	p-value	<.001	-

interpretations presented for both values of spearman's rho and p value. Furthermore, this leads to the rejection of the null hypothesis because of the sufficient information derived from what the results implied.

The findings of this study can be compared [44]. Which deal with knowing the relationship between user's satisfaction of an online platform and their intentions to revisit a place? In that study, the results of 0.005 for the p-value was computed. This suggests that information diversity and revisit intention have a strong relationship between each other. Furthermore, the study concluded that information diversity influences user satisfaction and supports the idea that the more satisfied users are, the more likely they are to return to a destination. Comparing it to the current study, the information presented supports that there were similarities between the two studies.

CONCLUSION

The study showed that the travel vlog attributes, and revisit intention characteristics of the travel vlog were substantially associated to the revisit intention of tourism students at De La Salle University-Dasmariñas after seeing Local YouTube travel vlogs, and it also showed that the characteristics of travel vlogs has a major impact on tourists' revisit intention in Tagaytay. As time passes, motivation has been the greatest influence on tourists' intention to revisit. Currently, people decide where to visit by watching Local YouTube travel and its informativeness, accessibility, interactivity, and personalization. In this case, they can assess through watching local YouTube travel vlogs if the place will reach their standards in terms of perceived enjoyment, perceived interest, perceived desire, and satisfaction which are the characteristics of revisit intention. The rapid growth of travel vlogs in YouTube allows dissemination of information easily. The videos' high engagement to its target audience allows a large number of people to visit a certain destination. Furthermore, the study's results and discussion show that informativeness is the travel vlog attribute with the highest mean score. Therefore, the researchers concluded that tourists rely heavily on travel vlogs for the information they can provide about a destination. Moreover, the study's findings revealed that perceived enjoyment is the most important factor influencing tourists' revisit intention. Hence, the researchers concluded that tourists are anticipating the enjoyment they will have when returning to a destination. Overall, it was concluded that there is a significant relationship between local YouTube travel vlogs and the revisit intention preferences of De La Salle University-Dasmariñas tourism students, which contradicts the study's hypothesis.

Since the findings show that there is a significant relationship between local YouTube travel vlogs and tourism students at De La Salle University-Dasmariñas, destination management offices and tourism boards can benefit in this study by determining the effectiveness of travel vlogs in attracting tourists to revisit Tagaytay. They can have an insight that travel vlogs are not only a marketing strategy that attracts tourists, but also means to 're attract' tourists. Travel vloggers can also acquire a choice of doing vlogs featuring themselves coming back to a visited destination and sharing new activities to do. Furthermore, tourism establishment owners can employ travel vloggers for this type of vlog. Finally, this study would help future researchers. They can utilize the study's framework, but they should consider other provinces when determining the relationship between YouTube travel vlogs and tourism students at De La Salle University-Dasmariñas revisiting intentions. Since this study was conducted during online classes, one of the researchers' limitations was that the data gathering tool which distributed online. Before obtaining the required number of respondents, the researchers circulated the google forms online multiple times to all parts of the selected population. Consequently, assuming that the future researchers will give an opportunity to distribute the questionnaire through paper forms in person, do so. Knowing the class time and room number for each batch of the responses can help to clearly see the study to complete and it prevents the delays of submission.

REFERENCES

1. Li F, Wen J, Ying T. The influence of crisis on tourists' perceived destination image and revisit intention: An exploratory study of Chinese tourists to North Korea. J Dest Market Manage.2018;9:104-111.

2. Rajput A, Gahfoor RZ. Satisfaction and revisit intentions at fast food restaurants. Future Bus J. 2020;6(1):1-2.

3. Puspitasari NB, Pramono SN, Rahmadhika AE. Factors that affect intention to revisit of tourists in Semarang. AIP Conf Proceed. 2018; 1:040017.

4. Som AP, Marzuki A, Yousefi M. Factors influencing visitors' revisits behavioral intentions: A case study of Sabah, Malaysia. Intern J Market Stud. 2012;4(4):39.

5. Khuong MN, Nguyen PA. Factors affecting tourist destination satisfaction and return intention-a study in Ho Chi Minh City, Vietnam. J Econ Bus Manage.2017;5(2):95-102.

6. Barkah B, Febriasari P. Factors that Influencing Tourists Revisit Intention. Jurnal Dinamika Manajemen. 2021;12(1):77-87.

7. Abad PE, Borbon NM. Influence of travel vlog: Inputs for destination marketing model. Intern J Res. 2021;9(3):47-66.

8. Sizan, M H, Latif WB, Karim MM. Travel vloggers as a source of information about tourist destination: A study in bangladesh. World University of Bangladesh Dhaka. 2022.19(22):690–713.

9. Peralta RL. How vlogging promotes a destination image: A narrative analysis of popular travel vlogs about the Philippines. Place Brand Public Diplom. 2019;15(4):244-256.

10. Henderson P. Video marketing in travel-10 key insights-marketing and growth hacking. Medium.2018.

11. Mamori DR, Najib M, Maulana A. Determinants of interest in using travel vlogs on youtube as a reference for traveling. Jurnal Aplikasi Manajemen. 2020;18(4):622-631.

12. Chen Y, Guo Z, Pan Q. Analysis on the characteristics of travel vlog video and its impact on users' travel intention. Intern Conf Human Soc Sci Res.202:169-175.

13. Cheng Y, Wei W, Zhang L. Seeing destinations through vlogs: implications for leveraging customer engagement behavior to increase travel intention. Intern J Contemp Hospit Manage. 2020.

14. Pai C, Kang S, Liu Y, Zheng Y. An examination of revisit intention based on perceived smart tourism technology experience. Sustain. 2021;13(2):1007.

15. Zhang Y, Sotiriadis M, Shen S. Investigating the Impact of Smart Tourism Technologies on Tourists' Experiences. Sustain. 2022;14(5):3048.

16. Zhou Y. Tourism Destination marketing by travel vlogs.2021.

17. Brown A. Development of theory of planned behavior models and mechanisms of public health. Lumen Learning. 2016.

18. Brookes E. The theory of planned behavior-simply psychology. Simply Psychol. 2021.

19. Soliman M. Extending the theory of planned behavior to predict tourism destination revisit intention. Intern J Hospit Tour Admin. 2021;22(5):524-549.

20. Li H. Analysis of formation mechanism of revisit intention: Data from East China. Intern Conf Glob Econ, Comm Serv Sci.2014:246-252.

21. Azucena H E. A Study of the impact of travel bloggers and vloggers on the tourists' decision-making process and experience when traveling to Australia. J Res Hospit. 2020.

22. Press Release. YouTube reaches over 45 million adult viewers in the philippines. Click The City. 2021.

23. Guest. How youtube vloggers are changing the travel industry. Social Media.2017.

24. Gonzales J. 30 Best travel youtube channels in the philippines. Daydreaming Paradise.2020.

25. Liang, A. Lup student papers-exploring the formation and representation of destination images in travel vlogs on social media. Lund university libraries.2020.

26. Rudoviq M. YouTube as a promotional tool: Vlogger versus tourist board generated videos.2019.

27. Arora N, Lata S. YouTube channels influence on destination visit intentions: An empirical analysis on the base of information adoption model. J Ind Bus Res. 2020.

28. Jeyaraja BV, Arunachalam T. Travel videos impacts destination choice: An indian perspective. J Bus Manage.2020;22(6):2319–7668.

29. Aguillon P D, Capili N, Villamor J M. Travel vloggers influence on DLSU Dasmariñas tourism management student's decision-making in choosing a destination in the Philippines. Intern J Manage Comm Innov.2021;9(1):676–683.

30. Birch-Jensen J. Travel vloggers as a source of information about tourist destinations.2020.

31. Kyriakaki A, Doumi M, Riga A. Factors influencing destination recommendation and tourists' revisit intentions. Interna Acad Confe Soc Sci, Multidis, Econ, Bus Finan Stud. 2017:77-92.

32. Agustina NK. The influence of destination images on revisit intention in mount Batur. J Bus Hospit Tour. 2018;4(2):157-168.

33. Abbasi GA, Kumaravelu J, Goh YN, Singh KS. Understanding the intention to revisit a destination by expanding the theory of planned behaviour. Spanish J Market-ESIC.2021.

34. Festijo BT. Determinants of tourists revisit intention in CALABARZON Region, Philippines. J Bus Hospit Tour. 2019;6(2).

35. Nazir MU, Yasin I, Tat HH, Khalique M, Mehmood SA. The influence of international tourists' destination image of Pakistan on behavioral intention: The roles of travel experience and media exposure. Intern J Hospit Tour Admin. 2021;14:1-25.

36. Doosti S, Jalilvand MR, Asadi A, Pool JK, Adl PM. Analyzing the influence of electronic word of mouth on visit intention: The mediating role of tourists' attitude and city image. Intern J Tour Cities. 2016;2(2): 137–148.

37. Ruhamak Md, Darojat Ta, Astillero Mr. The Influence of Destination Image and Customer Satisfaction on Revisit Intention of Students in English Village. Intern J Innov Eng Res Technol. 2020;7(11):38-45.

38. Ki CW, Kim YK. The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic. Psychol Market. 2019;36(10):905-922.

39. Xu X, Schrier T. Hierarchical effects of website aesthetics on customers' intention to book on hospitality sharing economy platforms. Elect Comm Res App. 2019;35:100856.

40. Le LH, Hancer M. Using social learning theory in examining YouTube viewers' desire to imitate travel vloggers. J Hospit Tour Technol. 2021.

41. Kim Y, Ribeiro MA, Li G. Tourism memory, mood repair and behavioral intention. Ann Tour Res. 2022;93:103369.

42. Nguyen Viet B, Dang HP, Nguyen HH. Revisit intention and satisfaction: The role of destination image, perceived risk, and cultural contact. Cogent Bus Manage. 2020;7(1):1796249.

43. Buthmann A. Dealing with non-normal data: Strategies and tools. iSixSigma.2013.

44. Choi HY, Lee YK. The effect of travel blog quality on user satisfaction and intention to revisit. Intern J IT-based Bus Strat Manage.2020;6(1):25–32.