

The Influence of Cruise Vlogs on Tourist Expectations and Travel Intention of Young Local Tourists in Metro Manila

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ABSTRACT

As the vlogging trend continues to evolve, cruise vlogs emerged with the increasing popularity of cruise travel. Grounded by the S-O-R Model by Albert Mehrabian and James Russell, this research delved into the influence of cruise vlog exposure on tourist expectations and travel intentions. Employing a quantitative research design, the study examined data from a total of 307 individuals who had engaged with cruise vlogs, utilizing structured surveys and statistical analyses to discern patterns. The findings unequivocally demonstrate a substantial and noteworthy correlation between exposure to cruise vlogs and subsequent alterations in both tourist expectations and travel intentions. This connection bears practical significance for the tourism sector, offering insights applicable to industry practitioners, content creators, and marketers. The study underscores the pivotal role of digital media, specifically cruise vlogs, in shaping consumer behaviors related to travel. These results go beyond theoretical implications, providing tangible and practical considerations for those navigating the evolving landscape of the travel industry.

Keywords: *Cruise Vlogs, Tourist Expectation, Travel Intention, Young Local Tourists, Lyceum of the Philippines University-Manila*

Introduction

Tourism is a crucial global industry that significantly contributes to economies, providing job opportunities and cultural preservation. It encompasses various forms, such as inbound, outbound, business, and leisure tourism. Innovative marketing approaches, including influencer marketing through travel vlogs, are employed to showcase destinations. Travel vlogging, popularized in 2016, utilizes platforms like YouTube to share immersive travel experiences, influencing viewers with information on food, accommodations, and activities. In the Philippines, this trend has grown, driven by the country's historical beauty and content creators seeking monetary incentives. Travel vlogs serve as a convenient source for travel research, impacting tourist expectations and intentions. Tourist Expectation, shaped before travel through exposure to information, and Travel Intention, the desire to travel, influence destination choices. Travel vlogs play a crucial role in providing convenient access to a wide range of information, affecting these perceptions. Despite their influence, the precise effects on prospective tourists' behavior remain undefined, prompting the study to explore this cause-and-effect relationship. The tourism industry, one of the fastest-growing globally, has a wide scope encompassing cultural, business, health, educational, activity, and scenic tourism. Access to information, facilitated by technology, is essential for travel, with travel vlogs emerging as a primary source. They serve as reliable platforms for content creators to showcase destinations and for the tourism industry to promote them. Travel vlogs, featuring various aspects of a destination, allow viewers to critique, interpret, and gain insights into what to expect. They have become an essential medium for marketing in the tourism industry. Travel expectations and intentions vary based on the content of travel vlogs, influencing the decision-making process of prospective tourists. Expectations, anticipating outcomes based on past experiences and marketing messages, play a crucial role in tourism. Revisit intentions are influenced by satisfaction, needs fulfillment, and destination popularity. Travel expectations follow the sequence of "AIDA" – Attention, Interest, Desire, and Action. Meanwhile, travel intentions are stronger when travelers have professional knowledge of the destination and the means to secure resources.

In the digital era, the study aims to investigate how watching travel vlogs influences both tourist expectations and intentions. Online media, especially social platforms, plays a vital role in creating and publishing destination images, exciting and influencing travelers in their decision-making processes.

Methodology

The study utilized a quantitative approach, specifically adopting a descriptive survey method to comprehensively explore the travel expectations and intentions of a specific demographic—young local tourists in Metro Manila. The research is particularly focused on individuals aged 20 to 40 who express an interest in cruising and are likely to follow cruise vloggers. The selection of the sample size, consisting of 307 respondents, is done through quota purposive sampling, indicating a targeted and deliberate approach to include individuals who fit the specified criteria. This method ensures that the sample is representative of the population of interest. The research instrument, comprising survey questionnaires on travel intentions and expectations, is developed meticulously to capture relevant and accurate data. The involvement of a tourism expert and a statistician in the validation process enhances the reliability and validity of the instrument, ensuring that it effectively measures the intended constructs. Pre-testing, involving twenty random individuals, serves as a crucial step in refining the survey instruments. This process helps the researchers understand how respondents interpret and respond to the questions, allowing for adjustments to improve clarity and relevance. The data gathering process is facilitated through Google Forms, providing a convenient and secure platform for distributing the questionnaires. The choice of an online survey method enhances accessibility and efficiency. Moreover, the researchers prioritize respondent privacy by assuring confidentiality and emphasizing the survey as an opportunity for self-reflection rather than a test of abilities. The overall research design, sampling technique, instrument development, and data collection procedures are systematically planned and executed to uphold the validity and reliability of the study. The incorporation of various validation steps, pre-testing, and measures to ensure participant privacy underscores the meticulousness of the research methodology.

Results and Discussions

The survey conducted among predominantly young local tourists yields valuable insights into the profound impact of cruise vlogs on their travel behaviors and prefer-

ences. The demographic profile of respondents reveals a well-balanced distribution in terms of gender, with a notable concentration in the 18-22 age range and diverse monthly income levels. This demographic diversity provides a comprehensive understanding of the preferences and behaviors of the surveyed population. The study places particular emphasis on the significant role of cruise vlogs in the lives of young local tourists, highlighting their high exposure to this form of online content as a crucial source of both information and entertainment.

Motivations for engaging with cruise vlogs are found to be diverse, spanning from a desire for travel inspiration to the practical acquisition of advice and the enjoyment of entertainment. This spectrum of motivations underscores the multifaceted appeal of cruise vlogs among the surveyed demographic. Notably, the research brings to light the very high expectations young local tourists have for cruise travel, encompassing factors such as safety, variety, quality, and value for money. These elevated expectations underscore the significance of meeting or exceeding these standards for the satisfaction of this particular group of travelers.

Furthermore, the study identifies various influential factors that play a role in shaping travel intentions, revealing the comprehensive nature of decision-making in the context of cruise travel. Importantly, there is a strong and positive intention to travel on a cruise ship among respondents, with exposure to cruise vlogs correlating significantly with both tourist expectations and travel intention. Demographically, age and monthly income emerge as significant factors influencing these variables, highlighting the differential impact of cruise vlogs within distinct demographic groups. In contrast, gender does not play a significant role in shaping these travel-related perceptions and intentions.

In conclusion, the findings underscore the substantial influence of cruise vlogs on the travel decisions of young local tourists. The multifaceted role of cruise vlogs, from shaping expectations to influencing travel intentions, highlights the evolving landscape of digital content in the travel industry. The study's insights provide valuable considerations for content creators, businesses, and destinations aiming to engage effectively with this demographic and cater to their unique preferences and expectations in the realm of cruise travel.

Table 1
Demographic Profile

Characteristics	Frequency	Percent
Gender		
Male	137	44.6
Female	164	53.4
Prefer not to say	6	2.0
Age		
18-22	152	49.5
23-27	80	26.1
28-31	45	14.7
Total	307	100.0
Monthly Income		
Php10,000-25000	60	19.5
Php25000-50000	69	22.5
Php50000-75000	44	14.3
Php75000-100000	14	4.6
Above Php100000	7	2.3

Note: n=307

Table 1 outlines the demographic characteristics of 307 survey respondents, revealing insights into their gender distribution, age groups, and monthly income levels. The majority (53.4%) are female, aligning with studies on women's preference for travel and lifestyle content. Notably, 2.0% chose not to disclose their gender. In terms of age, 49.5% fall in the 18-22 group, consistent with the trend of younger individuals consuming online video content. The 23-27 age group comprises 26.1%, and the 28-31 age

group makes up 14.7%. Regarding monthly income, 42% earn between PHP 10,000 and PHP 50,000, reflecting the appeal of vlogs to potentially less affluent viewers. Additionally, 2.3% reported incomes above PHP 100,000, highlighting audience diversity. These demographic insights form a crucial foundation for interpreting future research results and discussions within the study.

Table 2
Level of Exposure to Cruise Vlogs

Statement	Weighted Mean	Standard Deviation	Qualitative Interpretation
Watch Cruise Vlogs on social media (e.g. YouTube, Facebook, TikTok)	3.27	0.79	High
Encounter and Watch Cruise Vlogs on social media even without searching for it	3.13	0.82	High
Watch Cruise Vlogs before Choosing a Destination	3.22	0.82	High
Watch Cruise Vlogs about a certain Cruise I want to be in	3.30	0.76	High
Grand Weighted Mean	3.23	0.69	High

Legend: 1.00-1.49 Very Low; 1.50-2.49 Low; 2.50-3.49 High; 3.50-4.00 Very High

Table 2 presents four indicators measuring the level of exposure to cruise vlogs among 307 respondents, all qualitatively interpreted as "High." The weighted mean, at 3.23, reflects a generally elevated engagement with cruise vlogs across different scenarios among Young Local Tourists. This suggests that cruise vlogs hold substantial significance as a source of both information and entertainment in their lives. Specifically, the scenario "Watch Cruise Vlogs before Choosing a Destination" indicates that cruise vlogs play a role in decision-making, supported by research on the impact of user-generated content on travel decisions. Additionally, the scenario "Watch Cruise Vlogs about a certain Cruise I want to be in" reveals a specific interest in cruise-related content, aligning with studies emphasizing the importance of seeking specific information when planning a cruise. In conclusion, the data underscores the high level of interest and engagement of Young Local Tourists with cruise vlogs, implying a substantial influence on their travel decisions and preferences.

Table 3
Reasons for Watching Cruise Vlogs

Statement	Weighted Mean	Standard Deviation	Qualitative Interpretation
To gain travel inspiration and motivation.	3.57	0.57	Extremely a Reason
To virtually explore different tourist destinations.	3.53	0.60	Extremely a Reason
To learn about different cultures and tradition.	3.60	0.56	Extremely a Reason
To acquire useful recommendations and practical travel advice.	3.53	0.61	Extremely a Reason
To take pleasure in reliving the adventures of others.	3.46	0.63	Extremely a Reason
To relate and connect to a community of travel enthusiasts.	3.43	0.65	Extremely a Reason

To learn about new and unique destinations.	3.59	0.62	<i>Extremely a Reason</i>
To learn about local cuisines and new restaurants.	3.52	0.62	<i>Extremely a Reason</i>
To stay updated on latest travel trends.	3.44	0.68	<i>Extremely a Reason</i>
To be entertained and relax.	3.54	0.65	<i>Extremely a Reason</i>
Grand Weighted Mean	3.52	0.51	<i>Extremely a Reason</i>

Legend: 1.00-1.49 Not at all a reason; 1.50-2.49 Somewhat a reason; 2.50-3.49 Reason; 3.50-4.00Extremely a reason

Table 3 outlines ten indicators related to the reasons Young Local Tourists watch cruise vlogs, all qualitatively interpreted as "Extremely a Reason." The grand weighted mean of 3.52 highlights the diverse motivations driving engagement with cruise vlogs among this demographic. The data reveals strong motivations, ranging from seeking travel inspiration and virtually exploring destinations to acquiring practical advice and enjoying entertainment. The consistency of responses, indicated by low standard deviations, suggests these reasons are important to a broad range of Young Local Tourists. The study emphasizes the significant impact of online videos, aligning with the concept of aspirational travel, where individuals use online content to fuel their desire for future trips. Motivations also extend to cultural enrichment, community connection, and entertainment, reflecting the multifaceted role of cruise vlogs in the lives of Young Local Tourists. Understanding these motivations has implications for content creators and the travel industry, enabling the creation of engaging and relevant travel content.

Table 4

Level of Tourist Expectations

Statement	Weighted Mean	Standard Deviation	Qualitative Interpretation
Well-crafted Itinerary	3.54	0.66	<i>Very High</i>
Variety of Dining Options	3.53	0.62	<i>Very High</i>
Variety of Onboard Entertainments	3.52	0.63	<i>Very High</i>
Ensured Safety and Security	3.62	0.63	<i>Very High</i>
Service Quality of Staff	3.64	0.61	<i>Very High</i>
Value for Money	3.58	0.60	<i>Very High</i>
Quality of Accommodation	3.61	0.61	<i>Very High</i>
Functionality of Facilities and Amenities	3.56	0.64	<i>Very High</i>
Overall Experience	3.64	0.59	<i>Very High</i>
Grand Weighted Mean	3.58	0.53	<i>Very High</i>

Legend: 1.00-1.49 Very Low; 1.50-2.49 Low; 2.50-3.49 High; 3.50-4.00 Very High

Table 4 presents nine indicators under the variable of Tourist Expectations, all qualitatively interpreted as "Very High." The grand weighted mean of 3.58 indicates that tourists have exceptionally high expectations, emphasizing the need for a comprehensive and fulfilling travel experience that includes safety, variety, quality, and value for money. This aligns with trends in the travel industry, emphasizing the importance of meeting and exceeding tourist expectations to ensure a positive experience. Tourists exhibit a broad set of expectations, extending beyond core elements like safety and accommodation to encompass dining options, entertainment, and facility functionality. The expectation for "Value for Money" underscores the discerning nature of tourists, seeking both quality and affordability. Meeting these high expectations poses a significant challenge for the tourism industry, requiring a holistic approach to hospitality and service quality. The research emphasizes the critical role of managing and exceeding these expectations to maintain competitiveness and ensure customer satisfaction and loyalty in the tourism sector.

Table 5

Factors that Affect Travel Intention

Statement	Weighted Mean	Standard Deviation	Qualitative Interpretation
Well-crafted Itinerary	3.54	0.64	<i>Very Important</i>
Variety of Dining Options	3.57	0.66	<i>Very Important</i>
Variety of Onboard Entertainments	3.58	0.59	<i>Very Important</i>
Ensured Safety and Security	3.68	0.60	<i>Very Important</i>
Service Quality of Staff	3.64	0.60	<i>Very Important</i>
Value for Money	3.63	0.61	<i>Very Important</i>
Quality of Accommodation	3.64	0.59	<i>Very Important</i>
Functionality of Facilities and Amenities	3.62	0.59	<i>Very Important</i>
Overall Experience	3.68	0.58	<i>Very Important</i>
Reviews of the Influencer	3.57	0.60	<i>Very Important</i>
Grand Weighted Mean	3.62	0.51	<i>Very Important</i>

Legend: 1.00-1.49 Not at all important; 1.50-2.49 Somewhat unimportant; 2.50-3.49 Somewhat important; 3.50-4.00 Very important

Table 8 outlines ten indicators under the variable of Factors Affecting Travel Intention, all qualitatively interpreted as "Very Important." The grand weighted mean, averaging the weighted mean scores across all factors, is reported as 3.62 with a standard deviation of 0.51, reinforcing the substantial importance of these factors. This underscores the collective significance of considerations such as itinerary planning, dining options, safety measures, service quality, and overall experiential aspects in shaping individuals' travel intentions. The high grand weighted mean indicates the consistent perception among respondents that these factors are crucial elements influencing their decision to travel. This finding aligns with prior research, including studies by Chua et al. (2019) and Jonas et al. (2011), which emphasize the role of cruise experience attributes as predictors of cognitive, affective, and behavioral responses in vacationers. While past studies often emphasized security threats, this research indicates a broader scope that includes health-related concerns. In summary, the data underscores the importance of these factors in travel decision-making, emphasizing the need to meet and manage these expectations for customer satisfaction and loyalty in the competitive tourism industry.'

Table 6

Travel Invention

Intention on traveling in a cruise ship	Frequency	Percent
It is very unlikely that I will have an intention to travel.	0	0
It is likely that I will have an intention to travel.	3	1.0
It is likely that I will have an intention to travel.	112	36.5
It is very likely that I will have an intention to travel.	192	62.5
Total	307	100.0

Table 6 depicts respondents' levels of intention to travel onboard a cruise ship after watching a cruise vlog, categorized from "very unlikely" to "very likely." Notably, 62.5% of participants expressed a "very likely" intention, indicating strong enthusiasm for cruise adventures. Additionally, 36.5% stated it is "likely," demonstrating openness to the idea. The data collectively suggests a positive inclination toward cruise ship travel, aligning with Jones's (2011) findings on individuals choosing cruise holidays based on recommendations and accommodation quality. The majority's intention reflects the popularity and continued attraction of cruise vacations, showcasing consumer confidence in this mode of travel. The cruise industry's growth, innovation, and efforts in safety and comfort contribute to this positive outlook. Overall, the data underscores a strong interest and willingness among respondents to include cruise travel in their future plans, aligning with the thriving cruise industry and its evolving trends.

Table 7
Significant Difference of Tourist Expectation and Travel Intention based on Demographics.

Grouping Variable	Main Variable	p-value	Interpretation	Decision
Age	Tourist Expectations	.000	Significant Difference	Accept the
	Travel Intention	.000	Significant Difference	Accept the Hypothesis
Sex	Tourist Expectations	.358	No Significant Difference	Reject the Hypothesis
	Travel Intention	.823	No Significant Difference	Reject the Hypothesis
Monthly Income	Tourist Expectations	.000	Significant Difference	Accept the
	Travel Intention	.000	Significant Difference	Accept the Hypothesis

Rule:

- If the p-value is less than or equal to α ($p \leq \alpha$), it is considered statistically significant. In this case, you reject the null hypothesis.
- If the p-value is greater than α ($p > \alpha$), it is not considered statistically significant. In this case, you fail to reject the null hypothesis.

Table 7 presents statistical test results examining the impact of grouping variables, namely Age, Sex, and Monthly Income, on key variables related to cruise vlog engagement and travel intentions. The analysis reveals that age significantly influences individuals' responses across all main variables, indicating notable variations in perceptions and behaviors among different age groups. In contrast, gender does not show a significant difference in how individuals respond to cruise vlogs or their reasons for engagement. However, when considering Tourist Expectations, Factors Affecting Travel Intention, and Intention to Travel on a Cruise Ship, no significant difference is observed between genders. Monthly income emerges as a significant influencer, with distinct variations based on income levels across all main variables. The findings align with previous studies suggesting that age and income play crucial roles in shaping individuals' satisfaction, commitment, and tourism consumption patterns. Overall, these insights underscore the importance of demographic factors in understanding and catering to the diverse preferences and expectations of individuals in the context of cruise vlog engagement and travel-related decisions.

Table 8
Significant Influence of Level of Exposure to Cruise VLogs to Tourist Expectations

Indicators	Acceptable Value	Computed Value	Remarks
Pearson Correlation	Greater than 0.3	.552	Moderate Positive Correlation
Model Summary Sig. F Change	Less than .05	.000	Significant Model
ANOVA (Slope equal to Zero)	Less than .05	.000	Slope of the line is not equal to zero
Constant	---	2.22	The equation is $y = .422x_1 + 2.22$
Predictor Variable Coefficient	---	.422	
Predictor Variable Sig	Less than .05	.000	Level of Exposure is a Significant Predictor of Level of Expectation

This table presents significant findings on the relationship between the predictor variable, "Level of Exposure," and the outcome variable, "Tourist Expectation." The computed Pearson Correlation of .552 indicates a moderate positive correlation, suggesting that as exposure to specific variables related to travel content increases, so does the intention to travel. The Model Summary Significance level, with a p-value of 0.000, underscores the robustness of the likely linear regression model, indicating that the level of exposure to travel vlogs significantly explains the variance in tourist expectations. The ANOVA result with a p-value of 0.000 reinforces the model's significance, aligning with research that highlights the substantial impact of online travel content on tourists' pre-travel expectations. The regression equation, $y = 0.422x_1 + 2.22$, reveals that for every unit increase in exposure, tourist expectations are expected to increase by 0.422 units. The predictor variable's significance (p-value < 0.05) emphasizes that the level of exposure is a substantial predictor of tourist expectations, reflecting the persuasive role of travel vlogs in shaping travelers' pre-trip perceptions. The data underscores the increasing influence of digital content, such as travel vlogs, on shaping travel-related expectations, with implications for destinations and tourism businesses in creating high-quality and engaging content to positively impact visitors' expectations. However, the caution is advised for travelers to consider the credibility of content sources, as authenticity and reliability can vary.

Table 9
Significant Influence of Level of Exposure with Cruise Vlogs to Travel Intention

Indicators	Acceptable Value	Computed Value	Remarks
Pearson Correlation	Greater than 0.3	.419	Moderate Positive Correlation
Model Summary Sig. F Change	Less than .05	.000	Significant Model
ANOVA (Slope equal to Zero)	Less than .05	.000	Slope of the line is not equal to zero
Constant	---	2.625	The equation is $y = .307x_1 + 2.625$
Predictor Variable Coefficient	---	.307	
Predictor Variable	Less than .05	.000	Level of Exposure is a Significant Predictor of Travel Intention

The analysis of the relationship between the predictor variable, "Level of Exposure," and the outcome variable, "Travel Intention," reveals several significant findings. The regression equation, $y = 0.307x_1 + 2.625$, demonstrates that the level of exposure is a substantial predictor of travel intention, with a statistically significant coefficient of 0.307. This indicates that as the Level of Exposure to Cruise VLogs increases, there is a corresponding rise in travel intention. The moderate positive correlation observed is well-explained by the model, emphasizing the statistical significance of this relationship. The data underscores that exposure to cruise vlogs significantly influences both tourist expectations and travel intention, aligning with existing research on the impact of online content, particularly travel vlogs, on travel decisions. Travel vlogs are recognized for providing valuable information and inspiration, shaping travelers' expectations and intentions. For destinations and travel-related businesses, the findings suggest the strategic importance of collaborating with travel vloggers and content creators to influence potential travelers positively. However, it is crucial for travelers to exercise caution, considering the credibility of content sources, as not all travel vlogs are equally trustworthy. In summary, the data highlights the substantial influence of exposure to travel vlogs on tourist expectations and travel intention, emphasizing the evolving role of digital content in shaping perceptions and decisions within the travel industry.

Conclusion

The survey results offer a detailed perspective on the engagement of young local tourists with cruise vlogs, shedding light on the intricate dynamics that influence their travel preferences. The demographic analysis reveals a varied but predominantly youthful audience, showcasing a balanced gender distribution and diverse income levels. A notable aspect is the pivotal role played by cruise vlogs in shaping perceptions and interests, evident through the substantial level of exposure and the multifaceted reasons for engagement. Beyond mere entertainment, respondents cited motivations ranging from seeking travel inspiration to gaining practical insights and cultural knowledge. The study delves deep into the discerning expectations of young local tourists for cruise travel, emphasizing safety, variety, quality, and value for money across various facets of the travel experience. Furthermore, it underscores the significant impact of demographic factors, particularly age and monthly income, on both tourist expectations and travel intentions. A standout revelation is the robust intention among respondents to embark on cruise adventures, with exposure to cruise vlogs correlating positively with heightened travel desire and elevated expectations. In essence, the research paints a comprehensive picture of how cruise vlogs intricately shape the travel decisions and preferences of young local tourists, revealing the profound influence of these digital narratives on contemporary travel behavior.

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