YouTube as a promotional tool: Vlogger versus tourist board generated videos

Rudoviq, Monika

Undergraduate thesis / Završni rad

2019

Degree Grantor / Ustanova koja je dodijelila akademski / stručni stupanj: **RIT Croatia / RIT Croatia**

Permanent link / Trajna poveznica: https://urn.nsk.hr/urn:nbn:hr:229:037696

Rights / Prava: In copyright/Zaštićeno autorskim pravom.

Download date / Datum preuzimanja: **2025-03-10**

YouTube as a promotional tool: Vlogger versus tourist board generated videos

Student: Monika Rudoviq

Mentor: Vanda Bazdan

RIT Croatia

Dubrovnik, 2019

Abstract

YouTube is a trendy video sharing site that provides the opportunity to tourist destinations to

communicate their brands and identities through promotional videos. The purpose of this study

was to assess the difference in effectiveness and quality of promotional videos published by

vloggers and those published by the tourist board in attracting potential customers and promoting

a tourist destination. Specifically, content analysis of four videos was conducted, including the

categories of attraction factors and emotional brand values. Even though there was no difference

detected in the effectiveness and quality of vloggers' and tourist board's promotional videos,

there was a significant difference in the presence of attraction factors and emotional brand

values.

Keywords: YouTube, destination branding, vloggers, destination image, social media, tourist

board generated videos.

Introduction

Destination Management and Destination Marketing role in Tourism Sector

The role of destination management along with destination marketing is to assure the

success and sustainability of tourist destinations for a long period of time (Pender & Sharpley,

2005). Since destinations vary from each other, it is a very complex task to come up with a

universal plan of destination marketing and destination management that will suit each and every

tourist destination. In order for local tourist destinations to be successful at managing, promoting

and establishing their destination, they need to create a specific plan and vision which is labeled

as Destination Management Plans [DMPs]. DMP plays an important role in uniting all

Destination Management Companies [DMC] by providing them guidance on how to govern,

incorporating a plan of action with strategic and innovative plans and a set of responsibilities or

roles for various stakeholders.

In order for the role of destination management to be properly acknowledged in tourism

sector the elements of so called destination mix should be widely accepted and well known

(Pender & Sharpley, 2005; Ferreira, 2017). The destination mix is consisted of physical products,

local people, packages and programs. Physical products such as attractions, transportation and

infrastructure by which certain geographic areas are known by, have an influence on potential

visitor's decision making for their upcoming vacation. The role of local people is also very

important because they serve as the service providers and at the same time the hosts. The local

people should be encouraged to participate and support the long-term development of tourism

and become the industry stakeholders so that they have insights into the various benefits that

tourism brings. Packages and tourism programs are destination programs that are provided by

tourist operators and travel agencies. Destination packages include themed products that are

available on various channels for tourist to use. Events and festivals are included into the

programs that Destination Management Organization [DMO] and DMC organize and develop in

order to draw the attention of a particular group of tourists to a specific geographic location.

In order for tourist destinations to be sustainable and be well governed, DMC and DMO

need to imply both destination management and destination marketing within their

organizational operations (Pender & Sharpley, 2005; Blain et al., 2005). As a matter of course,

DMOs are responsible for creating the destination`s brand image so that they differentiate

themselves from others. A couple of decades ago, stakeholders of tourism industry started to

acknowledge the importance of applying destination management and destination marketing in

building the destination`s brand image and creating a sustainable tourist destination. These two

concepts go hand in hand, because destination marketing helps tourist locations to build their

brands and identities, while as destination management helps with assuring the sustainability of a

tourist destination in the long-term aspect. Destination marketing should be taken seriously and

as a high-concern duty in destination management. Destination management cannot be

successful without a properly organized destination marketing. Since promotions and marketing

activities can be very expensive, it is the duty of DMCs to come up with a specific mission and

vision that will guarantee the success of both destination management and destination marketing.

Destination Branding

The widely used definition of destination branding suggests that the most important task of

a brand is to determine the goods and services that make the company unique and different from

its competitors (Aaker, 1991; Lee at al., 2006). As a result, authentic logos and slogans were

developed so that tourist destinations and organizations could differentiate themselves from the others and build a positive image. When companies promise a brand, it doesn't necessarily have to do with assurance, but with boosting the level of satisfaction that tourists feel when they are assuming on how their upcoming holiday experience will look like (Morgan, Pritchard, & Piggott, 2002). For DMO it is a difficult task to always assure the qualitative experience because of the fact that they can`t control all the elements of destination mix that influence the visitors experience or even the influence of the DMO itself. DMO`s weakness of not being able to have the tourists` experiences under control, could represent a huge problem for destination branding, because it can influence the general public perceptions and lead them to the assumption that destinations cannot be branded.

When it comes to marketing strategies, there are a few steps that should be taken by a DMO (Pender & Sharpley, 2005). First, DMOs working together with the stakeholders should decide on how they are going to position themselves among the competitors and deliver a unique destination image to its target markets. Next, DMOs need to find out what is the current destination image that people have on their heads by using various research techniques. Then, DMOs together with the stakeholders must determine their destination branding approach, based on the destination`s image and the positioning approach that they`ve chosen.

Social Media Use in Destination Branding

According to the Nielsen/Net research, European tourists tend to use the internet as a trustworthy source of information for organizing and planning their vacations (Lekić, Franjić & Salluzzo, 2015). Since the internet has gone viral when it comes to providing all source of information about anything to everyone, tourist destinations started to perceive it as an important

promotional tool in the tourism sector. So, if a tourist destination, company or organization

wants to act in accordance with trends, it is best to make use of the benefits of the internet that

are freely offered to the public world. Not only internet pages and sites are increasingly being

used but also at the same time virtual magazines, web portals and so on. The internet and the web

have completely transformed the old ways of transferring information and communicating with

your potential customers in the tourism sector.

Social media is one of the main sources when it comes to online travel information, it has a

huge impact on decision-making process whether it is to purchase a product/service or chose a

tourist destination to visit. (O'Connor, 2008; Xiang and Gretzel, 2010).

The development of social media, smartphone cameras and digital photos and with the rise

of the opportunity to be able to share visual content on social accounts such as Instagram and

Flickr, such sharing has proven to be a very successful and profitable promotional tool for tourist

destinations to promote their identities and brands (Prideaux and Coghlan, 2010). Studies have

shown that photographs have a huge impact in the development of public perceptions.

Nowadays, numerous DMOs have started to involve brand techniques that are connected

with social media. DMOs are applying social media in destination branding, by creating

YouTube promotional videos and posting various activities on Facebook and Instagram

(Hipperson, 2010). Today, there are many consumer generated videos that already exist on

various tourist destinations. In addition to that, besides DMOs, consumers are becoming major

controllers in influencing the destination`s image and identity by creating social media content.

It's crucial for tourist destinations to find out, whether consumer generated videos are a better

strategy approach than the traditional ways of marketing and then decide whether to focus on it or not.

According to the study done on the role of new media in promoting a tourist destination, tourist boards aren't using the Internet to its full capacity, they are using it to the extent that it only pleases some of the aspects that the internet has (Miločić, 2010). They are failing when it comes to inspiring tourist to revisit through the web because they are missing the interactive potential part. However, they give at least the necessary and useful information that the tourists need, and they tend to visit the web only because it's easy to read and use for them.

Various tips and tricks exist on how to advertise a compound tourist destination or product (Ateljević, 2014). For example, when you read an Internet article the letters need to be bigger and spacious between each other. Articles need to be short and key words highlighted, so it's easier to go through the text when you are in a hurry and at the same time you are getting its message. In addition to that, articles also include multimedia content, which makes the readers experience more interactive by assuming the destination`s image. When it comes to internet portals, they reach the highest number of readers, because they are easy to access, fast in transferring information and cover a considerable number of topics. Users of internet love the fact that they don`t have to put effort into adopting their message to the assumptions and beliefs of others, because they are anonymous and don't have any idea who are their readers/watchers and how far their message can spread.

YouTube Use in Destination Branding

Before social media, tourists were attracted by promotional techniques such as brochures, guidebooks and leaflets but it's understandable why they aren't effective anymore because they

cannot replace the influence that internet has in today's tourism (Jakopović, 2015). One of many trending web pages is YouTube which is used by approximately one billion users, uploading/sharing and watching popular videos. The website is easy to access and in a fast way information can be transferred to a humongous range of people. Tourist organizations and companies have a hard time finding out the effective ways of attracting tourists because in today's world everything is easily available to anyone, which makes it even harder to impress people. Visual communications have a huge influence in tourist's choice of their next tourist destination. Additionally, tourists like watching videos because factors such as pictures, sounds and signs help them create in their mind a stronger destination image. It's not a surprise how tourist boards have recognized the importance and influence of such a huge trend and started to use it as a primary promotional tool for creating a destination`s image. For example, Spain, Croatia, Sweden, Greece and Italy have created YouTube channels as the main purpose of promoting their destinations and building brand awareness. The Croatian National Tourist Board YouTube channel has nearly 97 videos and over 5 million views, which means that Croatia as a country is pretty good in promoting and building its destination image.

YouTube is the second most searched engine after Google and over 43% of viewers get their inspiration on where to travel based on YouTube (White, 2017). YouTube is a great platform where you can build a destination's image and brand awareness, because it has your viewers` attention while they are spending time on searching for their next vacation. Studies show that over 65% of people start watching travel videos once they know where they want to go on vacation and nearly 60% of people decrease their list of places to visit once they watch those videos (Henderson, 2017).

Today, travel vlogs have earned more power than travel agencies, brochures, handbooks and other information sources. Young people up to 22 years old, spend a lot of time on YouTube watching travel videos which they find interesting or which other famous vloggers have recommended (Govender, 2015).

Vloggers are so powerful because of the influence that they have on their viewers, by playing the role of a storyteller based on their travel experiences they become a trustworthy source of information (Magasic, 2014). Travel vlogs help the viewers with their travel decisions and also inspire them to travel, even if they didn't plan to go on vacation any time soon.

Tourists do not want to visit anymore the popular destinations but rather the unusual and undiscovered ones, to experience something unique and authentic (Gilliland, 2017). Companies are transitioning their interests from social media based to websites such as YouTube. The user's profile is created based on the type of videos that they like to watch. The purpose behind this approach is to transition the users' mode from passive to active. Some of the popular brands that are having a huge success from YouTube videos are: Skyscanner, Expedia, Gopro, Intrepid Travel and Lonely Planet.

The influence that videos have on individuals is all based on the internal process of perception (Hsieh & Chen, 2011). Videos have this power of connecting people on an emotional level to the visual information. In addition to that, videos can be used as a great promotional tool when promoting a tourist destination, because through videos you can create a destination brand image and bring out the emotional experience. On the other hand, there is an experiment that proves how spots and videos have more influence on the intention to revisit and positive experience than advertising audit (Kim et al, 2014). However, what still remains surprising is the

fact how tourist destinations are not taking the full advantage of promotional videos to communicate their identities and brands.

Before the rise of YouTube, channels that were used to promote tourist destinations are: Television, tourism fairs and cinema (Mansson, 2011). These videos and spots that appeared on those channels were limited. But today with the rise of YouTube, the number of audience that you can reach is immediate, global and epidemic. Additionally, with the display of new technological amenities (tablets, cameras, mobile phones, and laptops) and programmes that are easy to use, they have helped to step up the creation game of tourist videos through social media. Likes and shares from the users have a huge influence regarding the promotion of tourist destination videos which can make them turn into mediators of the process.

In order to analyze and evaluate the videos that are shared by tourist destination`s YouTube channel, earlier studies have developed two categories of analysis: attraction factors and emotional brand values (Huertas et al, 2016). Analyzing videos is a hard task because not all people have the same interpretation and subjectivity is always implied. Additionally, that's why researchers during the analysis use sequences that can be coded into different categories. Categories of attractions factors are: nature, cityscape, tangible heritage, gastronomy, leisure, sun and beach, things to do and so on. On the other hand, categories of emotional brand values are: honest, trendy, friendly, family-oriented, modern, innovative and so on.

<center>Methods</center>

Given the importance of YouTube promotional videos for tourist destinations in communicating their identities and brands, the purpose of this study is to evaluate the effectiveness of those videos through attraction factors and emotional brand values that are

communicated in those videos. A particular methodology used for content analysis of YouTube

promotional videos in tourism sector, was based on the approach that was previously applied in

studies done by Miguez-Gonzales, Huertas and Lozano Monterrubio (2016).

Analysis of videos can be viewed as subjective, as videos are perceived as complex units.

Every analyst has their own interpretation and that's why all sequences of a video cannot be fixed

because analysts tend to adjust them according to their personal interpretation. In order to control

subjectivity multiple analysts were used. In this study, 80 hospitality students analyzed four

YouTube promotional videos of Dubrovnik, from which two are vlogger generated videos and

the other two are tourist board generated videos. The average age of the analysts was 21.40 years

(SD=1.66) and 57% were females. Each video was analyzed from both metonymic and

metaphoric perspective. Metonymic perspective is used for the purpose of analyzing the

attractions factors of a tourist destination, while metaphoric analysis is used for analyzing the

emotional values that are interpreted in the videos.

For the analysis of attraction factors and emotional brand values, "Brand personality Scale" by

Aaker (1997) has been used, with the following classifications of analysis:

a) Attraction factors: Nature; Tangible Heritage (sites, history, religion, art, museums,);

    Cityscape (architecture, urban planning); Intangible Heritage (popular culture, traditions,

    anthem/flag/national symbols); Gastronomy; Leisure; Sun and beach; Business trade;

    Technology; Services; Things to do; Sport.

b) Emotional brand values: Honest; Original; Friendly; Trendy; Exotic; Modern;

    Cosmopolitan (urban, tolerant, hospitable); Reliable (secure/safe); Innovative; Luxurious;

    Charming; Successful/Powerful.

Four hypotheses were tested in this study:

H_1: Attraction factors such as leisure and tangible heritage are expected to stand out more than the other factors such as technology and business trade.

H_2: Emotional brand values such as sincerity and excitement are expected to be more present than the other factors used in the study.

H_3: Videos published by vloggers will be rated as being of higher quality in promoting a destination.

H_4: Videos published by vloggers will be rated as being highly effective in attracting potential customers.

Procedure

As noted, this study analyzed 4 promotional videos of a tourist destination published on existing YouTube channels. The first video is published by the tourist board, it has over 815.000 views and it`s 4:11 minutes long.  The second video is published by the tourist board, it has 258 views and it`s 0:43 seconds long. The third video is published by a vlogger, it has over 167.000 views and it`s 6:58 minutes long. The fourth video is also published by a vlogger, it has over 145.000views and it's 12:45 minutes long. As previously described, hospitality students studying in Dubrovnik were employed as raters/analysts. They were deemed to be appropriate for this research because they have knowledge of tourism activities and promotional materials, and knowledge of the specific destination portrayed in the video. Gender and age were control variables. The rating form was distributed by the researches, as noted, the questionnaire was based on pre-established categories that were used on previous studies.

From the beginning (before watching the videos) the students were informed regarding the steps that they need to follow in order to be able to complete the rating forms. The students were informed about the purpose of the study which is to evaluate the videos in terms of their effectiveness and quality and they also were aware of the time that is required to watch the videos and then 4-5 minutes to actually complete the rating forms. If they didn't understand something they had the opportunity to ask at the beginning. They were asked to not write their names on the paper for the purpose of the evaluation to stay confidential and anonymous. After watching the videos the students were required to complete the rating form and they were collected soon after they were completed.

<div align="center">Results</div>

Attraction factors

When analyzing the results from all the videos, more than one of the attraction factors specified in the methodology can be recognized. The categories related to 'tangible heritage' (M=5.46, SD=1.67) and 'cityscape' (M=5.44, SD=1.63) were perceived as well represented, followed by 'nature' (M=4.93, SD=1.88) and 'sun and beach' (M=4.44, SD=1.91), portrayal of which was rated as slightly above average. On the other hand categories related to 'business trade' (M=3.25, SD=1.87), 'sport' (M=3.19, SD=1.89) and 'technology' (M=3.15, SD=1.76) were the least presented categories (Table 1). The results suggest that heritage destinations such as Dubrovnik mostly involve in their promotional videos the attraction factors such as: tangible heritage and cityscape.

Differences between the presence of attraction factors in vlogger and tourist board videos. It's worth mentioning the categories of attraction factors that had significant differences

between vlogger videos and tourist board videos and those are: nature, sun and beach, business

trade, technology, things to do and sport (Table 2). Nature was less present in tourist board

videos (M=4.43, SD=1.82) than in vlogger videos (M=5.43, SD=1.83) and that's probably

because the tourist board does not perceive nature as a primary attraction in destination branding

when it comes to cities such as Dubrovnik. Sun and beach was less present in tourist board

videos (M=4.00, SD=2.07), than in vlogger videos (M=4.88, SD=1.65), which does not make so

much sense, because Dubrovnik is a coastal destination and this category should be present

equally in both videos. Business trade (M=2.65, SD=1.54) was less present in tourist board

videos than in vlogger videos (M=3.85, SD=1.99), that's because vloggers love to share the

goods and services that they received there and review them. Technology was less present in

tourist board videos (M=2.58, SD=1.51) than in vlogger videos (M=3.73, SD=1.82), probably

because the vloggers follow the trends and use the most advanced technologies to record and

post frequently on all their social media accounts. Things to do was less present in tourist board

videos (M=3.78, SD=2.04) than in vlogger videos (M=5.10, SD=1.44), because the information

that vloggers shared are based on their own experiences and that's basically where the tourists get

the real tips when visiting Dubrovnik. Sport was less present in tourist board videos (M=2.43,

SD=1.69) than in vlogger videos (M=3.95, SD=1.78), because vloggers are the only ones that

shared their own experiences related to the adventurous sports that Dubrovnik has to offer. We

can see by the results that vloggers were doing a better job at promoting the attractions factors of

Dubrovnik, which is totally unexpected because tourist board generated videos are supposed to

be great at it since that's their main focus in destination branding.

Emotional brand values

In all the videos analyzed there were more than one emotional brand values that can be clearly identified. The emotional brand values with the highest presence are: 'charming' (*M*=5.04, *SD*=1.76) and 'successful/powerful' (*M*=5.00, *SD*=1.75) were portrayed to a moderate extent, followed by 'friendly' (*M*=4.90, *SD*=1.86) and 'trendy' (*M*=4.85, *SD*=1.82), portrayal of which was slightly more than to some extent.

On the other hand, categories related to 'luxurious' (*M*=4.19, *SD*=1.96), 'exotic' (*M*=4.13, *SD*=1.79), 'innovative' (*M*=3.92, *SD*=1.82) and 'family oriented' (*M*=3.65, *SD*=1.75), were the least presented in the videos (Table 3). The results suggest that the videos were perceived as being charming and friendly which means that the way you approach your viewers has a huge influence on how they experience and view the video. On the other hand, categories such as innovative and family oriented weren't so present, because the attractions factors that they were focused on didn`t attract families nor a large group of people, which means that the videos were not created in an intelligent way.

Differences between the presence of emotional brand values in vlogger and tourist board videos. It's worth mentioning the categories of emotional brand values that had a significant difference between tourist board and vlogger videos and those are: honest, friendly, modern and trendy (Table 4). In relation to the presence of emotional brand values, honest was more present in vlogger videos (*M*=5.18, *SD*=1.51) than in tourist board videos (*M*=4.05, *SD*=1.51), that's because the viewers believe more in vloggers` sincerity and realness than in any other official promotional activities. Friendly was more present in vlogger videos (*M*=5.38, *SD*=1.91) than in tourist board videos (*M*=4.43, *SD*=1.7), because vloggers create that emotional connection by sharing their happiness with the viewers. Modern was more present in vlogger videos (*M*=5.0,

SD=1.89) than in tourist board videos (*M*=4.05, *SD*=1.83), and trendy was more present in

vlogger videos (*M*=5.25, *SD*=1.8) than in tourist board videos (*M*=4.45, *SD*=1.75), because

vloggers tend to follow the trends and share all the things that viewers enjoy to see and are

interested on. Based on results we can see that vlogger videos have a better presentation of the

emotional brand values than tourist board videos. However, there were some categories of

emotional brand values that were less present in vlogger videos too.

Correlations

According to results, there was a strong correlation between the video quality in

promoting a destination and the specific attraction factors and emotional brand values presented

in the videos (Table 5). Videos with higher quality ratings were those that included a great

presentation of the attractions factors such as: things to do, leisure and sun and beach. Videos

with higher quality ratings were those that also included a great presentation of the emotional

brand values such as: trendy, friendly, original, cosmopolitan, charming and modern.

Based on results, there was a strong correlation between the effectiveness in attracting

potential customers and the specific attraction factors and emotional brand values presented in

the videos. Videos with higher effectiveness were those that included a great presentation of the

attraction factors such as: leisure, services, things to do, sun and beach and cityscape. Videos

with higher effectiveness were those that included a great presentation of the emotional brands

values such as: successful/powerful, friendly, original, trendy, charming, innovative, reliable,

cosmopolitan and luxurious.

There was a significant correlation between the quality in promoting a tourist destination

and effectiveness in attracting potential visitors $r(78)=.51$, $p<.01$., which suggests that videos

with higher quality were at same time effective in destination branding, by including a good

presentation of both attraction factors and emotional brand values.

   Comparison of effectiveness and quality of vlogger and tourist board generated videos.

Even though there is a difference in presence of various factors, the difference between

effectiveness and quality of vlogger and tourist board generated videos was not significant

(Table 6). However, according to results the vloggers approach has proven to be a better strategy

when it comes to destination branding by having a great presentation of both categories:

attraction factors and emotional brand values.

<div align="center">Discussion</div>

   The purpose of this study was to evaluate the effectiveness and quality of YouTube

promotional videos created by tourist board and vloggers, through attraction factors and

emotional brand values. Additionally, the differences between the vlogger generated videos and

tourist board generated videos were examined. Generally speaking, the results of this study speak

in favor of YouTube as a promotional tool and the benefit of using it to build brand awareness

and create an image.

   The results show that vlogger generated videos have a positive influence in destination

branding followed by intention to visit. This study approves the use of vloggers and YouTube as

a promotional tool for tourist destinations to communicate their brands and identities and to

reach the potential tourists from all around the world.

The following hypotheses were tested in this study:

H_1. Attraction factors such as leisure and tangible heritage are expected to stand out more than

the other factors such as technology and business trade.

H_2: Emotional brand values such as sincerity and excitement are expected to be more present than the other factors used in the study.

H_3: Videos published by vloggers will be rated as being of higher quality in promoting a destination.

H_4: Videos published by vloggers will be rated as being highly effective in attracting potential customers.

It was expected that promotional videos of heritage cities such as Dubrovnik to have a high presence of attraction factors like leisure and tangible heritage and low presence of attraction factors like technology and business trade (H_1). The results mostly match the expectations, because the attractions factors that were mostly present overall are: tangible heritage and cityscape. On the other hand, the attractions factors that were the least present are: technology and business trade. The results were expected because the DMO and tourist board get to choose the main attractions that will represent a tourist destination and use them in destination branding. In Dubrovnik`s case the tourist board focuses more on informing the viewers about the attraction factors rather than focusing on emotionally persuading them to visit. In addition to that, they only chose to show the good sides and that's why the viewers do not have faith in them anymore because they lack on providing the real and more in depth information and they don't even try to build an emotional connection and engage the viewers.

In terms of the presence of emotional brand values, it was expected that factors such as sincerity and excitement to be more present than the other factors used in this study (H_2). However, the results didn`t match the expectations because the emotional values that were mostly present overall are: charming, successful/powerful, friendly and trendy.

Results support the fact that vloggers through videos build an emotional relationship with the viewers by including a lot of emotional brand values. This shows how the viewers` perceptions can be influenced through vlogs, and in that order it can influence their perceptions of a destination`s brand image and increase the possibility of persuading them to visit the destination. Creating an emotional relationship with the viewers is important because that's the only way to make them believe in what you are saying by being honest and sharing your true beliefs (Lee and Watkins, 2016).

When it comes to rating the effectiveness and quality of the videos (vlogger and tourist board) in promoting a destination and attracting potential customers, there was only a slightly difference between these two categories (H_3, H_4). Which suggests that videos that were rated as being of a higher quality, also were rated as being highly effective in attracting potential customers and promoting a destination.

According to Schmallegger and Carson (2008), the strategy of sponsoring professional vloggers to come tour a destination and post about their personal travel experiences has proven to be successful and profitable. This is when the DMOs and other travel agencies in the USA started to be aware of the impact of sponsoring vloggers in promoting a destination. What makes vloggers more special compared to traditional media are the characteristics such as: real time sharing, realness, personality, storytelling, worldwide audience, commitment and interplay. Sponsoring vloggers basically means that all of their travel expenses are covered by the DMO or other travel agencies (accomodation, airfares, entrance tickets of different attractions, etc.)

Since vloggers bring a lot of benefits such as brand awareness and connections, negative sides are also present ("The Importance of Vloggers", 2016) For example, there are vloggers

who partner with a specific company and they are paid massive amounts to positively review a

particular product or service and that's where huge problems arise because the viewers don't

know if they should trust them because they`re being paid to give a review. In addition to that,

the credibility and authenticity of the vloggers is very important when building a brand.

However, vloggers came up with a solution to this problem, by saying at the beginning of each

video whether they are being paid to review a product/service or not, in order to maintain the

relationship and trust with their viewers. Also, there should be a low risk regarding this issue,

because you build your image based on who you are as a brand and create the content and

engagement according to those characteristics. The purpose of building a personal branding

within your marketing strategy is that it creates highly emotional connections with your

customers. By promoting yourself as a brand that employs socially engaged experts that will

communicate your authentic brand and identity through the digital world, it creates deep

emotional connections. So, choosing who will be on your team to promote your brand is crucial.

In addition, finding the adequate vloggers that will fit within the personality and individuality of

your team and what your brand stands for, it is a very demanding selection process, especially

when it comes to destination branding. So, if DMOs or other travel agencies want to invest time

and effort into destination branding at a low cost, they should try the approach of sponsoring

vloggers because they are so effective and provide a sense of transparency.

        Recently published research claims that it expected by 2020 to be invested in video

promotional strategies over $28billion ("How YouTube Vloggers", 2017). Travel vlogs became

dominant and influential because they involve 4x more interaction than other types of vlogs on

Youtube. Vloggers reach a large number of audience by persuading them to engage with each other and share the same beliefs via comments, likes and shares.

Limitations and future research

In order to increase the effectiveness and quality in promoting a destination and attracting potential visitors, a promotional video should include not only a review of the destination but also add its unique characteristics such as: food, festivals, carnivals, accommodation, unique places to visit and architectures, transportation system etc (Alvarez & Campo, 2014). A great idea would be to create promotional videos based on individual preferences to attract specific targeted customers. For example for people that like adventurous sport, create a promotional video which will include all the sport activities and programs that are being offered at that destination. In addition to that, this would be a great approach of promoting specific places that were unknown and make them more valuable to new potential visitors. Another marketing strategy would be to create "A day in life" series which would help the tourists to feel involved and engaged with the culture. Using various camera brands such as Drone and GoPro would improve the quality and effectiveness of the videos by showing the most interesting aspects of the city which other technologies cannot do. Therefore, in order for the tourist board to improve the quality and effectiveness of the promotional videos, some of these suggestions should be implemented.

Firstly, this study was based on the analysis of promotional videos through attraction factors and emotional brand values, but there must be other categories that can influence the effectiveness and quality of a YouTube video such as: tone, rhythm, technical concerns, marketing strategies related issues and so on. Secondly, this study was specifically based on analyzing Dubrovnik

promotional videos published by the tourist board and vloggers, and the findings cannot be

applied to other tourist destinations or branding strategies managed by other tourist board or

DMO. Finally, the population that was selected to analyze the videos were only students, so

further studies should be conducted using older individuals as raters.

REFERENCES:

Blain, C., Levy, S. E., & Ritchie, B. J. (2005). Destination Branding: Insights and Practices from

destination management organizations. Journal of Travel Research, *43*, 328-338.

Ferreira, M. (2017, July 27). Role of Destination Management and Destination Marketing in

Tourism. Retrieved from pragueeventery.com/role-of-destination-management/.

Fong, Y. L., Firoz, D., & Sulaiman, W. I. W. (2007). The impact of tourism advertisement

promotional videos on young adults. Journal of Social Sciences and Humanities, *12,*

1823-1884.

Gilliland, N. (2017, March 6). How Travel Brands Are Capitalising on YouTube Adventure

Search Trend. Retrieved from

https://econsultancy.com/how-travel-brands-are-capitalising-on-youtube-adventure-search-tre

nd/.

Huertas, A., Míguez-González, M. I., & Lozano-Monterrubio, N. (2017, March 6). YouTube

usage by Spanish tourist destinations as a tool to communicate their identities and brands.

Journal of Brand Management, *24*, 211-229.

Jakopović, H. (2015). YouTube's Role in Destination Image Creation. Journal of Education

Culture and Society, 217-226.

Lee, J.E., & Watkins, B. (2016). YouTube Vloggers Influence on Consumer Luxury Brand

Perceptions and Intentions. Journal of Business Research, *69*(12), 5753–5760.

R. Lekić, T. Franjić, M. Mencer Salluzzo (2015, April 27). Relation between Media and Tourism

— Example of Croatia as a Tourist Destination. Tourism in Southern and Eastern Europe, *3,*

145-158.

Lim, Y., Chung,Y., & A Weaver, P. (2012). The Impact of Social Media on Destination

Branding. Journal of Vacation Marketing, *18*(3), 197–206.

Lodha, R., & Philip, L. (2019, March). Impact of travel blogs and vlog on decision-making

among the students of Bangalore. International Journal of Scientific Research and Review,

7(3)*, 2279-2543.

Marin, J., Figueroa, A., & Mundet, L.(2018, June). TBEX Europe Costa Brava 2015: Effective

Strategy for Branding Mature Tourist Destinations. Journal of Destination Marketing &

Management, *8*, 337–349.

Míguez-González, M. I., & Huertas, A. (2015). The Power of Photographs in the

Communication and Public Relations of Tourist Destinations and Their Brands through

Facebook and Flickr. Catalan Journal of Communication & Cultural Studies, *7*(2), 197–215.

Pender, L., & Sharpley, R. (2005). *The management of tourism*. London: Sage.

White, R. (2017, August 11). 3 Ways for Tourism Brands to Optimise YouTube. Retrieved from

https://tourismeschool.com/blog/tourism-marketing-youtube/.

How YouTube Vloggers Are Changing The Travel Industry. (2017, April 20). Retrieved from

wersm.com/youtube-vloggers-changing-travel-industry/.

The Importance of Vloggers and How They Can Enhance Your Brand Image. (2016, January

31). Retrieved from

blogs.brighton.ac.uk/mariablogging/2016/01/31/the-importance-of-vloggers-and-how-they-ca

n-enhance-your-brand-image/.

Table 1

Presence of the attraction factors in general (both in vlogger and tourist board videos).

	M	*SD*
Tangible Heritage	5.46	1.676
Cityscape	5.44	1.637
Nature	4.93	1.888
Sun and Beach	4.44	1.915
Things to do	4.44	1.882
Intangible Heritage	4.37	1.990
Services	4.20	1.983
Leisure	4.10	2.035
Gastronomy	3.82	1.934
Business Trade	3.25	1.873
Sport	3.19	1.890
Technology	3.15	1.765

Table 2

Significant differences between the presence of attraction factors in vlogger and tourist board generated videos.

	M	*SD*	*t*	*p*
Tourist Board				
Vlogger				
Nature	4.43	1.824	-2.442	.017
	5.43	1.838	-2.442	.017
Sun and Beach	4.00	2.075	-2.086	.040
	4.88	1.652	-2.086	.040
Business Trade	2.65	1.545	-3.008	.004
	3.85	1.994	-3.008	.004
Technology	2.58	1.517	-3.064	.003
	3.73	1.826	-3.064	.003
Things to Do	3.78	2.044	-3.346	.001
	5.10	1.446	-3.346	.001
Sport	2.43	1.693	-3.924	.000
	3.95	1.782	-3.924	.000

Table 3

Presence of the emotional brand values in general (both in vlogger and tourist board videos).

	M	*SD*
Successful/Powerful	5.00	1.750
Charming	5.04	1.761
Cosmopolitan	4.39	1.790
Innovative	3.92	1.826
Luxurious	4.19	1.969
Reliable	4.84	1.702
Family Oriented	3.65	1.758
Honest	4.61	1.611
Original	4.61	1.952
Friendly	4.90	1.866
Trendy	4.85	1.822
Exotic	4.13	1.796
Modern	4.53	1.916

Table 4

Significant differences between the presence of the emotional brand values in vlogger and tourist

board generated videos.

	M	*SD*	*t*	*p*
Tourist Board				
Vlogger				
Honest	4.05	1.518	-3.315	.001
	5.18	1.517	-3.315	.001
Friendly	4.43	1.708	-2.340	.022
	5.38	1.917	-2.340	.022
Trendy	4.45	1.768	-2.001	.049
	5.25	1.808	-2.001	.049
Modern	4.05	1.839	-2.276	.026
	5.00	1.895	-2.276	.026

Table 5

Correlations

	Quality in promoting a destination	Effectiveness in attracting customers
Tangible Heritage	.389**	.435**
Cityscape	.208	.423**
Nature	.249*	.536**
Sun and Beach	.128	.335**
Things to do	.472**	.512**
Intangible Heritage	.536**	.729**
Services	.529**	.566**
Leisure	.521**	.295**
Gastronomy	.487**	.513**
Business Trade	.508**	.659**
Sport	.684**	.590**
Technology	.461**	.423**
Successful/Powerful	.414**	.476**
Charming	.391**	.462**
Cosmopolitan	.600**	.757**
Innovative	.638**	.770**
Luxurious	.713**	.741**
Reliable	.411**	.476**

Family Oriented	.523**	.541**
Honest	.595**	.683**
Original	.494**	.687**
Friendly	.449**	.716**
Trendy	.428**	.667**
Exotic	.528**	.738**
Modern	.460**	.775**

Correlation is significant at the 0.01 level (2-tailed).

Correlation is significant at the 0.05 level (2-tailed).

Table 6

Differences between the effectiveness and quality in promoting a tourist destination in vlogger and tourist board generated videos.

		M	*SD*	*t*	*p*
	Tourist Board				
	Vlogger				
Effectiveness in Promoting a Destination		4.80	1.620	-.120	.905
		4.85	2.070	-.120	.905
Quality in Promoting a Destination		5.45	1.358	-1.004	.319
		5.75	1.316	-1.004	.319

Appendix

Dear Participant,

In the following questionnaire you will be required to analyze the quality and effectiveness of YouTube videos of a tourist destination. The purpose of this questionnaire is to examine the manner in which different analysts evaluate a promotional video for a tourist destination. Please do not write down your name in order for this questionnaire to be anonymous and confidential. Watch the video, and then complete this questionnaire, which will only take 4-5 minutes of your time. If for some reason something is unclear to you, please do not hesitate to ask further questions to the person who provided this copy to you. Additional explanation of the scale used in specific questions is available at the bottom of each page. If you decide to participate, please be as honest as possible. Thank you for taking your time to participate in this project.

_____

Please rate the video quality <u>in promoting the destination</u> on a 7-point scale in which 1 stands for "terrible quality" and 7 stands for "excellent quality"*.

Terrible	1	2	3	4	5	6	7	Excellent

Please evaluate how each of the specific attraction factors were presented in the video using the seven-point scale in which 1 stands for "terrible presentation" (completely missing or inappropriately presented) and 7 "excellent presentation" (excellent and detailed portrayal of an attraction factor"*.

Nature	Terrible	1	2	3	4	5	6	7	Excellent
Tangible Heritage (sites, history, religion, art, museums)	Terrible	1	2	3	4	5	6	7	Excellent
Cityscape (architecture, urban planning)	Terrible	1	2	3	4	5	6	7	Excellent
Intangible Heritage (popular culture, traditions, anthem/flag/ national symbols)	Terrible	1	2	3	4	5	6	7	Excellent
Gastronomy	Terrible	1	2	3	4	5	6	7	Excellent
Leisure	Terrible	1	2	3	4	5	6	7	Excellent
Sun and beach	Terrible	1	2	3	4	5	6	7	Excellent
Business Trade	Terrible	1	2	3	4	5	6	7	Excellent
Technology	Terrible	1	2	3	4	5	6	7	Excellent

Services	Terrible	1	2	3	4	5	6	7	Excellent
Things to do	Terrible	1	2	3	4	5	6	7	Excellent
Sport	Terrible	1	2	3	4	5	6	7	Excellent

Please evaluate to which extent the video portrays the destination as fitting the following descriptions (emotional values), using a seven-point scale in which 1 stands for 'not at all' and 7 stands for 'to a very great extent'*.

Family oriented	Not at all	1	2	3	4	5	6	7	To a very great extent
Honest	Not at all	1	2	3	4	5	6	7	To a very great extent
Original	Not at all	1	2	3	4	5	6	7	To a very great extent
Friendly	Not at all	1	2	3	4	5	6	7	To a very great extent
Trendy	Not at all	1	2	3	4	5	6	7	To a very great extent
Exotic	Not at all	1	2	3	4	5	6	7	To a very great extent
Modern	Not at all	1	2	3	4	5	6	7	To a very great extent
Cosmopolitan (urban, tolerant, hospitable)	Not at all	1	2	3	4	5	6	7	To a very great extent
Reliable (secure/safe)	Not at all	1	2	3	4	5	6	7	To a very great extent
Innovative	Not at all	1	2	3	4	5	6	7	To a very great extent
Luxurious	Not at all	1	2	3	4	5	6	7	To a very great extent
Charming	Not at all	1	2	3	4	5	6	7	To a very great extent
Successful/Powerful	Not at all	1	2	3	4	5	6	7	To a very great extent

Please rate the video effectiveness in attracting potential customers to a destination on a 7-point scale in which 1 stands for "ineffective" and 7 stands for "effective"**.

Not at all Effective	1	2	3	4	5	6	7	Extremely Effective

1.   Please state your age. _____

2.   Please state your gender.
      A. Male   B. Female