AN INVESTIGATION OF TRAVEL VLOG CONTENT IN PROMOTING
RESPONSIBLE TOURIST BEHAVIOR

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DEDICATION

This thesis is dedicated to my father, **Jamaluddin Bin Hj Jaafar**, who taught me that the best kind of knowledge to have is that which is learned for its own sake. It is also dedicated to my mother, **Rohaya Binti Hj Sapian**, who taught me that even the largest task can be accomplished if it is done one step at a time as well as my supervisor, **Dr Nadzirah Hosen** who have aids me a lot in completing this thesis.

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ABSTRACT

The purpose of this study is to investigate the content of travel vlog in their efforts to promote the Responsible Tourist Behaviour. Nowadays, User Generated Content (UGC) have been utilised its fullest potential in promoting tourism spots, services and products. Thus this study emphasised on the contents of travel vloggers in YouTube when they post on Kuala Tahan National Park, whether they insert the Responsible Tourist Behaviour attributes in their study or not. The RTB inputs are very essentials in promoting tourists as well as their viewers in acknowledging them to preserve the nature when visiting the National Park where minimal impacts will occur if they are well prepared and well acknowledged. By initialising YouTube videos regarding on Kuala Tahan National Park, the researcher has used the 15 RTB attributes or known as the checklist in this study which have been adopt and adapt from various scholars to observe the chosen videos through three distinct elements, their words, actions and intuitions. The researcher has used Video Content Analysis (VCA) as the type of analysis which are suitable in analysing those YouTube videos to compile their useful information and data. Thus, for the methodology, the researcher has identified 91 videos that are related to the Kuala Tahan National Park and been analysed throughout this study the selection of videos is also sorted by the years above 2014 and the views more than 300 viewers for the videos due to achieve the reliability of the videos. The results recorded that 15 from 91 of the videos are scored between high and very high which three of them are very high in exposing the attributes of Responsible Tourist Behaviour as their contents in the videos. The respondents are varying from local and international. Majority of the videos exhibits the RTB attributes but incompetent as leakage can be found and room of improvements are open wide for them. Recommendations and guidelines have been introduced to aids the travel vloggers in improving their contents to promote more in Responsible Tourists Behaviour.

ABSTRAK

Tujuan kajian ini adalah untuk menyiasat kandungan vlog perjalanan dalam usaha mereka mempromosikan tingkah laku pelancong yang bertanggungjawab. Di era baharu ini, User Generated Content (UGC), telah dimanfaatkan sepenuhnya dalam mempromosikan tempat pelancongan, perkhidmatan dan produk pelancongan. Justeru kajian ini memberi penekanan kepada kandungan vlogger pelancongan di dalam YouTube apabila mereka menyiarkan tentang keadaan di Taman Negara Kuala Tahan, sama ada mereka menyelitkan atribut Responsible Tourist Behaviour dalam kajian mereka atau tidak. Input RTB adalah sangat penting dalam mempromosi kepada pelancong serta penonton mereka dalam memaklumkan mereka untuk memelihara alam semula jadi apabila melawat Taman Negara. Dengan ini, impak yang di hasil kan daripada kedatangan mereka dapat dikurangkan. Pengambilan data dimulakan dengan melayari video YouTube mengenai Taman Negara Kuala Tahan, pengkaji telah menggunakan 15 atribut RTB atau dikenali sebagai senarai semak dalam kajian ini yang telah diterima pakai dan diadaptasi daripada pelbagai sarjana untuk memerhatikan video yang dipilih melalui tiga elemen yang berbeza iaitu perkataan, tindakan. dan gerak hati. Pengkaji telah menggunakan Analisis Kandungan Video (VCA) sebagai jenis analisis yang sesuai dalam menganalisis video YouTube tersebut untuk menyusun maklumat dan data yang berguna. Oleh itu, bagi metodologi, pengkaji telah mengenal pasti 91video yang berkaitan dengan Taman Negara Kuala Tahan dan telah dianalisis sepanjang kajian ini pemilihan video juga disusun mengikut tahun di atas 2014 dan tontonan lebih 300 penonton untuk video tersebut bagi mencapai kebolehpercayaan video. Keputusan merekodkan bahawa 15 daripada 91 video mendapat markah antara tinggi dan sangat tinggi yang mana tiga daripadanya adalah sangat tinggi dalam mendedahkan sifat-sifat RTB sebagai kandungannya dalam video tersebut. Responden berbeza dari tempatan dan sssantarabangsa. Majoriti video mempamerkan sifat RTB tetapi tidak mencukupi kerana banyak data yang sesuai perlu diselitkan dan ruang penambahbaikan terbuka luas untuk mereka. Pengesyoran dan garis panduan telah diperkenalkan untuk membantu vlogger di masa hadapan dalam sektor pelancongan untuk terus memperbaiki kandungan mereka untuk mempromosikan lebih banyak dalam RTB di dalam rakaman mereka.

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LIST OF ABBREVIATIONS

RBT   -   Responsible Tourist Behaviour

VCA   -   Video Content Analysis

UGC   -   User-Generated Content

UNESCO -   United Nations Educational, Scientific and Cultural Organization

UNWTO   -   World Tourism Organization

PR   -   Public Relation

UTM   -   Universiti Teknologi Malaysia

RT   -   Responsible Tourism

EIA   -   Environmental Impact Assessment

CSR   -   Corporate Social Responsibility

CHAPTER 1

INTRODUCTION

1.0 Introduction

This thesis investigates the travel vlog content in promoting responsible tourists behaviour. In general, the chapter starts with an overview of the travel vlog content as well as touching into the responsible tourists behaviour. Problem statement has been presented and next chapter will cover on the literature review of this thesis. Conceptual framework has been constructed with the deep understanding on the literature review. As a final point, the chapter ends with the research methodology and the data collection as well as the analysis used throughout this study.

1.1 Background of study

The travel vlogs or travel videos nowadays have been renowned as one of the most influential types of promotion in promoting the tourism destination to people and tourists. Travel vlogs, a type of user-generated content (UGC), are increasingly being used as a marketing tool to promote a destination. (Pamuji, et al., 2020). With the frequent usage of smart phone, people fond to see travel videos more on their social media platforms as it is very convenience. To support, many new social media platforms and new ways of sharing travel experiences have emerged as a result of the Internet's rapid development. (Abdurrahim et al., 2019). The emergence of these technologies surely brings enormous impact towards travel vlogs in promoting tourism destinations.

Furthermore, this shows that people tend to see travel vlog rather than mere advertisement as they are more reliable to see and feel. As mention by Chen et al (2021), Travel

Vlogs are a novel way for tourists to share their travel experiences. It collects and presents real travel stories from tourists during their travels in the form of videos. Hence, this shows the relation between tourism vlog and the tourism marketing, tourism vlog surely gives impacts towards user travel decision-making behaviour which implicitly convey significant impact towards the marketing works. (Pamuji et al., 2020).

Moreover, in align with the promoting of responsible tourism through travel vlog, the vloggers themselves should aware of the definition of the responsible tourism which promotes sustainable development by focusing on what individuals, businesses, and governments can do to optimise tourism's strong economic, cultural, and ecological effects (Mihalic et al, 2021). The author claimed that responsible tourism has the vibrant connection with the sustainability and its stimulates. Apart from that, responsible tourism can be seen with the actions from the tourists which then be called as responsible tourists behaviour. Their behaviour are the identifications of their attention towards the destination's environment. Hence, responsible tourist behaviour can be known as responsible actions by the tourists, having the least negative impact while traveling to tourism destination (Sultan et al., 2021). It is compulsory for every tourist to abide the law of the destinations more importantly when the destinations are the protected area which have something to be taken care the most. To support, Shen et al., (2020) stated that responsible tourists are the one that have positive attitudes towards the environment and sustainable tourism, and act accordingly. This elucidates that every tourist must respect with the environment and law of the visited destinations which will make them as the responsible tourists.

1.2 Problem Statement

The emergence of Covid-19 has really opened everyone's eyes to how they can be more resilient to bounce back and resist these issues. As a result, the emergence of travel vlogs has become significant for some of them in order for them to be more resilient in the industry. One issue that has arisen is the role of travel vloggers as influencers in promoting responsible tourist behaviour. Nowadays, people and tourists enjoy watching travel videos posted on social media by their favourite influencers, making travel vloggers influencers as well as pulling factors for them to visit the destinations. To support, shared practical information as User Generated Content and Travel Vlog could increase future travellers' environmental concerns and influence their attitudes towards responsible behaviour. (Sultan et al., 2021). As a result, the researcher is eager to determine the extent to which these influencers and social media will promote sustainable and responsible tourist behaviour to their respective audiences. This is due to the fact that social media and the internet were previously underutilised for the promotion of sustainability. Sustainable travel, like sustainable development, is widely used in international documents and agreements. As a result, more research should be invested in current academia. (Koutsouris, 2009).

Besides that, is it important for the travel vloggers to promote responsible tourists behaviour? The answer will be yes. This is to educate the tourists which are also their audiences to minimise their impacts towards the environment and sustainability action in the destination. Shen et al, (2020), claimed that majority of the negative effects of tourism are the result from inappropriate behaviour by tourists. Most tourists will be irresponsible with the environment of the destination if they have only a passing awareness of sustainability. Furthermore, increased tourist arrivals at a destination will result in over tourism, causing wear and tear on the area's facilities and infrastructure. Overcrowding in areas where residents have suffered the

consequences of temporary and seasonal tourism peaks, which have forced permanent changes to their lifestyles, access to amenities, and general well-being. (Milano et al., 2018)

1.3 Research Gap

Based on the readings based on various researchers, one of the research gap is that the elements that are presented and issued by the researchers will differ from each other which mean to say that they have their own preferences towards the elements that are important in the travel vlog in promoting responsible tourism.

1.4 Research Aim

To develop a framework for effective education of responsible tourist behaviour at tourism destinations through responsible Travel Vlog.

1.5 Objectives

1.5.1 To identify the most common types of content or information that Travel Vloggers disseminate to their audiences.

1.5.2 To investigate the extent to which the Vlog contents include elements of responsible tourist behaviour.

1.5.3 To identify factors that influence vloggers' awareness of responsible tourist behaviour when creating vlog content.

1.6 Research Questions

1. What are the most common types of content or information that Travel Vloggers disseminate to their audiences?

2. To what extent the vlog contents include the elements of responsible tourist behaviour?

3. What are the factors that influence vloggers' awareness of responsible tourist behaviour when creating vlog content?

1.7 Expected outcome

The output of this study will provide a framework on responsible Travel Vlogs in support of sustainable tourism. The final results of this study will implicitly aids in giving insight towards the future travel vloggers to include education on the tourist responsibility behaviour in their travel content which then will be taught to their respected audiences.

1.8 Scope of Study

The scope of this study is on the investigation of the travel content in promoting the responsible tourist behaviour. The main elements of responsible tourists will be evaluated in this study and correlate with the available travel content on the Kuala Tahan National Park which is also the study area in this study.

1.9 Significance of study

The significance of this study is being distributed into three distinct sections which are the travel vloggers, tourists and also the tourism destinations. For the travel vloggers, this study aids in enhancing or creating decent contents that promote responsible tourist behaviour at tourism destinations. As mentioned above, this study will help to give insights towards the travel vloggers in adding on some moral values or the responsible tourists behaviour in their travel videos contents. This will subtly acknowledge their audiences to be more responsible during their visitation.

Next, this study is also beneficial to the tourists when they use travel vlog or videos as their preferred travel medium, they will be more aware of how to behave responsibly when visiting a tourism destination. They will acknowledge their cultural norm and regulations which the community will have decent perceptions towards the tourists and become more acceptable towards tourism system.

Lastly, with the arrival of tourists or travellers which are more responsible towards the environment of the destination area, there will be limitations on the destruction from the tourist's arrival. Moreover, the destination can be maintained and improved on their sustainability as the interference of the eco-tourists will help on the sustainable activities in the area.

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