

A Study on the Influence of Travelogue Videos among the Youngsters

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ABSTRACT

This research study is to analyzing the usage pattern consumption of the traveling videos among youngsters. Travel videos channels in YouTube helps the youngsters to get information based on different ways of content delivered by the travel bloggers. There are various travelvloggers uploading the travel based videos which gives more information about the tourist destination to the youngsters which determines their travel plan where they want to visit these tourist destinations mentioned by the you tubers.

The main objective of this study is to find the influence of travelogue videos among youngsters and travel plan. It also analyses the negative and positive impacts of the travelogue videos. The research study was carried over between chooses a Malayali travel vlogger 'SUJITH BHAKTHAN' through his famous YouTube travel channel 'TECH TRAVEL EAT'.

This research study take up quantitative methodology in which 50 samples respondents from Wayanad district participated and gave their opinion based on the field survey. The research study shows that most of the respondents prefer to travel and interested to travel and mode of travel method, the respondents prefer solo trip and they prefer group trip.

Most of the respondents spent more time to travel the main activity which the tourist is experienced with relaxation, sightseeing and also for shopping purpose. The tourist prefers to travel in summer holiday and in winter holidays .Most of respondents prefer online media up to and visual media.

Key Words: Travelogue videos, Youngsters, subscribers, YouTube

INTRODUCTION TO THE STUDY

Traveling is the passion for today's generation they would like to travel more than place, country or destination. Exploring a new and hidden destination plays a predominant role in traveler's life. Travel means the movement of tourist from the place of origin to the place of destination. The mode of transportation used by the traveler to reach these tourist destination either through roadways, railways, airways or through waterways. Travel can be included moderately short stays between consecutive movements from the place of origin. The traveler used different form of transportaion to reach these tourist destination either through roadways, railways, airways or through waterways. Travel can be moderately a short stays between consecutive movements from the place of origin. The word "travel" was derived from the Old French travail, which means 'work'. In 14th century the word travel was used in Merriam Webster dictionary. The word travel was dervied from the Middle English travailing. The word "travel" and "travail" s have a even more ancient root a Roman instrument of torture called the trapezium. The relationship may reflects the extreme difficulty to travel in the ancient periods.

In modern era the travel may or may not be much easier depending upon modes. The Travelers who

have travelled to the Amazon rainforest, and Mount Everest have different experiences. Travel can also be more difficult depending upon the mode of transportation used such as through walk, automobile vehicles, cruise ship, or even through bullock cart. The travelers mainly travel for pleasure and some others for research purpose. The travelers may get to know more about the tourist destination. Sometimes, the travelers depends upon public transport, such as Government owned buses, trains and airplanes.

Travelogue videos are a part of the traveler's share their travelling experience for others travelers who are planning for a trip. Travelogue video provides a lot of information to travelers about the destination and the geographies structure of a particular areas. Video bloggers has plays a significant role on social media networking platforms like YouTube. Now a days that Vlogging gets more popular and it gets remarkable growth in Social media which persuade the youngster to make videos and upload their video in Social media platform. Youtube was founded in the year 2005, the travelers can upload their travel experience in their own channel. The co-founder of Youtube Mr Jawed karim uploaded his first video named "Me at the Zoo in April 2005. "Me at the Zoo" is a amateur type of Video. By the year 2006, July Youtube become the one of the popular in the list of web destination Social media. At that time it has 100 million of videos viewers daily and 65,000 new videos were uploaded. The Yahoo! Video blogging Group had made a membership in August 2005. They are many video content platforms, which allows the bloggers to host and administer their own video in the blogging sites. In addition to these, the convergence of mobile phones with digital technology were helpful for the bloggers to uploaded videos in the social media. Radio and television stations were also used to upload the travel videos. Video blogging helps the traveler to provide informations to the viewers.

YouTube has become a one of the popular social media platform for the travelers to express their travel experiences to the viewers and to reach a giant social community. It has created as a platform to bring travelers together to share their travel experiences. The pleasure they have got from their trip. Vloggers seek an innumerable comment that makes making remembrance. Vlogs is a united social media platform to act. With the advent of YouTube, new vloggers have emerged, particularly in the cooking, travel and technology sectors through the channel they earn income for uploading the videos in Youtube. The various types of Travelogue Apps available in India

- a) Njanyathrikan
- b) Travelogue
- c) Trip planner
- d) Travel diaries
- e) Trell- videos on travel
- f) Safari
- g) Hidden place
- h) Tripto
- i) Wond travel

REVIEW OF LITERATURE

Review of literature helps the researchers to study about the related topic studies conducted in field. It also gives a idea about the theoretical aspects for the research and also helps to determine the nature of the research conducted. The previous studies give a idea or proper direction for the researchers to work and conduct integration review of the past research of related topic leads to expansion of knowledge. Review of literature also justifies the research and ensures that the research has not been done earlier. The objective of doing review of literature is to bring the researcher to get the data about the related topic. It was the basis for the directions to do the research it also find out there is any scope of future research in the related topic. The researcher made an attempt to review and analysis the related articles for the research study.

Travel bloggers

Mayo E, Rong Xiao, Wang –Chien Lee, Xing Xie (2011) The authors stated that a theme location discovered for travelogue services. In this research study, a travelogue service to discovered the various travel blogs that made scope for the audience to view the blogs on theme locations and geographical area. The travel bloggers used to find out the theme locations in a travelogue are they also provides core information to discover new theme location.

Bosangit et.al. (2012) The researchers has conducted study to analyze the post consumption behavior of the travel bloggers. In their study they made a statement that the travelers would get benefit while travelling to the tourist destination from each and every destination somehow they will get wonderful experience during the trip. The traveler bloggers will used the social media networking platforms to showcase their travelling experience by remembrance and evaluating the problems experienced by the travelers. In their travel blogs they share their stories of hardship to reach their destinations they also revealed the importance of travel blogging in¹ nowadays. In this way the travel bloggers also motivated the travelers to visit the tourist destinations.

Wang K., Zhang R., Liu X., Guo X., S. Zhang, R. Zhang, X. Liu and H. Sun, (2012) The researchers stated that a Personalized Trust-Aware Model for Travelogue Discovering. In this research study the researchers analyses the various social tourism platforms, such as tripadvisor.com and lyping.com. The travelogue provides the tourists to share the travelling experiences. The research makes the potential travelers impracticable easily discovered with supportive documents with a enormous number of lengthy travelogues. Therefore, it is essentially importance for the development of models and algorithms to support the prospective tourists to access the usage travelogues. In this study the researchers proposes a travelogue discovering model that incorporates the implicit trust relationship with the endeavor of discovering the most suitable travelogue for travelers. The researcher generates the personalized assistance for the tourists.

Johan Birch Jensen (2020) The author conducted that, Travel vloggers is considered as the source of information about the tourist destinations. The author stated that, the travel vloggers who share their travel experiences in a video, mostly the travel bloggers used YouTube and they are motives for sharing content might be out of self-interest - in realism market the tourist destinations they paid attention to the new potential destinations for the You tubers viewer. The aim of this research study is to examine the significance of travel vloggers as a tourist research method.. The research study also intends to examine what the travel vloggers. To analyze the results theories regarding the guided tourism, cognitive distance and youth tourism will be used. The results also point to that travel vloggers are established as a tourist research method and that it does affect that the tourists want to share experience when they visit tourist destinations.. It also shows that the travel vloggers shows that it was not typical tourist attractions, differentiate them from more traditional means.²

OBJECTIVES OF THE STUDY

¹Bosangit, C., Dulnuan, J., & Mena, M. (2012). Using travel blogs to examine the postconsumption behavior of tourists. *Journal of Vacation Marketing*, 18(3), 207–219.

³ Wang K., Zhang R., Liu X., Guo X., Sun H., Huai J. (2013) Time-Aware Travel Attraction Recommendation. In: Lin X., Manolopoulos Y., Srivastava D., Huang G. (eds) *Web Information Systems Engineering – WISE 2013*. WISE 2013. Lecture Notes in Computer Science, vol 8180. Springer, Berlin, Heidelberg.

- To analyses the influence of travel video blog and travelogue videos among theyoungsters, travelers and viewers to inspire or change their travel thinking.
- To analyses the importance of travelogue videos among youth.
- To study about the influence of travel motives and guidance about travel.
- To study about the influence of travel trends on the youngsters.
- To provide suggestion and recommendation for developing travel blogs.

OPERATIONAL DEFINITION

- ❖ **Influence:** The power to have an important outcome on somebody. It persuade to do something by someone else.
- ❖ **Videos:** The process of capturing moving images and the methods of production and post production.
- ❖ **Travel vlog:** Travelogue videos will have more of travel. Video log can be viewed on electronic device. Travel vlog Videos provide all the information of the traveling.
- ❖ **Youngsters:** The period between childhood and adult age.

STATEMENT OF THE PROBLEM

During 19 th, Travelogues were in the style of writing. Later as the technology begin to engage in writing style changed to video filming. Visual communication reaches the information about the travelling experiences the information to reach the audience more quickly. The travelogue bloggers is the most popular grouped into various video platforms like you tube. Now the travel vlog videos it is generally viewed by youngsters . It is very vital role to study the effect of travelogue videos has the role on the travel life style of youngsters. Therefore, the research studies conducted by the researchers they find out that most of the youngster watch the travel vlogger in Kerala the youngsters watch Sujit Bhakthan's YouTube channel "TECH TRAVEL EAT".

SAMPLING

SAMPLE

The researchers made use of one of the popular Malayalam YouTube travel video vlog namely 'Tech Travel Eat'. The researchers selected 50 youngsters as the respondent to conduct the research study from the district of Wayanad Kerala.

HYPOTHESIS

1. Travelogue analyses the tourist place, geographical and travel motivation give to viewers.
2. Travelogue videos give knowledge about travel ideas.
3. Most of the travelogue video viewers are youngsters.

RESEARCH METHODOLOGY

Research is a common term referred to as "search for knowledge". It is scientific and systematic search information on a specific topic. The research study was used to discover the solution for the questions. The research study helps to find out the truth from the hidden or has not been discovered yet.

The researcher selected 50 samples of the respondents from Wayanad district participated and gave their opinion based on the structured questionnaire.

Data collection

Primary data

The primary data were collected with the help of the questionnaire. By using survey method the data was collected and percentage method is used to analyse the collected data.

Secondary data

Articles published in the internet sources related to travelogues and several travelogue videos to get necessary information required for the research study.

DATA ANALYSIS AND INTERPRETATION

Table No 1

Gender Wise classifications

Gender wise classification					
Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	37	74.0	74.0	74.0
	Female	13	26.0	26.0	100.0
	Total	50	100.0	100.0	

Source: Primary Data

Interpretation

From the above Table No1 it depicts , majority of the respondents (74 %) are male and 26 % of the respondents are females.

Table No 2

Age wise classification

Age wise classification					
Age Group		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20 years	24	48.0	48.0	48.0
	20-25 years	18	36.0	36.0	84.0
	Above 25 years	8	16.0	16.0	100.0
	Total	50	100.0	100.0	

Source: Primary Data

Interpretation:

From the above Table No 2 it can see that majority of the respondents 48 % are under the age group of 18-25 years old category. 36 % of them are 20-25, 8 % of them are above 25 years.

Table No 3

Marital Status

Marital Status					
Marital status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unmarried	39	78.0	78.0	78.0
	Married	11	22.0	22.0	100.0

	Total	50	100.0	100.0	
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Source: Primary Data

Interpretation:

From the above Table No 3 it can see that majority of the respondents 78% are unmarried and rest 22% of them are married.

Table No 4**Mode of transportation**

Mode of transportation					
Mode of transportation		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Owned vehicle	30	60.0	60.0	60.0
	Rented Vehicle	14	28.0	28.0	88.0
	Others	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Source: Primary Data

Interpretation

The above table 4 shows that mode of transportation ie 30 of the respondents are having own vehicle, 14 of the respondent are taken for rented vehicle, and rest 6 of the respondents are depending on others

Table 5**Travelers video blog do you watch most of the time**

Travelers video blog do you watch most of the time					
Travelers video blog		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Mallu travelers	14	28.0	28.0	28.0
	Ebbin Jose Food & travel	12	24.0	24.0	52.0
	SujithBakhthan Tech travel and eat	20	40.0	40.0	92.0
	Others	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Source : Primary Data

Interpretation

From the above table it depicts that majority of the respondent watch SujithBakhthan tech travelvlog20, Mallu travelers watch 14, watchEbbin Jose food and travel 12 and only a minority of 4 respondents watch other travel vlogs.

Table No 6**Usage of travel vlog**

Usage of traveler blog					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Always	10	20.0	20.0	20.0
	Sometimes	18	36.0	36.0	56.0
	Rarely	8	16.0	16.0	72.0
	Very rarely	10	20.0	20.0	92.0
	Never	4	8.0	8.0	100.0

	Total	50	100.0	100.0	
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Source: Primary Data

Interpretation

The above table shows the usage of travel vlogs, majority of the traveler always watch travel vlogs ie, 10 of the respondent, 18 watch sometimes, 8 watch rarely, 10 very watch very rarely and only a minority of 4 respondents never watch travel blogs,

Table No 7

Effectiveness of travel vlog

Effectiveness of Video Blogs					
Responses		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	8	16.0	16.0	16.0
	Yes	42	84.0	84.0	84.0
	Total	50	100.0	100.0	100.0

Source: Primary Data

Interpretation

The above table no 7 shows that the effectiveness of videos blogs, majority of tourist 42 of the respondents' opinion of and minority of the tourist 8 opinion that video blogs are not effectiveness.

Table 8

Social media networking sites will help to promote the Wayanad Tourism

Social media networking sites will help to promote the Wayanad Tourism					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	9	18.0	18.0	18.0
	Yes	41	82.0	82.0	100.0
	Total	50	100.0	100.0	

Source: Primary Data

Interpretation

The above table shows that the social media networking sites promotes the Tourism in Wayanad, majority of the tourist opinion that the social media networking helps to promote tourism in Wayanad 41 and only minority of 9 has opinion that it doesn't help to promote Tourism in Wayanad.

Table No 9

Main activity you will do while you travel

Main activity you will do while you travel					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Wildlife photography	17	34.0	34.0	34.0
	Sight seeing	23	46.0	46.0	80.0
	Relaxation	6	12.0	12.0	92.0
	Others	4	8.0	8.0	100.0
	Total	50	100.0	100.0	

Source : Primary Data

Interpretation

The above table depicts that most of the respondent came for sightseeing 23, 17 of the respondent came for wildlife photography, 6 of the respondent came for relaxation and only minority of 4 respondent came for other purpose.

Table No 10**Season you prefer go for a tripping**

Season you prefer go for a tripping					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Summer season	14	28.0	28.0	28.0
	Rainy season	10	20.0	20.0	48.0
	Winter season	20	40.0	40.0	88.0
	Others	6	12.0	12.0	100.0
	Total	50	100.0	100.0	

Source : Primary Data

The above table depicts most of the respondent prefer winter season i.e. 20 ,14 of the respondent prefer summer season 10 of the respondent prefer rainy season and only minority of 6 respondent came for other seasons.

Major Findings

On the account of the data which was collected through questionnaire for proving the influence of travelogue videos among youngsters” was an analyzing the usage pattern consumption of traveling videos among the youngsters online videos it was currently fastest growing method in YouTube channels. Hereby the researchers try to present findings which found during the survey.

- On the basis of data collection majority of the respondents are male.
- Majority of the respondents (48%) under group of 18-25 and (36%) of them are 20-25 and 8% them are above 25 years.
- Majority of the respondents are unmarried
- Majority of the respondents prefer mode of transportation for travel is own vehicle (30 respondents), 14 of the respondents are taken for rented vehicle and rest 6 of the respondents are depending others for travelling.
- Out of 50 respondents 20 respondents watch SujithBakhthan’svlog ‘Tech Travel Eat’.14 respondents watch Mallu Traveler, 12 respondents watch Ebbin Jose food and travel Vlog, only 4 respondents watch other travel vlogs.
- Majority of the respondent’s opinion that travel vlogs are effectiveness. 84 % respondentssaythat travelvlogs are effectiveness. 16 % says that it doesn’t effective.
- Majority of the respondent’s (82%) opinionthatSocial media networking sites will help to promote the Wayanad Tourism. 18% opinion that it doesn’t help.
- Majority of the respondent’s opinion that sightseeing is the main activity for travelling.
- 40 % of the respondent’s says that tourist will prefer winter season for travelling. 28% of the respondents say that summer season is good for travelling. 20 % of the respondents say that rainy season is good for travelling.

SUGGESTIONS AND RECOMMENDATION

Majority ofthe youngsters are prefer to travel the hill station. The research is to find the importance of travelogue videos among youngsters, how long the youth watches the travelogue videos, and this videos are useful and helpful to the youth. Almost all travelogue videos are full of ads, try to avoid it and increase popularity of travelogue videos.

CONCLUSION

Travelogue videos play an important role in our society. Young people also love to travel to gather information about that place travel videos are becoming more and more popular on YouTube, with the most viewed travel vlogs targeting the youngsters SujithBhakthan’s‘Tech Travel Eat’ in

Wayanad district, Kerala the study found that youngsters and people travelers and viewers are more interested in watching travel videos because travel details change their travel style. Language and popularity lead the viewers to watch the 'adventure nature and this segment does have positive influence on them. Also the study helped in finding that travelogue videos segments help to watch and to think of new innovative ideas and to discover new destiny places.

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