

# IMPACT OF TRAVEL BLOGS AND VLOGS ON THE DECISION MAKING AMONG THE STUDENTS OF BANGALORE

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## ABSTRACT

*This study is done to find out how travel blogs and travel vlogs have made their ways into the minds of people and how it affects decision making when it comes to Travelling. It aims to study how at each point of planning a trip, blogs and vlogs are referred and how the content helps the students in Bangalore to plan a trip with the help of the content available on the blogs and vlogs regarding personal experience, accommodation, food, tourist spots, etc.*

**Keywords:** Travel Blogs, Travel Vlogs, Trip Planning

## 1. INTRODUCTION

### 1.1 Travel blogs and vlogs

People around the world wish for a dream vacation and look upon their phones and laptops to search for information. It was found out that 64% people, watch travel videos when they have an idea about taking a trip. 60% of the people shortlist their options once they watch a travel video and then decide their destination. It was also found out that travel vlogs are the most watched videos on YouTube. 45% people amongst the people the study was conducted on made their bookings immediately after watching the Vlogs and 62% of the people who travel for leisure make travel choices and decisions only after watching travel vlogs and the number of people watching travel vlogs has been increasing every year (Henderson, 2017).

Travel blogs are updated on a regular basis in a systematic chronological order like blogs as the nature of the travel blogs which are posted have an interactive base. This space is well utilised to share experiences in form of content and photographs and engages in commenting and giving feedbacks (Roig, 2013). Travel blogs are now a medium which is referred to as a way to measure to test if people test before buying as credibility of a blogger's blog is the only way he/she might stand out (R. W. Mack, J. E. Bloise, and B. Pan, 2008).

Blogs related to travel are a way to get valuable data on a specific travel place and also to inspire a tourist to visit a particular place. A few people read travel Blogs as it belongs to their friends and many people find Blogs as a source of inspiration and activates their imagination. Blogs are also viewed when people also need opinions and examples on how to make a Blog. Travel bloggers in the present have gained power over travel agencies, handbooks and other multiple sources to refer to. The young people of this generation do not emphasize on reading and researching as a standard. Instead, they consider looking for various known blogs which are viewed interesting by them or by blogs which are drafted by famous bloggers and the result is based on the information which is found online on the Internet (Govender, Ishay, 2015).

A travel video logger takes the duty of a model for their viewers who directly follow him. The Vlogger who generates content views upon his audience to create an impact by inducing concentrated beliefs and results over a huge digital space. Credibility defines how a Vlogger becomes popular and stands out when compared to endless competitors (Mironova, 2016). 93% of the people in the marketing industry used Vlogging as a source for marketing in 2013. Different Organisations use video blogging for various purposes- 84% use Vlogging to sell their website through marketing, 65% use it to publish videos on YouTube, 62% people use it to post multiple videos on the multiple social networking mediums and 60% use videos for marketing via email. 88% of the population on YouTube focus on travel spots, famous destinations, tourist attraction as the top travel searches and then generate travel ideas. Travel research comes quicker on YouTube than on Google during destination planning.

Tourists look forward to looking at videos which comprise of experiences that happen in real life and also those vlogs which are shared only after gaining information as it has a better impact. Travel vlogs contain the largest amount of travel subscription and the focus remains on those blogs which contains experience of travel. The impact of the travel blogs depend on the characteristics generated by the video and the impact it has on the viewers. The tourism department bend towards creating a video as their strategy for destination marketing. All brands and companies look forward to creating a video as their homepage and it has moved from jut a trend to a style to attract viewership. An advertisement on Great Britain travel Video reached 9 Million amongst the 9.8 Million channel views (Carbo, 2015).

### **1.2 Impact of Travel Blogs and Vlogs**

With the help of internet, it becomes easy for tourists to get information regarding various destinations and it is given out by other travellers. This brings in communications and also a word of mouth for the travellers. Travellers with the help of internet get to share picture, videos and content in the form of blogs and also has the option of feedback. The blogs help in marketing a particular destination. Blogs come out with outcomes for latest challenges (Cayzer, 2004). There is an influential effect that travel bloggers , Social media posts, Opinions from our inner circles ones have on a person's mind over Brochures, Online advertisements. This particular platform and trust that these bloggers have established for themselves over recent times with their travel experiences and articles which is surprisingly reaching more people than Online Ads and Physical Brochures would and most importantly impacting thoughts.

There is an increase on people watching travel vlogs through smartphones and it was also found out that travel videos are watched throughout the day if the individual sticks to their desktop but it is comparatively less on smartphones and tablets as people only view it during the evening (Hailey Crowel, Haley Gribben, Jaclyn Loo, 2014). With the evolution of internet, tourists now look upon social media to pick out their perfect destinations. When the travel Industry association of America conducted a survey, it was found that 67% of the people referred to the Internet to find out tourist destinations, to check ratings, to find the cost followed by 41% people who engaged in booking through the internet (Al, 2012).

Travel blogger now have taken over various tourism agencies, handbooks and guides. The millennials of this generation do not find reading through and researching as a criteria. Instead, they prefer looking upon for

various known blogs which are favoured by them or by blogs which are drafted by well-known bloggers and the result is based on the information which is found online on the internet (Govender, Ishay, 2015). The Gen-Z which comprises of those who were born in the late 90's have had a huge impact on the travel sector and by the year 2020, the Gen-Z will be the highest consumer of tourism. With the results in the report of Allied Market Research, there was a pattern of behaviour which was recognised that included the Low span of Attention, the shift in usage of digital media, Maximum Attention paid at videos, pictures and which replaces the content, a fixed Budget decided to meet the Economical and financial sectors, being back to old and traditional ways of tourism and lastly India's market will emerge differently (Baldo, 2017).

## 2. REVIEW OF LITERATURE

With the digital media, travellers are convinced and rely on bloggers to make any tour related decision. This study focused on the third year students and the process which was involved was a Questionnaire which would require 112 responders. This study showed the multiple factors that would influence a traveller's choice while he/ she plans a trip and also the travellers have multiple preferences before they look at a travel blog. With the help of Spearman Rho's test (A test to detect the strength and relationship between 2 variables) there was a negative relation that was obtained between the influences of a travel blog and travel decisions made by individuals. In a definition by BYRD on blogs it is said that a blog to be a frequently updated personal journal or diary where one can express him/herself through a reflection of one's thoughts and passions.

Travel bloggers, influencers, family, and friends affect our travel choices it talks about the effect travel bloggers, influencers and our closed ones make on our travel choices, he tries to convey the main reason behind one choosing a travel decision. In his article he shades light on the influential effect that travel bloggers, Social media posts, Opinions from our inner circles ones have on a person's mind over Brochures, Online advertisements. He talks about the platform and trust that these bloggers have established for themselves over recent times with their travel experiences and articles which is surprisingly reaching more people than Online Ads and Physical Brochures would and most importantly impacting thoughts. In fact he says, that articles and pictures about exotic vacations shared by young people on social media reach twice the number of people it would reach if shared by generations before them which is really surprising and the reason behind this being the large number of followers attracted by these young minds.

Influencers having an impact on their followers and the smart and cheeky way they market their products. He talks about the decisiveness that opinions from closed and trusted ones have over celebrity endorsements and various forms of digital marketing. He also says that these bloggers and their articles are trustworthy as misuse of their widely established platform would lead to a decline in the number of followers and eventually be their end. He thinks the main reason behind these reasons affecting an individual's travel decision more than anything else is the short attention span.

A blogger assess and frame their experience and play the role of a storyteller and lastly it consist of interaction with a specific audience and lastly it was found how success can be measured online which is by more likes and followers. The Major findings of this study was that bloggers in order to update the audience use the internet and post their experiences. They judge and rate their experiences and play the role of a narrator to their audience. The question that was answered was on how a blog's success is measured online which follows

up with more likes and followers. This study also discusses Blogging and how it affects travel as a whole.(Magasic, 2014)

The Content of various travel blogs do motivate, they give out their views and opinions and that creates a feeling of gathering the entire data and which leads to the traveller being sunk with information. This study concludes by sharing the importance of knowledge background as travel blogs consists of positive and negative opinions and it is a platform where similar people exchange their thoughts on travelling. This study also talks about how travel preparation improvises if accurate information is provided (Thurm, 2014).

The Impact of social media on travel inspiration, the author talks about how travel has changed from the usage of paper maps and guidebooks to blogs, internet and Instagram pictures. First it involved research about the place, ticket booking and now it involves turning up to various profiles on social media of friends, influencers and bloggers. The finding of the study conducted by Adweek shows how 52% of the Facebook users dream about a trip while they look at travel videos, 69% of the millennial regret not planning a last minute trip and how the user generated content impacts the tour related decision among the Youngsters and it mainly focuses on how the user generated content plays a major role in influencing the minds of people. It was also found that 87% of the millennial use social media to receive travel inspiration and 20% turn towards Pinterest and twitter. It discusses how various brands must take benefit from social media for future trips by increasing hashtags of a brand, compelling the travellers by interesting content and pictures and also by encouraging the ones who travel to share their post-trip views, opinions and experiences (Brown, 2017).

### **3. METHODOLOGY**

qualitative research is proposed for this study to determine the qualities which attract the students of Bangalore and make them refer Travel Blogs and Vlogs before making any type of travel decision and also to find out how a travel Blog or Vlog is viewed trustworthy as there are many existing travel blogs and vlogs and how each blog makes a mark for themselves consisting of a huge competition. Alongside, there is a quantitative research method proposed to determine till what extent these travel vlogs and blogs have impacted the students of Bangalore.

#### **3.1 Research questions**

3.1.1 How the content on travel blogs and Vlogs is viewed trustworthy?

3.1.2 Do travel Blogs and Vlogs have an impact on students of Bangalore?

3.1.3 Why are travel blogs or Vlogs viewed before making a decision in the presence of wide source of information over the internet about a destination?

3.1.3 Do images play a significant role in changing attitudes and perception towards a particular destination?

#### **3.2 Research objectives**

3.2.1 To study how travel blogs and Vlogs have helped in decision making amongst the students of Bangalore

3.2.2 To study how the content of travel Blogs and Vlogs are viewed trustworthy

3.2.3 To study the impact of travel blogs and vlogs on students of Bangalore

3.2.4 To study the persuasive elements in travel blogs and vlogs that influence decision making.

The quantitative research method numerically and statistically determines the extent to which Travel Blogs and Travel Vlogs impact the students of Bangalore in their decision making process. In this study, we would be analysing the impact that Travel Blogs and Travel Vlogs have had in the travel decision making process which refers to how a student of Bangalore alter their travel decisions post viewing a travel Blog or travel Vlog. The outcome of the quantitative method can be determined with the help of charts and tables to evaluate the impact of travel Blogs and Travel Vlogs in the travel decision making from the point of view of the students of Bangalore.

### 3.3 Theoretical Framework

The decision making theory by Herbert Simon in 1960, is a theory to understand decision making after assessing 5 stages which is Problem formulation, collecting information, choosing the best input, decision implementation and lastly Evolving the effect of the decision. It is a theory that solely focuses on the need of a goal specification before understanding decision making as a whole as decision making can occur only after a goal or problem is specified. It involves a specific time dimensions and it is a rational process that includes reasoning and evaluation. The decision making is an evergreen process and involves alternatives as the problem identification or the goal specification comes in the picture when there are 2 or more alternatives (Owlgen, 2018).

This theory is applicable in the above research as these 5 stages are applicable to understand the process of decision making with the help of travel blogs and travel vlogs. Firstly, a goal is specified according to the type of vacation an individual is looking for. For example, a solo trip, a family trip, a trip with friends and so on. Secondly, information is collected through travel blogs and vlogs on accommodation, transport, food, Tourists spots, reviews on a place, etc. Since there are various blogs and vlogs related to travel there is endless information available and to select one blog or Vlog to rely on becomes difficult and thus choosing one blog or Vlog to collect information depends on the content and influence a particular blog or Vlog has on the individuals. Thus, it involves the stage of choosing the best input. When the input from the travel blog or Vlog is chosen, the travel decision is implemented and lastly there is a feedback given post the trip to trace how far the information collected was helpful and if there is any additional information the traveller wishes to share.

## 4. DATA ANALYSIS

### 4.1 Discussion of Survey Results

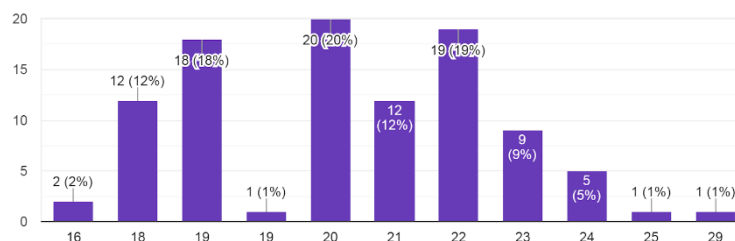
**Table 4.1.1: Age representation of the sample**

Age group	Percentage	Frequency
16-20	53%	53
21-24	45%	45
25-29	2%	2

**Chart 4.1.1 Age Representation of the sample**

What's your age?

100 responses

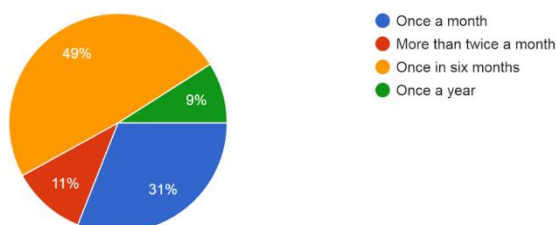


The table above represents the demographics of the representation of the respondents who participated and took part in the online survey to analyse the impact of Travel Blogs and Vlogs on the decision making among the students of Bangalore. The respondents included students who travel and who have access to Travel Blogs or Travel Vlogs and from the total of 100 respondents, 53% of the students were between the age group 16-20, 45% students were between the age group 21-24 and 2% were between the age group 25-29.

**Chart 4.1.2 Frequency of Travel**

How often do you travel?

100 responses

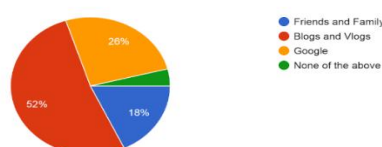


The understand the impact of travel Blogs and Vlogs on the decision making of the youth, the frequency of their travel was studied and it was observed that 31% of the respondents travelled once a month, 11% of the respondents travelled more than twice a month, 49% of the respondents travelled once in six months and 9% travelled once year.

**Chart 4.1.3 Method of Collecting travel information**

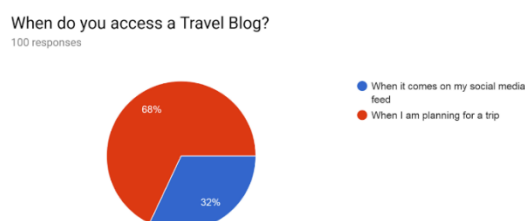
How do you collect travel information?

100 responses



In order to understand travel decision making pattern of the students of Bangalore, this demographic recognised the methods of Data collection as 18% from their friends and family, 52% from Travel Blogs and Vlogs, 26% from Google and 4% of the respondents collected data from other sources.

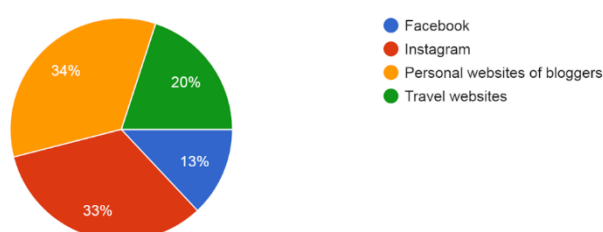
**Chart 4.1.4 Accessing of Travel Blogs**



To analyse impact travel Blogs have on decision making, it is important to analyse when the respondents access the travel Blogs and it was found that 32% view a travel blog when it comes on their social media feed whereas, 68% of the respondents view a travel blog while planning a trip.

**Chart 4.1.5 Social Media Website used to view a Travel Blog**

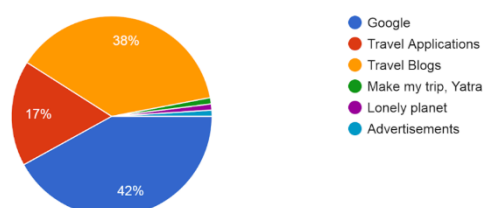
Which is the social media website you first reach out to while looking at a Travel Blog  
100 responses



The demographics of this study shows that the maximum respondents view personal websites of the bloggers which has a percentage of 34% followed by Instagram that gathers 33% of the respondents and then comes Travel websites with 20% and lastly Facebook with 13%.

**Chart 4.1.6 Most Reliable source to collect Travel information**

Which is the most reliable source on the internet to collect travel information according to you?  
100 responses

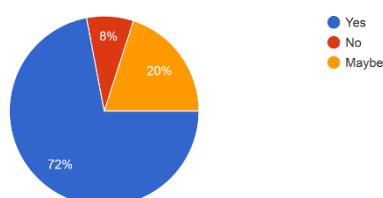


This Table shows the source that the Students rely on when it comes to internet to collect travel information and the demographics show that Google ranks the highest with 42%, Travel blogs with 38%, travel

applications with 17% and the other sources like Make My Trip, Yatra specifically being a travel Applications, Lonely planet and Advertisements which hold 3%.

**Chart 4.1.7 Travel Blogs and their influence on Travel Decisions**

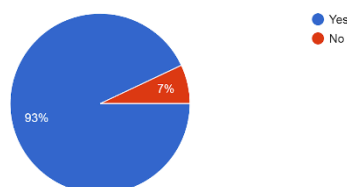
Do Travel Blogs have an influence on you while making travel decisions?  
100 responses



This demography shows the percentage of respondents who are influenced by Travel Blogs while making travel decision. It has been observed that 72% of the respondents are influenced by the Travel Blogs whereas there are 8% of the respondents who have no influence gained from travel blogs while making travel decisions and there are the rest 20% who are and aren't influenced by the travel blogs at the same time while making travel decisions.

**Chart 4.1.8 Travel Blogs and Inspiration**

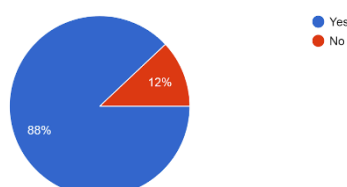
Do Travel Blogs inspire you to travel or create a need in you to travel?  
100 responses



Among all the respondents, it was observed that 93% of the respondents were influenced or felt the need to travel after viewing travel blogs, whereas, 7% of the respondents weren't inspired or didn't feel the need/urge to travel after viewing a Travel Blog.

**Chart 4.1.9 Travel Blogs and Decision making pattern**

Do travel blogs alter your decision making pattern?  
100 responses

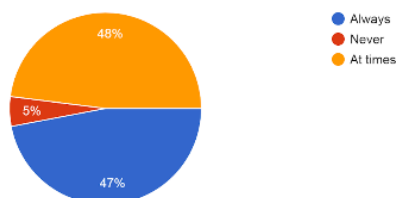


In the survey conducted, it was studied that Travel Blogs affected and altered the decision making of 88% of the respondents, whereas, it did not alter the decision making pattern of 12% of the respondents.



**Chart 4.1.10 Travel Blogs and Satisfaction of Research Needs**

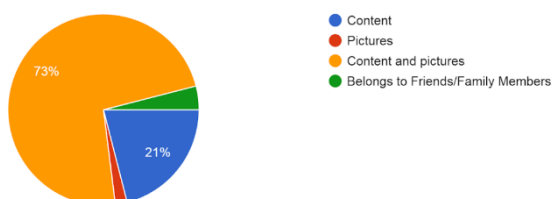
Does the content on the travel blogs satisfy your research need?  
100 responses



When the respondents did their research about a destination through a travel blog, it was observed that 47% of the respondents were satisfied with the content of the travel blogs as it helped them make their travel decisions, 5% were not satisfied with their research via travel blogs and 48% of the respondents were satisfied with the content on the travel blogs at times while they did their travel research with Travel Blogs.

**Chart 4.1.11 Components that make a travel blog trustworthy**

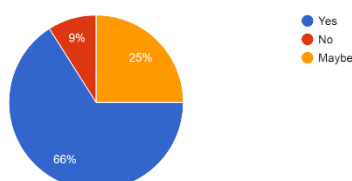
What is the aspect that makes the content on Travel Blogs seem trustworthy?  
100 responses



In the table 4.1.11 it shows that content and pictures together make the travel blog appear as a trustworthy source as 73% of the respondents claimed that content and pictures combined make a blog seem trustworthy followed by Content with 21% and 4% of the respondents said that if the travel blog belongs to their family and friends, it is most likely to be trustworthy, whereas, 2% of the respondents claimed that only images can make a travel blog appear trustworthy.

**Chart 4.1.12 Altering of travel decisions by images on the travel blog**

Do the images on Travel Blogs alter your travel decisions?  
100 responses

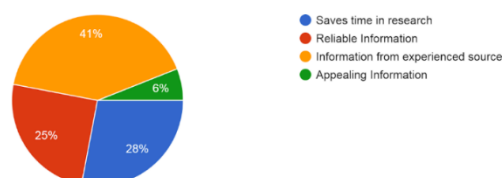


In the above table 4.1.12, the role of images in a travel blog has been studied and it was found that 66% of the respondents altered their travel decision looking at the images on the travel blog followed by 9% who

weren't affected by the images on the travel blogs and 25% of the respondents possibly altered their travel decisions looking at images on a travel blog.

**Chart 4.1.13 Reasons why a travel blog is viewed before planning a trip**

What are the reasons you view a Travel Blog before planning on a trip?  
100 responses



There are various reasons why a Travel Blog is viewed and as per the survey results, it was observed that 41% of the respondents viewed Travel Blogs as it was Information obtained from an experienced source, 28% of the respondents viewed Travel Blogs as it saved their time in research pertaining to the trip, 25% of the respondents viewed travel blogs as it consisted of Reliable Information and lastly 6% of them viewed it as it consisted of reliable information.

**Chart 4.1.14 Use of Travel blogs regardless of competition in terms of information**

What is the use of a Travel Blog when there is endless information available about a destination?  
100 responses

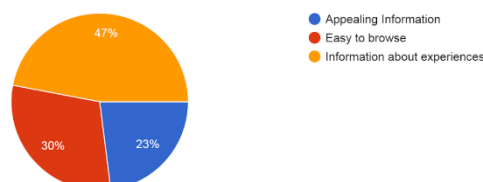
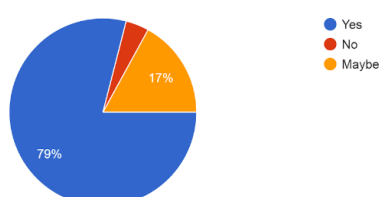


Table 4.1.14 shows the demographics on why a Travel Blog is referred to despite having endless information about a destination. 47% of the respondents said they view a travel blog as it consists of information about experiences from experienced sources, 30% of them claimed that it is easy to browse, whereas, 23% used travel blogs rather than referring to other sources to collect travel information as it consisted appealing information.

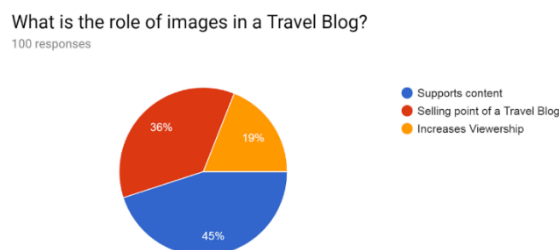
**Chart 4.1.15 Travel Blogs and Destination marketing**

Do Travel Blogs help in Destination Marketing?  
100 responses



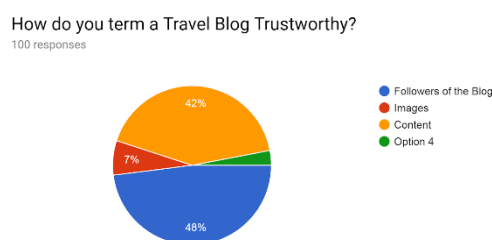
In the table 4.1.15, it is clearly projected that 79% of the responses said that Travel Blogs contribute in destination marketing, 17% of the responses said that Travel Blogs possibly contribute for destination marketing, whereas, 4% of the responses disagreed with Travel Blogs as a tool for destination marketing.

**Chart 4.1.16 Role of Images in Travel Blogs**



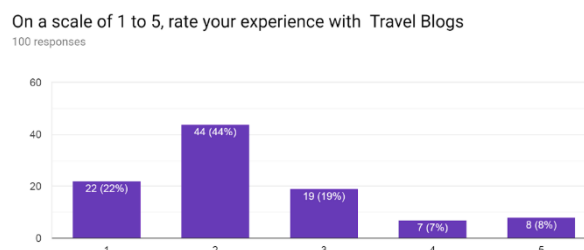
The demography in the table 4.1.16, describes the role of images in a Travel Blog. 45% of the respondents say that the images supports the content followed by 36% of the respondents who say that images act as the selling point of a Travel Blog and lastly, 19% of them say that the role of images in a Travel Blog is to increase the viewership of the Travel Blog.

**Chart 4.1.17 Travel Blogs and Trust**



In the above table 4.1.17, it is shown that there are various factors on how a blog can be termed trustworthy. 48% of the responses say that a blog can be termed trustworthy based on the followers of the particular blog, 7% say that images in a travel blog make it a trustworthy blog followed by 42% of the responses that say that content of the blog makes it a trustworthy blog and the last 3% of the responses say that the above mentioned factors aren't the basis on which a travel blog can be termed trustworthy.

**Chart 4.1.18 Experience gained through Travel Blogs**

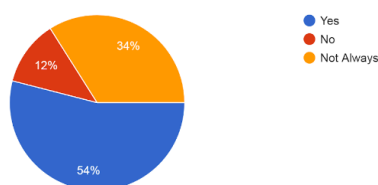


There was an evaluation on the experience the respondents have had with travel blogs. The scale varied from one to five where one was excellent and five was horrible. The results of this evaluation was that 22% of the respondents had an excellent experience with Travel Blogs, 44% of the respondents had a good experience

with the Travel Blogs, 19% of the respondents had a neutral experience, 7% had a bad experience and 8% of the respondents had a horrible experience with Travel Blog.

**Chart 4.1.20 Travel Vlogs and Decision making**

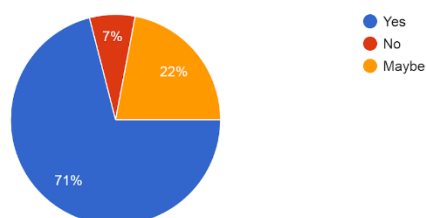
Do you refer to Travel Vlogs while making Travel Decisions?  
100 responses



In the above table 4.1.20 it shows how many of the respondents refer to travel vlogs. This helps in understanding the impact that Travel Vlogs have on travel decision making. With the demographics, it is understood that 54% of the respondents refer to travel vlogs while making travel decisions, 12% do not refer to travel vlogs, whereas, 34% of the respondents do not always refer to travel vlogs while making travel related decisions.

**Chart 4.1.21 Travel Vlogs as a helpful source of information**

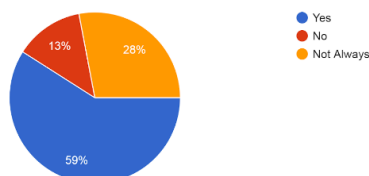
Are Travel Vlogs a helpful source of information?  
100 responses



To find the impact that travel vlogs have on decision making of the students, it is important to understand if travel vlogs are a helpful source to derive travel information. With the help of the survey it was found out that 71% of the respondents agree to Travel Vlogs being a helpful source of information, 7% of the respondents deny to travel vlogs being a helpful source and 22% of the respondents possibly agree to travel vlogs being a helpful source of information.

**Chart 4.1.22 Travel Vlogs as an influence for travel decision making**

Do Travel Vlogs have an influence on your travel decision making?  
100 responses

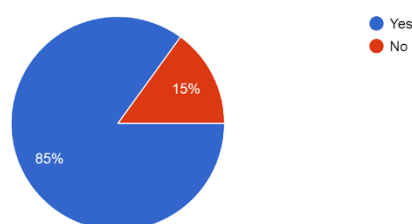


The above table shows the percentage of respondents who are influenced by the travel vlogs and it is observed that 59% of the responses were based on the fact that travel vlogs do influence individuals to make travel decisions, 13% of the responses showed that travel vlogs do not exert an influence on them while making travel decisions and lastly, 28% of the individuals are not always influenced by travel vlogs to make travel decisions.

**Chart 4.1.23 Travel Vlogs as an inspiration to Travel**

Do Travel Vlogs inspire you to travel or create a need in you to travel?

100 responses

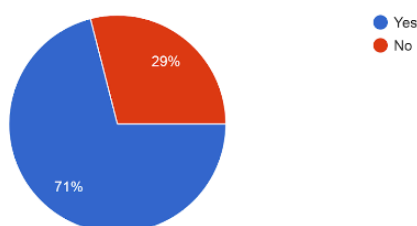


The above table shows the demographics of the people who are inspired by travel vlogs to travel and the ones who have an urge to travel created within them post seeing a travel Vlog. It shows that 85% people are inspired and have an urge to travel created within them post seeing a travel Vlog, 15% of the respondents aren't affected after seeing a travel Vlog.

**Chart4.1.24 Reference of additional information after watching a Travel Vlog**

Do you refer to additional information about a place after watching a Travel Blog?

100 responses

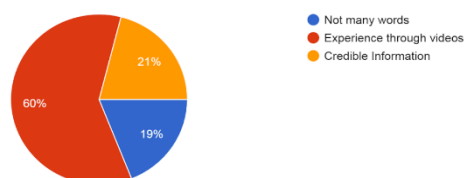


The table 4.1.24 shows that among all the respondents who watch travel vlogs, there are 71% of the respondents who refer to additional information after watching a travel Vlog, whereas, there are 29% who just rely on travel Vlogs and do not refer to additional information about a place after watching a travel Vlog.

**Chart4.1.25 Identification of an appropriate Travel Vlog**

What are the factors that a Travel Vlogger provides rather than a random research on a destination?

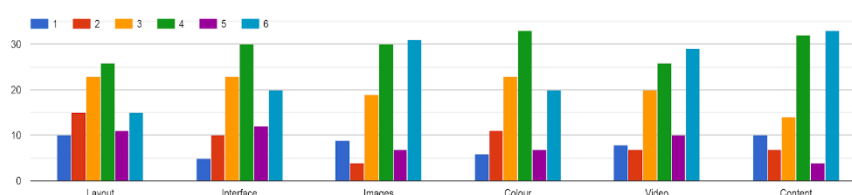
100 responses



The table 4.1.25 shows the factors that a travel Vlogger provides rather than a random research on a destination and it was observed that 60% of the respondents refer to a travel Vlog as it provides experience through videos, 21% of the respondents refer to a travel Vlog as it is a source of credible information and 19% of the respondents refer to the travel Vlogs as it does not consist of many words.

**Chart 4.1.29 Important aspects in a Travel Blog and Travel Vlog**

Rate the importance of the following in a Travel Blog/ Travel Vlog



**Layout:** It was observed that 26% of the respondents found layout to be an important aspect in a travel Vlog and a travel Blog and 23% of the respondents found it to be little important.

**Interface:** It was observed that, 30% of the respondents found interface to be an important aspect in a travel Vlog and a travel Blog and 23% of the respondents found it to be a little important.

**Images:** It was observed that, 30% of the respondents found images to be an important aspect in a travel Vlog and a travel Blog and 31% of the respondents found it to be very important.

**Colour:** It was observed that, 33% of the respondents found colour to be an important aspect in a travel Vlog and a travel Blog and 23% of the respondents found it to be a little important aspect in a travel Vlog and a travel Blog and 26% of the respondents found it to be an important aspect.

**Content:** It was observed that, 33% of the respondents found content to be the most important aspect in a travel Vlog and a travel Blog and 32% of the respondents found it to be an important aspect.

#### 4. CONCLUSION

The purpose of this research was to understand the impact of travel blogs and travel vlogs on the decision making among the students of Bangalore. The study used two methods where the first method used was an online survey which had 100 respondents between the age group 16-29. The survey consisted of the people who were studying, travelled often and used travel blogs or vlogs while making travel decisions. The results of the survey showed that the majority of the population was of the age 20 and who travelled once in six months.

Blogs and vlogs were used as a source to collect travel information and travel blogs were accessed when the respondents were planning for a trip. Personal websites of the bloggers were the first platform that was reached out to while looking at a travel blog. Advertisements and travel blogs were the most reliable source on the internet to collect travel information and it was observed that travel blogs did have an impact on the students of Bangalore as they inspired them to travel and affected their decision making pattern.

When the content on the travel blogs were examined, it was found that the content on the travel blog probably satisfies the research needs of people. Content and pictures work hand in hand and collectively make the travel blog seem trustworthy. Speaking about the visual aspect, it was observed that images in a travel blog have a strong influence in altering travel decisions and supports the content of a travel blog. Amongst all the reasons why a travel blog is used, it was found out that, it is the information which is given out from an experienced source.

With the vast information present about a destination, travel blogs are referred as they are the information from people who have already experienced the place followed by the reason that it is easy to browse. Travel blogs are a source of destination marketing as it promotes a specific place, its cultures, beliefs, food and the beauty of the place. The traffic on a travel blog and the followers of the blog helps gain trust on a travel blog. Majority of the respondents of the survey did not create travel vlogs even if they viewed travel vlogs before carrying out travel decisions.

Travel Vlogs are a helpful source of information as it has a strong influence of the people while they make travel decisions and inspires the viewers to travel. Apart from all the features of a travel blog, students additionally look out for extra information about a destination as they need a full-fledged research on a place. Followers of the travel Vlog help in determining the trust which is established by the travel Vlog and like the travel blogs, the travel vlogs consist of information from people who already experience it and that builds in trust amongst the students while they carry out travel decisions.

The future of a travel blog and Vlog is growing as there are many people who have started travel blogging and Vlogging with an intention to show their followers what they do in a destination and the vast growth will help frame network and broaden the use and dependence on travel blogs and travel vlogs. With time like people shifted from images to videos, there is a high possibility that they might shift to audio files as it is handier and does not require the patience and time to watch it and can be heard anytime and anywhere.

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