

## Tourism Destination Marketing by Travel Vlogs in Nepal

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### Abstract

This study examines the tourism destination marketing by travel vlogs in Nepal. Tourist destination preference is the dependent variable. The selected independent variables are experience, hospitality, content preference, network availability and safety. The primary source of data is used to assess the opinion of respondents regarding experience, hospitality, content preference, network availability, safety and tourist destination preference. The study is based on primary data of 130 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of tourism destination marketing by travel vlogs in Nepal.

The study showed a positive impact of experience on tourist destination preference. It indicates that competitive experience enhances the preferences of tourist. Similarly, the study showed a positive impact of hospitality on tourist destination preference. It indicates that good hospitality influences tourist interest in a destination and play a key role to visit a destination. Likewise, the study showed a positive impact of content preference on tourist destination preference. It indicates that influencing tourist destination choices as it helps cater to the unique interests and needs of different travelers. Further, the study showed a positive impact of network availability on tourist destination preference. It indicates that allows tourists to share real-time experiences on social media which can influence others' travel decisions. In addition, the study showed a positive impact of safety on tourist destination preference. It indicates that safety is a paramount factor in determining tourist destination preferences, as travelers prioritize their well-being above all else.

*Keywords:* experience, hospitality, content preference, network availability, safety, tourist destination preference

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### 1. Introduction

Tourism destination marketing has evolved significantly in recent years, largely driven by the rapid development of digital platforms. One of the most influential tools in this transformation is the emergence of travel Vlogs, which have become key players in the way destinations are marketed to global audiences. Travel Vlogs are video-based platforms where content creators share their travel experiences in a personal, relatable, and often immersive manner. These vlogs not only showcase popular tourist attractions but also offer insights into local cultures, hidden gems, and authentic experiences that travelers can enjoy. The growth of social media platforms such as YouTube, Instagram, and TikTok has amplified the reach of travel vlogs, enabling destinations to connect with a diverse and international audience (Munar, 2011). Travel vlogs remain an effective and influential method for destination marketing, especially when integrated with broader tourism strategies. For example, collaboration between tourism boards and vloggers can help ensure that content is both authentic and aligned with sustainable tourism practices (Buhalis and Law, 2008).

The significance of travel vlogs in tourism destination marketing can be understood through the concept of digital storytelling. Unlike traditional forms of marketing, which often rely on scripted advertisements and commercialized imagery, travel vlogs present a more organic and relatable representation of destinations. These vlogs typically feature real-time experiences, personal narratives, and the unique perspectives of the creators, making them more engaging and trustworthy to viewers. As digital media continues to shape the way

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people engage with content, travel vlogs have proven to be effective in attracting tourists by offering an authentic and firsthand glimpse into destinations (Tussyadiah and Fesenmaier, 2017). This level of authenticity is crucial in a time when potential tourists increasingly seek more personalized and immersive experiences rather than generalized promotional content. One of the key factors contributing to the success of travel Vlogs in destination marketing is the element of trust. Research has consistently shown that consumers tend to trust peer recommendations over traditional advertising methods, especially when it comes to travel decisions (Meyer *et al.*, 2020). Travel vloggers, who often build a loyal following through their consistent content, become influential figures in the travel decision-making process. Viewers see them as relatable individuals rather than detached advertisers, which helps to foster a sense of credibility and authenticity. By providing unfiltered perspectives, travel vloggers can offer a genuine portrayal of a destination's offerings, from its cuisine and cultural landmarks to the local lifestyle and activities (Choi *et al.*, 2007).

Younger generations constitute the largest audience of travel vlogs where they seek travel inspiration (Lodha and Philip, 2019). Travel vlogs are conversational travel videos created by individual tourists (i.e., travel vloggers, mostly younger people), which are considered to be trustworthy and authentic (Wang *et al.*, 2018; and Mathisen and Prebensen, 2013). Similar to destination promotional videos, a traditional destination marketing tool utilized by Destination Marketing Organizations (DMOs) for decades, travel Vlogs reveal destination attributes such as architecture, culture, people, and natural scenery. Differently, travel Vlogs incorporate these attributes in personal travel stories. As a main component of travel Vlogs, these travel stories may play a key role in attracting tourists as they vivify the destination, provide abundant travel information, and show authentic scenes of the destination (Kavoura *et al.*, 2019). Similarly, Muller (2024) analyzed the impact of travel Vlogs on tourism decision-making, particularly through YouTube and Instagram. The study emphasized that marketers should collaborate with travel influencers to produce authentic content to build trust and boost engagement with their target audience. The effectiveness of travel vlogs in tourism destination marketing was explored, focusing on the role of social media platforms like YouTube, Facebook, and Instagram was analyzed by (Kim and Lee, 2017). The study concluded that tourism marketers should prioritize partnerships with influential travel vloggers who can reach and engage audiences on these platforms. Likewise, Verma and Gupta (2018) examined the influence of travel Vlogs on the decision-making process of young travelers. The study concluded that for marketers targeting younger audiences, it is essential to collaborate with vloggers who resonate with their values and who provide an unpolished, real-time view of destinations.

Travel vlogs contribute significantly to shaping a destination's brand image was analyzed by Singh and Deshmukh (2020). The study concluded that tourism boards and destination marketing organizations should invest in partnerships with established vloggers to enhance the visibility and attractiveness of their destinations. Similarly, Perera and Kumara (2021) analyzed the role of travel vlogs in promoting sustainable tourism practices was explored. The study concluded that travel vlogs could be a powerful tool for promoting sustainable tourism, encouraging more travelers to make environmentally conscious decisions. Likewise, Chang *et al.* (2022) examined the role of digital storytelling in tourism destination marketing through travel vlogs. The study concluded that destination marketers should adopt digital storytelling techniques and collaborate with vloggers to craft engaging narratives that resonate with audiences. López and García (2023) explored the intersection

of travel Vlogs and influencer marketing. The study concluded that the future of tourism marketing lies in influencer collaborations, where vloggers not only promote destinations but also engage in co-creating content that amplifies the destination's brand and message.

Martínez *et al.* (2023) analyzed the role of user-generated content (UGC), particularly travel vlogs in relation to tourism marketing. The study concluded that tourism marketers should encourage UGC as a strategy to build trust and credibility for their destinations and that platforms promoting travel Vlogs should be utilized to its fullest potential to drive engagement and inspire travelers. Likewise, Buhalis and Michopoulou (2011) analyzed information-enabled tourism destination marketing: Addressing the accessibility market. The study emphasized that the accessibility market is significant yet underappreciated, and destinations must leverage technology to personalize services and meet the unique needs of disabled travelers, fostering inclusion and participation while enhancing market share and revenue opportunities. Further, Hays *et al.* (2013) examined the use of social media among National Tourism Organizations. The study concluded that social media is an increasingly prominent tool for DMOs, its usage is still largely experimental, with significant variation in strategies across countries. The social media as a tool of destination marketing organization was analyzed Popesku (2014). The study emphasized the crucial role of social media in destination marketing, highlighting its potential to enhance engagement with tourists before, during, and after their trips. In addition, Alizadeh and Isa (2015) analyzed the use of social media in destination marketing: An exploratory study. The study concluded that many National Tourism Organizations (NTOs) are unaware of the full potential of social media, and those using it could improve their strategies by engaging with travelers through innovative, informative, and responsive content, while prioritizing social media platforms based on their impact and target audience. The impact of TV shows and video blogs on tourists' destination choice was assessed by Zhumadilova (2016). The study concluded that travel TV shows and video blogs significantly influence the tourist service choices of Kazakhstan's citizens, providing valuable insights for producers in the travel media industry.

Fong *et al.* (2017) analyzed the impact of tourism advertisement promotional videos on young adults. The study concluded that how to explore tourism advertisement videos, particularly those showcasing diverse cultural and natural attributes, influence young tourists' destination choices. Similarly, Rainoldi *et al.* (2018) examined how the virtual reality impacts on an innovative tool in destinations marketing. The study revealed that VR provides a faster, more interactive, and more detailed information experience compared to traditional brochures, which can enhance the destination's promotional effectiveness and assist tourists in making more informed decisions. Likewise, Peralta (2019) analyzed how vlogging promotes a destination image: A narrative analysis of popular travel vlogs about the Philippines. The result concluded that travel vlogs play a significant role in constructing and promoting destination images, with the content of the videos and viewer interactions providing valuable insights for tourism marketing strategies. The implications for leveraging customer engagement behavior to increase travel intention was analyzed by Cheng *et al.* (2020). The study suggested that factors like source credibility, inspiration, escapism, and self-congruence positively influenced CEB, which in turn increased travel intention and also helps to enhance engagement and travel intentions with their audience. Further, Chakravarty *et al.* (2021) analyzed the millennial travel vlogs: Emergence of a new form of virtual tourism in the post-pandemic era. The study concluded that the millennial travel vloggers adapted their narratives during the COVID-19 pandemic to promote virtual tourism, offering

new perspectives and opportunities for the tourism industry amidst a time of uncertainty. In addition, Al Kurdi *et al.* (2023) assessed the travel bloggers and vloggers stimulus the sustainability: An empirical evidence of digital marketing from travel and tourism industry. The study highlighted that while travel bloggers and vloggers have significant potential to promote sustainability in the travel and tourism industry through digital marketing their true impact requires careful evaluation, considering ethical concerns, audience diversity and the dynamic nature of digital platforms along with the need for long-term assessments of their influence.

In the context of Nepal, Sharma (2018) analyzed the role of travel vlogs in promoting Nepal's tourism industry. The study emphasized the need for official coordination between tourism authorities and vloggers to ensure that the promotional content aligns with national tourism campaigns and provides accurate, responsible representations. Similarly, Joshi and Shrestha (2020) examined the impact of social media influencers on Nepal's tourism destination marketing. The study stated that tourism boards to collaborate with travel vloggers to create content that enhances the credibility and attractiveness of Nepal, particularly in untapped or lesser-known destinations. Likewise, Pandey and Rana (2021) assessed the digital tourism marketing in Nepal: the effectiveness of travel vlogs in promoting adventure tourism. The study revealed that Nepal's tourism marketers could maximize the benefits of travel Vlogs by offering incentives and support for vloggers, ensuring content that promotes sustainable tourism practices. Further, Rai (2022) investigated the tourism destination branding through vlogging: A case study of Nepal's Heritage Sites. The study recommended that Nepal Tourism Board collaborate with content creators to establish consistent and authentic content that reinforces the country's cultural identity, ensuring the sustainable development of heritage tourism. In addition, Gurung and Koirala (2023) analyzed the influence of travel Vlogs on sustainable tourism practices in Nepal. The study concluded that Vlogs that emphasize environmental conservation can inspire tourists to adopt more sustainable practices which aligns with Nepal's broader tourism policies aimed at preserving its natural and cultural resources.

The above discussion shows that empirical evidence vary greatly across the studies on the tourism destination marketing by travel vlogs. Though there are above mentioned empirical evidence in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of this study is to examine the tourism destination marketing by travel vlogs in Nepal. Specifically, it examines the relationship of experience, hospitality, content preference, network availability and safety with tourist destination preference in Nepal.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

## **2. Methodological aspects**

The study is based on the primary data which were collected from 130 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on experience, hospitality, content preference, network availability,

safety and tourist destination preference. This study is based on descriptive as well as causal comparative research designs.

### *The model*

The model used in this study assumes that tourist destination preference depends upon experience, hospitality, content preference, network availability and safety. Therefore, the model takes the following form:

Tourist destination preference =  $f$  (experience, hospitality, content preference, network availability, safety)

More specifically,

$$TDP = \beta_0 + \beta_1 E + \beta_2 H + \beta_3 CP + \beta_4 NA + \beta_5 S + e$$

Where,

TDP = Tourist Destination Preference

E = Experience

H= Hospitality

CP = Content Preference

NA = Network Availability

S = Safety

Tourist destination preference was measured using a 5-point Likert scale where the individuals were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “Tourist destination preference depends on experience”, “hospitality affects the tourist destination preference” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.853$ ).

Experience was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I am more likely to visit a destination that I have seen in a travel Vlog”, “Travel vlogs help me decide which destinations to visit” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.839$ ).

Hospitality was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I watch travel Vlogs to learn about the hospitality services in different destinations”, “The quality of hospitality shown in travel Vlogs influences my interest in a destination” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.817$ ).

Content preference was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I enjoy watching travel Vlogs that focus on exploring the local culture and traditions of a destination”, “I like travel Vlogs that include information about food and local cuisine at the destination” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.820$ ).

Network availability was measured using a 5-point Likert scale where the

respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “My decision to watch travel vlogs is influenced by the availability of high-speed internet”, “I tend to watch travel Vlogs more frequently when I have easy access to a good network.” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.826$ ).

Safety was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I prefer to visit destinations that are shown to be safe in travel Vlogs”, “Travel Vlogs that highlight safety information about a destination influence my travel decisions” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ( $\alpha = 0.869$ ).

The following section describes the independent variables used in this study along with the hypothesis formulation.

### *Experience*

Experience is a key independent variable influencing tourist destination preference. Munar and Jacobsen (2014) examined the motivations for sharing tourism experiences through social media. The study revealed that a dominance of visual content, along with the relevance of altruistic and community-related motivations and motivational differences between types of content creators have significant impact on tourist destination preference. Likewise, Lim and Lee (2020) analyzed the influence of social media marketing on the tourist’s destination choice: A case study of travel Vlogs. The study concluded that the Vlogs themselves act as mediators, helping shape the tourist’s perception of a destination and influencing their preferences based on the experiences shown. Further, Jang *et al.* (2020) assessed the role of travel influencers in shaping tourists’ destination preference. The study revealed that the experiences of vloggers, often sharing detailed stories and emotions tied to destinations, directly influence the viewer’s decision-making process regarding where to visit next Vlogs. In addition, Luo *et al.* (2023) examined the impact of travel Vlog marketing: Enhancing destination preference through emotional connection. The study highlighted that the travel Vlogs often highlight the emotional benefits of travel, such as relaxation, adventure, or cultural exploration, which resonate with viewers’ past experiences or desires. Based on it, this study develops the following hypothesis:

H<sub>1</sub>: There is a positive relationship between experience and tourist destination preference.

### *Hospitality*

Hospitality in the context of tourism refers to the overall service experience, including accommodations, interactions with locals, and the comfort provided by the destination. Duffy *et al.* (2021) investigated the role of hospitality in influencing tourist destination preferences: A case study using travel Vlogs. The study revealed that in the era of travel Vlogs where tourists can observe real-life experiences of hospitality. Similarly, Hernandez and Cheng, (2022) assessed the role of hospitality services in shaping tourist destination preferences through social media and Vlogs. The study indicated that tourists often prioritize destinations that promise memorable hospitality experiences. Likewise, Goh *et al.* (2021) investigated how travel vlogs enhance emotional connection and influence destination preferences. The study found that the portrayal of high-quality hospitality, can significantly boost tourists’ preference for destinations, as it resonates with their desire for comfort and positive social

interactions during their travels. Further, Liu *et al.* (2020) examined the influence of hospitality and travel vlogs on tourist destination word-of-mouth. The study revealed that the peer-to-peer recommendation effect strengthens the impact of hospitality on destination preference, as viewers are more likely to trust the experiences shared by fellow travelers. Based on it, this study develops the following hypothesis:

H<sub>2</sub>: There is a positive relationship between hospitality and tourist destination preference.

#### *Content preference*

Chung and Koo (2021) examined the effect of travel Vlog content on the tourist destination preference and behavior. The study found that content that aligns with viewers' interests whether its adventure tourism, luxury travel, or eco-tourism directly affects their perception of a destination, making them more likely to choose it for their trips. Similarly, Zhu and Zhang (2022) assessed the vlogger credibility and its impact on destination selection: An empirical analysis of travel Vlogs. The study revealed that the credibility of the vlogger plays a critical role in how content preference translates into destination preference. Likewise, Lee *et al.* (2023) investigated the personalized travel content and its effect on tourist decision-making. The study found that the level of interaction between the viewer and the content creator (e.g., responding to comments, personalized recommendations) are found to enhance the effectiveness of travel Vlogs in shaping destination preferences. Further, Lim (2020) concluded that cultural factors play an essential role in how content preference impacts destination selection. Based on it, this study develops the following hypothesis:

H<sub>3</sub>: There is a positive relationship between content preference and tourist destination preference.

#### *Network availability*

Network availability plays a critical role in how potential tourists access travel content. A reliable internet connection allows users to watch travel Vlogs. Kim and Lee (2021) examined the impact of internet access on destination selection: A study on travel vlogs and social media. The study found that the easier it is for potential tourists to access vlogs especially in regions with limited internet infrastructure the less likely these viewers are to choose destinations based solely on Vlogs. Similarly, Liu *et al.* (2022) assessed the network availability and user engagement in travel Vlogs. The study concluded that better network availability leads to higher engagement rates. Likewise, Zhang and Xu (2023) examined the network availability and its effect on travel decision-making in the digital era. The study revealed that when tourists can easily access travel Vlogs they are more likely to use these resources to explore destination features in greater detail, impacting their preference for specific locations. Further, Yoo and Kim (2021) investigated the social media's role in shaping tourist destination preferences: A study of travel vloggers and their followers. The study revealed that strong online communities influence destination choices, particularly in the context of travel Vlogs, as social interaction increases trust and perceived reliability. Based on it, this study develops the following hypothesis:

H<sub>4</sub>: There is a positive relationship between network availability and tourist destination preference.

#### *Safety*

Safety concerns can significantly influence how potential travelers perceive a



destination, and travel Vlogs often play a role in either alleviating or exacerbating these concerns. Kim *et al.* (2022) examined the safety perceptions and destination choice: the role of travel Vlogs in influencing tourist decisions. The study concluded that travelers often prioritize destinations where they feel secure, including factors like low crime rates, political stability and the absence of natural disasters. Similarly, Liu and Lee (2021) investigated the travel Vlogs and safety perceptions: Influences on tourist destination preference. The study highlighted that vloggers often provide a personal, first-hand account of a destination, including their experiences with safety. Likewise, Koo *et al.* (2021) analyzed the impact of safety concerns on travel decisions during global health crises. The study revealed that during global crises such as the COVID-19 pandemic, safety became an even more prominent factor in destination choices. Based on it, this study develops the following hypothesis:

H<sub>5</sub>: There is a positive relationship between safety and tourist destination preference.

### 3. Results and discussion

#### *Correlation analysis*

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

**Table 1**

#### **Kendall's Tau correlation coefficients matrix**

This table presents Kendall's Tau coefficients between dependent variable and independent variables. The correlation coefficients are based on 130 observations. The dependent variable is TDP (Tourist destination preference). The independent variables are E (Experience), H (Hospitality), CP (Content preference), NA (Network availability) and S (Safety).

| Variable | Mean  | S.D.  | TDP     | E       | H       | CP      | NA      | S |
|----------|-------|-------|---------|---------|---------|---------|---------|---|
| TDP      | 4.022 | 0.728 | 1       |         |         |         |         |   |
| E        | 3.823 | 0.806 | 0.515** | 1       |         |         |         |   |
| H        | 3.974 | 0.677 | 0.509** | 0.594** | 1       |         |         |   |
| CP       | 4.078 | 0.635 | 0.546** | 0.558** | 0.626** | 1       |         |   |
| NA       | 4.042 | 0.649 | 0.570** | 0.492** | 0.517** | 0.548** | 1       |   |
| S        | 4.015 | 0.73  | 0.600** | 0.532** | 0.604** | 0.585** | 0.584** | 1 |

Notes: The asterisk signs (\*\*) and (\*) indicate that the result are significant at one percent and five percent levels respectively.

Table 2.1 shows the Kendall's Tau correlation coefficients of dependent and independent variables. The study shows that experience is positively correlated to tourist destination preference. It indicates that competitive experience enhances the preferences of tourist. Similarly, hospitality is positively correlated to tourist destination preference. It indicates that good hospitality influences tourist interest in a destination and play a key role to visit a destination. Likewise, content preference is positively correlated to tourist destination preference. It indicates that influencing tourist destination choices as it helps cater to the unique interests and needs of different travelers. Further, network availability is positively correlated to tourist destination preference. It indicates that allows tourists to share real-time experiences on social media which can influence others' travel decisions. In addition, safety is positively correlated to tourist destination preference. It indicates that safety is a paramount



factor in determining tourist destination preferences, as travelers prioritize their well-being above all else.

### Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of experience, hospitality, content preference, network availability and safety on tourist destination preference in Nepal.

Table 2

### Estimated regression results of experience, hospitality, content preference, network availability and safety on tourist destination preference

The results are based on 130 observations using linear regression model. The model is  $TDP = \beta_0 + \beta_1 E + \beta_2 H + \beta_3 CP + \beta_4 NA + \beta_5 S + e$  where the dependent variable is TDP (Tourist destination preference). The independent variables are E (Experience), H (Hospitality), CP (Content preference), NA (Network availability) and S (Safety).

| Models | Intercepts         | Regression coefficients of |                    |                    |                     |                     | Adj. R <sub>bar</sub> <sup>2</sup> | SEE   | F- Value |
|--------|--------------------|----------------------------|--------------------|--------------------|---------------------|---------------------|------------------------------------|-------|----------|
|        |                    | E                          | H                  | CP                 | NA                  | S                   |                                    |       |          |
| 1      | 1.813<br>(7.591)** | 0.573<br>(9.277)**         |                    |                    |                     |                     | 0.397                              | 65    | 86.065   |
| 2      | 1.354<br>(4.522)** |                            | 0.671<br>(9.041)** |                    |                     |                     | 0.385                              | 0.571 | 81.732   |
| 3      | 1.025<br>(3.187)** |                            |                    | 0.735<br>(9.432)** |                     |                     | 0.405                              | 0.562 | 88.966   |
| 4      | 0.882<br>(3.012)** |                            |                    |                    | 0.777<br>(10.863)** |                     | 0.476                              | 0.527 | 117.995  |
| 5      | 0.984<br>(4.191)** |                            |                    |                    |                     | 0.756<br>(13.144)** | 0.571                              | 0.477 | 172.754  |
| 6      | 1.209<br>(4.244)** | 0.346<br>(4.083)**         | 0.375<br>(3.710)** |                    |                     |                     | 0.452                              | 0.539 | 54.207   |
| 7      | 0.797<br>(2.604)** | 0.287<br>(3.405)**         | 0.166<br>(1.395)   | 0.36<br>(3.092)**  |                     |                     | 0.487                              | 0.523 | 41.76    |
| 8      | 0.269<br>(0.899)   | 0.216<br>(2.753)**         | 0.088<br>(0.085)   | 0.187<br>(1.670)   | 0.449<br>(5.075)**  |                     | 0.571                              | 0.477 | 43.914   |
| 9      | 0.258<br>(0.931)   | 0.154<br>(2.083)*          | 0.290<br>(0.272)   | 0.137<br>(1.314)   | 0.261<br>(2.849)**  | 0.418<br>(4.649)**  | 0.632                              | 0.442 | 45.248   |

Notes:

- Figures in parenthesis are t-values.
- The asterisk signs (\*\*) and (\*) indicate that the results are significant at one percent and five percent level respectively.
- Tourist destination preference is the dependent variable.

Table 2 shows that the beta coefficients for experience are positive with tourist destination preference. It indicates that experience has a positive impact on tourist destination preference. This finding is similar to the findings of Munar and Jacobsen (2014). Likewise, the beta coefficients for hospitality are positive with tourist destination preference. It indicates that hospitality has a positive impact on tourist destination preference. This finding is consistent with the findings of Duffy *et al.* (2021). In addition, the beta coefficients for content preference are positive with tourist destination preference. It indicates that content preference has a positive impact on tourist destination preference. This result is consistent with the findings of Chung and Koo (2021). Further, the beta coefficients for network availability are positive with tourist destination preference. It indicates that network availability has a

positive impact on tourist destination preference. This finding is consistent with the findings of Zhang and Xu (2023). Moreover, the beta coefficients for safety are positive with tourist destination preference. It indicates that safety has a positive impact on tourist destination preference. This finding is similar to the findings of Kim *et al.* (2022).

#### 4. Summary and conclusion

Tourism destination marketing through travel Vlogs plays a significant role in influencing tourists' destination preferences. Several factors impact how Vlogs affect travelers' decisions, including the quality of the experience, the level of hospitality, content preferences, network availability, and perceptions of safety. A positive and engaging travel Vlog can greatly enhance a potential tourist's preference for a particular destination. When travelers feel immersed in authentic experiences and are shown the hospitality of the destination, they are more likely to develop an interest in visiting. Content that aligns with a viewer's interests and preferences further strengthens the appeal of a destination. Additionally, easy access to reliable network connectivity and a sense of safety are crucial in shaping the final decision. Together, these elements contribute to a travel Vlog's effectiveness in promoting a destination and influencing tourist behavior.

This study attempts to examine the tourism destination marketing by travel vlogs in Nepal. The study is based on primary data of 130 respondents.

The major conclusion of the study is that experience, hospitality, content preference, network availability and safety have positive impact on tourist destination preference. The study also concludes that safety followed by network availability and content preference are the most influencing factors that influence the tourist destination preferences in Nepal.

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