



**Algerian tourism through the travel vlogs
Analysis study of Nour Brahimi's travel vlogs**

السياحة الجزائرية من خلال مدونات السفر
دراسة تحليلية لعينة من مدونات السفر لنور براهيمي

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Received: 04/10/2021

Accepted: 09/03/2022

Published: 30/06/2022

DOI : 10.53284/2120-009-002-041

Abstract:

The field of tourism in Algeria has developed, especially with the technological development that resulted in social media, which was used to promote the tourist areas in Algeria. Perhaps the most prominent form of this promotion is the emergence of travel vlogs, which are often photographed by young people who love travel and tourism.

Nour Brahimi, an Algerian young girl, dedicated her YouTube channel in order to photograph Algerian cities and introduce their most important tourist attractions. Through this research paper, we will try to reveal the extent of the ability of this type of promotion in revealing the Algerian tourist places to viewers.

Keywords:Tourism, Algerian tourism, Social media, YouTube ,Travel vlogs.

المخلص:

يعرف مجال السياحة في الجزائر تطورا خاصة مع التطور التكنولوجي الذي نتج عنه الميديا الاجتماعية والتي تم استغلالها للترويج للمناطق السياحية في الجزائر، لعل أبرز أشكال هذا الترويج هو ظهور مدونات السفر التي غالبا ما يتم تصويرها من طرف شباب محب للسفر والسياحة.

نور براهيمي شابة جزائرية خصصت قناتها على اليوتيوب من أجل تصوير المدن الجزائرية والتعريف بأهم معالمها السياحية ومن خلال هذه الورقة البحثية سنحاول الكشف عن مدى قدرة هذا النوع من الترويج في الكشف عن الأماكن السياحية الجزائرية للمشاهد.

الكلمات المفتاحية: السياحة، السياحة الجزائرية، مواقع التواصل الاجتماعي، يوتيوب، مدونات السفر.

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1. INTRODUCTION

Nowadays millions of people around the world use social media in their lives for many reasons as working, learning or entertainment, social media have become necessary for them, when we say social media, they include different platforms as Facebook, Twitter, Instagram and YouTube.

Social media tools make life easier, people now live surrounded by information that they can access instantaneously at anytime, with a click or a flick of finger, furthermore, they can "like", "share" and "comment" on others people content or posts.

"WE ARE SOCIAL" on its website on January 2020, set YouTube as the highest choice of platforms social media used and dominated by the millennial generation. As well as 79% of social media users looking for and watching content vlogs (Arjuna, 2020). Vlogs are similar to blogs, but they are in a video format mainly in YouTube where people film their daily activities or their adventures, and even their vacations and different places they visited.

There is a strong relation between vlog and tourism, the existence of vlog with tourism themes make it possible to be one of the ways to promote local culture of a place since YouTube is used by the majority of the world population so tourists search information before traveling and plan their vacations using internet specially YouTube to see others' experiences and opinions, to have a general idea about the place they want to visit, and here it comes the role of vloggers to propose a good content with the right information and show all details needed by the viewers as transportation, food, hotels and tourist attractions.

As one of the largest industries in the world, Tourism accounts for roughly 05% of the global gross domestic product (Senyana Stone, 2014,p1). Economically, the tourism sector is of growing importance to many countries. Tourism experiencing continued growth deepening and diversification is one of the fastest growing economic sectors in the world. Loosely linked to development it encompasses a modern tourism is growing number of new destinations. These dynamics have turned tourism into a key driver for socio-economic progress (UNWTO, 2014) that's why many countries among which is Algeria are trying to develop and motivate the tourism sector, vlogs are the best way to promote tourism especially if it comes from locals because they know more details than others, and if the vlog is multilingual that helps the vlog to be seen and understood by foreigners.

In this paper the researcher is trying to answer the main question:

- What is the role of travel vlogs in promoting Algerian tourism through Nour Brahimi's travel vlogs?

Applying a semiotic analysis on Nour Brahimi's travel vlogs, we will try to answer these sub-questions:

- What are the Algerian touristic places that Nour Brahimi's travel vlogs focused on?



- **What are the necessities of tourism in Algeria that Nour Brahimi's travel vlogs touched on?**

- **How did Nour Brahimi presents the various tourist places in Algeria?**

1-1 The aim of the study:

This study aims to:

- Reveal what kind of Algerian tourist places that Nour Brahimi's travel vlogs focused on.
- Expose the necessities of tourism in Algeria that Nour Brahimi's travel vlogs touched on.
- Detect how Nour Brahimi presents the various touristic places in Algeria.

1-2- The importance of the study:

The importance of this study appears from the importance of the topic itself because it is related to a new phenomenon in the world of social media called the travel vlog which is widely spread into YouTube platform, on the one hand, and on the other hand, the link of the topic of the vlog to a sensitive sector which is tourism, especially in Algeria so we will try to learn how to promote Algerian tourism using the travel vlogs.

2. Methods:

2-1- Research method

The researcher believes that semiological analysis is the best approach to answer the aforementioned questions because this approach provides an area for analyzing the image in deep way, considering that vlog is a short film, and this calls for analyzing the images and scenes in order to better understand the messages in it.

In accordance with the Barthesian semiotic approach, elements and objects of all life styles can be recognized as a product of certain total structure, as appearances a systemic organization. Furthermore, each bears a connotation beyond its denotative meaning with regard to the fact that each element or object is an integral part of that system.

Semiology as a method of analysis is generally applied in the fields of media and cultural studies (Onur Kûkûrt, 2016,2168).

2-2- Selected data for the analysis:

In order to create a list for analysis some criteria were needed. The object of the study was: vlogs that promote Algeria cities in English language; the search for vlogs was made on Nour Brahimi's YouTube channel because she speaks English in her travel vlogs so we have got 03 vlogs, their details in the table below:

**Table (01): The sample of the study**

N°	Title	Date	Duration	Views	Like	Dislike	Comments
01	Algeria: Ghardaia	08/04/2019	08.40	101 473	3.6 k	112	964
02	Constantine: Algeria Constantine surprised me	29/04/2019	14.32	197 324	9.7 k	208	1389
03	Tizi ouzou Algeria	07/07/2019	16.29	287 613	10 k	249	1499

Source: The author,2021

We will apply on these vlogs Rolan Barthes's semiological method.

2-3- Nour Brahimi's YouTube channel:

2-3-1- Nour Brahimi:

An Algerian girl, she is 27 years old, she lives in Blida, she loves traveling, she visited many countries such Malaysia, Indonesia, France, Jordan, Italy,..

She was selected as the presenter of Algeria in the event "Leader Africa" by Obama foundation in 2019 in South Africa, and she participated as a speaker in WITS Woman in Travel Summit in 2019 in Latvia.

She is known as a travel lover, she loves photography and vlogging her trips and adventures and she often speaks English in her videos.

2-3-2- Nour Brahimi's channel:

Nour's YouTube channel was launched in 20/09/2014 and now it has more than 201 000 followers with more than 05.8 million views for 117 videos divided to 12 playlists like below:

- 1- **Nour Brahimi in Arabic:** 12 videos
- 2- **Tips:** 22 videos
- 3- **Challenges:** 10 videos
- 4- **What to watch next:** 09 videos
- 5- **Algeria:** 11 videos
- 6- **Vlogs:** 26 videos
- 7- **Europe:** 08 videos
- 8- **Street food from around the world:** 05 videos
- 9- **Asia:** 05 videos
- 10- **Malaysia:** 03 videos
- 11- **Lebanon:** 05 videos
- 12- **Stars with no limits:** 01 video



3. The Theoretical Side:

The most important variables of this study will be covered, which are:

3-1- Social Media:

Social media sites support the concept of creating personal relationships as well as business contact in order to break boundaries and allow the messages to dissipate rapidly around the globe. Most social media services encourage discussion, feedback, voting, comments, and the sharing of information by all interested parties. Twitter, Facebook, Wiki, Instagram, LinkedIn, Blogs and YouTube are examples of what is termed "social media".

Advances in mobile technology have made social media more accessible, allowing it to become a part of people's daily lives and routines. In a general sense, social media is now the normal way for the new generation of consumers to search and share information while reviewing and experiencing with others (Al-Badi, Tarhini, & Al Sawaei, 2017, p85).

According to Kaplan and Haenlein there are different types of social media and these can be categorized into social networking sites, blogs and microblogs, content community sites, collaborative projects, virtual worlds and sites dedicated for feedback (Kaplan & Haenlein, 2010, 61).

It is clear that social media have become essential in people's daily life but in this study the researcher will focus on YouTube, in the following the researcher will go more into it.

3-2- YouTube:

YouTube is a tool of social media; it was founded in 2005 by Chad Hurley, Steve Chen and Jawed Karim who named it "YouTube.com", now it's the world's most popular online video site, with users watching 04 billion hours worth of a video each month, and uploading 72 hours worth of video every minute.

Through the YouTube platform, people started to create a video-sharing website on which users could upload, share and view videos (Aias, Abd Razak, El Hadad, & Mat Noh, 2013), often YouTube bloggers or, a youtuber, as a content producer is playing a major role in driving the popularity of certain kind of videos and topics mentioned in the video. Bloggers have created a new niche in the modern media environment that allows maintaining relationships between producers, users and content. Video bloggers are mostly great experts of YouTube communicative ecology.

Nowadays bloggers have turned into opinion makers, role models and advisors for their viewers. By sharing their personal experiences, they are often considered by audiences' experts in specific fields (Jean & Joshua, 2009).



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

The quality of video mostly depends on producer's ability to imitate professional production and to convince viewers that they deal with excellent video product. All in all, youtuber amateur videos are in the process of transformation from superficial content to a genre that is able to create new relation between audiences, viewers and brands and thus to change our position as viewers and consumers (Strangelove, 2010,158) .

The content of videos on YouTube varies from one content maker to another this also applies to the quality of photography, and the vlog still has advantages to disguise it from the rest of the other content, The vlog will be covered in more detail in the following.

3-3- Travel vlogs:

Vlogging has steadily become a more popular activity, as described by Snelson, perhaps most prominently uploaded on the dominant video hosting website YouTube. Vlogs are derived from its relative the blog (web logs), described by Dudeney as:" A typical blog would appear as a simple webpage composed of a collection of small articles, with additional links". A plethora of topics and contexts are discussed, usually short, presented by one individual as a monologue, often in the vlogger's residence. There are also more unorthodox variations, like mobile vlogging as they commute, or go about their daily life (Snelson, 2015,322).

So video blogging or vlogging is a form of blogging activities using the medium of the video above the use of the text or audio as a major media source, using a variety of devices such as camera phones, digital cameras that is equipped with a microphone is a capital that is easy to do video blogging activity.

Around 2016 a new phenomenon appeared named Travel Vlogger, these are travelers who share their experiences in a video format, mostly on YouTube. Whereas their motive for sharing content might be out of self-interest, in reality they promote the destination they are in, drawing attentions to new potential destinations for the viewer.

The tourist experience is based on four core motivation: the emotional experience, meaning to gather emotional impressions the informative experience, improving skills and the transformation experience, changing the traveler's mindset. These four phenomena are supposed to appear in every experience although the varying degrees (Aho, 2001,35) and should be shown through the travel vlog to give a general idea about the place to the viewers.



Therefore, the video became a rich source for viewers to choose the next tourist destination.

3-4- Travel vlogs as a tool for tourism:

The United Nations World Tourism Organization (UNWTO) defines a visitor, to distinguish him/ her from a tourist as a person travelling to a place away from his/her usual environment for a period of less than one year and whose main propose is not to undertake a remunerated activity from the place of visit.

So, it's very important to show to people what a place has to offer, because it's a way to create a mental voyage, generating visit intent. There's a crescent competitively on tourism, therefore touristic destinations must be online, since the Internet is used by the majority of the world population. Tourists search information before traveling and plan their vacations using the Internet. Communication is a very important factor of every city marketing. The way a destination is communicated can create visit intent of create repulse for it (Eulalia & Teixeira, 2017,465).

Vlogs are the easiest tool to collect information of any destination from the tourists, and with the development that we are getting much more professional regarding the content or filming method.

To conclude we can say that either way, travel blogs have opened up new avenues for travel stories and this phenomenon deserves special attention. They offer a new way of sharing tourism experiences with an international audience.

Travel vlogs express visitor experiences in a specific destination, and give the increasing number of internet users, digital communications or virtual word-of-mouth will inevitably become more preferred as information source. For this reason, tourism marketers need to understand blogs as a new technological phenomenon that has important implications for marketing and promoting a destination (El Boukhari & Sair, 2017,193,194).

From this, we conclude that there is a strong relationship between the vlog and tourism promotion in general.

4. Results and discussion:

After the researcher selected the videos related to the topic of the study from the vlogs and the application of the semiotic analysis phases, the following results were reached:

4-1- Partial results of the semiotic analysis for Ghardaia's travel vlog:

4-1-1- Analysis for Ghardaia's travel vlog:

The vlog begins by showing Nour's preparations for her new trip to Ghardaia as preparing her bag and food.

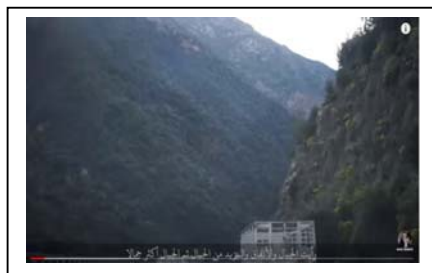


Photogram N°01



Photogram N°02

Nour also photographed some of the mountain scenery that she encountered on the way this is what the following photograms show:



Photogram N°03



Photogram N°04

In a new shot, Nour explained that she had missed the right stop that she was supposed to wait in and although she was standing in an empty place, she confirmed that she felt safe.



Photogram N°05



Photogram N°06

Nour focused her photography in Ghardaia on small villages such as "Bni Yezgan" and "Tfilaite" where she showed the beauty of this village and its historical background.



Photogram N°07

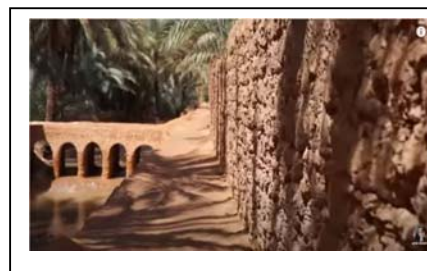


Photogram N°08

Nour showed the green side of Ghardaia by visiting the forest and Eco Park, and she had a variety of shooting angles between large and close ones.



Photogram N°09



Photogram N°10

For the cultural aspect of the city of Ghardaia, Nour showed it by photographing some traditional decorations such as "the carpet", as well as the traditional "Tarkewayte" drink, in addition to the popular market where they sell different traditional stuff as it shows in the follow photograms:



Photogram N°11



Photogram N°12



Photogram N°13



Photogram N°14



4-1-2- Partial results:

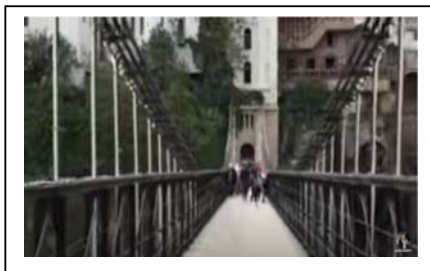
After applying the semiotic analysis phases on Ghardaia's travel vlog, we got the following partial results:

- Nour in her vlog **didn't focus on down town** as much she did with **small villages** of Ghardaia, for example: she showed details of "Bni Yezgan" village which is considered as a UNESCO heritage, she showed the old buildings and roads; from time to time she gave some historical background.
- She focused on showing **the green side of this city** by visiting the "Eco Park" and "The forest".
- She talked about **traditional decor** in "Tissefri" and "Ghardaia souk" where you can buy some souvenirs.
- Concerning food, in this vlog **Nour didn't talk enough about food**, she just spoke about a traditional drink called "Tarkewayte".
- **Sahrawi music** was used as a background during the vlog.
- Nour in this travel vlog used **English with translation to Arabic**.
- The type of shots used in Ghardaia's vlog were **close-up and general shots**.

4-2- Partial results of the semiotic analysis for Constantine's travel vlog:

4-2-1- Analysis for Constantine's travel vlog:

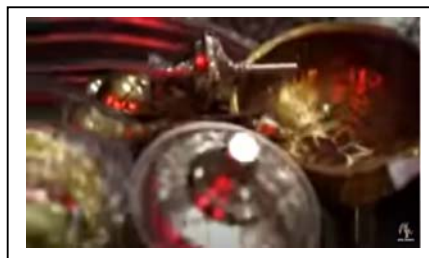
Nour started this video by filming the most important tourist attractions in Constantine such as the suspension bridges and the "Bey Palace" in addition the traditional utensils all this with a background music represented by Malouf music which attracts the viewers to continue watching to discover this city.



Photogram N°15



Photogram N°16



Photogram N°17



In new shots, Nour showed the beauty of the way by filming mountains and roads and she provided a set of tips for the cheapest way to travel to Constantine which is by train.

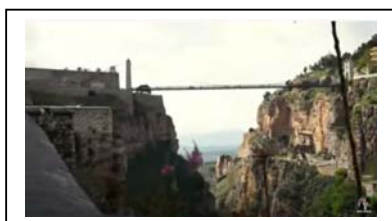


Photogram N°18



Photogram N°19

Nour visited many tourist places in Constantine, including the suspension bridges, the Bey Palace and Emir Abdelkader mosque, Monument to The Dead and tried to provide a historical background for each place she showed the beauty of these places by relying on wide shots at other times, close shots to show some details.



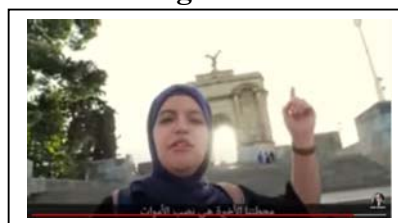
Photogram N°20



Photogram N°21



Photogram N°22



Photogram N°23

Nour did not neglect the cultural aspect of the city of Constantine, so she visited Swika, where the traditional copper pots were photographed, she visited the National Theater then an association interested in Malouf music, she even visited the spring market and she talked about Rose distillation process all that to show how much this city is rich and any visitor can enjoy the different places of Constantine.



Photogram N°24



Photogram N°25



Photogram N°26



Photogram N°27

In this travel vlog there were many shots where Nour referred to the traditional dishes of the city of Constantine, the most important of them are the Shakhshokha and the Soup, in addition to the Jouzia sweets.



Photogram N°28



Photogram N°29

4-2-2- Partial results:

After applying the semiotic analysis phases on Constantine's travel vlog, we got the following partial results:

- The places that Nour focused on were **the ancient ones** as: "Bey Palace" and "Swika" the small market and "Bridges", " Emir Abdelkader mosque", and "Monument to The Dead", and she even visited "National Theatre" and she filmed "The Spring Market".

- Nour also spoke extensively about "**Malouf music**" and "traditional copper utensils" and she tried to show the cultural side of Constantine.



- Concerning food, Nour didn't expand much in that topic, she showed when she tasted the most famous traditional sweet in Constantine called "**Djouzia**" then she filmed her traditional lunch but she didn't mention the name of each plate.
- **Malouf music** was used as a background during the vlog and that matches the content of the vlog.
- Nour in this vlog used **English with Arabic translation**.
- Nour used much the **close-up shots** to show the beauty of some details as the architecture of the "Bey Palace" and she used the **general shots** to show the city and the bridges.

4-3- Partial results of the semiotic analysis for Tizi ouzou's travel vlog:

4-3-1- Analysis for Tizi ouzou's travel vlog:

The launch of this vlog was through the inclusion of some very short clips that express the most important tourist attractions in Tizi Ouzou and the most famous of its traditional dishes. As a tip, Nour wanted to summarize through it what will come in detail later.



Photogram N°30



Photogram N°31

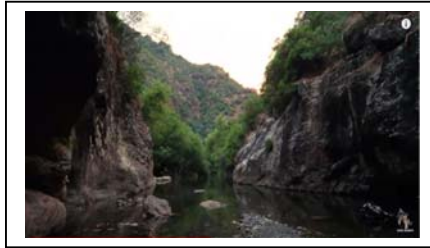
The first place Nour visited was the village of "Ath Yenni" which is known for silver traditional jewelry but she did not show that she just showed the beauty of the nature there, Nour documented her journey to this village when she and her friend found their selves in a nowhere so she tried for the first time the hitch-hiking to go to "Ath Yenni" and it was a special and safe experience as she said then she visited the "Assif" River where the view was magical for her.



Photogram N°32



Photogram N°33



Photogram N°34



Photogram N°35

What I have noticed in this vlog that Nour did not just suggest touristic areas but she gave many advices to anyone who wants to visit Tizi ousou for example, she offered hostel which it is called "Thaltat" where the visitor can take breakfast and lunch in a traditional decoration such as "zarbiya", "Sniy" and "Mahress", in addition that place has a nice view and it is so calm, Nour said "till you can practice Yoga".



Photogram N°36



Photogram N°37

When she visited the "Assif" river she advised the viewers to bring the swimming suit to enjoy the river and she asked people not to let their garbage there to keep the place clean.



Photogram N°38



Photogram N°39

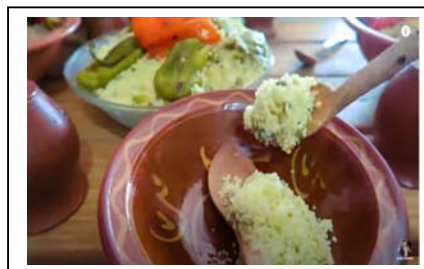
In this vlog Nour talked about the food as she did with her others vlogs, because traditional food is an important thing to be discovered as each region has its own traditional



dishes and Tizi ousou is known by "Thamgfoult" which it is "Couscous" with vegetables cooked by olive oil and Nour mentioned that each area in Algeria has its own way how to cook Couscous so she proposed to seize the occasion each time to try new kind of Couscous.



Photogram N°40



Photogram N°41

4-3-2- Partial results:

After applying the semiotic analysis phases on Tizi ousou's travel vlog, we got the following partial results:

- In this travel vlog Nour focused on **nature**, she tried to show the beauty of Tizi ousou, she filmed the mountains, the trees and "Assif" river, she didn't go to the down town, she visited small villages as "Ath Yenni" which is known by silver **traditional jewelry**.
- Nour showed **the hostel** that she stayed in during her journey in Tizi ousou which is called "Thaltat" where she filmed its **traditional decoration** as "Sniy", "Tadjine" and "Mehress".
- She shared her 1st experience with "Hitch-hiking" and she talked about the **kindness of the locals** there.
- Concerning the food, she talked about the **traditional food** of this region like "The Traditional Bread" and "Couscous with vegetables and Lben".
- In the end of the vlog, Nour used a **Kabylie song** as background.
- She used **English in most of her vlog with translation to Arabic**.
- Nour used too much the **close-up shots** to show the food and **general shots** to show the mountains and the nature of Tizi ousou in general.

4-4- General results of the semiotic analysis:

After the semiotic analysis conducted by the researcher of the vlogs the sample of the study, the researcher reached a set of partial results for each vlog separately, and in the following the general results will be presented according to the sub-questions from which this study was started:

- The first sub-question:

- ✓ **What are the Algerian tourist places that Nour Brahimi's travel vlogs focused on?**

After the semiotic analysis of the study sample, this consisted of three vlogs:

- **Algeria: Ghardaia**
- **Constantine: Algeria Constantine surprised me**
- **Tizi ousou Algeria**



The researcher noticed that Nour on her YouTube channel filmed three vlogs from **different regions** in Algeria: Ghardaia in the south, Constantine in the east and Tizi ousou in the north. She focused on highlighting the beauty of the nature of each region and how it differs from one state to another, for example Tizi ousou's nature is completely different from Ghardaia's nature.

In every city, Nour tried to show its **archaeological places** and **suggest tourist destinations** for the viewers, for example: in Constantine she indicated "Bey Palace" and "Monument to dead", and in Tizi ousou she suggested to visit "Ath Yenni" village and "Assif" river, in Ghardaia she indicated the two villages "Bni Yezgan" and " Tafellete".

- The second sub-question:

✓ **What are the necessities of tourism in Algeria that Nour Brahimi's travel vlogs touched on?**

Tourist necessities can be divided into the followings categories:

- Transportation:

It is noticed from the results of the semiotic analysis that Nour didn't provide the necessary information regarding transportation to the cities she visited although she tried to mention that using the train us better than taxi but she didn't how much its costs.

- Hotels and Hostels:

Since Nour was being hosted by the locals in every city she visited, therefore she had no experience in hotels and therefore she didn't provide any prices in regards to that, nor did she provide information about the people who had hosted her.

- Food:

Nour tried to show the nature of food in each city, so she indicated the traditional sweet "Djouzia" and "Chakhchoukha" in Constantine, "Couscous with vegetables" with "Lben" in Tizi ousou, and the traditional drink "Takreweyete" in Ghardaia, but it is still not enough, because Nour didn't show how these dishes were prepared.

- Tourist Attractions:

Nour suggested many tourist places as "The National theatre" and small market "Swika" to buy traditional copper utensils and "Mosque of the Prince Amir Abdelkader" in Constantine, in Tizi ousou she suggested the village "Ath Ni" and "Assif" river and in Ghardaia she suggested "Ghardaia Souk" and "Eco Park", she tried to present different touristic places to visit.

- The third sub-question:



✓ How did Nour Brahimi present the various touristic places in Algeria?

Nour expressed the various tourist places in Algeria in different ways as:

- Through the Music:

Nour tried to employ local music for each region, she used "Malouf Music" in Constantines's vlog, and "Kabylie song" in Tizi ousou's vlog and finally "Sahrawi music" in Ghardaia's vlog, this indicates the cultural diversity that characterizes Algeria.

- Through the Language used:

Nour used English with Arabic subtitles at the bottom of the screen when she defines and explains details of each place, and this helps to spread the vlog and to be seen by foreigners.

- Through the Photography:

To show the beauty of the places where Nour has been, she adopted too much close-up shots to show details as the details of food, and general shots to highlight the beauty of the mountains.

Through the general results of this study, we find that Nour tried to present a positive image of Algeria by photographing the beauty of the places she visited and by delving into their details as much as possible all that by using English language, but it remains insufficient.

- Through the Narrating:

Nour tried every time she was in a place give a brief historical background about it as she did in Constantine "Bey palace", "Mosque El Amir Abdelkader", in Ghardaia "Eco park" and in Tizi ousou "Ath Yenni".

5. Conclusion:

The use of travel vlogs to promote Algerian tourism is considered a new phenomenon in Algeria. Nour was distinguished by her use of the English language with translation in order to ensure the spread of the vlog as much as possible.

In general Nour was able to present a positive image about Algeria even if her vlogs were known lack of some basic information but she could promote the Algerian tourism via Music, the Language used method of the photography and the Narrating, so we can say that travel vlogs have an important role in promoting Algerian tourism if they used in the right way.

The travel vlogs is a huge topic, so through this research paper, we call researchers to make deeper researches that have relationship with travel vlogs and tourism.

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