

PROGRAM BOOK

1ST RESEARCH COLLOQUIUM ON TOURISM & HOSPITALITY

DEC 17, 2019

STUDIO 4 KULLIYAH OF
LANGUAGES & MANAGEMENT

ORGANISED BY
DEPARTMENT OF TOURISM
KULLIYAH OF LANGUAGES & MANAGEMENT
INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA, PAGOH EDU HUB

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COMMITTEE MEMBERS

THE IMPACT OF TRAVEL BLOG AND VLOG ON TRAVEL DECISION MAKING AMONG UNIVERSITY STUDENTS

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Abstract

The young travellers' segment is a developing market for today's travel and hospitality industry. They are attracted in the advancement of technology specifically the students. The presence of varieties online sources regarding travel destinations has been more practical to search for the travel information especially travels blog and vlog. However, with the varieties of online sources, it is difficult to identify does the information provided can be trusted or not. The decision to travel can be changed in a minute and can be affected by many factors. As a result, this research focuses on the travel blog and vlog as an online source that can influence student travel decisions. It aims to study the aspects and trustworthiness of travel blog and vlog that can affect their travel decision making process. This research was carried out by conducting a survey around 46 respondents among university students in Malaysia and pearson correlation coefficient and multiple regression analysis in SPSS. Hence, this research will be significantly helpful for marketers in developing marketing strategies in order to provide a better tourism experience and attract more tourists to the destination.

Keywords: Young traveller, Online Source, Travel Blog, Travel Vlog, Travel Decision Making