

## Travel Vloggers' Use of social media and its Impact on Egyptian Youth's Travel Decision

استخدام المؤثرين في مجال السياحة لمواقع التواصل  
وعلاقتها بقرارات السفر للشباب المصري

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### Abstract

Social media has become an important source of travel information. Travel vlogs that are posted on them provide Egyptian youth with online destination images, opinions, and reviews. A live trip creates a lifelike experience that invites people to visit an area.

The purpose of this study is to investigate how Egyptian youth are influenced by travel vlogs, which are uploaded on social media to choose Egyptian travel.

destinations. The research is based on a questionnaire to determine the degree of influence on Egyptian youth and analysis different pages of travel vloggers from

different platforms. The study focuses on online surveys through Google Forms. It has 129 respondents between the ages of 16 and 24 .It consists of those who travel often, and use travel vlogs when they make travel decisions.

The results indicate that Egyptian youth tend to be influenced by travel vloggers as a result of the positive impact on viewer destination perceptions as well as the credible information and the honest review.

**Keywords: Travel Vlogs, Egyptian Youth, Travel Decision.**

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## ملخص:

أصبحت وسائل التواصل الاجتماعي مصدراً مهماً لمعلومات السفر، حيث توفر مدونات الفيديو الخاصة بالسفر التي يتم نشرها عبر مختلف صفحات التواصل الاجتماعي للشباب المصري صوراً وآراء ومراجعات للمناطق السياحية وذلك تخلق الرحلة الحية تجربة نابضة بالحياة تدعو الناس لزيارة منطقة ما. الغرض من هذه الدراسة هو التحقيق في كيفية تأثر الشباب المصري بمدونات الفيديو الخاصة بالسفر، والتي يتم تحميلها على وسائل التواصل الاجتماعي لاختيار وجهات سفر مصرية؛ واعتمد البحث على استبيان لتحديد درجة التأثير على الشباب المصري وتحليل صفحات مختلفة لمدوني الفيديو للسفر من منصات مختلفة؛ وتركز الدراسة على استطلاع الرأي من خلال google form حيث تم استجابة 129 من الشباب المصري التي تتراوح أعمارهم بين 16 و24 عاماً وهو يتألف من أولئك الذين يسافرون كثيراً، ويستخدمون مدونات الفيديو الخاصة بالسفر عند اتخاذ قرارات السفر. وتشير النتائج إلى أن الشباب المصري يميل إلى التأثر بمدوني الفيديو في مجال السفر نتيجة التأثير الإيجابي على تصورات وجهة المشاهد وكذلك المعلومات الموثوقة.

الكلمات المفتاحية: مدونات السفر؛ الشباب المصري؛ قرار السفر.

## **Introduction:**

At the beginning of the 21st century, global tourism has become one of the world's most important economic activities. In Egypt, tourism is considered one of the major sources of national income. And it is one of the most popular touristic destinations in the world, because it has different sites like religious, culture, and medical. According to the Information Center of the Egyptian Ministry, the domestic tourism growth rate increased by 93% compared to 2019.

Before the digital age, tourists relied on traditional media such as magazines, brochures, and television. The information was little. The tourists did not know many details about the nature of places, people and food. Therefore, it did not motivate people to make travel decisions.

In the digital age , the internet encourages tourists to seek tourism services online,

like travel booking, accommodations, or knowledge about travel destinations based on recommendations. It helps them to get travel information easily and to communicate and to use word of mouth for the travelers. Tourists now seek social media to choose their appropriate destinations based on others sharing their activities, experiences, reviews, and interests created by videos and posted on social media. Some examples of social media platforms are YouTube, Facebook, Twitter, Vimeo, and TikTok.

Video vlogs are blogs that capture personal life using video rather than text or photographs. They shoot with handheld point-and-shoot cameras or smartphones. Travel vlogs serve as educational online travel guides for places all over the world.

The influence of travel vlogs depends on the features, video quality and characteristic of vloggers.

Travel vloggers are considered social influencers in destination marketing since their travel experiences are shared online. The responses encourage followers, which lead to persuasion or inspiration to visit the same place. Most of their followers are youth. Youth travelers represent an important component of the tourism market

destination around the world. Most of them account for an estimated of 23% of all international travelers .They always look for

new and unique adventures that others did not go through. The objective of this study is to focus on travel vloggers who post their videos on Facebook and their impact on Egyptian youth travel decision.

### **Research Problem:**

As a result of the growth of the internet and the development of mobile Internet, online maps have been reshaped for people's travel habits, information-seeking patterns, and means of transportation. Travel vloggers use different social media platforms to distribute their videos. They contain suggestions for a new vacation location, local cuisine to try, and tourist- friendly activities. They provide travelers with an overall experience of the destinations they are interested in, which can best satisfy their travel needs. This study sheds light on the impact of travel vlogs on Egyptian youth and describes the characteristics that influence their travel destinations and decisions.

#### **1.1. Aims:**

- To investigate how Egyptian youth are being influenced by travel vlogs uploaded on social media platforms in choosing Egyptian travel destinations.
- To trace the relationship between travel vloggers and Egyptian youth on social media pages through their interaction.

#### **1.2. Objectives:**

- To Analyze how travel vloggers are creating online destination image of a place by sharing their contents on social media platforms.
- To study the impact of travel vlogs on youth.
- To examine how Egyptian youth feel when they watch travel vlogs.
- To investigate how trustworthy the content of travel vlogs is perceived.

### 1.3. Operational Definition:

-**Travel vlog**: A video created by one or a group of people to record real stories they have experienced, explain, receive, consider, and express feelings about one or several objects and issues related to tourism.

-**Travel vloggers**: People that make vlogs and post them on social media.

-**Egyptian youth**: Egyptian people who fall within the age bracket of 15 to 24 years old and willing to travel for a certain period.

-**Social media**: Platforms through which people can communicate with each other by sharing ideas, videos and images, experience like Facebook, TikTok, and Instagram.

- **Tourism destination**: The place that tourist choose to make trips can be a certain geographical space: a specific scenic spot, a country, a territory, a region, or a continent.

## 2.Literature Review:

### 2.1 Tourism and Social Media:

Social media are spreading information quickly about a product to consumers who will purchase and use it. This information can take the form of texts, images, audio files, or videos [1]. According to a study by Asmaa Mohamed, the most visited internet sites by Egyptian youth are social networking sites (33%), followed by chat sites (17%), then sites public (15%), then specialized (13%), then forums (12%), and finally blogs (10%) [2].

Nowadays, social media has become an important source of travel information. Tourists who were first-time visitors were more likely to use social media in their information search than repeat visitors who rely on their own personal experience [3]. According to a study by Xiang Z and Grette U, media provide a place for interaction and the sharing of travel experience. This indicates that people have high trust in the experiences of others and trust the comments that others post. This shows that social media plays a key role before, during, and after travelling to tourism destinations [4]. According to the result of the study by Mukunda Bg., social media

can affect tourism and can be attributed to the popularity of user-written reviews, video and photo sharing, as well as blogging. Travelers use social media to search for more information about where they are going, what attractions they are seeing, and what restaurants they are visiting [5].

According to the study conducted by Neven Gabashi, the most common methods of access for the respondents to the Egypt tourist trips were done through social media (51%), then through the websites of institutions on the internet (49%), then through friends (45%), and in the fourth place, this came through advertisements in newspapers and magazines (7%), then by telephone directory (6%), followed by radio and television ads (3%). The study proved that Egyptian youth trust tourism marketing in Egypt [6]. In agreement with the study of Bn Waleed and Nhar Khaled(2019), social networking sites are an important element in tourism promotion, and the tourism industry in Algeria creates an atmosphere of interactivity and exchange of information as it allows Internet users to be positive. By participating in providing information and publishing videos and photos about the attractive Algerian tourist areas through these sites, especially free of charge, the government and individuals reduce burdens and costs [7].

## 2.2 Influence of Vlogs on Youth:

The online video industry has witnessed tremendous growth in the tourism and hospitality sectors in recent years. Videos are always a better way to communicate with the viewers than images or written text. Videos are popular because they allow viewers to gain insight into the lives of those they follow [8].

A vlog is a video recording about an individual's life, and as the term implies, it is a video journal that records one's opinions and experiences for internet publication. It gives more information about the product or service from the audience's point of view. They are one of the most significant parts of attraction that inspires viewers to participate in an experience. They provide viewers with a sense of what to expect both in the process of traveling and in a minimum range of time. [9].

The most technical aspects of travel vlogs that impact the youth's enjoyment of viewing are the smoothness of the video and the amount of information [10], that make vlogging increasingly popular

on social media and are used for destination marketing [11]. Now travel vlogs are considered the relevant sources of information about travelling or journey [12].

Travel vloggers are considered influencers in such a way that their words, actions, and behaviors influence the audience to take action after watching their vlog. The information that has been conveyed through their vlog will remain in the memory of youngsters and somehow affect or influence them in later use [8]. Tourists are likelier to take vloggers up on their recommendations when they believe the video is helpful, Because of their continually upload videos they allows them to make their viewers regular viewers [9].

According to the study by John Birch (2020), travel vloggers tend to share a lot of their personal opinions about what is good and what is bad. They review everything about their experiences with the food they eat. They share their emotions and give you tips on what to do and say. Most of the viewers were younger people because most of the vloggers are young people so that help them affect young's minds with their opinions and motivate them to travel to different eras. [13].

Each vlogger has his own way and character to attract people towards him, which helps all the authorities and organizations, both public and private, in the tourism sector collaborate with travel vloggers by building a strong relationship for the sake of creating a destination image and developing the tourism industry in our country. They would become the role models of the tourism industry in some years as they are currently producing a huge amount of travel-related content [14].

The destination image is one of the most important elements of a tourist destination, and becomes a critical factor for the success or failure of tourism management [15]. Travel vloggers can inspire youth for the travel from online destination image of their vlogs as Travel vlogs are thought to have shaped destination credibility and effectively strengthened a perceived destination image. The findings of the study by Abad P. and Borbon N. (2021) found that vloggers had an impact on people's decision to travel in terms of cognitive, emotional, and epistemic values, and there is a strong link that the better the travel-related decisions, the better the destination choice [16].

## 2.3 Youth as Tourists:

Youth tourism consists of all young people willing to travel for a certain period. Its evolution is largely connected to the general dynamic of tourism. According to WYSE travel confederation, most of the young travelers (15 to 29) of today come from two generational cohorts: generation Y, born between the early 1980s and 2000 and better known as “millennials,” and generation Z, born after 2000. Young people are often money poor, but time rich, which means that they can spend longer in a destination than a typical tourist [17]. Young people always search for new experience that no one did it.

According to UNWTO (2016), the average stay in youth travel is 53 days, which is significantly longer than the world average of 9.3 days reported in 2008 [18]. The findings of the study by Moisa found that young travelers are an important part of the tourism industry, and the attitude of young tourists towards a tourist destination primarily relies on their expectations, knowledge, and motivation [19].

The importance of the youth travel industry is not only that it is growing and becoming larger than expected, but also that it represents the market of the future [14]. According to a report by Tatiana Rokou (2023), the proportion of international arrivals aged between 15 and 29 was estimated to be 21%, and this increased to 23% in 2012 and is still stable till 2019. It went from under 150 million in 2002 to over 330 million in 2019, an increase of over 126%. Their expectations are that this contribution will continue in the future. The number of young people is expected to grow to over 1.3 billion by 2040. There will be a big jump in the proportion of global youth in the next decade [20].

Global travel trends reported that 46% of Gen-Z and Millennial respondents plan to spend more money on experiences like travel in 2023 compared to 37% of respondents overall and 61% of Gen-Z and Millennial respondents agree that a top motivation for travelling in 2023 is to visit a destination because it looks amazing in photos or videos [21].



### 3.Theoretical Framework:

The study applies the theory of "**Media Uses and Effects: A Uses-and- Gratifications Perspective.**" The theory, active users who have control over their media consumption, deliberately or non-deliberately, on a long- or short-term basis, acquire changes in cognition, emotions, attitudes, and behavior that result from media use, besides using media primarily to meet their needs.

The theory is based on the hypothesis, which is that the audience of the means of communication is an active audience, and the use of communication is directed to satisfy its needs and desires. The audience chooses the types of contents that are presented to them to follow according to suit them, and this choice may depend on some special demographic variables. Thus, in our study, we're using this theory in order to examine how the increased use of social media platforms among travel vloggers ,can lead to travel decisions among youth.

#### 3.1 Research Questions:

- 1-Do travel vlogs have an impact on Egyptian Youth?
- 2- Are travel vlogs content viewed as trustworthy by Egyptian youth?
- 3- Are travel vlogger destination images created online are sharing their vlogs?
- 4- How Egyptian youth feel when they watch travel vlogs?

#### 3.2 Research Hypothesis:

Heavy use of social media by travel vloggers can turn Egyptian youth into travelers or make travel decisions. At the same time, Egyptian youths view vlogs and read comments on social media platforms. Therefore, there is a relationship between the use of social media platforms by travel vloggers and the decision-making of Egyptian youth.

## The more travel vloggers use social media platforms and post their vlogs, the more travel decisions will be made by Egyptian youth.

### 4. Methodology:

#### 4.1. Content Analysis:

The research is qualitative. To analyze travel vloggers' pages on different platforms like Facebook, Instagram, and TikTok. To know the content that they provide to people, if there is interaction on their videos, and if people like their content or not.

#### The Study Population:

It consists of five travel vloggers on different social media platforms like Facebook, Instagram, and TikTok. This sample was chosen on the basis that each vlogger has more than 100,000 followers, other than the number of comments and likes on the content provided, as an indication that the travel vlog has some influence on followers.

Content Vloggers	Facebook					Instagram					TikTok				
	No. of followers	No. of videos years	Destination Inside Egypt only or inside and outside	Positive/negative interaction	Most common comments	No. of followers	No. of video years	Destination Inside Egypt only or inside and outside	Positive/negative interaction	Most common comments	No. of followers	No. of video years	Destination Inside Egypt only or inside and outside	Positive/negative interaction	Most common comments
1- Kareem Elsayed.	3.5M	Majority 1M	Both	positive	That his video look like movie	541K	4.1M/3.2M/1.4M	both	positive	Egypt is beautiful country	836.4K	9.9M/487.6K/83.8k/200.6K	both	positive	That his videos look like movie
2- Asmaa Raouf.	1.7M	123K/56K	in	positive	Egypt is beautiful country	641K	1.5M/1M/1.6M	in	positive	That videos should translate to other language	569.6K	8M/ Majority Between 50K to 400K	in	positive	Content is helpful
3- Ahmed Elbadwy.	758K	Not more than 10K	both	positive	Need to be supported. Is entertaining People	235K	50K To 400K	both	positive	Places are beautiful	382.7k	19.5M/3.4M/2.3M/ Majority In millions	both	positive	Content is good and music that he use make videos
4. Passant noureddine.	3.8M	14M/2.1M/1.3M/ Majority in millions	in	positive	On her character & content	708K	50K to 400K	in	positive	Her character	82.3K	50 to 90K	in	positive	Her character and content is helpful
5. Mohamed Elhady.	766K	From 50 to 700K	both	positive	Prices for hotels, his content	257K	More than 1M	both	positive	Prices for hotels, his content	1M	More than 1M	both	positive	Prices for hotels, his content

We found that on Facebook, the most popular vlogger according to followers and number of video views is Passant Nouredine, followed by Kareem El Sayed, and then Asmaa Raouf. On Instagram was Passant Nouredine, followed by Asmaa Raouf, and then Kareem El Sayed. On TikTok was Mohamed El Hady followed by

kareem El Sayed them Asmaa Raouf and Ahmed El BAdawy. Most of them make vlogs in Egypt and foreign countries to spread different cultures.

All comments on their videos are positive comments that illustrate that their content is helpful and provides a good image of Egypt, clarifies the places that people don't know about it, and shows that people trust their content to transfer the image of Egypt. Also from comments, we found that people don't focus only on content but also on the way that they capture their videos, their creativity in making them, the sound that is used in them, and some of them focus on the vlogger's character.

#### **4.1. Survey:**

The research is quantitative research. A survey questionnaire is conducted for this study distributed through Google Forms to individuals to determine the qualities that attract Egyptian youth to choose travel vlogs before making travel decision and to find out if travel vlogs are viewed as trustworthy as there are. The questionnaire is divided into two parts: 1) the demographic section, and 2) the analysis section. The survey consists of 19 questions and a total of 129 responses a week.

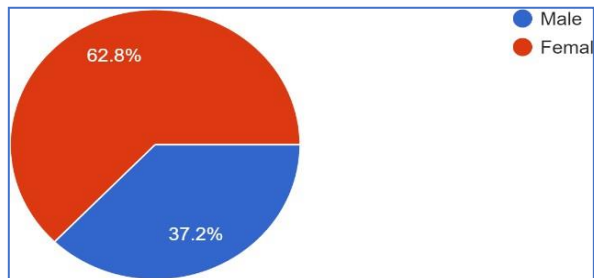
#### **The Study Population:**

Egyptian youths that like to travel and they watch travel vlogs when they decide to make a destination.

#### **The Sample of the Study:**

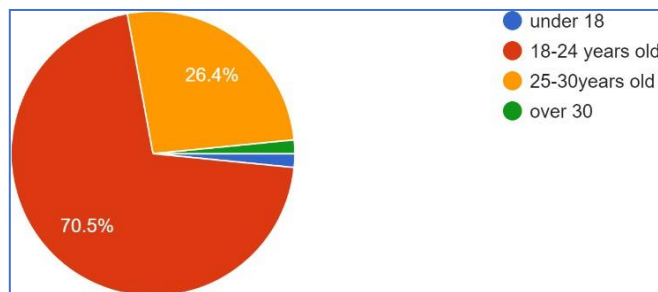
A random sample was applied to Egyptian youths who like to travel , their age range from 18 to 30 , male/female genders who use social media through the year 2023.

## 4.2. Data Analysis:



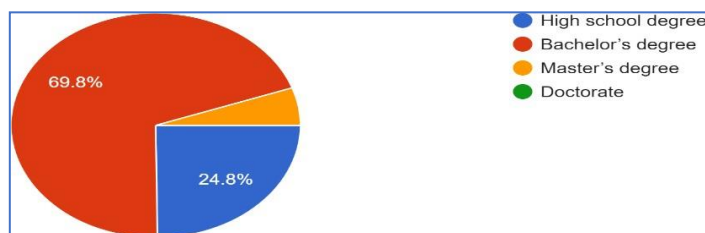
**Figure 1: Gender ratio**

**62.8% of the respondents are female (81), while 37.2% are male (48).**



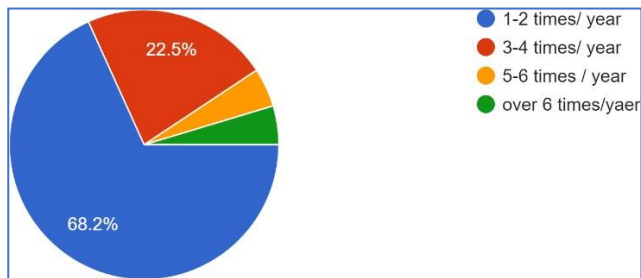
**Figure 2: Age ratio of the survey.**

**70.5% of respondents are aged 18–24, while 26.4% are aged 25–30, 1.6% are under 18, and 1.6% of them are over 30**



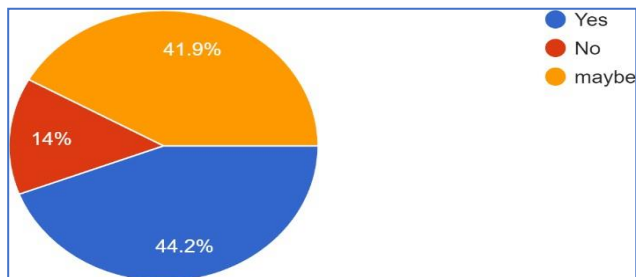
**Figure 3: Level of education between respondents .**

**69.8% of the respondents have a bachelor's degree, 24.8% have a high school degree, and 5.4% have a master's degree.**



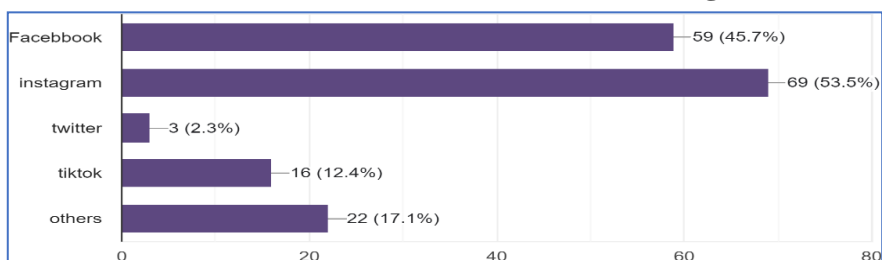
**Figure 4: Travel frequency of the survey.**

**68.2% of respondents travel 1-2 times a year, while 22.5% travel 3-4 times a year, 4.7% travel 5-6 times a year, and 4.7% travel over 6 times.**

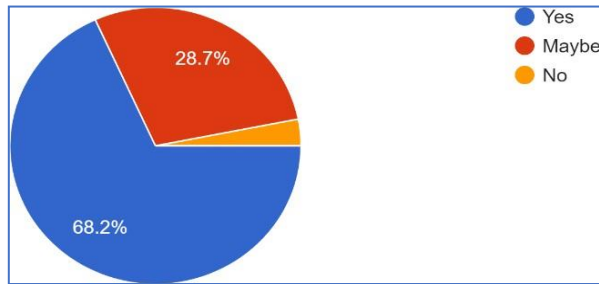


**Figure 5: How many of the survey respondents watch travel vlogs.**

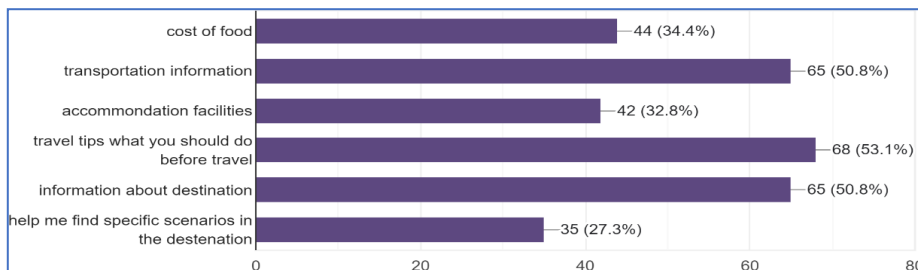
**44.2% watch travel vlogs while making travel decisions; 41.9% are confused either because they do not watch travel vlogs or because they don't depend only on them as they 'choose maybe.' A reset of 14% does not watch travel vlogs.**



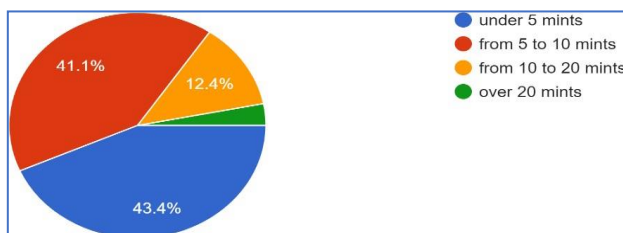
**Figure 6: Platforms that participants used to watch travel vlogs. 53.5% of respondents choose "Instagram" while 45.7% choose "Facebook," 17.1% choose "other," 12.4% choose "Tiktok" and 2.3% choose "Twitter."**



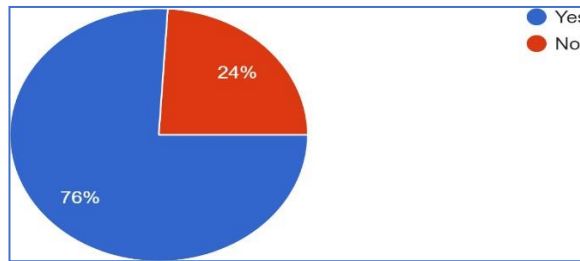
**Figure 7: Level of Information in travel vlog.**  
 68.2% of respondents find the information in travel vlogs easy and helpful, while 28.7% are confused if the travel is a helpful source, as they choose "maybe" and 3.1% choose "no."



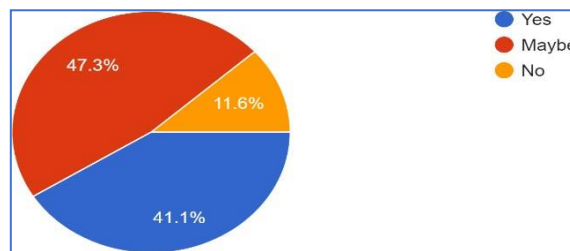
**Figure 8: The most helpful source of information in vlogs.**  
 53.1% of the respondents found that travel trips are the most important source of information in vlogs, then 50.8% found information about destination and transportation, 34.4% found the cost of food, 32.8% found accommodations facilities, and the rest, 27.3%, found that vlogs help them find specific scenarios in the destination.



**Figure 9: The length of the vlogs**  
 43.4% of the respondents found that the vlogs should be under 5 mints, 41.1% found that vlogs should be between 5 and 10 mints, 12.4% found that vlogs should be from 10 to 20 mints, and the reset 3.1% found that vlogs should be over 20 minutes.

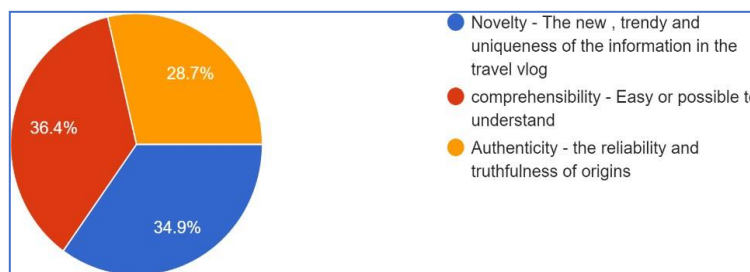


**Figure 10:**if Travel vlogs affect respondent’s destination choice. 76% of the respondents chose "yes" because travel vlogs affect their travel destination and they decided to travel after watching them; 24% chose "no" because they do not affect their travel destination.

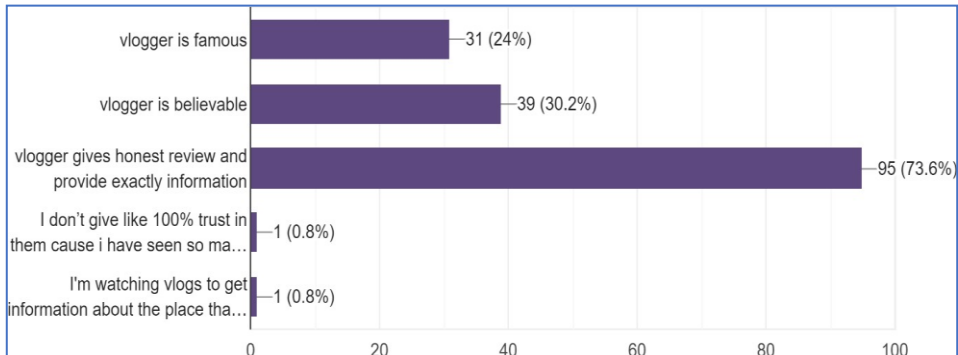


**Figure 11:**IF respondents search for additional information about place after watching vlogs?

47.3% of respondents confused if they will refer to other source of information or will depend only on travel vlog while 41.1% of respondents will search with other source of information , the rest 11.6% will depend only on vlog “no”.

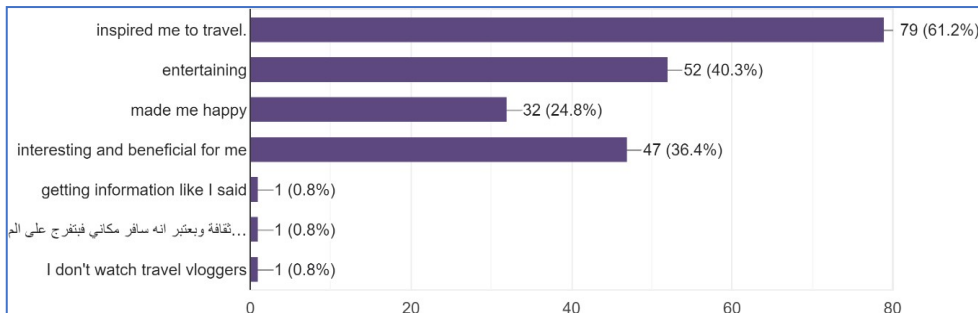


**Figure 12:** The most important thing in the content of travel vlogs. 36.4% of the respondents chose that the most important thing in the content of travel vlogs is comprehensibility, which means that travel vlogs are easy to understand, followed by novelty by 34.9% of the respondents, and authenticity by 28.7% of the rest.



**Figure 13: How could vlogger affect respondent's interest of watching travel vlogs?**

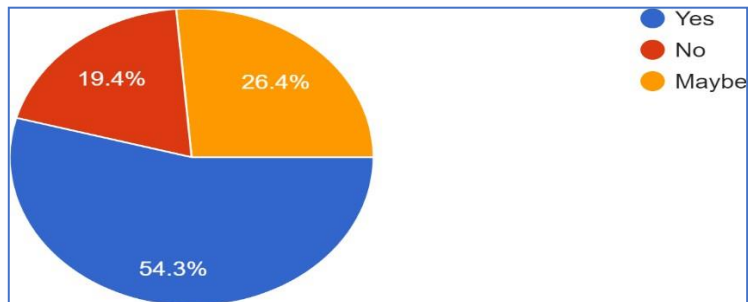
**73.6%** of the respondents found that a vlogger gives an honest review and provides exact information; **30.2%** found that a vlogger is believable; **24%** found that a vlogger is just a famous person; **0.8%** did not trust a vlogger; and the rest, **0.8%**, did not watch vlogs.



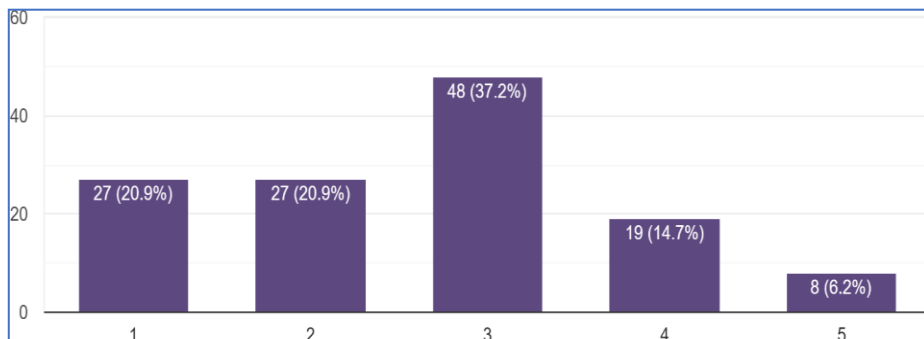
**Figure 14: What respondents feel when they watch a travel vlogger?**

**61.2%** of respondents feel that travel vloggers inspired them to travel; **40.3%** feel that travel vloggers are entertaining; **36.4%** feel that travel vloggers are beneficial for them; and **24.8%** feel happy when they watch travel vloggers.

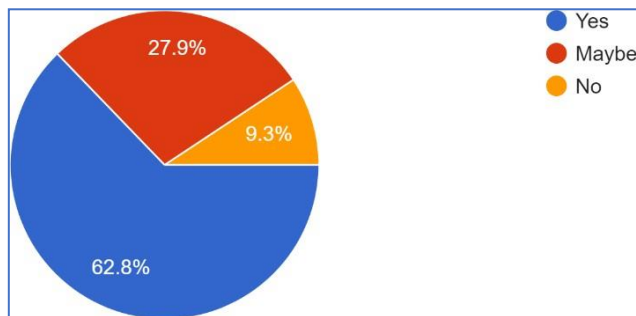




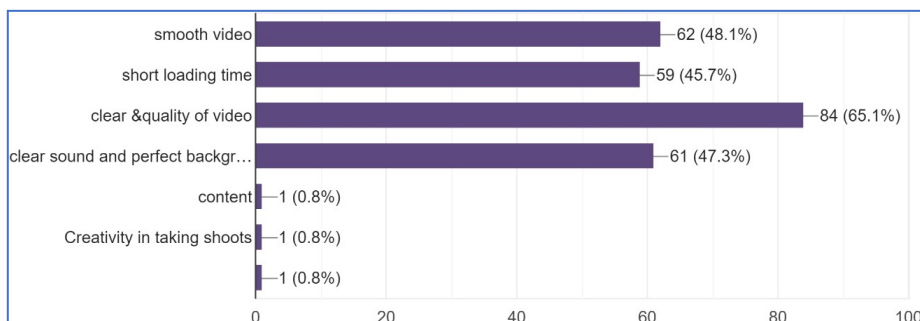
**Figure 15: Recommendation for travel vlogs to their friends . 54.3% of respondents recommend travel vlogs to their friends; 26.4% are confused about whether they recommend or do not recommend; and the rest, 19.4%, do not recommend travel vlogs to their friends.**



**Figure 16: If respondents think that the more Travel vloggers provide more different countries destination vlogs , the more that motivate people to take decision to travel. 37.2% of respondents are confused about whether providing more vlogs will motivate people to travel while 20.9 % of respondents agree that the more travel vloggers provide more different country destination vlogs, the more they motivate people to take the decision to travel,14.7% disagree, and the rest of the 6.2% strongly disagree.**

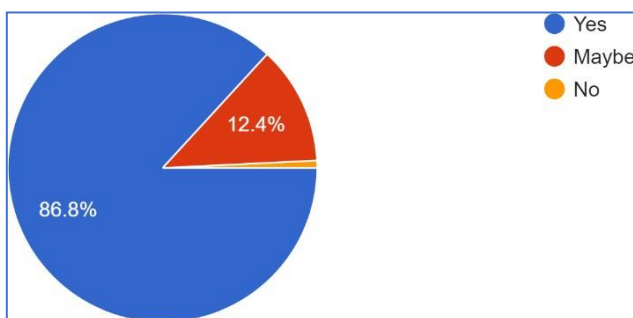


**Figure 17: If respondents pay attention to vlog's techniques. 62.8% of the respondents say "yes.", 27.9% of the respondents are confused about whether they pay attention or not, so they choose "maybe," but the rest say "no."**



**Figure 18: The most important element of videos techniques that might effect vlog.**

**65.1% of the respondents found that the most important element in the vlog is the "quality of video," and 48.1% of the respondents found that the "smoothness of the video" 47.3% of the respondents found that "clear sound and perfect background music" 45.7% of the respondents found that "short loading time of video" , the rest 0.8% found that creativity of taking shoot is the most important elements in the vlogs.**



**Figure 19: If travel vlogger can play role in marketing of tourism industry.**

**86.6% of the respondents chose "yes"; travel vloggers can play a role in marketing the tourism industry; 12.4% of them chose "maybe," while the rest of them chose "no."**

#### **4.1. Discussion:**

The study is based on travel vlogs, which are considered content on social media. The target participants, or respondents, of the research are mostly Egyptian young people. The majority of participants in the survey are between 18 and 24 years old. People of young generation are more likely to travel; the majority of them travel one or two times per year.

In this study, we found that "86.1%" of the young people watched travel vlogs when they decided to make travel decisions. This percentage indicates that travel vlogs are pretty popular among Egyptian young people, as there are several ways to research tourist destinations. Despite that Facebook is the most use platform between Egyptian people and travel vlogger's pages have more than millions followers, the study proves that Facebook is ranked as the "second" most popular social media platforms for searching destination by watching travel vlogs by "45.7%" that because Egyptian youth like to watch stories of travel vloggers on Instagram, as they are very short and provide them with the information of destination and can follow vloggers step by step till they post vlogs, stories & livestream. They reach audience faster than Facebook posts; moreover, also instagram is easy to make trend and this agrees with the study conducted by (Bangladesh, M. H. Sizan, W. Bin Latif, M. M. Karim, and M.

Karim,2022) that found that Facebook is ranked as the second popular platform between youth.

The study shows that travel vlog recently has become easier and more informative and attractive as it is in a video format and it carries so much information with visual in a minimum range of time as Egyptian young people prefer that vlogs need to be short “under 5 minutes” and contain detailed information about their intended destination. This helps Egyptian young people decide “to go to destination after watching travel vlog” as that study found that “76%” decided to go to destination after watching a vlog. Despite the fact that travel vlogs provide Egyptian young people with cost of food ,transportation information, accommodation facilities ,travel tips and information about destination, the study found that the most helpful source of information provided by vlogs is “Travel Tips” by “53.1%” as it is based on the experience of the travel vlogger and can hardly be provided by the travel agent or blogs. Moreover, the vlog is visual, so it provides the experience that makes young people feel like they are passing through the same experience.

The travel vloggers can affect the Egyptian youth more when they give honest reviews and provide exact details and believable information, rather than being only famous without being honest. The study found that "61.2%" of the Egyptian youth got inspired when they watched travel vloggers, and "40.3%" of them felt that travel vloggers entertained them. Also, 54.3% of the Egyptian youth recommended travel vloggers to their friends. All these findings prove that Egyptian youth trust travel vloggers and depend on them when they make decisions to travel and are the relevant sources of information about travel or journey.

Beside the content, the study found that the Egyptian youth pay attention to the video techniques in vlogs, like creativity in shots, smooth videos, sound and background music. The research also manifests that "65.1 percent of the Egyptian youth chose that the most important element in the vlog is "quality of video," which refers to creative shots that are taken with good tools like a camera or smartphone, and "smoothness of videos." This finding proves that regular viewers are attached not only to content but also to the quality of the video and creativity in it.

Travel vloggers can play a vital role in the marketing of tourism by creating an online destination image as the finding of the study found “86.8%” of the Egyptian youth chose that they can play a role in marketing of tourism industry and its huge percentage prove that Egyptian youth trust travel vloggers and they impact on their decision. If the Egyptian travel vloggers can provide detailed, informative, believable and creative contents, that would be remarkable for the development of the Egyptian tourism industry. With the advancement of technology, digital media, and the huge social media platforms, the future of tourism will be in consumer-driven. Travel vloggers will become the role models of the tourism industry in the coming years, as they are currently producing a huge amount of travel content, and youth depend on them for trusting the contents and experiences that they provide. Travel vloggers need more encouragement from their audiences to produce more different types of content with perfect quality, and all tourism organizations should collaborate with them for the sake of creating an honest online destination image that will help in developing the tourism industry in our country.

## 5.conclusion :

In this era of advanced technology and the internet, social media has become an important source of travel information, and travel vlogs have become one of the most relevant sources of information. From there, the purpose of the study was to determine the impact of travel vloggers who post their vlogs social media platforms on Egyptian youth when they take travel decisions.

The results of the survey showed that the majority of the population is female

between the ages of 18 and 24. They travel once or twice a year. Most of them are collecting travel information through travel vlogs, which are considered user- generated content and provide the Egyptian youth with travel tips and costs,

transportation, and accommodation. They also prefer watching short vlogs. The

first platform they use when they watch vlogs is Instagram, followed by Facebook.

Based on the findings, Egyptian youth are influenced by travel vloggers when choosing a destination, as they give them honest reviews that are believable and inspire them to travel. Also, Egyptian youth were influenced by them, as they found that their vlogs were comprehensive and new. Egyptian youth not only pay attention to the content but also to the video techniques like quality of video, smoothness, and the usage of sound.

Travel vloggers can play a role in the marketing of this sector by creating an online destination image of a particular destination. If the Egyptian travel vloggers can get all the encouragement they need for their respective contents from organization and audience, then it would be more than advantageous for our country's tourism industry.

## **6.Limitation:**

First, as the topic of the study is a new phenomenon, the previous studies conducted are very limited, both international and national, which leads to some barriers. Second, we can't reach travel organizations, government authorities, or travel agents to make an interview with them to get a better understanding of all the perspectives, which would have been fascinating.

## **7.Recommendation:**

- Hopefully someone can conduct a study with a mix of in-depth interviews with travel vloggers and quantitative methods for a better understanding of the significance of travel vlogs.
- Increasing the number of survey samples and the length of this study to capture the long-term effects of the link between the travel vlogs and audience.
- Analysing the characteristics of Egyptian vloggers and vlogs to get a better effect on the audience.
- Studying how businesses view travel vloggers and what opportunities they see, as they can be role models in the tourism industry.

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