

REVIEW ANALYSIS ON BIYAHE NI DREW TRAVEL EPISODES AIRED IN 2019-2021

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Abstract. Biyahe ni Drew is a travel documentary show in the Philippines where the host and its production crew members travels to a different destination and takes the viewers to adventures and showcases the beauty of the destinations both locally and internationally. This study is focused on reviewing the top 15 full episodes of Biyahe ni Drew from the year 2019 up to 2021 selected based on the number of views, five destinations each from the three major island groups, Luzon, Visayas and Mindanao if it were able to showcase the 4as of tourism; attractions, activities, accommodation and accessibility which is important because it provides the overall need of a tourist when visiting a destination. The data was collected with the help of Likert Scale. The results revealed that Biyahe ni Drew is more focused on showcasing the tourist attractions, but it lacks information when it comes to the accessibility of the destination. The finding of this study is beneficial to the Biyahe ni Drew production team because it was able to discuss some areas that need improvements for their show from viewer's point of view. Also, to the researcher and other tourism students because this study provides knowledge on how they can effectively showcase Philippine destinations.

Keywords: *review analysis, biyahe ni drew, 4as of tourism, travel documentaries*

Introduction

Viewing travel documentaries has various advantages for its viewers, including introducing them to new areas, activities, delicacies, and tourist sites. Tourists can also learn more about the various cultures and traditions associated with each place. In addition, watching travel documentaries can assist tourists in discovering a location that provides everything they seek in a certain trip. Furthermore, travel documentaries are beneficial to the tourism business because the substance of their programs focuses on highlighting the beauty of each area, encouraging viewers or potential tourists to visit the location. There are several existing travel documentaries available around the world on online streaming platforms like Youtube and Netflix. This includes Nick Fisher's Indigo Traveller channel, which focuses on touring lesser-known locales that are sometimes poorly depicted in the media (McLean, 2018). The Philippines, on the other hand, has a variety of travel documentaries to binge-watch, including but are not limited to G-diaries, Ijuander and Born to be Wild. They all have different ideas about what they want to highlight in the places they visit. But, among the extant travel documentaries in the Philippines, "Biyahe ni Drew," anchored by Drew Arellano and shown on the GMA TV Network, is the most well-known. "Biyahe ni Drew" is a local travel documentary show in which he visits a different site and takes viewers on a low-cost journey while showcasing the elegance of each location (Abaigar et al., 2021). This show caters to both domestic and foreign travel locations. In 2019 up to 2021, there are a total of 117 videos of Biyahe ni Drew full episodes on the official Youtube site of GMA TV Network, omitting overseas locations.

For its contribution to Philippine tourism, Biyahe ni Drew has received a lot of praise. The show was nominated for three straight years by the Philippine Movie Press Club for Best Travel Oriented Show in 2014, 2015, and 2016, and Drew Arellano was named the first Tourism Star by the Department of Tourism in 2015 (MSS, 2017). Drew Arellano was named one of the Best Lifestyle Host National Winners by the Asian Academy Creative Awards in October 2020. Furthermore, the Movie and Television Review and Classification Board, classified Biyahe ni Drew as Rated G or General Audience. There are several ways on how to promote tourism destinations in the Philippines and one of those is by the media. The study of Abaigar et al. (2021) mentioned that Biyahe ni Drew successfully promotes Philippine tourism to students because of the contents of the said program. The existence of travel documentaries are both beneficial to the tourism industry and the tourists. However, even though travel documentaries have become known worldwide, there are insufficient studies that focus on how they help the tourism destinations in promoting its attractions, accommodations, activities, and accessibility. To fill in this gap, the researcher conducted this study to review if Biyahe ni Drew were able to showcase the components of the 4as of tourism: attractions, activities, accommodation, and accessibility. Also, to draw conclusions and identify suggestions on how to improve the quality of information provided by the show. The 4as of tourism are the four things a tourist must consider when travelling. To begin with attractions; such as cultural sites, historical structures, and monuments, or landscape, flora and fauna, beach, resorts, mountains, and national parks, are among the four aspects that make up tourist destinations (Sudiarta and Suardana, 2016). To attract visitors, many tourism sites have natural, man-made, and unique attractions (Haneef, 2017). The second category is activities, which include but are not limited to hiking, skydiving, paragliding, and skydiving. The next category is accommodation, which comprises food and housing for the visitors. Finally, there is accessibility, which includes transit options for getting to the place, such as flying, driving, or sailing (Roman and Bury, 2022).

This study reviewed the top 15 episodes of Biyahe ni Drew that were uploaded in GMA News' Youtube Channel from 2019 to 2021. The Top 15 episodes, five destinations each from the three major island groups were selected based on the number of views. The main objective of this study is to determine how the destination is being presented in terms of: (1) attractions; (2) activities; (3) accommodation; and (4) accessibility, also to discuss in which component of 4as does Biyahe ni Drew is more focused and in which component they lack. The findings of this study are quite beneficial to the Biyahe ni Drew Production because it was able to discuss some areas that need improvements for their show and use it to have a greater outcome in promoting other tourism destinations in the Philippines. Also this study is beneficial for the researcher and other tourism management students because this study provides knowledge on how they can effectively showcase Philippine destinations. This study mainly focuses on reviewing only the full episodes of Biyahe ni Drew uploaded in Youtube consisting of the top 15 most watched domestic travel from the year 2019-2021.

Literature review and conceptual/theoretical framework

Conceptual framework

The 4as of tourism is one of the frequently cited conceptual frameworks in tourism related literature. In the study conducted by Karim et al. (2021), it highlighted the importance of 4as for the destination development as it provides all the needs of a tourist when visiting a location (*Table 1*). Moreover, the tourism components 4as; attractions, accommodation, activities, and accessibility are the ones that tourism managers should consider in the development of the destination and ensure that all components are best suited with the quality and requirements of visitors. Haneef (2017) considered the 4as of tourism components as essential factors for the destination which was also supported by Andrianto and Sugiana (2016). Tourists always appreciate when a destination provides quality accommodation, attraction, activities and accessibility to the destination which improves the tourism development of any region (Mwinuka, 2017). Camilleri (2018) also emphasized on key tourism components, attractions, accommodation, activities, and accessibility considering the most important factors for tourism development. Tourism attractions are facilities that provide recreation, amusement or leisure activities to the tourist, it can be publicly or privately owned. According to Westcott et al. (2012), there are different types of tourist attractions that can be seen in a destination. These include but are not limited to heritage attractions, these are types of attractions that focus on preserving and exhibiting objects such as museums, art galleries, historic sites, botanical gardens, zoos, nature parks and conservation areas. Also amusement/entertainment attractions such as arcades, amusement, theme and waterparks.

Table 1. *4as of tourism.*

Components	Description
Attractions	Includes but not limited to natural wonders, man-made attractions, special events, culture or historic sites, arts and crafts, sports, flora and fauna and also music or dance.
Activities	Includes information about certain activities that the tourists might enjoy while at the destination such as shopping, eating, and outdoor recreational journeys.
Accommodation	Includes information about different types of hospitality services such as homestays, self-catering accommodation, holiday parks and campgrounds, food and beverage and also amenities.
Accessibility	Includes information about booking systems, tourism office websites, routes going to the location, available transportation modes and transportation fees

Recreational attractions; these are types of attractions that provide access to outdoor or indoor facilities where people can participate in sports and recreational activities such as bowling centres, golf courses, marinas and skiing facilities. Natural attractions; these are types of attractions that are not built by anyone such as beaches, mountains, caves, cliffs, waterfalls, islands and forests. Man-made attractions; these are types of attractions that are purposely built such as museums, theatres and art galleries. Special events will also fall in this category which includes festivals and parades, markets, exhibitions and entertainment venues. According to (Haneef, 2017) attractions motivate tourists to visit and fulfill their recreational demand. On the other hand, activities add excitement to the tourists and make their stay more enjoyable and fun. According to Panoy et al. (2021), exciting activities attract tourists to visit the destination and most of the time, this is the reason why people travel, to have fun and try something they have

not tried before. As stated by Peris-Ortiz and Álvarez-García (2017), there are different types of activities a tourist could try when they visit a destination, these includes but are not limited to physical activity or adventure such as mountain climbing, skydiving, rock climbing, trekking, ziplines, mountaineering, scuba diving, bungee jumping and kayaking. Sharing cultural traditions or interactions will also fall on this category, it includes dance, music, special holiday and celebrations. The third component of 4as is accommodation, it is the basic component in the tourism sector that satisfies the tourists' stay at the destination. According to Camilleri (2018), the accommodation sector consists of different types of hospitality facilities which can be categorized as service. This may include but are not limited to self-catering accommodation such as campsites, caravans, rental of villas, apartments and chalets. Also service accommodation such as bed and breakfasts, hotels, and travel inns. The hotel amenities will also fall in this category. Moreover, accessibility to the destination is also one of the components of 4as, it is to attract more visitors at the destination (Andrianto and Sugiana, 2016). According to Cabunilas (2019), improved accessibility ensures the flow of visitors at the tourists' destination, if the road connectivity is poor at any destination visitors might get frustrated. Accessibility is an important component of tourism that provides a basis for tourists to travel which helps in long term growth and development of tourism destinations. The examples above were the basis of the researcher to review if Biyahe ni Drew was able to show the elements of 4as which is important because it provides the overall need of a tourist when visiting a destination.

The paradigm of the study is developed based on the Independent Variable-Dependent Variable Model (*Figure 1*) which shows the overview of this study wherein the Independent Variable is the top 15 most watched travel episode of Biyahe ni Drew that was aired in year 2019 to 2021 focusing on domestic travel only meanwhile the Dependent Variable is the exact percentage of each component of 4as to find out in which component Biyahe ni Drew is more focused, is it in attraction, accommodation, activities or accessibility? For each episode that will be analyzed, the researcher will review the different areas of each tourism component presented in the episode.

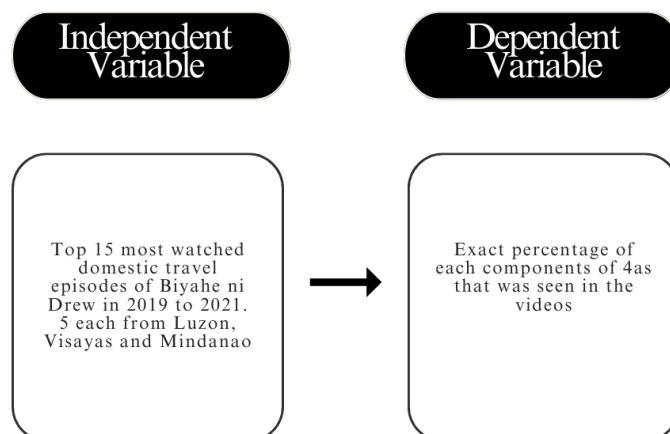


Figure 1. Paradigm of the study.

Literature review

Biyahe ni Drew is one of the most popular travel documentaries in the Philippines, each episode that was uploaded in GMA Network's official Youtube channel has garnered hundreds to millions of views. Abaigar et al. (2021) studied about the impacts of Biyahe ni Drew in promoting the Philippine tourism to the tourism students of Polytechnic University of the Philippines, in their research they only interviewed several tourism students to support their claim, they used three different types of coding such as descriptive coding to summarize the main topic of the excerpt. Second is the vivo coding, which uses the participants own exact language or words. Lastly, they used emotion coding which explores the emotional aspect or feelings of the participants regarding their perceptions. This study revealed that Biyahe ni Drew shows effective ways of promoting the tourist attractions in the Philippines that can be seen in each episode, they stated that the show helped a lot in promoting the travel industry as it enlightened the public about the different culture and norms. This study showed the viewer's perspective about the show, however there is a gap because they did not include which episodes they have watched to see the impacts of the show and if it has all the needed elements of what a tourist destination must have. And also they did not include any conceptual or theoretical framework as a guide which confuses the readers.

Travel vlogs and blogs are the same as travel documentaries as it also shares content of the destination that they visit, the tourist activities they have tried, the people they meet, and even the food they eat to fully showcase what the destination has to offer, the big difference is vlogs are more likely a personal diary of the vloggers wherein they share personal experiences, recommendations without a script writer, production members, maybe some vloggers hire a cameraman but most of them only uses personal smartphone and digital cameras. Azucena (2020) investigated the impact of travel bloggers and travel vloggers on the decision-making process of its audiences. They used two frameworks which are the five stages model in consumer behavior and input-process-output concept to support and demonstrate their claims. In this study they stated that audiences are captivated by the content of travel vlogs, which increases their desire to travel to the location featured. Based on their analysis the most important variable is the perceived destination image that impacts the tourists' decision-making process. Though this study is related to travel documentaries, this study only focused on a certain youtube vlogs from Australia and did not tackle the needed elements a tourist destination must have.

On the other hand, travel documentaries also share information about the destination that the host has visited. Viewers who watch travel documentaries become more motivated to visit the destination featured as the experience of the host provides excitement for them to take action to purchase or book a flight (Peralta, 2019). However, most of the existing studies only focuses on reviewing travel vlogs and its influences on the decision-making process of the viewers, and it was already proven by different studies that most tourists visits a destination because they have seen it in a travel vlog/blogs and according to Pore (2020) the existence of travel shows provides benefits especially for the first-time travellers and for those people who are not used to travelling because it's also a preparation for them before they visit the place. But those studies do not tackle these problems: if the video provides the needed elements of a destination to provide the needs of the tourists when they decide to travel such as accessibility, does the tourist get informed how to get to the destination by watching the show? Second is attractions, does the video feature different tourist attractions that can

be visited by the travelers? Third is activities, did the show presented different tourist activities that can be done in the destination? And lastly, accommodation, does the video provide a list of hotels, lodges or any campsites that the tourist can avail to stay in during their trip? Until now, there is no particular existing study that reviews the content of a travel show and analyses if it has successfully showcased the elements of 4as of tourism.

Materials and Methods

To analyze if the episode is focused on presenting the components of 4as of tourism, a quantitative study will be used. Quantitative research is the process of collecting and analyzing numerical data, it can also be used to find patterns and averages and make predictions (Bhandari, 2020). A quantitative approach is necessary for this study because it will discuss the percentage of 4as that was seen in each episode. The researcher will gather the top 15 most watched episodes that were uploaded in GMA News TV Youtube Channel in the year 2019 to 2021 focusing on domestic travel only, five destinations each from Luzon, Visayas and Mindanao. This study will specifically employ the review analysis research design. Review analysis helps to identify potential areas of improvement and gauge overall customer satisfaction (Dye, 2021). Data gathering will be done through the researcher's ease and convenience, the respondents for this study will be the researcher herself. There are two kinds of procedures that the researcher had taken in collecting the data. First is the basic method which is data mining wherein all of the related published sources was gathered neither from both local and international books, thesis, journals, articles and other reliable related literatures as the quantitative data that the proponents will need in conducting this study. After collecting the data from the first data gathering procedure, the researcher conducted the review analysis by gathering the top 15 most watched episodes of Biyahe ni Drew in the year 2019 to 2021 focusing on domestic travel that was uploaded in youtube channel of GMA Network then proceed in reviewing and analyzing each video. The Likert scale was used to assess the researcher's analysis as shown in *Table 2*. *Table 3* discusses the top 15 most watched episodes of Biyahe ni Drew from the year 2019 up to 2021, five destinations each from the 3 major island groups in the Philippines which is sorted by the number of views.

Table 2. Likert scale.

Number	Symbol	Verbal interpretation
1	SDA	Strongly Disagree
2	DA	Disagree
3	N	Neutral
4	A	Agree
5	SA	Strongly Agree

Table 3. Top 15 most watched episodes of Biyahe ni Drew from 2019-2021.

Episode title	Island group	Date of airing	Number of view
Flavors of Pampanga	Luzon	November 2019	2826220
Flavors of Batangas	Luzon	February 2019	2722057
Flavors of Quezon	Luzon	February 2020	1438728
"Biyahe ni Drew" returns to El Nido, Palawan	Luzon	June 2019	1170600
Exploring Pagudpud, Ilocos Norte	Luzon	July 2019	1100473
The New Boracay	Visayas	March 2019	1125253

Exploring Sicogon Island	Visayas	February 2019	549884
Seafood adventure in Capiz	Visayas	June 2021	524012
World-class yet budget-friendly destinations in Bohol	Visayas	October 2021	520925
Summer in Eastern Samar	Visayas	April 2021	417463
Eco-Adventure trip in Zamboanga Sibugay	Mindanao	February 2019	1452700
Flavors of Davao	Mindanao	August 2019	1105910
Discovering Misamis Occidental	Mindanao	July 2019	1013801
Preserving the paradise of Siargao	Mindanao	April 2019	798023
Revisiting Cagayan de Oro	Mindanao	September 2019	439381

Results and Discussion

The first objective of this study is to review how the destination in the episode is presented in terms of attraction, activities, accommodation and accessibility. *Table 4* will discuss the summary of the gathered review from the top 15 most watched travel episodes of Biyahe ni Drew that were uploaded in 2019 to 2021 focusing on domestic travel:

The episode “Biyahe ni Drew: Flavors of Pampanga” is more focused on showcasing different type of Filipino foods and delicacies, it also showed the hotel where the production staff and the host, Drew Arellano himself are staying, there’s also a glimpse of activities such as swimming and wakeboarding.

The episode “Biyahe ni Drew: Flavors of Batangas” is also focused on showcasing different types of Filipino foods such as Sinigang na Maliputo, Adobo sa Dilaw and Bagoong Balayan. They also showed some activities such as triking and horseback riding but it was not the highlight of the episode.

The episode “Biyahe ni Drew: Flavors of Quezon” is also focused on showcasing Filipino foods, the episode discussed the origin of these foods and how to properly cook and serve it.

The episode “Biyahe ni Drew: ‘Biyahe ni Drew’ returns to El Nido, Palawan” has showcased all the components of 4as, in this episode they were able to highlight the beauty of El Nido with its attraction. The host, Drew Arellano, mentioned the hotel where he stayed during the trip and the foods and delicacies he had tried. And lastly, he also discussed how to go to El Nido if you are coming from Manila. Drew Arellano mentioned that there is a direct flight but it's only one airline and it's a bit expensive.

The episode “Biyahe ni Drew: Exploring Pagudpud, Ilocos Norte” has showcased different tourist sites such as windmills and white beaches and also the activities that the tourists can try such as 4x4 riding and horseback riding. Aside from that they also showcased different Filipino and German foods. The hotel and resort where the host, Drew Arellano stayed during was also presented.

The episode “Biyahe ni Drew: The New Boracay” is more focused on showcasing attractions and Filipino foods. The hotel where Drew Arellano stayed during the trip and the tourist activities he has tried such as snorkeling were also presented.

The episode “Biyahe ni Drew: Exploring Sicogon Island” is focused on showcasing the beauty of Sicogon Island with its beach scenery and the activities that the tourist can try such as snorkeling, diving, surfing, kite flying and mountain climbing.

The episode “Biyahe ni Drew: Seafood adventure in Capiz” is focused on showcasing different seafoods that the tourist can try if they visit Capiz. They also presented an activity which involved catching fish at the farm, snorkeling and swimming.

The episode “Biyahe ni Drew: World-class yet budget-friendly destinations in Bohol” is more focused on showcasing the attraction in the place, one of the most famous tourist attractions in the destination which is the Chocolate Hills and the beautiful scenery of Alona Beach were presented. They also showcased Filipino foods and the budget-friendly beach penthouse where Drew Arellano stayed.

The episode “Biyahe ni Drew: Summer in Eastern Samar” were focused on showcasing picturesque spots, stunning beaches and delicacies. Since this episode was aired during the pandemic, tourist activities such as snorkeling and scuba diving were prohibited.

The episode “Biyahe ni Drew: Eco-Adventure trip in Zamboanga Sibugay” is more focused on showcasing the beautiful eco-tourism of Zamboanga Sibugay and their Eco-Adventure activities such as bird watching and oyster picking.

The episode “Biyahe ni Drew: Flavors of Davao” were focused on showcasing their famous delicacy which is durian, marang, meringue and tuna. The famous Kadayawan festival and the resort where Drew Arellano stayed during the trip was also presented.

The episode “Biyahe ni Drew: Discovering Misamis Occidental” were focused on showcasing its beautiful scenery and attractions such as Christ the Redeemer Caluya Shrine, Caluya Floating Cottages, Lake Duminagat and Bawbawon Island.

The episode “Biyahe ni Drew: Preserving the paradise of Siargao” was focused on showcasing tourist destinations such as Bent Palm, Sugba Blue Lagoon, and Pacifico Beach. The campsite where Drew Arellano stayed and the tourist activities such as surfing, scuba diving and snorkeling were also presented.

The episode “Biyahe ni Drew: Revisiting Cagayan de Oro” were focused on showcasing tourist activities such as whitewater rafting, solo kayaking, extreme slides at seven seas waterpark & resort, mountain climbing, bungee jumping and paragliding. They also showcased beautiful sceneries such as beaches, mountains and caves.

Table 4. Review from top 15 most watched travel episodes of Biyahe ni Drew..

Components	SDA	DA	N	A	SA
Flavors of Pampanga					
Attractions	/				
Activities				/	
Accommodation					/
Accessibility	/				
Flavors of Batangas					
Attractions	/				
Activities			/		
Accommodation					/
Accessibility	/				
Flavors of Quezon					
Attractions	/				
Activities	/				
Accommodation					/
Accessibility	/				
'Biyahe ni Drew' returns to El Nido, Palawan					
Attractions					/
Activities					/
Accommodation					/
Accessibility					/
Exploring Pagudpud, Ilocos Norte					
Attractions					/
Activities					/
Accommodation					/
Accessibility	/				
The New Boracay					
Attractions					/
Activities					/
Accommodation					/

Accessibility	/		
Exploring Sicogon Island			
Attractions			/
Activities			/
Accommodation	/		
Accessibility	/		
Seafood adventure in Capiz			
Attractions	/		
Activities		/	
Accommodation			/
Accessibility	/		
World-class yet budget-friendly destinations in Bohol			
Attractions			/
Activities			/
Accommodation			/
Accessibility	/		
Summer in Eastern Samar			
Attractions			/
Activities	/		
Accommodation		/	
Accessibility	/		
Eco-Adventure trip in Zamboanga Sibugay			
Attractions			/
Activities			/
Accommodation		/	
Accessibility	/		
Flavors of Davao			
Attractions			/
Activities		/	
Accommodation			/
Accessibility	/		
Discovering Misamis Occidental			
Attractions			/
Activities	/		
Accommodation	/		
Accessibility	/		
Preserving the paradise of Siargao			
Attractions			/
Activities			/
Accommodation		/	
Accessibility	/		
Revisiting Cagayan de Oro			
Attractions			/
Activities			/
Accommodation	/		
Accessibility	/		

The next objective of this study is to show the percentage of 4as that was seen in each episode and also to determine in which category of 4as Biyahe ni Drew is more focused and in which category they lack. After watching and reviewing the top 15 episodes, 11 out of 15 episode were able to showcased different tourist attractions which is equivalent to 37.9%, 8 out of 15 episodes were able to showcased tourist activities which is equivalent to 27.6%, 9 out of 15 episodes were able to showcased tourist accommodation which is equal to 31% and only 1 out of 15 episodes were able to discuss the accessibility of the destination. With a total of 100%, it was shown in the pie chart, in those 15 episodes Biyahe ni Drew is more likely to focus on showcasing tourist attractions at their show, and least likely to discuss the accessibility of the destination (*Figure 2*).

Overall percentage of 4As that was seen in each episode

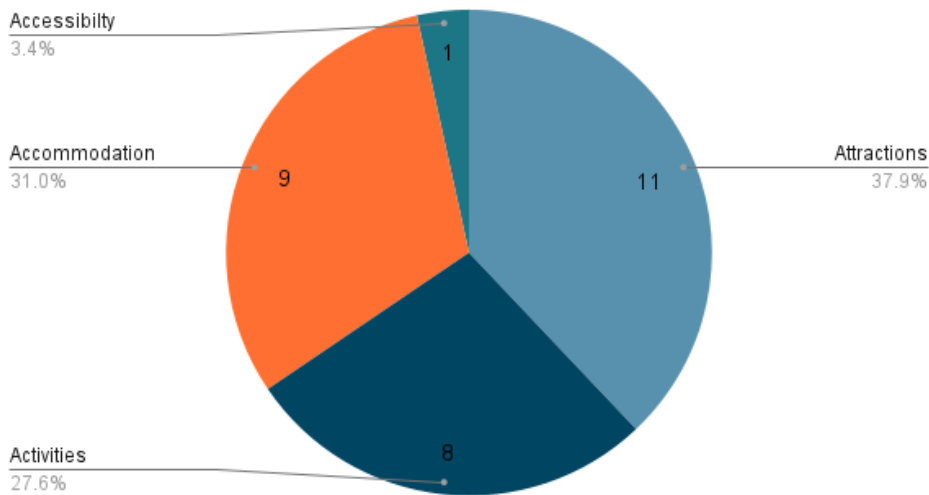


Figure 2. Total percentage of category of 4As that was seen in each episode.

Conclusion

Indeed, Biyahe ni Drew can serve as an effective marketing tool to attract more tourists to visit Philippine destinations because of the quality of information and content of their show. To conclude, the top 15 most viewed local episodes of Biyahe ni Drew from 2019-2021 were able to fully showcase the three elements of 4As; attractions, activities, and accommodation, omitting accessibility as the show did not present that much of booking system of the destinations, its tourism office websites, routes and available transportation or transportation fees in the episodes. Travel documentaries like Biyahe ni Drew is greatly influential when it comes to persuading their viewers to visit the destination because aside from showcasing elegant sceneries and delicious delicacies, each episodes also tells about the lifestyle of local residents from the destination, also the travel experience of the host, Drew Arellano himself that would make the viewers feel like they are also travelling even they are just comfortably watching at their homes. For the future researchers that might use this study as a reference, the researcher would suggest a more in-depth look and wider scope on this topic given that there are two limitations in this study. To begin, the participant for this study is just the researcher herself because of the lack of resources on how to look for regular viewers of the show Biyahe ni Drew as they might give a better analysis for this subject. Second, the researcher was only able to review a total of 15 episodes from 2019-2021, it might be more interesting to review for more and newer episodes of Biyahe ni Drew. And for the Biyahe ni Drew production, the researcher would highly suggest to consider disclosing information on how to access the destination such as routes, official websites, possible transportation mode, transportation fees and also discuss if the destination is accessible for commuter.

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Conflict of interest

The researcher confirms that there is no conflict of interest with any parties involved in the study.

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