

Travel Vlogs and Domestic Tourists' Destinations Selection: A Behavioral Perspective from Sri Lanka

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Abstract

In the evolving digital media landscape, travel vlogs have become critical stimuli influencing tourists' decision-making processes. This study investigates how vlog-related attributes – namely entertainment, information seeking, and social interactivity – shape destination selection intentions among domestic travellers in Sri Lanka, a context largely neglected in prior literature. Grounded in the Theory of Planned Behaviour, the study conceptualizes attitude, subjective norms, and destination image as mediating constructs linking vlog engagement to behavioural intention. A quantitative design was employed, utilising data from 285 frequent vlog viewers collected through an online purposive sampling method. Participants responded to a structured questionnaire measuring vlog engagement and behavioural constructs on a five-point Likert scale. Data were analysed using SPSS, employing regression analyses to examine the relationships between independent variables, mediators, and destination selection intention. Results indicated that all three vlog-related attributes significantly influenced attitude, subjective norms, and destination image, which in turn strongly predicted destination selection intention. Information seeking had the largest effect on destination image, while social interactivity most strongly shaped subjective norms. Gender differences were observed, with female respondents showing slightly higher responsiveness to vlog content, although this was exploratory rather than hypothesised. Findings highlight the growing role of digital storytelling in domestic tourism behaviour and offer practical insights for tourism marketers, content developers, and policy stakeholders aiming to promote local destinations. The study contributes to theoretical understanding of digital influence in tourism and provides empirical support for integrating media dynamics into destination marketing strategies.

Keywords: behavioral intention, destination image, digital influence, domestic tourism, travel vlogs