

EXPLORING THE IMPACT OF VLOGGING IN THE TOURISM INDUSTRY OF LUNETA PARK, MANILA: A BASIS FOR PROMOTIONAL PLAN

ABSTRACT

AUTHORS

Jessabel Dejarlo
Glaze Anne Dela Cruz
Joem Enegrejo
Jules Mateo
Aldrin Pangilinan
Cyrus Melverc Peñaredondo

RESEARCH ADVISER

Rosalie Jacinto

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Tourism & Hospitality

KEYWORDS

*luneta park; social media;
vlogger; exploring vlogging*

ARTICLE ID

AASGBCPJMRA-B97610

This study examined the impact of vlogging on Luneta Park's tourism industry, focusing on its effectiveness in promotion, its influence on traveler perceptions, and its long-term consequences. It aims to provide insights for improving promotional efforts and addressing potential challenges. The survey questionnaire was validated by various experts who were not participants in this study. To make sure that it expressed reliability, the researchers consulted 10 students admitted to the local tourist population who were not in the original sample. This was aimed at establishing the credibility of the survey and addressing any changes that may be needed. The adviser reviewed all feedback and suggestions to ensure that consideration was given to each recommendation to improve the instrument. After validation and revision, the revised questionnaires were reproduced and filed to the respondents, successfully attaining a traceability rate of 100%. The majority of respondents are young adults (18–30 years old), female, single, and earn a monthly income of 10,000. Social media advertising is the most effective method for promoting Luneta Park. Vlogging and blogging can benefit local vendors and communities but also pose challenges such as overexploitation and commercialization. Vlogs provide valuable information that influences respondents' decisions to buy souvenirs and goods in Luneta Park, purchase merchandise at parks or historical places, visit historical places and parks, and participate in activities or tours at the park. Social media significantly influences tourist behavior, with user-generated content shaping their decisions. The demographic profile of respondents revealed that the majority (56%) were 18–30 years old, followed by those aged 31–50 (22%), under 18 (18%), and over 50 (4%). Females (56%) outnumbered males (44%). In terms of civil status, most respondents were single (68%), followed by married (22%) and widowed (10%). For monthly income, most respondents (60%) earned 10,000, while 30% earned 25,000, and 10% earned 50,000. The findings highlight the impact of vlogging on Luneta Park. Social media advertisements and brochures were identified as effective promotional tools. Vlogging provides benefits to local vendors and communities but also carries risks such as overexploitation. Vlogs were shown to influence consumer decisions, including buying souvenirs, visiting parks, and participating in activities. However, several challenges were identified, such as insufficient local support, overcrowding, lack of storytelling skills, and technical issues.

RECOMMENDED CITATION

Dejarlo, J., Dela Cruz, G. A., Enegrejo, J., Mateo, J., Pangilinan, A., & Peñaredondo, C. M. (2025). Exploring the Impact of Vlogging in the Tourism Industry of Luneta Park, Manila: A Basis for Promotional Plan. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(6), 158.