



## The Impact of Travel Bloggers on the Tourism Industry

**Kobilova Maftuna**

Lecturer at “Silk Road” International university of tourism and cultural heritage

**Absrtact:** In this article was discussed the importance of the bloggers for tourism and its affection. Were given some suggestions.

**Keywords:** Media, Internet, Bloggers, Tourism, Camera

**Introduction:** A vlog is a blog with a visual presentation. Those who film their activities during travel and share it publically post travel are called travel vlogger or travel video logger. Vlog contains the similar amount of contents as a blog but only thing separating one another that it is based on visual presentation. Video is always a better way to communicate with the viewers than image or written text. This research paper is based on travel vloggers, who engage themselves in travelling and filming their journeys to share delightful experiences with their viewers. This research is mainly focused on travel vloggers as an information provider, particularly from the point of view of Bangladesh. It is quite notable thing that the travel vloggers seems to exploring less discovered places. When they promote new destination by vlogging, those new destination have potential tourist visiting there. It is quite clear that the next generation of travel and tourism industry will be consumer driven, travel vloggers can play a significant and vital role in the marketing of tourism.

Social networks, or social networking sites, developing on web 2.0 platforms allow users to generate their own digital content. Such virtual platforms, with interactive communication tools, constitute real online social networks grouping users with common interests. Three elements distinguish social networks (Garibaldi and Peretta, 2011): the creation of a profile; the creation of networks with other profiles; the exchange of content. Such elements allow users from all over the world to share photos, videos, opinions, judgements, impressions, and experiences about their travels, thus triggering an extensive network of electronic word of mouth content throughout the web.

In some cases, the bloggers' stories are not simply a reportage of the places visited but also take on a new dimension: they become an introspective journey in which the blogger shares his personal moods felt during the trip, giving a meaning to one's own tourist experience (Bosangit et al, 2015). This allows the reader to identify with and foresee the emotions, challenges and opportunities for personal growth that the journey itself can offer. After all, the recreational aspect is only one of the elements that characterize the holiday, while the emotional elements capable of attributing meaning to the tourist experience, both in terms of knowledge of the places and self-understanding are gaining importance (Moscardo, 2010). For some bloggers, the reputation acquired, and measured on the basis of the number of regular and occasional readers of their blog and the "likes" received on social channels, can turn into a source of income. This is achieved, for example, through sponsored posts (paid by a client to advertise on the travel blogger's website), advertising banners, market affiliations using one's website to sponsor travel-related products and receive in exchange a commission for each completed transaction/action (booking a stay, a plane, subscription to the newsletter) and promotions of brands related to the tourism sector (tour operators, accommodation facilities, airlines). Bloggers can also engage in a variety of offline blogging activities, including teaching courses on how to become a blogger and writing travel magazine articles (Azariah, 2016).



With the first signs of industrialization an important change in lifestyle began. Rapid economic growth and new technologies increased opportunities and made travelling easier. Relaxation became a motivation for travelling too, - first as a luxury for the higher class and subsequently also for the middle class. In the post war period after 1945 there was a 'take off' of tourism activity in the Western world; more industrial development and a technological revolution changed peoples' way of travelling at a high pace (Lickorish & Jenkins, 1997). The press was an important feature of tourism, promoting travel as a common and natural activity of the middle class. Writers started to specialize on travel literature, helping the reader to make decisions about their destination. Travel journalists provided different travel choices by writing about their preferences and thus expressing their ideal individual identity. Through the provision of this role model for tourism, these travel journalists also contributed to the identity formation of their reader (Steward, 2005). With the advent of the internet, computer mediated communication quickly became very popular, changing tourism practices again. "The internet empowered the 'new' type of tourist to become more knowledgeable and to seek exceptional value for money and time" (Buhalis, 2001, p.75). As the internet facilitated the process of globalization, tourism became increasingly more flexible by providing individualized and up-to-date information (Buhalis, 2001).

Most blogs are written by private authors as a hobby, but commercial or political purposes also can be a reason to blog. When the power of blogs became obvious, some blogs emerged that seemed to be written by a private, authentic person, but actually were produced by groups or organizations (Gunter, 2009).

## Reference

1. Tuxliyev, I. S., Hayitboyev, R., Ibodullaev, N. E., & Amriddinova, R. S. (2010). The basics of tourism: A handbook. Samarkand: SamISI, 11.
2. Tuxhliyev, I., & Safarov, B. (2012). Tourism Basics. T.: "New edition, 34.
3. Suyunovich, T. I., & Nuraliyevich, M. A. (2020). General architecture of a geoportals system created for tourism. *International Journal on Integrated Education*, 3(2), 115-117.
4. Tuxhliyev, I. S., & Abdukhamidov, S. A. (2021). Strategic planning processes in regional tourism in the digital economy. *Central Asian Journal of Innovations on Tourism Management and Finance*, 2(5), 22-27.
5. Gulbakhor, E., & Golib, Z. (2023). FUNDAMENTALS OF HUMAN CAPITAL DEVELOPMENT IN UZBEKISTAN. *Best Journal of Innovation in Science, Research and Development*, 2(9), 417-422.
6. Amanullayeva, K. M., & Shuhratova, V. J. Attention to the State Language in the Educational Process. *IJRASET*, ISSN, 2321-9653.
7. Amanullayeva, K. M., Kizi, S. V. J., Botirovna, M. V., & Khudoyberdieva, Z. S. Expressing Uzbek neologisms in Japanese and Korean languages and using them in literary works as a concept.
8. Tuxhliyev, I. S., & Khayitbaev, R. (2014). Fundamentals of tourism. Textbook-T: Science and Technology.



9. Sadibekova, B., Saidakhmedova, N., Makhmudova, A., Abdukhamidov, S., & Mukhamadiev, A. (2021). To determine the role and importance of marketing research in the development of tourist routes. *Middle European Scientific Bulletin*, 8.
10. Maftuna, N. (2023). MANAGING SYTEM OF THE TOURISM. *Open Access Repository*, 4(2), 259-265.
11. Maftuna, N. (2023). The Importance of Advertising in Tourism. *Vital Annex: International Journal of Novel Research in Advanced Sciences*, 2(4), 157-160.
12. Sadibekova, B., Makhmudova, A., Abdukhamidov, S., & Mukhamadiev, A. (2023). Monuments of Buddhism in the territory of Uzbekistan and the objective need for their use in tourism.
13. Abdukhamidov, A. S., Makhmudova, A. P., & Mukhammadiev, N. (2022). Ways to develop attractive tourist routes to buddhist monuments. *Builders Of The Future*, 2(02), 154-160.
14. Makhmudova, A. P. (2022). PROBLEMS OF DEVELOPMENT OF RECREATIONAL TOURISM IN UZBEKISTAN AND THEIR ANALYSIS. *Builders Of The Future*, 2(02), 161-166.
15. Suyunovich, T. I., & Pirmamatovna, M. A. (2023). Use of Digital Technologies Is Becoming One of the Main Tasks of the Tourism Industry. *Web of Scholars: Multidimensional Research Journal*, 2(6), 134-137.