



Sentiment Analysis of Travel Vlogs on Sorsogon Tourism Destination

Charlz Ian Alvarina^{1*}, Ruth Karen Casaba¹, Roxanne Detera¹, Jamaica Dioquino¹,
John Neil Fulgueras¹, Rodmar Garcia

¹Sorsogon State University, Sorsogon City, Philippines

*Corresponding Author: iamcharlzian@gmail.com

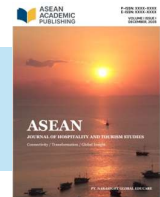
Article submitted: 24th December 2025 ; Accepted: 26th December 2025 ; Published 31st
December 2025

Abstract: This study generally aimed to examine the sentiment analysis of travel vlogs featuring Sorsogon tourism destinations posted on Facebook and TikTok, focusing on how these online contents shaped the perceived image of the province. The researchers aimed to determine the most mentioned tourist destination, social media engagement in those travel vlogs, and the positive and negative sentiments expressed by viewers. This research was qualitative and used thematic analysis to interpret public comments from 2024 that specifically used the hashtag #BeautifulSorsogon in the travel vlogs. The data included not only travelers but also all individuals who openly reacted and shared their feedback on social media. Comments were gathered and coded into categories such as highly positive, neutral and highly negative. The findings showed that most comments reflected highly positive sentiments. Results also showed that the hashtag #BeautifulSorsogon served as an effective digital branding tool, strengthening the province's image as a nature-centered and authentic destination. The researchers concluded that travel vlogs strongly influenced how audiences viewed Sorsogon and helped build a strong and marketable destination image. The study recommended that tourism stakeholders continue to improve their digital promotions, support content creators, and further develop the destination facilities to maintain consistent positive engagement and promote sustainable tourism growth.

Keywords: *negative, positive, sentiment, sorsogon, travel vlogs,*

1. Introduction

Before the digital era, most of the tourists relied on traditional sources of information, including brochures, television and magazines to learn more about specific destinations. However, the rise of travel vlogs on social media like Facebook and TikTok has transformed the way travelers perceive and decide on destinations, as travel vloggers share first-hand experiences and visuals that establish an image in the minds of potential tourists. According to the study of Islam et al. (2024), unlike traditional travel guides or documentaries, vlogs offer a personalized perspective, enabling viewers to connect with destinations more intimately. Tourists increasingly use travel vlog reviews to schedule their tours rather than content generated by the marketer. Most travel vlogs are created based on individuals' travel experiences. According to the study of He et al. (2021), travel vlogs offer a unique tour perspective than traditional travel guides can offer. However, Vlogs are simple and convenient for developing effective interaction and have a strong appeal and high trust. This communication method through video has significantly transformed the usual way of



transmitting tourism information, which influences the behavior of prospective tourists. These findings reveal that travel vlogs have changed how tourists perceive their travel destination. Travel vlogs offer audience relatable and first-hand experiences that can promote trust and an emotional connection to the audience in contrast to traditional advertising. The authenticity of travel vlogs can be an effective platform since audiences perceive them as unbiased rather than a marketing strategy. Therefore, understanding the tourists' response towards travel vlogs on Facebook and TikTok content through sentiment analysis is important to determine how travel vlogs can shape perceived destination image and tourist motivation to visit a specific destination, especially in Sorsogon where social media engagement is growing.

The Philippines, particularly in Sorsogon, offers a variety of areas with outstanding scenic beauty ranging from beaches, picturesque mountains, Landscapes, museums, historical landmarks and centuries old churches that are also featured in some travel vlogs in social media. According to the study of Jensen (2020), that through vlogs, tourists gain knowledge about specific destinations, feel motivated to discover more, and are influenced by celebrities and influencers who showcase food, lifestyle, leisure, and unique travel experiences, thus subconsciously promoting the tourism industry. These findings suggest that vlogs have reshaped how travelers form impressions of destinations. Unlike traditional advertising, they provide authentic, relatable experiences that build trust and emotional connection with viewers. This authenticity makes vlogs an effective driver of tourist behavior, since audiences perceive them as unbiased and personal recommendations rather than marketing strategies. According to Peralta (2019) Travel vloggers can be considered social influencers in destination marketing because of their travel stories being shared online, resulting in feedback from their followers, leading to persuasion or inspiration to travel to the same destination. Because travel vlogs are created by travelers who are at the destination, they are likely to endorse the location and highlight its key features. This could be thought of as a personal recommendation on the part of the travel vloggers. In Sorsogon, travel vlogs highlight iconic attractions such as Bulusan Volcano Natural Park, Donsol's whale shark encounters, Subic Beach, and Paguriran Island, which effectively showcase the province's diverse tourism resources. This exposure not only promotes local tourism but also shapes perceptions of Sorsogon as a must-visit destination. At the same time, it reveals how vlogs influence travel choices, demonstrating the power of user-generated content in driving actual tourist behavior. However, there are limited studies on understanding the social media engagement through Sentiment Analysis of travel vlogs on a local setting like Sorsogon's tourism destination through Facebook and Tiktok. This study aims to understand the audience social media engagement through sentiment analysis of travel vlogs about Sorsogon tourism destinations on Facebook and Tiktok, in order to analyze the audience perceived destination image Sorsogon. This study specifically aims to: (1) Identify the most frequently mentioned tourism destinations in Sorsogon that are featured in travel vlogs. (2) To determine the social media engagement profile of these travel vlogs. (3) To identify the frequent sentiments either positive, negative and neutral expressed in travel vlogs regarding Sorsogon's various tourist destinations.

2. Literature Review

2.1 Travel Vloggers and User-generated content

User-generated content (UGC), sometimes also referred to as user-created content (UCC), is a generic term that encompasses a wide range of media and creative content types that were created or at least substantially created by "users", by contributors working outside of conventional professional environments. With the advent of internet services now, travel



decision-making has been made easier due to the availability of various UGC websites that feature real-time sharing of consumption experiences. UGC includes various travel experience descriptions, including first-hand accounts in blog posts and comments as well as multimedia presentations, photos, online reviews, and informal verbal exchanges. The growth of digital media has led travelers to rely more on vlogs to make travel-related decisions. Travel vloggers are perceived to be social influencers in tourism destinations as their stories are posted by them and seen by viewers who get inspired to do the same. According to the study of Donovan et al. (2022), 60% of Generation Z travelers said that user-generated content and social media influences significantly impact their travel plans. Furthermore, 51% of the respondents would be more likely to book an accommodation if they saw a user-generated content. According to the study of Hinton and Richter (2023), social media has the most significant influence on participants' travel destination choices, with 75% influenced by social media. Also, 48% of the travelers admitted that they would choose destinations mainly so they could showcase them on their social media. The U.S. Digital Marketing Institute (2019) statistics have found that around 50% of internet users follow influencers on social media, and about 19% of consumers make a purchase based on the recommendation of an influencer. However, in a study by Wijaya et al. (2024), the majority of participants noted that UGC is more persuasive to them than content offered by social media influencers. The results of the study also showed that a large proportion of people felt more attracted to visiting tourist destinations after viewing this type of content. A study by Islam et al. (2024), that the 231 respondents from Bangladesh traveler's intentions to visit a place are highly influenced by the perceived credibility and quality of the information provided by travel vlogs. This shows that people are not only looking for information but also emotional connection, which is often delivered through personal experience of the travel vloggers and UGC. In Sorsogon where tourism promotion relies heavily on social media, travel vlogs as a form of UGC, sentiment analysis is a useful method.

2.2 Social Media Engagement Metrics, Sentiment Analysis and Online Reviews

Social media works as a fast-spreading vehicle to promote services and expand web visibility and, most importantly, allows people to engage with the published content of such organizations through reactions, shares, and comments. According to the study of Saragih and Girsang (2017), business organizations commonly utilize social media to gain more advantage. Through social media, businesses receive feedback from their customers by providing a platform for sharing opinions or comments. This kind of customer engagement became a tool of marketing and promotion. Internet usage has been widespread in the travel industry, and travel influencers have become an effective method for many hospitality and tourism organizations to communicate with their target demographic and build brand recognition. As many travelers rely on social media when choosing travel destinations, vloggers are very influential nowadays. The emergence of reviews that started the widespread use of user-generated content (UGC) has significantly changed the travel behaviors of people. Many individuals nowadays share their travel or dining experiences in rich and diversified content (e.g., texts, photos, and videos) on social media sites. According to the study of Walther and Jang (2012), user-generated reviews were thought to have been highly influential because information seekers view online reviews of other people who had already seen the beach, experienced the outdoor activities, or purchased a place to stay in, which the viewer wants more information about. Leung et al. (2013) also stated that in the context of tourism and hospitality, the use of travel vlogs, consumer ratings, and review sites has gained much attention from



researchers in identifying the effects of this trend on the tourism business environment, meaning that if an individual planned to go on vacation, they could consider the travel reviews of the destination they planned to visit. Sentiment analysis has proven to be a valuable tool to gauge public opinion in different disciplines. According to the study of Singh and Kaur (2015), sentiment analysis refers to the use of natural language processing to identify and extract one-sided information in source materials, or simply, it refers to the process of detecting the polarity of the text. As a tourism destination, Sorsogon Province has a variety of areas with outstanding scenic beauty, ranging from beaches, picturesque mountains, landscapes, museums, historical landmarks, and centuries-old churches that are also featured in some travel vlogs on social media. All things considered, it is relevant to conduct a sentiment analysis on travel vlogs, particularly in emerging tourism areas like Sorsogon Province. The online reviews in each vlog should be examined in order to show how useful their role is through identifying the positive and negative reviews in travel vlogs. As travel vlogs now function as powerful tools to influence and are capable of shaping destination perceptions, emotional connections, and travel decisions.

2.3 Tourism Destination Image and Perception

Tourism Destination Image and Perception refer to the mental picture or impression that potential travelers develop about a location, influencing their decision to visit. Psychological characteristics and socio-demographics are factors that affect Tourism Destination Image. A study done by Wang et al. (2021), revealed that from the stage of on-site to after-trip, tourist perception of Tourism Destination Image (TDI) shifts from psychologically to functionally-oriented, from common to unique, and from holistic to more attribute focused. Also, it is suggested that from a postmodernism perspective, TDI is never unique, fixed or universal, but has different image perceptions and feedback for different tourists. However, according to another study done by Jeong and Kim (2020), results showed significant and powerful impacts of event quality, destination image and perceived value on tourist satisfaction; destination image, perceived value, and tourist satisfaction on destination loyalty and demonstrated fully mediated relationships between destination image and destination loyalty, and between perceived value and destination loyalty. Moreover, Khasawneh and Alfandi (2019) identified that two dimensions of perceived risks (financial risk and performance risk) had significant impact on the overall destination image and on tourists' behavioral intentions, however, physical, time, and socio-psychological perceived risks were neither important to the tourists' revisit intention nor to the overall image.

2.4 Influence of Social Media on Travel Behavior and Decisions

The growing presence of social media influencers (SMIs) are considered weapons of travel that affect consumer's behavior and decision-making process in the travel industry. Social media is used not just for the purpose of collecting information, it is also to enhance the way people experience travel. In a study by Afren Sumaia (2024), understanding how people use the internet and social media, tourism businesses can easily interact with travelers, share their stories online, and build stronger connections. Similarly, in a study by Pop et al., (2021), it is evident that Social Media Influencers (SMIs) can effectively develop credible content and recommendations for tourists to increase their desire to visit a destination. According to Jani et al., (2024), over the past decade, various social media platforms such as Facebook, Instagram, and TikTok generate a valuable impact to shape how individuals perceive and determine their choice of destinations. A study by Mohamad et al. (2022), stated that tourists usually used social



media before their trips to gather helpful and relevant information and after their trips to share experiences. These findings suggest that social media has a great impact on tourists' travel choices. By analyzing sentiments expressed in travel vlogs, it provides valuable insights into how travel vloggers and tourists perceive a destination in Sorsogon Province. The pre-trip and post-trip of tourists reveals that positive sentiments in vlogs can increase the interest of travelers and willingness to visit a destination, while negative sentiments may lessen potential tourists. Therefore, understanding the role of social media through travel vlogs allows Sorsogon tourism destinations to create more effective a marketing strategy to ensure stronger connections with tourists and stand out in competitive market.

3. Methods and Theory

3.1 Methods

This study used a descriptive method to answer the research problems. According to McCombes (2022), a descriptive study can use a broad range of methods to examine multiple variables. By using descriptive methods, we can accurately count how often specific destinations are mentioned, record engagement metrics like views, likes, comments, shares, and classify the sentiment of the vlog content. This approach preserves the real-world context of Facebook and TikTok, capturing the natural ways creators and viewers interact. Also, this study employs a qualitative approach to explore how travel vlogs depict Sorsogon tourism destinations and how viewers emotionally engage with those videos.

This study used purposive sampling as its sampling technique. The data will consist of travel vlogs that feature various tourism destinations within the province of Sorsogon. Only tourism destinations officially registered with the Department of Tourism (DOT)–Sorsogon will be included in the scope of this study. These vlogs will be collected from two major social media platforms, Facebook and TikTok using the keyword with hashtag such as #BeautifulSorsogon as the primary filter to identify relevant content. The vlogs included in the sample must be publicly accessible, and showcase tourist destinations in Sorsogon in 2024. Priority will be given to vlogs with measurable social media engagement, including the number of views, likes, comments and shares using a researcher-made content analysis, to allow for a meaningful analysis of user interaction.

The primary research instrument for this study will be an unstructured observation through researcher-made content analysis checklist designed to systematically evaluate travel vlogs featuring Sorsogon tourism destinations on Facebook and TikTok using the hashtag #BeautifulSorsogon. This checklist will include categories such as the name of the uploader, date posted, name of the tourism destination featured, the number of likes, comments, shares, and views, as well as the presence of specific keywords and themes related to tourism experiences. In addition, the study will utilize sentiment analysis tools such as manual coding to classify the overall tone of each vlog as positive, negative, or neutral.

This study will utilize qualitative thematic analysis. As stated in the study of Kiger and Varpio (2020), thematic analysis analyzes the qualitative and searches across in another data set to report, identify, and analyze the said patterns. Commonly, this involves a description and, at the same time, an interpretation. By the time that the researchers gather the data, the researchers will interpret the comments through thematic analysis by supporting the details from the relevant literature and studies being used in the study. Using thematic analysis, each comment in the travel vlogs will be manually coded and classified using the following theme and code.



Table 1: Thematic Analysis for sentiment Analysis

Codes	Theme
Superlative Positive	Highly Positive
Both Positive & Negative	Neutral
Superlative Negative	Highly Negative

Source: Kiger and Varpio (2020)

The data will be analyzed using codes that impose highly positive, neutral, and highly negative based on the words and statements used to manually scrutinize the comments. For instance, in identifying, if an audience uses superlative words, this will be marked as highly positive as the same with the negative comments. However, if the customers used both positive and negative comments, then it will be marked as neutral. This process will help in understanding how people feel about the tourism destinations featured in the vlogs. To visualize the frequency of specific words or locations mentioned in the vlogs, a word cloud will be generated. The word cloud will highlight the most commonly used words in the vlogs allowing for a quick visual interpretation of the dominant themes and destinations.

3.2 Theory

A theory called Uses and Gratifications Theory (UGT) emphasizes that media consumers are people who use content to meet their own needs for social interaction, entertainment, and information. Travel vlogs are informative and emotional contents in the tourism industry, giving prospective tourists real-life experience and images of a place. According to the study of Silaban et al. (2022) viewers use vlogs not only to gain practical knowledge but also to connect with the first-hand experiences of vloggers posted in social media that influences the audience's travel decision-making. This shows how audiences are active seekers of social media content that meets their needs rather than recipients of content. This study uses UGT to explain why tourists watch and respond to travel vlogs on Facebook and TikTok, as these social media platforms satisfy their needs and desire for first-hand experience of destinations like Sorsogon.

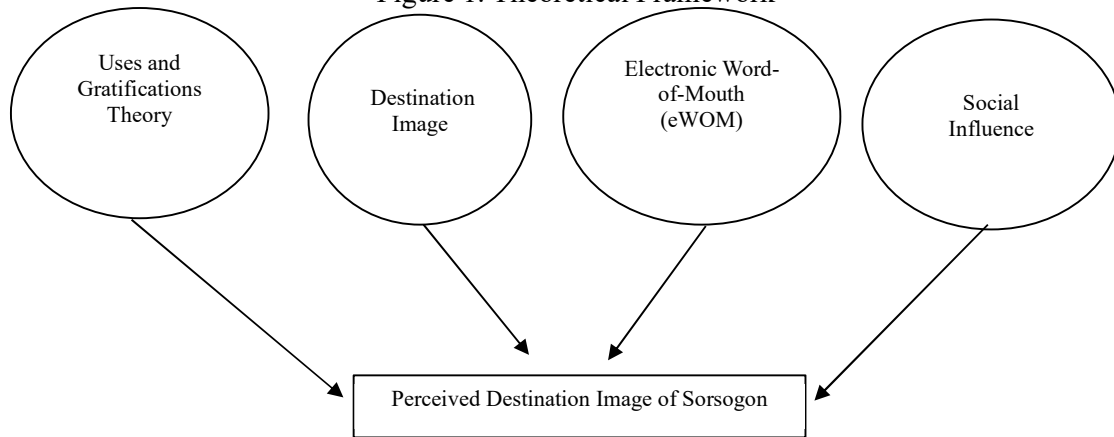
In destination image travelers create ideas of places through information sources, previous travel experiences and posted content in different social media platforms. These images are greatly influenced by travel vlogs which offer viewers realistic events and interesting destinations that result in a lasting impression of the audience. In the study of Hartanto and Megawati (2025) destination image found to significantly influence destination loyalty, underlining the importance of these factors in fostering long-term engagement with the destination. Tourist satisfaction was identified as a key mediator in the relationship between both destination image and perceived value with destination loyalty, illustrating that a positive tourist experience is essential for converting satisfaction into loyalty. This shows how vlogs act as influential tools in constructing the identity of destinations like Sorsogon to influence tourist destinations. The study explains how the sentiments expressed in vlogs and their engagement metrics reflect the evolving image of Sorsogon as a tourist destination, thereby influencing whether audiences develop positive or negative perceptions.

The Electronic Word-of-Mouth (eWOM) highlights the role of online reviews, user-generated content, and peer recommendations in shaping consumer behavior. Unlike traditional advertising, travel vlogs are perceived as more authentic and trustworthy because they are

based on personal experiences of the content creators. According to the study of Leung et al. (2013) emphasized that social media content, such as travel vlogs, plays a critical role in tourism decision-making since audiences consider them credible sources of information. This means that positive or negative sentiments expressed in vlogs and audience comments can directly influence potential tourists' decisions about visiting destinations like Sorsogon. In this study, eWOM provides a framework for understanding how engagement with vlog content functions as a form of digital word-of-mouth that impacts destination promotion and visitor motivation.

The Social Influence Theory claims that people's attitudes, emotions, and behaviors can be shaped by the influence of others, particularly credible and relatable figures. In tourism, travel vloggers act as opinion leaders who can persuade audiences through their storytelling, authenticity, and personal recommendations through their contents posted in social media platforms like Facebook and Tiktok. According to the study Pop et al. (2021) that trust in influencers significantly affects consumers' travel-related decisions, as audiences often adopt the attitudes and behaviors of the figures they follow. This makes travel vlogs powerful tools in promoting destinations, as viewers perceive them as genuine endorsements rather than marketing strategies. Applying Social Influence Theory in this study recognizes how Sorsogon's tourism appeal is amplified by vloggers whose credibility and authenticity drive audience sentiments and engagement, shaping their willingness to visit the province.

Figure 1. Theoretical Framework



Source: Data processed by the author (2025)

4. Results and Discussion

The results of the study present the analyzed data gathered from travel vlogs on Facebook and TikTok using the hashtag filter #BeautifulSorsogon, focusing on Sorsogon's perceived destination image.

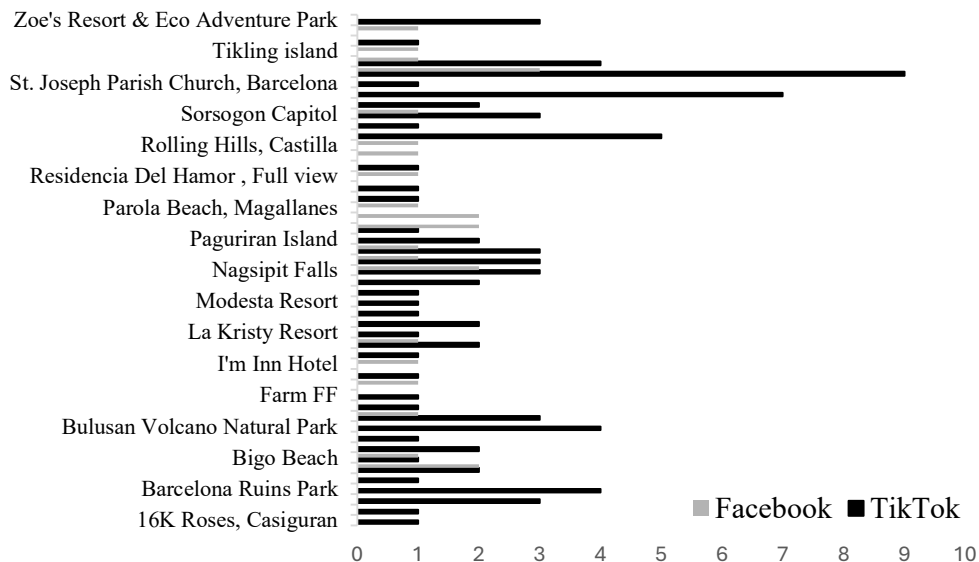
4.1 Most mentioned tourist destinations in Sorsogon

The findings show that the most mentioned tourist destination in Sorsogon province on both Facebook and TikTok travel vlogs across the two social media platforms was Subic Beach in Matnog. Subic Beach in Calintaan Island, Matnog, Sorsogon is the most mentioned destination because it is one of the most breathtaking views and a well-known tourist spot in Sorsogon. Its



pinkish-white sand, picturesque rock formations, scenic views and most especially its crystal-clear water make it highly appealing to travel vlog content creators. Moreover, it offers water activities, including island hopping, cliff diving, snorkeling, kayaking, and swimming, resulting in more engagement. Its consistent popularity among tourists naturally results in more Facebook and TikTok posts, tags, and mentions. This finding indicates that Subic Beach serves as a primary attraction representing Sorsogon’s beauty and is the most popular site featured under the hashtag #BeautifulSorsogon. According to the study of Cheng et al. (2020), electronic word-of-mouth serves as an effective form of travel vlogs because it provides the opportunity to viewers to experience destinations using personal travel experiences. Their findings indicate that when viewers become emotionally or cognitively connected with a vlogger’s visuals, storytelling, and personal experiences, they tend to form positive attitudes toward the featured destination such as Subic Beach Matnog. It encourages them to talk about the travel vlog, then share it with others, and develop an interest in visiting the destination. The use of advertisements related to tourism on different social media platforms has a positive effect on consumers. Moreover, an effective viral marketing plan encourages the growth of the tourist base, as each satisfied customer will disseminate favorable feedback or suggestions to their peers. Ashikul et al. (2020). This highlights the importance of the modern tourism growth of viral marketing and social media engagement. Digital ad campaigns and promoting positive word-of-mouth should be considered for use in Tourism businesses, as technology has transformed the way consumers make purchasing decisions. Peralta (2019) found that travel vlogs effectively build a destination’s image through narrative and visual representation that shape viewers’ interest and connection to the place. This study reveals that content creators and people are deeply interested in natural sites, including beaches, springs, and eco-parks, which affirm Sorsogon as a province that is endowed with natural and scenic destinations.

Figure 2: Most mentioned tourist destinations in Sorsogon



Source: Data processed by the author (2025)



4.2 Social media engagement profile of travel vlogs

Table #3 shows that TikTok dominates audience interaction with travel vlogs regarding Sorsogon tourism. TikTok recorded a total of 2.5 million engagements, largely powered by high view counts and likes. While Facebook shows lower engagement with a total of 2.1 million interactions but attracts audience engaging in comments, which is higher compared to Tiktok, it attracts fewer reactions and views compared to Tiktok. Tiktok in watching travel vlogs is the most widely used platform than Facebook because of its fast-paced, visually appealing, and easily digestible content format. The short-forms videos that tiktok offers allows users to quickly learn, discover new destinations, and get travel ideas within seconds that are perfect for modern travelers who prefer quick updates rather than long posts. Additionally, it allows people to see videos that match their interest and has visually engaging content. Tiktok offers creative tools such as sounds, filters, transitions, and editing styles that make travel vlogs more entertaining and visually appealing. For students and young audiences, Tiktok is more engaging because of its creative tools and trendy content. It is a powerful platform that enables users to share real-time experiences, hidden spots, and travel hacks in a way that is interactive to travelers. Compared to Facebook, which is more focused on long posts, and updates from friends or pages previously followed. Overall, tiktok is considered as the best option for today's generation of travel vloggers because of its special features and characteristics.

The features of TikTok such as a quick, visually appealing, and highly interactive short-vlogs fit modern audience's preference for fast information and entertainment that makes it more useful for tourists rather than Facebook. The popularity of the video-sharing social networking site TikTok is rising quickly. In 2020, it was the second most downloaded app worldwide and known for users posting videos of themselves dancing, lip-syncing, or showcasing other abilities (Fiallos et al. 2021). Bhandari and Bimo (2022) revealed that TikTok differed from other social media platforms that upon first glance it seemed to offer similar services and features. However, it did not do so through the creation of radically new features or affordances. According to Cuesta – Valiño et al. (2022), while certain social media platforms, such as Facebook, are becoming less popular among digital influencers, TikTok is still expanding, attracting and influencing both millennials and centennials. This context demonstrates the growing interest of younger generations in short video formats, which are also emerging as a new channel of communication between businesses and customers. It allows users to share, create, and discover short, user-generated videos in hopes of attracting viewers. This shows that TikTok's short-vlog format works better for travel related content that enables users to quickly discover engaging video destinations and get travel ideas. Unlike Facebook, which often emphasizes longer posts or static photographs, TikTok satisfies the need of modern travelers' desire for quick and interesting information, making travel vlogs more accessible and engaging. The platform's efficiency to integrate content and sharing of information and discovery in one interface strengthens its attractiveness compared to traditional social media platforms. Therefore, Tiktok's unique styles and wide range of users make it the go-to platform for travel vlogs because it links content creators with audiences who are seeking for fast, visually interesting and interactive travel experiences unlike Facebook in terms of relevance and reach.

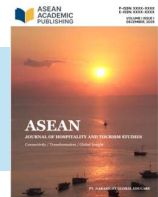


Table 3. Social media engagement profile of travel vlogs

Platform	Likes	Comments	Views	Share	Total Engagement
Tiktok	131,207	1842	2,384,105	32,057	2,549,211
Facebook	71,314	2,826	2,044,687	19,626	2,138,453
Total	202,521	4,668	4,428,792	51,683	4,687,664

Source: Data processed by the author (2025)

4.3 Sentiment expressed in travel vlogs

The sentiment analysis of the audiences' comments on TikTok and Facebook shows that the perception of Sorsogon's tourism destinations is highly positive, indicating that travel vlogs create a positive image of the province. As reflected in Table 4, highly positive comments came in 75% from TikTok, while on Facebook, it was 67%. This clearly means that the majority of the audiences express admiration, excitement, and appreciation for the natural attractions of Sorsogon. Words and phrases such as "sobrang ganda," "crystal clear," "breathtaking view," and "worth it puntahan" repeatedly appeared to highlight the visual beauty of the province and its relaxing environment. In contrast, there are negative comments that emerge when users noticed issues that does not meet their expectation such as safety risks in the destination, environmental concerns, overrated destinations and poor infrastructure. On Facebook, longer comments tend to come from people with prior experiences in featured destinations that results in 2% highly negative sentiments. While there are 8% highly negative sentiments on Tiktok because sometimes negativity appears due to quick and reactive viewing behavior. The positive and negative sentiments on Tiktok and Facebook shows the audiences personal or own preferences in choosing the destinations that they want to visit

The presence of both positive and negative sentiments on travel vlogs featuring Sorsogon tourism destinations reflects how audiences assess the province's tourism offerings from different perspectives. Tiktok and Facebook attract diverse users including locals, tourists, travel vloggers, and casual viewers. Bringing unique experiences, expectations, and level of familiarity with Sorsogon. This positive sentiment indicates that the viewers consider Sorsogon's tourism destination as a beautiful, peaceful, and nature-centric destination. Xiang et al. (2021) found that positive user-generated content on social media platforms strengthens destination attractiveness and promotes favorable perceptions among potential tourists. A smaller share of comments, 8% in TikTok and 2% in Facebook are highly negative, expressing dissatisfaction about environmental problems or overcrowding, or high prices in particular resorts. According to Seraphin et al. (2018) negative perceptions through sustainability and responsible tourism practices are crucial in preserving destination image and ensuring long-term visitor satisfaction. Though these are few, such comments bear value because they stress the importance of sustainable tourism management to maintain the province's positive reputation through better infrastructure. The positive and negative confirms that sentiment analysis is crucial, as it records the real-time pulse of social media users and features both strengths and areas for improvement in Sorsogon tourism. Moreover, these mixed comments helps the tourism sector perceive how travel vlogs impact decision-making and what factors shape traveler's perceptions of Sorsogon province.

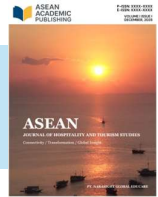


Table 4. Sentiment expressed in travel vlogs

Sentiment Theme	Tiktok (No. of comments)	Tiktok (%)	Facebook (No. of comments)	Facebook (%)
Highly Positive	275	75%	167	67%
Neutral	60	17%	78	31%
Highly Negative	36	8%	6	2%
Total	371	100%	251	100%

Source: Data processed by the author (2025)

5. Conclusion

Based on the result, audience sentiment shows that the perceived destination image of Sorsogon is highly positive in Tiktok and Facebook. This clearly means that the majority of the audiences express admiration, excitement, and appreciation for the natural attractions of Sorsogon. Phrases such as "sobrang ganda," "crystal clear," "breathtaking view," and "worth it puntahan" repeatedly appeared that highlights the visual beauty of the province and its relaxing environment. The study reveal that content creators and people are most attracted to natural sites like beaches, springs, and eco-parks, which affirm Sorsogon as a province that is endowed with natural and scenic destinations. The positive sentiment under the hashtag #BeautifulSorsogon show how effective the province's digital branding strategy is. The hashtag has acted as a strong destination branding, which is both a promotional label and an emotional symbol reinforcing pride in Sorsogon. According to Kavaratzis and Hatch (2013) destination branding is not just about the development of visual identity but about the construction of meaning among residents, visitors, and virtual audiences. In this, #BeautifulSorsogon has been able to inspire and evoke the identity of the province as a nature-centered, hospitable, and authentic travel destination. In addition, positive sentiments from both Tik Tok and Facebook reveal that travel vlogs are highly effective in shaping and maintaining a positive image. The results thus indicate that the #BeautifulSorsogon branding campaign has been very effective in yielding a strong, positive, and marketable destination image. By leveraging the social media platforms, especially Tik Tok and Facebook, the campaign garners not only more visibility but also more emotional engagement among its viewers. Sorsogon's success in maintaining a positive online image shows how effective digital storytelling and user-generated content can be for promoting tourism.

Based on the findings, it is recommended that the Provincial Tourism Offices of Sorsogon and local tourism stakeholders should further enhance the #BeautifulSorsogon branding campaign, since positive sentiment from both Tik Tok and Facebook show that people are very much drawn to the natural beauty of Sorsogon and future promotions should be done with high-quality visual content showcasing beaches, springs, eco-parks, and other nature spots. It is also suggested that collaboration with local content creators is a good method of maintaining the strong online presence of Sorsogon because their videos and photos create excitement and build a positive image in the viewers' minds.

It is also necessary for tourism offices and LGUs to encourage more user-generated content through the creation of safe, clean, and tourist-friendly spaces, given that visitors want to post and share their experiences online. Improving facilities, creating more view areas, and offering guided activities can lead to more positive postings and comments. Support through both digital marketing and on-ground improvements can help Sorsogon continue to strengthen a strong



online identity as a beautiful, relaxing, and authentic destination, thereby securing long-term growth in tourism.

Acknowledgements

1. To Mr. Gerry S. Digo, researchers' professor, for her untiring efforts, technical guidance and professional assistance during the development and completion of this study;
2. To Mr. Resty H. Encinares, for his guidance, patience, and constructive insights that greatly helped us in developing and refining this research;
3. To the researchers parents and families, for their moral support and motivations;
4. To the travel vloggers, whose online content became the foundation of our study;
5. To the Researchers, for their efforts and encouragement, shared; and;
6. To the Great Almighty, the author of knowledge and wisdom, for His limitless love and giving the light of the answers to the researchers questions.

Reference

- Afren, S. (2024). The role of digital marketing promoting tourism business: A study of the use of social media in promoting travel. *World Journal of Advanced Research and Reviews*. <https://clock.uclan.ac.uk/id/eprint/50416/1/WJARR-2023-2668>
- Bhandari, A., & Bimo, S. (2022). Why's Everyone on TikTok Now? The Algorithmized Self and the Future of Self-Making on Social Media. *SAGE Journals*, 8(1). <https://doi.org/10.1177/20563051221086241>
- Cuesta-Valiño, P., Gutiérrez-Rodríguez, P., & Durán-Álamo, P. (2022). Why Do People Return to Video Platforms? Millennials and Centennials on TikTok. *Media and Communication*, 10(1), 198-207. <https://doi.org/10.17645/mac.v10i1.4737>
- Cheng Y, Wei W, Zhang L (2020), "Seeing destinations through vlogs: implications for leveraging customer engagement behavior to increase travel intention". *International Journal of Contemporary Hospitality Management*, 32(10), 3227–3248. <https://doi.org/10.1016/j.chb.2013.05.019>
- Donovan, N., Visser, K., & Beadle, C. (2022, July 20). Booking.com predicts the top trends for the future of travel. *Booking.com for Partners*. <https://partner.booking.com/en-us/click-magazine/bookingcom-news/bookingcom-predicts-top-trends-future-travel>
- Fiallos, A., Fiallos, C., & Figueroa, S. (2021) Tiktok and Education: Discovering Knowledge through Learning Videos. *Eighth International Conference on eDemocracy & eGovernment (ICEDEG)*, 172-176. <https://doi.org/10.1109/ICEDEG52154.2021.9530988>
- Hartanto, H., & Megawati, V. (2025). The influence of event quality on perceived value and tourist satisfaction with regional sport events. *Southeast Asian Journal of Service Management Conceptual Framework*, 2(2), 97–105. <https://doi.org/10.24123/seajsm.v2i17>
- He. J., Xu. D., & Chen T. (2021). Travel vlogging practice and its impacts on tourist experiences. *Current Issues in Tourism*. 25(3), 1-16. <https://doi.org/10.1080/13683500.2021.1971166>
- Hinton, T., & Richter, F. (2023, June 6). Infographic: Social media has the greatest influence on travel destination choices. *Statista Daily Data*. <https://www.statista.com/chart/30135/media-influences-on-travel-destinatio>
- Islam, M. T., Kumar, J., Hussin, S. R., Yee, W. F., & M. A. Ragavan, N. A. (2024). Camera to compass: Unravelling the impact of travel vlogs on tourist visit intentions. *Academica*



- Turistica – Tourism and Innovation Journal*, 17(2), 163–177.
<https://doi.org/10.26493/2335-4194.17.163-177>
- Jani, A., Ratnoday, N. R., & Bajpai, S. (2024). Social media influence on travel choices. *International Research Journal of Humanities and Interdisciplinary Studies*.
<https://irjhis.com/paperIRJHIS2407001>
- Jensen, J. B. (2020). Travel vloggers as a source of information about tourist destinations. *Umeå University*. <http://urn.kb.se/resolve?urn=urn:nbn:se:umu:diva-171751>
- Kiger, M. E., & Varpio, L. (2020). Thematic analysis of qualitative data: AMEE Guide No. 131. *Medical teacher*, 42(8), 846–854.
<https://doi.org/10.1080/0142159X.2020.1755030>
- Kavaratzis, M., & Hatch, M. J. (2013). The dynamics of place brands: An identity-based approach to place branding theory. *Marketing Theory*, 13(1), 69–86.
<https://doi.org/10.1177/1470593112467268>
- Khasawneh, M. & Alfandi, A. (2019). Determining behaviour intentions from the overall destination image and risk perception. *Tourism and Hospitality Management*, 25, 355–375. <https://doi.org/10.20867/thm.25.2.6>
- Leung, D., Law, R., Van Hoof, H., & Buhalis, D. (2013). Social media in tourism and hospitality: A literature review. *Journal of Travel & Tourism Marketing*, 30(1–2), 3–22.
<https://doi.org/10.1080/10548408.2013.750919>
- McCombes, S. (2022, October 10). *Descriptive Research Design | Definition, Methods & Examples*. Scribbr. <https://www.scribbr.com/methodology/descriptive-research/>
- Mohamad, N., Vivien, T., & Pei, T. P. (2022). Travel experience on social media: The impact towards tourist destination choice. *Social and Management Research Journal*, 19(2), 21–52. <https://doi.org/10.24191/smrj.v19i2.19253>
- Peralta, R. (2019). How vlogging promotes a destination image: A narrative analysis of popular travel vlogs about the Philippines. *Place Branding and Public Diplomacy*, 15, 244–256.
<https://doi.org/10.1057/s41254-019-00134-6>
- Pop, R.-A., Săplăcan, Z., Dabija, D.-C., & Alt, M.-A. (2021). The impact of social media influencers on travel decisions: The role of trust in consumer decision journey. *Current Issues in Tourism*, 25(5), 823–843. <https://doi.org/10.1080/13683500.2021.1895729>
- Saragih, M. H., & Girsang, A. S. (2017). Sentiment analysis of customer engagement on social media in transport online. *2017 International Conference on Sustainable Information Engineering and Technology (SIET)*, 24–29. IEEE.
<https://doi.org/10.1109/SIET.2017.8304103>
- Seraphin, H., Sheeran, P., & Pilato, M. (2018). Over-tourism and the fall of Venice as a destination. *Journal of Destination Marketing & Management*, 9, 374–376.
<https://doi.org/10.1016/J.JDMM.2018.01.011>
- Silaban, P. H., Chen, W. K., Nababan, T. S., Eunike, I. J., & Silalahi, A. D. K. (2022). How travel vlogs on YouTube influence consumer behavior: A use and gratification perspective and customer engagement. *Human Behavior and Emerging Technologies*, 2022, 1–16. <https://doi.org/10.1155/2022/4432977>
- Singh, R., & Kaur, R. (2015). Sentiment analysis on social media and online review. *International Journal of Computer Applications*, 121(20), 44–48.
<https://doi.org/10.5120/21660-507>
- U.S. Digital Marketing Institute. (2019). 20 influencer marketing statistics that will surprise you. *Social Media Marketing*. <https://digitalmarketinginstitute.com/en-eu/blog/20-influencer-marketing-statistics-that-will-surprise-you>



- Walther, J., & Jang, J. (2012). Communication processes in participatory websites. *Journal of Computer-Mediated Communication*, 18(1), 2–15. <https://doi.org/10.1111/j.1083-6101.2012.01592.x>
- Wijaya, C. O., Wijaya, S., & Jaolis, F. (2024). The influence of social media content on attitude, destination image, and intention of female Muslim travelers to visit halal destinations: Comparison between UGC and FGC. *Journal of Islamic Marketing*, 16(2), 402–427. <https://doi.org/10.1108/JIMA-08-2023-0235>
- Xiang, Z., Du, Q., Ma, Y., & Fan, W. (2021). A comparative analysis of major online review platforms: Implications for social media analytics in hospitality and tourism. *Tourism Management*, 85, 104287. <https://doi.org/10.1016/j.tourman.2016.10.001>

Authors Profile

Charlz Ian E. Alvarina is an undergraduate researcher at Sorsogon State University, currently pursuing a Bachelor of Science in Tourism Management, with research interests in tourism marketing, travel vlogs, and social media influence on tourist decision-making.

John Neil B. Fulgueras is an undergraduate researcher at Sorsogon State University, pursuing a Bachelor of Science in Tourism Management, focusing on tourism development, visitor behavior, and digital tourism trends.

Roxanne D. Detera is an undergraduate researcher at Sorsogon State University, taking a Bachelor of Science in Tourism Management, with research interests in sustainable tourism, destination branding, and tourism promotion.

Ruth Karen E. Casaba is an undergraduate researcher at Sorsogon State University, enrolled in a Bachelor of Science in Tourism Management, with research focus on tourist perception, social media engagement, and destination image.

Rodmar L. Garcia is an undergraduate researcher at Sorsogon State University, pursuing a Bachelor of Science in Tourism Management, whose research interests include digital tourism marketing, sentiment analysis, and destination development.

Jamaica D. Dioquino is an undergraduate researcher at Sorsogon State University, currently pursuing a Bachelor of Science in Tourism Management, with research interests in tourism communication, online travel content, and sustainable destination promotion.