

PARASOCIAL INTERACTION IN THE TRAVEL VLOG ECOSYSTEM: IMPLICATIONS FOR TOURISM DESTINATION MARKETING

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Travel vlogging has become a marketing tool to build awareness and associations with tourism experiences. In this phenomenon, travel vloggers have become opinion leaders who can strongly influence audiences, especially the younger generation. Recognising the importance of vloggers in achieving their marketing objectives, destination marketers have enlarged their budget for vlogger activities. This study seeks to advance the theory of PSI in contemporary digital marketing – transition the theory from its original application in broadcast television to the modern communication channel of online vlogs. The study particularly seeks to further understanding of this theory and the role of vlogging to advance tourism destination marketing literature. Practically, the findings are expected to contribute to advancing the current digital marketing strategy that is performed by destination marketer, and to understand the interaction between viewer-travel vlogger.

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