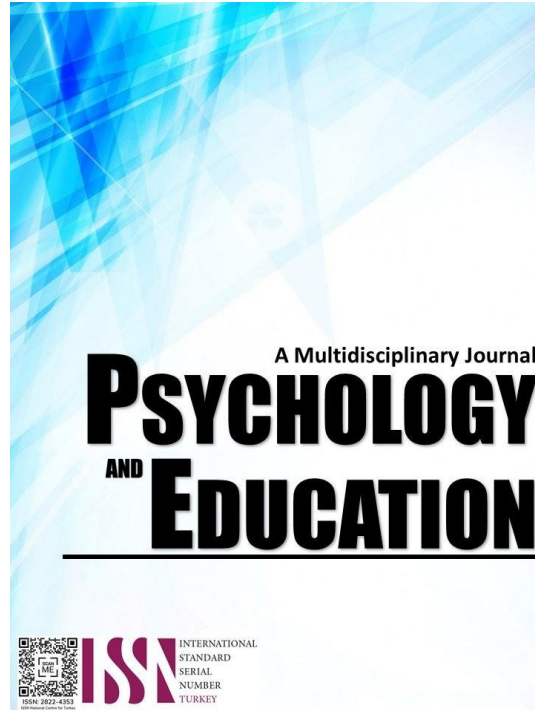


ASSESSING TOURISM CLASSIFICATIONS IN BIYAHE NI DREW DOCUMENTARY



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Assessing Tourism Classifications in Biyahe ni Drew Documentary

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Abstract

Assessing Tourism Classifications in Biyahe ni Drew Documentary shows increased its popularity during the pandemic when people spent most of their time in the comfort of their homes because of limited outside activities and travel restrictions. The Tourism Industry which has been greatly affected by the pandemic is slowly getting back in operation. The researchers came up with the study entitled, “Assessing Tourism Classifications in Biyahe ni Drew Documentary Show in the Travel Interest of Tertiary Students of a Private University in Cavite. STI College Global City Amidst Coronavirus Pandemic.” The researchers want to determine if the travel documentary show, “Biyahe ni Drew,” has significance, affecting the students’ interest to travel. In this study, we used the quasi-experimental research method as it is the best method to use to determine the relationship of the variables. In gathering the data, we used a 4-point Likert scale: level of agreement to determine the effectiveness of the show. A video compilation of “Biyahe ni Drew” featuring travel classifications used in this research study has also been given to the respondents for them to watch and to serve as their source and guide to respond. Based on the findings, the researchers conclude that “Biyahe ni Drew” is effective in boosting the students’ interest in travel and the highest interest in travel is ecotourism. The researchers also conclude that the preference to travel falls with gastronomy, adventure, and man-made attractions. This study is recommended as a future reference to future researchers, producers of travel documentary shows, and the tourism industry. This study may be critiqued and replicated in future studies of a similar nature.

Keywords: *travel, travel vlogs, gastronomy, tourism & hospitality, tourism, culture*

Introduction

The British comedian and actor Michael Palin has made several series in this genre beginning with *Around the World in 80 Days* (1989).

Assessing Tourism Classifications in Biyahe ni Drew Documentary Show in the Travel Interest of Tourism and Hospitality Management Students from a Private University located in Cavite shows increases its popularity during the pandemic when people are spending most of their time in the comfort of their homes caused by limited outside activities and travel restrictions. The Tourism Industry which has been greatly affected by the pandemic is slowly getting back in operation. ” The researchers want to determine if the travel documentary show, “Biyahe ni Drew,” has significance, affecting the student’s interest to travel. In this study, we used the quantitative research method as it is the best method to use to determine the relationship of the variables. In gathering the data, we used a 4-point Likert scale: level of agreement to determine the effectiveness of the show. A video compilation of “Biyahe ni Drew” featuring travel classifications used in this research study has also been given to the respondents for them to watch and to serve as their source and guide to respond.

Tourism plays a crucial role in fostering cultural exchange, preserving natural attractions, and driving economic growth. Key industry livelihood enhances national identity and global recognition. In the breathtaking landscapes, travel documentaries and television programs have become significant tools for promoting tourism. These media platforms serve as a bridge between destinations and potential travelers, offering an immersive experience that sparks curiosity and inspires exploration.

Since its inception, the program has taken viewers on countless journeys across the Philippines and beyond, featuring a wide array of destinations—from remote islands and heritage towns to bustling urban centers and scenic natural wonders. The show highlights unique experiences, local traditions, and various adventure opportunities, making travel more accessible and engaging for a broad audience. By presenting budget-friendly trips, Biyahe ni Drew has become a go-to resource for Filipinos looking for affordable yet memorable travel experiences.

This study aims to analyze the tourism classifications depicted in Biyahe ni Drew by examining how the show categorizes and presents different destinations. Generally, tourism is classified into several categories, including ecotourism, cultural tourism, adventure tourism, and gastronomic tourism. Each type offers distinct experiences that contribute to the overall appeal of a travel destination. Understanding how the show aligns with these classifications can provide valuable insights into how media influences travel perceptions, shapes audience expectations, and contributes to destination marketing strategies.

By conducting a comprehensive analysis of multiple episodes, this research will identify recurring patterns in destination selection, the emphasis placed on cultural and environmental aspects, and the ways tourism experiences are framed and promoted. Additionally, it will evaluate whether Biyahe ni Drew effectively represents the various tourism classifications or if there are gaps in its portrayal. This

study also seeks to broaden the discussion on the role of travel media in shaping tourism trends and influencing public perception of different destinations.

As a form of documentary filmmaking, travel documentaries play a significant role in storytelling by capturing the essence of a place, its people, and its traditions. Typically, these documentaries feature a host or narrator who guides the audience through different locations, introducing them to local landmarks, historical sites, cultural practices, and culinary delights.

Through visual storytelling and firsthand experiences, travel documentaries provide viewers with a deeper understanding of a region's history, lifestyle, and hidden gems. As a result, they are often considered a subgenre of human geography documentaries, as they offer both educational and entertaining perspectives on various places around the world.

In the context of the Philippines, *Biyahe ni Drew* has successfully carved a niche as a trusted travel program that not only entertains but also educates and informs its audience. Presenting a wide range of episodes focused on Philippine Gastronomy, Adventure travel destinations, Dark Tourism locations, Ecotourism, and Man-made Attractions, also showcases the Culture place. Show promoting domestic and international tourism. Through this research, a deeper exploration of the show's impact on tourism classifications and audience engagement will influence the travel media tourism landscape.

Research Questions

This study aims to determine the perspective of the teachers on the utilization of AI technology on the learning process. However, specifically, it aims to:

1. What is the information of the respondents:
 - 1.1. age;
 - 1.2. sex; and
 - 1.3. program (course)?
2. What are the respondents' responses towards the Assessing Tourism Classifications in *Biyahe ni Drew* Documentary in terms of:
 - 2.1. gastronomy;
 - 2.2. adventure;
 - 2.3. dark tourism;
 - 2.4. ecotourism;
 - 2.5. man-made attractions; and
 - 2.6. culture?
3. What are the relationships between the demographic profile of the respondents to the Assessing Tourism Classifications in *Biyahe ni Drew* Documentary?

Literature Review

Foreign Literature

Karl et al. (2020), in their article "The Impact of Travel Constraints on Travel Decision-making: A Comparative Approach of Travel Frequencies and Intended Travel Participation," emphasize the importance of understanding influencing leisure effectively. While previous have examined how constraints affect travel behavior, they often overlook other significant influencing factors.

Introduces assess specific both also considering factors. Using data from a representative survey of German residents' travel behavior ($n = 7,798$), three research models were tested. Findings indicate that decision-making factors vary between short and long trips, suggesting a dual-system approach to travel decision-making. Additionally, notable differences were observed in how travel constraints affect actual travel behavior versus intended travel plans, highlighting the key secondary finding is the strong positive influence prior on both frequencies.

Hoek et al. (2020) highlighted that watching vlogs created by social media influencers has become a popular activity among children and adolescents. For advertisers, vlogs serve as an effective medium to engage with young audiences, making them a powerful marketing tool. However, children and adolescents often struggle to recognize when a vlog contains advertising, raising concerns about the fairness and transparency of this marketing approach. If young viewers fail to identify behind less likely is crucial for critically processing such content.

This study aimed to determine whether sponsorship disclosures help children and adolescents (ages 7–16) advertisements. It also examined whether advertising literacy activation influences children's attitudes toward brands. Additionally, the study explored whether the link between inherent A key innovation of this research was its dual approach to measuring advertising literacy activation—using both a self-reported questionnaire and an indirect assessment method called the Advertising Literacy Activation Task.

Cheng (2020) noted that marketers in the hospitality and tourism industry continuously seek to attract customers by leveraging innovative technologies (Law et al., 2019; Stamboulis & Skayannis, 2003). Among these technologies, travel vlogs (video blogs) have

gained significant business interest in recent years due to their strong appeal to audiences (Sara, 2016). Unlike traditional blogs, which primarily rely on text and images, travel vlogs showcase vloggers' personal travel experiences and customized travel-related information through video content (Griffith & Papacharissi, 2010). Travel vlogs are the most widely viewed type of travel content on YouTube (Henderson, 2018). These videos, which highlight real-life travel experiences, account-related generate more engagement than other travel content (Think with Google, 2014). Given their growing influence, understanding how consumers engage with travel vlogs and how this engagement impacts their purchasing decisions has become an essential area of study for hospitality and tourism researchers.

In recent years, research on vlogs has expanded alongside the rise of video-sharing platforms such as YouTube. These platforms enable individuals to produce and manage their video content, leading to the growing popularity of both professional and amateur vloggers. Studies on vlogs from a vlogger-centric perspective began around a decade ago, including research on how vloggers' "presentation of self" is reflected in vlog styles and formats (Griffith & Papacharissi, 2010).

As vlogs gained commercial recognition, they started being analyzed as a marketing tool (Schouten et al., 2020). Research has shown that vlogs—particularly those focused on beauty and travel—along with the personas of vloggers, significantly influence consumer decision-making and purchase intentions.

Local Literature

Salmon et al. (2020) emphasized that destination images play a crucial role for marketing professionals, local planners, and travel bloggers on social media. Platforms enabled experiences and insights about. While online narratives are frequently used to shape destination images, there has been little qualitative research on particular data.

Small islands in the Philippines serve as a key type of tourist destination, making their examination valuable. Despite being popular retreats, existing literature lacks discussions on their destination images. Meanwhile, both international and local tourists have shared concerns about overcrowding and unsustainable tourism practices in these island resorts, highlighting the need for further research on their portrayal and sustainability challenges.

Salon, M. (2022) examines how the COVID-19 pandemic has significantly impacted global tourism, with ecotourism proving to be particularly vulnerable. The study explores how ecotourism can adapt and gain social acceptance in this new post-pandemic reality. To help local economies recover, it looks at different communication strategies to create an effective and innovative plan for rebuilding ecotourism. By reviewing relevant literature, the research develops a framework and communication model specifically designed for ecotourism.

The case study focuses on the Bojo River in Aloguinsan, Cebu, a well-known ecotourism destination since 2009. Using survey research, the study gathered insights from 100 guests of the ecotourism site. The findings reveal that people are still drawn to eco-tourism in the "new normal" for various reasons and that social acceptance plays a crucial role in its economic revival. The study also highlights that word-of-mouth (WoM) marketing remains the most powerful tool for sustaining and strengthening ecotourism, helping it become more resilient in the face of challenges.

TIATCO, A. et al. (2021) introduce The Intramuros Project, a documentary playscript shaped by real-life stories and historical records. Based on ethnographic research conducted from March to September 2019, the script brings together voices from various people connected to Intramuros, also known as employees. Their firsthand experiences are woven into the script alongside official sources like and published works in this historic walled city.

The script was developed theatrical method pioneered. This technique allowed creators to experiment with different ways to bring scenes to life on stage. At its core, The Intramuros Project is a deep reflection on heritage and history, using Intramuros as a lens to explore broader cultural themes. This paper also includes dramaturgical notes that analyze the play, arguing that the creative process—through devising and dramaturgy—plays an essential role in cultural studies and the ongoing conversation about heritage.

Viray et al. (2023) highlighted the numerous benefits of watching travel documentaries, including exposing viewers to new destinations, activities, local cuisines, and tourist attractions. These documentaries also provide insights into different cultures and traditions, helping travelers find locations that align with their interests and preferences. Moreover, travel documentaries contribute to the tourism industry by showcasing the beauty of various destinations, inspiring potential tourists to visit.

Globally, numerous travel documentaries are available on streaming platforms like YouTube and Netflix. One notable example is Nick Fisher's Indigo Traveler channel, which explores lesser-known places that are often misrepresented in mainstream media (McLean, 2018).

In the Philippines, there is a wide selection of travel documentaries, including G- Diaries, Ijuander, and Born to be Wild, each with its unique approach to highlighting destinations. However, among these, hosted aired popular. This local travel documentary features budget-friendly trips while showcasing the charm of various locations (Abaigar et al., 2021). The show covers both domestic and international destinations, and between 2019 and 2021, a total of 117 full episodes, excluding those featuring foreign locations, were uploaded on GMA Network's official YouTube channel.

Methodology

Research Design

Design proponents used in Quantitative. Categorically this study is a quasi-experimental type of research, and quasi-experimental research is defined, as “The researcher measures a group on a dependent variable, followed by an experimental manipulation of the independent variable and finally then measures the effect again on the same dependent value. The difference between the two tests can show the effect of manipulation (Cohen 2010).” The proponents use guided questionnaires customized to answer the sub-problems. The questionnaire is constructed in multiple-choice customized to show the research design. You can find data among research institutions and academic centers.

Respondents

The respondents of the study are College students taking up Tourism Management and Hospitality Management at a Private University located in Cavite, Philippines. The researchers used descriptive methods and quantitative analysis in Assessing Tourism Classifications in Biyahe ni Drew Documentary. A total of 100 students served as the respondents.

Instrument

Proponents in the proposed research are guided questionnaires. The proponents used these instruments to answer the questions needed from the respondents for the researchers to be able to know their answers to the given instrument.

Procedure

The data was collected through an online platform using Microsoft Office Forms. 100 respondents were Tourism and Hospitality Management students at a Private University Located in Cavite under the College of Tourism and Hospitality Management. Questionnaires were created with problem-stated content under the statistics formula of percentage, weighted mean, and T-test was utilized by the researchers.

Ethical Considerations

The researchers seek permission from the respondents if they can answer the questions at their convenience time and rest assured that all information.

Results and Discussion

Demographic Profile of the Respondents

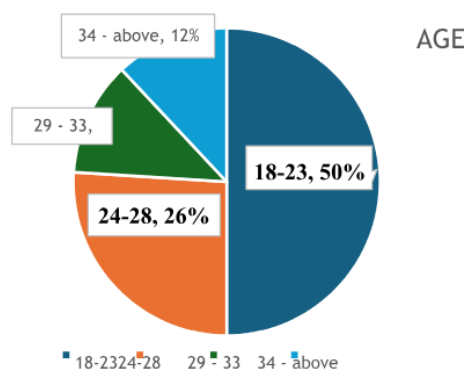


Figure 1.1. Age

Figure 1.1 illustrates the information. The figure above 18-23 got the highest 50 or 58%. Next was the age bracket 24-28 with a frequency of 26 or 26%. Third was the age bracket 29- 33 with a frequency of 12 or 12%. Followed by the age group 34-above with a frequency of 12 or 12%.

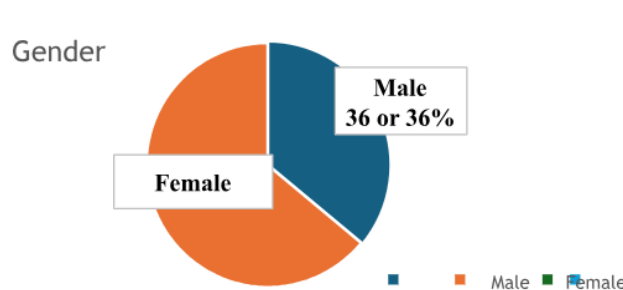


Figure 1.2. Gender

Figure 1.2 illustrates their seems 64 or 64% belongs to females and the lowest frequency of 36 or 36% belongs to the Male category.

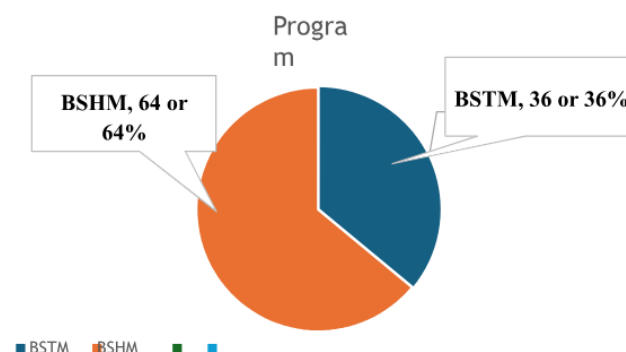


Figure 1.3. Program

Figure 1.3 illustrates their program table above shows that the Bachelor of Science in Hospitality Management students had the highest frequency of 64 or 64%, while the frequency of 36 or 36% falls under the Bachelor of Science in Tourism Management.

What are the respondents' responses towards the Assessing Tourism Classifications in Biyahe ni Drew Documentary in terms of:

Table 2.1. Gastronomy

Gastronomy	Weighted Mean	Verbal Interpretation
Gastronomy caught my interest and I consider it my first choice of travel	3.42	Strongly Agree
I want to try the food/s featured in the vlog	3.72	Strongly Agree
I consider traveling to other places to try the food they offer	3.72	Strongly Agree
I still want to try the food despite the price	3.38	Strongly Agree
It helps me decide which food to try	3.50	Strongly Agree
I want to bring someone and try the food together	3.70	Strongly Agree
I am considering traveling to try different foods	3.12	Strongly Agree
Composite Weighted Mean	3.51	Strongly Agree

Analysis: The in "Gastronomy caught my interest and I consider it as my first choice to travel" is 3.42 or Strongly Agree. The weighted mean in "I want to try the food/s featured in the vlog", is 3.72 or Strongly Agree. The weighted mean in "I consider traveling to other places to try the food they offer", is 3.72 or Strongly Agree. The weighted mean in "I still want to try the food despite the price", is 3.38 or Strongly Agree. The weighted mean in "It helps me in deciding which food to try", is 3.50 or Strongly Agree. The weighted mean in "I want to bring someone and try the food together", is 3.70 or Strongly Agree. The weighted mean in "I consider travelling to try different foods", is 3.12 or Agree. Assessing Tourism Classifications in Biyahe ni Drew Documentary is that most of the responses the average weighted 3.51 Gastronomy Travel Category.

Table 2.2. Adventure

Adventure	Weighted Mean	Verbal Interpretation
Adventure caught my interest, and I consider it my first choice of travel	3.64	Strongly Agree
I want to try the adventures featured in the vlog	3.62	Strongly Agree
I am considering making an adventure travel plan	3.60	Strongly Agree
I am considering traveling to try different adventures	3.18	Strongly Agree
I am excited to pack, go, and try adventures and activities featured in the vlog	3.66	Strongly Agree
I am considering bringing someone with me to try the activities	3.60	Strongly Agree
I consider traveling for adventure because I want to try something new	3.74	Strongly Agree
I want to try different activities as part of my break from daily routines and exhaustion	3.70	Strongly Agree
Composite Weighted Mean	3.59	Strongly Agree

Analysis: The weighted mean in "Adventure caught my interest and I consider it as my first choice to travel", is 3.64 or Strongly Agree. The weighted mean in "I want to try the adventures featured in the vlog", is 3.62 or Strongly Agree. The weighted mean in "I consider making an adventure travel plan", is 3.60 or Strongly Agree. The weighted mean in "I consider traveling to try different adventures amidst the coronavirus pandemic", is 3.18 or Agree. The weighted mean in "I am excited to pack, go, and try the adventures and activities featured in the vlog", is 3.66 or Strongly Agree. The weighted mean in "I consider bringing someone with me to try the activities", is 3.60 or Strongly Agree. The weighted mean in "I consider traveling for adventure because I want to try something new", is 3.74 or Strongly Agree. The weighted mean in "I want to try different activities as part of my break from daily routines and exhaustion", is 3.70 or Strongly Agree. Assessing Tourism Classifications in Biyahe ni Drew Documentary is that responses the average weighted 3.59 Adventure Travel Category.

Table 2.3. *Dark Tourism*

<i>Dark Tourism</i>	<i>Weighted Mean</i>	<i>Verbal Interpretation</i>
Dark Tourism caught my interest, and I consider it my first choice for travel	2.94	Agree
I want to visit the dark tourism sites featured in the vlog	3.22	Strongly Agree
I want to visit dark tourism despite its past and the horrors associated with it	3.16	Strongly Agree
I want to bring someone and visit dark tourist sites	3.38	Strongly Agree
I consider traveling for dark tourism	2.70	Agree
Composite Weighted Mean	3.08	Strongly Agree

Analysis: The weighted mean in “Dark tourism caught my interest and I consider it as my first choice to travel”, is 2.94 or Agree. The weighted mean in “I want to visit the dark tourism sites featured in the vlog”, is 3.22 or Agree. The weighted mean in “I want to visit the dark tourism sites despite its past and the horrors associated with it”, is 3.16 or Agree. The weighted mean in “I want to bring someone and visit dark tourism sites”, is 3.38 or Strongly Agree. The weighted mean in “I consider travelling for dark tourism”, is 2.70 or Agree. Assessing Tourism Classifications in Biyahe ni Drew Documentary is that most responses Agree with the average weighted mean of 3.08 in Dark Tourism Travel Category.

Table 2.4. *Ecotourism*

<i>Ecotourism</i>	<i>Weighted Mean</i>	<i>Verbal Interpretation</i>
Ecotourism caught my interest, and I consider it my first travel choice.	3.68	Strongly Agree
I want to visit the ecotourism sites featured in the vlog.	3.72	Strongly Agree
I consider traveling to places promoting ecotourism.	3.74	Strongly Agree
I want to visit ecotourism sites and engage in activities such as tree planting, clean-ups, etc.	3.64	Strongly Agree
I am interested in participating in different activities relating to the preservation of the natural environment.	3.72	Strongly Agree
I consider traveling for ecotourism	3.42	Strongly Agree
I want to bring someone and engage with ecotourism activities	3.54	Strongly Agree
Composite Weighted Mean	3.46	Strongly Agree

Analysis: The weighted mean in “Ecotourism caught my interest and I consider it as my first choice to travel”, is 3.68 or Strongly Agree. The weighted mean in “I want to visit the ecotourism sites featured in the vlog”, is 3.72 or Strongly Agree. The weighted mean in “I consider traveling to places promoting ecotourism”, is 3.74 or Strongly Agree. The weighted mean in “I want to visit ecotourism sites and engage with activities such as tree planting, clean-ups, etc.”, is 3.64 or Strongly Agree. The weighted mean in “I am interested in participating in different activities relating to the preservation of the natural environment”, is 3.72 or Strongly Agree. The weighted mean in “I consider travelling for ecotourism”, is 3.42 or Strongly Agree. The weighted mean in “I want to bring someone and engage with ecotourism activities”, is 3.54, or Strongly Agree. Assessing Tourism Classifications in Biyahe ni Drew Documentary is that responses the average weighted 3.64 Ecotourism Travel Category.

Table 2.5. *Man-made Attraction*

<i>Man-Made Attraction</i>	<i>Weighted Mean</i>	<i>Verbal Interpretation</i>
Man-made Attractions caught my attention and I consider it as my first choice to travel.	3.42	Strongly Agree
I want to visit the Man-made Attractions sites featured in the vlog.	3.50	Strongly Agree
I am considering bringing someone to visit man-made sites such as museums, libraries, parks, etc. amidst the coronavirus pandemic.	3.38	Strongly Agree
I want to visit these sites because it gives me peace and relaxation.	3.58	Strongly Agree
I consider traveling to man-made attraction	3.24	Strongly Agree
Composite Weighted Mean	3.42	Strongly Agree

The “Man-made attractions and I consider it as my first choice of travel” is 3.42 or Strongly Agree. The weighted mean in “I want to visit the man-made attractions sites featured in the vlog” is 3.50 or Strongly Agree. The weighted mean in “I consider bringing someone with me to visit man-made sites such as museums, libraries, parks, etc. amidst the Coronavirus Pandemic” is 3.38 or Strongly Agree. The weighted mean in “I want to visit these sites because it gives me peace and relaxation” is 3.58 or Strongly Agree. The weighted mean in “I consider traveling for man-made attractions” is 3.24 or Strongly Agree. Assessing Tourism Classifications in Biyahe ni Drew Documentary responses the average weighted 3.42 the Man- Made Attractions category.

Table 2.6. *Culture*

<i>Culture</i>	<i>Weighted Mean</i>	<i>Verbal Interpretation</i>
Culture caught my attention, and I consider it my first choice to travel.	3.60	Strongly Agree
I want to visit the destination featured in the vlog.	3.66	Strongly Agree
I want to travel to the destination and immerse myself in the culture.	3.68	Strongly Agree
I want to try their cultural activities and traditions like tattoos, dances, etc.	3.46	Strongly Agree

I want to engage and enjoy myself with their festivals.	3.62	Strongly Agree
I am considering traveling to cultural destinations amidst the coronavirus pandemic.	3.18	Strongly Agree
I want to bring someone with me to try and enjoy ourselves with other cultures and traditions.	3.60	Strongly Agree
I want to bring someone with me to try and enjoy ourselves with other cultures and traditions	3.28	Strongly Agree
Composite Weighted Mean	3.51	Strongly Agree

The “Culture caught my attention and I consider it as my first choice to travel” is 3.60 or Strongly Agree. The weighted mean in “I want to visit the destination featured in the vlog” is 3.66 or Strongly Agree. The weighted mean in “I want to travel to the destination and immerse myself with the culture” is 3.68 or Strongly Agree. The weighted mean in “I want to try their cultural activities and traditions like tattoos, dances, etc.” is 3.46 or Strongly Agree. The weighted mean in “I want to engage and enjoy myself with their festivals” is 3.62 or Strongly Agree. The weighted mean in “I consider traveling to cultural destinations” is 3.18 or Agree. The weighted mean in “I want to bring someone with me to try and enjoy ourselves with other cultures and traditions” is 3.60 or Strongly Agree. The weighted mean in “I want to bring someone with me to try and enjoy ourselves with other cultures and traditions amidst the coronavirus pandemic” is 3.28 or Strongly Agree. The average weighted mean in the Culture category is 3.51 or Strongly Agree.

What are the relationships between the demographic profile of the respondents to the Assessing Tourism Classifications in Biyahe ni Drew Documentary?

Table 3.1. *The Group Assessing Tourism Classifications in Biyahe ni Drew Documentary*

Age	Gastronomy	Adventure	Dark Tourism	Ecotourism	Man-Made	Culture
18-19	4.38	4.2	0.84	1.12	2.52	0.84
20-21						
22-23	9.5	9	1.8	2.4	5.4	1.8
24-25						
26-27	1.92	1.8	0.36	0.48	1.04	0.36
27 - above	0	0	0	0	0	0

Analysis: The correlation between the age group and the travel categories of gastronomy, adventure, dark tourism, ecotourism, man-made attraction, and culture, shows that is lesser thus accepting there is an age group travel interest of the respondents.

Table 3.2. *The significant relationship between the Sex Group of the respondents and the Assessing Tourism Classifications in Biyahe ni Drew Documentary*

Gender	Gastronomy	Adventure	Dark Tourism	Ecotourism	Man-Made	Culture	Total
Male	11	13	1	1	4	2	32
Female	7	1	2	2	5	1	18

Analysis: The correlation between the sex group and the travel categories of gastronomy, adventure, dark tourism, ecotourism, man-made attraction, and culture, shows that the lesser thus accepting there is the group travel interest of the respondents.

Table 3.3. *The significant relationship between the College Program of the respondents and the Assessing Tourism Classifications in Biyahe ni Drew Documentary*

Program	Gastronomy	Adventure	Dark Tourism	Ecotourism	Man-Made	Culture
BSTM	6.9	10.2	0.92	2.3	1.38	1.38
BSHM	4.8	7.04	0.92	1.6	0.96	0.96

Analysis: The correlation between the college programs and the travel categories of gastronomy, adventure, dark tourism, ecotourism, man-made attraction, and culture, shows that the lesser thus accepting there is the college program travel interest of the respondents.

Conclusions

Concluded their Program, Sex, Travel Interests. Therefore, the Researchers Conclude that Biyahe ni Drew Vlogs are effective in terms of boosting the interest of the respondents to Travel and Visit the Destination.

The Researchers also found out that the highest travel category that contributed to the interest to travel is Ecotourism; based on the highest mean and upon watching the vlog.

The researchers also conclude based on the highest distribution on the Chi-square, that the respondent's preference to travel falls into the categories of Gastronomy, Adventure, and Man-made Attractions.

This study explored the tourism classifications presented in Biyahe ni Drew and assessed how the show aligns with established tourism categories such as ecotourism, cultural tourism, adventure tourism, and gastronomic tourism. The analysis revealed that the

documentary effectively highlights diverse travel experiences, promoting local heritage, sustainable practices, and adventure opportunities. Through its engaging storytelling and firsthand explorations, *Biyahe ni Drew* serves as an influential medium in shaping travel perceptions and encouraging domestic tourism.

This suggests opportunities for further enhancement in the way destinations are categorized and presented. Future research could examine audience perceptions of the show's tourism classifications and its impact on travel behavior.

Biyahe ni Drew plays a vital role in promoting Philippine tourism by making destinations more accessible and appealing to viewers. Understanding its approach to tourism classification provides valuable insights into the relationship between travel media and the tourism industry, emphasizing the importance of accurate and comprehensive representation in shaping tourism trends.

The researchers would like to recommend this study to the students, teachers, and travel vloggers that the effectiveness of travel vlogging is observed and proven from the results of this research study.

It is also recommended for travel vloggers to make good use of this type of platform to boost the country's Tourism Industry which was severely affected by the Coronavirus Pandemic.

The researchers also recommend this study for future researchers and that further studies should be made to broaden the topics related that were not discussed in the study.

The researchers also recommend this study about the effectiveness of vlogging to make it an inspiration to inspire people and entice them to also become travel vloggers which would be a great contributor to the country's tourism industry for its renewal, revival, and advancement.

For comparison purposes the researchers recommend that further research and studies should be undertaken by other institutions or programs with the same field of interest. This study may be critiqued and replicated in future studies of a similar nature.

The show can enhance its coverage by providing deeper insights into underrepresented categories, such as sustainable tourism, heritage conservation, and community-based tourism. Incorporating expert opinions from tourism professionals and local stakeholders can also add credibility and depth to the discussions.

The program could consider integrating a more structured framework for categorizing destinations, clearly distinguishing between different types of tourism experiences. This would help viewers gain a better understanding of the unique characteristics of each tourism classification.

By continuously improving its content and classification approach, *Biyahe ni Drew* can further strengthen its role as an informative and influential travel documentary, contributing to the promotion of responsible and well-informed tourism in the Philippines.

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