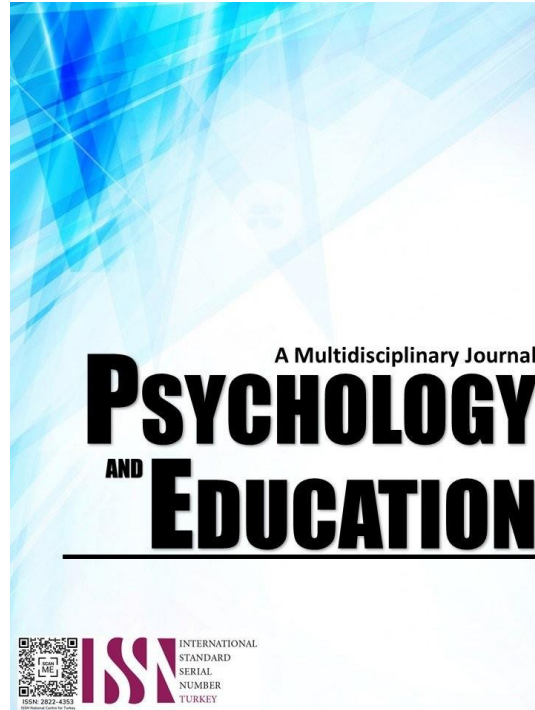


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TikTok Tourist Vlogs: Their Impact on Travel Decisions in Manila

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Abstract

This study investigates the impact of TikTok tourist vlogs on travel decision-making among visitors to Manila, Philippines. With the rise of social media as a tool for information dissemination and influence, TikTok has emerged as a significant platform where travel content is widely consumed, especially by younger audiences. Unlike traditional travel media, TikTok vlogs are typically user-generated, visually engaging, and highly accessible, often portraying authentic and spontaneous experiences that resonate with viewers. This research employs a mixed-methods approach, combining quantitative surveys and qualitative interviews with both local and foreign travelers who have engaged with TikTok content before or during their visits to Manila. The findings reveal that TikTok vlogs play a considerable role in shaping tourist preferences, including the selection of destinations, food establishments, and cultural experiences. The relatability of vloggers, the concise format of the content, and the algorithm-driven exposure to trending locations contribute to TikTok's persuasive power. Moreover, travelers are found to trust peer-generated content more than conventional advertisements, viewing TikTok as a source of real-time, grassroots-level travel advice. This study highlights the implications for local tourism stakeholders, suggesting a need to adapt marketing strategies to align with current digital trends. By leveraging TikTok as a promotional tool, tourism authorities and businesses in Manila can enhance visibility, attract tech-savvy travelers, and promote lesser-known destinations within the city. Ultimately, the study underscores the evolving dynamics of tourist behavior in the digital age and the growing influence of social media platforms in the tourism sector.

Keywords: *TikTok, tourist vlogs, travel decision-making, social media influence, digital tourism, user-generated content, manila tourism, travel behavior, destination marketing, short-form video platforms*

Introduction

In today's fast-paced digital era, the way people discover and choose travel destinations has undergone a significant transformation. Traditional guidebooks and official tourism websites are increasingly being replaced by quick, visually rich content on social media platforms. Among these, TikTok has emerged as a powerful tool, not just for entertainment but for influencing real-world decisions, including travel. With its short-form videos and algorithm-driven feed, TikTok allows users to stumble upon travel vlogs that often spark curiosity and wanderlust with just a few swipes.

In the context of tourism, these bite-sized video vlogs—usually created by everyday travelers rather than professionals—offer raw, relatable glimpses into places, activities, and experiences. For cities like Manila, which blend rich history with modern urban life, such content can significantly influence how the city is perceived and what visitors choose to explore. The growing number of TikTok travel vlogs featuring Manila's food spots, hidden gems, and cultural landmarks points to a shift in how tourists gather information and make decisions.

This study aims to examine how TikTok tourist vlogs affect the travel choices of people visiting Manila. It explores the types of content that influence travelers, the perceived trustworthiness of TikTok creators, and the overall role the platform plays in shaping modern tourist behavior. By understanding these patterns, the study hopes to provide insights for local tourism stakeholders on how to better engage with digital audiences and harness the power of social media to promote the city effectively.

Research Questions

This study explores the impact of TikTok tourist vlogs on the travel decisions of individuals visiting Manila. Specifically, it seeks to answer the following research questions:

1. Demographic profile of respondents in terms of:
 - 1.1. age;
 - 1.2. gender;
 - 1.3. civil status;
 - 1.4. occupation;
 - 1.5. nationality;
 - 1.6. frequent travel to manila; and

- 1.7. frequency of using TikTok?
2. To what extent do TikTok tourist vlogs influence travel decisions among visitors to Manila?
3. What types of TikTok travel content most significantly affect tourists' destination choices within Manila?
4. How do tourists perceive the credibility, authenticity, and relatability of TikTok travel vloggers?
5. In what ways does TikTok compare with traditional sources of travel information in shaping tourist behavior?
6. How can tourism stakeholders in Manila utilize TikTok as a strategic tool for tourism promotion?

Literature Review

Foreign Literature

Arias (2022) explains that before the rise of digital media, travelers primarily relied on traditional sources like magazines, brochures, and television to learn about destinations. Today, travel vlogs have become a more trusted source of information, offering real, firsthand experiences that often feel more credible than written blogs. This study focused on understanding how travel vlogs influence the travel decisions of millennials exploring the Philippines. Using a descriptive research approach, the study aimed to accurately capture and analyze how this generation responds to vlogged content. Data was collected through structured questionnaires and examined using exploratory data analysis to uncover patterns and relationships. The findings revealed that travel vlogs enhance a destination's credibility and public image. As viewers watch, reflect on, and evaluate these vlogs, they become more likely not only to visit but also to consider returning to the destinations featured.

Belza (2022) highlights how tourism and technology have become deeply intertwined in the 21st century. As social media platforms continue to grow, travelers are increasingly turning to them for help in making travel decisions. Among these platforms, TikTok has emerged as a standout force, playing a key role in revitalizing the tourism industry. Known for its short, entertaining videos enriched with music and visual effects, TikTok captures user attention through its highly personalized and addictive content feeds. This study aimed to understand why tourists engage with travel content on TikTok and how that engagement affects the tourism sector. Using a descriptive, quantitative approach and snowball sampling, the researchers gathered insights from 400 TikTok users through a survey. The results showed that most respondents found TikTok to be a useful platform for discovering travel destinations and guiding their travel decisions. The study concluded that TikTok is not only informative but also a highly effective promotional tool for tourism in the Philippines. It allows users to explore destinations virtually—right from their mobile screens—making it a powerful way to reach and inspire potential travelers.

Calinao (2021) explored how travel vlogs influence tourists' decision-making, especially during the COVID-19 pandemic. The study used a descriptive research design and gathered data through survey questionnaires, which were then analyzed and presented using statistical tools. The findings revealed that tourists typically base their travel choices on their lifestyle, motivations, and personal interests. Respondents generally agreed with the value of travel vlogs, giving an average rating of 3.34 when asked about their views on this content. A slightly higher rating of 3.49 indicated that they found travel vlogs helpful in understanding travel ideas and gaining insight from others' experiences. Regarding their intention to visit destinations featured in travel vlogs during the pandemic, participants rated factors like motivation, emotional connection to the destination, and lasting interest at an average of 3.29. Overall, the study found a strong, direct relationship between the viewers' perceptions of travel vlogs and their psychological profile, and how these factors influence their intention to travel. Dramićanin (2023) emphasizes how social media has become a vital tool for travelers seeking information and inspiration. By tapping into the features of social networking platforms, identifying their target audiences, and creating engaging content, tourism providers can reach a wider market and build strong connections with both new and returning visitors. In today's digital landscape, it's crucial for tourism businesses to recognize the potential of TikTok—currently one of the most visited social platforms—and integrate it into their marketing strategies. TikTok's growing influence in the travel industry is clear, as more users turn to it for travel ideas, destination discovery, and trip planning. This study focused on TikTok's role in shaping travel decisions among 113 respondents from Serbia, specifically from the Millennial (1980–1994) and Gen Z (1995–2009) age groups. The analysis revealed notable differences in what influences travel choices based on age group, underlining the unique behaviors of TikTok users. The study contributes to both local and global research on social media's impact on travel planning and offers practical insights for tourism providers on how to better leverage TikTok and short-form videos to promote their destinations and experiences.

He (2021) explored the rising popularity of travel vlogging and its potential to reveal deeper insights into tourist behavior, communication styles, and experience management. Grounded in the theory of practice, the study used this concept as both a theoretical lens and an analytical framework. A qualitative method was applied, involving interviews with 12 strategically selected travel vloggers along with an analysis of their video content. The research identified travel vlogging as a “practice bundle” made up of four interconnected and sequential actions: designing, filming, editing, and posting. These practices work together to create shared meanings—such as expressing one's identity, capturing moments as a ritual, and finding enjoyment in the process of vlogging. The study also found that vlogging shapes tourist experiences in unique ways. It creates a distinction between the self and others, influencing how vloggers perceive and present their experiences, while also shaping how audiences engage with those experiences. These effects vary depending on the stage of travel, the tools used, and the level of viewer interaction. On a theoretical level, the study contributes to the understanding of vlogging as a structured activity, and on a practical level, it offers insights into how to enhance the travel experiences of vlogger tourists.

Liu (2024) explains that promoting tourism through advertising has long been a central role of tourism departments and popular destinations. However, with the rapid rise of new media, short-form mobile videos have emerged as a powerful tool for marketing travel experiences. These short, engaging clips serve as a modern way for destinations to connect with potential travelers. In this study, Liu used the S-O-R (Stimulus-Organism-Response) model and the concept of "flow experience" to explore how the features of TikTok and its technology influence user psychology and ultimately lead to the intention to travel. The research also incorporated the Technology Acceptance Model (TAM), focusing on perceived usefulness (PU) and perceived ease of use (PEOU), along with three key content attributes: entertainment, informativeness, and interactivity. Using a quantitative method, data was collected from 412 respondents in China and analyzed through the PLS-SEM technique to validate the proposed relationships. The results revealed that PU, PEOU, and entertainment significantly affect users' flow experiences, such as a sense of presence, time distortion, and deep focus. Additionally, interactivity influenced feelings of immersion and time distortion, while informativeness enhanced focused attention. These aspects of flow, in turn, shaped users' intentions to visit tourist destinations. The study also acknowledged certain limitations and suggested areas for further research in understanding how digital content can drive tourism behavior.

Local Literature

Alejo (2025) highlights how the rise of social media—particularly TikTok—has reshaped the way individuals, especially younger generations, access information and make travel-related decisions. In the context of Manila, TikTok has become a powerful influence on the tourism preferences of both Generation Z and Millennials. This study specifically examined how TikTok affects the decision-making process of these cohorts when selecting travel destinations. A total of 397 participants, all from the Gen Z and Millennial age groups, were surveyed through purposive sampling. Results showed that 35.52% of the 141 respondents had planned a trip as a result of watching TikTok content. The platform's features—such as music, storytelling, and engaging details—were found to have a consistent influence across these age groups, suggesting that TikTok significantly contributes to how travel plans and destinations are chosen by young adults in Manila.

Angob and his team found that before the rise of digital media, travelers mostly depended on traditional sources like brochures, magazines, and TV for travel-related information. In contrast, today's travelers tend to trust vloggers more, as they offer firsthand, experience-based content that feels more personal and reliable than written blogs. Their study focused on how travel vlogs influence the travel decisions of millennials exploring destinations across the Philippines. Using a descriptive research design, the study aimed to provide an accurate picture of the behavior and preferences of this generation. Data was gathered through structured questionnaires and analyzed using exploratory techniques to uncover patterns and connections between variables. The results revealed that travel vlogs help strengthen a destination's credibility and public image. When people watch these vlogs, reflect on the experience, and evaluate what they've seen, they become more inclined not just to visit the place—but to consider coming back again.

Arriola (2022) focuses on how the COVID-19 pandemic, which began in 2020, changed the way people travel. The study looks at how travel restrictions have made traveling more complex and expensive. One key aspect explored is how travel vlogs shaped people's perceptions of destinations during the pandemic. The research questions whether the way we viewed and experienced places shifted in comparison to the pre-pandemic era. Using a qualitative research approach, the researchers analyzed 15 travel videos to understand these changes and how they reflect the altered nature of travel in a pandemic world.

Methodology

Research Design

This study adopts a mixed-methods research design, combining both quantitative and qualitative approaches to gain a deeper understanding of how TikTok tourist vlogs influence travel decisions among visitors to Manila. By blending numerical data with personal insights, the study aims to paint a fuller picture of the real-world impact of social media on tourism behavior.

On the quantitative side, surveys will be distributed to travelers, both local and foreign, who have visited or are currently visiting Manila and have used TikTok as part of their travel planning. The survey will collect data on TikTok usage habits, the types of content consumed, perceived influence on decision-making, and comparisons with traditional sources of travel information. This will help identify patterns and trends that show how influential the platform truly is.

Meanwhile, the qualitative aspect involves conducting short interviews with selected survey participants. These conversations aim to go beyond the numbers and capture more personal reflections—what specific TikTok video sparked someone's curiosity, how they felt seeing a place in real life after watching it online, or how the authenticity of creators affected their trust in the content.

This combined approach ensures that the research doesn't just count responses but understands them. In doing so, it seeks to provide tourism stakeholders with meaningful insights on how to tap into the power of TikTok to promote Manila as a vibrant and dynamic travel destination in today's digital age.

Respondents

The respondents of this study consist of 200 respondents, both local and foreign tourists who have visited or are currently visiting Manila and have used TikTok in any part of their travel planning process. These individuals were chosen because they represent a

growing group of travelers who rely on social media platforms, especially TikTok, to discover destinations, plan itineraries, and form expectations before and during their trips.

The study primarily targets individuals aged 18 and above years old, as this demographic represents the most active users of TikTok, based on current social media usage trends. However, the research remains inclusive of all age groups to capture a broader range of experiences and insights.

Participants were identified through a combination of purposive and convenience sampling. Survey links were distributed through online travel communities, social media groups, and local tourism spots within Manila. For the qualitative portion, select respondents who expressed willingness were invited to participate in brief follow-up interviews to share deeper insights about their experiences.

The selection of these respondents aims to ensure that the data collected reflects both the influence of TikTok on actual travel behavior and the real-time impressions of those who engage with travel vlogs while exploring Manila.

Instrument

To gather the necessary data for this study, the primary research instrument used is a self-administered survey questionnaire, designed to explore how TikTok tourist vlogs influence travel decisions among visitors to Manila. The questionnaire was carefully structured to align with the study's research questions and objectives, while maintaining a tone that is engaging and easy for respondents to understand.

The survey consists of five main sections:

1. Demographic Information – This section collects basic details such as age, gender, nationality, civil status, and TikTok usage habits to provide context for analyzing travel behavior.
2. TikTok Usage and Influence – This part focuses on how often respondents use TikTok, whether they view travel-related content, and how such content impacts their decision to visit specific places in Manila.
3. Content Preference – This section identifies the types of TikTok content (e.g., food vlogs, tourist spots, local experiences) that most significantly influence tourist choices.
4. Perception of Credibility and Authenticity – Here, respondents evaluate the trustworthiness and relatability of TikTok vloggers compared to traditional sources of travel information.
5. Suggestions for Tourism Promotion – The final part includes open-ended questions to gather insights and recommendations on how tourism stakeholders can effectively use TikTok to promote Manila.

In addition to the survey, short interviews were conducted with a smaller group of volunteers to gather qualitative data, allowing the study to capture more personal and nuanced perspectives that numbers alone might miss.

Procedure

The data for this study were collected using a combination of online surveys and short interviews, ensuring a balance between breadth and depth of information.

First, the survey questionnaire—the main tool of data collection—was distributed both digitally and in person. Online distribution was done through social media platforms, travel-related Facebook groups, and community forums where tourists often share experiences or ask for recommendations. QR codes linking to the survey were also made available in select tourist areas around Manila, such as Intramuros, Rizal Park, and Binondo, to reach travelers in real time. This approach helped gather responses from both local and foreign tourists who had recently used TikTok in planning or enhancing their visit.

Before releasing the survey, a pilot test was conducted with a small group of respondents to ensure that the questions were clear, relevant, and aligned with the study's objectives. Revisions were made based on their feedback to improve the flow and clarity of the instrument.

For the qualitative aspect, short interviews were conducted with willing participants who completed the survey and agreed to a follow-up conversation. These interviews were done either face-to-face or via online platforms like Zoom or Messenger, depending on the respondent's availability and preference. Interview questions focused on personal experiences with TikTok travel content, specific videos that influenced their decisions, and how those choices played out in real life.

All participants were informed about the purpose of the study, and their consent was obtained prior to participation. Responses were treated with confidentiality and used solely for academic purposes.

Data Analysis

Percentage was used to represent the proportion of each group considered in the study. This statistical tool was applied for distribution profiling to illustrate how the data were divided among various categories. Additionally, the weighted mean was utilized to determine the average responses of participants regarding Preservation, Influence, and Significance. According to Keni (2019), the weighted mean is a type of average in which weights are assigned to individual values to reflect the relative importance of each observation.

Ethical Considerations

In conducting this study, we made sure to prioritize the well-being and rights of all participants. Informed consent was given at every step, ensuring that everyone who took part in the survey knew exactly what the research was about and how their responses would be used.

We made it clear that participation was completely voluntary, and anyone could choose to withdraw at any point without any consequences. To maintain confidentiality and privacy, no personal or identifiable information was gathered. The data were kept anonymous, and all results were shared only in aggregate form, ensuring that individual responses couldn't be traced back to specific participants. This approach was designed to respect the privacy of respondents and make them feel safe when sharing their thoughts.

The survey was crafted in a way that avoided bias and ensured respect for cultural and individual differences. We also made sure not to ask any sensitive or intrusive questions that might make participants uncomfortable. We aimed to create a positive experience for all involved, allowing them to share their opinions freely and openly.

By maintaining transparency, fairness, and confidentiality, this study adheres to ethical standards that help ensure the integrity of the research process and the trustworthiness of the findings.

Results and Discussion

Section 1: Demographic Information

Table 1.1. *Respondents' Age*

<i>Choices</i>	<i>Frequency</i>	<i>Percentage</i>
18–24	70	35%
25–34	20	10%
35–44	35	17.5
45–54	25	12.5%
55 and above	50	25%
Total	200	100

Table 1.1 - The results show that TikTok is most popular among young adults aged 18–24, who make up 35% of the respondents. This isn't surprising, as this age group is very active on social media and often uses TikTok for travel inspiration. What stands out is that 25% of respondents are 55 and above, showing that older adults are also engaging with TikTok as a travel tool—proof that the platform's reach goes beyond just Gen Z. Other age groups, like those aged 35–44 (17.5%) and 45–54 (12.5%), are also represented, suggesting that TikTok's influence spreads across generations. The 25–34 group, which only accounts for 10%, may prefer other platforms, or this could simply reflect the sampling. Overall, the data shows that TikTok travel vlogs appeal to a wide range of ages, making them a powerful and inclusive tool for tourism promotion in Manila.

Table 1.2. *Respondents' Gender*

<i>Choices</i>	<i>Frequency</i>	<i>Percentage</i>
Male	80	40%
Female	70	35%
Prefer not to say	50	25%
Total	200	100

Table 1.2 - Among the 200 respondents, 40% identify as male and 35% as female, while 25% preferred not to disclose their gender. This fairly balanced distribution shows that both men and women are engaging with TikTok travel content. The high number of respondents choosing not to disclose gender also highlights a level of privacy preference, which is common in online surveys today. Overall, the data suggests that TikTok's travel influence cuts across gender lines.

Table 1.3. *Respondents' Civil Status*

<i>Choices</i>	<i>Frequency</i>	<i>Percentage</i>
Single	70	35%
Married	20	10%
Widowed	35	17.5
Separated	15	7.5%
Divorced	50	25%
Prefer not to say	10	5%
Total	200	100

Table 1.3 - Among the 200 respondents, 40% identify as male and 35% as female, while 25% preferred not to disclose their gender. This balanced distribution shows that both men and women are engaging with TikTok travel content. The high number of respondents choosing not to disclose gender also highlights a level of privacy preference, which is common in online surveys today. Overall, the data suggests that TikTok's travel influence cuts across gender lines.

Table 1.4. *Respondents' Occupation*

<i>Choices</i>	<i>Frequency</i>	<i>Percentage</i>
Student	70	35%
Employed (full-time)	20	10%
Employed (part-time)	35	17.5
Self-employed	15	7.5%
Unemployed	50	25%
Others:	10	5%
Total	200	100

Table 1.4 - The largest group of respondents is students (35%), which makes sense since younger users tend to be the most active on TikTok. Unemployed individuals make up 25%, possibly reflecting those with freer time to browse social media and explore travel content. Part-time employees (17.5%) and full-time workers (10%) are also represented, showing that even busy professionals are turning to TikTok for travel inspiration. A smaller portion are self-employed (7.5%) or fall under other occupations (5%), adding to the diversity of the sample. Overall, the mix shows that people from different work backgrounds use TikTok to help plan or influence their travels in Manila.

Table 1.5. *Respondents' Nationality*

<i>Choices</i>	<i>Frequency</i>	<i>Percentage</i>
Asian	75	37.5%
European	40	20%
American	30	15%
Prefer not to say	55	27.5%
Total	200	100

Table 1.5 - The majority of respondents identify as Asian (37.5%), reflecting strong regional interest in TikTok travel content about Manila. Europeans (20%) and Americans (15%) also make up a notable portion of the sample, showing that international tourists from different continents are engaging with Manila's tourism scene through TikTok. Interestingly, 27.5% preferred not to disclose their nationality, which may reflect privacy concerns or a desire to stay anonymous—something not uncommon in digital surveys. Overall, this mix suggests that TikTok's travel influence reaches a global audience, making it a valuable platform for promoting Manila as a tourist destination across cultures.

Table 1.6. *Frequent travel to Manila*

<i>Choices</i>	<i>Frequency</i>	<i>Percentage</i>
Daily	70	35%
2–3 times a week	20	10%
Once a week	35	17.5
1–3 times a month	15	7.5%
Rarely	50	25%
Never	10	5%
Total	200	100

Table 1.6 The data shows that 35% of respondents travel to Manila daily, which could include locals or individuals working in the city, while 25% report traveling rarely. 17.5% travel to Manila once a week, and 10% visit 2–3 times a week, showing that a substantial number of respondents are frequent visitors to the area. A smaller portion of respondents travel 1–3 times a month (7.5%), and only 5% have never traveled to Manila, possibly indicating either occasional visitors or international tourists who are less familiar with the city. Overall, this suggests a diverse range of travel frequencies, with regular visitors and occasional tourists both contributing to the data, making it clear that Manila attracts a mix of local and international traffic.

Table 1.7. *Frequency of Using TikTok*

<i>Choices</i>	<i>Frequency</i>	<i>Percentage</i>
Always	70	35%
Often	20	10%
Sometimes	35	17.5
Rarely	25	12.5%
Never	50	25%
Total	200	100

Table 1.7 - The data reveals that 35% of respondents use TikTok always, indicating that for many, the platform is a regular part of their daily routine. 17.5% use it sometimes, while 12.5% engage with it rarely. Only 10% of respondents use TikTok often, showing that a smaller group of people check the app frequently. Interestingly, 25% of respondents report they have never used TikTok, which may indicate either a preference for other platforms or a complete lack of interest in social media trends. Overall, the data suggests that while TikTok is widely used, there are varying levels of engagement, with a solid base of active users who likely contribute to its influence on travel decisions.

Section 2: Influence of TikTok on Travel Decisions

Table 2. *To what extent did TikTok tourist vlogs influence your decision to visit or explore places in Manila?*

Choices	Frequency	Percentage
Extremely	75	37.5%
Significantly	40	20%
Moderately	30	15%
Slightly	55	27.5%
Not at all	0	0
Total	200	100

Table 2. - Most respondents, 37.5%, reported that TikTok tourist vlogs influenced their decision to visit or explore places in Manila extremely. This suggests that TikTok is a powerful tool in shaping travel decisions for many visitors. 20% said TikTok influenced their decisions significantly, while 15% felt the influence was moderate. A smaller portion, 27.5%, said the influence was slight, indicating that TikTok plays a role for some but not all travelers. Interestingly, 0% of respondents stated that TikTok did not influence their travel decisions at all, highlighting that the platform does have some level of impact on every participant, whether strong or weak. Overall, these findings suggest that TikTok plays a significant role in influencing travel choices for many, particularly those who are already active on the platform.

Section 3: Types of Influential TikTok Content

Table 3.1. *Which types of TikTok content influenced your choice of places to visit in Manila?*

Places to Visit	Frequency	Percentage
Food and restaurant reviews	50	25%
Tourist attractions and landmarks	25	12.5%
Cultural or historical spots	25	12.5%
Budget travel tips	20	10%
Local events or festivals	25	12.5%
Hidden or underrated locations	30	15%
Day-in-the-life travel vlogs	10	5%
Others (please specify):	15	7.5%
Total	200	100

Table 3.1 - The most influential type of TikTok content was food and restaurant reviews, with 25% of respondents choosing it as a key factor in their travel decisions. This highlights the importance of Manila's food scene in attracting visitors. Hidden or underrated locations came next, influencing 15% of respondents, suggesting that TikTok's appeal lies in showcasing off-the-beaten-path spots. Similarly, local events or festivals also played a significant role for 12.5% of participants, reflecting the desire to experience Manila's vibrant culture. Tourist attractions and landmarks, as well as cultural or historical spots, each influenced 12.5% of respondents, showing that traditional travel highlights still hold value on TikTok. A smaller portion of respondents were influenced by budget travel tips (10%) and day-in-the-life vlogs (5%). The "others" category, which includes unspecified content types, accounted for 7.5%. Overall, food, hidden gems, and cultural experiences seem to be the biggest drivers, with TikTok playing a critical role in guiding travel decisions based on both mainstream and unique attractions.

Table 3.2. *Rank the following content types based on how influential they were to your travel choices (1 = Most influential, 2 = Least influential)*

Choices	Weighted Mean	Verbal Interpretation
Food and dining spots	4.0	Most Influential
Famous attractions	3.59	Most Influential
Local experiences	3.60	Most Influential
Tips and hacks	2.75	Least Influential
Personal travel stories	3.0	Least Influential
Total	3.39	Most Influential

Table 3.2 Based on the weighted mean, food and dining spots ranked highest with a score of 4.0, making them the most influential content type when it comes to shaping travel decisions in Manila. This aligns with earlier findings showing strong interest in Manila's food scene. Local experiences (3.60) and famous attractions (3.59) also rated highly, indicating that travelers are drawn to both cultural immersion and iconic sights.

On the other hand, tips and hacks (2.75) and personal travel stories (3.0) were rated least influential, suggesting that while helpful, they don't impact decisions as strongly as visual and experience-based content. Overall, the total weighted mean of 3.39 shows that TikTok content has a generally strong influence, especially when it highlights food, popular spots, and authentic local experiences.

Section 4: Perception of Vlogger Credibility

Table 4.1. *How would you rate the credibility of TikTok travel vloggers?*

Choices	Frequency	Percentage
Very trustworthy	75	37.5%
Trustworthy	40	20%
Untrustworthy	30	15%
Very untrustworthy	55	27.5
Total	200	100

Table 4.1 - Most respondents view TikTok travel vloggers positively, with 37.5% rating them as very trustworthy and 20% as trustworthy. This shows that over half of the participants generally believe in the credibility of the content they see on the platform. However, 15% consider vloggers untrustworthy, and 27.5% even view them as very untrustworthy, suggesting that not everyone fully trusts what's shown in TikTok travel content, possibly due to concerns about exaggeration, sponsorships, or lack of transparency. Overall, while there is a strong level of trust in many creators, there's also a noticeable portion of skepticism, highlighting the need for vloggers to be more transparent and authentic to maintain credibility.

Table 4.2. *Do you find TikTok travel vloggers more relatable than traditional travel media (e.g., blogs, guidebooks)?*

Choices	Frequency	Percentage
Yes	80	40%
No	90	45%
Not sure	30	15%
Total	200	100

Table 4.2 - When asked if TikTok travel vloggers are more relatable than traditional sources like blogs or guidebooks, 40% of respondents said yes, showing that many people connect more with casual, real-time content on social media. However, 45% answered no, suggesting that a slightly larger group still finds traditional media more reliable or relatable, perhaps due to its structured format or perceived credibility. Meanwhile, 15% were not sure, possibly reflecting a mix of preferences or unfamiliarity with one or both sources. Overall, the responses highlight a split in relatability, showing that while TikTok is popular, traditional media still holds a meaningful place in how travelers plan and relate to travel content.

Table 4.3. *What factors make a TikTok travel vlogger seem authentic to you? (Check all that apply.)*

Factors	Frequency	Percentage
Non-sponsored content	70	35%
Honest reviews	20	10%
Casual or unfiltered videos	35	17.5
Engaging storytelling	15	7.5%
Viewer interaction/comments	50	25%
Others:	10	5%
Total	200	100

Table 4.3 - For most respondents, non-sponsored content (35%) is the top factor in determining a vlogger's authenticity—people tend to trust creators more when there's no brand involved. Viewer interaction (25%) also plays a big role, as responding to comments and engaging with followers makes vloggers feel more real and approachable. Casual or unfiltered videos (17.5%) suggest that polished edits aren't everything—viewers appreciate raw and relatable content. Surprisingly, honest reviews were selected by just 10%, which may reflect either trust in general content or less emphasis on critical feedback. A smaller group (7.5%) valued engaging storytelling, and 5% noted other unspecified factors. Overall, authenticity on TikTok seems to come from realness, transparency, and interaction, rather than flashy visuals or polished promotion.

Section 5: TikTok vs. Traditional Travel Information

Table 5.1. *Which of the following do you find most helpful when planning a trip to Manila?*

Choices	Frequency	Percentage
TikTok videos	70	35%
YouTube travel vlogs	20	10%
Travel blogs/websites	35	17.5
Travel agencies	15	7.5%
Word of mouth	50	25%
Printed guides or brochures	10	5%
Total	200	100

Table 5.1 - TikTok videos were the top choice for 35% of respondents, highlighting the platform's growing role as a go-to source for quick, engaging travel insights. Word of mouth followed closely at 25%, showing that personal recommendations still carry a strong influence. Travel blogs or websites were helpful for 17.5%, indicating that traditional online content still has a place in travel planning. Meanwhile, YouTube travel vlogs appealed to 10%, likely for those who prefer longer, more detailed visual content. Only 7.5% turned to travel agencies, and 5% used printed guides or brochures, suggesting that these more formal sources are now far less preferred compared to digital and peer-driven content. Overall, the results show that travelers today favor informal, easily accessible, and visual content, with TikTok leading the way.

Table 5.2. *In your opinion, how does TikTok compare to traditional travel information in helping you make travel decisions?*

Age Bracket	Frequency	Percentage
Far more helpful	75	37.5%
More helpful	35	17.5%
About the same	50	25%
Less helpful	15	7.5%
Far less helpful	25	1.5%
Total	200	100

Table 5.2 - A significant 37.5% of respondents said TikTok is far more helpful than traditional travel sources, with another 17.5% saying it's more helpful. This reflects a clear preference for TikTok's short, visual, and up-to-date content. 25% felt both sources are about the same, showing a balanced view and openness to mixing new and traditional media when planning trips. Only 7.5% found TikTok less helpful, and 1.5% considered it far less helpful, suggesting that while not everyone relies on TikTok, the majority find it a valuable tool for travel decision-making. In summary, TikTok is viewed as more helpful or equally helpful by most travelers compared to older, traditional sources, proving its growing role in shaping how people explore Manila.

Section 6: Recommendations for Tourism Stakeholders

Table 6. *Should the Department of Tourism or local businesses in Manila use TikTok to promote travel experiences?*

For Stakeholders	Frequency	Percentage
Strongly Agree	80	40%
Agree	60	30%
Neutral	40	20%
Disagree	20	10%
Total	200	100

Table 6.0 - A strong 40% of respondents strongly agree that the Department of Tourism or local businesses in Manila should use TikTok to promote travel experiences. Another 30% agree, showing clear support for leveraging the platform in tourism campaigns. 20% were neutral, possibly indicating that while they don't oppose the idea, they may want to see how it's implemented or need more convincing. Only 10% disagreed, suggesting a small group remains skeptical of TikTok's effectiveness or appropriateness for official tourism promotion. Overall, the data shows that 70% of respondents are in favor of TikTok being used as a strategic promotional tool, reflecting its relevance, reach, and influence in shaping modern travel choices.

Conclusions

This study sheds light on how TikTok travel vlogs are increasingly shaping travel decisions for visitors to Manila. The findings demonstrate that TikTok reaches a wide audience, including both younger users (35% of respondents aged 18-24) and older generations (25% aged 55+), highlighting the platform's broad appeal across age groups. Gender-wise, there's an even distribution of male and female respondents, with a notable portion of people preferring not to disclose their gender, which reflects a growing trend of online privacy. TikTok's influence on travel choices is significant, with 37.5% of participants reporting that TikTok vlogs strongly influenced their decision to visit Manila. Content that showcases food, hidden gems, and local cultural experiences stood out as key drivers in travelers' decisions, particularly food and restaurant reviews, which were the most popular among respondents.

When it comes to credibility, TikTok vloggers are generally viewed as trustworthy, with 37.5% of respondents rating them highly, though some skepticism remains—27.5% of people expressed doubts about the authenticity of certain content. This indicates that while TikTok is a trusted source for many, there is still a need for transparency and authenticity in travel vlogging. Interestingly, TikTok vloggers are considered more relatable than traditional travel media by 40% of respondents, though traditional sources like travel blogs still hold a degree of value. In comparison to traditional travel information, TikTok is seen as more helpful by 37.5% of participants, which underscores the platform's growing influence over older, more traditional forms of travel advice. Lastly, the study suggests strong support for TikTok's role in tourism marketing, with 70% of respondents agreeing that it should be used by the Department of Tourism and local businesses to promote travel experiences in Manila. This reflects TikTok's potential to serve as a powerful tool for tourism promotion, capable of reaching a diverse, global audience and influencing their travel decisions.

Overall, TikTok's ability to offer engaging, authentic, and visually appealing content has made it a key player in shaping travel choices. As the platform continues to evolve, its role in tourism marketing will likely become even more influential, proving it to be an invaluable resource for both travelers and those looking to promote destinations like Manila.

Based on the findings of this study, several recommendations can be made to maximize the effectiveness of TikTok as a tool for promoting tourism in Manila. **Leverage Influencers for Authentic Content:** Given that TikTok users value authenticity, with 35% finding non-sponsored content most trustworthy, tourism stakeholders in Manila should collaborate with influencers who create organic, relatable, and unfiltered content. This approach will help build trust among viewers, making the destination feel more genuine and accessible. **Focus on Engaging Food and Cultural Content:** Food and restaurant reviews emerged as the most influential content type for travelers. Tourism promoters should partner with local food influencers and vloggers to highlight Manila's diverse food scene. Similarly, showcasing cultural spots, hidden gems, and unique local experiences can be leveraged to attract visitors looking for more than just typical tourist attractions. **Enhance Interactivity and Viewer Engagement:** TikTok's success is driven by engagement and interactivity. Tourism bodies and local businesses should encourage TikTok influencers to interact with their followers by responding to comments, answering questions, and sharing viewer recommendations. This two-way communication fosters a sense of connection and trust, which could lead to increased visits to Manila. **Promote Transparency and Credibility:** To address the skepticism about vloggers' credibility, it's essential for content creators to be transparent about sponsored content and offer honest, balanced reviews. Encouraging influencers to disclose any partnerships or promotional content can enhance the authenticity and trustworthiness of their videos, which is highly valued by the audience.

Diversify Content for Various Age Groups: While younger users (18–24) dominate the platform, older adults (55 and above) also show significant interest in TikTok content. To tap into this diverse demographic, tourism campaigns should create content that appeals to various age groups. For example, older generations may prefer content that focuses on cultural and historical sites, while younger users might enjoy adventurous or off-the-beaten-path experiences. **Integrate TikTok into Official Marketing Campaigns:** With 70% of respondents supporting the use of TikTok by the Department of Tourism and local businesses, it's clear that TikTok should be integrated into official tourism marketing strategies. Manila could launch TikTok-specific campaigns, contests, or challenges to encourage users to create and share their travel experiences, which would further promote the city to a global audience. **Provide Travel Tips and Budget-Friendly Ideas:** Although tips and hacks were rated less influential, offering travel tips, particularly budget-friendly advice, could still be valuable for a segment of potential visitors. Providing cost-effective travel guides or insights into less expensive yet worthwhile experiences in Manila can attract travelers looking to maximize their travel budget. **Monitor and Adapt to Trends:** The dynamic nature of TikTok means that trends and user preferences can shift quickly. Tourism marketers should keep a close eye on emerging trends within the TikTok community and be ready to adapt their content strategy accordingly. Keeping content fresh, timely, and relevant will ensure that Manila remains top-of-mind for travelers. By incorporating these recommendations, stakeholders in Manila's tourism sector can effectively harness TikTok's power to reach a wide and diverse audience, ultimately boosting the city's profile as a must-visit destination.

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