Relevant SDG's

From Views to Visits :
The Role of Influencers
in Behavior of Inbound Tourists

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Presentation Contents

Section 1- Research Background

1-1 Japan's Tourism Boom and Social Media Influence

1-2 The Rise of Social Media and Its Impact on Travel Decisions

Japan's Tourism Boom and Its Hidden Challenges

In 2024, Japan welcomed a **record number of inbound tourists**, bringing both **opportunities and challenges**.

➢ **Overtourism** at major sites **like Kyoto, Nara, and Mount Fuji**, causing crowding and local dissatisfaction (Japan Tourism White Paper,2024)

➢ Over 30% of **foreign tourists** experienced **overtourism challenges** during their stay in Japan (Development Bank of Japan & Japan Travel Bureau Foundation, 2024).

Sharing and creating **interesting content** could be important for bringing tourists to **regional areas** and offering them special experiences **(Japan Tourism White Paper, 2024)**

How can content creation help bring tourists to regional areas?

Social Media & Overtourism: Insights from Japan's Leading Media

Japan's 'hidden gems' overwhelmed as social media drives influx of tourists

The Japan Times, published on Feb 25, 2025

Influencers — Japan's secret weapon to promote niche tourism spots

The Japan Times, published on March 28, 2024

Influencers helped cause overtourism. Can they help fix it?

The Japan Times, published on July 29, 2024

TRAVEL & LEISURE

Japan-bound tourists use social media, pop culture as guides

Visitors flock to sites featured in popular video games, manga, anime

The NIKKEI Asia, published on August 09, 2023

What is the impact of **influencers content on viewers sentiment towards** tourist destinations?

Emergence of Web 2.0 and Social Media-Induced Tourism

➢ **Web 2.0** marks the rise of social media, enabling public interaction through **sharing, creating, communicating,** and modifying **user-generated content** (UGC).

Social media-induced tourism is defined as **travel motivated** directly by exposure to specific content on **social media platforms** (Shin & Xiang, 2020).

Social media induced tourism has occurred originally when **unpopular attractions** that are least expected to become **travel hotspot** (Coffey, 2019)

How the Rise of Social Media Transformed Tourism?

➢ **Social media opinions** and **video reviews** are key in **choosing travel destinations**(Pop et al., 2021; Tussyadiah & Fesenmaier, 2009).

Traveler-generated social media content offers accurate **destination insights** and significantly **shapes travel decisions** (Zeng & Gerritsen, 2014; Abad & Borbon, 2021)

Social media platforms **shape tourist behavior in planning, experiences, and feedback**, influencing their **perceptions and travel decisions**.(Feldkamp, 2021; Leung et al., 2013; Luo & Zhong, 2015; Pop et al., 2021)
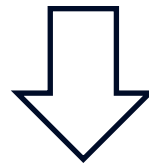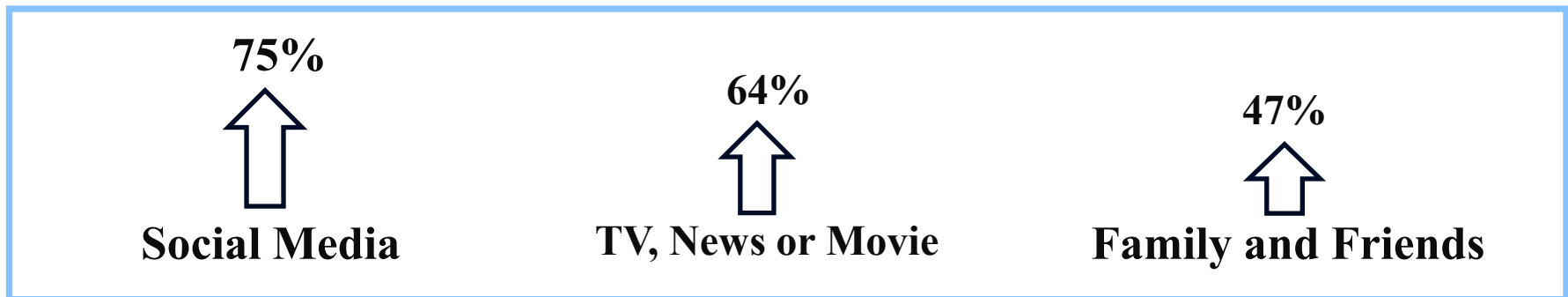
Pre-Trip ⟶ **During-Trip** ⟶ **Post-Trip**

Social Media Engagement Across Travel Phases

Are Influencers Influencing Travel Decisions?

➢ More than **70% of TikTok's European audience** use its recommendations to book a holiday plan (National Geographic, 2024)

A 2022 Japan Tourism Agency survey found that the top sources of travel information for foreign tourists were: relatives and friends (22.8%), **social media (21.9%), and video-sharing sites (21.4%).**

➢ Social media **influences travel choices**, with 75% of travelers relying on recommendations and over **60% of Gen Z Americans using TikTok** as a search engine for trip planning (Statista,2023).

75%

⬆

Social Media

64%

⬆

TV, News or Movie

47%

⬆

Family and Friends

Share of Respondents Influenced to Visit a Travel Destination by Channel (Statista,2023)

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Social Media Sentiment Analysis for Tourist Destinations: A Review of 38 Studies
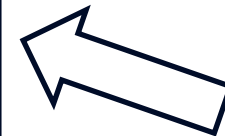
Methods and Models

- **Deep learning** (BERT, ANNs, SVM), LDA and transfer learning
- Very few studies utilized the advanced **Large Language models (LLMs).**
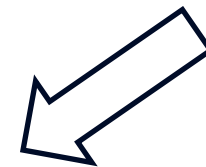
Data Sources

- Primarily based on **TripAdvisor, Twitter, and travel forums**
- Studies employing **YouTube, Instagram, and TikTok** video comments are also notably scarce.

Despite the growing influence of platforms like **YouTube, TikTok, and Instagram**, research utilizing their **video comments** and **using advanced LLMs** to see influencers impact remains scarce.
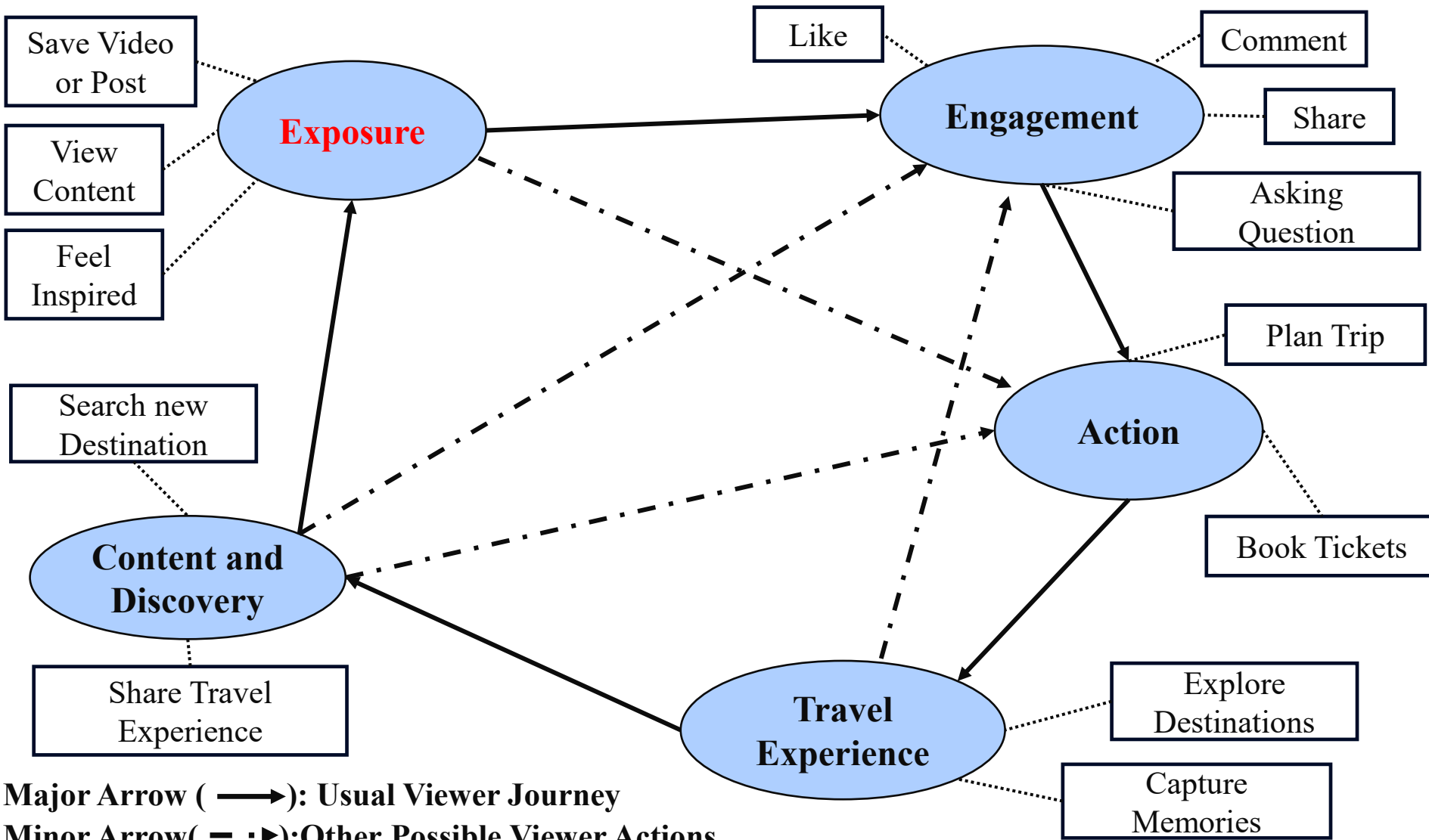
I could not find studies that **classify travel influencers and their videos** to examine their **influence on tourist engagement** and **travel planning behavior.**

Gaps in knowledge

How can Influencers Shape the Travel Decision-Making Process?

Save Video or Post

View Content

Feel Inspired

Exposure

Like

Comment

Share

Engagement

Asking Question

Search new Destination

Plan Trip

Action

Book Tickets

Content and Discovery

Share Travel Experience

Travel Experience

Explore Destinations

Capture Memories

Major Arrow (⟶): Usual Viewer Journey

Minor Arrow(▬ ·►):Other Possible Viewer Actions

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Section 2- Research Purpose, Aim ,Objectives and Analytical Framework

Research Purpose, Aim and Objectives

Purpose : To examine the role of **social media influencers** in tourism, with the aim of supporting **responsible tourism strategies**, **managing overtourism** and **promoting lesser-known destinations.**

Aim: To explore **viewer engagement with influencer travel content** using **advanced LLMs** and support the findings through **future tourist surveys or interviews**.
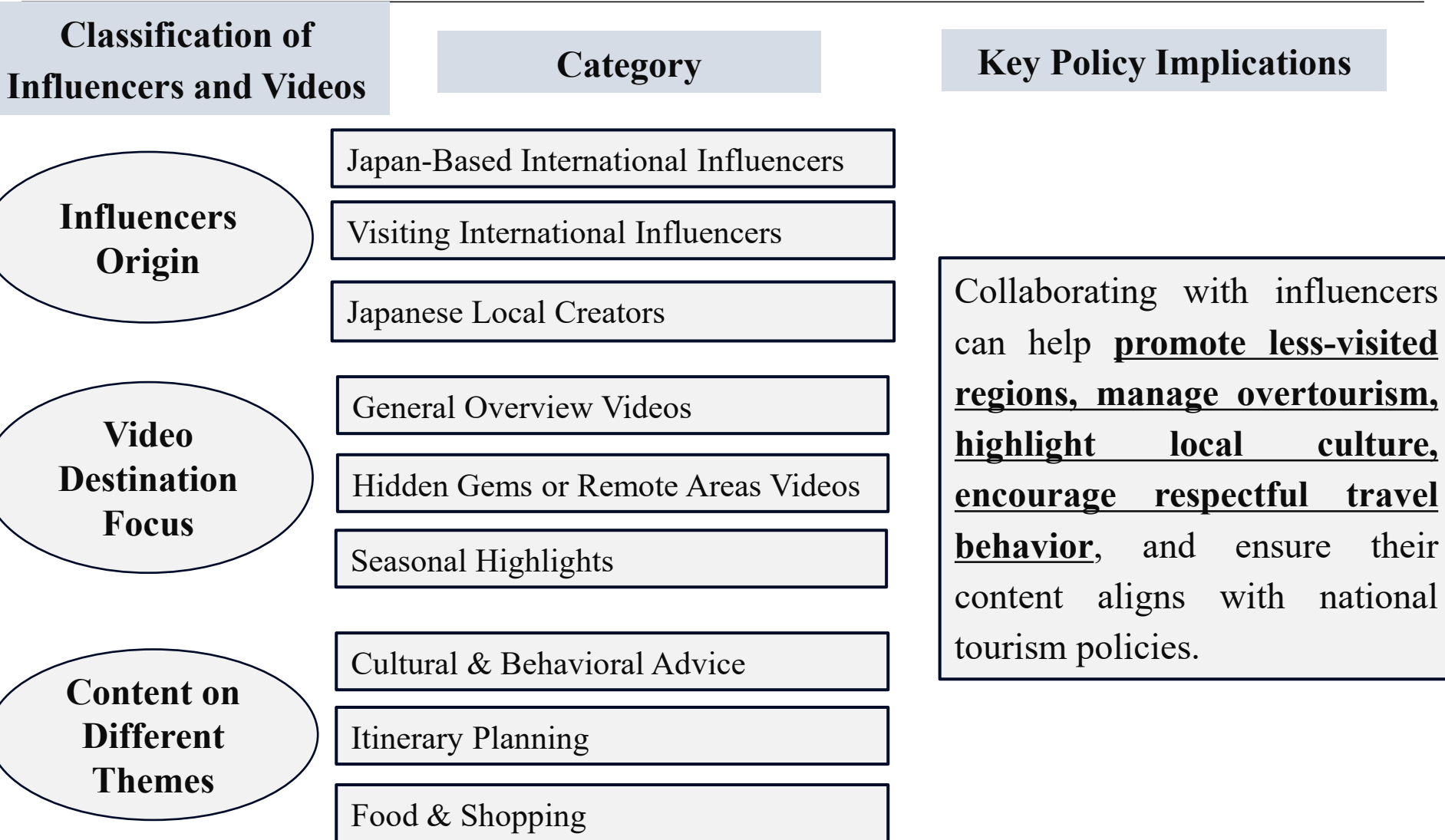
Phase1- Analyze Viewer Responses: Examine how **viewers engage with influencer travel videos** by analyzing comments on **two selected YouTube itineraries (Current Objective).**

Phase2- Classification of Influencers and Videos Across Platforms : Categorize **influencers and video** types to explore differences in **audience engagement and potential tourism implications (Future Objective).**

Phase3- Future Validation through Field Research: Conduct **surveys or interviews with tourists** to validate findings and gain deeper insights into how **influencer content shapes travel planning and decisions (Future Objective).**

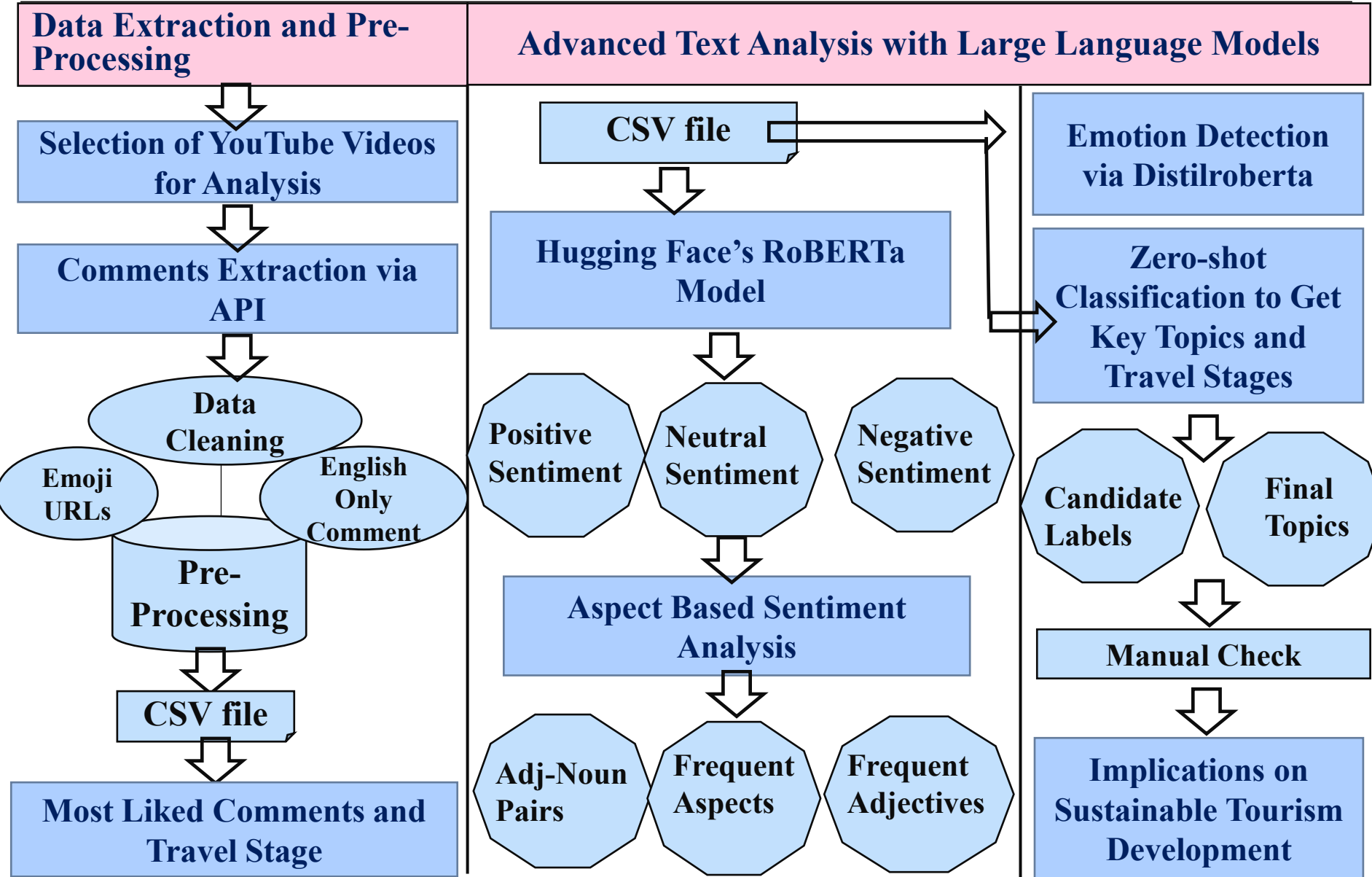# Evaluating Viewers Engagement with Influencers' Content (Future Goals)

Classification of Influencers and Videos	Category	Key Policy Implications

Influencers Origin
- Japan-Based International Influencers
- Visiting International Influencers
- Japanese Local Creators

Video Destination Focus
- General Overview Videos
- Hidden Gems or Remote Areas Videos
- Seasonal Highlights

Content on Different Themes
- Cultural & Behavioral Advice
- Itinerary Planning
- Food & Shopping

Key Policy Implications:

Collaborating with influencers can help **promote less-visited regions, manage overtourism, highlight local culture, encourage respectful travel behavior**, and ensure their content aligns with national tourism policies.

Created by the Author

Sample YouTube Videos for Analysis in the Second Phase

Video Category	Video Title	Channel	Uploaded Date	Views
Specific Place	Visiting Japan's Secret Winter Village like "Spirited Away" | **Ginzan Onsen**	travelgeek	Feb,2023	3.4 million
	Visiting Japan's Winter Village | **Ginzan Onsen**	Solo Solo Travel	Jan ,2022	3.6 million
Remote Areas	How to Spend 21 Days in JAPAN **Off the Beaten Path,** Travel Tips	Abroad in Japan	Dec,2024	1 million
	10 Unique Japan Travel Spots - Hidden Gems and Locations For Your Next Trip	Currently Hannah	Feb,2023	1.1 million
Behavioral Advice	Things **Foreigners Should NEVER** Do - Japanese Interview	TAKASHii	Jan,2023	7.5 million
Over-Tourism	**Japan VS Foreign Tourists**: A Worsening Situation	Abroad in Japan	Mar,2023	1.8 million

Analytical Framework to Analyze Viewer Engagement with Influencer Content

Data Extraction and Pre-Processing

Selection of YouTube Videos for Analysis

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Comments Extraction via API

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Data Cleaning

- Emoji URLs
- English Only Comment

Pre-Processing

↓

CSV file

↓

Most Liked Comments and Travel Stage

Advanced Text Analysis with Large Language Models

CSV file

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Hugging Face's RoBERTa Model

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- Positive Sentiment
- Neutral Sentiment
- Negative Sentiment

↓

Aspect Based Sentiment Analysis

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- Adj-Noun Pairs
- Frequent Aspects
- Frequent Adjectives

Emotion Detection via Distilroberta

Zero-shot Classification to Get Key Topics and Travel Stages

↓

- Candidate Labels
- Final Topics

↓

Manual Check

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Implications on Sustainable Tourism Development

Section 2-1 Selection of Videos with Engagement Metrics and Top Comment Comparison

Selection of Target Videos on "*14 Days Travel Itinerary in Japan*"
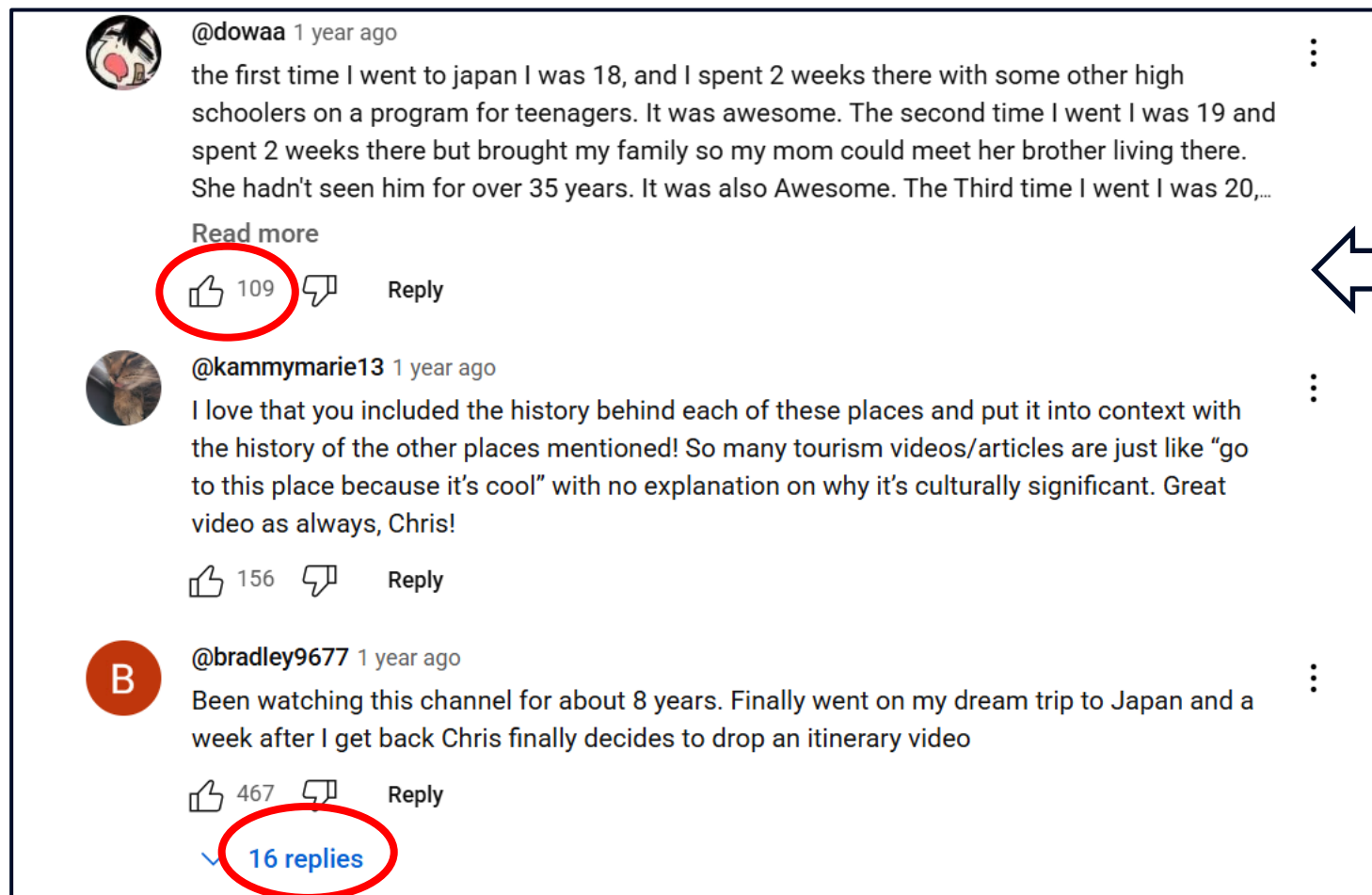
Itinerary-based videos were selected as they closely reveal real travel planning and show how **influencers inspire interest in visiting specific places.**

Channel Name	Uploaded Date	Video Views	Video Comments
JHMedium	Aug-24	407K	170
Let's Meet Abroad	Dec-23	77K	46
Abroad in Japan	**Nov-23**	**4.1Million**	**2312**
Lais	Jul-23	47K	32
Pooja and Shrawan	Jul-23	137K	287
Lais	Mar-23	178K	145
Be My Travel Muse	Mar-23	26K	25
Allan Su	**Feb-21**	**11.1 Million**	**2736**

How to Spend 14 Days in Japan - A Japan Travel Itinerary
11M views • 4 years ago
Allan Su
00:00 Intro 00:46 Trip Overview 01:42 Things to know 02:55 **Day 1 - 2** Osaka 07:05 **Day 3** Koyasan 11:00 **Day 4** Nara ...
4K CC
12 chapters Intro | Trip Overview | Things to know | Day 1 - 2 Osaka | Day 3 Koyasan | Day 4 Nara | Day 5 - 7 Kyot...
38:10

How to Spend 14 Days in JAPAN ᴶᴾ Ultimate Travel Itinerary
4M views • 1 year ago
Abroad in Japan
Feat: @sharlainjapan & Natsuki CAMERA: @PaulBallard & Chris Broad EDITING: David Parish,
4K
10 chapters 14 Days in Japan: The Grand Plan | Day 1 - 2 Tokyo | Day 3 Kamak...
57:45

How Viewers Engage with Influencer Content?

Under an influencer's video, viewers can **comment, like comments, or reply to others**.
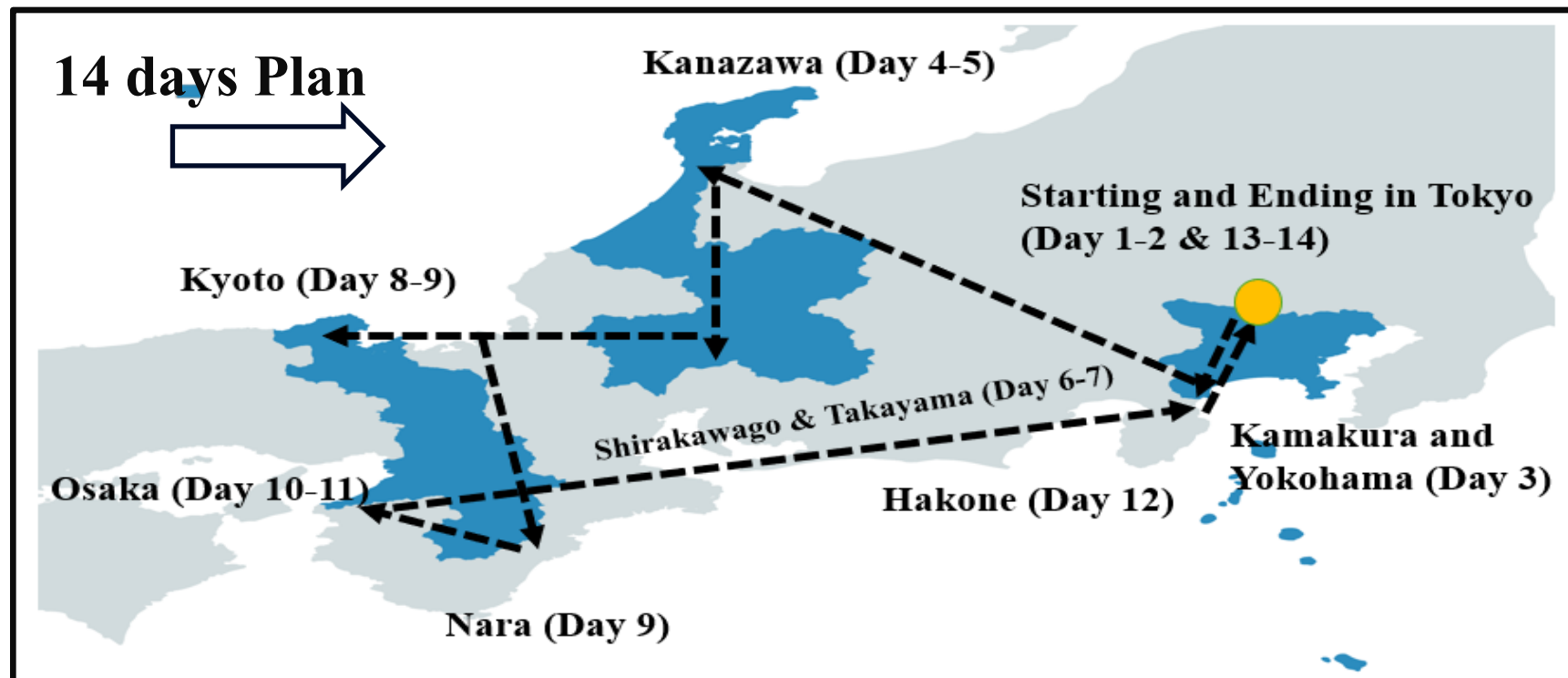

Abroad in Japan Video Comments

Abroad in Japan YouTube Video : How to Spend 14 days in Japan

- **Uploaded Date : Nov 29, 2023**
- **No. of Views : 4.1 Million**
- **No. of Comments : 2312**
- **Video Likes : 90K**

Channel Name :
Abroad in Japan
3.2 Million Subscribers

Japan-Based International Influencer

14 days Plan

Kanazawa (Day 4-5)

Kyoto (Day 8-9)

Starting and Ending in Tokyo (Day 1-2 & 13-14)

Shirakawago & Takayama (Day 6-7)

Osaka (Day 10-11)

Hakone (Day 12)

Kamakura and Yokohama (Day 3)

Nara (Day 9)

Video Link : (9) How to Spend 14 Days in JAPAN 🇯🇵 Ultimate Travel Itinerary - YouTube

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Allan Su Video : How to Spend 14 days in Japan

Uploaded Date : Feb 21, 2021
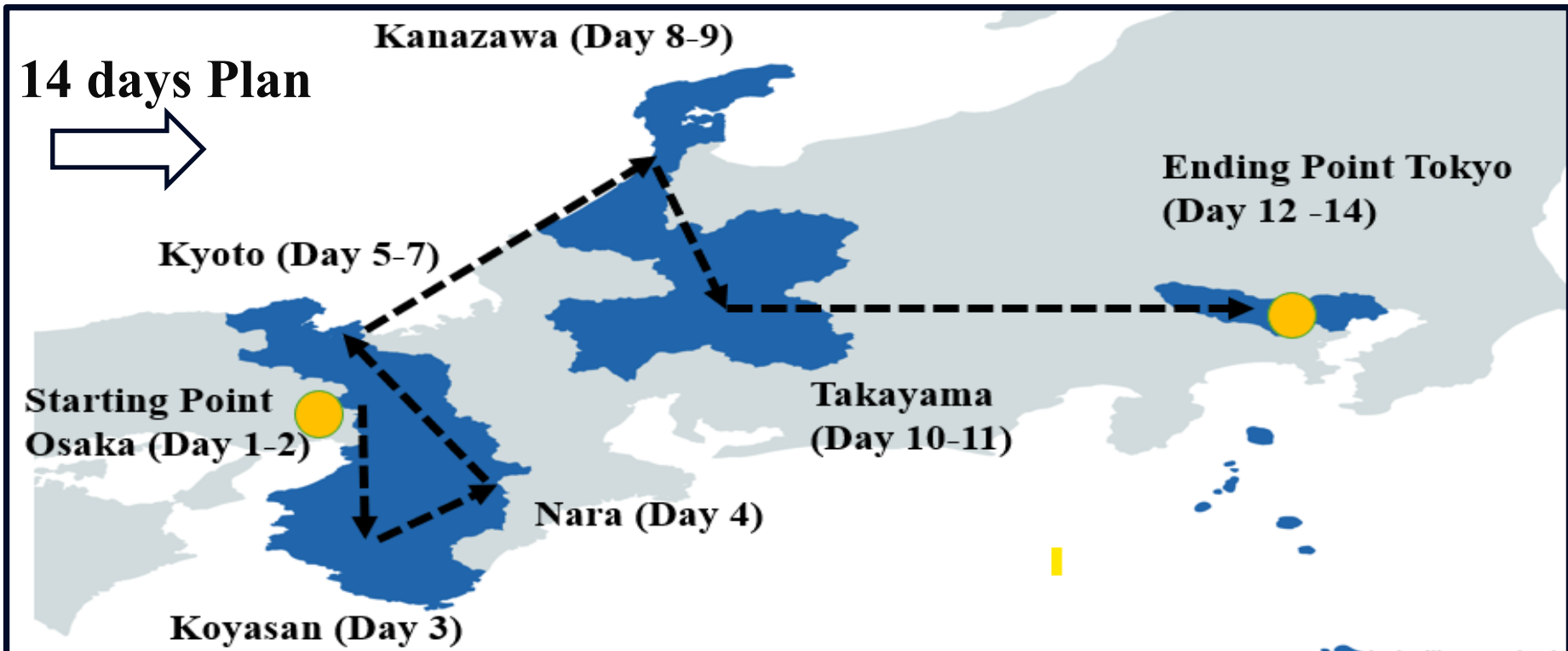**No. of Views : 11.1 Million**
No.of Comments : 2736
Video Likes : 176K

Channel Name :
Allan Su
219K Subscribers

International Travel Influencer

14 days Plan

Kanazawa (Day 8-9)

Ending Point Tokyo (Day 12 -14)

Kyoto (Day 5-7)

Starting Point Osaka (Day 1-2)

Takayama (Day 10-11)

Nara (Day 4)

Koyasan (Day 3)

Video Link: (10) How to Spend 14 Days in Japan - A Japan Travel Itinerary - YouTube

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Comparison of Selected Videos Based on YouTube Engagement Metrics Standards

➢ **YouTube Engagement Metrics Standards**

| Engagement Rate (%)	Performance Interpretation
<1%	**Low Engagement** – Audience is passive.
1-2%	**Moderate Engagement** – Average for most YouTube videos.
2-5%	**Good Engagement** – Indicates strong audience interaction.
>5%	**Excellent Engagement** – Highly engaging, viral potential.

Abroad in Japan Video   *Allan Su* Video

Metric	Value	Performance	Value	Performance
Like-to-View Ratio (%)	2.21	**Good Engagement**	1.57	Moderate Engagement
Comment-to-View Ratio (%)	0.06	**Moderate Engagement**	0.02	Low Engagement
Like-to-Comment Ratio	38	**Moderate Discussion**	66	Moderate Discussion
Like-to-Dislike Ratio	166	**Excellent Reception**	92	Excellent Reception
Engagement Rate (%)	**2.27**	**Good Engagement**	**1.59**	**Moderate Engagement**

Monthly Comments Trend

Abroad in Japan Video
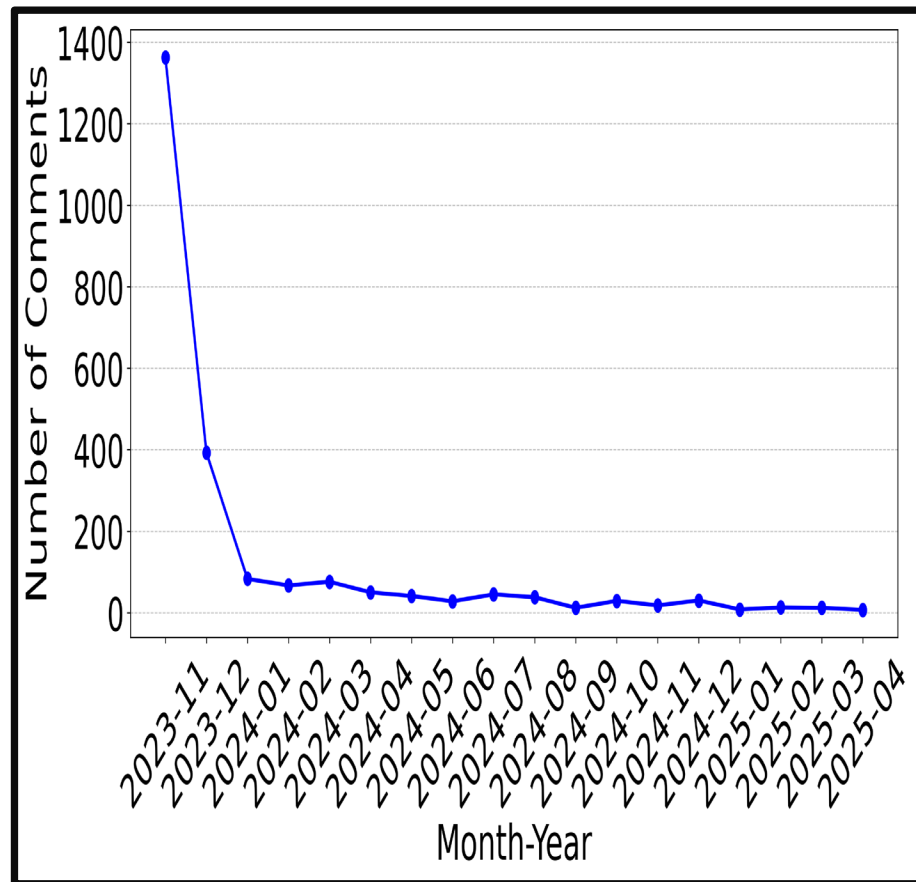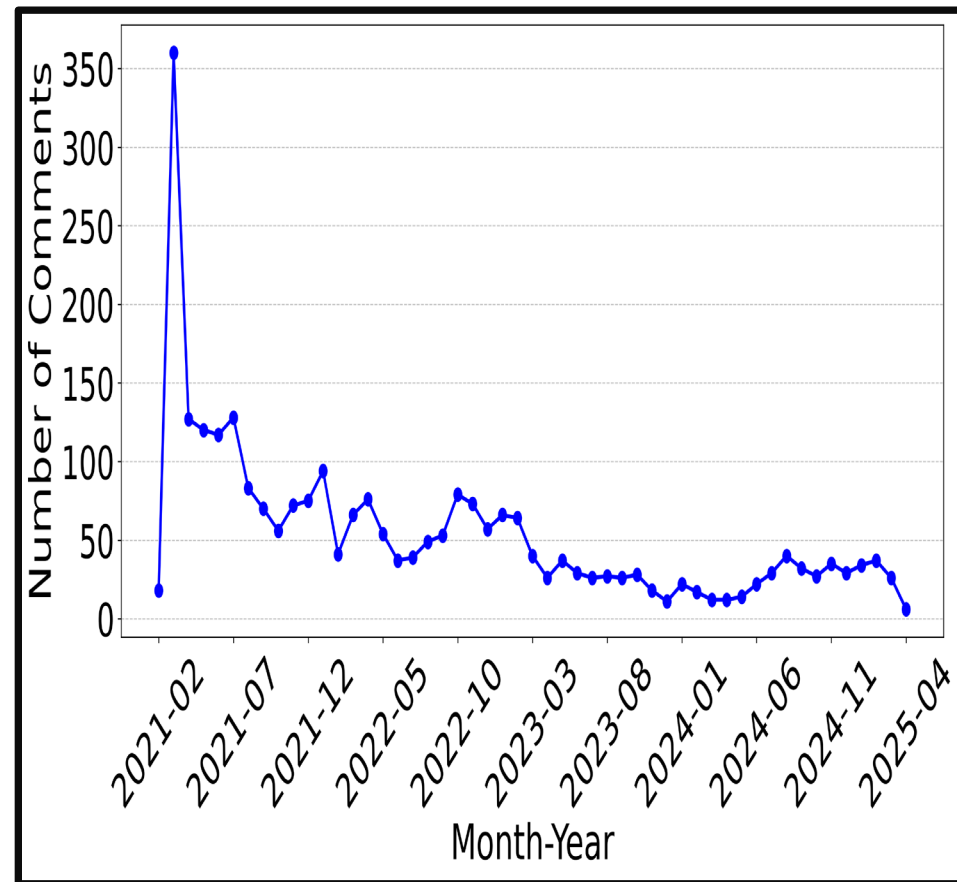
Allan Su Video

Both videos got **many comments in the beginning**, but *Allan Su video* is getting **more monthly comments.**

Top 10 Most Liked Comments Comparison

Abroad in Japan Video

Travel Stage

- Pre-Trip
- Post-Trip
- Unrelated Comments

Comments Theme

- Excitement for Upcoming Trip
- Video Travel Route Breakdown
- 14 days Travel Itinerary Video
- Adding video to Bucket List
- Hidden Gems Appreciation
- Influencer-Led Group Travel Interest
- Visited Japan After Years of Watching Vlogs
- Trip Reflection & Travel Memories
- Best Video About Japan
- Past Visitor's Advice

0 500 1000 1500 2000 2500 3000 3500

Original Comment
I'm actually going on a 14 day trip starting Friday next week so I was delighted to see this title

Allan Su Video

- Pre-Trip
- Post-Trip
- Unrelated Comments

- High Quality Japan Vlog
- Saving Up for Japan Trip
- Travel Suggestions from Local
- Japan as a Dream Destination
- Informative Video
- Influencer Impact on Travel Plans
- Travel Suggestions from Local
- Informative Video
- Planning to Visit Japan for Healing
- Changed Travel Plan after Watching it

0 500 1000 1500 2000 2500 3000 3500 4000 4500

Orignal Comment
I was originally going to do **Tokyo -> Kyoto -> Osaka** next March, but this **vlog really changed my mind.**

No. of Likes

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