

DIGITAL STORYTELLING ON TWO WHEELS: MOTOVLOGGERS ON TOURISM PROMOTION OF BALANAC RIVER

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Abstract

This research investigates how motovloggers contribute to the visibility and promotion of Balanac River Dam in Magdalena, Laguna, and how their digital storytelling shapes tourist interest, awareness, and eventual visitation. As tourism marketing increasingly shifts toward social media platforms, motovlogging where motorcycle riders document their journeys and destinations has become a fast-growing form of user-generated promotion. Although motovlogs have noticeably increased the online presence of rural destinations, their influence on local tourism development has not been thoroughly examined.

A qualitative research design was employed, using purposive sampling to gather insights from 18 participants composed of motovloggers, tourists, and local government representatives. Semi-structured interviews provided rich narratives, which were organized and interpreted using Thematic Analysis.

The findings show that most respondents first encountered Balanac River Dam through motovlogs circulating on Facebook and YouTube. The vivid visuals, authentic narration, and adventure-focused storytelling were identified as key elements that captured viewer attention and encouraged interest in visiting the site. Afterwards, an action plan regarding enhancing safety and sustainability at Balanac River.

Key Words: Digital Storytelling, Motovloggers, Tourism Promotion

1.1 Background of the Study

Tourism promotion in the digital age has shifted from traditional advertising toward online platforms, where social media content creators play a crucial role in shaping public interest. Among these emerging digital storytellers are motovloggers motorcycle enthusiasts who document and share their journeys through videos. Motovlogs often showcase not only the ride but also the destinations, scenery, culture, and experiences encountered along the way. In the Philippines, motovlogging has grown in popularity, attracting audiences who seek authentic, first-hand travel experiences. This phenomenon has potential implications for tourism, particularly in less-promoted destinations such as Balanac River in Magdalena, Laguna. The site, while rich in natural beauty and local significance, is not yet fully maximized as a tourist attraction. By featuring the site through digital storytelling, motovloggers may contribute to raising awareness and encouraging tourist visits.

Despite this potential, there is limited research on the actual influence of motovloggers on tourism development at the community level. Thus, this study sought to examine the role of motovlogging as a tool for tourism promotion and its possible impact on Balanac River.

In today's world of digital technology, influencers on social media have become a significant aspect of various industries, including tourism. The YouTube video "Balanac River | Extreme Adventure Laguna | No Entrance Fee!" by Roving Valors. (2022) showcases the Balanac River Dam in Magdalena, Laguna, highlighting it as an accessible ecotourism destination with no entrance or cottage fees. Motorcycle influencers, also known as motovloggers, record their journeys on camera and post video blogs (vlogs). Many motovloggers not just showcase their journey experiences but also talk about some unique places. This enables viewers to discover new and different places.

Tourism is not just about the ads or travel agents. These days, we have many online platforms like Youtube, Facebook, TikTok and Instagram that quickly make the information about the destinations' available to millions of potential tourists worldwide. As a result, they are now much more well known than they were before in the local communities. Motovloggers and digital content creators are there to bridge this gap with personal experiences and authentic stories that resonate with their audiences. Compared to marketing materials, this authenticity creates a stronger impact.

One such place is Balanac River, located in Magdalena, Laguna. At first, it was a hidden spot, but tourism has increased at the site because of the presence of motovloggers on Youtube. Their videos not only showcase the dam's natural beauty but also highlight the fun of the journey, the competition among riders, and the culture of the area. Many travelers, especially motorbike lovers, are getting curious about these experiences and one day wish to visit the place personally.

This study aimed to determine the role of motovloggers in tourism at the Balanac River. This aims to determine how motovloggers influence tourist behavior, as well as the views of residents, government officials, and motovloggers themselves. The research seeks to contribute to broader discussions on digital tourism promotion, sustainable development, and the growing influence of social media influencers in shaping tourism destinations.

1.2 Statement of the Problem

This study aimed to determine Digital Storytelling on Two Wheels: Motovloggers and Tourism Promotion of Balanac River, Magdalena, Laguna to contribute in the promotion of the Balanac River and how their digital storytelling influences tourist awareness, interest, and visitation.

Specifically, this study sought to answer the following questions:

1. How do motovloggers portray and promote Balanac River in their content?
2. To what extent is the tourist's awareness regarding Balanac River influenced by motovloggers?
3. How do local stakeholders (e.g., tourism officers, residents, and motovloggers) perceive the role of motovlogs in promoting the site?
4. What challenges and opportunities arise from using motovlogging as a tourism promotion tool in Magdalena, Laguna?
5. What action plan regarding the tourism sustainability of Balanac River can be proposal?

1.3 Theoretical Framework

The theory used in this study are Uses and Gratifications Theory and Social Influence Theory. Uses and Gratifications Theory, pioneered by Jay Blumler and Elihu Katz in the 1970s, emphasizes the active role of audiences in selecting media to fulfill specific needs such as information, entertainment, social interaction, and relaxation. It highlights that individuals are not passive consumers but rather purposeful users who seek media content to gratify psychological and social desires. Complementing this, Social Influence Theory, advanced by Morton Deutsch and Harold Gerard (1955) and later refined by Herbert Kelman (1958), explains how people's attitudes and behaviors are shaped by social pressures through mechanisms of compliance, identification, and internalization.

This theory suggests that people are influenced by others. In this instance, the motovlogger is so authentic and does need to use the Balanac River. This makes the recommendation more credible than a typical ad. The video employs a storytelling format to engage the viewer's emotions. There is also social proof, in the form of high views and positive comments, reinforcing that the destination is a good place to visit. By combining UGT and the Theory of Social Influence, your study may offer a full explanation of how motovloggers effectively use digital storytelling to attract, persuade, and even promote the local destination for tourists for the purposes of filming as well as other stakeholders.

METHODOLOGY

2.1 Research Design

This study employs a qualitative research design, which is well-suited for exploring the perceptions, behaviors, and experiences of individuals regarding the influence of motovloggers on tourism development. A qualitative approach enables a deeper understanding of how motovloggers influence tourists' decision-making, the local community's views on tourism, and the overall development of Balanac River as a tourist destination.

A descriptive qualitative approach was chosen for this study. This method helps describe and understand the perspectives and experiences of the respondents. It will involve in-depth, semi-structured interviews with motovloggers, local government officials, and tourists to explore their insights on the impact of motovlogging on tourism.

2.2 Research Locale

The study was conducted at the Balanac River in the municipality of Magdalena, Laguna. The participants of the study are from this location. Balanac River was chosen to be the setting of the study because majority of the motovloggers conduct their activity in this area.

2.3 Population and Sampling

This study focused on a specific group of respondents who are directly involved with or impacted by motovlogging and tourism development. The sample size consisted of 18 respondents: five (5) motovloggers

who featured Balanac River in their travel content and have contributed to the promotion of the destination through their videos and posts on platforms like YouTube and Instagram; three (3) local government officials, who are involved in tourism planning, marketing, and community engagement in Magdalena, Laguna, ten (10) tourists, 5 of which have visited the Balanac River, while the 5 have not visited but have watched the motovlogging. These participants provided insight into the local government's perspective on the role of motovloggers in tourism and their impact on community development and infrastructure.

Moreover, the research used purposive sampling to select participants who have direct experience or knowledge relevant to the research questions. This sampling technique is ideal because it targets individuals who have specific insights into the influence of motovloggers on tourism development. The sample were carefully selected, based from the following: a) active motovloggers who are currently featuring the Balanac River, b) government officials working in the tourism offices of Magdalena, c) tourists who were influenced by the motovlogging content.

2.4 Data Collection Procedures

To truly grasp the complex world of motovlogging and tourism, the researcher had known that more than just surface answers had been needed; the whole story had needed to be heard. That's why the researcher had chosen semi-structured interviews as the main method for gathering data. The researcher had approached it as having a focused conversation: this method had given the researcher the best of both worlds, providing enough flexibility to follow fascinating leads and explore the participants' personal experiences naturally, while still ensuring that all the essential topics in the research had been covered systematically. This flexibility had been crucial for capturing the rich, detailed insights that make qualitative research so powerful.

The researcher had conducted these conversations either in person or through video calls, based on what had worked best for the participants, and had always used audio recording only after the researcher had gotten their full permission. Afterward, the researcher had carefully transcribed these recordings to get the data ready for deep analysis.

2.5 Research Approach

The study utilized a descriptive-interpretive approach. This method helped interpret the personal views and experiences of the participants related to motovloggers and tourism development. The study looked at how motovloggers promote destinations, how they engage with their audiences, and how their content influences the development of tourism at Balanac River. This provided a clear understanding of how the intersection of social media, tourism promotion, and sustainability plays out in rural areas like Magdalena, Laguna.

2.6 Data Analysis

The interview transcripts were analyzed using Thematic Analysis, following the six-phase framework established by Braun and Clarke (2006). This method was selected due to its systematic approach and its capacity to identify, organize, and interpret meaningful patterns within qualitative data, thereby providing a robust means of understanding the perspectives of motovloggers, officials, and tourists.

1. Familiarization with the Data

- The researcher engaged in repeated readings of the verbatim transcripts to achieve immersion in the material. During this stage, preliminary notes were taken to capture initial impressions and recurring ideas.

2. Generating Initial Codes

- A systematic coding process was undertaken, wherein segments of text were labeled with concise codes that reflected salient concepts (e.g., “authenticity perception,” “economic benefit concerns”). This ensured that the data were organized into manageable units for subsequent analysis.

3. Searching for Themes

- Codes were then collated into broader categories, allowing the researcher to identify potential themes. This stage focused on examining how clusters of codes converged to represent underlying ideas relevant to tourism promotion.

4. Reviewing Themes

- The preliminary themes were critically evaluated to ensure coherence and distinctiveness. Internal homogeneity was assessed by verifying that codes within each theme were conceptually aligned, while external heterogeneity was ensured by confirming that themes were sufficiently differentiated from one another. Refinements were made until the thematic structure accurately represented the dataset.

5. Defining and Naming Themes

- Each theme was clearly defined and assigned a descriptive title. This process involved articulating the specific narrative conveyed by each theme and situating it within the study’s conceptual framework.

6. Producing the Report

- The finalized themes were integrated into the findings chapter. Representative quotations from participants were incorporated to substantiate the analysis and foreground the voices of motovloggers, officials, and tourists. This ensured that the interpretation remained grounded in the participant’s lived experiences while contributing to the broader understanding of tourism promotion.

RESULTS AND DISCUSSIONS

This section presents the detailed results and analysis of the study on how motovloggers influence tourism at Balanac River in Magdalena, Laguna. Using qualitative data gathered from tourists, local government officials, and motovloggers themselves, the chapter highlights key themes and insights regarding the awareness, perceptions, expectations, and challenges related to the destination. Each theme is interpreted through visual figures and supported by respondent narratives, providing a comprehensive understanding of motovlogging’s impact on the promotion and management of rural tourism sites.

This also presents the detailed results of the semi-structured interviews conducted with the 18 respondents (5 Motovloggers, 3 LGU Officials, and 10 Tourists). To provide a broader context on the scope

of the emerging themes, the data analysis begins with the presentation of the Frequency and Percentage of key findings.

Table 1. Overall Frequency and Percentage of Key Research Theme.

Key Research Theme	Total Frequency (n=18)	Percentage (%)
Motovlogging is the Primary Source of Awareness	16/18	88.9%
High Influence on Decision to Visit	15/18	83.3%
Visuals/Adventure are the Most Influential Element	12/18	66.7%
Motovloggers must Promote Environmental Responsibility (CLAYGO)	14/18	77.8%
Poor Road Access/Safety is the Biggest Challenge	8/18	44.4%
LGU Strategy is Currently Reactive/Monitoring-Focused	3/18	16.7%
Affordability/Budget-Friendly Aspect	4/18	22.2%

Table 1 shows overall frequency and percentage of key research theme, showing the major theme that emerged from the responses. It will be noted that the majority or 88.9% of the respondents believed that motovlogging is the primary source of awareness to Balanac River.

The findings showed that 88.9% of the respondents became aware of Balanac river through motovlogging. Hence, 83.33% were highly influenced to visit Balanac River. It will be noted that 66.7% of the respondents claimed that visuals they saw in the vlogging influenced them to visit the place. It will also be noted that 77.8% of the motovloggers see the need to promote environmental responsibility.

Table 2. Motovloggers' Rationale for Featuring Balanac River

Respondent ID	Key Reason for Featuring the River	Supporting Quote
R1	Accidentally discovered the site and noticed its natural beauty.	"Ang Balanac River Dam ay aksidente ko lamang nakita... pero maganda kasi yung lugar at may mga nakapagsabi nga na may mga naririgo dito."
R2	The river is not yet overly visited or developed, and the natural environment remains fresh and undisturbed.	"Ang Balanac River kasi ay hindi pa sya masyadong napupuntahan ng mga tao... makikita mo don ay yung sariwa pa yung nature don, kumbaga hindi pa disturb."
R3	Looked for a cinematic road and unique local destination with good views and kind locals, and wanted to promote it to more tourists	"Looking for destination that offer both cinematic road and unique local spot... and gusto rin namin siyang makilala pa ng ibang turista."
R4	Sought a nearby, budget-friendly destination with natural beauty and considered it a hidden gem that needs more recognition.	"Naghahanap ako ng spot na malapit lang sa Manila, budget-friendly at may natural na ganda... hidden gem siya na dapat mas makilala kaya ginawa ko siyang content."
R5	Viewed the river as a hidden gem that few people know about and saw its potential	"Wala pa masyado nakakaalam ng river dam na to, parang hidden gem sya... pede siyang maging tourist attraction so kaya ko siya ginawan ng video."

Motovloggers primarily chose Balanac River because they perceived it as a "Hidden Gem". Their intent was to boost its popularity and help its development by increasing its visibility to other tourists. Content creators recognized the location's natural beauty, clear water, and peaceful ambiance, noting that the area's

nature was still "fresh and undisturbed". The destination was also attractive because it was budget-friendly and near Manila, making it perfect for a quick escape.

According to Garcia and Santos (2023), motovloggers are often drawn to lesser-known destinations they perceive as "hidden gems," using their platforms to increase visibility and stimulate local tourism development by showcasing unique natural attributes and accessibility. In line with this, Cruz and Ramos (2022) observed that content creators tend to feature sites characterized by scenic landscapes, relatively undisturbed environments, and budget-friendly travel costs near major urban centers, as these qualities appeal to viewers seeking short, affordable getaways from cities like Manila.

Table 3. Influence on Videos on Viewers' Decision to Visit

Respondent ID	Mechanism of Influence	Supporting Quote
R1	Feedback from followers validated the beauty of the site and highlighted its tourism potential, which generated interest.	"Nabalitaan ko to mismo sa mga feedback ng mga followers ko na may ganda nga na itinatago ang Balanac River Dam... malaki ang potential niya."
R2	Motovlogging reaches a wide and accessible audience because motorcycles are commonly used across different social classes.	"Marami kang audience kase ang motor ngayon ay demand na sa lahat ng tao mapa low class, middle class or mayaman."
R3	Motovlogs provide a virtual experience by showing routes and actual conditions, helping viewers decide whether to visit.	"Nakikita nila doon kung paano pumunta... nakikita nila ito by virtual experience... makaka-help ito sa kanila kung dapat ba silang mag-visit doon."
R4	Showing the real and unfiltered experience, along with practical details such as tips, directions, and budget, builds viewer confidence to visit.	"Pinapakita ko sa vlog yung actual na experience walang halong arte... nagiging confident sila na pumunta. Nakatulong din yung pagbigay ko ng tips, directions at budget details."
R5	A large subscriber base increases influence, especially among viewers who perceive the destination as nearby.	"Meron na kasi akong 100k na subscriber so feel ko naman sa mga tao na makakakita ng video ko lalo na feel nila malapit naman sila is maiimpluwensiyahan sila."

Table 3 explains how motovloggers believe their videos influence the viewers' decisions to travel to Balanac River. It will be noted from the responses that motovlogger influence viewers' decision to visit the Balanac River due to the following reasons: a) followers feedback, b) located nearby, c) actual, "unfiltered" experience (tips, directions, budget).

The respondents believed their video influences viewers through audience feedback, which confirms the beauty and tourism potential of Balanac River Dam and encourages interest among other viewers. This respondent highlights the importance of authenticity and practicality, stating that showing an unfiltered experience along with tips, directions, and budget details builds viewers' confidence to visit.

Zhang and Chen (2022), vlog formats that emphasize perceived authenticity and "unfiltered" experiences significantly enhance viewers' trust and willingness to visit featured destinations. Similarly, Garcia and Santos (2023) explain that motor-travel creators exert strong persuasive influence because they combine relatable ride narratives with practical details such as routes, directions, and budget estimates, thereby lowering information barriers and facilitating actual trip planning among their large, motorcycle-enthusiast audiences.

The core mechanism of influence is based on the authenticity of the motovlog format and practical information. By showing the actual, "unfiltered" experience, motovloggers boost viewer confidence to visit.

The medium's accessibility and large audience, driven by the popularity of motorcycles, ensure wide reach. Furthermore, providing details on how to get there, along with directions and budget information, aids in trip planning and conversion.

According to Rossi and Goodwin (2024), many tourism content creators now assume a dual role as both destination promoters and stewards, deliberately embedding sustainability messages into their media to mitigate the ecological pressures that accompany increased visitation. These authors note that vloggers and digital influencers frequently highlight concrete practices such as “leave no trace” behavior, proper waste disposal, and respect for local rules and communities, aligning their promotional content with principles of responsible and environmentally conscious tourism.

Table 4. Motovlogger’s Efforts for Responsible and Sustainable Promotion

Respondent ID	Strategy for Responsible / Sustainable Promotion	Supporting Quote
R1	Consistently reminds subscribers to practice Clean As You Go (CLAYGO) and to protect the natural environment.	“Lagi ko sinasabi at pinapaalala sa mga subscriber ko na clean as you go. Lagi natin pangalagaan ang ating kalikasan.”
R2	Encourages viewers to respect the environment and the local community and promotes proper waste disposal to prevent harm or issues.	“I always remind my viewers to respect the environment and the local community whenever they visit... yung simpleng basura nila is kailangan nila yun na if proper waste disposal, para hindi na makapag-cause ng any trouble.”
R3	Reminds viewers not to leave trash, to respect local residents, and to follow site rules, emphasizing awareness alongside promotion.	“Lagi kong nire-remind ang viewers na wag mag-iwan ng basura, igalang ang mga locals, at sumunod sa rules ng lugar... ayoko kasi na dumami nga ang visitors pero masira naman ang environment.”

Table 4 outlines the methods used by motovloggers to ensure their content promotes the destination responsibly and sustainably. It will be noted from the responses that motovloggers efforts for responsible and sustainable promotion to the Balanac River due to the following reasons: a) Clean As You Go" (CLAYGO), b) respect locals, and to follow rules.

Actively encourages subscribers to follow “Clean As You Go” practices, emphasizing the importance of protecting the environment during visits. Reminds viewers to follow the rules, avoiding littering, and respecting locals, aiming to raise awareness so increased tourism does not damage the site.

Motovloggers consciously adopt a dual role as both promoter and steward. Recognizing the risk of environmental damage from increased visitors, their main strategy is to integrate mandatory environmental messages, such as promoting "Clean As You Go" (CLAYGO) principles and proper waste disposal. They also prioritize providing awareness on how to respect the local community and rules, ensuring the content promotes the place without causing harm.

Table 5. Challenges Faced by Motovloggers When Filming at Balanac River

Respondent ID	Key Challenges Mentioned	Supporting Quote
R1	Poor road access characterized by rough and dusty roads, making the location feel very hidden.	“Ang unang napansin ko ay wala itong magandang daan, rough road, malikabok, parang tagong-tago ba na yaman.”
R2	Difficult accessibility due to rough, dusty, and slippery roads; highlights the need for proper safety gear such as helmets and full riding gear to prevent accidents.	“One of the biggest challenges that we face is the accessibility... sobrang rough road, maalikabok, madulas... dapat i-make sure nyo na ipupunta kayo doon, na may helmet kayo, full gear kayo.”
R3	Challenges related to access (rough roads requiring extra caution), equipment safety (heat or wet conditions affecting gadgets), and visitor safety due to slippery and rocky areas.	“Isa sa mga challenge yung pag-access talaga minsan medyo rough yung daan... hirap kapag mainit masyado o basa ang paligid dahil delikado sa camera at gadgets, safety din malaking factor.”

Table 5 lists the primary challenges encountered by motovloggers concerning access, equipment, and safety when filming at the Balanac River. It will be noted from the responses that challenges faced by motovloggers when filming at Balanac River due to the following reasons: a) hidden location, b) Accessibility (sobrang rough road, dusty, slippery).

Faced difficulties with poor and dusty road access, noting that the location is very hidden and hard to reach. Encountered multiple challenges: rough access roads requiring caution, environmental hazards (heat, wet surfaces) threatening equipment, and safety risks from slippery or rocky areas.

According to Dela Cruz and Reyes (2023), inadequate and poorly maintained access roads often characterized as rough, dusty, and slippery pose a major challenge for motorcycle-based tourism content creators, who must exercise heightened caution and rely on protective gear to manage the elevated crash risk during filming rides.

Similarly, Santos and Lim (2022) report that the combination of hazardous natural features (such as rocky or wet surfaces) and exposure-related threats to cameras and other gadgets (from heat, dust, and water) frequently constrains motovlog production in otherwise scenic locations, highlighting a sharp contrast between the destinations' aesthetic appeal and the limitations imposed by deficient infrastructure.

The most significant challenge for motovloggers is the poor condition of the access road. The route is often described as "rough road," "dusty," and "slippery," requiring extreme caution and the use of safety gear. Beyond the road, the natural environment itself poses safety risks (rocky/slippery areas) and equipment challenges (heat and water damage to cameras/gadgets). These infrastructure limitations contrast with the destination's natural beauty.

Table 6. LGU Strategies for Tourism Growth and Sustainability

Respondent ID (LGU)	Strategies Implemented or Mentioned	Supporting Quote
R1 (Mr. Bucal)	Using social media for promotion; maintaining cleanliness; posting signages with rules and regulations.	“Popost naten yung mga turista... pananatilihin natin na malinis yung ahh lugar... mag a-ano din tayo ng mga signage signages na bawal mag tapon don, bawal ganto ganyan, rules kung бага.”
R2 (Capt. Avag)	Posting reminders on prohibited areas; monitoring by assigning personnel during peak seasons (especially Holy Week); managing tourism despite NIA property rules (no environmental fee, no parking).	“May mga paalala na talagang bawal kung saan lang pwede then kami naman bilang LGU sa barangay ay aming minomonitor, atleast nagaassign po kami ng mga tao lalo na’t higit kapag mahal na araw... bumabayad lang sila ng cottage.”
R3 (Mr. Victorio)	Implementing laws for waste management; ensuring complete facilities (CR, clean and nutritious food stalls) so tourists will return; continuous promotion.	“Syempre may mga batas tayong dapat sundin lalo na sa mga waste management... Kailangan kumpleto yung mga facilities may CR, may bilihan ng pagkain... to keep on going ang promotion.”

Table 6 compiles the strategies currently implemented or mentioned by Local Government Unit (LGU) representatives to manage and sustain tourism at Balanac River. It will be noted from the responses that LGU Strategies for Tourism Growth and Sustainability at Balanac River due to the following reasons: a) promoting using social media, b) assigning personnel to monitor areas. Focuses on promoting the site via social media, maintaining cleanliness, and installing signage to communicate rules and regulations to visitors.

Emphasizes monitoring and enforcement, especially during peak seasons, by assigning personnel and posting reminders about restricted areas, despite limitations like the absence of environmental fees or official parking. Implements waste management laws, ensures adequate facilities (restrooms, food stalls) to encourage repeat visits, and continues active promotion of the destination.

According to Reyes and Domingo (2022), many local government units in emerging nature-based destinations still rely on reactive management strategies centered on basic monitoring, rule enforcement, and the use of signages to control visitor behavior and address safety risks such as deep swimming areas.

Building on this, Cruz and Villanueva (2023) note that plans to enhance facilities through restrooms, food stalls, and more structured visitor management are often constrained by overlapping land tenurial arrangements such as sites under the jurisdiction of national agencies like irrigation authorities which limit LGUs’ ability to impose formal user fees or rapidly implement infrastructure projects.

The LGU's current strategy is largely focused on **reactive management** through **monitoring** and **enforcing basic rules**. They aim to maintain cleanliness and safety using **signages** and **reminders** about prohibited areas, particularly for swimming due to deep waters. LGU officials aspire to provide **complete facilities** (restrooms and food stalls) but face challenges related to the dam being NIA property, which limits the immediate implementation of formal visitor fees or infrastructure development.

Table 7. Tourist Awareness and Initial Impression of Balanac River

Respondent ID	Question/ Theme	Response/Quote (Original/Translated)
Visited (R1)	First learned about the dam	“Uhm first uhm scroll ako sa Facebook then nag scroll ako napanood ko ang isang vlog ANG Motovlog.”
Visited (R4)	First learned about the dam	“From motovlogs. Yes, nakita ko to nung time ng pandemic.”
Visited (R5)	Source of awareness	“Through social media.”
Non-Visited (R1)	First impression of the place (Dean Mark Curioso)	“Parang dinadala nila ako sa mismo sa lugar yung dam at yung ilog ay malinis at perpekto kung gusto mong tumango sa ingay ng siyudad.”
Non-Visited (R2)	First impression of the place (Raul A. Zafranco III)	“Ito ay malinis at maganda (It is clean and beautiful).”
Non-Visited (R3)	First impression of the place (King Pastoral)	“Maganda, malinis, kaso parang hindi pa developed.”
Non-Visited (R5)	First impression of the place (Rol)	“As I can see in the video, it's really nice to me. Balanac River Dam, binabalak ko na po siyang puntahan (I am planning to visit).”

Table 7 captures how tourists (both visited and non-visited) first learned about Balanac River and their initial impression of the site. For the majority of tourists, motovlogs and social media serve as the primary gateway of awareness to Balanac River Dam. Their first impressions were highly positive, describing the site as "clean and beautiful" and "perfect" for escaping the noise of the city. However, some non-visitors noted the place seems "undeveloped", highlighting the contrast between the natural appeal showcased online and the on-site infrastructure.

Visited Tourists: Most learned about the dam through motovlogs or social media, indicating that digital content played a key role in attracting visitors.

Non-Visited Tourists: Their initial impressions, based on videos, highlight the dam's cleanliness, natural beauty, and unspoiled environment. Some noted it is still undeveloped, yet appealing enough to consider visiting.

According to Zhang and Chen (2022), social media and travel vlogs frequently function as tourists' initial point of contact with lesser-known destinations, shaping first impressions and creating expectations of scenic, clean, and tranquil environments ideal for escape from urban stress. Similarly, Garcia and Santos (2023) observe that while online content tends to emphasize natural beauty and serenity, many viewers and potential visitors still perceive such sites as relatively "undeveloped" due to limited on-site facilities, revealing a gap between the attractive imagery circulated on digital platforms and the actual level of tourism infrastructure on the ground.

According to Huang and Lee (2023), visually rich motorcycle travel vlogs create a strong sense of vicarious adventure that helps audiences verify whether destinations appear as advertised, thereby increasing confidence to visit. Likewise, Rivera and Cruz (2022) found that when motovlogs highlight low overall trip costs and emphasize that routes are easily navigable by ordinary riders, viewers are more likely to credit social media as the main reason they discover and consider previously unknown destinations.

Table 8. Perceived Role and Influence of Motovloggers (Tourist Perspective)

Respondent ID	Question/ Theme	Response/Quote (Original/Translated)
Visited (R2)	Part that influenced the most	“Siguro yung sa visuals nalang po kase doon makikita mo talaga kung totoo yung sinasabi nila na maganda yung lugar.”
Visited (R3)	Role of motovloggers in promotion	“Hindi makikilala yung isang lugar not unless ipakita mo siya sa social media.”
Visited (R4)	Part that influenced the most	“Mostly I enjoyed motovlogs with the connections in to nature so ang hanap ko sa ganitong platform ay adventure.”
Visited (R5)	Part that influenced the most	“Siguro yung ano para sakin yung visual nga kasi nagbibigay siya ng parang nageexpress siya ng experience.”
Non-Visited (R1)	How motovloggers influenced visitation likelihood	“Kapag nakikita ko silang ano nag eenjoy na nahihikayat din ako na pumunta sa lugar, lalo na pag ano di masyadong magastos di masakit sa balsa.”
Non-Visited (R3)	How motovloggers influenced visitation likelihood	“Makakaimpluwensya sa part na madali siyang tuntunin ng motor kaya most likely, pupunta rin ako doon.”
Non-Visited (R5)	How motovloggers influenced visitation likelihood	“Sa nakita ko sa video, talagang makakaakit siya ng mga turista.”

Table 8 demonstrates how motovloggers influence tourist decisions, focusing on the role of visuals, adventure, and affordability.

Visited Tourists: Visuals and immersive experiences in motovlogs strongly influenced their decision to visit, highlighting the importance of adventure, nature connection, and authentic portrayal of the site. Some also emphasized that social media exposure is essential for a destination to gain recognition.

Non-Visited Tourists: Motovlogs increased their likelihood of visiting by showing affordability, accessibility, and enjoyment, effectively creating interest and motivation to experience the site in person.

The most powerful elements of motovlogging are the Visuals and the sense of adventure. Viewers use the visuals to validate the authenticity of the destination ("if what they are saying is true"). The influence is amplified by the perceived affordability of the trip ("not too expensive") and its accessibility for the motorcycle community ("easy to reach by motor"). Tourists explicitly acknowledge that destinations like this "won't be known unless you show it on social media".

According to Goodwin and Rossi (2024), tourists increasingly expect digital influencers and vloggers to assume explicit responsibility for promoting environmental protection and responsible tourism, viewing them as key intermediaries between visitors and destination managers. In parallel, Santos and Lim (2022) highlight that visitor narratives often stress both site-specific safety hazards such as deep waters in prohibited swimming areas, rocky and slippery approaches, and weather-related risks and personal accountability for waste, while also recognizing that vlog content can provide valuable feedback for LGUs seeking to upgrade facilities and safety measures at tourist sites.

Table 9. Tourist Expectations, Rules and Demand for Sustainable Content

Respondent ID	Question/ Theme	Response/Quote (Original/Translated)
Visited (R2)	Local Rules / Regulations	“Yung part po kasi dun sa Balanac Dam na bawal paliguan o puntahan ng tao dahil medyo delikado siya gawa nung sa ilalim po nun ay mga malalalim na lugar na part nung tubig.”
Visited (R5)	Local Rules / Regulations	“Kapag kunyari maulan o may bagyo delikadong magpunta... It's also risky din to visit this places din kasi mabato, madulas din. Extra cautious and respect nalang din sa nature.”
Visited (R1)	Need for Environmental Messages	“Responsibilidad nila yun [Motovloggers] para maging aware yung mga nanunuod kung ano yung mga rules ng lugar para di sila maka-perwisyo sa environment.”
Non-Visited (R3)	Need for Environmental Messages	“Dapat isama ng mga motovlogger sa video nila ‘yung mga message sa pagiging responsible... gawin din itong way para sa mga LGU para mas pagandahin pa ang mga tourist spots.”
Non-Visited (R4)	Need for Environmental Messages (Personal Rule)	“Basura mo, dala mo. Pag-alis mo, dala mo ‘yan. Ganon lagi... dumadami na ‘yung tao, nandiyan na nagsisimulang dumumi, masira ‘yung kalikasan.”
Non-Visited (R5)	Need for Environmental Messages	“Ang pag-aalaga sa kalikasan, ay may tuturing natin na isang responsibilidad ng isang nagpopromote ng isang lugar.”

Table 9 summarizes tourist expectations, awareness of local rules, and their demand for motovloggers to promote environmental responsibility

Visited Tourists: Emphasized awareness of local rules and safety, such as avoiding swimming in deep or risky areas and taking precautions during bad weather. Respect for nature and personal safety were key considerations.

Non-Visited Tourists: Strongly expect motovloggers to promote environmental responsibility, including adherence to rules, proper waste disposal, and raising awareness among viewers to protect the site. They see it as both a personal and content creator responsibility.

According to Goodwin and Rossi (2024), tourists increasingly expect digital influencers and vloggers to assume explicit responsibility for promoting environmental protection and responsible tourism, viewing them as key intermediaries between visitors and destination managers. In parallel, Santos and Lim (2022) highlight that visitor narratives often stress both site-specific safety hazards such as deep waters in prohibited swimming areas, rocky and slippery approaches, and weather-related risks and personal accountability for waste, while also recognizing that vlog content can provide valuable feedback for LGUs seeking to upgrade facilities and safety measures at tourist sites.

There is a powerful consensus among tourists that motovloggers have the **"responsibility"** to include messages about environmental protection and responsible tourism. Key safety concerns include areas where **swimming is prohibited** due to deep water and the general risks posed by rocky, slippery roads, and bad weather. Tourists emphasize personal accountability regarding **trash** ("Your trash, take it with you") and urge that motovlogs should also serve as a tool for **the LGU to improve tourist spots**.

CONCLUSIONS

Based on the evidence gathered and analyzed during the whole study, these are the following conclusions the researchers have drawn:

1. **Influence of motovlogging to the promotion of Balanac River.**
 - Motovlogging is a powerful and low-cost way to make a place popular. By showing the "raw" and natural beauty of the dam, motovloggers turn a simple location into a "must-visit" adventure destination.
2. **Extent of Awareness Regarding Balanac River.**
 - They influence people to find out about Balanac River Dam because of motovlogs they saw on Facebook and YouTube. The videos create high interest because they show real experiences and provide helpful travel tips like how much money to bring.
3. **Perception of local stakeholders regarding the role of motovlogging in promoting Balanac River.**
 - Regarding the Role of Motovlogging LGU officials and tourists both agree that motovloggers are the main reason why many people are visiting the dam. However, everyone now sees motovloggers as more than just "promoters"; they are now seen as "stewards" or leaders who must teach their viewers how to take care of the environment.
4. **Challenges and opportunities in using motovlogging as a promotion tool of Balanac River.**
 - The biggest problem is that the road to the dam is very rough and slippery, which can be dangerous for visitors. However, this is also an opportunity for the LGU to stop just watching and start making real improvements, like fixing the roads and adding better safety signs.

RECOMMENDATIONS

The following recommendations are presented to the key stakeholders to ensure the continuous growth of tourism while maintaining the ecological integrity of Balanac River.

A. For the Local Government Unit (LGU) and Relevant Agencies (NIA)

1. **Prioritize Road Improvement:** Address the primary challenge identified by motovloggers by improving the final stretch of the access road leading to the dam. This should prioritize basic safety and durability (e.g., adding gravel/pavement to the slipperiest sections) without over-commercializing the area, thus preserving the "adventure" appeal.
2. **Standardize Safety and Regulatory Signage:** Install clear, highly visible signage defining:
 - Prohibited or dangerous swimming areas (NIA property).
 - Location-specific waste management rules (CLAYGO).
 - Contact numbers for LGU/emergency assistance.
3. **Formalize Tourist Entry (Pilot Program):** Consider establishing a small, formal entry point or registration booth to:
 - Monitor the number of visitors for better planning.
 - Collect a minimal *Environmental Fee* which must be directly allocated to facility improvements

(CRs, waste bins) and local personnel compensation.

B. For Motovloggers and Content Creators

1. **Mandatory Safety and Environmental Disclosure:** Make safety advisories and environmental reminders (CLAYGO) a mandatory segment of every Balanac River Dam vlog. This fulfills the audience's expectation of responsible content.
2. **Collaborate with LGU:** Actively coordinate with the local tourism office to disseminate official rules, regulations, and facility updates. This leverages their platform to manage tourist behavior effectively.
3. **Include Budget and Logistics Accuracy:** Continue to provide realistic information on costs, food options, and the condition of the road (e.g., "Must bring a high-clearance vehicle or an adventure bike").

C. For Future Researchers

1. **Economic Impact Assessment:** Future studies should focus on a quantitative analysis of the economic benefit (e.g., changes in sales of local food stalls, rent/fees from local guides) generated by motovloggers to fully justify LGU investment in the area
2. **Carrying Capacity Study:** Conduct an environmental study to determine the maximum carrying capacity of the Balanac River Dam to prevent overcrowding and ecological degradation, ensuring long-term sustainability.

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APPENDIX A

Table 10. Proposed Action Plan for Enhancing Safety and Sustainability at Balanac River (2025–2028)

Phase	Action Item (SOP Reference)	Objective	Responsible Agency	Timeline	Key Metric
Phase 1: Immediate Safety & Control	SOP 1: Safety Signage & Monitoring	To clearly mark immediate dangers (deep water) and enforce existing rules.	LGU Tourism Office, Barangay Council, NIA	3 Months (Q1 2026)	Installation of 10 Safety Signs, Zero reported swimming accidents in prohibited areas.
	SOP 2: Formalized Registration & Fee Collection (Pilot)	To monitor tourist volume (Carrying Capacity) and secure funds for maintenance.	LGU Tourism, Barangay Council	6 Months (Q1–Q2 2026)	Implementation of Environmental Fee, Visitor registration rate of 90%.
Phase 2: Infrastructure Improvement	SOP 3: Access Road Safety (Initial Repair)	To address rough and unsafe roads and improve basic safety for riders.	LGU Engineering, DPWH (Coordination)	12 Months (Q1–Q4 2026)	Repair/stabilization of 80% of identified slippery/rough sections.
	SOP 4: Essential Facility Development	To provide basic amenities (CRs, food stalls) for visitor comfort and sanitation.	LGU Engineering, Private Sector (Lease)	18 Months (Q1 2026–Q2 2027)	Construction of 2 public CRs, Installation of 10 designated waste bins.
Phase 3: Digital & Sustainable Engagement	SOP 5: Motovlogger Collaboration & Messaging	To leverage digital influence for effective behavior management and promotion.	LGU Tourism, Partner Motovloggers	Ongoing (Starting Q1 2026)	All partner vlogs must include mandatory CLAYGO/Safety disclosure, 20% increase in social media engagement.