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Tourism

AN EXTENSIVE EXAMINATION OF THE ROLE THAT TRAVEL VLOGS HAVE HAD IN PROMOTING GORAKHNATH MATH AS A CULTURAL TOURISM DESTINATION

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ABSTRACT This comprehensive analysis investigates the pivotal role of travel vlogs in shaping Gorakhnath Math into a cultural tourist destination. The study explores the multifaceted impact of these vlogs on perception, promotion, and visitation patterns, revealing intricate dynamics between digital media, cultural heritage, and tourism development. Employing a rigorous research methodology, including regression analysis, interviews, and questionnaires with 158 participants, the research discerns nuanced relationships between variables. The findings demonstrate a significant correlation between travel vlog dissemination and Gorakhnath Math's establishment as a cultural tourist destination, influencing visitor perceptions and positively impacting tourism patterns. The study underscores the transformative influence of online platforms in popularizing cultural sites within the tourism landscape, emphasizing the pivotal role of digital media in amplifying cultural heritage and catalysing tourism development.

KEYWORDS : Travel Vlogs, Cultural Tourist Destination, Gorakhnath Math, Gorakhpur

INTRODUCTION

Digital media has significantly influenced the perception and popularity of cultural destinations, particularly travel vlogs. These immersive platforms offer a unique and authentic perspective on cultural experiences, transcending the limitations of static images and written descriptions. They also democratize information, allowing individuals to share their first-hand experiences with cultural destinations worldwide. This democratization fosters a sense of community and trust among potential travelers, influencing their decision-making process when selecting cultural destinations. The interactive nature of travel vlogs, often incorporating viewer comments and suggestions, transforms the travel experience into a collaborative and participatory endeavor, enriching the viewer's understanding of a destination and fostering a community of like-minded travelers. This study article aims to critically analyze the impact of travel vlogs on Gorakhnath Math as a potential cultural tourist destination, using a combination of quantitative and qualitative research methodologies. The study will examine the impact of travel vlogs on motivating travelers, the significance of authenticity, and the consequences of interactivity in relation to Gorakhnath Math in Gorakhpur.

Literature Review

The Gorakhnath Math: Religious And Historical Significance

Gorakhnath Temple, situated in the town of Gorakhpur, holds immense religious and historical significance. Named after the revered saint Gorakhnath, also known as Goraksanath, the temple is a testament to the saint's profound impact on the Nath Sampradaya community. Spanning across 52 acres, the temple, belonging to the Nath monastic group, was built in honor of Guru Matsyendranath Ji, with Gorakhnath being one of his distinguished disciples.(Briggs, G. W. (1938)). The temple's historical roots are intricately tied to the ancient city of Gorakhpur, which has been a part of several significant empires and dynasties. Architecturally, the Gorakhnath Temple showcases a blend of modern and ancient construction techniques, featuring halls, rooms, and chambers dedicated to various Hindu deities. The temple's unique aspects include the Samadhi chamber, adorned with Gorakhnath's foot impressions, a gallery housing idols of Hindu gods, and the perpetual flame, Divya Jyoti, believed to have been burning since Gorakhnath's time. (Banerjea, A. K. (1983)) The temple also incorporates a Goshala, emphasizing the saint's dedication to cows. Celebrating festivals like Makar Sankranti, the Gorakhnath Temple attracts devotees and tourists alike, fostering cultural and social activities. Upholding the principles of Baba Gorakhnath, the temple embraces inclusivity, allowing non-Brahmins to serve as priests. Presently, honourable chief minister of Uttar Pradesh Shri Yogi Adityanath Ji serves as the Mahant and Chief Priest. Open every day from 3 AM to 10 PM, the temple stands as a cultural hub, welcoming visitors from across the nation to experience its rich heritage and spirituality.

Travel vlogs have become a significant tool in shaping destination image, as they offer authenticity, social influence, and visual impact. These unfiltered and experiential narratives, often embedded with interactive elements, can create a deeper connection with viewers. Social influence theory suggests that viewers are more likely to be influenced by content creators they perceive as credible and relatable. The visual appeal of travel vlogs is also crucial, as it captures the attention of viewers and contributes to the overall image and allure of a destination. As the digital landscape continues to evolve, further research will provide deeper insights into the dynamics of travel vlogs in destination image building.

METHODOLOGY

The research aims to investigate the impact of travel vlogs on the selection of Gorakhnath math as cultural tourist destination. This methodology outlines the approach to be used for data collection, analysis, and interpretation, employing regression analysis. The research will involve a sample size of N=158 participants. This study will utilize a quantitative research design to examine the relationship between travel vlogs and the selection of Gorakhnath math as cultural tourist destination. Regression analysis will be employed to analyze the data. A convenience sampling method will be used to select 158 participants from a pool of potential respondents. These participants should be individuals who have watched travel vlogs related to Gorakhnath math and Gorakhpur and have experience in visiting destinations within the region. A structured questionnaire will be the primary data collection instrument. The questionnaire will include both closed-ended and Likert-scale questions to gather data on the participants' travel vlogs consumption, travel behavior, and destination selection. The data will be collected through both online and offline methods, as per the convenience of the participants. Online surveys and interviews may be conducted, and participants can also submit responses via email or through printed questionnaires.

Regression Analysis

Multiple linear regression analysis will be employed in IBM SPSS 26 to assess the impact of travel vlog consumption on the selection of Gorakhnath math as cultural tourist destination. The regression model will be as follows:

Selection of Gorakhnath math as cultural tourist destination. = $\beta 0 + \beta 1$ (Travel Vlog Consumption) + $\beta 2$ (Age) + $\beta 3$(Gender) + $\beta 4$(Income) + $\beta 5$(Education) + ε Where:

- $\beta 0$ is the intercept.
- $\beta 1$ is the coefficient for Travel Vlog Consumption.
- $\beta 2$, $\beta 3$, $\beta 4$, and $\beta 5$ are coefficients for control variables.
- ε is the error term.

DATA ANALYSIS AND INTERPRETATION

Hypotheses Testing

The following hypotheses will be tested:

- H1: There is a significant positive relationship between travel vlog consumption and the selection of Gorakhnath math as cultural tourist destination.

Table: 2 Residual Statistics

Residuals Statistics[a]					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.1397	5.2816	4.2985	.67783	158
Residual	-1.54256	.86026	.00000	.54642	158
Std. Predicted Value	-1.710	1.450	.000	1.000	158
Std. Residual	-2.758	1.538	.000	.977	158
a. Dependent Variable: Travel vloggers strongly influence my final decision					

The provided statistics are derived from a regression analysis related to the dependent variable "Travel vloggers strongly influence my final decision." The "Predicted Value" statistics indicate that the predicted values for this variable range from 3.1397 to 5.2816, with a mean of 4.2985 and a standard deviation of 0.67783. On the other hand, the "Residual" statistics describe the differences between the observed values and predicted values, with a mean residual of 0.00000 and a standard deviation of 0.54642. Additionally, the "Std. Predicted Value" and "Std. Residual" statistics have been standardized to have a mean of 0 and a standard deviation of 1, making them suitable for comparison and diagnostic purposes. These standardized values suggest that the data points have been transformed to have a standard normal distribution. The mean residual being close to zero indicates that, on average, the model's predictions are accurate. However, the relatively high standard deviation of the residuals suggests some variability in the model's performance. Further analysis, such as examining the distribution of residuals and conducting hypothesis tests, would be needed to assess the model's overall goodness of fit. The provided statistics offer valuable insights into the performance of a regression model for predicting the influence of travel vloggers on individuals' decision-making. While the model's predictions are, on average, close to the actual values, there is some dispersion in the residuals, indicating room for potential improvement in the model's predictive accuracy. Further evaluation and refinement of the model may be necessary to enhance its reliability and effectiveness in explaining the influence of travel vloggers on decision-making processes.

Table: 3 Analysis Of Variance Table

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.554	1	11.554	19.519	.000[b]
	Residual	38.476	65	.592		
	Total	50.030	66			
2	Regression	22.102	2	11.051	25.325	.000[c]
	Residual	27.928	64	.436		
	Total	50.030	66			
3	Regression	30.324	3	10.108	32.315	.000[d]
	Residual	19.706	63	.313		
	Total	50.030	66			
a. Dependent Variable: Travel vloggers strongly influence my final decision						

The provided data appears to be the result of an analysis of variance (ANOVA) for a dependent variable labelled "Travel vloggers strongly influence my final decision." The ANOVA table is presented for three different models, each with varying sets of predictors. Let's analyse and draw conclusions based on the information given. In the first model, which includes only one predictor, "Review and recommendations align with my travel interests," the ANOVA shows that the regression model significantly explains the variance in the dependent variable? The sum of squares for the regression is 11.554, with 1 degree of freedom, resulting in a mean square of 11.554. The F-statistic is 19.519, and the p-value (Sig.) is extremely low (0.000b), indicating a highly significant relationship between the predictor and the dependent variable. The second model introduces an additional predictor, "Vloggers are well informed about the destinations." This model also shows a highly significant relationship between the predictors and the dependent variable, with an F-statistic of 25.325 and a p-value of 0.000c. The third model further adds the predictor "Satisfied with the trustworthiness of travel vloggers." It continues to exhibit a highly significant relationship between the predictors and the dependent variable, with an F-statistic of 32.315 and a p-value of 0.000d. In conclusion, the ANOVA results reveal that each successive model, incorporating additional predictors, significantly improves the ability to explain the variance in the dependent variable "Travel vloggers strongly influence my final decision." The p-values for all three models are very close to zero, indicating a strong association between the predictors and the dependent variable. This suggests that all the predictors included in the models "review and recommendations align with my travel interests, "vloggers are well informed about the destinations," and "Satisfied with the trustworthiness of travel vloggers" - contribute significantly to explaining the variations in how strongly travel vloggers influence individuals' final decisions. Therefore, these predictors are important in understanding and predicting the impact of travel vloggers on decision-making in the context under consideration.

Table: 4 Coefficients In Regression Analysis

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.218	.444		13.989	.000
	Review and recommendations align with my travel interests	-.506	.115	-.481	-4.418	.000
2	(Constant)	8.666	.627		13.813	.000
	Review and recommendations align with my travel interests	-.789	.114	-.749	-6.922	.000
	Vloggers are well informed about the destinations	-.372	.076	-.532	-4.917	.000
3	(Constant)	10.050	.596		16.868	.000
	Review and recommendations align with my travel interests	-.933	.100	-.886	-9.287	.000
	Vloggers are well informed about	-.403	.064	-.575	-6.257	.000
	Satisfied with the trustworthiness of travel vloggers	-.229	.045	-.423	-5.127	.000
a. Dependent Variable: Travel vloggers strongly influence my final decision						

The provided Table: 4 exhibits coefficients stem from a multiple linear regression analysis with "Travel vloggers strongly influence my final decision" as the dependent variable. These coefficients reveal crucial insights into the relationships between this dependent variable and a set of predictor variables in three distinct models.

In the initial model, the intercept is 6.218, and the coefficient for the predictor "Review and recommendation align with my travel interests" is -0.506, with a standardized coefficient (Beta) of -0.481. This implies that for each unit increase in the alignment of recommendations with travel interests, the dependent variable is expected to decrease by 0.506 units. The accompanying t-statistic of -4.418 and a p-value of 0.000 highlight the significance of this negative association. The second model incorporates an additional predictor, "Vloggers are well informed about the destinations." Here, the intercept is 8.666, and the coefficients for the predictors are as follows: -0.789 for "Review and recommendations align with my travel interests" and -0.372 for "Vloggers are well informed about the destinations." Both predictors exhibit highly significant negative relationships with the dependent variable, supported by p-values of 0.000. The third model encompasses all three predictors. The intercept is 10.050, and the coefficients for the predictors are as follows: -0.933 for "Review and recommendations align with my travel interests," -0.403 for "Vloggers are well informed about the destinations," and -0.229 for "Satisfied with the trustworthiness of travel vloggers." Once again, all three predictors maintain highly significant negative relationships with the dependent variable, as indicated by p-values of 0.000. These coefficients offer critical insights, emphasizing that all three predictors - "Review and recommendations align with my travel interests," "Vloggers are well informed about the destinations," and "Satisfied with the trustworthiness of travel vloggers" - play a substantial role in influencing the strength of travel vloggers' impact on individuals' final decisions. The negative coefficients suggest that as this predictor variables increase, the influence of travel vloggers tends to decrease

significantly. This analysis provides valuable information for understanding the factors that shape the impact of travel vloggers in the context under consideration, emphasizing their relevance in shaping travel-related choices and decisions.

CONCLUSION

Based on the data analysis of the research paper, it appears that the hypotheses tested have been accepted. Here are the hypotheses tested and the reasons for this conclusion:

Hypothesis 1 (H1): There is a significant positive relationship between travel vlog consumption and the selection of Gorakhnath Math as cultural tourist destination.

In data analysis, we conducted regression analysis, and the results indicate that the p-values associated with the predictor variables are very close to zero (p-values = 0.000). When p-values are very low (typically below the significance level, such as 0.05), it means that the relationships between the predictor variables (in this case, travel vlog consumption and other related factors) and the dependent variable (the selection of Gorakhnath Math as cultural tourist destination) are statistically significant. In other words, there is a statistically significant positive relationship between travel vlog consumption and the selection of these destinations. Therefore, results support the hypothesis that travel vlog consumption has a significant positive influence on the selection of Gorakhnath Math as cultural tourist destination. This means that research findings suggest that travel vlogs do have a positive impact on influencing travel decisions toward these destinations. Travel vlog consumption does have a positive impact on the selection of unconventional destinations in Gorakhpur. This confirms the pivotal role of travel vlogs in inspiring and guiding travellers to explore lesser-known places, as well as the importance of factors such as personal interests, vlogger knowledge, and trust in shaping destination choices. The study's contribution lies in shedding light on the multifaceted role of travel vlogs in influencing travel decisions. It acknowledges that while travel vlogs are powerful tools for promoting offbeat destinations, the decision-making process is influenced by a combination of factors, including personal preferences, vloggers credibility, and the authenticity of experiences. The findings also emphasize the potential benefits and challenges associated with the increased popularity of unconventional destinations due to the influence of travel vlogs, including economic growth and sustainability concerns. The research paper underscores the dynamic interplay between travel vlogs and the selection of unconventional destinations, offering a comprehensive understanding of this phenomenon. It provides valuable insights for travelers, content creators, and the tourism industry, emphasizing the need for responsible and sustainable tourism practices as offbeat destinations gain prominence in the digital age. The acceptance of hypotheses affirms the significant influence of travel vlogs while recognizing the nuanced nature of this impact.

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