

ABSTRACT

Tourism is a fast growing industry and in some countries this is the main source of income. According to the UNWTO, "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Sri Lanka also has a leading tourism industry and is the third largest export earner in recent years. Although severely threatened by the corona virus, it can be considered an industry that can recover quickly. Despite the threats, the number of registered lodges has steadily increased over the past two years. There is an increase in the number of small enterprises, especially those associated with the tourism industry. The rising tide of accommodation, such as Homestay, is a prime example of this. The SLTA defines this home stay as "It is a community based tourism programme which is initiated with the objective of distributing the tourism benefit to a fair cross section of the society by preparing houses/accommodation units carrying various themes, bringing out Sri Lankan authenticity, located in various destinations within Sri Lanka, with suitable quality standards befitting the purpose of accommodating tourists, intending an interaction between the local community with the tourists giving opportunity to the tourist to experience Sri Lankan way of life". YouTube, one of the most popular platforms in the world, can now be used by owners to incur large promotions for small businesses such as Home Stay. This study identifies the potential for using Travel Vlogs on YouTube and identify the challenges and opportunities involved. This research is adopting qualitative research methodology underpinned by phenomenology research approach and, the population includes all the homestay operators in the country and the communities they are located in. sample of this study will be the homestay operators in Elle & Mirissa . as a sample size ,15 – 20 interviews will be taken from the home stay operators in Ella and Mirissa. This study gathers information on the use of YouTube to successfully popularize small business schemes such as Home Stay among travelers.

Keyword: Homestay, travel vlogs, YouTube, promotion