

***Creativity in Women's Tourism Vlogging: A Narrative Analysis of Nour
Brahimi's Bayt Nour Series***

Allag Amina^{1,*}, Hidoussi Aya²

¹University Oum El Bouaghi, Laboratoire Media Studies and Digital

Media(Algeria), amina.allag@univ-ueb.dz

() <https://orcid.org/0000-0002-8136-7108>)

²University Batna 1(Algeria), aya.hidoussi@univ-batna.dz

() <https://orcid.org/0009-0006-2334-3999>)

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Abstract:

This study explores the creative and narrative techniques in the *Bayt Nour* travel vlog series by Algerian content creator **Nour Brahimi**. As travel vlogging increasingly shapes tourism practices, this research highlights how *Bayt Nour* combines cultural authenticity with global accessibility.

Through narrative analysis, the study examines key elements such as titles, storytelling structure, character development, spatial diversity, and temporal techniques. The findings reveal that **Brahimi**'s innovative approach—blending visual creativity and emotional engagement—has positioned *Bayt Nour* as a pioneering example in digital tourism content. The research concludes that the series inspires a broad audience and promotes cultural understanding and lesser-known tourist destinations, offering a model for creative and inspiring tourism storytelling.

Keywords: Bayt Nour; Creative storytelling; Digital content; Narrative analysis; Tourism promotion; Women's tourism vlogging.

*Allag Amina

I. INTRODUCTION

The tourism sector is currently undergoing significant transformations driven by economic, social, and technological advancements. As one of the most influential industries globally, tourism plays a crucial role in supporting economies, preserving cultural heritage, and promoting cultural exchange. According to the World Tourism Organization (UNWTO), international tourist arrivals reached 1.4 billion in 2023, reflecting the growing need for innovative strategies to attract and satisfy diverse travelers (UNWTO, 2023).

Technological advancements have fundamentally reshaped the tourism industry, influencing travelers' behaviors, preferences, and decision-making processes. The rise of digital tools such as smartphone apps, online booking platforms, and immersive technologies like virtual reality (VR) and augmented reality (AR) has transformed how tourists plan their trips and engage with destinations. Among these tools, video blogs (vlogs) have emerged as a particularly powerful medium for promoting tourism. Static images and traditional travel texts no longer suffice to meet the demand for authentic, inspiring, and interactive travel experiences. Research indicates that before making travel decisions, 67% of travelers consult social media for travel tips and recommendations. Reviews, travel blogs, and influencer endorsements play a significant role in shaping their choices. (Poulomi Chakraborty, 2024).

Vlogs provide viewers with a more engaging and realistic exploration of destinations, often blending informative content with personal experiences. This medium has revolutionized tourism marketing, allowing vloggers to offer creative and visually appealing content that resonates with a broad audience. The credibility and relatability of vloggers also play a crucial role in building trust, with 86% of people reportedly trusting online reviews and vlogs as much as personal recommendations (Statista, 2023).

Female content creators have surfaced, contributing their distinct viewpoints and varied methods of highlighting travel experiences amid the wider tourist vlogging scene. Because of the unique narrative techniques of these vloggers, travel places are shown in a richer and more varied manner. However, more research is still needed to fully understand how creativity and cultural awareness are incorporated into female-led travel vlogs and how successful these approaches draw viewers in.

An example that highlights this intersection is the *Bayt Nour* series by Nour Brahimi, a prominent Algerian female travel vlogger. Her content raises questions about how creative strategies in female-led tourism vlogging can influence audience engagement and promote destinations. This study aims to investigate how these creative approaches manifest in her work and to what extent they contribute to the overall effectiveness of her content.

Given this context, the central research question is: **How does Nour Brahimi's Bayt Nour series exemplify creative strategies in promoting tourism and engaging viewers?** Sub-questions under this primary inquiry aim to explore:

- What narrative elements does Nour Brahimi utilize in her Bayt Nour series to enhance the creative appeal of her content?
- How does the storytelling approach in Bayt Nour contribute to audience engagement and interaction?
- In what ways does Bayt Nour integrate cultural insights and local knowledge to promote destinations creatively?

1. Reasons for Choosing the Topic

Several subjective and objective reasons have motivated the selection and emphasis on studying this topic, including:

- 1.1. Growing Academic Interest in Vlogs:** There has been a noticeable increase in academic interest in visual blogs, particularly women's vlogging, as a burgeoning area of research.

This phenomenon necessitates in-depth exploration and analysis.

- 1.2. Documenting Personal Experiences:** The trend of vloggers documenting their personal experiences and daily lives across various domains and sharing them with their followers has become a communication phenomenon worthy of study. Understanding its societal and institutional impacts is crucial.
- 1.3. Rich Vlogging Landscape in Algeria:** Algeria's diverse and expanding vlogging scene, with many creators and followers, provides fertile ground for researchers to examine this evolving communication trend.
- 1.4. Tourism Promotion through Personal Diaries:** The increasing prevalence of vlogs centered on personal travel diaries that highlight experiences and promote various tourist destinations underscores the significance of studying this content, especially those created by female vloggers who explore diverse destinations and interests.
- 1.5. Research Gap in the Local Context:** While international studies have extensively explored tourism vlogs and their promotional roles, there is a noticeable scarcity of Algerian and Arab research in this domain. Most existing studies focus broadly on tourism and social media, highlighting the need for localized research that examines tourism vlogs within the Algerian context.
- 1.6. Influence and Reach of Vlogs:** With their unique characteristics and communicative potential, vlogs have demonstrated a substantial capacity to reach and influence diverse communities. This dynamic and evolving medium plays an increasingly vital role in promoting local and global tourist destinations.

2. Importance of the Study:

2.1 This study investigates the emerging trend of female-led vlogging in tourism content creation in Algeria and globally. The increasing prominence of female vloggers in visual storytelling is noteworthy, as they play a significant role in creatively documenting and sharing their personal journeys and travel experiences, effectively promoting tourist destinations.

2.2 This study's unique contribution lies in its approach to examining tourism content through the lens of female vloggers. It focuses on their innovative strategies in presenting and promoting tourist destinations. By analyzing how these vloggers document and share their travel experiences, the study seeks to deeply explore the intersection of creativity, cultural representation, and digital engagement in contemporary tourism promotion, providing rich intellectual stimulation.

3. Previous Studies

Recent studies have explored the impact of travel vlogging and digital storytelling on tourist behavior, digital marketing strategies, and the development of content creation techniques. The following review synthesizes key findings from these areas of research.

3.1 Dewantara et al. (2023) presented a narrative literature review discussing the role of travel vlogs in digital tourism marketing. Their study proposed a travel vlog ecosystem consisting of vloggers, viewers, and destination marketers, offering valuable insights for future research and practical marketing strategies (Dewantara et al., 2023).

3.2 Cheng et al. (2022) examined the influence of travel vlogs on tourist decision-making, focusing on information preferences and gender differences. Their quantitative survey of 455 participants has revealed commonalities between genders while highlighting distinct differences in information-seeking habits and trusted sources (Cheng et al., 2022).

3.3 He et al. (2022) conducted a qualitative analysis exploring the practice of travel vlogging and its impact on tourist experiences. They identified four key sequential practices—designing, filming, editing, and posting—and discussed how these practices shape shared meanings and influence tourists by creating a self-other divide (He et al., 2022).

4. Definitions: The study is based on a set of definitions, the most important of which can be reviewed procedurally.

4.1 Video Blogs (Vlogs): Vlogs are digital video content where individuals share experiences, opinions, or daily activities, often using accessible tools like smartphones. They are widely adopted on platforms such as YouTube, Instagram, TikTok, enabling creators to engage audiences through storytelling

4.2 Travel vlogs: are online dairies where travelers document their experiences, offering insights, guides, and multimedia content. These blogs serve as interactive resources, allowing users and tourists to access different travel information and exchange tips. This study focuses on Tavel vlogs created by women and precise specifically **Nour Brahimi's** vlog by analyzing her series **Bayt Nour**.

4.3 Digital Tourism Promotion: Tourism promotion involves strategic marketing aimed at enhancing a destination's appeal. It employs digital media to attract tourists by highlighting to shapers destination features and using creative techniques to shape a positive image.

II. Methods and Materials:

1. Type of Study and Methodology :

1.1 Type of Study: This descriptive and analytical study focuses on exploring and interpreting phenomena related to tourism promotion through female vlogs. Descriptive research aims to describe and analyze these phenomena, identify relationships between variables, and extract meanings that lead to useful conclusions.

1.2 Methodology:

The study employs a descriptive-analytical approach that effectively examines and clarifies current realities. Additionally, it utilizes narrative analysis, a qualitative research method, to deeply investigate the stories and experiences presented in the vlogs. Narrative analysis is particularly relevant since vloggers often share personal experiences and tourist visits through storytelling techniques.

Narrative analysis involves examining these stories' structure and content to understand their cultural, social, and personal meanings. This approach treats vlogs as "narrative texts," focusing on the arrangement of events and the cultural context in which they are produced. The analysis aims to reveal how these stories shape the viewers' perceptions and understanding of the narrated experiences.

Narrative analysis, a key component of this study, has been widely adopted across various disciplines, from literary studies to social sciences. Researchers such as Riessman (2008 and Clandinin (2016) have emphasized the growing importance of narratology and narrative inquiry in understanding human experiences and identities through storytelling. Experiences and significant life events are often organized through stories rich in social and cultural meaning. The narrative serves as a means to connect events with time and place, playing a crucial role in constructing identity. As Riessman states, "...we participate in identity construction through storytelling. We construct who we are and how we want to be known, and through the words and narrative structures we use in crafting our stories and through their content, we empathize with other members of society and show our belonging to certain cultural groups. In doing so, we also assign identities to others... Our stories reflect our human nature, as they mirror our social and cultural position in the world" (Mendieta, 2013, pp. 135-147). (Jenny Mendieta,2013)

1.3 Corpus and Sampling Method:

In an online environment characterized by a diverse and expansive user base and the wide-ranging and varied nature of the content produced and shared, identifying a precise corpus for study poses a challenge. However, this research focuses on the video blog managed by Nour Brahimi, which predominantly produces tourism content. The blog features travel experiences within and beyond Algeria, offering insights into various tourist destinations and attractions. Additionally, her content addresses intersecting topics related to the travel experience, including creating digital tourism content and exploring associated themes.



Image (1) representing: the interface of the tourism vlog Nour Brahimi
<https://www.youtube.com/@NourBrahimi>

Nour Brahimi identifies herself as the first Algerian travel YouTuber. She offers content primarily in English, accompanied by Arabic subtitles. Her channel features over 256 videos showcasing her travel experiences both within and outside Algeria, alongside what she calls "random shares": "I travel, show you travel hacks, and sometimes I just post random stuff: oh, and I vlog." Her YouTube channel has garnered over one million subscribers, complemented by active accounts on Instagram, Facebook, and X (formerly known as Twitter).

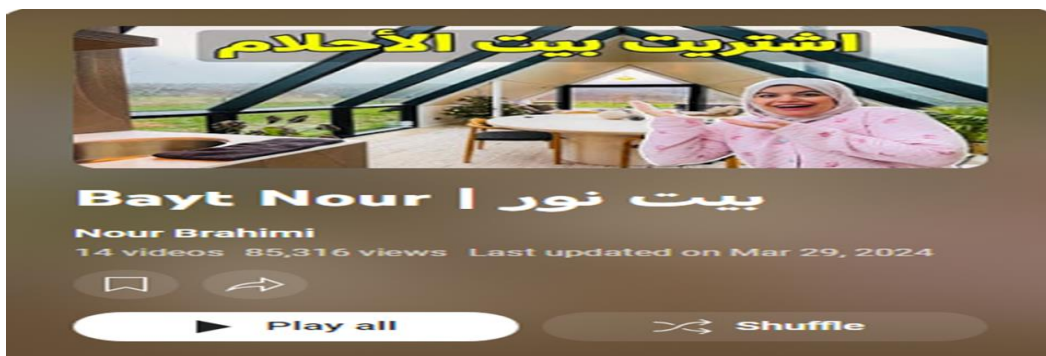


Image (2) representing: the interface of : Bayt Nour series

The analytical sample selected for this study focuses on the Bayt Nour series, a collection of videos from Nour Brahimi's travel vlog. This series exemplifies a modern narrative style, creatively merging travel experiences with engaging storytelling. Comprising 14 videos arranged chronologically, the series serve as the primary corpus for this study's analysis.

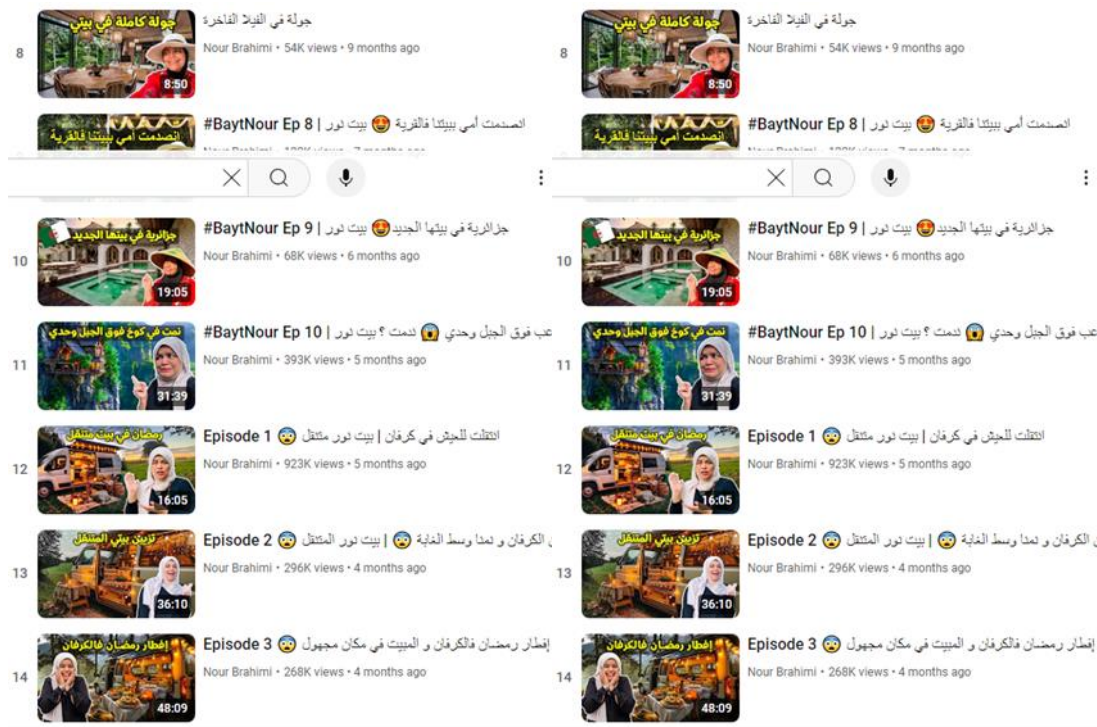


Image (3) captures the analytical sample of the tourism vlog

<https://www.youtube.com/playlist?list=PL8mXIF5Rq8MIW2MNS91x4sMH10m-i17B>

III. Results and discussion:

1. Narrative Analysis:

Narrative refers to "how a story is told and the influences to which it is subjected, some of which pertain to the narrator and the audience, while others relate to the story itself. Narrative can be conveyed through oral and written language, representing static and dynamic images (Haddrousi, 2009,p35)

In presenting the *Bayt Nour* travel series, Noor Brahimi documents her aspiration to "own" a collection of houses in various tourist locations by sharing how she experiences these properties with her followers. The first episode of the series is titled "I Bought the House of My Dreams," where she discusses the series' objective and core idea: **"Where I will be buying the most beautiful houses from around the world, and today we're buying house one. So, not buying, I'm renting it because, you know, I'm not that rich. I'm not rich, but we will own beautiful houses for 24 hours. My dream since I was a kid was to live in beautiful glass houses, with great views, work, eat, and cook"** (Brahimi, 2023).

Brahimi employs a variety of descriptive and narrative techniques in documenting her visits to these houses. As the narrator, she presents the history and ambiance of these locations through both visual and auditory means. She provides historical and cultural information directed at her audience, which includes her blog followers and individuals interested in travel vlogs, both within and outside Algeria. Her content offers a blend of three key elements: the enjoyment of travel and its adventures, practical travel tips, and an introduction to numerous tourist destinations.

Although the vlog primarily uses English with accompanying Arabic translations, indicating a diverse audience, it appears to reach beyond the local (Algerian) context to engage a global audience, transcending linguistic and geographical boundaries.

1.1: Title Bayt Nour Series: The House as a Space--More than Just a Building

Title is "a set of linguistic signs, including words, sentences, and even texts, may appear at the beginning of a text to identify and designate it, indicating its overall content and attracting the target audience." (Belaabed, 2007, p. 67). In the Bayt Nour series, the concept of the house extends beyond its physical structure, reflecting its deeper significance as a space intertwined with personal and cultural dimensions. The series explores various facets of the house through the lens of Noor Brahimi's travel experiences, highlighting how a house is more than just a building.

1.1.1 Dimensions of the House in Bayt Nour:

a. Geographical Space: Each series episode features different houses in diverse geographical settings. The geographical context of these homes is crucial, as it situates the house within a specific cultural and environmental backdrop, enriching the narrative of each location.

b. Psychological Space: Brahimi's portrayal of each house emphasizes the emotional and psychological impact of the space. Through her reflections and experiences, viewers gain insight into how these houses offer a sense of security and identity, extending beyond mere physicality to resonate with viewers on a deeper emotional level.

c. Social Space: The series highlights how each house serves as a venue for social interactions and gatherings. Brahimi highlights various aspects of social life within these homes, including hosting guests and celebrating local traditions, thereby illustrating the role of the house in fostering social connections and community engagement.

d. Cultural Space: Bayt Nour delves into the cultural significance of each house, revealing how they reflect and preserve local heritage and traditions. Brahimi's narrative captures the essence of cultural identity embedded in the architecture and history of the houses featured in the series.

1.1.2 Significance of the House in Bayt Nour:

a. Protection and Security: The series presents each house as a sanctuary that provides comfort and refuge, displaying how these homes offer protection from the outside world and contribute to a sense of well-being.

b. Identity: Through her exploration of various houses, Brahimi emphasizes how each home reflects unique tastes, values, and lifestyles, thereby underlining the role of the house in shaping and expressing personal and cultural identity. **c. Social Relationships:** The series underscores the importance of the house as a setting for building and nurturing relationships. Brahimi's interactions within these homes illustrate how they serve as family bonding and social gathering spaces.

d. Relaxation and Renewal: Each episode also portrays the house as a retreat from daily pressures, offering a space for relaxation and rejuvenation. Brahimi's experiences highlight the role of the house in providing a haven where one can unwind and recharge.

1.2. Subtitles Analysis in the Bayt Nour Series

This analysis explores the underlying meanings and connotations of the subtitles in the Bayt Nour series and how these subtitles contribute to building a cohesive and integrated narrative for the series.

a. Focus on the Home: All subtitles revolve around the concept of "home" or "palace," reflecting the series' main title and emphasizing the importance of this space in the narrative.

b. Dreams and Aspirations: Terms such as "dreams" and "dream palace" frequently appear, highlighting the characters' desires to achieve their goals and ambitions.

c. Spatial Diversity: The subtitles cover various locations, from luxurious palaces to simple cottages, reflecting the diverse life experiences and settings presented in the series.

d. Varied Emotions: The sub-titles convey a broad spectrum of emotions, ranging from joy and excitement to fear and astonishment, adding depth to the characters and the overarching narrative.

1.3 Narrative Structure in the Bayt Nour Series

The narrative structure in each episode of the Bayt Nour series can be broken down into three main components: the beginning, middle, and end. This structure contributes to creating a cohesive and engaging story for the viewers.

1.3.1 Beginning: The term often referred to by researchers as the "introduction" or "narrative opening" has garnered significant attention from writers and creators. It is considered a linguistic key designed to influence the reader. The narrative opening serves as the next step after the title, acting as a gateway through which the reader enters the text. This beginning can encapsulate the narrative structure or, at the very least, provide a prelude that guides the reader into understanding the text's structure. It typically introduces the general atmosphere of the characters, time, and place, sometimes in a condensed form as brief as a paragraph or a sentence, or in a more detailed manner, depending on the work. (Shawabkeh, 2006, p 18).

The beginning of each episode sets the context and location. Nour introduces the viewers to the experience by presenting the site or house and describing the preparations for the episode. This segment is crucial for capturing the viewers' interest and informing them about what they can expect to see.

1.3.2 Middle: This represents the main part of the narrative or story. Returning to the analytical sample, the middle section focuses on developing events and activities that Nour engages in within the house, palace, or other houses. These daily experiences and challenges are not just routine, but they hold a significant place in Nour's life, providing viewers with a deep insight into her daily life and interactions at the specified location. Key details are highlighted to enrich the narrative and enhance its appeal, making the audience feel more engaged and connected.

1.3.2 End: Each episode concludes with Nour's evaluation of the experience. This segment, filled with anticipation, highlights the positive and negative aspects, giving viewers a comprehensive understanding of her stay. The conclusion reinforces the overall impression and leaves the audience eagerly anticipating future episodes and experiences.

This three-part structure contributes to building a complete and coherent narrative for each episode, allowing viewers to follow Nour's journey in a well-organized and engaging manner.

The narrative structure in Nour Brahimi's vlog stories, as observed from the analysis of the 14 videos, demonstrates a consistent and cohesive storytelling approach. Nour, as the storyteller, weaves each story into a larger narrative, creating a sense of continuity and connection. Each story is interconnected, with seamless transitions that maintain the flow. Rather than abrupt breaks, each story recalls an experience, reiterates a message, or offers

travel tips such as booking and accommodation suggestions. In their **study et al.** (2024) emphasized the importance of a coherent narrative structure in enhancing viewer engagement in tourism content. The finding aligns with their conclusions, showing that Bayt Nour effectively uses a traditional narrative approach to keep the audience connected and immersed in the content.

This structure continually invites viewers to engage in the adventure and exploration presented. It reflects Brahimi's ongoing desire to fulfill childhood dreams and encourages viewers to embark on similar adventures with friends and family. The stories maintain a strong thematic continuity by revisiting past experiences or emphasizing practical travel tips, enhancing the overall narrative and keeping the audience connected and engaged.

Several commonalities can be identified across the episodes of the Bayt Nour series:

- a. Focus on Travel and Adventure:** All episodes revolve around Nour Brahimi's experiences travelling and staying in various locations. The central theme is her exploration of different places.
- b. Element of Surprise:** Nour employs the element of surprise in each episode by revealing her destination or accommodation only at the last moment. This technique adds an element of suspense and anticipation, engaging the viewers and keeping them hooked until the end.
- c. Emphasis on Beautiful Imagery:** Nour is dedicated to capturing the locations she visits in visually appealing and attractive ways, prioritizing aesthetic presentation.
- d. Sharing Daily Moments:** Nour shares her daily experiences while travelling, including activities such as eating, sleeping, and relaxing, making the narrative relatable and immersive.
- e. Self-Reliance:** The episodes often highlight Nour's ability to rely on herself to overcome challenges encountered during her travels, reinforcing themes of independence and resilience.

1.4 Characters in the Analytical Sample of the Bayt Nour Series

Characters are among the most important elements in a narrative text, constructed based on psychological and physical traits. Through the analysis of the selected sample, it was noted that the focus was on:

1.4.1 The Main Character:

The central figure in the Bayt Nour series is the blogger Nour Brahimi, the protagonist and primary narrator. Nour captivates the audience by drawing them into a world of exploration and adventure, facing different challenges in each episode. She is present in every post through her voice-over narration or by appearing on camera as she indulges in her favourite hobby of exploring new places and enjoying nature. These experiences form the foundation of her content. Nour shares intimate moments with her followers, such as preparing food, discovering new dishes, and recounting her various experiences in the role of a storyteller.

Her character is portrayed as lively and passionate about travel and exploration, with varying moods across episodes. She appears calm and spontaneous in some posts, while in others, she exhibits cheerfulness and enthusiasm. Her expressions often convey joy in sharing new experiences, yet she also reveals moments of fatigue or fear during challenging journeys. She maintains a consistent appearance in all her visual posts, wearing modest attire that includes a hijab, long tunics, and pants that allow for ease of movement. This consistent look, whether in Algeria or abroad, underscores her identity as a modest

woman, demonstrating that her attire has not been an obstacle to becoming a prominent travel blogger locally and internationally.

Nour also embodies a sense of responsibility and a desire to assist others by offering travel advice and tips to avoid common pitfalls. For example, her experience with a mobile home challenged her while providing valuable insights for those considering a similar adventure. Through these interactions, Nour presents herself as a close friend to her followers, encouraging them to engage more deeply with her journey. In summary, Nour emerges in her series as a courageous, curious, and adventurous character, showing noticeable growth from one episode to the next as she overcomes difficult situations and moments of fear.

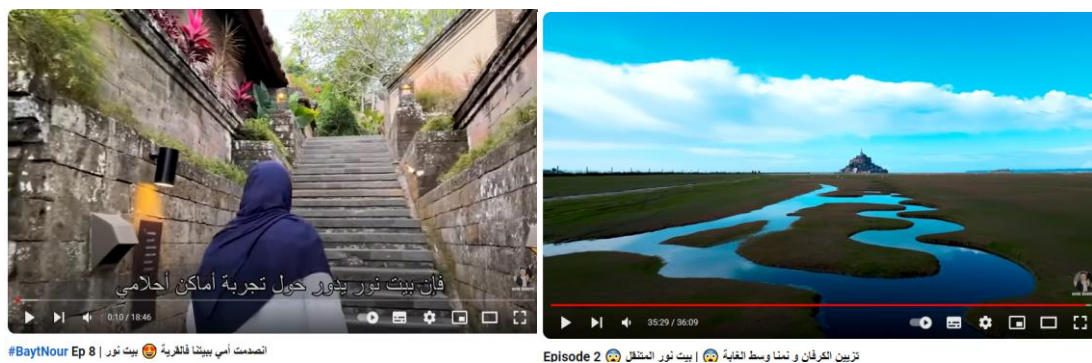
1.4.2 Supporting Characters:

Various secondary characters appear in Brahimi's posts, including her friends and followers who accompanied her in some experiences, such as revisiting childhood homes. Her mother also appears during a trip to explore unique houses in Malaysia. A diverse range of supporting characters characterizes the series, each contributing uniquely to the narrative by adding depth and enriching the audience's experience. The prominence and significance of these characters vary, but they all play a role in enhancing the main storyline and creating a more engaging viewing experience.

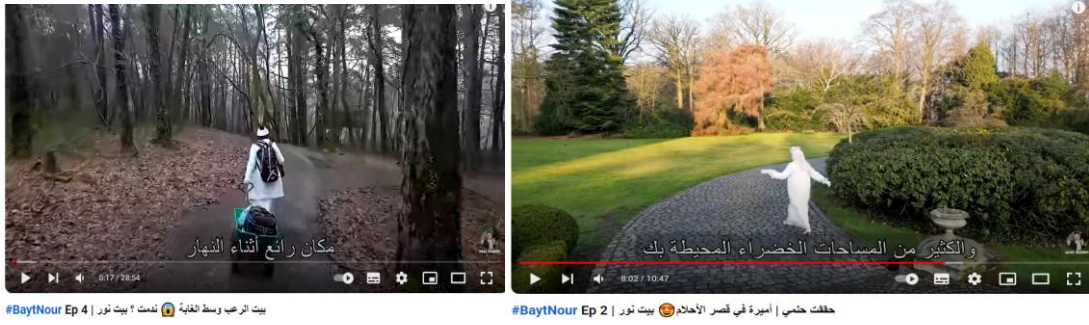
1.5 The Element of Place in the Analytical Sample

Place serves as the narrative's framework, making it one of its most significant components. It is an "indispensable element of artistic construction, serving as the foundation upon which the narrative structure is built, providing the identity of the characters and linking various stylistic features" (Mohamed, 2011, p. 166). In the context of the analytical sample, the places can be categorized as follows:

1.5.1. Open Spaces: The vlogger promotes these natural environments. She highlights several tourist locations she visited, such as valleys, the sea, forests, and other scenic spots. She displays beautiful landscapes and encourages her audience to visit and explore these places.



Images (4and 5) capture open spaces in the Bayt Nour series vlogs

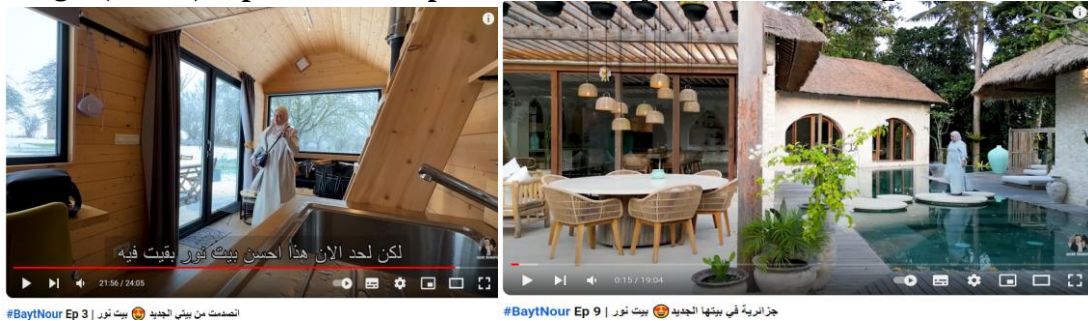


Images (6and 7) capture open spaces in the Bayt Nour series vlogs

1.5.2. Closed Spaces: The vlogger captures these indoor locations through her camera lens, such as filming inside a glass house, a cabin, a palace, or a mobile home. She encourages her followers to visit these unique and often luxurious settings.



Images (8and 9) capture closed spaces in the Bayt Nour series vlogs



Images (10and11) captures closed spaces in the Bayt Nour series vlogs

Through her Bayt Nour experience, vlogger Nour Brahimi aims to present a diverse range of places, seamlessly blending open and closed spaces to offer a variety of travel destinations that inspire the audience and evoke a desire to explore. These places serve as sources of inspiration for visitors, providing them with unique life experiences. The locations are intertwined with various emotions: the psychological comfort natural landscapes offer and the sense of adventure and discovery in more confined or curated spaces.

1.5.3 The Significance of Place in the Bayt Nour Series: Between Open and Closed Spaces and Their Implications

Studying the element of place in creative works like the Bayt Nour series is essential for understanding the meanings and messages the series aims to convey. The place is not merely a backdrop for events but an active participant in shaping the characters' experiences and directing

the narrative. In the context of Bayt Nour, place oscillates between open and closed spaces, each carrying its connotations.

a. Open Spaces:

- Freedom and Exploration:** Open spaces like fields, forests, and beaches symbolize freedom and adventure, inviting the characters to leave their daily routines and embrace new experiences.
- Connection with Nature:** These spaces are closely linked to nature, reflecting the characters' desire to reconnect with their roots and the world around them.
- Growth and Development:** Open spaces can symbolize personal growth and self-discovery, allowing characters to reflect and reflect.

b. Closed Spaces:

- Safety and Protection:** Closed spaces such as homes and palaces represent safety and security, providing characters with a refuge from the outside world.
- Privacy:** These spaces are associated with privacy, allowing individuals to express themselves freely without fear of judgment.
- History and Tradition:** Closed spaces often carry the weight of history and tradition, embodying memories and secrets passed down through generations.

c. Transitions Between Open and Closed Spaces:

- Balance Between External and Internal Worlds:** The characters in the series constantly move between open and closed spaces, reflecting a perpetual balance between the desire for exploration and connection with the external world and the need to return to oneself in search of security.
- Personal Growth:** These transitions can represent different stages of personal development, where a character begins by seeking self-discovery in the external world before returning inward to rediscover their identity.



Episode 1 انتقلت للعيش في كرفان | بيت نور منتقل

Image (12) captures closed and open spaces in the Bayt Nour series vlogs

In their research, **Dewantara et al.** (2023) emphasized that varied spatial settings in travel content enhance the narrative by providing a multi-dimensional experience. the study aligns with this, showing that Nour's use of diverse locations enriches the viewer's experience by providing a balance between the excitement of open spaces and the comfort of enclosed ones.

d. The Significance of Place in the Bayt Nour Series:

- Self-Discovery:** In this series, place may symbolize the journey of self-discovery and identity exploration

- . •**Cultural Diversity:** The diversity of locations featured in the series reflects the cultural and social diversity that the series seeks to highlight.

- The Influence of Place on People:** The series explores the relationship between individuals and the spaces they inhabit and how place influences our emotions and thoughts.

The study of place in the Bayt Nour series reveals the depth and precision of the narrative, where the place is not merely a backdrop but an active element shaping the meanings and experiences of the series.

1.6 Analyzing Time in Bayt Nour

This analysis delves into the significance of time in Bayt Nour's narrative structure, exploring how it contributes to the storytelling experience. It examines temporal paradoxes, narrative pacing, and the interplay between time and place in shaping the story's atmosphere and character development.

1.6.1 Temporal Paradoxes

The chronological order of events in the narrative is compared with the sequence of these events in the story. The story's timeline necessarily follows the logical sequence of events, whereas the narrative's timeline does not adhere to this logical sequence. It may employ temporal shifts that break the linearity of the narrative, such as flashbacks and foreshadowing. Understanding these narrative timelines is crucial for a comprehensive analysis of a story's structure (Ibrahim, 2012, p. 74).

- a. Flashbacks:** Brahimi effectively employs flashbacks to connect past and present experiences, enhancing the depth and richness of her storytelling. For instance, when introducing houses, she recalls previous trips to various locations, drawing parallels and promoting tourism.

- b. Flashforwards:** While less prominent, flashforwards hint at future events, creating anticipation and suspense. An example is the trip to Malaysia, where a future scene is briefly shown before revealing the planning process .

1.6.2 Narrative Pacing

Narrative pacing, a key element of narrative techniques, refers to the pace and flow of a story. It is regulated primarily by narrative movement. Theorists have noted that a story cannot be synchronous, where the story's time matches the narration's time. Narrating a story that has already occurred creates a temporal discrepancy. This significant factor refers to the difference between the time the events would take and the time required to read them. This discrepancy plays a crucial role in influencing the speed of the narrative rhythm, enlightening us about the intricacies of storytelling. (Al-Shahid, 2013, p. 207).

- a. Omission:** Brahimi skillfully omits unnecessary details to accelerate the narrative, focusing on key events and avoiding repetition. This technique helps maintain viewer engagement by streamlining the story.

b. Summary: By summarizing events, Brahimi efficiently covers broader time spans without dwelling on every minor detail, allowing the narrative to progress smoothly while maintaining a balanced pace.

1.6.3 Specific Examples of Time Usage

a. Real-Time Sequences: The series often employs real-time sequences to depict events as they happen, creating a sense of immediacy and connecting the viewer to the experience.

b. Non-Linear Chronology: Flashbacks and flashforwards disrupt the linear flow of time, adding depth and complexity to the storytelling. This non-linear structure allows for richer character exploration and thematic development.

c. Daily Cycle: The series leverages different times of day to highlight varying aspects of the location and create distinct atmospheres. For example, a serene morning might contrast with a lively evening in the same setting.

d. Seasons: The changing seasons add visual diversity and contribute to the narrative by reflecting the passage of time and influencing the characters' experiences and emotions.

Bayt Nour masterfully uses time as a narrative tool.

By employing temporal paradoxes, strategic narrative pacing, and effectively combining time and place, Brahimi created a rich, engaging storytelling experience that resonates with viewers on multiple levels.

1.7 Narrative Techniques in Bayt Nour

The Bayt Nour series stands out with its unique narrative techniques that elevate its travel storytelling. Each episode expertly combines shot types, camera movements, and angles to craft a visually captivating and emotionally resonant journey, enhancing the viewer's connection to the narrative and the landscapes explored.

1.7.1 Types of Shots

a. Drone Shots: Bayt Nour utilizes drone shots to offer sweeping views of the landscapes featured in the series. These shots provide access to otherwise unreachable locations and introduce visually attractive perspectives.

b. Static Shots: In the series, static shots are used to draw attention to the intricate details of the environment. This technique slows the pace, allowing viewers to immerse themselves in the beauty of the surroundings, creating a contemplative atmosphere that contrasts with more dynamic scenes and fully engaging the audience in the visual narrative.

c. Moving Shots: The use of moving shots in Bayt Nour is integral to conveying the fluidity and dynamism of nature. By following the action and incorporating smooth transitions, these shots contribute to the narrative's rhythm and maintain visual interest, reinforcing the sense of a continuous journey.

d. Close-Up Shots: Close-ups are strategically used to capture the emotional depth of moments within the series. For example, a close-up of a subject's face can convey their emotions more effectively, while a close-up of a landscape's texture can immerse the viewer in its details. By focusing on the finer details and textures, these shots facilitate a deeper narrative connection, allowing viewers to engage with the subjects more intimately.

1.7.2 Camera Movements

- a. Panning and Tilting:** These movements reveal the expansive landscapes that Bayt Nour explores, smoothly following subjects and maintaining a fluid visual narrative. The series effectively uses these techniques to seamlessly transition between different points of interest.
- b. Tracking Shots:** Tracking shots in Bayt Nour immerse viewers in the journey, creating a continuous sense of movement and exploration. This technique enhances the narrative's sense of adventure, as viewers feel they are travelling alongside the series' subjects.
- c. Zooming:** **Zooming** is employed strategically to emphasize key details within the narrative. Whether to highlight a specific element in the environment or create a sense of scale, this technique directs the viewer's attention precisely.

1.7.3 Camera Angles

- a. High Angles:** High-angle shots in Bayt Nour depict the vastness and grandeur of the landscapes, offering viewers a bird's-eye view that enhances the epic scope of the travel experiences portrayed.
- b. Low Angles:** By incorporating low-angle shots, the series adds dramatic emphasis to key subjects, often conveying a sense of power or significance, which aligns with the narrative's focus on personal and geographical exploration.
- c. Close Angles:** Close angles draw the viewer closer to the subjects, fostering a sense of intimacy and encouraging a deeper engagement with the narrative details.
- d. Wide Angles:** Wide-angle shots capture the full scope of a scene, providing context and allowing viewers to grasp the environment and its role within the narrative fully.

1.7.4 Impact on the Viewer

- a. Engagement:** The diverse array of shots and camera movements in Bayt Nour sustains viewer engagement, preventing visual monotony and keeping the audience emotionally invested in the journey.
- b. Inspiration:** The series' meticulously crafted visuals inspire viewers to explore and travel, evoking a strong sense of adventure central to the narrative.
- c. Emotional Connection:** Bayt Nour's use of close-ups and personal angles fosters a profound emotional connection between the viewer and the narrative, deepening the series' overall impact.

1.8 Analysis of the music Used in the Bayt Nour Series

The Bayt Nour series is distinguished by its thoughtful use of music and, at times, its deliberate absence, which enhances the immersive experience for viewers. Below is an analysis focusing on key elements such as the type of music, rhythm, melodies, and overall impact:

1.8.1 .Type of Music:

The series typically employs a mix of calm and warm music, blending Arabic and international classical genres. The choice of music is carefully tailored to suit the mood and atmosphere of each scene, whether it is a peaceful exploration of nature or a reflective moment indoors.

1.8.2 Rhythm:

The rhythm is usually gentle and smooth, fostering a relaxed viewing experience. In more dynamic scenes, faster-paced music is introduced to add energy and excitement, particularly during adventurous moments. The rhythmic variation helps to maintain viewer engagement and aligns with the narrative flow.

1.8.3 Melodies:

The series often features emotional and evocative melodies that help deepen the viewer's connection to the narrative. These melodies are usually soothing, aligning perfectly with the serene and exploratory tone of the series. The melodic choices are designed to evoke specific emotions, whether it is a sense of nostalgia, curiosity, or calm.

1.8.4 .Impact:

The music sets the tone for each episode, whether by creating a cozy environment, building suspense, or evoking a sense of wonder. This variety in musical approach ensures that every scene resonates with its intended emotion, enhancing the overall storytelling experience.

1.8.5 The Role of Silence and Ambient Sounds

In many episodes, the absence of music is a deliberate choice that emphasizes natural ambient sounds like rustling leaves, birdcalls, and the wind. This approach serves multiple purposes:

- a. Enhancing Realism:** By focusing on ambient sounds, viewers feel more immersed in the setting, as though they are experiencing the journey firsthand.
- b. Building Atmosphere:** In moments of tension or isolation, silence or natural sounds can be more effective than music in creating suspense and depth.
- c. Highlighting Visuals:** The lack of background music shifts attention to the visuals, allowing viewers to appreciate the scenery and details more deeply.

1.9 Linguistic Analysis of the Bayt Nour Series

The Bayt Nour series utilizes a blend of English, Standard Arabic, and Algerian dialects to create a unique and accessible experience. In their study, Cheng et al. (2024) highlighted that multilingualism is key to expanding a vlog's global audience. The findings align with this, showing that Nour's strategic use of multiple languages allows her to connect with diverse cultural groups while preserving her Algerian identity. The following points highlight the effectiveness of this multilingual approach:

1.9.1 Multilingual Strategy

- a. Global Accessibility:** English is prominently used to appeal to a broader international audience, helping the series reach viewers beyond the Arabic-speaking world. This strategic choice ensures that the content is accessible to diverse viewers.
- b. Local Authenticity:** The Algerian dialect is frequently integrated into the dialogue, preserving cultural identity and resonating with local audiences. This colloquial language reflects everyday conversations in Algeria, adding a layer of authenticity and relatability.

1.9.2 Cultural Identity

- a. **Showcasing Algerian Culture:** The use of local expressions, idioms, and phrases highlights the richness of Algeria's culture, providing viewers with a window into the country's unique heritage. This linguistic choice is crucial in preserving and promoting Algerian culture within the series. This is particularly evident in Nour's use of Algerian products, whether ingredients for preparing dishes or traditional Algerian foods.
- b. **Natural Tone:** The seamless blend of languages adds spontaneity and relatability. The mix of formal and informal speech enhances the narrative's authenticity.

2. Creative and Innovative Aspects of the Bayt Nour Series

The Bayt Nour series distinguishes itself with its innovative approach, combining adventure, cultural exploration, and audience engagement. Below is a concise analysis of the unique aspects that make the series both inspiring and engaging:

2.1. Special Concept: The series revolves around the central theme of "**home**." Vlogger Nour Brahimi rents unique houses in various locations for a specific period, during which she immerses herself in different tourist experiences and adventures. This concept is relatively novel in Arab vlogging, particularly among women. It brings a fresh perspective to travel and exploration, offering viewers a new and unique way to experience tourist destinations.

2.2 .Artistic Production:

2.2.1 High-Quality Filming: The series employs high-definition cameras and dynamic editing techniques. The seamless integration of sound effects and visual transitions maintains viewer interest and enhances the storytelling

2.2.2 Engaging Visual Branding : Well-designed intros and creative visual elements leave a memorable impression, setting the tone for each episode with energy and style.

2.3 .Experience-Oriented Marketing: Nour emphasizes engaging with local culture, savouring traditional foods, and uncovering hidden aspects of destinations. This experience-centric approach moves beyond traditional tourism focused solely on landmarks, highlighting the richness of everyday life and the authenticity of local interactions.

2.4 .Personal Branding and Marketing : Nour uses her personality as a key marketing tool, making viewers feel they are traveling with a close friend. This personal connection enhances the appeal of her content, deepens audience engagement, and strengthens brand loyalty.

2.5 .Visual Storytelling: The series is characterized by rich, immersive visuals that transport viewers into the experience. This visual emphasis creates a compelling narrative, allowing the audience to live the journey vicariously, enhancing both the emotional impact and the overall viewing experience.

Bayt Nour creatively combines adventure and cultural heritage in a format that resonates deeply with its viewers. The innovative blend of storytelling, high-quality production, and interactive content has positioned the series as a leading example of modern travel and exploration content in the Arab world. The series sets a new standard in travel vlogging by focusing on unique destinations, engaging visual storytelling, and fostering a strong connection with the audience.

In Their research, **Dewantara et al.** (2023) underscored the importance of creativity in producing engaging tourism content. Your study aligns with these findings, showing that Bayt Nour leverages high-quality visuals, unique locations, and active social media interaction to create an engaging and dynamic viewer experience.

3. General Findings

Based on the in-depth analysis of various narrative elements, the Bayt Nour series demonstrates a cohesive and innovative approach to travel vlogging, integrating cultural exploration, audience engagement, and high-quality production. The findings can be summarized as follows:

3.1 Titles: The *Bayt Nour* series uses its titles to present the house as a space filled with emotional, cultural, and social significance, rather than just a physical structure. The narrative emphasizes how homes embody personal aspirations, cultural identities, and emotional experiences. Through its subtitles, the series enriches this exploration by focusing on themes of dreams, exploration, and unexpected changes, crafting a narrative that is both creative and inspiring.

3.2 Narrative Structure: The series adopts a well-structured narrative framework, utilizing a traditional three-act structure (beginning, middle, and end). This approach creates a seamless flow that keeps viewers engaged and ensures the storyline is easy to follow, leading to a more immersive experience.

3.3 Character Development: The main character, Nour Brahimi, emerges as a relatable and inspiring figure. Her blend of enthusiasm, realism, and personal connection with the audience fosters a strong bond, making viewers feel like they are travelling with a close friend. Her consistent appearance and authenticity contribute to the series' appeal, resonating with local and international audiences.

3.4 Spatial Analysis: The diversity of locations, ranging from open natural spaces to enclosed environments, enriches the series by offering a balance between adventure and comfort. Open spaces symbolize freedom and exploration, while closed spaces provide a sense of security and intimacy, catering to the varied emotional needs of the audience.

3.5 Temporal Techniques: The innovative use of time through flashbacks and flash forwards adds depth and complexity. By breaking the linear flow, the series invites viewers to explore past experiences while building anticipation for future events, making the storytelling more dynamic and engaging.

3.6 Music: The strategic use of music and natural ambient sounds significantly enhances the atmosphere. Calming melodies align with the series' exploratory tone, while moments of silence or natural sounds heighten the realism and immerse the audience in the experience.

3.7 Linguistic Strategy: The multilingual approach, blending English, , Standard Arabic, and Algerian dialect effectively balances global accessibility with cultural authenticity. Using local expressions and idioms preserves cultural identity, while English expands the series' reach to a broader international audience.

3.8 Creative Innovation: The Bayt Nour series stands out for its innovative approach, blending adventure and exploration engagement. The series' focus on different homes and

lesser-known locations offers a fresh and unique perspective within the Arab content landscape. High-quality filming and dynamic editing techniques elevate the visual storytelling. This creative and innovative combination of elements has established Bayt Nour as a leading example of travel and exploration content.

4. Findings in Light of the Research Questions

4.1 Nour Brahimi **employs various narrative techniques**, including a structured storyline, strategic use of time (flashbacks and flashforwards), and diverse spatial settings. These elements contribute to a layered, engaging narrative that captivates viewers and sustains their interest throughout the series.

4.2 Integrating high-quality visuals, a compelling narrative, and multilingual accessibility fosters deep audience engagement. Additionally, the series leverages music, visual branding, and interactive content (such as social media participation) to create a sense of community and active involvement among viewers.

4.3 The series blends global reach with local authenticity by incorporating Algerian cultural elements and language, highlighting the destinations' unique heritage and traditions. This creative approach attracts international viewers and reinforces local cultural identity, making the content both globally accessible and culturally relevant.

IV. Conclusion:

The findings of this study highlight several key factors that contribute to the success of Bayt Nour. The series' reliance on a traditional three-act narrative structure ensures coherence and keeps viewers engaged. Noor Brahimi's authentic and relatable persona allows her to connect deeply with her audience, turning her followers into a loyal community. The diverse settings—ranging from vast open spaces to intimate enclosed environments—offer a balanced experience that satisfies both the adventurous spirit and the need for comfort.

In addition, the innovative use of time, through flashbacks and flashforwards, adds depth to the storytelling. In contrast, the strategic use of multilingualism (English et al. Arabic) broadens the series' reach beyond cultural and linguistic barriers. The integration of calming music, natural sounds, and deliberate silences further enhances the emotional resonance of the series, creating an immersive viewing experience. Finally, the creative combination of high-quality visuals, audience interaction, and unique content strategies underscores the innovative nature of Bayt Nour, making it a pioneering example in the realm of Arab travel vlogging.

In light of previous studies, this research confirms and builds upon existing knowledge regarding the importance of narrative structure, character relatability, and creative innovation in digital storytelling. However, it also contributes new insights by focusing on how these elements are adapted within an Arab context, providing a nuanced understanding of how regional content creators can maintain cultural authenticity while engaging with a global audience.

Recommendations for Future Research:

Expanding the Scope: Future studies could explore other Arab travel vloggers to assess whether similar techniques are used and how they compare with those in Bayt Nour.

Audience Analysis: Further research could investigate audience perceptions and engagement more deeply, examining how different demographic groups (e.g., age, gender, cultural background) respond to the multilingual and narrative strategies used in the series.

Cultural Impact: Studies could explore Bayt Nour's broader cultural impact, particularly its promotion of tourism in lesser-known destinations and its fosterment of cross-cultural understanding.

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