Journal of Innovations and Sustainability
ISSN 2367-8151
2024, Vol. 8, No. 3
https://is-journal.com

EFFECTIVENESS OF DIGITAL INFLUENCERS IN PROMOTING TOURIST DESTINATION

Ahlem Kara
Relizane University, Algeria
ORCID: https://orcid.org/0009-0002-6799-6933

Nawal Chemma
Relizane University, Algeria
ORCID: https://orcid.org/0000-0003-0833-6273

Saadia Benahmed
Relizane University, Algeria
ORCID: https://orcid.org/0009-0008-0639-7308

Kara, A., Chemma, N., & Benahmed, S. (2024). Effectiveness of digital influencers in promoting tourist destination. *Journal of Innovations and Sustainability*, 8(3), 05. https://doi.org/10.51599/is.2024.08.03.05.

Purpose. The aim of our study is to assess the prospects for tourism development and highlight the effectiveness of digital influencers as an e-promotional tool for tourist destinations in Algeria.
Results. Based on the results obtained in the study, we conclude that digital influencers in general and e-word of mouth and social media in particular are important in influencing the followers' consumption decisions and increasing the travel intentions of Internet users. Furthermore, the study concludes with findings that the relevant ministries should ensure support to tourism content creators, because they provide details of tourism services in publications of professional photography and video making, such services constitute a kind of effective tourism promotion proposed as a solution to revitalise tourism in Algeria.
Scientific novelty. The scientific novelty of this study lies in filling the gap in previous literature and contributing to the field of e-tourism and digital influencers, both theoretically and methodologically. Previous studies have only highlighted certain aspects of tourism and social media's role in promoting tourism, but none have comprehensively explored the topic by examining and analysing Facebook pages of digital influencers, who publish tourism content and their role in promoting tourism destinations. Previous studies have explored this topic in a general sense, but none have focused on this specific aspect.
Practical value. The practical value of this research is that scientists, tourist accommodations facilities and state institutions, as well as all stakeholders involved in the tourism business, can use it. In addition, the results of the study can be used as a source and tool for the prosperity of the tourism sector in Algeria.
Key words: tourism, digital influencer, e-promotion, e-word of mouth, social media sites, tourist destination, Algeria.

Introduction. Tourism is the third largest economic activity in the world, and one of the fastest-growing sectors (Furqan et al., 2010). Tourism is industry worldwide and one of the fundamental pillars for the sustainable development of any country. Thus, tourism is not only a recreational activity but also an industry in itself that is constantly

growing. Technological advances have had a significant impact on the tourism business in recent years, the use of technology has become extensive within the expanding domain, making it a core factor in the interaction between tourism and destinations and has played a significant role in its development in today's dominating virtual world. In addition, the reality that technology has an important impact on the promotion of tourism destinations encourages the tourist' travel in the tourism destination.

Tourism promotion has become an aspect of the tourism industry, particularly with the advent of electronic media, which have provided promoters with a range of tools and channels for rapid and effective promotion, including the development of social media sites. According to statistics from Passport-photo online website, over half of travelers (55 %) spend between 30 and 120 minutes daily on social media (Woolf, 2023). Furthermore, Duvernay report published on the Hubspot website states that 94 % of internet users are encouraged to consume by positive opinions (Duvernay, 2022). Tourism organizations are faced with the need to adapt their marketing policies to meet the requirements of the virtual environment.

From the above, we shall identify the research question as follows: How effective are digital influencers in promoting tourist destinations in Algeria?

Review of literature. *1. Tourism.* Firstly, the World Trade Organization (WTO), and the United Nations Statistical Commission, providing the last theoretical definition of tourism as a reference for all member countries, defining tourism as Activities made by persons in the way of their travel and stay in places outside their place of residence, for a consecutive period not surpassing one year. For the many motives such as leisure, business and others (Demen Meyer, 2005). This definition focused on the purpose and duration of the journey. Additionally, the Tourism Association has proposed a definition that tourism is the short temporary movement of people, to destinations outside of the places where they usually live and work. Therefore, tourism involves transporting people for multiple purposes, including daily visits or trips (Camilleri, 2018).

In a nutshell, tourism is the movement of persons from one place to another outside their own country (Rawal et al., 2022). It has also been described as a social, cultural and economic phenomenon involving the movement of people to countries or places outside their usual environment for, among other things, personal, commercial/professional purposes. Moreover, this has shown that the concept of tourism is integrated or compatible with other environmental, social, political, cultural and personal issues (Alamineh, 2022).

As mentioned above, one of the conditions of tourism is that it occurs outside the usual environment, for pleasure or for a new experience, etc. Whatever form tourism takes, it will bring benefits to the destinations it covers by creating opportunities for development. The United Nations World Tourism Organization (UNWTO) has also stated that tourism is currently one of the world's largest and fastest growing industries, contributing significantly to the creation of jobs for millions of people and to the increase in Gross National Product (GNP) (Hussain et al., 2024). Additionally, the

tourism industry contributed 10.6 % of the workforce and 10.4 % of the GDP of the world economy in 2019 (Fernández-Macho et al., 2024). Consequently, it can be said that tourism is a sector that creates jobs and contributes to each country's economic/trade growth (Pahrudin et al., 2022).

Moreover, tourism is not about destinations only, it is about the experience of destinations, also about meeting other persons, and the interaction between hosts and tourists, and with fellow tourists (Ryan, 1991). By definition, tourism is a service industry whose main products are hotels and leisure activities, such as a stay in a hotel or a visit to a destination and which includes several related categories/spaces, such as hotels, events or museums, art and culture, restaurants (Nechchad, 2022). Additionally, tourism borrows from multiple activities and it includes all the activities devoted to the satisfaction of tourists' needs (Aldebert et al., 2011).

2. The role of digital influencer in e-promoting tourist destination. Foremost, the digital influencers are users of social media platforms who have created a significant network of followers; they post text and visual narratives of their daily lives that have an impact on a group of audiences. Moreover, these influencers can be found on most social media platforms (e.g. Facebook, Instagram, Snapchat, Twitter and YouTube) (Taillon et al., 2020). Briefly, the digital influencer can be said to be the person whose opinion is respected and acted upon in the procurement decision-making process (Bello et al., 2021). And they are the new form of independent third party, shaping audience behavior through blogs, tweets and the use of other social media sites (Walzhofer et al., 2022). As well, according to Haenlein et al. (2020), influencers can be either someone who has become famous from outside the platforms (e.g. athletes, actors, singers), or someone who has become famous because of the platforms themselves and their production of exceptional content (Haenlein et al., 2020).

Additionally, influencers engage and influence their followers by creating and sharing content associated with a particular brand. Which can be said to they occupy a unique place among service providers and consumers (Kapoor et al., 2021). As well, the digital influencers' audience is not limited to their actual followers only; they can also communicate with followers of their followers who share content with them, making their potential reaches dramatically broad (Kay et al., 2020). Today, influencers are seen as the direct voice of brands that the consumers can trust, opening up a mutually conversational medium to encourage brand loyalty (Jaitly & Gautam, 2021). In addition, Arian et al. (2022), acknowledged that digital influencers have the potential to build consumer attitudes towards a particular product or service, and can create awareness of the product or brand in its initial stages and contribute to preference and action in the next stages (Arian et al., 2022). Besides, brands use influencers to increase useful feedback from consumers regarding their interests. Which helping influencers and their followers to participate in the creation of a brand image on social media platforms (Vrontis et al., 2021). Moreover, brands are now aware of the new opportunity to connect with targeted audiences, so their interest in working with influencers has increased, in addition, 93 % of marketers have used influence

marketing in campaigns and agree that it is now an important advertising tactic (Ao et al., 2023). Furthermore, according to Kitsios et al. (2022), current tourism research has shown that information from licensed destination blogs, travel agencies and news media is less credible than user generated content (Kitsios et al., 2022). Because of that, followers have a positive opinion of the product recommended by the influencer and are inclined to buy it (Do Yuon & Hye-Young, 2021).

From this point of view, we cannot discuss the efficiency of digital influencers in e-Promotion of tourism destination, without providing an overview of the role of social media and e-word of mouth in promoting tourism. For a start, social media site refers to all tools that enable and facilitate interaction, collaboration and communication through discussion, commenting, voting and sharing of the information (Qalati et al., 2022). With the growth of modern technologies, social media sites are playing an increasingly important role in marketing activities in the tourism industry. Social media is already being used to brand destinations, businesses and attractions and to build relationships with tourists before, during and after their stay (Beata et al., 2021). Furthermore, currently, social media sites play an essential role in destination marketing strategies by allowing travelers to exchange their travel experiences in real time (Kilipiri et al., 2023). Moreover, social media users are increasingly relying on user generated content to inform and support their purchase decision process, to share their personal experiences and to check the opinions of their peers, and this becomes even more important in the tourism industry, where social media has a significant impact on tourists' feelings and public behavior (Gon, 2021).

Thus, social media is a powerful and intensive platform for influencers to share their travel experiences with their audiences, which is a key factor in potential tourists' decision-making (Pop et al., 2022). Moreover, social media platforms have the ability to convey feelings and emotions or to be customized according to the specific desires and views of the recipients. In fact, consumers now assume that these platforms are a more credible source of consumer information than other direct business marketing communication channels (Zheng et al., 2023). In addition, some tourism organizations have come to look to social media platforms as more than just a customer relationship tool, for example, many hotels now offer room-booking technology on their Facebook pages, which helps increase sales (Hudson & Thal, 2013). Furthermore, according to Kumar & Chauhan (2023), the majority of tourists take the opinions of others into consideration in travel decisions making, as well as, they declared that when people reserve their trips, more than 85 % of them look at comments online, so marketers know that social media is an effective tool to communicate and to interact (Kumar & Chauhan, 2023).

Moreover, many studies have shown that tourists' desire to share their experiences on social media is one of their most motivation for the travel (Boto García & Baños Pino, 2022). It seems that tourism marketing activities now focuses attention on using social media to develop a positive image, and word of mouth for businesses and tourist destinations (Xiang & Gretzel, 2010). Currently, e-Word of Mouth is the key to sharing

social media data in many aspects (such as social network, forum and blog). This process is done through various actions on any topics (such as searching, giving and communicating). In this way, social media has contributed to a more dynamic change in community patterns as people express their thoughts, opinions, feelings and emotions (Ingrassia et al., 2022). Therefore, it is essential to understand how positive and negative emotions can impact tourists' behavior, and how these emotions can be effectively reached to build a positive and sustainable tourism experience (Nieves-Pavón et al., 2024). Moreover, social media e-word of mouth empowers the consumer to make informed decisions.

Today, companies are utilizing social media e-word of mouth to reach customers and influence their opinions about the products and services they want to buy on online and offline platforms (Brighton et al., 2023). Additionally, e-WOM can be considered as a positive assessment by other consumers about destinations on social media as it refers to online destination feedback shared by tourists who have visited to a particular destination. These reviews can be numerous, truthful and relatively neutral (Zheng et al., 2023). Hence, consumers often trust the word transmitted more than any other sources of information, perhaps because it is of a personal and non-commercial nature (Pourfakhimi et al., 2020). In addition, word of mouth in the context of travel is of great importance in influential marketing in travel and tourism, and is heavily dependent on the importance of word of mouth in the context of travel (Gretzel, 2018).

According to the research literature, our main objective is to answer the problem of our study, by hypothesizing that digital influencers actively promote tourist destinations in Algeria.

Materials and methods. The study examines the effectiveness of digital influencers in promoting tourism destinations in Algeria. The paper adopts a descriptive approach to highlight the study's variables in the theoretical framework, and an analytical study approach in the applied framework. As we have adopted the observation tool, we are interested in pages that publish tourist content in Algeria. Follow it up and observe its activities and the interaction of followers with it.

The study was conducted by analyzing the Facebook pages of Khoubai and DuksTV89 Tourism DZ, the Khoubai page had publications from 13 August 2021 to 23 July 2022, while the DuksTV89 Tourism DZ page had publications from 11 March 2023 to 12 May 2023. The publications were analysed in terms of their form, including the title, language, duration, and quality of the video and pictures, additionally, we examined the interaction of the page's followers, including the number of likes, comments, and the quality of messages contained in those comments. We also observed the number of people who shared the publications with others, as well as their opinions on the tourism content provided on the page.

Moreover, it was based on the quantitative approach that helped in the analysis of statistical data related to Algeria tourism, like (number of tourists arriving in Algeria, number of nights spent by domestic tourists, the value of international and local tourism spending in Algeria etc.), and internet use in Algeria.

Results. *1. Recent Statistics about Digital Influencers.* Furthermore, Duvernay (2022) presented the following statistics:

- there are 4 billion people in this world using social networks for about 2.5 hours a day;
- 94 % of internet users say that positive opinion encourages them to consume;
- the influencer attracted 87 % of buyers before buying the product.

Additionally, GRIN's website provides another set of statistics (GRIN, 2022):

- marketers find that influencer generated content receives an average eight x more engagement than branded content;
- 70 % of consumers say they follow more than 10 influencers;
- more than 40 % of social media users say they prefer influencer reviews when considering whether to make a purchase;
- over 80 % of consumers are more inclined to buy products that creators promote;
- more than 60 % of American travelers consulted their favorite influencers for their next destination;
- 70 % of social media live stream viewers in the U.S. said they were "likely to buy products from influencers".

2. Introduction to tourism in Algeria. Algeria offers a range of tourist attractions such as magnificent landscapes of the Sahara, heritage sites, Atlas Mountains and comfortable beach destinations on the Mediterranean Sea, tourism in Algeria has become progressively attractive. The tourism industry plays a minor role in Algeria's economy. In 2021, the sector contributed approximately 4 % of the country's gross domestic product (GDP), this includes travel agencies, accommodation facilities, and tourist attractions, and has employed around 5 % of the working population in Algeria, which translates to represents about 550,000 jobs. Although, tourism employment has improved gradually since 2020, it has not yet reached pre-pandemic levels of about 630,000 jobs as in 2019 (Statista, 2022).

3. International tourism in Algeria. In 2019, Algeria destination was attracted approximately 2 million international tourists, which was an increase from 2015 onwards however, the number decreased sharply in 2020 (Statista, 2022).

4. Domestic tourism in Algeria. Local tourists in Algeria spent nearly 2.2 million nights in 2020. The number of overnight stays of Algerian residents traveling within the country decreasing sharply compared to the previous year, due to the COVID-19 pandemic. In 2019, inbound tourists accounted for approximately 6.3 million overnight stays in Algeria (Statista, 2022). By autumn 2020, nearly 3.7 million local tourists were residing in hotels and similar accommodation establishments each year, by way of contrast, the number of international tourists spending one night was 850 thousand in 2019.

Domestic tourism expenditure in 2021 was around USD 5.8 billion, compared to only USD 30 million in international tourism (Table 1), this demonstrate that the majority of tourists visiting the country are domestic tourists (Statista, 2022).

Table 1

The value of international and local tourism spending in Algeria for the years 2019 and 2021, mln USD

Characteristic	2019	2021
International	143.3	30.2
Domestic	7,856.3	5,768.5

Source: Statista, 2022.

5. Statistics on the use of the social media for Algeria in 2023. There were also some 23.95 million social media users in Algeria in January 2023, equivalent to 52.9 % of Algeria's total population, at the beginning of 2023, and 39.8 % of the Facebook advertising audience in Algeria were female, while 60.2 % were male (Datareportal, 2023).

6. Tourism and online travel. The statistics indicated that global online spending on flights raised by USD 11 billion, an increase of 6.8 % in 2021, to a total of USD 173 billion for 2022. Despite this, the value of online hotel bookings increased faster, with global revenue increasing 45 % compared USD 44 billion compared to the total for 2020 (Datareportal, 2022).

7. Analysis of Khoubai Facebook page. Khoubai is an Algerian filmmaker and traveler who explores the world and shares his short video adventures on his Facebook, Instagram, and YouTube pages. In 2023, he was awarded the best tourist content maker award on Facebook by the Arab Center for tourism media. His Facebook page has approximately 4 million followers (Table 2).

Table 2

Analysing the Facebook pages of Khoubai publications from 13 August 2021 to 20 March 2023

Date	Formality analysis	Interactive aspect analyses
1	2	3
Publication dated July 23, 2022: the publication is a video for an exploratory trip to Oran	The video presents all of Oran's tourist attractions and discusses the cultural traditions. The duration of the video is 10 minutes and 02 seconds, and the quality of the footage, the display of images, and the music are all professionally done	The video received 694,248 likes and 24,430 shares, with approximately 25,890 comments. Comments from accounts outside of Algeria, including Libya, Tunisia, Jordan, Morocco, and Palestine, expressed admiration for Algeria's tourist potential and indicated plans to visit in the future
Publication dated 16 September 2022: the publication is a video of an excursion entitled "Secret Beach in Algeria"	For the duration of the video was about 09 minutes 08 seconds. The quality of filming, event listing, and video installation was highly professional. In addition, an Arabic translation was provided to assist those who do not understand the Algerian dialect used	The video received 296,723 likes and 5,849 shares with other people, as for the comments, there were some 9,567 comments. Most of the comments said that Khoubai's page was the best page offering tourist content, some comments spoke of the magnificence of Algerian shores and that it was a tourist destination that was not given sufficient promotional attention by those responsible.

Continuation of the Table 2

1	2	3
		The page user used the comments box to promote the site https://trips.heyalgeria.com a site that organizes tourist trips within Algeria targeting the youth group.
Publication dated August 13, 2021 with the title "Algeria, Sweetheart"	The title's language conveys a sense of patriotism. The publication covers Algeria's geographical and natural areas, as well as numerous historical and cultural monuments	The video received 52,216 likes and 5,849 shares with other people. As for comments about 1,216 comments, most expressed patriotism, while others praised this page as Algeria's best tourist content creator

Source: prepared by the authors using data provided on the Khoubai Facebook page (Khoubai, 2023).

8. Analysis of DuksTV89 Tourism DZ. His real name is "Amine Berahal" a content creator in the tourism field, and his Facebook page has around 1.5 million followers.

Table 3

Analysing the Facebook pages of DuksTV89 Tourism DZ publications from 21 January 2023 to 12 May 2023

Date	Formality analysis	Interactive aspect analyses
1	2	3
Publication dated March 11, 2023 – "An Algerian village with a Russian flavor"	The publication describes the page owner's adventures during a trip to a small village in the snowy mountains of Tiziozou, which he likened to a Russian-flavored Algerian village. The language used was Arabic (Algerian dialect), and the video had a duration of 11 minutes and 4 seconds. The length was due to the inclusion of many details about the page holder's experiences in the destination	The video received 97,981 likes and 2,110 shares. There were about 1,907 comments, with the majority praising the beautiful content and expressing gratitude for learning more about the country's tourist areas. One comment stood out, stating that the content creator effectively delivers a message about tourism in Algeria on a simple budget
Publication dated March 17, 2023 – "Ten Best Experiences in Algeria"	The publication is a video featuring the best tourist experiences that tourists can test in Algeria, such as Ice skating, skating in the desert, mineral natural baths, Paragliding. The page provides comprehensive information on pricing and other details, ensuring that the audience is fully informed about the tourism services they may wish to experience in the future. The language used is Arabic (Algerian dialect). The duration of the video was approximately 4 minutes and 38 seconds, which is significantly	The video received 374,292 likes and 26,213 shares with other people. Comments, it was about 6,823 comments. Some comments mentioned that the prices of some services offered were not affordable for everyone, and did not encourage tourism in Algeria. However, others stated that the video was a great promoter of domestic tourism despite minimal capabilities and lack of photographic equipment

Continuation of the Table 3

1	2	3
	shorter than the amount of information presented	
Publication dated May 12, 2023 – "Why is Algeria the Most Beautiful Country in the World?"	The video highlights Algeria's diverse tourist areas such as the desert, the beach and snow tourism. The language used in the video is Arabic (Algerian dialect). The video highlights the continent's variety of destinations. The duration of the video is approximately 1 minute and 5 seconds, which is short considering the amount of information presented. The video promotes the diverse tourist destinations in Algeria. The video displays the destinations in a professional quality (HD technology)	The video received 126,023 likes and 15,246 shares with other people. There were about 5,808 comments, some of which stated that Algeria is an excellent tourist destination but is not sufficiently exploited. Other comments suggested visiting different places, while some suggested translating the video into English to reach a wider audience. The remaining comments agreed that he is the best tourist content maker in Algeria

Source: prepared by the authors using data provided on DuksTV89 Tourism DZ page (DuksTV89 Tourism DZ, 2023).

Discussion. *1. Statistics discussion.* Around half of the world's population or 4 billion people, use social networks for an average of one hour per day. If we compare the world's population of approximately 8 billion people (including young and elderly children), half of them use social networks, and this indicates that social networks are a crucial aspect of people's lives.

About 94 % of internet users say that positive opinions encourage them to make purchases, it is important to note that these opinions should be clearly marked as subjective evaluations. According to Duvernay (2022), influencers also attract 87 % of buyers before they make a purchase, which demonstrates that the words used by influencers on social media have a significant impact on encouraging consumption.

According to statistics from Statista, social media sites rank third out of 14 tools that tourists rely on to find travel ideas, this ranking indicates that tourists are interested in using social media sites to search for travel information. During the survey, 36.5 % of respondents reported using social media sites for travel inspiration, indicating that these sites and the digital influencers who post on them provide valuable tourist information based on their experiences, which gives them greater credibility and makes social media an excellent tool for promoting destinations.

In 2019, Algeria attracted approximately 2 million international tourists, while domestic tourists spent nearly 2.2 million nights in 2020, this indicates that domestic tourism is the main contributor to the Algerian tourism industry. The development of Algerian people's tourism culture and their increased awareness of the beauty of domestic tourism destinations have been further promoted through digital influencers on social media sites.

In January 2023, there were approximately 32.09 million internet users and 23.95

million social media users in Algeria. These numbers suggest a rise in internet usage and online transactions among Algerians.

It explains why tourism organisations should use the web, especially social media sites, to promote their offerings rather than traditional means, especially tourist agencies. As Statista declare that value of online hotel bookings has increased faster in recent years, thus could explain the need to switch to electronic rather than traditional transactions.

2. Discussion of Khoubai & DuksTV89 Tourism DZ Pages Publications. The tables show a significant number of views and likes on the videos posted on both pages. As seen in Table 2, the Oran Trip post received 296,723 likes on the Khoubai page, while the post "Why Algeria is the most beautiful country in the world?" on the DuksTV89 Tourism DZ page received about 126,023 likes (see Table 3), which indicates that these posts have a significant impact on the page's followers. The video has been shared around 24,430 times, which means that it was well received by the page's followers and they shared it with their friends, this indicates that the video is no longer just a recreational video, but has become a promotion of tourism in Algeria.

Regarding the comments, there were 25,890 comments on the Khoubai page of Trip Oran (see Table 2), while the publication "Ten Best Experiences in Algeria" on DuksTV89 Tourism DZ received 6,823 comments (see Table 3), this indicates a high level of interest in tourism content, and their interaction with these pages is evident through their comments. For example, on the Khoubai page, they wrote, "He is the best tourist content maker in Algeria" (see Table 2) while on the DuksTV89 Tourism DZ page, they stated "you are a very distinct content maker because you deliver a message to people about tourism in Algeria on a very simple budget" (see Table 3), as others have stated, "he was an excellent promoter of domestic tourism despite limited resources and a lack of photographic equipment". Additionally, without the Khoubai page, many tourists would not have been aware of the various tourist areas, culture, and history of Algeria. The pages efforts to promote tourism are far more extensive than those of the Ministry of Tourism.

We have observed that the page holder, Khoubai, has used the comments box to promote the website https://trips.heyalgeria.com, which offers organized tourist trips within Algeria aimed at the youth groups, this is an attempt to encourage followers to engage in domestic tourism.

Conclusions. On the light of the empirical investigation, the authors obtained the subsequent findings:

1. Based on the results obtained in this study, we conclude that digital influencers in general and e-word of mouth and social media in particular are important in influencing the followers' consumption decisions.

2. Based on the comments of the majority of followers on tourist content publications, it can be concluded that Algeria is an attractive tourist destination, due to its natural features such as beaches, forests, and deserts, as well as its historical and cultural components including palaces, mosques, and museums. However, it has not

received sufficient attention in terms of promotion.

3. Most comments also reported that, due to these two pages publishing tourist content, they discovered new tourism destinations that they were previously unaware of, this demonstrates the effectiveness of the influencers in promoting tourism in Algeria, and which validates the study's hypothesis that digital influencers play an effective role in the promotion of tourist destinations in Algeria.

4. In conclusion, this research indicates that the promotion of tourism through digital influencers is an important lever for tourism development, as the appropriate use of these influencers can increase the travel intentions of Internet users who follow these platforms

5. Furthermore, optimising the use of electronic word of mouth (eWOM) can enhance the trust of tourism content followers, and significantly influence individuals' consumption decisions, attracting tourists from both domestic and international markets.

Based on the above, we propose the following recommendations:

– among the proposals to revitalize e-tourism promotion in Algeria is the suggestion that relevant ministries provide support to tourism content creators. This is because they offer detailed information about tourism services, through professional photography and video making, which is an effective form of tourism promotion;

– more attention should be given to defining tourist destinations in Algeria, as the country has abundant natural and geographical diversity that is not being fully exploited due to a weak promotion policy;

– additionally, there are impressive tourist sites that are not yet prepared to receive visitors, and thus, more attention should be granted to their development;

– relying on word of mouth to define a country's tourist components is a fast and effective promotional tool that is of great interest to followers of social platforms.

Limitation and perspective for further research. As with all research, there are limitations that provide opportunities for future studies. Firstly, this study relied on qualitative data analysis, future studies could address this limitation by using quantitative statistical methods, to estimate the extent of digital influencers' impact on their followers in terms of numbers (quantitative data). Our study also found that Facebook influencers have been used as tools for promoting tourism, therefore, we recommend that other researchers explore other platforms, such as Instagram and YouTube to gain a better understanding of the context of tourism promotion through digital influencers.

Additionally, we suggest including additional keywords such as viral marketing, which complements social media, digital influencers, and e-word of mouth. Furthermore, future research could investigate the applicability of these keywords (social media, digital influencer, e-word of mouth, e-promotion) in various industries beyond tourism, such as clothing and cosmetics. Substantially, it is important to determine whether the findings of this study can be generalised to other sectors.

References

1. Ao, L., Bansal, R., Pruthi, N., & Khaskheli, M. B. (2023). Impact of social media influencers on customer engagement and purchase intention: a meta-analysis. *Sustainability*, 15(3), 2744. https://doi.org/10.3390/su15032744.

2. Alamineh, G. A. (2022). The nexus between coronavirus and tourism: tourism as peace sensitive industry. *Cogent Arts & Humanities*, 9(1), 2014110. https://doi.org/10.1080/23311983.2021.2014110.

3. Aldebert, B., Dang, R., & Longhi, C. (2011). Innovation in the tourism industry: the case of Tourism@. *Tourism Management*, 32(5), 1204–1213. https://doi.org/10.1016/j.tourman.2010.08.010.

4. Arian, M., Tornike, K., & Nugzar, T. (2022). the impact of social media influencers on brand awareness, image and trust in their sponsored content: an empirical study from Georgian social media users. *International Journal of Marketing, Communication and New Media*, 10(18), 88–114. https://doi.org/10.54663/2182-9306.2022.v10.n18.88-114.

5. Beata, H., Aneta, K., & Iwona, Z. (2021). Social media usage by different generations as a tool for sustainable tourism marketing in society 5.0 idea. *Sustainability*, 13(03), 1018. https://doi.org/10.3390/su13031018.

6. Bello, K., Muceku, H., & Ndoka, M. (2021). Fashion Sector and Instagram Influencers. The case of Albania. *Wseas Transactions on Environment and Development*, 17, 1094–1105. https://doi.org/10.37394/232015.2021.17.101.

7. Boto García, D., & Baños Pino, J. F. (2022). Social influence and bandwagon effects in tourism travel. *Annals of Tourism Research*, 93, 103366. https://doi.org/10.1016/j.annals.2022.103366.

8. Brighton, N., Gideon, M., Kennedy, S., Lovemore, C., Theo, T., & Lesley, M. (2023). Examining the influence of social media eWOM on consumers' purchase intentions of commercialised indigenous fruits (IFs) products in FMCGs retailers. *Sustainable Technology and Entrepreneurship*, 2(3), 100040. https://doi.org/10.1016/j.stae.2023.100040.

9. Camilleri, M. (2018). The tourism industry: an overview. In *Travel Marketing, Tourism Economics and the Airline Product. Tourism, Hospitality & Event Management* (pp. 3–27). Springer, Cham. https://doi.org/10.1007/978-3-319-49849-2_1.

10. Duvernay, E. (2022). *Les chiffres du marketing d'influence pour 2022*. Available at: https://blog.hubspot.fr/marketing/marketing-influence-chiffres.

11. Datareportal (2022). *Digital 2022: Global overview report*. Available at: https://datareportal.com/reports/digital-2022-global-overview-report.

12. Datareportal (2023). *Digital 2023: Algeria*. Available at: https://datareportal.com/reports/digital-2023-algeria?rq=algeria%20facebook%20user.

13. Demen Meyer, C. (2005). Le tourisme: essai de définition. *Management & Avenir*, 3, 7–25. https://doi.org/10.3917/mav.003.0007.

14. Do Yuon, K., & Hye-Young, K. (2021). Trust me, trust me not: a nuanced view of influencer marketing on social media. *Journal of Business Research*, 134, 223–232. https://doi.org/10.1016/j.jbusres.2021.05.024.

15. DuksTV89 Tourism DZ (2023). Available at: https://web.facebook.com/algerie.aventure.sport.nature.photographie/?locale=fr_FR&_rdc=1&_rdr.

16. Fernández-Macho, J., González, P., & Virto, J. (2024). How specialized are coastal tourism destinations in Europe? *Journal of Destination Marketing & Management*, 31, 100856. https://doi.org/10.1016/j.jdmm.2024.100856.

17. Furqan, A., Mat Som, A. P., & Hussin, R. (2010). Promoting green tourism for future sustainability. *Theoretical and Empirical Researches in Urban Management*, 5(8(17)), 64–74. Available at: https://www.researchgate.net/publication/227490449.

18. Gon, M. (2021). Local experiences on Instagram: social media data as source of evidence for experience design. *Journal of Destination Marketing & Management*, 19, 100435. https://doi.org/10.1016/j.jdmm.2020.100435.

19. Gretzel, U. (2018). Influencer marketing in travel and tourism. In M. Sigala, U. Gretzel (Eds.), *Advances in social media for travel, tourism and hospitality: new perspectives, practice and cases* (pp. 147–156). New York, Routledge. Available at: https://www.researchgate.net/profile/Ulrike-Gretzel/publication/323391004.

20. GRIN (2022). *101 vitally important influencer marketing statistics you need to know today*. Available at: https://grin.co/blog/influencer-marketing-statistics.

21. Hudson, S., & Thal, K. (2013). The impact of social media on the consumer decision process: implications for tourism marketing. *Journal of Travel & Tourism Marketing*, 30(1–2), 156–160. https://doi.org/10.1080/10548408.2013.751276.

22. Hussain, T., Wang, D., & Li, B. (2024). Exploring the impact of social media on tourist behavior in rural mountain tourism during the COVID-19 pandemic: the role of perceived risk and community participation. *Acta Psychologica*, 242, 104113. https://doi.org/10.1016/j.actpsy.2023.104113.

23. Ingrassia, M., Bellia, C., Giurdanella, C., Columba, P., & Chironi, S. (2022). Digital influencers, food and tourism – a new model of open innovation for businesses in the Ho.Re.Ca. sector. *Journal of Open Innovation: Technology, Market, and Complexity*, 8(1), 50. https://doi.org/10.3390/joitmc8010050.

24. Jaitly, R. C., & Gautam, O. (2021). Impact of social media influencers on customer engagement and brand perception. *International Journal of Internet Marketing and Advertising*, 15(2), 220. https://doi.org/10.1504/IJIMA.2021.10036969.

25. Kapoor, P. S., Balaji, M. S., Jiang, Y., & Jebarajakirthy, C. (2022). Effectiveness of travel social media influencers: a case of eco-friendly hotels. *Journal of Travel Research*, 61(5), 1138–1155. https://doi.org/10.1177/00472875211019469.

26. Kay, S., Mulcahy, R., & Parkinson, J. (2020). When less is more: the impact of macro and micro social media influencers' disclosure. *Journal of Marketing Management*, 36(3–4), 248–278. https://doi.org/10.1080/0267257X.2020.1718740.

27. Kilipiri, E., Papaioannou, E., & Kotzaivazoglou, I. (2023). Social media and influencer marketing for promoting sustainable tourism destinations: the Instagram case. *Sustainability*, 15(8), 6374. https://doi.org/10.3390/su15086374.

28. Kitsios, F., Mitsopoulou, E., Moustaka, E., & Kamariotou, M. (2022). User-generated content behavior and digital tourism services: a SEM-neural network model for information trust in social networking sites. *International Journal of Information Management Data Insights*, 2(1), 100056. https://doi.org/10.1016/j.jjimei.2021.100056.8.

29. Khoubai (2023). Available at: https://web.facebook.com/Khoubaiii/?locale=fr_FR&_rdc=1&_rdr.

30. Kumar, M., & Chauhan, S. (2023). Tourism digital marketing tools and views on future trends: narrative review. *Journal of Contemporary Issues in Business and Government*, 29(3), 176–184. https://doi.org/10.47750/cibg.2023.29.03.013.

31. Haenlein, M., Anadol, E., Farnsworth, T., Hugo, H., Hunichen, J., & Welte, D. (2020). Navigating the new era of influencer marketing: how to be successful on Instagram, TikTok, & Co. *California Management Review*, 63(1), 5–25. https://doi.org/10.1177/0008125620958166.

32. Nechchad, Z. (2022). Systematic review of influence marketing in the hotel and tourism sector (*PhD Thesis*). Québec, Canada, Laval University.

33. Nieves-Pavón, S., López-Mosquera, N., & Jiménez-Naranjo, H. (2024). The role emotions play in loyalty and WOM intention in a smart tourism destination management. *Cities*, 145, 104681. https://doi.org/10.1016/j.cities.2023.104681.

34. Pahrudin, P., Liu, L.-W., & Li, S.-Y. (2022). What is the role of tourism management and marketing toward sustainable tourism? A bibliometric analysis approach. *Sustainability*, 14(07), 4226. https://doi.org/10.3390/su14074226.

35. Pop, R. A., Săplăcan, Z., Dabija, D. C., & Alt, M. A. (2021). The impact of social media influencers on travel decisions: the role of trust in consumer decision journey. *Current Issues in Tourism*, 25(5), 823–843. https://doi.org/10.1080/13683500.2021.1895729.

36. Pourfakhimi, S., Duncan, T., & Coetzee, W. J. L. (2020). Electronic word of mouth in tourism and hospitality consumer behaviour: state of the art. *Tourism Review*, 75(4), 637–661. https://doi.org/10.1108/TR-01-2019-0019.4.

37. Qalati, S. A., Ostic, D., Sulaiman, M. A. B. A., Gopang, A. A., & Khan, A. (2022). Social media and SMEs' performance in developing countries: effects of technological-organizational-environmental factors on the adoption of social media. *SAGE Open*, 12(02). https://doi.org/10.1177/21582440221094594.

38. Rawal, Y. S., Soni, H., & Durmaz, Y. (2022). A review on change in consumer behaviour in tourism and hospitality industry. In *Research in Tourism and Hospitality Management* (pp. 1–10). https://doi.org/10.21467/books.134.1

39. Ryan, C. (1991). Tourism and marketing – a symbiotic relationship? Tourism Management, 12(2), 101–111. https://doi.org/10.1016/0261-5177(91)90064-Z.

40. Statista (2022). *Tourism in Algeria – statistics & facts*. Available at:

https://www.statista.com/topics/9860/tourism-in-algeria/#dossierKeyfigures.

41. Taillon, B. J., Mueller, S. M., Kowalczyk, C. M., & Jones, D. N. (2020). Understanding the relationships between social media influencers and their followers: the moderating role of closeness. *Journal of Product & Brand Management*, 29(6), 767–782. https://doi.org/10.1108/JPBM-03-2019-2292.

42. Vrontis, V., Makrides, A., Christofi, M., & Thrassou, A. (2021). Social media influencer marketing: a systematic review, integrative framework and future research agenda. *International Journal of Consumer Studies*, 45(4), 617–644. https://doi.org/10.1111/ijcs.12647.

43. Walzhofer, N., Riekeberg, M., & Follert, F. (2022). From white collar to influencer marketing? How banks can reach young customers. *International Journal of Financial Studies*, 10(3), 79. https://doi.org/10.3390/ijfs10030079.

44. Woolf, M. (2023). 35+ Stats on How Social Media Affects Travel [2023]. Available at: https://passport-photo.online/blog/social-media-vs-travel/#gref.

45. Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179–188. https://doi.org/10.1016/j.tourman.2009.02.016.

46. Zheng, Yu-H., Xu, T., Shi, G., & Jiang, L. (2023). I want to go there too! Tourism destination envy in social media marketing. *Heliyon*, 9(12), e22889. https://doi.org/10.1016/j.heliyon.2023.e22889.