

Democratic and Popular Algerian Republic

Ministry of Higher Education and Scientific Research

Higher School of Management Tlemcen



THESIS

In order to obtain the Master's Degree in Management Science,

Major: Management of Tourist Establishments

Theme :

**The impact of travel influencers on the
brand image of a tourist destination**

Study case « The Travel Influencer Khoubaib »

Presented by : Toumi Khadidja

On : 28 juin 2025

Name and Surname	Grade	Quality
1-Dr. Oussama Nabil	MCB	President
2-Dr. Bouanani Hakima	MCA	Supervisor
3-Dr.Hellabi Zoubida	MCB	Examiner

Academic year : 2024/2025

ACKNOWLEDGEMENTS

Firstly, I would like to thank my father for always being my number one supporter, providing me with endless encouragement and inspiring me to be the best version of myself. Without him, I would not have been able to get this far in my education and life journey. Without you, none of this would have been possible.

I would like to thank my lecturers and most importantly dissertation supervisor Bouanani Hakima who provided me with the encouragement, guidance, and support to get through the last academic year.

I would like to express my sincere gratitude for the helpful suggestions and constructive criticism during the last three months.

Finally, I would like to extend a special thank you to all participants of my survey for providing insightful and crucial contributions to this research.

DEDICATION

I dedicate this work to God, who has given me the strength and mental fortitude needed to finish this journey. I also dedicate it to my sister hiba and douaa, your love and support are what kept me moving forward, and I hope this encourages you to pursue your dreams as well.

Lastly, I dedicate it to my father who spent many hours on the phone or in the car on a road trip discussing my research and how to make it the best it could be

Summary

General Introduction.....	12
Chapitre 1 : Travel Influencers;	19
Introduction.....	20
Section (1) : Concept of influencer marketing	21
Section (2) : Concept of Travel Influencers	30
Section (3) : Source Credibility Dimensions	37
Conclusion	44
Chapitre II : Tourist Destination	47
Introduction.....	48
Section (1) : Concept of Tourist Destination Image	49
Section (2) : Tourist Destination Branding	60
Section (3) : The Relationship Between Travel Influencers and the Brand Image of a Tourist Destination	67
Conclusion	73
Chapitre III : Empirical Study (The case of Khoubaib).....	76
Introduction.....	77
Section (1) : The travel influencer khoubaib kouas	78
Section (2) : Presentaion of the survey	85
Section (3) : Analysis of study data	94
Conclusion	147
General conclusion.....	148

LIST OF TABLES

List of Tables

Table 1. Dimensions of the variables	82
Table 2. Measurement Scale According to the "Likert" Method.....	84
Table 4. Distribution of respondents by gender	90
Table 5. Distribution of respondents by age.....	90
Table 6. Sample Distribution Based on Social Media Usage.....	91
Table 7. Sample Distribution by Platform Used	Error! Bookmark not defined.
Table 8. Sample Distribution by Frequency of Social Media Use	Error! Bookmark not defined.
Table 9. distribution of the sample according to the type of content	95
Table 10. distribution of the sample according to the interesting type content.....	96
Table 11. distribution of the sample according to the question number 8.....	97
Table 12. distribution of the sample according to the question number 9.....	98
Table 13. distribution of the sample according to the question number 10.....	99
Table 14. distribution of the sample according to the question number 11	99
Table 15. distribution of the sample according to the question number 12.....	102
Table 16. distribution of the sample according to the question number 13.....	103
Table 17. distribution of the sample according to the question number 14.....	104
Table 18. distribution of the sample according to the question number 15.....	105
Table 19. distribution of the sample according to the question number 16.....	Error! Bookmark not defined.
Table 20. Reliability Analysis of Influencer Expertise Components.....	107
Table 21. Five-point Likert scale	107
Table 22. Average Value Distribution	108
Table 23. Analysis of the First Dimension: Influencer Expertise.....	108
Table 24. Analysis of the first axis the influencer trustworthiness.....	110
Table 25. overall degree of the independent variable	111
Table 26. reliability coefficient of parts of touristic destination branding.....	112
Table 27. Analysis of the first dependent variable local touristic destination branding:	113
Table 28. Analysis of the first dependent variable international touristic destination branding:	115
Table 29. The Alpha Cronbach total test.....	119

Table 30. Correlation coefficient.....	119
Table 31. ANOVA variance.....	121
Table 32. regression coefficients.....	122
Table 33. Correlation coefficient.....	122
Table 34. ANOVA variance.....	123
Table 35. regression coefficients.....	124
Table 36. Correlation coefficient.....	125
Table 37. ANOVA variance.....	125
Table 38. regression coefficients.....	126
Table 39. Correlation coefficient.....	127
Table 40. ANOVA variance.....	127
Table 41. regression coefficients.....	128
Table 42. Correlation coefficient.....	129
Table 43. ANOVA variance.....	129
Table 44. regression coefficients.....	130
Table 45. Correlation measure.....	130
Table 46. ANOVA variance.....	131
Table 47. regression coefficients.....	Error! Bookmark not defined.
table 48. Hypothesis Validity.....	Error! Bookmark not defined.

LIST OF FIGURES

Table of Figures

Figure 1. Construction of the primary image.....	49
Figure 2. PATH model of the determinants of the destination image.....	50
Figure 3. Factors influencing the formation of the image of tourism destinations.....	51
Figure 4. Image types according to type of knowledge.....	54
Figure 5. Types of secondary image.....	56
Figure 6. Khoubaib Kouas.....	74
Figure 7. Khoubaib's Facebook page.....	77
Figure 8. Khoubaib's Instagram page.....	78
Figure 9. Khoubaib's TikTok page.....	79
Figure 11. Khoubaib's YouTube page.....	80
Figure 12. Conceptual model.....	81

LIST OF APPENDICES

List of Appendices

Appendix Number	Title of the Appendix	Page
01	The questionnaire	159
02	SPSS results	167

General Introduction

General Introduction

In recent years, the global tourism industry has witnessed a significant transformation driven by the exponential growth of digital technologies and social media platforms. The rise of Web 2.0 has not only reshaped how people communicate and consume information, but also revolutionized how destinations are promoted and perceived. In this dynamic digital environment, social media influencers—particularly travel influencers—have emerged as powerful communicators who shape the way potential tourists view and evaluate destinations around the world.¹

Brown and Fioerella argue that consumers tend to trust recommendations from third parties more than those directly from brands. Influencers especially those with a strong and loyal follower base can significantly boost a brand's online visibility, drive traffic to its website, and influence purchasing decisions by sharing their personal experiences with its products ². Although influencer marketing dates back to the 19th century with figures like Nancy Green, who represented Aunt Jemima, its influence has surged with the emergence of social media. A major factor behind its effectiveness is the concept of electronic word-of-mouth (e-WOM), defined as the sharing of brand or product opinions through social media platforms . E-WOM allows influencers and brands to build visibility in the digital space and raise product awareness among their target audience. By leveraging influencer-generated content, brands can enhance sales, increase brand recognition, and cultivate trust between the influencer and their followers.³

According to Statista , the global influencer marketing industry reached an impressive value of US\$16.4 billion in 2022, marking a growth of more than 100% compared to 2019. This upward trend is expected to continue, with influencer marketing budgets projected to rise in the coming years. Instagram remains the most popular platform for influencer marketing, underscored by its massive user base of 1.07 billion and over 3.8 million brand-sponsored influencer posts recorded in 2021. What distinguishes influencers from the general public is the high level of

¹ Andriy Melnyk, Marketing Evolution: From traditional to WEB 3.0 , Baltic Journal of Economic Studies, 2024. P 273-281

² Brown, D. & Fiorella, S. Influence marketing: How the create, manage, and measure brand influencers in social media marketing. New York, 2013. P 53-72

³ Akrimi, Y., & Khemakhem, R. What drive consumers to spread the word in social media? Journal of Marketing Research & Case Studies, 2012. P 1-14

General Introduction

trust they inspire. Research shows that consumers often rely more on recommendations and advice from advertisements and their personal networks when making purchasing decisions . As a result, social media influencers are perceived as trustworthy sources by their audiences, largely due to their authenticity.⁴

While influencer marketing initially centered on sectors like beauty, fashion, and lifestyle, it has since expanded into a wide range of industries, including travel and tourism. As a service-oriented sector, tourism constantly adapts to evolving market dynamics by developing specialized marketing strategies. The intangible and complex nature of tourism services presents challenges in their creation and delivery, prompting consumers to seek extensive information before making purchasing decisions. In recent years, social media–driven influencer marketing has emerged as a powerful tool capable of influencing consumer behavior. Consequently, influencer marketing has become increasingly valuable within the tourism sector. Tourism destinations, hospitality providers, events, and festivals now leverage influencer partnerships to appeal to diverse tourist segments and shape perceptions of their offerings.⁵

The online travel industry, in particular, has experienced rapid growth on a global scale. Statista Market Forecast reported that the global online travel market reached \$432 billion in 2021. This marks a notable decline from the \$694 billion recorded in 2018, which itself represented a 10.4% increase from the previous year. Despite this decrease, online sales remain the dominant mode of travel booking. By 2027, it is projected that 74% of all revenue in the travel and tourism sector will come from online channels. In 2022 alone, online bookings accounted for 68% of all sales in the industry. These figures underscore the increasing importance and influence of the online travel market within the broader tourism landscape.⁶

As global connectivity increases, social media has become a powerful force in shaping travel decisions. Platforms such as Instagram, YouTube, and TikTok now serve as digital showcases

⁴ Statista Market Forecast. Travel & Tourism – Worldwide, 2023. available on: <https://www.statista.com/outlook/mmo/travel-tourism/worldwide>, consult on: 02 April 2025

⁵ Pop, R., Saplacan, Z., Dabija, D., & Alt, M. The impact of social media influencers on travel decisions: the role of trust in consumer decision journey. *Current Issues in Tourism*, 2021. P 1-21.

⁶ Statista Research Department. (2023). Global online travel market size. available on: <https://www.statista.com/statistics/1179020/online-travel-agent-market-size-worldwide/> , consult on 02 April 2025

General Introduction

where travel influencers share visually compelling content and personal travel stories. These influencers do more than promote destinations—they act as storytellers who make places feel accessible and appealing by sharing authentic and relatable experiences. Their influence extends beyond individual travelers, helping redefine travel trends and bringing lesser-known destinations into the spotlight. As a result, businesses, hospitality services, and local economies are adapting to meet the evolving expectations shaped by this digital phenomenon.⁷

While previous studies have explored the role of travel influencers in destination marketing, there is a growing need to investigate how their presence on social media shapes tourists' perceptions and impressions of a destination ultimately affecting its brand image. Therefore, this research focuses on the impact of travel influencers on the brand image of tourist destinations, the focus is placed on understanding how travelers perceive this influence through social media platforms.

Theoretical Context and Previous Studies:

Recent studies have increasingly highlighted the significant role travel influencers play in shaping consumer perceptions and influencing destination branding.. Several key studies provide a foundation for this research:

1. **Femenia-Serra and Gretzel (2020)** provided a conceptual framework that categorizes travel influencers and underscores their power in shaping the image of tourist destinations and motivating travel decisions .⁸
2. **Schouten et al. (2020)** compared celebrity and influencer endorsements, concluding that influencers—due to their relatability and trust—are often more effective in shaping positive brand perceptions .⁹

⁷ Monika Pettersen-Sobczyk, Social Media Influencer Marketing in the Promotion of Tourist Destinations, *European Research Studies Journal*, 2023. P 586

⁸ Femenia-Serra, F., & Gretzel, U. Influencer marketing for tourism destinations: Lessons from a mature destination. In *Information and Communication Technologies in tourism 2020*. P 65-78. doi:10.1007/978-3-030-36737-4_6

⁹ Schouten, A. P., Janssen, L., & Verspaget, M. Celebrity vs. Influencer endorsements in advertising: The role of identification, credibility, and Product-Endorser fit. *International Journal of Advertising*, 2020. P 258–281. <https://doi.org/10.1080/02650487.2019.1634898>

General Introduction

3. **Lou and Yuan (2019)** found that message credibility and influencer trustworthiness are critical to building consumer trust, which enhances brand engagement and purchase behavior—further affirming the relevance of influencer credibility to destination image formation .¹⁰
4. **Agostino et al. (2019)** explored how social media interactions—including influencer content—support co-production and branding strategies, emphasizing that local image-building can benefit from influencer engagement.¹¹
5. **Casaló, Flavián, and Ibáñez-Sánchez (2018)** explored how travel influencers shape followers' intentions to visit a destination. Their research confirmed that influencers' **expertise and attractiveness** were central to creating **positive brand attitudes** toward the promoted location.¹²
6. **De Veirman et al. (2017)** emphasized how an influencer's number of followers and product congruence can affect brand attitudes, showing that followers perceive influencers with authentic content as more credible .¹³
7. **Gretzel et al. (2007)** examined the impact of electronic word-of-mouth (eWOM) in online travel reviews, highlighting the influence of peer recommendations—an early form of influencer marketing—on travel decisions.¹⁴

¹⁰ Lou, C., & Yuan, S. Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 2019. P 58-73.

¹¹ Agostino, D., Arnaboldi, M., & Calissano, A. Social media data and the management of urban destinations: An integrated approach for tourism and city marketing. 2019. P 24–35.

¹²Luis V. Casaló , Carlos Flavián , Sergio Ibáñez-Sánchez, influencers on instagram Antecedents and consequences of opinion leadership, [Journal of Business Research](#) , 2020. P 510-519

¹³ De Veirman, M., Cauberghe, V., & Hudders, L. Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 2017. P 798–828

¹⁴ Gretzel, U., Yoo, K. H., & Purifoy, M. Online travel review study: Role and impact of online travel reviews. *Laboratory for Intelligent Systems in Tourism, Texas A&M University*.2007. P 35-46

General Introduction

Research Problem

In this evolving landscape, the present research seeks to answer a central question: **“What is the impact of travel influencers on the brand image of a tourist destination?”** To explore this, the study focuses on a prominent Algerian travel influencer, Khoubaib, as a case study. By analyzing his digital presence and its reception among his audience, this research aims to assess how his online influence contributes to the perception and positioning of tourist destinations.

Sub-questions:

In order to explore this research problem in depth and understand its various dimensions, we have formulated a set of sub-questions aimed at shedding light on the different mechanisms through which travel influencers may shape the brand image of a tourist destination:

- To what extent does the **credibility** of a travel influencer influence the perceived brand image of the destination?
- How does the **expertise** of the influencer (knowledge, competence) contribute to shaping the destination’s brand image?
- How does the **trustworthiness** of the influencer (knowledge, competence) contribute to shaping the destination’s brand image?

Hypotheses of the Study:

The research is guided by two principal hypotheses derived from the source credibility theory, which posit that an individual’s persuasiveness is shaped by how credible and attractive they are perceived to be.

Main Hypothesis 1:

There is a positive relationship between the credibility of a travel influencer and the brand image of a locale tourist destination.

This main hypothesis is subdivided into the following secondary hypotheses:

- **H1.1:** The influencer’s **expertise** positively influences the brand image of the locale tourist destination.

General Introduction

- **H1.2:** The influencer's **trustworthiness** positively influences the brand image of the locale tourist destination.

Main Hypothesis 2:

There is a positive relationship between the credibility of a travel influencer and the brand image of an international tourist destination.

This main hypothesis is subdivided into the following secondary hypotheses:

- **H1.1:** The influencer's **expertise** positively influences the brand image of the international tourist destination.
- **H1.2:** The influencer's **trustworthiness** positively influences the brand image of the international tourist destination.

Problem Statement and Objectives:

Given the increasing role of social media influencers in tourism promotion, the central problem this thesis addresses is: **"What is the impact of travel influencers on the brand image of a tourist destination?"**

To address this question, the study aims to:

- Examine how travel influencer credibility affects audience perception of destination image.
- Analyze the expertise and trustworthiness of influencer and its impact on branding.
- Understand the mechanisms through which influencers shape follower attitudes toward destinations.

The case study of **Khoubaib**, who is widely followed and engages regularly in showcasing Algerian landscapes and cultural sites, provides a focused lens for these objectives. His content serves as a practical basis for analyzing how influencer-led communication translates into brand image construction in the minds of followers.

Justification of the Topic

The choice of this topic stems from both academic curiosity and practical relevance. The growing popularity of travel influencers in Algeria, especially with the widespread adoption of

General Introduction

platforms like Instagram and TikTok, raises timely questions about how local audiences perceive destinations through influencer lenses. The influencer **Khoubaib**, in particular, represents a new generation of digital creators who blend personal branding with national tourism promotion. Studying his case not only helps understand influencer dynamics but also provides insights into how Algerian destinations can be better positioned in digital tourism strategies.

Research Methodology

To examine the hypotheses, the study adopts a quantitative approach, using a structured online questionnaire targeting followers of Khoubaib (sample = 138). The collected data will be analyzed using **SPSS (version 27)** to identify relationships between the variables of influencer credibility and brand image perception. A descriptive analysis will also be conducted to understand follower demographics and engagement behavior.

Structure of the Thesis

The thesis is structured into three main chapters:

Chapter01: Travel Influencers and Digital Communication

Introduces the concept of influencers in the tourism sector, explores digital branding, and outlines the relevant theoretical models.

Chapter02: Branding of Tourist Destinations

Defines brand image in a tourism context, explains how it is constructed, and explores the role of media and digital narratives in shaping it.

Chapter03: Empirical Study (The Case of Khoubaib)

Presents the methodology, analyzes survey results, and discusses the findings regarding the influence of Khoubaib on destination brand perception.

Chapter 2 Tourist Destination

Chapter 1 Travel Influencers

Chapter 2 Tourist Destination

INTRODUCTION

In a world of constant technological advancement, consumer habits and social behaviors are undergoing profound transformations. The rise of social media has created new forms of interaction, fundamentally changing the way people gather information, discover new places, and make decisions. Among these shifts, the emergence of influencers has marked a major turning point in how brands communicate and build their image.

Today, platforms such as Instagram, TikTok, and YouTube are no longer just spaces for entertainment or staying in touch with friends; they have become powerful digital showcases where influential figures known as influencers shape opinions, set trends, and even influence purchasing behaviors. In the tourism sector, this new dynamic has led to the rise of a powerful phenomenon: travel influencers.

These individuals play a significant role in promoting destinations, sharing personal travel experiences, and inspiring thousands sometimes millions of followers. Their ability to create authentic, visually engaging content makes them key actors in modern tourism marketing strategies. Through their influence, they not only highlight destinations but also contribute to shaping their brand image in the eyes of potential visitors.¹⁵

In this chapter, we explore the world of travel influencers tracing their origins, defining their role, and analyzing their impact on consumer perception and decision-making. We begin with a general overview of influencer marketing, including its definition, evolution, and significance in today's digital landscape. We then focus specifically on travel influencers, examining the characteristics that make them credible and effective, and how they contribute to building the brand image of tourist destinations.

¹⁵ Chatzigeorgiou, C, Modelling the impact of social media influencers on behavioural intentions of millennials: the case of tourism in rural areas in Greece. *Journal of tourism, heritage & services marketing*, 2017. P 25-29

Chapter 2 Tourist Destination

1.1 Section (1) : Concept of influencer marketing

1.1.1 Definition of Influencer Marketing

Carter describes influencer marketing as a rapidly growing field focused on boosting product promotion and brand awareness through content created by influential social media users. Influencermarketinghub.com explains that this marketing approach utilizes technology along with a combination of reach, relevance, and resonance to amplify word-of-mouth, either organically through micro-influencers or via paid collaborations with macro-influencers, brand ambassadors, or advocates. In a similar vein, MarketingProfs.com defines influencer marketing as a strategic partnership between marketers and influencers designed to build mutually beneficial relationships.¹⁶

Swant emphasizes a clear transition from traditional celebrity endorsements to social media influencers, often called “handheld names” because of their large online audiences and trusted reputations. Marketers employ multiple platforms for influencer marketing, with Instagram at the forefront—used by 89% of marketers—followed by Facebook and Twitter (each at 70%), YouTube (59%), blogs (48%), and Snapchat (45%). A central challenge in influencer marketing is defining what constitutes influence on social media. Inkybee outlines key indicators, including audience size, posting frequency, engagement rate, and SEO-related metrics. When focusing specifically on bloggers, Solis considers traffic volume, backlinks, subscriber numbers, and industry expertise to be significant factors. Conversely, Radey argues that authenticity and passion may outweigh reach, since follower counts can be manipulated. Supporting this, Krasniak emphasizes authenticity, while Hearn and Schoenhoff note the importance of brand alignment. De Veirman, Cauberghe, and Hudders suggest that while a high follower count can enhance an influencer’s appeal, it may simultaneously reduce a product’s perceived exclusivity. eMarketer finds that most marketers prioritize influencers’ social media profiles, traffic data, and demographics, rather than SEO rankings, when selecting partners.

¹⁶ Carter, D. Hustle and brand: The sociotechnical shaping of influence. Social Media and Society, 2016. P 2-3

Chapter 2 Tourist Destination

Interestingly, influencers now hold influence comparable to traditional word-of-mouth. According to Swant , **56%** of Twitter users trust recommendations from friends, while **49%** rely on influencers' suggestions.¹⁷

Influencers are generally classified into four main categories: celebrities, industry experts, content creators and bloggers, and micro-influencers.

Izea distinguishes between micro- and macro-influencers based on their follower numbers, with micro-influencers having between 500 and 10,000 followers. Influencermarketinghub.com adds a third category mega-influencers who have audiences exceeding one million. While mega-influencers offer broad reach, micro-influencers often achieve higher engagement because of their closer connection and greater relevance to niche audiences. Morin also highlights niche influencers, such as gamers or parenting bloggers, who are frequently motivated more by passion than by financial rewards.¹⁸

Choosing the right influencer is crucial to the effectiveness of a campaign. Influencer marketing goes beyond addressing the general public it targets influencers themselves using specific tactics. Inkybee outlines the key stages: discovering influencers, initiating outreach, designing campaigns, measuring performance, and maintaining long-term relationships. Importantly, influencer marketing doesn't solely depend on unpaid exposure. For instance, Izea highlights that Kylie Jenner, who has over 86 million followers on Instagram, earns between \$100,000 and \$300,000 for each sponsored post. Influencers with follower counts ranging from 400,000 to 1.5 million generally charge about \$5,000 per post (Influencermarketinghub.com, 2017c), while micro-influencers with fewer than 5,000 followers typically charge less than \$250. Many countries now require influencers to disclose sponsored content to ensure transparency.

Influencer marketing extends beyond basic endorsements to include a wide array of tactics. Krasniak identifies brand ambassadorships, product reviews, brand mentions, event coverage, sponsored posts, and affiliate links as some of the most impactful strategies. These approaches are utilized to achieve various marketing objectives. According to eMarketer, the primary

¹⁷ Breves, P.; Liebers, N.; Motschenbacher, B.; Reus, L. Reducing Resistance: The Impact of Nonfollowers' and Followers' Parasocial Relationships with Social Media Influencers on Persuasive Resistance and Advertising Effectiveness. *Hum. Commun. Res.* 2021. P 418–443

¹⁸ Carmel D, Roitman H, Yom-Tov E. On the relationship between novelty and popularity of user-generated content. *ACM Trans. Intelligent Systems Tech.* 2012. P 69

Chapter 2 Tourist Destination

three applications of influencers include content promotion, product launches, and content creation, with additional roles encompassing event planning, public relations, SEO, and crisis communication.¹⁹

1.1.2 Importance and practices of Influencer Marketing

Recent studies have shown that influencer marketing can be a highly effective promotional tool. For example, Swant reports that 40% of consumers have purchased a product after seeing it featured by an influencer on platforms such as Instagram, Twitter, Vine, or YouTube. The same research also revealed that Twitter users exposed to both brand and influencer tweets exhibited a 5.2-fold increase in purchase intention. Supporting this, Kirkpatrick notes via *MarketingDIVE* that influencer marketing campaigns can yield up to 11 times greater return on investment (ROI) compared to traditional advertising methods.

Marketers turn to influencers primarily to:

1. Enhance brand advocacy.
2. Expand brand awareness.
3. Reach new and targeted audience segments.
4. Improve share of voice (brand visibility relative to competitors).
5. Achieve higher conversion rates.

Moreover, Social Media Examiner emphasizes that the rise of ad blocking and consumer ad fatigue are key factors driving the shift toward influencer marketing. Multiple industry reports support the view that influencer marketing has become an essential part of many brands' social media strategies. For example, a survey cited by Krasniak revealed that 60% of marketers incorporated influencers in their campaigns to target niche or hard-to-reach audiences. Morin estimates the industry's current worth at between \$10 and \$15 billion, with continued growth anticipated. According to Izea, over one-third of marketers now allocate more than \$500,000 annually to influencer campaigns. Furthermore, Forbe reports that brands spend approximately

¹⁹ Gretzel, U. Influencer marketing in travel and tourism. *Advances in Social Media for Travel, Tourism and Hospitality: New Perspectives, Practice and Cases*, 2018. P 147-156

Chapter 2 Tourist Destination

\$255 million per month on Instagram influencer posts alone. Nearly 48% of marketers surveyed plan to increase their influencer marketing budgets.

Despite its popularity, influencer marketing is still considered an emerging practice. Nanji reports that many companies are still testing the waters, with only 24% running continuous influencer programs and a mere 5% fully integrating influencers across all marketing channels. One major obstacle remains: accurately measuring ROI.

According to eMarketer, the key challenges in influencer marketing include:

1. Identifying the right influencers.
2. Choosing effective engagement strategies.
3. Measuring campaign performance.

To identify appropriate influencers, marketers frequently use specialized search tools like [blekko.com](#) or [socialmention.com](#). Additionally, platforms such as Klout, Kred, and PeerIndex evaluate influencers based on their digital reach and activity levels. Measuring the “return on influence” is crucial, so marketers employ trackable links, discount codes, QR codes, and promotional codes to connect influencer efforts with consumer actions. Performance analysis tools like Traackr, Snaplytics, and rewardStyle further assist by monitoring key metrics, including audience reach, impressions, engagement, sentiment, content quality, and conversion indicators such as website traffic, social media growth, or direct sales.

In practice, influencer marketing goes far beyond simple endorsements. Brands frequently send free products, invite influencers to exclusive events, or organize gatherings like Instameets to inspire new content creation. Other strategies include co-creating content, featuring influencers in brand posts, hosting contests or giveaways, and even allowing influencers to temporarily “take over” the brand’s social media accounts. These takeovers not only generate fresh content but also introduce the brand to entirely new audiences. Establishing long-term relationships with influencers is widely seen as essential for campaign success, as it enables influencers to develop a deeper understanding of the brand and create more genuine, authentic content.

Companies often collaborate with influencer marketing agencies such as Niche, Socialyte, Viral Nation, The Amplify, Izea, and Mediakix. While some of these agencies focus on specific platforms like Instagram, others oversee a wider range of influencer portfolios. These agencies

Chapter 2 Tourist Destination

not only facilitate connections between influencers and brands or PR teams but also provide training for aspiring influencers.

A recent trend is the emergence of influencer marketplaces and platforms that simplify collaborations between brands and influencers. Platforms like Famebit and Octoly enable brands to post opportunities and co-create branded video content and reviews. Some of these platforms go further by offering detailed post-campaign analytics and employing AI algorithms to monitor and assess influencer performance. These tools help scale campaigns, manage influencer relationships, and ensure secure payments, making them valuable assets for brands looking to grow their influencer marketing efforts.²⁰

1.1.3 Social Media & Influencer Marketing

From an academic perspective, influencer marketing is viewed as a strategic component of contemporary marketing frameworks. This approach leverages the credibility and perceived authority of influencers within specific niches to forge impactful connections with their followers. Its effectiveness is grounded in the social proof theory, which posits that individuals are likely to adopt the behaviors or beliefs of others especially those they admire or regard as experts. In today's digital landscape, social media platforms play a pivotal role in shaping destination branding and promotional strategies. These platforms have fundamentally transformed the consumer decision-making journey, ushering in a new era of brand interaction.²¹

According to recent literature, direct communication, engagement, and content sharing are three core features of social media that significantly influence how travelers perceive and form images of tourism destinations. Because of its extensive reach, speed, and cost-effectiveness, social media has become a key instrument in executing destination marketing strategies. Modern destinations increasingly depend on tourist participation via social media to enhance

²⁰ IBID., P 147-156

²¹ Hudson, S., & Thal, K. The Impact of Social Media on the Consumer Decision Process: Implications for Tourism Marketing. *Journal of Travel and Tourism Marketing*, 2013. P 72-85

Chapter 2 Tourist Destination

brand recognition. As a result, social media plays an essential role in raising tourist awareness about destinations.²²

The interactive nature of social media where users can participate, communicate, and share experiences has a profound impact on how destination images are constructed. This participatory environment has encouraged tourists to become more active and transparent, particularly in voicing their opinions and sharing travel experiences.²³ Several scholars have analyzed the influence and significance of content creators in the context of social media. Menge, for example, argues that influencers exhibit key aspects of power theory: (1) the capacity to exert digital influence, (2) access to online resources, and (3) recognition and validation by diverse global user communities. Similarly, Vrontis emphasize the growing influence of social media influencers as primary sources of information for online audiences.²⁴

Among the various platforms, Instagram has emerged as a dominant force due to its visually rich content, large user base, and strong engagement potential. The platform is widely regarded as a major source of both inspiration and information, allowing users to connect and interact socially. From 2019 to 2022, the number of Instagram users increased by 383 million, with the platform surpassing one billion active users in 2020, representing a 22.9% growth rate that year.

Instagram is often the preferred platform for influencers due to its ability to create intimacy and trust with followers. Moreover, its engagement rates tend to surpass those of other social platforms. The platform's structure encourages active involvement and interactive digital experiences, making it a cornerstone of modern influencer marketing strategies.²⁵

²² Sharmin, F.; Sultan, M.T.; Badulescu, D.; Badulescu, A.; Borma, A.; Li, B. Sustainable Destination Marketing Ecosystem through Smartphone-Based Social Media: The Consumers' Acceptance Perspective. *Sustainability*, 2021. P 13-23

²³ Cheung, M.L.; Leung, W.K.; Aw, E.C.X.; Koay, K.Y. "I follow what you post!": The role of social media influencers' content characteristics in consumers' online brand-related activities (COBRAs). *J. Retail. Consum. Serv.* 2022. P 66

²⁴ Zolkepli, I.A., Hasno, H., Mukhiar, S., Nadiah, S. Online Social Network Citizen Engagement on Instagram Crowdsourcing: A Conceptual Framework. *Elec. J. Knowledge Manag.* 2015. P 283–292.

²⁵ Cornellia, AH, Putrianti, H , Sinangjoyo NJ, The Role of Influencer Marketing for Tourism Destinations in Improving Brand Awareness through Instagram, *Journal of Economics, Finance and Management Studies*, JEFMS, 2024, P 1148

Chapter 2 Tourist Destination

1.1.4 Influencer Marketing in Tourism Destination

Influencer marketing has emerged as a highly effective strategy for brands seeking to establish authenticity, trustworthiness, and relatability in their promotional campaigns. On platforms like Instagram, which remains one of the most widely used social media channels, influencer marketing frequently employs persuasive communication techniques to connect with audiences. In modern tourism research, digital influencers are often seen as prominent representatives of destinations, helping shape tourist preferences and improving destination image. A key aspect of this digital phenomenon is electronic word-of-mouth (eWOM), a key concept in the fields of e-marketing, social marketing, and consumer behavior. When influencers on Instagram are viewed as both knowledgeable and reliable, their impact on follower perceptions is significantly amplified. Travel influencers, in particular, maintain influence by consistently sharing authentic, creative, and engaging content.²⁶

According to the Hashoff Annual Report, Instagram influencers can generate engagement rates up to ten times higher than those produced by celebrity-endorsed tweets. This elevated interaction is largely achieved through techniques such as inviting audience feedback, which fosters a sense of collaboration and community. From an academic lens, influencer marketing involves a complex interplay of factors, including audience targeting, genuine communication, and relationship development.

Building productive collaborations with influencers requires marketers to understand their individual motivations, build mutual trust, and ensure alignment between brand messaging and influencer values. Academic exploration of influencer marketing also includes analyzing platform effectiveness, assessing engagement performance metrics, and addressing ethical concerns related to transparency and disclosure in sponsored content.

In the field of tourism, destination branding plays a vital role in drawing visitors and enhancing a location's overall attractiveness. It involves crafting a distinct identity that reflects the destination's cultural richness, natural attractions, and unique experiences. The goal is to embed the destination in the minds of potential travelers as a compelling place to visit. Within this

²⁶ Glucksman, M. The rise of social media influencer marketing on lifestyle branding: A case study of Lucie Fink. *Elon Journal of Undergraduate Research in Communications*, 2017. P 77-87

Chapter 2 Tourist Destination

context, influencer marketing has become a powerful and dynamic tool to extend the reach and effectiveness of destination branding strategies.²⁷

1.1.5 The Role of Influencer Marketing in Brand Image promotion

The influencer Marketing play a significant role in Brand Image promotion by :

a. Genuine Storytelling: Influencers excel at crafting personal and relatable narratives based on their experiences at travel destinations. These stories often strike a chord with their audiences, offering a more authentic and emotionally engaging alternative to conventional advertising.

b. Engaging Visual Content: Through high-quality visuals such as photos and videos, influencers effectively capture the visual appeal and atmosphere of a location. This type of content is not only aesthetically pleasing but also highly shareable, contributing to the development of a favorable destination image.

c. Precision in Audience Targeting: Many influencers operate within specific niches, allowing them to reach clearly defined demographic segments that align with a destination's ideal audience. This targeted communication strategy ensures marketing efforts are directed toward individuals most likely to respond positively and take action.

d. Social Validation: When influencers endorse a destination, they provide social proof that significantly impacts the decision-making of their followers. Recommendations and positive testimonials from trusted online personalities foster trust and credibility, encouraging potential tourists to visit.²⁸

Instagram's interactive tools such as likes, comments, and direct messaging enable two-way communication between tourism brands and potential visitors. This level of engagement allows destinations to address questions, resolve concerns, and offer customized suggestions, effectively creating a digital conversation that enhances user experience even before the trip begins.

²⁷Yilmaz, M., Sezerel, H., & Uzuner, Y. Sharing experiences and interpretation of experiences: A phenomenological research on instagram influencers. *Current Issues in Tourism*, 2020. P 1–8

²⁸ Magno, F., & Cassia, F. The impact of social media influencers in tourism. *Anatolia*, 2018. P 288–290.

Chapter 2 Tourist Destination

Collaborations between destinations and social media influencers have grown into a powerful tactic for building destination brands. With their loyal and engaged follower bases, influencers can genuinely promote a location's unique attributes, increasing its visibility especially among niche travel markets. By incorporating a personal aesthetic and speaking directly to their audiences, influencers create positive emotional experiences for followers, while also delivering informative content that boosts brand recognition and influences purchase behavior.

The role of influencers in tourism goes beyond simple promotion; they contribute to raising brand awareness, shaping destination image, influencing intentions to visit, and drawing attention to tourism-related services like hotels, airlines, and restaurants. However, the academic exploration of influencers' communicative role in tourism remains relatively underdeveloped, and empirical research on the effectiveness of influencer marketing is still limited.

Given these gaps, further investigation into how influencers contribute to building brand awareness both among tourists and other industry stakeholders is needed. In light of this, the present research aims to examine Instagram's multifaceted role in destination branding, highlighting its influence, benefits, and potential limitations within the context of influencer marketing.²⁹

²⁹ Lou, C & Quan, X. Something social, something entertaining. How digital content marketing augments consumer experience and brand loyalty. *Int. J. Advert.* 2021. P 376–402

Chapter 2 Tourist Destination

1.2 Section (2) : Concept of Travel Influencers

1.2.1 Definition of Travel Influencers

Travel influencers are individuals who have established a strong presence and reputation on social media platforms by consistently sharing their inspiring travel journeys. Their content has a significant influence on shaping people's aspirations to explore new destinations. Through visually engaging media such as striking photographs of scenic locations, dynamic travel videos, and practical travel advice they spark curiosity and wanderlust among their audiences. These influencers are not only passionate globetrotters recounting their adventures but also key players driving change in the tourism industry.

Their ability to impact travel-related decisions, promote destinations, and offer insights and recommendations to their followers makes them influential figures in shaping consumer behavior. By sharing high-quality photos, compelling videos, and storytelling grounded in personal experiences, they cultivate dedicated and engaged communities, whose members often rely on them for travel inspiration and planning ideas.

Travel influencers typically use their personal social media platforms as digital diaries, documenting their experiences and providing fresh perspectives that can help others in selecting future travel destinations. Their popularity extends beyond the digital sphere, positioning them as trusted sources of information and travel guidance. Given their specialized focus on tourism content, they have become valuable collaborators for destination marketing organizations (DMOs), especially when it comes to engaging millennial travelers and shaping perceptions of destinations.³⁰

1.2.2 Impact of Travel Influencers on Tourism

The rise of Travel influencers has had a profound impact on destination marketing, significantly enhancing the ability to convince potential tourists to explore specific locations. As social media platforms have become increasingly embedded in consumers' daily routines, this modern form of digital word-of-mouth has emerged as one of the most influential and persuasive marketing

³⁰ Putu Surya Laksana Rahjasa , Galih Prasasti, Khofifah Malika Apriliani, How Travel Influencer and Social Media Influence Tourist Travel Decision to Ubud, Tourism Research Journal, 2024. P 129-130

Chapter 2 Tourist Destination

techniques. Its effectiveness stems largely from the fact that influencers are often regarded as credible authorities or trendsetters within their niches, supported by substantial followings.

When these influencers share their positive travel experiences and impressions, their audiences are more likely to perceive the content as authentic and trustworthy, making them more receptive to visiting the featured destinations. This stands in contrast to traditional advertisements, which are often viewed with skepticism due to their overt commercial intent. In this context, influencer marketing presents a more relatable and persuasive alternative for promoting tourism.

Utilizing social media influencers in destination branding has therefore proven to be a powerful and cost-efficient strategy, capable of enhancing visibility and attracting a greater number of visitors. This approach is especially relevant in the case of Algeria, where government efforts to draw international tourists have increasingly relied on influencer partnerships. By collaborating with travel influencers, Algeria has effectively raised awareness of its diverse and culturally rich destinations, fostering interest and engagement from global audiences. This strategy not only supports the growth of the tourism sector but also positions Algeria as a compelling destination in a competitive travel market.³¹

1.2.3 Strategies for Engaging Travel Influencers

Creating original and memorable experiences for influencers that they can associate with a destination is essential for generating engaging and distinctive content. Such content often proves more impactful than conventional advertising in shaping consumer perceptions and influencing travel decisions. However, this strategy requires a strong alignment between the chosen activity and the message the destination intends to communicate. When the content becomes overly focused on entertainment without conveying relevant or informative insights, it may lead to misrepresentation of the destination and hinder the intended image transformation. A notable example is the 2002 Canadian Tourism Commission campaign, which featured a parody talk show aired on major U.S. networks. While the campaign was amusing

³¹ MADI Sabri , BENSOUILAH Lilia, Digital Influence: The Role of Social Media Influencers in Developing Tourism in Algeria Social Studies and Research Journal, 2024. P 457

Chapter 2 Tourist Destination

and well-received by audiences, it failed to significantly alter perceptions of Canada, as the portrayal diverged too much from the actual tourist experience.³²

To ensure that content aligns with branding goals, it is crucial to carefully match influencer characteristics and destination values. This includes designing experiences that reflect the true essence of the location and selecting influencers whose style, interests, and audience are well-suited to the campaign. The choice of influencer should be based on three primary criteria: personal image, affinity with the destination, and public recognition. Destination imagery can be classified into functional elements (e.g., accommodations, dining) and psychological elements (e.g., status, personal fulfillment). When an influencer's identity complements the destination's image, especially when targeting an image shift, the message is likely to be received more effectively.³³

Well-matched partnerships can enhance destination perception through consistent and credible communication. Moreover, influencers with high public recognition can significantly amplify the message's reach. Their broad visibility increases the likelihood of audience engagement due to the psychological expectation of relevance and reliability. According to Gholamhosseinzadeh, influencer renown positively correlates with source credibility, leading to stronger attitudes and greater shifts in destination image among followers.

Developing structured strategies for influencer engagement is therefore critical. These strategies must provide clear and actionable guidelines to help influencers align with the campaign's objectives. While influencers are often given creative freedom in executing their content, lack of direction can lead to inconsistent results due to varying levels of tourism knowledge and communication skills. Hence, strategies should account for influencers' diverse capabilities while maintaining flexibility to adapt to individual needs and styles.

Drawing from previous research and best practices, this section presents concrete recommendations for successfully integrating social media influencers into destination marketing efforts. By applying these strategies, campaigns can foster strong, cooperative

³² Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 2011. P 90–92

³³ Campbell, C., & Farrell, J. R. More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, 2020. P 469–479

Chapter 2 Tourist Destination

relationships with influencers, ensuring their efforts contribute meaningfully to the campaign's success. These well-planned collaborations not only help achieve desired promotional outcomes but also enhance visibility, engagement, and overall impact in the digital space.³⁴

1.2.4 Challenges and Limitations of Using Travel Influencers

Accurately measuring the true influence of social media influencers on consumer behavior remains a complex and challenging task. As a result, it becomes equally difficult to justify the significant allocation of financial resources toward their continued engagement, particularly in the context of promoting tourism in Algeria. Social media influencers are often recognized as effective tools within pull marketing strategies, primarily due to their ability to capture attention and establish emotional connections with audiences. Through the sharing of personal experiences and endorsements, influencers inspire followers to consider similar experiences, fostering interest in specific destinations.³⁵

Although engagement levels can be high, it is important to recognize that this does not always lead to immediate consumer actions, such as booking a trip or making a reservation. This is especially true in the travel and tourism industry, where products are viewed as high-involvement purchases. Consumers usually engage in a careful and informed decision-making process, which involves comparing alternatives, researching extensively, and weighing multiple factors before choosing a destination.

In this decision-making framework, the availability of online content including influencer-generated media plays a crucial role in shaping perceptions and stimulating interest. Algeria, with its rich cultural tapestry, breathtaking natural landscapes, and historical depth, has a strong foundation for generating such interest. However, the presence of abundant information and positive exposure does not necessarily guarantee a corresponding increase in actual tourist arrivals. Numerous variables such as financial constraints, safety concerns, geopolitical factors, logistical challenges, and personal preferences can all influence whether interest leads to action.

³⁴ Evans, N. J., Phua, J., Lim, J., & Jun, H. Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent. *Journal of Interactive Advertising*, 2017. P 138–149

³⁵ Ahmed, R. R., Streimikis, J., & Soomro, R. H. The role of social media influencers in building brand image and awareness: A case study of emerging tourism destinations. *Sustainability*, 2022. P 2213

Chapter 2 Tourist Destination

Consequently, while social media influencers may be instrumental in creating awareness and enhancing the appeal of Algeria as a travel destination, they represent only one component of a multi-stage journey that consumers undertake before making travel decisions. It is therefore essential for destination marketers to develop **more** nuanced and strategic approaches that bridge the gap between initial engagement and actual travel bookings. This includes addressing the broader complexities of consumer behavior, as well as understanding the stages of influence and decision-making that occur beyond mere exposure to content.

As Ahmed note, while influencers can be powerful in stimulating interest, their use as a marketing tool must be complemented with strategies that convert that interest into tangible outcomes. Likewise, Chu point out that relying on influencers presents inherent limitations, such as the difficulty in quantifying their impact on purchasing decisions and the potential distortion of destination image if content does not align with the reality of the destination.

In conclusion, while influencer marketing holds significant promise for promoting tourism destinations like Algeria, its effectiveness relies on strategic integration, clear measurement, and a deep understanding of the broader consumer decision-making process. Addressing these challenges is critical to maximizing the return on investment and ensuring sustainable growth in tourism engagement.³⁶

1.2.5 Future Trends and Opportunities for Travel Influencers

A notable trend in the evolving landscape of digital marketing is the convergence between internet personalities and traditional celebrities, as more public figures transition into the role of social media influencers. Influencer marketing has steadily matured into a powerful and recognized marketing channel. Those who have pioneered this space are typically digital natives individuals who have cultivated loyal audiences by mastering specific platforms, creating engaging content, and fostering consistent interaction with their followers.

With the rise of visual platforms such as Instagram, brands are increasingly realizing that social media influencers can capture the attention of millennials and Generation Z consumers more effectively than conventional celebrities. As a result, many traditional figures from the film and

³⁶ IBID., P 460-461

Chapter 2 Tourist Destination

music industries are shifting focus, seeking opportunities within the influencer space. This migration reflects a broader shift in marketing strategy brands are now prioritizing partnerships that feel authentic, personalized, and aligned with both the influencer's and the brand's identity.³⁷

Such alignment is becoming the gold standard in influencer marketing. Ideally, when an influencer's content genuinely reflects the brand's values and is seamlessly integrated into their usual communication style, the audience perceives the brand more favorably. Furthermore, the enduring visibility of digital content archived on the influencer's page and discoverable by new users extends the impact of a campaign well beyond its initial launch. This extended reach offers a high return on investment, increasing long-term brand equity and revenue potential. Given these benefits, many internet and traditional celebrities are now embracing the influencer role as it provides a more direct and accessible channel for impacting consumer behavior, while also opening up greater financial opportunities and visibility within the digital economy.

In parallel with these developments, the structure and ethics of influencer marketing are also undergoing significant transformation. As the industry matures, there is a growing push toward greater transparency and accountability in brand-influencer partnerships. While influencer marketing is considered more sustainable and relationship-driven than traditional advertising, it has often been criticized for relying on informal or undisclosed arrangements. Influencers may receive free products or financial incentives to promote certain brands, yet fail to clearly disclose this to their audiences, potentially leading to ethical concerns and misleading content.³⁸

Additionally, influence can be exerted either directly, by requesting influencers to endorse specific actions, or indirectly, by subtly shaping their opinions and messaging over time. The latter strategy, though highly effective, often remains opaque to the public and raises questions about authenticity.

Recognizing these concerns, industry trends since 2019 have indicated a shift toward formalized and transparent contracts between brands and influencers. These contracts not only clarify expectations but also serve to legitimize the influencer marketing process in the eyes of

³⁷ Campbell, C., & Farrell, J. R., Op.Cit P 481

³⁸ Audrezet, A., de Kerviler, G., & Moulard, J. G. Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, 2020. P 557–569.

Chapter 2 Tourist Destination

both consumers and regulators. This evolution represents more than just a legal adjustment it signals a cultural shift. As standardized practices become widespread, brands are expected to invest more confidently and consistently in influencer marketing, driving the sector toward higher levels of professionalism and strategic integration.

In conclusion, the influencer marketing industry stands at a crossroads of opportunity and responsibility. As the distinction between celebrity and influencer fades, and as ethical practices gain prominence, brands that prioritize transparency, authenticity, and strategic alignment will be better positioned to succeed in this rapidly growing space.³⁹

³⁹ Boerman, S. C., Willemsen, L. M., & Van Der Aa, E. P. “This post is sponsored”: Effects of sponsorship disclosure on persuasion knowledge and electronic word of mouth in the context of Facebook. *Journal of Interactive Marketing*, 2017. P 82–92.

Chapter 2 Tourist Destination

1.3 Section (3) : Source Credibility Dimensions :

The concept of source credibility has become a crucial factor in influencer marketing on social media, especially in influencing consumer attitudes and behaviors. This concept was first introduced by Hovland and Weiss, source credibility refers to the degree to which the audience perceives a communicator as believable and reliable. In the context of digital influencers, this theory has proven essential in explaining how audience perceptions are formed and influenced. Consumers' trust in social media influencers is strongly influenced by essential qualities like attractiveness, trustworthiness, and expertise. Together, these factors determine how convincing and appealing an influencer is perceived to be. The application of source credibility theory has thus provided valuable insight into understanding why certain influencers are more effective in swaying consumer decisions within the digital marketing landscape⁴⁰.

1.3.1 Theory of Source Credibility:

Hovland and Weiss's development of Source Credibility Theory continues to be essential for understanding how people perceive and react to messages from different communicators. The theory posits that the perceived credibility of a source significantly influences the reception of the message and the degree of its persuasive impact. Specifically, Hovland and Weiss identified three key dimensions that shape source credibility: expertise, trustworthiness, and attractiveness each playing a vital role in shaping individuals' attitudes and behaviors.

Expanding on this foundational framework, later research has broadened the application of Source Credibility Theory to various communication fields. In particular, studies in advertising and consumer behavior have highlighted the crucial role of credible endorsements in shaping consumer perceptions and purchase intentions. For example, Ohanian demonstrated that consumers react more favorably to advertisements endorsed by individuals perceived as credible, especially when those endorsers possess high levels of expertise, trustworthiness, and attractiveness. These qualities not only increased the advertisement's appeal but also had a strong impact on consumers' attitudes toward the promoted brand.

Further supporting these insights, Erdogan examined the impact of celebrity endorsements on brand perception and purchase behavior. His findings underscored the importance of source

⁴⁰ Hovland, C. I. & Weiss, W., 1951. "The Influence of Source Credibility on Communication Effectiveness". *Public Opinion Quarterly*, 195. P 635–650

Chapter 2 Tourist Destination

legitimacy, revealing that the credibility of the endorser is a crucial determinant in the effectiveness of their promotional message. When endorsers are viewed as genuine and trustworthy, consumers are more inclined to form favorable impressions of the brand and demonstrate greater intent to purchase. In the context of celebrity influence, these studies highlight that perceived credibility is not just a supportive factor it is central to the persuasive power of marketing messages and consumer decision-making processes⁴¹.

1.3.2 Trustworthiness:

Trustworthiness is a crucial aspect of source credibility that greatly influences consumers' perceptions of social media influencers. Lee found a strong connection between an influencer's authenticity and transparency in communication and their perceived credibility. Influencers who foster genuine relationships with their audience, clearly disclose sponsored content, and provide honest recommendations are generally held in high esteem by followers. This perceived authenticity not only enhances the credibility of the influencer but also contributes to the trust and loyalty that consumers develop toward both the influencer and the endorsed brand. In this context, integrity in advertising practices, brand partnerships, and communication is essential, as it reinforces the influencer's reliability and strengthens the overall effectiveness of their message⁴².

As influencer marketing becomes increasingly prevalent, consumers are growing more conscious and selective about promotional content. Audiences tend to perceive influencer messages as more credible when there is transparency regarding brand affiliations and sponsorships. According to De Veirman, influencers who demonstrate authenticity in their content and are open about their collaborations with brands earn greater respect and appreciation from their followers.⁴³

Trust plays a vital role in cultivating long-term relationships with customers in the marketing context. However, it is important to understand that trust and trustworthiness, while closely

⁴¹ Erdogan, B.Z. Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, 1999. P 291–314

⁴² Lee, J., Kim, H., & Kim, M. Why do people share their context on social network sites, A qualitative study and the implications for social media marketing. *Journal of Interactive Advertising*, 2016. P 15-29.

⁴³ De Veirman, M., Cauberghe, V., & Hudders, L. *Op.Cit* P 294-296

Chapter 2 Tourist Destination

related, are distinct concepts. Trustworthiness refers to a perceived attribute developed over time through consistent interactions, forming the basis on which trust is ultimately established between individuals or entities.⁴⁴ Trustworthiness plays a pivotal role in influencer marketing, as it reflects the extent to which audiences perceive the influencer's messages as genuine and dependable.⁴⁵

In the realm of influencer marketing, trustworthiness extends beyond merely appearing honest; it also involves being perceived as genuinely committed to the products or services they promote, rather than being driven solely by financial incentives. When followers sense that an influencer is endorsing a product for personal gain, it can lead to skepticism and diminish the persuasive power of the message. On the other hand, influencers perceived as trustworthy often generate more positive attitudes toward the products they promote and the advertisements themselves, even when their expertise in the particular field is limited.⁴⁶

These findings suggest that trustworthiness may have a greater impact than expertise in determining an influencer's influence on consumer behavior. The importance of trustworthiness has been extensively studied in both traditional celebrity endorsements and contemporary influencer marketing. Research consistently demonstrates that consumers' perceptions of an influencer's trustworthiness significantly affect their attitudes toward advertisements and brands.⁴⁷

1.3.3 Expertise:

Expertise is a crucial attribute that strongly influences how audiences assess the credibility and value of content shared by social media influencers. In scholarly research, expertise is typically

⁴⁴ Caldwell, C., & Clapham, S.E. Organizational Trustworthiness: An International Perspective. *Journal of Business Ethics*, 2003. P 349–364.

⁴⁵ Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 2020. P 361–380.

⁴⁶ McGinnies, E. & Ward, C. D, "Better Liked Than Right: Trustworthiness and Expertise as Factors in Credibility". *Personality and Social Psychology Bulletin*, 1980. P 467-472.

⁴⁷ Goldsmith, R. E., Lafferty, B. A. & Newell, S. J, "The Impact of Corporate Credibility and Celebrity Credibility on Consumer Reaction to Advertisements and Brands". *Journal of Advertising*, 2000. P 43-54.

Chapter 2 Tourist Destination

defined as an individual's perceived capacity to provide accurate and relevant information, based on their knowledge, experience, and skill in a particular area.⁴⁸

This perception not only reflects the influencer's abilities but also emphasizes the dedication, effort, and time invested in acquiring specialized knowledge and skills. An influencer's perceived expertise is crucial in shaping how audiences accept and engage with their content. It acts as a filter through which followers evaluate the authenticity and reliability of the information shared, making expertise a fundamental aspect of credibility in digital marketing. Research indicates that many consumers consider an influencer's domain-specific knowledge a key factor in establishing trustworthiness, which greatly influences their attitudes toward both the content and the promoted products.

Furthermore, the significance of expertise in influencer marketing varies according to the type of product or service being promoted. For instance, endorsing beauty products often depends more on aesthetic appeal and personal experience, whereas promoting technology products generally requires a deeper level of technical knowledge and understanding, which heavily influences consumer trust and buying decisions. The higher an influencer's perceived expertise, the stronger their persuasive impact leading to more positive consumer attitudes and a greater likelihood of purchase.⁴⁹

The expertise of social media influencers is defined by how much their followers view them as knowledgeable, experienced, skilled, and capable. This perceived expertise greatly boosts the influencer's credibility and is a key factor in shaping the influence and effectiveness of their marketing communications.⁵⁰

1.3.4 Attractiveness:

In academic literature, there is no universally accepted definition of physical attractiveness, largely due to the widely held belief that beauty is subjective and varies from person to person. However, many researchers agree that physical attractiveness typically pertains to a spokesperson's outward appearance and reflects how visually pleasing or appealing their

⁴⁸ Wiedmann, K.-P. & Mettenheim, W. v , Attractiveness, trustworthiness, and expertise social influencers' winning formula, *Journal of Product & Brand Management*,2020. P 707–725

⁴⁹ Goldsmith, R. E., Lafferty, B. A. & Newell, S. J., *Op.Cit* P 64-72

⁵⁰ Chetioui, Y., Benlafqih, H., & Lebdaoui, *Op.Cit* P 373–374

Chapter 2 Tourist Destination

aesthetic features and physical traits are perceived to be.⁵¹ As a key component of how consumers perceive source credibility, physical attractiveness is frequently analyzed to assess the impact of celebrity endorsements on consumer behavior and shifts in opinion. Past research has found that when an advertising spokesperson is perceived as attractive, it can enhance consumers' perception of the credibility of the information being presented⁵².

The persuasiveness of a message can be greatly increased by physical attractiveness, which is often well-received by audiences. As such, the physical appeal of a social media influencer positively contributes to their ability to influence others. Additionally, Lou and Yuan found that an attractive influencer plays a key role in capturing followers' attention and enhancing brand recall and recognition of sponsored content. Moreover, the attractiveness of an influencer presented in pictures on social media platforms like Instagram is of significant importance for users to decide whether following new profiles or not. Bergkvist and Zhou concluded in their literature review that the persuasion of a celebrity endorser is greater when the attractiveness of the spokesperson is high and therefore it is an important factor in the endorsement effectiveness.⁵³

1.3.5 Similarity

One of the most significant yet often underexplored dimensions of source credibility in influencer marketing is similarity, also known as homophily. This concept refers to the degree to which individuals perceive others as being like themselves in terms of demographics, interests, values, or lifestyle. In the context of travel influencers, perceived similarity plays a crucial role in building trust, enhancing message persuasiveness, and shaping the brand image of tourist destinations. Perceived similarity operates on the psychological principle that people are more likely to be influenced by those they view as similar to themselves. McPherson, Smith-Lovin, and Cook define homophily as "the principle that contact between similar people occurs at a higher rate than among dissimilar people." When followers perceive that an influencer

⁵¹ Sokolova, K., Kefi, H, Instagram and YouTube bloggers promote it, why should I buy, How credibility and parasocial interaction influence purchase intentions. *J. Retail. Consum. Serv.*,2020. P 53

⁵² Kamins, M., "An investigation of the 'match-up hypothesis' in celebrity advertising: when beauty may be only skin deep". *Journal of Advertising*, 1999. P 4–13.

⁵³ Lou, C. & Yuan, S., *Op.Cit* P 84-89

Chapter 2 Tourist Destination

shares their values, background, or preferences, they are more likely to internalize and act upon the influencer's messages.⁵⁴

In digital marketing, particularly on platforms like Instagram, TikTok, and YouTube, perceived similarity can manifest in several ways:

- **Demographic similarity** (e.g., age, gender, cultural background)
- **Lifestyle similarity** (e.g., budget travelers following other budget travelers)
- **Psychographic similarity** (e.g., values such as sustainability or adventure)

These forms of perceived similarity foster identification a psychological state in which a person sees the influencer as an ideal version of themselves or someone who reflects their own identity. This identification enhances emotional closeness and strengthens parasocial interactions.⁵⁵

In travel influencer marketing, similarity has profound implications for destination brand image. When followers relate to the influencer, they are more likely to view the destination through a lens of personal relevance. This results in a more favorable affective and cognitive evaluation of the destination. For example, a solo female traveler following a solo female influencer may perceive a destination as safer and more accessible, positively shaping her image of the place.⁵⁶

Moreover, perceived similarity encourages aspirational behavior. Followers are not only inspired by influencers but also envision themselves in the influencer's place engaging in similar activities and visiting the same locations. This mental simulation fosters desire and intention to travel, a key outcome in tourism marketing. perceived similarity is a powerful mechanism that enhances the persuasive impact of travel influencers. It builds trust, strengthens emotional bonds, and creates personally resonant destination images. Destination marketers

⁵⁴ McPherson, M., Smith-Lovin, L., & Cook, J. M. Birds of a feather: Homophily in social networks. *Annual Review of Sociology*, 2001. P 415–444.

⁵⁵ Jin, S. V., Muqaddam, A., & Ryu, E. Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*, 2019. P 567–579.

⁵⁶ Lee, J. E., & Watkins, B. YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 2016. P 5753–5760.

Chapter 2 Tourist Destination

should consider this dimension when selecting influencers, ensuring alignment between the influencer's identity and the target audience.⁵⁷

⁵⁷ Abidin, C. Visibility labour: Engaging with influencers' fashion brands and OOTD advertorial campaigns on Instagram. *Media International Australia*, 2016. P 86–100.

Chapter 2 Tourist Destination

CONCLUSION:

To conclude, travel influencers have become integral players in today's tourism marketing landscape. Their ability to produce authentic, visually captivating, and relatable content gives them a unique power to influence potential tourists' choices and shape the perception of destinations. By merging storytelling with visual appeal, and personal experience with digital strategy, these influencers bridge the gap between promotional content and consumer trust. However, as this practice becomes more institutionalized, marketers must also consider challenges such as maintaining authenticity, ensuring ethical transparency, and developing long-term strategies that convert interest into tangible visitation. This chapter has laid the groundwork for understanding the mechanisms and impact of travel influencers, setting the stage for deeper analysis of how destination branding operates within this context.

Chapter 2 Tourist Destination

Chapter 2 :Tourist Destination

Chapter 2 Tourist Destination

INTRODUCTION

In an era where destinations compete fiercely for visibility and appeal, branding has emerged as a central strategy in tourism development. As travelers become increasingly selective and informed, a destination's image plays a decisive role in shaping their choices. Today, it is no longer enough for a place to simply offer natural beauty or cultural heritage; it must also tell a compelling story, evoke emotions, and create lasting impressions. This is where destination branding becomes crucial.

A tourist destination is more than a geographic location; it is a complex mix of experiences, services, and meanings shaped by both tangible and intangible elements. From iconic landmarks to local traditions, from hospitality to digital presence, every aspect contributes to building a destination's identity in the minds of potential visitors. In this context, the concept of brand image, rooted in both cognitive evaluations and emotional responses, becomes a powerful tool for differentiation and influence.⁵⁸

This chapter delves into the theoretical foundations of destination and brand image, examining how destinations are perceived, evaluated, and positioned in the global tourism market. We begin by defining what constitutes a tourist destination and how it differs from other travel-related concepts. Then, we explore the principles of branding and brand image, including how they are constructed, the psychological processes involved, and the factors that shape tourists' perceptions. Finally, we consider the evolving role of branding in destination competitiveness and the critical importance of managing image strategically in a saturated and ever-changing marketplace.

⁵⁸ Turri, A. M., Smith, K. H., & Kemp, E. Developing affective brand commitment through social media. *Journal of Electronic Commerce Research*, 2013. P 201

Chapter 2 Tourist Destination

2.1 Section (1) : Concept of Tourist Destination Image

2.1.1 Definition of Tourist Destination Image

In the field of tourism marketing, organizational dynamics reflect a similar reality to broader branding contexts, with the image that tourists hold of a destination playing a central role in shaping their travel decisions. This image significantly influences not only tourists' preferences but also their behavioral intentions and final destination choices.

However, early conceptualizations of destination image from the 1970s and 1980s have been critiqued for their theoretical and methodological limitations. These pioneering studies laid the groundwork for understanding how images are formed but lacked the comprehensive frameworks necessary to fully capture the complexity of tourist perceptions.⁵⁹

Lawson and Baud Bovy defined the destination image as the amalgamation of objective knowledge, personal biases, imagination, and emotional responses held by individuals or groups about a location. Similarly, Crompton and Kotler, Haider, and Rein viewed destination image as the sum total of beliefs, impressions, and mental associations that people form regarding a destination. From a consumer-centric perspective, Valls described brand image as a collection of consumer perceptions, while Bigné, Sánchez, and Sánchez emphasized its subjectivity, defining destination image as the tourist's personal interpretation of reality.⁶⁰

According to San Martín and Rodríguez, a tourist's image of a destination is shaped largely by their subjective experiences, past travel, and second-hand information, making it an inherently abstract and multi-dimensional concept. Because of its intangible and highly individualized nature, defining destination image has proven challenging, with no single consensus achieved among scholars.⁶¹

⁵⁹ Kotler, P., Haider, D. H., & Rein, I. *Marketing places: Attracting investment, industry, and tourism to cities, states, and nations*. New York: Free Press. 1993. P 283

⁶⁰ Crompton, J. L. An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *Journal of Travel Research*, 1979. P 18–23.

⁶¹ San Martín, H., & Rodríguez del Bosque, I. A. Exploring the cognitive–affective nature of destination image and the role of psychological factors in its formation. *Tourism Management*, 2008. P 263–277.

Chapter 2 Tourist Destination

Recent developments in tourism marketing acknowledge that the formation of a destination's image is guided by both rational and emotional processes. As supported by various scholars, the image can be broken down into two key components:

- **Cognitive (or perceptual):** This dimension pertains to the evaluation of specific attributes, such as attractions, accommodations, infrastructure, and services. Tourists assess destinations based on these tangible resources and features, which play a pivotal role in shaping the desire to visit.
- **Affective:** This dimension captures the emotional responses evoked by a destination, such as feelings of joy, excitement, relaxation, or nostalgia. Emotional reactions are deeply influenced by the motivations of travelers and can significantly color their overall impression of a place.⁶²

It is important to highlight that the cognitive dimension typically precedes and shapes the affective dimension. In addition, tourists' socio-demographic characteristics such as age, education level, cultural background, and income play a significant role in influencing the development of both cognitive and affective assessments.

Ultimately, the overall image of a tourist destination is shaped by the interaction between cognitive and affective elements. Notably, real travel experiences play a crucial role in refining and redefining this image, enriching tourists' perceptions with both rational insights and emotional resonance.⁶³

2.1.2 Formation of the image of a tourist destination

The image of a destination is the result of a perceptual and cognitive process shaped by various sources of information such as media, reference groups, and social affiliations. As a result, individuals can form mental representations of destinations they have never personally visited. In this sense, destination image is influenced by historical, political, economic, and social contexts, which interact with pre-existing beliefs and perceptions. Furthermore, an individual's personal value system serves as a filter that guides selective attention and shapes

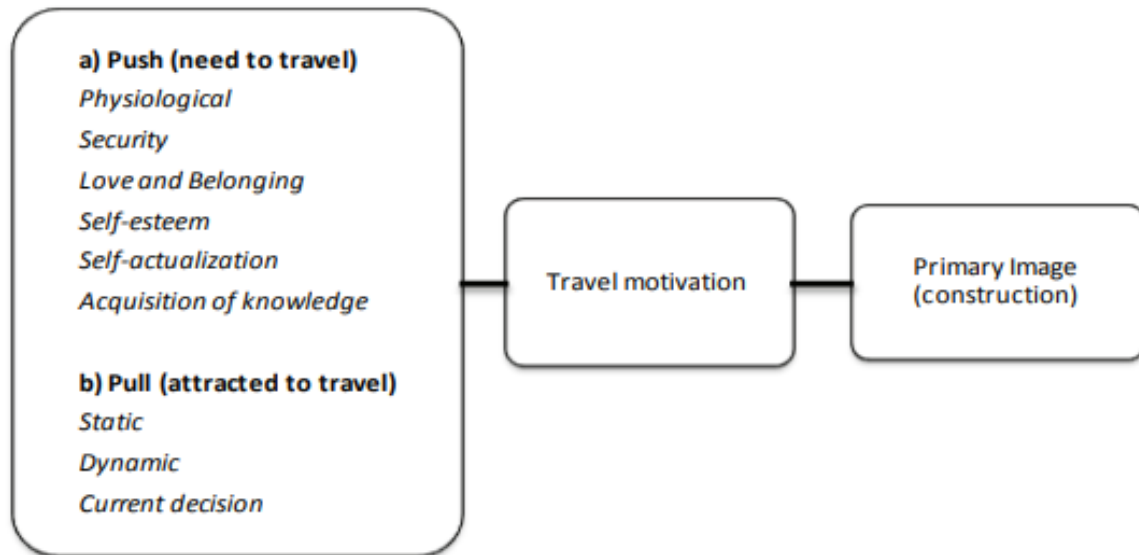
⁶² Echtner, C. M., & Ritchie, J. R. B. The measurement of destination image: An empirical assessment. *Journal of Travel Research*, 1993. P 3–13.

⁶³ Sérgio Dominique Ferreira Lopes .Destination image: Origins, Developments and Implications,2011. P 307-308

Chapter 2 Tourist Destination

how destination images are constructed. The country of origin also plays a significant role in shaping these perceptions. Lubbe offers a conceptual framework that illustrates how the primary image of a tourist destination is developed,⁶⁴ as shown in Figure 1.

Figure 1. Construction of the primary image



Source: Lubbe, B. Primary image as a dimension of destination image: An empirical assessment. *Journal of Travel and Tourism Marketing*, 1998. P 21–43.

Baloglu and McCleary introduced the PATH model to explain how tourist destination images are formed. According to this model, elements such as information sources, age, and education level significantly influence cognitive and perceptual evaluations. Tasci further supports this by highlighting that age, ethnicity, and prior visits play a crucial role in shaping tourists' mental images of destinations. At the same time, factors like educational background and socio-psychological travel motivations are more closely tied to affective evaluations namely, emotional responses and feelings. Together, these cognitive-perceptual and affective components contribute to the overall destination image.⁶⁵

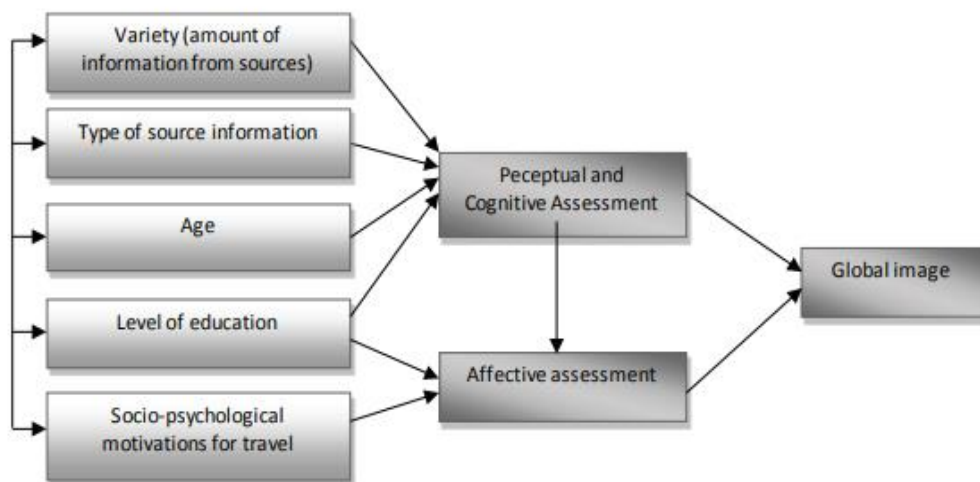
⁶⁴ Lubbe, B. A. Primary image as a dimension of destination image: A conceptual framework. *South African Journal of Economic and Management Sciences*, 1998. P 96–112.

⁶⁵ Govers, R., Go, F. M., & Kumar, K. Promoting tourism destination image. *Journal of Travel Research*, 2007. P 15–23

Chapter 2 Tourist Destination

Within this framework, Govers, Go, and Kumar emphasize the importance of personality traits in influencing destination choice (e.g., preference for coastal vs. mountainous areas), noting that personality also plays a role in how tourists differentiate between destinations. Additionally, demographic variables have a significant impact on how destinations are perceived. As noted by Firmino Santos and Carneiro, and Beerli and Martín, motivation, demographic characteristics, and prior experience all contribute to the formation of destination image.⁶⁶

Figure 2. PATH model of the determinants of the destination image



Source: Baloglu, S., & McCleary, K. W. A model of destination image formation. *Annals of Tourism Research*, 1999.P 868–897

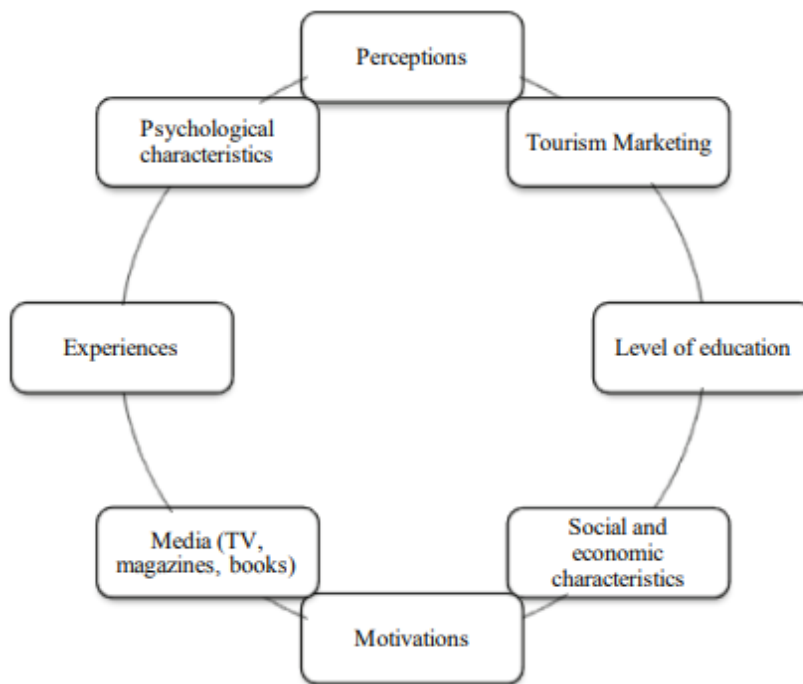
More recent research indicates that psychological factors particularly a tourist's motivations and cultural values play a significant role in shaping the image of a destination, even prior to

⁶⁶ Baloglu, S., & McCleary, K. W. A model of destination image formation. *Annals of Tourism Research*, 1999.P 868–897

Chapter 2 Tourist Destination

any actual visit. In this context, Stabler identifies some factors which influence the process of forming the image of a tourist destination,⁶⁷ presented in Figure 3.

Figure 3. Factors influencing the formation of the image of tourism destinations.



Source: Stabler, M. J. *The image of destination regions: Theoretical and empirical aspects*. In B. Goodall & G. Ashworth (Eds.), *Marketing in the Tourism Industry: The Promotion of Destination Regions, 1988*. P 133–161

When examining the components that form a tourist destination's image, one theoretical perspective posits that the cognitive dimension which involves knowledge and beliefs about the destination precedes the affective dimension, which reflects emotional responses. These two dimensions cognitive and affective are thought to collectively shape the overall image, influencing whether an individual develops a favorable or unfavorable perception of the destination.

⁶⁷ Stabler, M. J. *The image of destination regions: Theoretical and empirical aspects*. In B. Goodall & G. Ashworth (Eds.), *Marketing in the Tourism Industry: The Promotion of Destination Regions, 1988*. P 133–161

Chapter 2 Tourist Destination

In tourism research, image is regarded as a fundamental construct for understanding tourist behavior and decision-making. However, Govers and Go caution that forming a clear and accurate image of a destination is particularly challenging for individuals who have never visited it before. In such cases, three primary factors are believed to shape the perceived image: motivations for travel, demographic characteristics, and available information about the destination.

Among these, information sources play a crucial role in shaping perceptions. Tourists often develop impressions based on media exposure, including magazines, television, online content, and input from public figures or influencers. In the context of digital media, Govers and Go argue that internet-based social networks significantly influence tourist perceptions by providing authentic and interactive content, such as photos, videos, and reviews. These platforms enable potential tourists to build a more vivid and emotionally resonant image of destinations through multimedia engagement.⁶⁸

Building on this, Gunn identified two primary types of destination image formation, each based on how the information is conveyed:

- **Organic image:** Formed through unintentional or informal sources, such as educational materials, news media, books, or word-of-mouth from local residents. These are not deliberately controlled by tourism organizations.
- **Induced image:** Developed through intentional promotional efforts, such as marketing campaigns and advertisements orchestrated by tourism boards and related organizations.⁶⁹

It is evident, then, that both reference groups (e.g., friends, family, and community members) and opinion leaders (e.g., celebrities, influencers) can exert a significant influence on the perceptions potential tourists form of a given destination. These influences often operate subtly

⁶⁸ Beerli, A., & Martín, J. D. Factors influencing destination image. *Annals of Tourism Research*, 2004. P 657–681.

⁶⁹ Gunn, C. A. *Vacationscape: Designing tourist regions* (2nd ed.). New York: Taylor & Francis. Introduced the distinction between organic and induced images in tourism destination image formation. 1998 . P 277

Chapter 2 Tourist Destination

but powerfully, shaping both the initial interest and final decision-making processes of travelers.⁷⁰

2.1.3 Development of the image of a tourist destination

Tocquer and Zins examined the perceptual factors influencing tourists' impressions of destinations and proposed a framework that categorizes destination image development into four distinct stages:

Vague and Idealized Image: This initial image forms prior to the actual travel experience and is shaped by advertising, educational content, and word-of-mouth communication. At this point, the concept of travel is often idealized, associated with health, leisure, and escape, though lacking in specificity or realism.

Image Distortion: During the trip planning phase, when the tourist selects a destination, travel dates, and type of tourism product, the original image undergoes modification and clarification. The earlier vague image becomes more refined and realistic as the individual gathers more concrete information in preparation for the trip.

Enhanced or Corrected Image: This stage represents the actual travel experience. As tourists directly engage with the destination, their perceptions are adjusted inaccurate or romanticized elements are corrected, while accurate expectations are reinforced, resulting in a more informed and authentic image.

Residual or Post-Visit Image: Following the trip, the tourist retains a memory-based image of the destination, which may be characterized by nostalgia, satisfaction, regret, or even fantasy. This post-visit image becomes a reference point for future travel decisions, influencing whether or not the individual will revisit or recommend the destination.

In parallel, other scholars have proposed models that distinguish pre-visit and post-visit images. Phelps, for instance, differentiates between the secondary image, which is formed before visiting the destination, and the primary image, which is shaped by first-hand experiences during or after the visit.

⁷⁰ IBID., P 308-310

Chapter 2 Tourist Destination

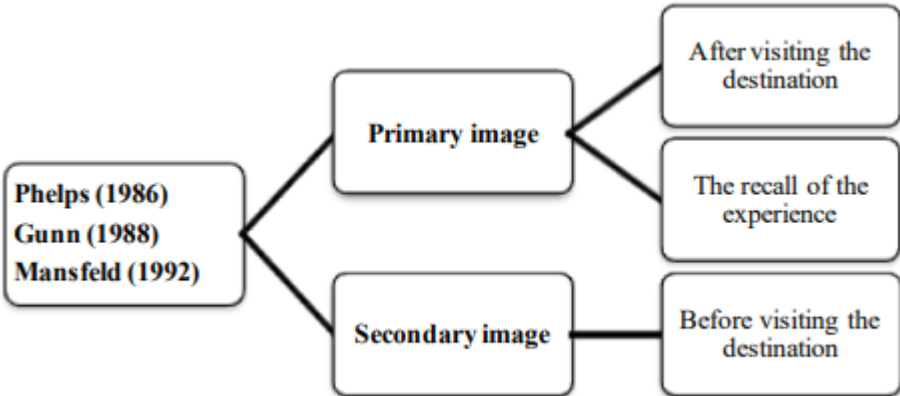
Expanding this framework, Gunn and Mansfeld identified two subcategories within the secondary image:

Organic Image (also referred to by Mansfeld as the informal image): This type of image develops from non-commercial and independent sources, such as media coverage, books, or conversations, and is not influenced by official destination marketing efforts.

Induced Image (termed formal image by Mansfeld): This image arises from promotional materials and marketing campaigns created by the destination’s tourism authorities or organizations, and is intended to shape public perception in a deliberate manner.

Together, these frameworks highlight the evolving nature of destination image, illustrating how it is influenced by both external information sources and personal travel experiences, and how it continues to shape future travel behavior.⁷¹

Figure 4. Image types according to type of knowledge



Source: Phelps, A. *Holiday destination image: The problem of assessment*. Tourism Management, 1986. P 168–180

Drawing on this typology, Fakeye and Crompton proposed a path model to illustrate how tourists navigate the information-seeking process when considering travel options. According to their model, potential travelers typically begin with a secondary organic image a general

⁷¹Phelps, A. *Holiday destination image, The problem of assessment: An example developed in Menorca*. *Tourism Management*, 1986. P 168–180.

Chapter 2 Tourist Destination

mental representation of a group of destinations, often referred to as a "share of mind." This image is formed through non-commercial sources such as media, social interactions, or educational exposure.

As individuals develop travel motivations and engage with their initial perceptions, they enter a phase of active information searching. The depth and intensity of this search, however, are influenced by whether the tourist possesses a strong or weak organic image, and whether they have had direct or indirect experiences with the destination in question. These factors affect both the quantity of information sought and the effort invested in gathering it.⁷²

Once a set of destination alternatives has been identified, tourists assess these options using a combination of their pre-existing organic image, any personal experiences, and the induced image the promotional content intentionally distributed by the destination's marketing organizations. Following the actual visit, tourists form a primary image of the destination, which is rooted in first-hand experience. This primary image then becomes a reference point for future travel-related information searches and decisions.

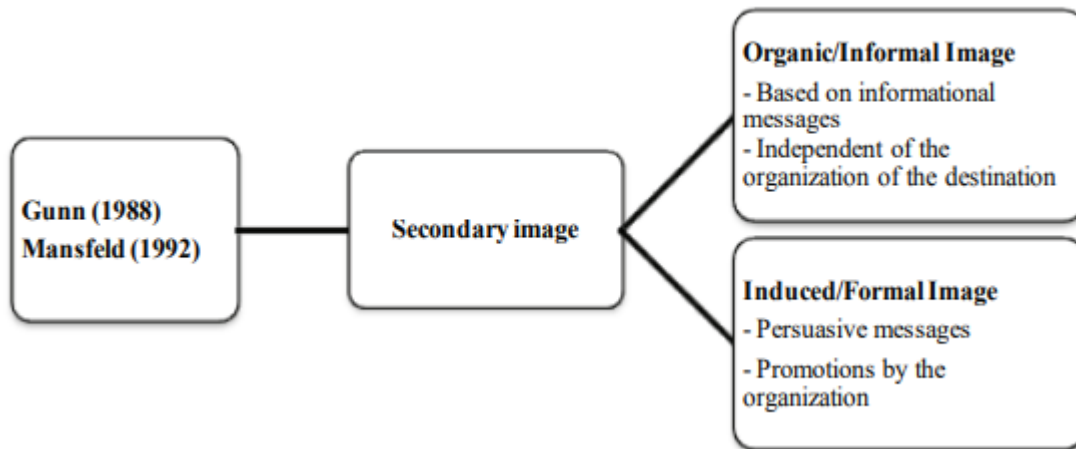
Fakeye and Crompton further argue that destination marketing efforts should adapt their messaging to the phase of image development the tourist is in. During the organic stage, they recommend using informational messages that build awareness and credibility. In contrast, persuasive messages are better suited for the induced stage, where potential tourists are actively comparing options. Finally, in the post-visit or primary image stage, communication should focus on reminder messages that evoke memories of positive experiences, encouraging repeat visitation and word-of-mouth promotion.⁷³

⁷² Mansfeld, Y. From motivation to actual travel. *Annals of Tourism Research*, 1992. P 399–419

⁷³ Phelps, A. Op.Cit P 176-178

Chapter 2 Tourist Destination

Figure 5. Types of secondary image



Source: Mansfeld, Y. From motivation to actual travel. *Annals of Tourism Research*, 1992. P 399–419

2.1.4 Effects of the brand image of a tourist destination

Across the various definitions presented in the literature, the image of a tourist destination is consistently recognized as a central factor influencing a tourist's intention to visit or avoid a location. Essentially, destination image shapes the attitudes that potential tourists form toward a place, which in turn directly affects their travel decision-making process. As highlighted by Mayo in his work on regional travel behavior, the perceived image of a destination is a key determinant in the selection of a travel location. Interestingly, Mayo also argues that the post-visit image the impression formed after experiencing the destination holds even greater importance than the destination's promotional claims or marketing promises.⁷⁴

In line with this perspective, Gunn posits that tourists are unlikely to choose a destination for which they hold negative perceptions, regardless of what the destination offers. Supporting this, Lim and O'Cass emphasize that a strong and positive destination image enhances differentiation in a competitive tourism market, making it more likely that such a destination will be included

⁷⁴ Reynolds, W. H. The role of the consumer in image building. *California Management Review*, 1965. P 69–76

Chapter 2 Tourist Destination

in the final selection of the tourist. This view is echoed by numerous scholars who affirm the strong correlation between favorable destination image and travel choice behavior.

According to Fakeye and Crompton, a destination with a well-established and positive image in the marketplace is better positioned for long-term success. Indeed, numerous studies confirm that destination image is a powerful factor influencing tourist consumer behavior, playing a vital role in shaping both initial interest and final choice.

Thus, destination image stands out as one of the most valuable strategic assets a destination can possess. It significantly impacts tourists' preferences, travel motivations, and ultimate decision to visit. However, due to the subjective and multi-faceted nature of image comprising emotional, cognitive, and symbolic attributes its measurement and evaluation remain challenging. As noted by Reynolds and Guttman and Gallarza, the complex and multidimensional nature of image can lead to multicollinearity in measurement models, which in turn limits the precision and clarity of assessing its actual impact.⁷⁵

⁷⁵ Lim, K., & O'Cass, A. Consumer brand classifications: An assessment of culture-of-origin versus country-of-origin. *Journal of Product & Brand Management*, 2001. P 120–136.

Chapter 2 Tourist Destination

2.2 Section (2) : Tourist Destination Branding

2.2.1 Definition of Tourist Destination Branding

Destination branding has become a well-established concept in both academic literature and practical marketing efforts. It is commonly defined as a strategic marketing tool designed to communicate a destination's distinctive identity and differentiate it from competitors. Over time, this concept has evolved into a broader strategy aimed not only at attracting tourists but also at engaging and retaining residents. While destination branding is traditionally understood to focus specifically on tourists, place branding encompasses a wider scope targeting all stakeholder groups, including residents, investors, and businesses.⁷⁶

Despite this theoretical distinction, the boundaries between destination and place branding have increasingly become blurred. This is largely due to the growing recognition of the important role residents play in shaping the tourism experience and broader place identity. Residents not only contribute directly to visitor interactions but also experience both the benefits (e.g., economic development) and challenges (e.g., environmental and social pressures) brought about by tourism. When residents feel positively about their place, they can act as effective ambassadors, promoting the destination informally through word of mouth. Additionally, Braun emphasize the role of citizens in legitimizing place planning and supporting long-term development strategies.⁷⁷

However, the majority of tourism research has traditionally focused more on residents' attitudes toward tourists and their views on tourism development, rather than on residents' own perceptions of the place and how these might affect tourism branding outcomes. Nevertheless, a number of notable studies have addressed this gap. For instance, Zenker and Beckmann demonstrated that residents and tourists often perceive the same place differently. Palmer later examined how residents' personal identification with a place influences their willingness to

⁷⁶ Palmer, A. Resident perceptions of destination branding: A gap between theory and practice. *International Journal of Culture, Tourism and Hospitality Research*, 2010. P 254–265.

⁷⁷ Braun, E., Eshuis, J., & Klijn, E.-H. The effectiveness of place brand communication. *Cities*, 2014. P 64–70.

Chapter 2 Tourist Destination

advocate for it, and Hanna and Rowley proposed a conceptual framework that integrates both residents and tourists into a unified branding strategy.⁷⁸

These studies collectively suggest that residents should be central to urban tourism planning and brand management to ensure that they feel pride and satisfaction in their city. A deeper understanding of resident perceptions would enhance not only tourism planning but also the broader domain of place marketing. This connects with existing research into concepts such as place identity, place attachment, and place satisfaction. There is now a growing consensus that integrating branding strategies for different target groups including residents and tourists is both necessary and increasingly common in practice. This trend suggests that the traditional division between tourism branding and place branding is becoming less relevant. In fact, many tourism organizations are already incorporated into larger place marketing structures, or are beginning to broaden their strategies to include resident engagement alongside tourism promotion.⁷⁹

For the purposes of clarity in this discussion, however, the term destination branding will be used to refer specifically to branding efforts aimed at tourists, whereas place branding will be understood as encompassing all branding activities targeting various stakeholder groups, including residents making destination branding a subset of the broader place branding concept.⁸⁰

2.2.2 Tourist Destinations brands:

Studies have demonstrated that place brands, including destination brands, are inherently multidimensional in nature. These brands encompass a wide array of elements, such as architectural landmarks, historical background, economic conditions, geographic features, and demographic profiles. Beyond these tangible attributes, place brands are also shaped by subjective associations such as perceptions of being modern, successful, traditional, or central which influence how the place is cognitively represented in the minds of individuals.

⁷⁸ Zenker, S., & Rütter, N. Is satisfaction the key? The role of citizen satisfaction, place attachment and place brand attitude on positive citizenship behavior. *Cities*, 2014. P 11–17.

⁷⁹ Hanna, S., & Rowley, J. Towards a strategic place brand-management model. *Journal of Marketing Management*, 2011. P 458–476.

⁸⁰ Sebastian Zenker , Erik Braun , Sibylle Petersen, Branding the destination versus the place: The effects of brand complexity and identification for residents and visitors, *Tourism Management journal*, 2017. P 16

Chapter 2 Tourist Destination

All of these characteristics are stored in the form of mental associations, creating a complex image of the place from the consumer's perspective. Among the various definitions available, the one proposed by Zenker and Braun which builds upon Keller's concept of brand knowledge is particularly noteworthy. They define a place brand as "a network of associations in the place consumers' mind based on the visual, verbal, and behavioural expression of a place, which is embodied through the aims, communication, values, and the general culture of the place's stakeholders and the overall place design".⁸¹

This definition underscores the critical role residents play in the place branding process not only as a target audience but also as integral contributors to the brand identity. Through positive word-of-mouth, residents can act as ambassadors, reinforcing the brand narrative. Additionally, as citizens and voters, they help initiate, support, and legitimize place branding strategies. In this way, residents are not passive recipients but active participants, and their sense of identification with the place serves both as a goal and a catalyst in the success of place branding initiatives, including destination branding.⁸²

2.2.3 Digital Strategies of Tourism Brands: Some Examples:

- **Paris :**

In 2016, the Paris Tourist Office launched the tourism brand "Je t'aime Paris", aiming to restore and enhance the city's image in the aftermath of the 2015 terrorist attacks. The campaign also sought to reassure international visitors about the increased security measures implemented across France. A core aspect of the brand's strategy is its digital ecosystem, which includes a multilingual portal accessible in ten languages. This portal is segmented into dedicated sub-sites tailored to different audiences: tourists, industry professionals, and official members of the tourist office.

The tourist section of the website showcases a comprehensive city offering, encompassing connectivity, accommodation, gastronomy, and major attractions. Additionally, it is integrated with sector-specific businesses, allowing users to make reservations and complete online

⁸¹ Anholt, S. *Competitive identity: The new brand management for nations, cities and regions*. Basingstoke: Palgrave Macmillan. 2007. P 17-18

⁸² Keller, K. L. Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 1993. P 1–22.

Chapter 2 Tourist Destination

payments. Potential visitors can explore the city in advance through immersive virtual tours guided by locals or certified tour guides. The city's digital presence is further strengthened through social media platforms primarily Facebook and Twitter (available in both French and English) where it shares timeless visuals, practical updates, events, and exclusive promotions.

Moreover, the campaign leverages gamification by organizing contests that offer travel packages and prizes. It also emphasizes User-Generated Content (UGC) through Instagram, encouraging users worldwide to share personal experiences and photos using the hashtag #parisjetaime.

- **Singapore**

Singapore's destination branding journey began in 2004 and has undergone several transformations to remain aligned with the evolving global tourism landscape. Initially branded as "Uniquely Singapore", it was later rebranded in 2010 to "YourSingapore", with a strong focus on digital engagement. In 2017, the Singapore Tourism Board introduced the campaign "Passion Made Possible", which aimed to place the traveler at the core of the destination's value proposition by allowing for personalized experiences based on individual preferences and motivations.

The campaign's digital strategy is built on an integrated and user-centric approach that engages travelers before, during, and after their visit. Key components include a multilingual website available in twelve languages, strategic investments in search engine optimization (SEO), partnerships with influencers and travel bloggers, mobile applications, and consistent content distribution across major platforms such as Facebook, Instagram, Twitter, and YouTube. This approach not only enhances trip planning but also encourages real-time experience sharing, strengthening engagement and visibility

- **New York :**

The iconic "I Love NY" brand is widely regarded as the first territorial branding initiative in tourism history. Created in 1977, during a period of economic downturn and rising crime rates in New York City, the campaign was developed by a prestigious advertising agency inspired by Virginia's slogan, "Virginia is for Lovers". Its primary goal was to revive domestic tourism by crafting a compelling and emotionally resonant city identity.

Chapter 2 Tourist Destination

Over time, "I Love NY" evolved into a global cultural symbol, representing not only tourism but also a deep-rooted emotional connection to the city. The brand's digital strategy features a comprehensive web portal accessible in over fifty languages, highlighting a full spectrum of offerings including lodging, dining, attractions, and exclusive deals. Users are encouraged to plan, personalize, and share their travel itineraries directly through the platform, which also links to TripAdvisor, thereby boosting credibility through verified tourist reviews and testimonials.

A network of influencers further supports the brand through blog posts, photos, videos, and curated content spotlighting unique urban experiences. Social media engagement is a critical component, with the brand maintaining a vibrant presence across Facebook, Instagram, YouTube, Twitter, Pinterest, and other platforms. Visitors are invited to express their affection for the city by posting content that captures memorable moments from their stay.

- **Istanbul**

The branding of "Istanbul GoTurkiye" is a strategic sub-brand under the national "GoTurkiye" initiative, which seeks to position Turkey as a top-tier travel destination by emphasizing the cultural richness and distinctiveness of its major cities. Istanbul, in particular, is presented as a fusion of tradition and modernity, with a unique identity shaped by its geographic position at the crossroads of Europe and Asia.

Spearheaded by the Turkiye Tourism Promotion and Development Agency, the brand's digital strategy centers around an all-encompassing website that serves as a comprehensive trip planning platform. This portal guides prospective travelers through each stage of their journey, offering curated advice, recommendations, and direct contact information.

Available in English only, the website invites users into a sensory and experiential exploration of the city. Visitors are encouraged to discover Istanbul through ten authentic local experiences, promoting immersion in everyday cultural life. The content is personalized based on user profiles and online behavior, ensuring a tailored browsing experience. New content is generated

Chapter 2 Tourist Destination

through collaborative efforts with local authorities and NGOs, and actively disseminated across social media platforms such as Instagram, Facebook, Twitter, and YouTube.⁸³

2.2.4 Challenges in destination branding:

A wide array of agencies and organizations collaborate with destination marketers in shaping and developing a destination's brand identity. These partners often include local and national government bodies, environmental organizations, chambers of commerce, industry associations, and others. However, such collaborations are often influenced by political dynamics, as each stakeholder seeks to reconcile their own regional or national interests. This creates a complex challenge for marketers: striking a balance between crafting innovative advertising and public relations campaigns while also navigating local, regional, and national political interests.

According to Olins and Hildreth , another significant obstacle lies in the misunderstanding of nation branding among both experts and government officials. While policymakers are often drawn to nation branding due to its potential to foster internal unity and international economic and political growth, they frequently lack a deep understanding of the branding process itself specifically, how nation branding is actually executed.

A further challenge is the limited availability of financial resources. Destination marketers are often expected to develop globally competitive brands with very modest budgets, contending not only with rival destinations but also with other global brands. In such cases, strategic and efficient budget allocation becomes essential for success. This constraint is particularly pronounced in Destination Marketing Organizations (DMOs), which, unlike private tourism enterprises, have increasingly seen reductions in public funding especially in the wake of global financial crises. These financial limitations demand that destinations reflect critically on their strategies, confront resource shortages, and implement more efficient management and development mechanisms. To achieve long-term success, destinations must strive to optimize their resources and build a sustainable and credible brand reputation among stakeholders and target audiences.

⁸³ Hicham EL BAYED , Dounia SEDRA, Digitalisation & Destination Branding : un Mariage de Raison, Journal of Performance Management,2023. P 86-88

Chapter 2 Tourist Destination

In addition to budgetary and political challenges, authenticity remains a key concern in destination branding. Since the late 1990s, branding theory has emphasized that authenticity and transparency are crucial to consumer trust. A successful brand is one perceived as genuine and offering real value. As Gilmore asserts, effective country branding should amplify what already exists rather than create a fictitious narrative. The brand's positioning must reflect the destination's core identity its "central truth" rather than an artificial construct.

Another critical challenge lies in measuring the effectiveness of destination branding initiatives. Scholars such as Blain and Ritchie & Ritchie have underscored the importance of tracking the outcomes of branding strategies. However, many DMOs fail to engage in measurement efforts, often due to uncertainty about what to assess or how to conduct the evaluation. There remains a need for further research to understand the reasons behind this gap, particularly regarding the measurement of visitor perceptions and marketing impact.

Hudson and Ritchie stress the importance of ongoing evaluation and refinement of communication strategies. Brand managers must remain adaptable and responsive to effectiveness metrics. Srivastava highlights the inherent difficulty in evaluating branding strategies but identifies brand equity as a useful metric for gauging performance. Recognized as a strategic asset, brand equity requires regular monitoring and support to ensure a brand's sustained success and long-term competitive advantage.⁸⁴

⁸⁴ Almeyda-Ibáñez, Marta; George, Babu P. Place branding in tourism: a review of theoretical approaches and management practices *Tourism & Management Studies*, 2017. P 16-17

Chapter 3 Empirical Study (The Case of Khoybaib)

2.3 Section (3) : The Relationship Between Travel Influencers and the Brand Image of a Tourist Destination

2.3.1 Influencer Credibility and the Perception of Destination

In today's hyperconnected digital environment, the influence of social media on consumer behavior has reached unprecedented levels. Within the travel and tourism industry, this shift is most prominently reflected in the rise of travel influencers individuals who have established credibility and substantial followings on digital platforms and who actively share travel-related content. These influencers play a pivotal role in shaping the way destinations are perceived by prospective tourists. The connection between travel influencers and the brand image of a tourist destination has become a key area of academic inquiry, marketing strategy, and destination management. A destination's brand image is not merely a product of promotional efforts by tourism boards or advertising agencies. It is a multifaceted construct influenced by personal experiences, word-of-mouth, media portrayals, and increasingly, influencer-generated content. Brand image encompasses cognitive evaluations (beliefs and knowledge), affective responses (feelings and emotions), and conative intentions (behavioral aspirations such as the desire to visit). Influencers contribute to each of these dimensions through their content, interpersonal engagement, and storytelling strategies. This section delves into the relationship between travel influencers and destination brand image across four critical areas: influencer credibility, visual storytelling, emotional engagement, and interactive amplification.⁸⁵

The perceived credibility of travel influencers is fundamental in determining their impact on destination brand image. As Ohanian emphasized, credibility comprises three dimensions: expertise, trustworthiness, and attractiveness. Each of these elements contributes to the perceived validity and persuasiveness of the influencer's message.

Expertise is demonstrated through the influencer's perceived knowledge of travel. This includes providing practical tips, cultural insights, logistical advice, and local

⁸⁵ Pike,.Destination marketing essentials.2nd Edition. Abingdon: Routledge,2016. P 2

Chapter 3 Empirical Study (The Case of Khoybaib)

recommendations. Influencers who have extensive travel experience or specialize in particular types of tourism (e.g., eco-tourism, adventure travel, solo female travel) are often seen as experts, which strengthens their ability to influence followers' perceptions of destinations.

Trustworthiness relates to the honesty and integrity of the influencer. Authenticity is particularly critical in the digital age, where audiences are increasingly wary of sponsored content. Influencers who transparently disclose partnerships and maintain a balanced perspective even highlighting negative aspects of a destination are more likely to be viewed as credible.⁸⁶

2.3.2 Visual Storytelling and the Creation of a Multi-Dimensional Destination Identity

One of the most distinctive contributions of travel influencers is their ability to create compelling visual narratives. Through platforms like Instagram, TikTok, YouTube, and blogs, influencers use images and videos to depict destinations in ways that appeal to diverse audiences. This form of visual storytelling is essential in constructing the symbolic and cognitive dimensions of a destination's brand image.

Visual storytelling allows influencers to highlight both iconic attractions and hidden gems, offering a curated lens through which followers experience the destination. High-quality imagery, cinematic videos, drone footage, and stylized content not only showcase the physical beauty of a place but also its atmosphere, mood, and cultural vibe. These representations help form what Echtner and Ritchie refer to as holistic destination images comprising both tangible attributes and intangible impressions.

Influencers often specialize in particular themes or niches luxury travel, sustainable tourism, budget backpacking, culinary tourism, or wellness retreats. Each of these perspectives contributes to a multidimensional image of the destination, appealing to different market segments. For instance, Bali may be represented as a spiritual sanctuary by yoga influencers, a nightlife hotspot by lifestyle influencers, and a digital nomad hub by work-travel influencers.

⁸⁶ Djafarova, E., & Rushworth, C. Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 2017. P 1–7.

Chapter 3 Empirical Study (The Case of Khoybaib)

This layered representation helps destinations build broad-based appeal and strengthen their brand positioning.⁸⁷

Moreover, influencers employ narrative techniques such as storytelling arcs, personal testimonials, behind-the-scenes content, and “day in the life” formats to contextualize their visual content. These narratives give meaning to the visuals and allow audiences to emotionally connect with the experiences being shared. The use of hashtags (#VisitPortugal), geotags, and branded content further solidifies the destination’s identity in the digital sphere.⁸⁸

2.3.3 Emotional Engagement and Enhanced Destination Memorability

Emotional engagement is one of the most potent outcomes of influencer marketing. By evoking emotions such as joy, nostalgia, awe, curiosity, and empathy, influencers make destinations more memorable and desirable. Emotional content resonates more deeply with audiences, increasing the likelihood of sharing, bookmarking, and ultimately, travel planning.⁸⁹

Influencers often share personal, emotionally charged stories that humanize the destination. This may include transformative travel experiences, cultural immersion, acts of kindness from locals, or overcoming personal fears through travel. Such narratives contribute to the formation of affective destination images how people feel about a place which are critical in shaping tourism behavior. Emotional resonance also enhances symbolic associations. A destination may come to symbolize freedom, healing, adventure, or romance based on how influencers frame their experiences. This symbolic image influences not only destination awareness but also the type of tourists it attracts. Additionally, emotional engagement strengthens memory retention. Followers are more likely to recall content that touched them emotionally, increasing top-of-mind awareness of the destination. This memorability plays a

⁸⁷ Echtner, C. M., & Ritchie, J. R. B. Op.Cit P 27-38

⁸⁸ ROSARIA L. G. PEREIRA, ANTONIA L. CORREIA, and RONALDO L. A. SCHUTZ, Destination Branding: A Critical Overview, *Journal of Quality Assurance in Hospitality & Tourism*, 2012. P 83-84

⁸⁹ Hosany, S., Ekinçi, Y., & Uysal, M. Destination image and destination personality: An application of branding theories to tourism places. *Journal of Business Research*, 2006. P 638–642.

Chapter 3 Empirical Study (The Case of Khoybaib)

critical role during the travel decision-making process, particularly when consumers are comparing multiple destinations.⁹⁰

Finally, emotional content encourages **social sharing**. Viewers who resonate with an influencer's story are more likely to engage through likes, comments, shares, and even their own content creation, further amplifying the emotional impact and spreading awareness of the destination.⁹¹

2.3.4 Audience Interaction, Community Engagement, and Word-of-Mouth Effects

What differentiates influencers from traditional media is their ability to engage directly with audiences. This interactivity transforms followers from passive viewers into active participants, fostering a sense of community and co-creation. As Hajli suggests, this form of social engagement plays a significant role in shaping consumer trust and brand loyalty.⁹²

Influencers build interactive relationships through comment sections, Q&A sessions, polls, and live streams. These two-way interactions enhance audience involvement and create a conversational space around the destination. When followers ask for advice or share their own experiences in response to influencer content, it creates a dynamic flow of user-generated content that reinforces the destination's brand image.

This participatory culture also fuels electronic word-of-mouth (e-WOM). Influencer content often prompts followers to visit the same destinations, try the same activities, and share their own versions of the experience. These secondary posts serve as peer endorsements and further expand the reach of the original message.⁹³

⁹⁰ Rayag, G., & Ryan, C. Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research*, 2012. P 342–356.

⁹¹ Kolb, M., *Tourism marketing for cities and towns. Using branding and events to attract tourists*. United States of America: Butterworth-Heinemann Publications, 2006. P 66-67

⁹² Hajli, N. A study of the impact of social media on consumers. *International Journal of Market Research*, 2014. P 387–404

⁹³ Schouten, A. P., Janssen, L., & Verspagen, M. Op.Cit P 232-247

Chapter 3 Empirical Study (The Case of Khoybaib)

Tourism boards and destination marketers increasingly recognize the value of this amplification. Many now collaborate with influencers to launch co-branded campaigns that encourage hashtag use, destination tagging, and follower interaction. These campaigns often go viral, reaching audiences far beyond the influencer's immediate network and building long-term brand equity for the destination.

In this way, influencers do not merely shape perceptions they mobilize communities, facilitate experiential sharing, and embed destinations within the digital lives of their followers. This results in a collaborative model of destination branding where the influencer, the destination, and the audience co-create a shared brand narrative.

Dobni and Zinkhan reviewed a wide range of definitions spanning over thirty years and classified them into five main categories based on their core emphasis:

1. **General or Blanket Definitions:** Broad interpretations that encompass a wide scope of meaning.
2. **Symbolism-Focused Definitions:** These connect commercial products to symbolic imagery, suggesting that objects serve as substitutes for actions or meanings derived from personal and shared experiences.
3. **Meaning and Message-Oriented Definitions:** These highlight the psychological interpretations consumers attach to products, including how meanings emerge from tangible interactions and symbolic representations.
4. **Personification-Based Definitions:** These associate brands with human traits or relate the consumer's own personality to the perceived image of the brand.
5. **Cognitive or Psychological Definitions:** These center on internal responses such as feelings, thoughts, and attitudes that influence how a brand is experienced. Within this framework, cognition encompasses the knowledge and emotional reactions individuals have toward the brand.

More recent definitions also emphasize perception how consumers interpret reality and associate brands with specific attributes, benefits, or attitudes. Understanding these perceptions is key to predicting behavior. As Nuttin observed, sensations of pleasure or displeasure serve as fundamental stimuli, shaping how individuals navigate their environment. This perspective also

Chapter 3 Empirical Study (The Case of Khoybaib)

includes self-concept how individuals see themselves in relation to the brand and the communication or relationship dynamics between consumers and the brand itself .⁹⁴

⁹⁴ ROSARIA L. G. PEREIRA, ANTONIA L. CORREIA, and RONALDO L. A. SCHUTZ, Op.Cit P 85-96

Chapter 3 Empirical Study (The Case of Khoybaib)

CONCLUSION

In summary, the branding of tourist destinations plays a central role in the formulation of travelers' perceptions and choices. A strong brand image built on cognitive awareness and emotional connection can significantly enhance a destination's appeal and competitiveness. While the creation of destination image is influenced by a variety of factors, including media, influencers, and personal experiences, it ultimately reflects a combination of what the place offers and how it is perceived. Despite theoretical complexities and measurement challenges, effective branding remains a critical determinant of tourism success. As the tourism industry continues to evolve, destination marketers must focus on fostering coherent, authentic, and appealing brand narratives that resonate with diverse audiences and stand out in a saturated global marketplace.

Chapter 3 Empirical Study (The Case of Khoybaib)

Chapter 3 Empirical Study (The Case of Khoubaib)

Chapter 3 Empirical Study (The Case of Khoybaib)

INTRODUCTION

This chapter constitutes the empirical part of our thesis, aiming to illustrate the practical and applied aspects of the theoretical concepts we discussed previously. After an in-depth analysis of the theories related to travel influencers and destination branding, it is essential to compare these concepts with real-world data. Therefore, we have chosen influencer Khoubaib as an example. This chapter primarily aims to examine and test the hypotheses formulated through a carefully conducted survey.

The first section details the survey methodology, describing the data collection process, the tools used, and the criteria for selecting participants. Each methodological choice is justified to ensure the validity and reliability of the results obtained.

In the second section, we will analyze and interpret the collected data. This analysis will enable us to identify significant trends, test our research hypotheses, and better understand the impact of travel influencers on destination branding. Particular attention will be paid to identifying the key factors influencing perception and behavior.

Finally, the third section will synthesize the obtained results and conduct an in-depth investigation of our hypotheses. This analysis will highlight the most important findings of our study and their practical implications for tourism marketing professionals.

Chapter 3 Empirical Study (The Case of Khoybaib)

3.1 Section (1) : The Travel Influencer Khoubaib Kouas :

3.1.1 Overview of Khoubaib:

Khoubaib Kouas is a young Algerian traveler and video blogger, known on social media by the name "Khoubai". He rose to fame through his inspiring travel content, which he shares on social media platforms especially YouTube and Instagram making him a cultural ambassador who inspires generations with his exciting journeys and amazing discoveries. Khoubaib Kouas was born in the historic city of Constantine in 1994, and grew up in a loving family. He studied mathematics in high school but did not find his passion in that field. He then pursued economics at university, but a sense of dissatisfaction pushed him to seek a path that would ignite his spirit.⁹⁵

Figure 6. Khoubaib Kouas



Source: Najm, "Who is Khabib Kowas? Wikipedia biography.", 05 January 2024, available on <https://njmilms.com/>, consult on 15 april 2025

⁹⁵ La rédaction de Algérie Focus, Khoubaib Kouas : L'Explorateur Virtuel Algérien Qui Fait Vibrer le Monde, 9 août 2024, available on :<https://www.algerie-focus.com/khoubaib-kouas-lexplorateur-virtuel-algerien-qui-fait-vibrer-le-monde/> , consult on 15 april 2025

Chapter 3 Empirical Study (The Case of Khoybaib)

3.1.2 The biography of Khoubaib

A Shift Toward Content Creation:

Khoubaib Kouas did not surrender to the monotony of university life but instead pursued his true passion. He turned to content creation to express his love for travel and discovering new cultures. He began sharing photos and short videos on social media platforms, embodying his passion and sharing his experiences with the world.

The Rise of a Shining Star in the Tourism Sky:

Khoubaib Kouas's content quickly captured public attention, especially on Instagram. His content stood out for its high quality, variety of videos and photos, and the rich information it offered about the countries he visited.

Meaningful Content That Enriches Knowledge:

Khoubaib is committed to delivering meaningful content that enriches knowledge and encourages a love of travel and the discovery of the world's wonders. He shares his exciting experiences with his audience through professionally filmed videos, accompanied by detailed cultural and historical information about the places he visits.

A Journey Across Continents and the Discovery of Cultural Treasures:

Khoubaib has traveled to many countries around the world, from Asia and Europe to Africa and the Americas. He didn't limit himself to visiting famous tourist attractions but also made a point of immersing himself in local cultures and learning about people's customs and traditions.

A Message That Inspires Generations:

Khoubaib Kouas believes that travel enriches the soul, broadens the mind, and helps one better understand the world. For this reason, he delivers an inspiring message to Arab youth, urging them to break free from routine, overcome their fears, discover their potential, and pursue their dreams.

Awards and Recognitions That Confirm His Success:

Khoubaib Kouas has received numerous awards and recognitions for the excellence of his content, including:

Chapter 3 Empirical Study (The Case of Khoybaib)

- Best Instagram Blogger in Algeria for 2019
- Best Arabic Travel Content Award in Germany for 2023
- Best Travel Content Creator at the Digital Creators Awards 2023 in Algeria

An Inspirational, Creative, and Humble Figure:

Khoubai Kouas is a role model for ambitious Arab youth. He is inspirational, creative, and humble, and firmly believes in humanity's ability to achieve dreams—no matter how difficult they may seem.

A Promising Future and Ambitious Plans:

Khoubai plans to continue his inspiring journeys and to discover even more cultures around the world. He also aims to further develop his content and offer more creative productions to his audience.

Sharing Inspiring Travel Experiences with the World:

Khoubai Kouas is keen on sharing his travel experiences with his followers through high-quality videos, enriched with cultural and historical information about the places he visits. He offers purposeful content that enhances knowledge and fosters a love for travel and the discovery of the world's marvels.⁹⁶

3.1.3 Links to the personal pages of Khoubai Kouas

- Facebook page with 4.5 million followers. [khoubaiiii/com.facebook.www://https](https://www.facebook.com/khoubaiiii/)

⁹⁶ Najm, "Who is Khabib Kowas? Wikipedia biography.", 05 January 2024, available on <https://njmilms.com/>, consult on 15 april 2025

Chapter 3 Empirical Study (The Case of Khoybaib)

Figure 7. Khoubai's Facebook page



Source: . Khoubai's Facebook page

- Instargam page with 3.2 million followers. [khoubai/com.instagram.www://https](https://www.instagram.com/khoubai/)

Chapter 3 Empirical Study (The Case of Khoybaib)

Figure 8. Khoubai's Instagram page



← **khoubai** ✓

 **Khoubai Kouas** - كواس خبيب

719 publications 3,2 M followers 421 suivi(e)s

Creator de reels
Travel ✈️ | Films 🎬 |
Voir la traduction
linktr.ee/khoubai

🔔 Khoubai updates 📄 😄 📘 Khoubai

Source: Khoubai's Instagram page

- TikTok page with 2.5 million followers. [khoubaii@/com.tiktok.www://https](https://www.tiktok.com/@khoubaii)

Chapter 3 Empirical Study (The Case of Khoybaib)

Figure 9. Khoubaib's TikTok page



Source: Khoubaib's TikTok page

- Youtube page with 2.2 million followers. khoubai.com.youtube.www://http

Chapter 3 Empirical Study (The Case of Khoybaib)

Figure 10. Khoubaib's YouTube page



Khoubai ✓

@Khoubai

2,21 M d'abonnés • 147 vidéos

Hey Manifikos! I'm Khoubaib — adventurer, filmmaker & global storyteller. ...plus

[instagram.com/khoubai](https://www.instagram.com/khoubai) et 2 autres liens

Source: Khoubaib's YouTube page

Chapter 3 Empirical Study (The Case of Khoybaib)

3.2 Section (2) : Presentation of the Survey

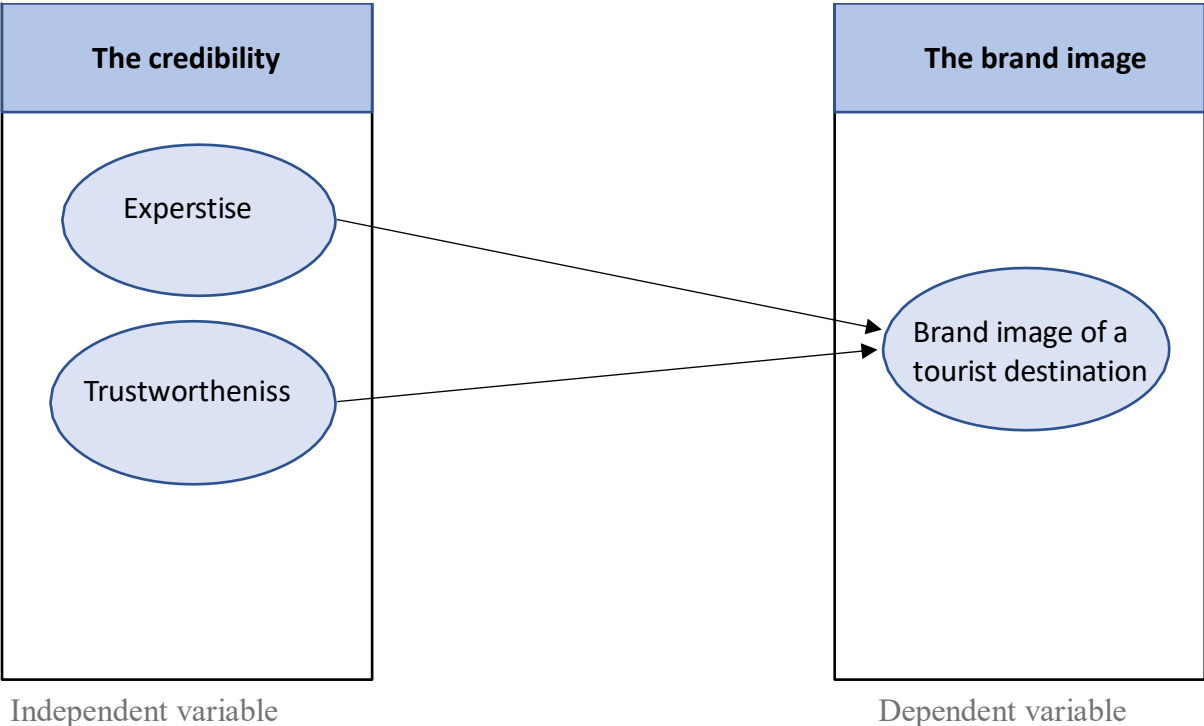
In order to explore the impact of travel influencers on the brand image of a tourist destination, a specific methodological approach was developed for this study. We will first present the research methods, then the sampling process, the design and structure of the questionnaire, and finally the statistical methods used to analyze the data.

3.2.1 Research Methodology

This study adopts a descriptive and analytical approach to assess the role of influencer credibility in the brand image of a tourism destination. This approach identifies two main dimensions of influencer credibility: expertise and trustwortheniss, as independent variables, while the brand image of a tourism destination is the dependent variable.

Using SPSS version 27, we collected and analyzed specific data to examine the relationship between influencer credibility and the brand image of a tourism destination.

Figure 11. Conceptual model



Chapter 3 Empirical Study (The Case of Khoybaib)

Source: developed by the student

3.2.2 The variables:

The variables in our research include the credibility (expertise, trustworthiness) as the independent variable, and the brand image of tourist destinations as the dependent variable. The study also draws on specific dimensions from conceptual models in digital marketing to deepen the analysis of the relationship between influencer-generated credibility and destination brand image.

Table 1. Dimensions of the variables

Dimension	Definition	Author
Expertise	when an endorser or influencer shows high expertise and knowledge in a field, this can increase consumer perceptions of the credibility and superiority of the brand. Expert endorsers or influencers can build a strong relationship between themselves and the brand, which in turn can influence the resulting brand image in the minds of consumers.	Wiedmann and Mettenheim, (2020) ⁹⁷
Trustworthiness	Defined as the integrity and believability of communicator, it is an important element of the source credibility . Social media influencers need to ensure their trustworthiness to effectively endorse products and services. The perceived trustworthiness of the source is believed to be a primary factor that	(Hudders et al., Shan,2020) ⁹⁸

⁹⁷ Wiedmann, K. P., & von Mettenheim, W, Op.Cit P 717-723

⁹⁸ Hudders, L., De Jans, S., *The commercialization of social media stars: A literature review and conceptual framework on the strategic use of social media influencers*. International Journal of Advertising,2020. P 40

Chapter 3 Empirical Study (The Case of Khoybaib)

	determines subsequent behavior.	
Brand image of destination	destination brand image is the sum of beliefs and impressions people hold about place. Images represent a simplification of a larger number of associations and pieces of information connected to a place. They are a product of the mind trying to process and pick out essential information from huge amounts of data about a place.	Kotler e Gertner (2004) ⁹⁹

Source: developed by the student

3.2.3 Reminder of the Hypotheses

The objective of this study is to examine the impact of travel influencers on the brand image of a tourist destination. The study aims to test the following hypotheses:

H1: There is a significant positive impact of travel influencers on the brand image of local tourist destinations.

Our first main hypothesis is broken down into several sub-hypotheses:

- **H1.1:** There is a significant positive impact of the expertise of travel influencers on the brand image of local tourist destinations.
- **H1.2:** There is a significant positive impact of the trustworthiness of travel influencers on the brand image of local tourist destinations.

⁹⁹ Kotler, P., & Gertner, D. Country as brand, product and beyond: A place marketing and brand management perspective. In N. Morgan, A. Pritchard, & R. Pride (Eds.), *Destination Branding: Creating the Unique Destination Proposition*, 2004. P 40–56).

Chapter 3 Empirical Study (The Case of Khoybaib)

H2: There is a significant positive impact of travel influencers on the brand image of international tourist destinations.

Our second main hypothesis is broken down into several sub-hypotheses:

- **H2.1:** There is a significant positive impact of the expertise of travel influencers on the brand image of international tourist destinations.
- **H2.2:** There is a significant positive impact of the trustworthiness of travel influencers on the brand image of international tourist destinations.

We plan to test these hypotheses using a structured questionnaire, administered online. This questionnaire will allow us to collect data in order to verify the validity of these hypotheses and draw conclusions about the impact of travel influencers on the brand image of a tourist destination.

3.2.4 Questionnaire Presentation

We used a structured questionnaire, administered online. The questionnaire was developed based on measurement scales validated in the scientific literature. It consists of several sections:

- **Section 01:** General information about participants, including gender, age, and use of social media.
- **Section 02:** A series of questions related to the independent variable, influencer credibility, divided into two dimensions: expertise and trustworthiness.
- **Section 03:** A series of questions related to the dependent variable, the brand image of local and international tourist destinations.

The questions in the second and third sections were designed to capture different levels of agreement (agree, disagree, or neutral) using a Likert scale, while also offering multiple-choice options when necessary.

Table 2. Measurement Scale According to the "Likert" Method

Classification	strongly disagree	Disagree	Neutral	Agree	strongly agree
Degree	1	2	3	4	5

Source: Compiled by the student based on SPSS v27 results

Table 3. Operation and Measurement of Variables

Chapter 3 Empirical Study (The Case of Khoybaib)

Variable	Indicator	Source
Expertise	<p>X social-media influencer seems expert</p> <p>X social-media influencer enables real information sharing with others.</p> <p>Conversation or an exchange of opinions about destination with others is possible through X social-media influencer.</p> <p>Content of X social-media-influencer account has the newst and information.</p> <p>I would like to pass on information about a destination image from X social-media inluencer to others.</p>	Kim and Ko (2012) ¹⁰⁰
Trustworthiness	<p>I can rely on this influncer.</p> <p>I would feel a sense of loss if I could not visit the place.</p>	<p>McAllister (1995)¹⁰¹</p> <p>Kerstetter and Cho (2004)¹⁰²</p>

¹⁰⁰ Kim, A. J., & Ko, E. Do social media marketing activities enhance customer equity, An empirical study of luxury fashion brand. *Journal of Business Research*, 2012. P 1480–1486.

¹⁰¹ McAllister, D. J. Affect- and cognition-based trust as foundations for interpersonal cooperation in organizations. *Academy of Management Journal*, 1995. P 24–59

¹⁰² Kerstetter, D. L., & Cho, M.-H. Prior knowledge, credibility and information search. *Annals of Tourism Research*, 2004. P 961–985.

Chapter 3 Empirical Study (The Case of Khoybaib)

	<p>This is a responsible and trustworthy influencer.</p> <p>Compared to others, this influencer the destination better.</p> <p>I have a good knowledge of the destination thanks to the content of the influencer.</p>	
Brand image of the tourist destination	<p>A lot of cultural attractions to visit.</p> <p>Cultural diversity.</p> <p>Good quality of tourism infrastructure.</p> <p>Relaxed atmosphere.</p> <p>Unpolluted and unspoiled environment.</p> <p>Exotic destination.</p> <p>In comparison to other destinations, this is a high quality destination.</p>	<p>Lee, Lee, and Lee (2005)¹⁰³</p> <p>Qu, Kim, and Im (2011)¹⁰⁴</p> <p>Davis, Golicic, and Marquardt (2009)¹⁰⁵</p> <p>Shukla (2010)¹⁰⁶</p>

¹⁰³ Lee, C. K., Lee, Y. K., & Lee, B. K. Korea's destination image formed by the 2002 World Cup. *Annals of Tourism Research*, 2005. P 839–858.

¹⁰⁴ Qu, H., Kim, L. H., & Im, H. H. A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism Management*, 2011. P 465–476.

¹⁰⁵ Davis, D. F., Golicic, S. L., & Marquardt, A. J. Measuring brand equity for logistics services. *The International Journal of Logistics Management*, 2009. P 201–212

¹⁰⁶ Shukla, P. Status consumption in cross-national context: Socio-psychological, brand and situational antecedents. *International Marketing Review*, 2010. P 108–129.

Chapter 3 Empirical Study (The Case of Khoybaib)

	<p>This destination has a rich history.</p> <p>Customers can reliably predict how this product/brand will perform.</p> <p>I would visit this tourism destination rather than any other destination.</p> <p>I am willing to recommend that others visit this tourism destination.</p> <p>I intend to revisit this tourist destination in the future.</p>	
--	---	--

Source: developed by the student

3.2.5 Sample Selection

The target sample for the study included social media users aged between 18 and 45. This age range was selected because it represents a significant segment of active social media users who are likely to be influenced by digital marketing campaigns.

Random sampling was conducted to ensure the representativeness of the sample. A total of 138 participants were selected to obtain meaningful results. The sample size was determined based on available resources and the feasibility of the survey.

3.2.6 Data Collection Procedures

Data collection took place over two months, from March to April 2025.

Participants were recruited through social media advertisements, travel forums, and online survey platforms. Each participant was informed about the objectives of the study and voluntarily consented to participate.

Chapter 3 Empirical Study (The Case of Khoybaib)

The data was collected anonymously to ensure the confidentiality of responses. Regular follow-up was carried out to ensure the progress of the data collection process and to address any questions from participants.

3.2.7 Data Analysis:

The data collected from the field study was processed using computer software, specifically the Statistical Package for the Social Sciences (SPSS IBM, version 27). Additionally, Microsoft Excel was used to create graphical representations. Through SPSS, various statistical tables and measurements relevant to the study were analyzed, as outlined below:

- **Correlation Coefficient (Pearson's r):** Employed to verify the structural validity and internal consistency of the measurement scale, ensuring it accurately measures the intended concepts. It was also used to examine the strength and direction of the relationship between the independent and dependent variables of the study.
- **Percentages:** Calculated to identify the distribution of responses for each option in the questionnaire.
- **One-Sample T-Test:** Applied to test the validity of the study's hypotheses and assess whether there is a statistically significant difference in the responses of the institutions surveyed.
- **Bar Charts:** Used to visually present the data results in a clear and illustrative format.
- **Standard Deviation:** Provided insights into the degree of variability or dispersion around the mean values.
- **Cronbach's Alpha:** Utilized to measure the reliability and internal consistency of the questionnaire.
- **Arithmetic Mean (Average):** Calculated to determine the average responses of participants to each questionnaire item or group of items.
- **Simple Linear Regression:** Used to evaluate the dependent relationship between two continuous variables.
- **One-Way Analysis of Variance (ANOVA):** Conducted to assess variance within and between groups.

Chapter 3 Empirical Study (The Case of Khoybaib)

- **Frequencies (Repetitions):** Indicated the number of times each response option was selected in the questionnaire.

Section (3) : Analysis of study data

This section presents an analysis of all the questionnaire responses collected from the sample participants, utilizing statistical tools to support the evaluation. These include the arithmetic mean, standard deviation, percentages, Cronbach's alpha, and the T-test, with all results generated using SPSS version 27.

3.2.1 General Characteristics of the Sample:

Gender Distribution of the Research Sample:

The table below shows the gender breakdown of the participants included in the survey.

Table 3. Distribution of respondents by gender

	Frequency	Percent
Male	71	53.0
Female	63	47.0
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

The survey sample consisted of 134 respondents, with 53% identified as male and 47% as female. This relatively balanced gender distribution ensures that both male and female perspectives are adequately represented in the analysis. The near parity in gender composition contributes to the reliability of the findings, particularly when examining general attitudes toward travel influencers and the perceived image of tourist destinations.

Age Distribution of the Research Sample:

Chapter 3 Empirical Study (The Case of Khoybaib)

Table 4. Distribution of respondents by age.

This section presents an analysis of all the questionnaire responses collected from the sample participants, utilizing statistical tools to support the evaluation. These include the arithmetic mean, standard deviation, percentages, Cronbach's alpha, and the T-test, with all results generated using SPSS version 27.

3.2.2 General Characteristics of the Sample:

Gender Distribution of the Research Sample:

The table below shows the gender breakdown of the participants included in the survey.

Table 5. Distribution of respondents by gender

	Frequency	Percent
Male	71	53.0
Female	63	47.0
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

The survey sample consisted of 134 respondents, with 53% identified as male and 47% as female. This relatively balanced gender distribution ensures that both male and female perspectives are adequately represented in the analysis. The near parity in gender composition contributes to the reliability of the findings, particularly when examining general attitudes toward travel influencers and the perceived image of tourist destinations.

Age Distribution of the Research Sample:

Table 6. Distribution of respondents by age.

Chapter 3 Empirical Study (The Case of Khoybaib)

	Frequency	Percent
Under 18 years	4	3.0
Between 18 - 25 years	75	56.0

Between 25 - 30 years	13	9.7
Between 30 - 45 years	20	14.9
Over 45 years	22	16.4
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

The age distribution of the sample shows that the majority of respondents (56%) are between 18 and 25 years old, representing the dominant age group. Participants aged 30 to 45 years represent 14.9%, followed by those over 45 years old with 16.4%. Meanwhile, 9.7% of the respondents are between 25 and 30 years old, and a small minority of 3% are under 18 years. This distribution indicates that the sample is largely composed of young adults, which is particularly relevant given the topic of the study. Since younger generations tend to be more active on social media platforms and more engaged with travel influencers, this demographic profile is appropriate for examining the impact of influencers on destination image.

Social Media Usage Among the Research Sample

Table 7. Sample Distribution Based on Social Media Usage

Chapter 3 Empirical Study (The Case of Khoybaib)

	Frequency	Percent
Yes	134	100.0
No	00	00

Source: Compiled by the student based on SPSS v27 results

The results indicate that 100% of the respondents reported using social media. This total adoption reflects the pervasiveness of social media platforms among the sample and confirms the relevance of examining the impact of travel influencers within this population. The fact that all participants are social media users strengthens the validity of the study, as it ensures that respondents are familiar with the environment where influencers operate and are thus qualified to evaluate their impact on destination image.

Distribution of the Research Sample by Social Media Platform Used

Table 8. Sample Distribution by Platform Used

	Frequency	Percent
Instagram	69	51.5
Facebook	35	26.1
Snapchat	6	4.5
YouTube	9	6.7
Twitter	2	1.5
TikTok	11	8.2

Chapter 3 Empirical Study (The Case of Khoybaib)

Other platform	2	1.5
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

The data reveal that Instagram is the most commonly used platform, with 51.5% of respondents indicating it as their primary social media channel. This is followed by Facebook with 26.1%, and TikTok with 8.2%. Other platforms, such as YouTube (6.7%), Snapchat (4.5%), Twitter (1.5%), and other platforms (1.5%), were less frequently reported. This result highlights the central role of visual and interactive platforms, particularly Instagram and TikTok, in shaping the experiences and perceptions of users. These platforms are especially relevant in the context of travel influencing due to their strong emphasis on imagery, storytelling, and audience engagement. The dominance of Instagram among respondents further validates the focus of the study, as it is a key platform for travel influencers and destination marketing content.

Distribution of the Research Sample by Frequency of Social Media Use

Table 9. Sample Distribution by Frequency of Social Media Use

	Frequency	Percent
Rarely	17	12.7
Once a day	2	1.5
Always	115	85.8
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

The data show that the majority of respondents (85.8%) reported using social media constantly or very frequently ("Always"), indicating a high level of digital engagement among the sample. A small percentage (1.5%) reported using it only once a day, while 12.7% indicated that they never use social media. This high frequency of social media use among most respondents supports the study's focus on travel

Chapter 3 Empirical Study (The Case of Khoybaib)

influencers, as it suggests that the majority of the sample are active and regular users, likely exposed to influencer content. However, the presence of a minority who never use social media should be taken into consideration when interpreting the overall influence of digital content, as their exposure and engagement levels differ significantly.

Distribution of the research sample by the type of content

Table 10. distribution of the sample according to the type of content

	Frequency	Percent
Family and friends	41	30.6
Influencers	37	27.6

Chapter 3 Empirical Study (The Case of Khoybaib)

Celebrities	27	20.1
Prefer not to answer	29	21.6
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

storytelling, and audience engagement. The dominance of Instagram among respondents further validates the focus of the study, as it is a key platform for travel influencers and destination marketing content.

Distribution of the Research Sample by Frequency of Social Media Use

Table 11. Sample Distribution by Frequency of Social Media Use

	Frequency	Percent
Rarely	17	12.7
Once a day	2	1.5
Always	115	85.8
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

The data show that the majority of respondents (85.8%) reported using social media constantly or very frequently ("Always"), indicating a high level of digital engagement among the sample. A small percentage (1.5%) reported using it only once a day, while 12.7% indicated that they never use social media. This high frequency of social media use among most respondents supports the study's focus on travel influencers, as it suggests that the majority of the sample are active and regular users, likely exposed to influencer content. However, the presence of a minority who never use social media should be taken into consideration when interpreting the overall influence of digital content, as their exposure and engagement levels differ significantly.

Distribution of the research sample by the type of content

Table 12. distribution of the sample according to the type of content

Chapter 3 Empirical Study (The Case of Khoybaib)

	Frequency	Percent
Family and friends	41	30.6
Influencers	37	27.6

The results indicate that the most commonly followed content among respondents is related to family and friends, accounting for 30.6%. This is followed by influencers at 27.6% and celebrities at 20.1%. Notably, 21.6% of respondents preferred not to answer. These findings suggest that while personal connections remain a dominant source of content, influencers occupy a significant portion of attention, nearly equal to that of family and friends. This reinforces the relevance of the study's topic, as it shows that influencers play a notable role in the social media habits of users. The presence of a considerable portion of respondents who follow celebrities also points to the broader ecosystem of influence in the digital space. The number of non-responses may reflect privacy concerns or uncertainty about categorization.

Distribution of the research sample by the interesting type content

Table 13. distribution of the sample according to the interesting type content

	Frequency	Percent
Beauty	11	8.2
Entertainment	26	19.4
Fashion	12	9.0
Sports and Health	36	26.9
Travel and Tourism	49	36.6
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

Chapter 3 Empirical Study (The Case of Khoybaib)

The data indicate that travel and tourism is the most favored content category among respondents, with 36.6% identifying it as their primary area of interest. This is followed by sports and health at 26.9%, and entertainment at 19.4%. In contrast, fashion and beauty garnered comparatively lower levels of interest, at 9.0% and 8.2%, respectively. These findings are particularly relevant to the research topic, as the strong preference for travel and tourism content among the sample reinforces the study’s validity. It suggests that a significant portion of participants are not only regularly exposed to travel-related content but also actively engaged with it—supporting the premise that travel influencers may have a meaningful impact on how individuals perceive tourist destinations.

Distribution of the research sample for the question number 8 “Do you post your travel photos on your social media?”

Table 14. distribution of the sample according to the question number 8

	Fréquence	Pourcentage
Never	37	27.6
Prefer not to answer	4	3
Sometimes	72	53.7
Always	21	15.7
Total	134	100

Source: Compiled by the student based on SPSS v27 results

The data indicate that a majority of respondents, 53.7%, reported posting their travel photos sometimes on social media. Meanwhile, 15.7% always post travel photos, suggesting a consistent sharing behavior among a smaller segment of the sample. Conversely, 27.6% never post travel photos, and 3% preferred not to answer. This distribution reflects a varied engagement level with travel content sharing. The significant proportion who post sometimes or always highlights that many participants actively contribute

Chapter 3 Empirical Study (The Case of Khoybaib)

to travel-related content online, which is important for the study, as it suggests that user-generated travel content could influence destination image perception. However, the notable share of respondents who never post or chose not to answer suggests that not all participants are equally engaged in sharing travel experiences publicly, which should be considered in interpreting the study's results.

Distribution of the research sample for the question number 9 “How many travel influencers do you follow?”

Table 15. distribution of the sample according to the question number 9

	Frequency	Percent
Less than 20	110	82.1
Between 20 and 50	10	7.5
More than 50	5	3.7
Prefer not to answer	9	6.7
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

The data show that the majority of respondents, 82.1%, follow less than 20 travel influencers, indicating a relatively selective following behavior. A smaller segment of the sample, 7.5%, follows between 20 and 50 travel influencers, while only 3.7% follow more than 50 influencers. Additionally, 6.7% preferred not to answer. This distribution suggests that most participants maintain a manageable number of travel influencers in their social media feeds, which might reflect a preference for more focused and curated content. The relatively low percentage of respondents who follow numerous influencers may suggest a pattern of selective engagement, which is a critical factor to consider when evaluating the impact of travel influencers on the perceived image of tourist destinations.

Distribution of the research sample for the question number 10 “Have you ever followed Khabib on social media?”

Chapter 3 Empirical Study (The Case of Khoybaib)

Table 16. distribution of the sample according to the question number 10

	Frequency	Percent
No	6	4.5

Yes	128	95.5
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

Distribution of the research sample for the question number 11 “Which social network do you use most to watch Khabib's videos??”

Table 17. distribution of the sample according to the question number 11

	Frequency	Percent
Instagram	62	46.3
YouTube	45	33.6
Facebook	18	13.4
TikTok	9	6.7
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

The data reveal that an overwhelming majority of the respondents, 95.5%, have followed Khabib on social media, while only a small minority, 4.5% , reported that they have not. This result indicates a very high level of awareness and engagement with Khabib among the sample population. Given Khabib’s

Chapter 3 Empirical Study (The Case of Khabib)

prominence as a public figure, this high following rate suggests that his influence, or at least his visibility, is extensive within this group. This factor could be relevant when considering the role of influential figures, including travel influencers, on shaping perceptions and images in social media contexts.

Distribution of the research sample for the question number 12 “How often do you see Khabib's content on social media?”

Table 18. distribution of the sample according to the question number 12

	Frequency	Percent
Rarely	6	4.5
Sometimes	87	64.9
Once a week	11	8.2
Every week	7	5.2
Once a day	2	1.5
Always	21	15.7
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

The data show that a majority of respondents (64.9%) encounter Khabib's content on social media occasionally, while 15.7% report seeing it consistently. Smaller proportions of participants view his content once a week (8.2%) or every week (5.2%). Only 1.5% see his content daily, and 4.5% stated that they never come across it. This distribution indicates that Khabib maintains a steady and visible presence on the social media feeds of most participants, with the majority being intermittently but regularly exposed to his posts. The relatively high percentage of respondents who always engage with his content underscores his strong visibility and potential influence within this sample. Assessing the frequency of exposure is essential in evaluating the extent to which influencers like Khabib may shape audience perceptions of tourist destinations.

Chapter 3 Empirical Study (The Case of Khoybaib)

Distribution of the research sample for the question number 13 “Why do you follow Khabib?”

Table 19. distribution of the sample according to the question number 12

	Frequency	Percent
Rarely	6	4.5
Sometimes	87	64.9
Once a week	11	8.2
Every week	7	5.2
Once a day	2	1.5
Always	21	15.7
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

The data show that a majority of respondents (64.9%) encounter Khabib’s content on social media occasionally, while 15.7% report seeing it consistently. Smaller proportions of participants view his content once a week (8.2%) or every week (5.2%). Only 1.5% see his content daily, and 4.5% stated that they never come across it. This distribution indicates that Khabib maintains a steady and visible presence on the social media feeds of most participants, with the majority being intermittently but regularly exposed to his posts. The relatively high percentage of respondents who always engage with his content underscores his strong visibility and potential influence within this sample. Assessing the frequency of exposure is essential in evaluating the extent to which influencers like Khabib may shape audience perceptions of tourist destinations.

Distribution of the research sample for the question number 13 “Why do you follow Khabib?”

Chapter 3 Empirical Study (The Case of Khabib)

Table 20. distribution of the sample according to the question number 12

	Frequency	Percent
Rarely	6	4.5
Sometimes	87	64.9
Once a week	11	8.2
Every week	7	5.2
Once a day	2	1.5
Always	21	15.7
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

The data show that a majority of respondents (64.9%) encounter Khabib's content on social media occasionally, while 15.7% report seeing it consistently. Smaller proportions of participants view his content once a week (8.2%) or every week (5.2%). Only 1.5% see his content daily, and 4.5% stated that they never come across it. This distribution indicates that Khabib maintains a steady and visible presence on the social media feeds of most participants, with the majority being intermittently but regularly exposed to his posts. The relatively high percentage of respondents who always engage with his content underscores his strong visibility and potential influence within this sample. Assessing the frequency of exposure is essential in evaluating the extent to which influencers like Khabib may shape audience perceptions of tourist destinations.

Distribution of the research sample for the question number 13 "Why do you follow Khabib?"

Chapter 3 Empirical Study (The Case of Khoybaib)

Table 21. distribution of the sample according to the question number 13

	Frequency	Percent
To stay updated with his latest news	4	3.0
To gather opinions about a specific destination	17	12.7
To discuss sports news	4	3.0
To pass the time	21	15.7
To be well informed about the destination	12	9.0
To help me choose my destination	11	8.2
To learn and discover	52	38.8
he is a source of inspiration for me	13	9.7
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

The responses indicate diverse motivations for following Khabib on social media. The most prominent reason among respondents is “To learn and discover,” with 38.8% selecting this option, suggesting that many view Khabib as a valuable source of knowledge or inspiration beyond just entertainment or sports.

Chapter 3 Empirical Study (The Case of Khoybaib)

Other notable reasons include “To pass the time” at 15.7% and “To gather opinions about a specific destination” at 12.7%. These results highlight that Khabib’s followers are not only interested in his personal news or sports but also in how his content may influence their travel decisions or provide useful information about destinations. Smaller proportions follow him “To be well informed about the destination” (9.0%), “He is a source of inspiration” (9.7%), and “To help me choose my destination” (8.2%), which further reinforces the role of Khabib as an influential figure in shaping perceptions and decisions related to travel. The least selected reasons include “To stay updated with his latest news” (3.0%) and “To discuss sports news” (3.0%), indicating that these motivations are less dominant within the sample.

Distribution of the research sample for the question number 14 “What type of social media format interests you most in terms of content?”

Table 22. distribution of the sample according to the question number 14

	Frequency	Percent
Photos	11	8.2
Videos	89	66.4
Stories feature	21	15.7
Long videos	8	6.0
Other	5	3.7
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

The results reveal a clear preference among respondents for video content, with 66.4% indicating that videos are the most interesting format for them. This preference highlights the growing importance of dynamic and engaging multimedia content in capturing audience attention on social media platforms. Following videos, the Stories feature is the second most preferred format, selected by 15.7% of

Chapter 3 Empirical Study (The Case of Khoybaib)

participants. This suggests that ephemeral content that provides quick, real-time updates or behind-the-scenes glimpses is also valued by the audience. Photos attract interest from 8.2% of respondents, while longer videos appeal to a smaller group, with 6.0% indicating a preference for this format. A minor portion of the sample, 3.7% selected other content formats, reflecting diverse content consumption habits. These findings are significant for influencers and marketers aiming to optimize content strategies by prioritizing video and story-based formats to maximize engagement.

Distribution of the research sample for the question number 15 “Have you ever chosen a travel destination based on Khabib's recommendations?”

Table 23. distribution of the sample according to the question number 15

	Frequency	Percent
No	47	35.1
Yes	87	64.9
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

The results indicate that a majority of the respondents, 64.9%, have chosen a travel destination based on Khabib's recommendations. This suggests a strong influence of Khabib as a travel influencer on the decision-making process of the sample, reflecting his credibility and persuasive power in shaping the travel preferences of his followers. Conversely, 35.1% of the sample reported that they have not selected a travel destination based on his recommendations, which may be due to personal preferences, exposure to other influencers, or differing decision factors. Overall, this distribution underscores the significant role of influential figures like Khabib in affecting consumer behavior in the tourism sector.

Distribution of the research sample for the question number 16 “Was it a local or international destination??”

Chapter 3 Empirical Study (The Case of Khoybaib)

Table 24. distribution of the sample according to the question number 16

	Frequency	Percent
Local destination	100	74.6
International destination	34	25.4
Total	134	100.0

Source: Compiled by the student based on SPSS v27 results

The data shows that a significant majority of respondents, 74.6%, chose a local destination based on Khabib's recommendations, while 25.4% opted for an international destination. This distribution highlights the stronger influence of the influencer's recommendations on local tourism choices, which may be attributed to factors such as familiarity, accessibility, or cultural affinity with local destinations. The relatively lower percentage for international destinations suggests that while Khabib's influence extends beyond national borders, it is more impactful within the local context.

3.2.1 Data analysis regarding to the influencer:

This section focuses on the analysis of data related to the influencer component of the study.

Reliability of the Axis:

The researcher employed the Cronbach's Alpha method to assess the reliability of the questionnaire. A Cronbach's Alpha coefficient greater than 0.6 indicates an acceptable level of internal consistency among the questionnaire items.

Chapter 3 Empirical Study (The Case of Khoybaib)

Table 25. Reliability Analysis of Influencer Expertise Components

Axis	Cronbach's Alpha	Number of Items
Influencer expertise	0.918	5
Influencer trustworthiness	0.897	5
Influencer credibility	0.934	10

Source: Compiled by the student based on SPSS v27 results

As shown in the previous table, the Cronbach's Alpha coefficient exceeds 0.7, indicating a high level of reliability and internal consistency among the questionnaire items.

Analysis of Respondents' Answers

Analysis of Responses Related to Influencer Expertise

The analysis was based on a five-point Likert scale, as shown in the table. A rating of (5) corresponds to "strongly agree," while a rating of (1) corresponds to "strongly disagree" for the following items:

Evaluation	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
The degree	1	2	3	4	5

Table 26. Five-point Likert scale

The data was coded and entered into the computer for analysis. To determine the interval range (cell length) of the Likert scale, the difference between the highest and lowest scale values was first calculated ($5 - 1 = 4$). This range was then divided by the number of points on the scale ($4 \div 5 = 0.80$) to obtain the cell length. To establish the upper limits of each interval, the cell length was added incrementally starting from the lowest value on the scale (which is 1). The resulting interval ranges (cell lengths) are presented in the following table.

Chapter 3 Empirical Study (The Case of Khoybaib)

Table 27. Average Value Distribution

average values	Likert five-point scale	level of agreement
]1.80-1.00]	Strongly disagree	Very low
]2.60-1.81]	Disagree	Low
]3.40-2.61]	Neutral	Medium
]4.20-3.41]	Agree	High
[5.00-4.21]	Strongly agree	Very high

To interpret the study findings and assess the response levels, the researchers examined the ranking of mean scores at both the domain level and the individual item level within each domain. The degree of availability was evaluated based on the predetermined criteria outlined in the study.

Analysis of the First Dimension: Influencer Expertise

Table 28. Analysis of the First Dimension: Influencer Expertise

Question	Mean	Standar d deviatio n	Test t	Df	Sig(2 - tailes)	Classification	Level of agreeme nt
Q1	4.1269	0.68739	18.977	133	0.000	4	High
Q2	4.1866	0.59025	23.271	133	0.000	1	High
Q3	4.0672	0.77748	15.889	133	0.000	5	High
Q4	4.1866	0.61519	22.327	133	0.000	2	High

Chapter 3 Empirical Study (The Case of Khoybaib)

Q5	4.1716	0.65495	20.708	133	0.000	3	High
Total	4.1478	0.57983	22.914	133	0.000	-	High

Source: Compiled by the student based on SPSS v27 results Df: Degree of freedom = 133

Based on the results presented in the previous table, the following observations can be made:

- **Item Q2** ranked first, with a calculated t-value of 23.271, exceeding the critical t-value. The significance level (0.000) is below 0.05, indicating a statistically significant and positive response—participants agreed with the statement.
- **Item Q4** ranked second, with a t-value of 22.327 and a significance level of 0.000, confirming agreement among respondents.
- **Item Q5** came third, with a t-value of 20.708 and a significance level of 0.000, again reflecting a positive response.
- **Item Q1** ranked fourth, with a t-value of 18.977 and a significance level of 0.000, showing that participants agreed with the item.
- **Item Q3** ranked fifth, with a t-value of 15.889 and a significance level of 0.000, indicating a positive and statistically significant response.

In all cases, the calculated t-values exceed the tabulated value, and the significance levels are less than 0.05, confirming agreement from the sample members with each item.

Overall, the total score for the axis "Influencer Expertise" reached a mean of 4.1478 with a standard deviation of 0.57983, and a t-value of 22.914, which is statistically significant at the 0.000 level. This confirms that the individuals in the sample have a high level of agreement regarding the expertise of the influencer Khabib.

Analysis of the first axis the influencer Trustworthiness

Chapter 3 Empirical Study (The Case of Khoybaib)

Table 29. Analysis of the first axis the influencer trustworthiness

Question	Mean	Standar d deviatio n	Test t	Df	Sig(2 - tailes)	Classification	Level of agreeme nt
Q1	4.0821	0.63777	19.641	133	0.000	2	High
Q2	4.0597	0.64611	18.986	133	0.000	3	High
Q3	3.8433	0.77415	12.610	133	0.000	4	High
Q4	3.8060	0.70952	13.149	133	0.000	5	High
Q5	4.0821	0.60136	20.830	133	0.000	1	High
Total	3.9746	0.56962	19.806	133	0.000	-	High

Source: Compiled by the student based on SPSS v27 results Df:

Degree of freedom = 133

Based on the results shown in the previous table, the following conclusions can be drawn:

- **Item Q5** ranked first, with a calculated t-value of 20.830—greater than the tabulated value—and a significance level of 0.000, which is below the 0.05 threshold. This indicates a statistically significant and positive response, suggesting that participants agree that *Khoubaiib communicates honestly and does not exaggerate in his recommendations*.
- **Item Q1** ranked second, with a t-value of 19.641 and a significance level of 0.000, confirming that respondents perceive *Khoubaiib as trustworthy and credible*.
- **Item Q2** ranked third, with a t-value of 18.986 and a significance level of 0.000, showing that participants agree *Khoubaiib provides reliable content without bias*.

In all cases, the statistical values confirm that the responses are positive and significant.

Chapter 3 Empirical Study (The Case of Khoybaib)

- **Item Q3** ranked fourth, with a calculated t-value of 12.610, which exceeds the critical t-value, and a significance level of 0.000—less than the 0.05 threshold. This indicates a statistically significant result, showing that respondents agree that *Khoubaiib rarely promotes destinations solely for profit*.
- **Item Q4** ranked fifth, with a t-value of 13.149 and a significance level of 0.000, confirming that participants agree *Khoubaiib's content aligns with real experiences shared by others*.

Overall, the mean score for the "**Influencer Trustworthiness**" dimension was **3.9746**, with a standard deviation of **0.56962** and a t-value of **19.806**, which is statistically significant at the **0.000** level. These results demonstrate that the respondents show a high level of agreement regarding the reliability of the influencer Khoubaiib.

overall degree of the first variable

Table 30. overall degree of the independent variable

Question	Mean	Standar d deviatio n	Test t	Df	Sig(2 - tailed)
Influencer expertise	4.1478	0.57983	22.914	133	0.000
Influencer trustworthniss	3.9746	0.56962	3.9746	133	0.000
Influencer	4.0612	0.53254	4.0612	133	0.000

Source: Compiled by the student based on SPSS v27 results Df

(Degrees of Freedom): 133

Based on the table titled "Overall degree of the independent variable", we can interpret the findings as follows:

The dimension "Influencer Expertise" recorded the highest mean value of 4.1478, with a t-value of 22.914 and a significance level of 0.000, which is less than 0.05. This indicates

Chapter 3 Empirical Study (The Case of Khoybaib)

a statistically significant high level of agreement among the sample members, confirming that they perceive Khabib as highly knowledgeable and experienced in his field.

The dimension "Influencer Trustworthiness" recorded a mean of 3.9746, a t-value of 3.9746, and a significance level of 0.000, which is also statistically significant. This indicates that respondents have a high level of trust in Khabib's content and believe he is credible and honest.

Regarding the overall independent variable "Influencer", the total mean value reached 4.0612, with a standard deviation of 0.53254, a t-value of 4.0612, and a significance level of 0.000. This result is statistically significant at the 0.05 level and reflects that participant generally agree at a high level that Khabib is a credible and expert influencer, whose influence can affect their travel- related decisions.

3.2.2 Analysis of individuals' responses regarding the measurement of touristic destination branding:

The reliability of the variables:

Table 31. reliability coefficient of parts of touristic destination branding

Axis	Cronbach's Alpha	Number of Items
Local touristic destination branding	0.947	13
International touristic destination branding	0.965	13

Source: Compiled by the student based on SPSS v27 results

As shown in the previous table, the Cronbach's Alpha coefficient exceeds 0.7, indicating a reliable level of internal consistency among the questionnaire items.

Analysis of the first dependent variable local touristic destination branding:

Chapter 3 Empirical Study (The Case of Khoybaib)

Table 32. Analysis of the first dependent variable local touristic destination branding:

Question	Mean	Standard deviation	Test t	Df	Sig(2-tailed)	Classification	Level of agreement
Q1	3.6923	0.70935	11.298	133	0.000	12	High
Q2	3.9231	0.67338	15.868	133	0.000	5	High
Q3	3.7179	0.81200	10.235	133	0.000	11	High
Q4	3.8448	0.77171	12.673	133	0.000	8	High
Q5	3.9386	0.65218	16.660	133	0.000	1	High
Q6	3.8879	0.65777	15.626	133	0.000	6	High
Q7	3.9310	0.65722	16.399	133	0.000	2	High
Q8	3.7241	0.70001	11.975	133	0.000	10	High
Q9	3.9310	0.66857	16.120	133	0.000	3	High
Q10	3.9304	0.64565	16.682	133	0.000	4	High
Q11	3.5862	0.91000	7.457	133	0.000	13	High
Q12	3.8783	0.67331	15.099	133	0.000	7	High
Q13	3.8017	0.74813	12.405	133	0.000	9	High
Total	3.8298	0.56173	17.100	133	0.000	-	High

Source: Compiled by the student based on SPSS v27 results Df:

Degree of freedom = 133

According to the results of the table above, it is clear that all items received a high level of agreement, with significance levels less than 0.05, indicating strong approval from the sample.

The expression number (Q5) ranked first, with a mean of 3.9386 and a t-value of 16.660, significant at $p = 0.000$. This indicates that members of the sample highly agreed with this item.

The expression number (Q7) ranked second, with a t-value of 16.399 and mean of 3.9310, significant at $p = 0.000$, reflecting high agreement from respondents.

Chapter 3 Empirical Study (The Case of Khoybaib)

The expression number (Q9) ranked third, with a mean of 3.9310 and t-value of 16.120, indicating strong endorsement from the sample.

The expression number (Q10) came in fourth place, with a mean of 3.9304 and t-value of 16.682, also highly significant and indicating strong agreement.

The expression number (Q2) ranked fifth, with a mean of 3.9231 and t-value 15.868, confirming the sample's agreement.

The expression number (Q6) ranked sixth, mean 3.8879, t-value 15.626, and significance of 0.000, confirming strong support.

The expression number (Q12) ranked seventh, with a mean of 3.8783 and a t-value of 15.099, also significant.

The expression number (Q4) came eighth, mean 3.8448, t-value 12.673, and significance 0.000.

The expression number (Q13) came ninth, with a mean of 3.8017 and a t-value of 12.405, suggesting high agreement.

The expression number (Q8) was ranked tenth, mean 3.7241, t-value 11.975, significance 0.000.

The expression number (Q3) ranked eleventh, with a mean of 3.7179 and t-value of 10.235, also significant.

The expression number (Q1) came in twelfth place, mean 3.6923, t-value 11.298, p-value 0.000, confirming agreement.

Finally, expression number (Q11) ranked thirteenth, with the lowest mean (3.5862) and a t-value of 7.457, yet it still falls within the "High" level of agreement.

This indicates that, on average, participants showed a high level of agreement across all items related to local touristic destination branding. The t-value of 17.100, significant at $p < 0.05$, confirms that the mean score is statistically significantly higher than the neutral point (value = 3) on the Likert scale.

Analysis of the second dependent variable international touristic destination branding:

Chapter 3 Empirical Study (The Case of Khoybaib)

Table 33. Analysis of the first dependent variable international touristic destination branding:

Question	Mean	Standard deviation	Test t	Df	Sig(2-tailed)	Classification	Level of agreement
Q1	3.8627	0.66082	15.113	133	0.000	4	High
Q2	3.8824	0.70758	14.435	133	0.000	2	High
Q3	3.9118	0.65008	16.236	133	0.000	1	High
Q4	3.6569	0.73059	10.408	133	0.000	6	High
Q5	3.8235	0.71935	13.252	133	0.000	5	High
Q6	3.8824	0.71812	14.223	133	0.000	3	High
Q7	3.8529	0.72958	13.533	133	0.000	13	High
Q8	3.6176	0.77599	9.214	133	0.000	11	High
Q9	3.8235	0.71935	13.252	133	0.000	7	High
Q10	3.8119	0.71201	13.200	133	0.000	10	High
Q11	3.5196	0.84720	7.100	133	0.000	12	High
Q12	3.8235	0.65364	14.585	133	0.000	8	High
Q13	3.8235	0.73996	12.883	133	0.000	9	High
Total	3.7917	0.60530	15.141	133	0.000	-	High

Source: Compiled by the student based on SPSS v27 results

According to the results in the table above, it is evident that all items received a high level of agreement, with significance levels less than 0.05, indicating strong endorsement from the sample.

The expression number (Q3) ranked first, with a mean of 3.9118 and a t-value of 16.236, significant at $p = 0.000$. This indicates that respondents agreed with this item.

The expression number (Q2) ranked second, with a mean of 3.8824 and a t-value of 14.435, confirming a high level of agreement from the sample.

Chapter 3 Empirical Study (The Case of Khoybaib)

The expression number (Q6) came in third, with a mean of 3.8824 and t-value of 14.223, also highly significant.

The expression number (Q1) ranked fourth, mean 3.8627, t-value 15.113, and $p = 0.000$, reflecting strong support.

The expression number (Q5) was fifth, with a mean of 3.8235 and a t-value of 13.252, indicating notable agreement from the participants.

The expression number (Q4) ranked sixth, with a mean of 3.6569 and a t-value of 10.408, significant at $p = 0.000$.

The expression number (Q9) ranked seventh, mean 3.8235, t-value 13.252, showing alignment with Q5, and similarly strong agreement.

The expression number (Q12) came in eighth, with a mean of 3.8235 and a t-value of 14.585, indicating high agreement.

The expression number (Q13) was ranked ninth, mean 3.8235, t-value 12.883, confirming positive responses.

The expression number (Q10) came tenth, with a mean of 3.8119 and a t-value of 13.200, significant and supportive.

The expression number (Q8) ranked eleventh, mean 3.6176, t-value 9.214, still within the “High” level despite being lower in the ranking.

The expression number (Q11) came in twelfth, with the lowest mean of 3.5196 and a t-value of 7.100, but still significantly above the neutral point.

Finally, expression number (Q7) was ranked thirteenth, with a mean of 3.8529 and a t-value of 13.533, still reflecting strong agreement despite its lower position in the rank due to similar high means across items.

The overall mean score of 3.7917 and a t-value of 15.141, with a significance level of 0.000, confirm that the general perception of respondents toward International Touristic Destination Branding is strongly positive. This reflects a consistently high level of agreement across all items, indicating that influencer-driven strategies are perceived as effective in enhancing the global image of tourist destinations.

Chapter 3 Empirical Study (The Case of Khoybaib)

3.2.3 Hypothesis Testing and Discussion of Findings

In this section, the student will examine the hypothesis proposed as a preliminary response to the study's research questions, in order to determine its validity. This will be followed by a discussion of the hypothesis testing results, as well as an analysis

The expression number (Q5) was fifth, with a mean of 3.8235 and a t-value of 13.252, indicating notable agreement from the participants.

The expression number (Q4) ranked sixth, with a mean of 3.6569 and a t-value of 10.408, significant at $p = 0.000$.

The expression number (Q9) ranked seventh, mean 3.8235, t-value 13.252, showing alignment with Q5, and similarly strong agreement.

The expression number (Q12) came in eighth, with a mean of 3.8235 and a t-value of 14.585, indicating high agreement.

The expression number (Q13) was ranked ninth, mean 3.8235, t-value 12.883, confirming positive responses.

The expression number (Q10) came tenth, with a mean of 3.8119 and a t-value of 13.200, significant and supportive.

The expression number (Q8) ranked eleventh, mean 3.6176, t-value 9.214, still within the “High” level despite being lower in the ranking.

The expression number (Q11) came in twelfth, with the lowest mean of 3.5196 and a t-value of 7.100, but still significantly above the neutral point.

Finally, expression number (Q7) was ranked thirteenth, with a mean of 3.8529 and a t-value of 13.533, still reflecting strong agreement despite its lower position in the rank due to similar high means across items.

The overall mean score of 3.7917 and a t-value of 15.141, with a significance level of 0.000, confirm that the general perception of respondents toward International Touristic Destination Branding is strongly positive. This reflects a consistently high level of agreement across all items, indicating that influencer-driven strategies are perceived as effective in enhancing the global image of tourist destinations.

Chapter 3 Empirical Study (The Case of Khoybaib)

3.2.1 Hypothesis Testing and Discussion of Findings

In this section, the student will examine the hypothesis proposed as a preliminary response to the study's research questions, in order to determine its validity. This will be followed by a discussion of the hypothesis testing results, as well as an analysis and interpretation of the questionnaire's key dimensions. The hypothesis of this study is as follows:

H1: There is a significant positive impact of the travel influencer on the brand image of the local touristic destination at the 5% alpha level.

H1.1: There is a significant positive impact of the travel influencer's expertise on the brand image of the local touristic destination at the 5% alpha level.

H1.2: There is a significant positive impact of the travel influencer's trustworthiness on the brand image of the local touristic destination at the 5% alpha level.

H2: There is a significant positive impact of the travel influencer on the brand image of the international touristic destination at the 5% alpha level.

H2.1: There is a significant positive impact of the travel influencer's expertise on the brand image of the international touristic destination at the 5% alpha level.

H2.2: There is a significant positive impact of the travel influencer's trustworthiness on the brand image of the international touristic destination at the 5% alpha level.

Before proceeding with hypothesis testing, the reliability of the questionnaire was assessed using the Cronbach's Alpha coefficient to evaluate the overall internal consistency of the questionnaire items. The table below presents the results of the Cronbach's Alpha analysis:

Chapter 3 Empirical Study (The Case of Khoybaib)

Table 34. The Alpha Cronbach total test.

Cronbach's Alpha	Number of Items
0.962	36

Source: Compiled by the student based on SPSS v27 results

The results in the table indicate that the Cronbach's Alpha coefficient significantly exceeds the threshold of 0.7, demonstrating a high level of reliability among the questionnaire items. Specifically, the overall Cronbach's Alpha value is **0.962**, confirming that all items in the study exhibit strong internal consistency and stability.

Correlation Coefficient and Analysis of Variance (ANOVA): Correlation and Selection Coefficients:

The correlation coefficient was employed to test the main hypothesis and its sub-hypotheses, in order to determine whether a statistically significant relationship exists at the 0.05 significance level between the independent variable (the travel influencer) and the dependent variables (the brand image of the local tourist destination and the brand image of the international tourist destination).

3.2.1 Test the hypotheses:

Using the SPSS statistical program, we obtained the following results:

The first hypothesis:

H1: There is a significant positive impact of the travel influencer on the brand image of the local touristic destination at the 5% alpha level.

Correlation coefficient (R square) (R-square)

Table 35. Correlation coefficient

Chapter 3 Empirical Study (The Case of Khoybaib)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,443	0.197	0.190	0.50540

Source: Compiled by the student based on SPSS v27 results

It is observed that the coefficient of determination (R^2) is 0.197, indicating that the travel influencer accounts for 19.7% of the variance in the brand image of the local tourist destination. This suggests a statistically significant impact of the travel influencer on the destination's brand image. Additionally, the correlation coefficient (R) is 0.443, reflecting a weak but positive linear relationship between the travel influencer and the brand image, with a strength of 44.3%.

		B	Std. Error	Beta		
1	(Constant)	1.930	0.337		5.728	0.000
	X	0.468	0.082	0.443	5.683	0.000

Source: Compiled by the student based on SPSS v27 results

From the regression coefficients table, we observe that the model expressing the relationship between the travel influencer and the brand image of the local touristic destination is a linear equation:

$$Y=0.468 \times X + 1.930$$

Where:

- Y represents the dependent variable (brand image of the local touristic destination),
- X represents the independent variable (travel influencer),

Chapter 3 Empirical Study (The Case of Khoybaib)

- The coefficient 0.468 is the slope (β) of the regression equation, indicating that for every one unit increase in travel influencer, the brand image increases by 0.468 units.

Analysis of variance ANOVA

Table 36. ANOVA variance

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	8.250	1	8.250	32.299	0,000 ^b

Chapter 3 Empirical Study (The Case of Khoybaib)

Residual	33.717	132	0.255		
Total	41.967	133			

Source: Compiled by the student based on SPSS v27 results

According to the ANOVA table, the significance level is 0.000, which is below the threshold of 0.05. This confirms the validity of the linear regression model. Consequently, the hypothesis stating that the travel influencer's expertise has a significant positive effect on the brand image of the local tourist destination is accepted. Thus, hypothesis H1 is supported..

Regression coefficients

Table 37. regression coefficients

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
-------	-----------------------------	---------------------------	---	------

The first sub-hypothesis:

H1.1: There is a significant positive impact of the travel influencer's expertise on the brand image of the local touristic destination at the 5% alpha level.

Correlation coefficient (R square) (R-square)

Table 38. Correlation coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,394 ^a	0.155	0.149	0.51825

Source: Compiled by the student based on SPSS v27 results

Chapter 3 Empirical Study (The Case of Khoybaib)

We note that the coefficient of determination $R^2=0.155$, which means that the expertise of the travel influencer explains 15.5% of the variation in the brand image of the local touristic destination. This shows that influencer expertise plays a notable role in shaping the destination's image. The correlation coefficient $R=0.394$ indicates a weak direct relationship between influencer expertise and brand image, with a strength of 39.4%.

Analysis of variance ANOVA

Table 39. ANOVA variance

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	6.514	1	6.514	24.253	0,000 ^b
	Residual	35.453	132	0.269		
	Total	41.967	133			

Source: Compiled by the student based on SPSS v27 results

According to the ANOVA results, the significance value is 0.000, which is less than 0.05. This confirms the validity of the linear regression model, and thus, supports the acceptance of the hypothesis which states that there is a significant positive impact of the influencer's expertise on the local destination's brand image. Therefore, the hypothesis H1.1 is supported.

Chapter 3 Empirical Study (The Case of Khoybaib)

Regression coefficients

Table 40. regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.247	0.325		6.922	0.000
	expertise	0.382	0.078	0.394	4.925	0.000

Source: Compiled by the student based on SPSS v27 results

From the regression coefficients, we deduce the linear model that describes the relationship between influencer expertise and brand image as:

$$Y=0.382 \times X + 2.247$$

Where:

- Y: Brand image of the local touristic destination (dependent variable),
- X: Travel influencer's expertise (independent variable),
- 0.382: Slope coefficient (β), indicating that each one-point increase in perceived expertise leads to an increase of 0.382 points in the destination's brand image.

The second sub-hypothesis:

Chapter 3 Empirical Study (The Case of Khoybaib)

H1.2: There is a significant positive impact of the travel influencer's trustworthiness (RELIABILITY) on the brand image of the local touristic destination at the 5% alpha level.

Correlation coefficient (R square) (R-square)

Table 41. Correlation coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,428	0.183	0.177	0.50960

Source: Compiled by the student based on SPSS v27 results

We observe that the coefficient of determination $R^2=0.183$, indicating that the trustworthiness of the travel influencer explains 18.3% of the variation in the brand image of the local touristic destination. The correlation coefficient $R=0.428$ shows a weak and positive relationship, with a strength of 42.8%, between the influencer's trustworthiness and the destination's brand image.

Analysis of variance ANOVA

Table 42. ANOVA variance

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	7.688	1	7.688	29.603	0,000 ^b
Residual	34.279	132	0.260		
Total	41.967	133			

Source: Compiled by the student based on SPSS v27 results

Chapter 3 Empirical Study (The Case of Khoybaib)

The significance value (Sig.) is 0.000, which is less than 0.05. This means that the regression model is statistically valid, and confirms that the impact of influencer trustworthiness on brand image is significant. Therefore, the hypothesis H1.2 is supported.

Regression coefficients

Table 43. regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.152	0.311		6.910	0.000
	Reliability	0.422	0.078	0.428	5.441	0.000

Source: Compiled by the student based on SPSS v27 results

Based on the regression coefficients, the relationship can be modeled with the following linear regression equation:

$$Y=0.422 \times X + 2.152$$

Where:

- Y: Brand image of the local touristic destination (dependent variable),
- X: Trustworthiness of the travel influencer (independent variable),
- 0.422: Slope of the regression equation, indicating that each one-unit increase in trustworthiness leads to a 0.422-point increase in the perceived brand image.

The second hypothesis:

Chapter 3 Empirical Study (The Case of Khoybaib)

H2: There is a significant positive impact of the travel influencer on the brand image of the international touristic destination at the 5% alpha level.

Correlation coefficient (R square) (R-square)

Table 44. Correlation coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,461	0.213	0.207	0.53903

Source: Compiled by the student based on SPSS v27 results

The coefficient of determination $R^2=0.213$ indicates that the travel influencer explains 21.3% of the variation in the brand image of the international touristic destination. The correlation coefficient $R=0.461$ suggests a weak and positive relationship, meaning that there is a 46.1% association between the travel influencer and the brand image of the international destination.

Analysis of variance ANOVA

Table 45. ANOVA variance

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	10.378	1	10.378	35.718	0,000 ^b
Residual	38.353	132	0.291		
Total	48.730	133			

Source: Compiled by the student based on SPSS v27 results

The significance value (Sig.) is 0.000, which is less than 0.05. This confirms that the regression model is statistically significant, and the linear relationship between the travel influencer and the international brand image is valid. Thus, the hypothesis H2 is confirmed.

Regression coefficients

Chapter 3 Empirical Study (The Case of Khoybaib)

Table 46. regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.661	0.359		4.622	0.000
	influenceur	0.525	0.088	0.461	5.976	0.000

Source: Compiled by the student based on SPSS v27 results

Based on the regression coefficients, the model can be expressed with the following linear regression equation:

$$Y=0.525 \times X + 1.661$$

Where:

- Y: Brand image of the international touristic destination (dependent variable)
- X: Overall influence of the travel influencer (independent variable)
- 0.525: The slope coefficient (Beta), indicating that for each one-unit increase in the influencer's overall effect, the brand image of the international destination increases by 0.525 units.

The first sub-hypothesis:

Chapter 3 Empirical Study (The Case of Khoybaib)

H2.1: There is a significant positive impact of the travel influencer's expertise on the brand image of the international touristic destination at the 5% alpha level.

Correlation coefficient (R square) (R-square)

Table 47. Correlation coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,407	0.165	0.159	0.55511

Source: Compiled by the student based on SPSS v27 results

The determination coefficient $R^2=0.165$ indicates that the travel influencer's expertise explains 16.5% of the variation in the brand image of the international touristic destination. Additionally, the correlation coefficient $R=0.407$ reflects a weak positive relationship, suggesting a 40.7% level of association between expertise and the brand image.

Analysis of variance ANOVA

Table 48. ANOVA variance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.056	1	8.056	26.143	0,000 ^b
	Residual	40.675	132	0.308		
	Total	48.730	133			

Source: Compiled by the student based on SPSS v27 results

The significance value (Sig.) = 0.000, which is less than 0.05, confirms that the regression model is statistically significant. Thus, the linear relationship between influencer expertise and the brand image of the international touristic destination is valid, and the hypothesis H2.1 is accepted.

Regression coefficients

Chapter 3 Empirical Study (The Case of Khoybaib)

Table 49. regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.031	0.348		5.843	0.000
	expertise	0.424	0.083	0.407	5.113	0.000

Using the regression coefficients, the model can be represented as follows:

$$Y=0.424 \times X + 2.031$$

Where:

- Y: Brand image of the international touristic destination (dependent variable)
- X: Travel influencer's expertise (independent variable)
- 0.424: The slope coefficient (Beta), meaning that each one-unit increase in expertise leads to a 0.424 unit increase in the brand image.

The second sub-hypothesis:

H2.2: There is a significant positive impact of the travel influencer's trustworthiness on the brand image of the international touristic destination at the 5% alpha level.

Correlation coefficient (R square) (R-square)

Table 50. Correlation measure

Chapter 3 Empirical Study (The Case of Khoybaib)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0,449 ^a	0.202	0.196	0.54290

Source: Compiled by the student based on SPSS v27 results

The determination coefficient $R^2=0.202$ indicates that trustworthiness explains 20.2% of the variation in the brand image of the international touristic destination. The correlation coefficient $R=0.449$ reflects a weak positive relationship, suggesting that 44.9% of the changes in brand image are associated with changes in perceived trustworthiness of the travel influencer.

Analysis of variance ANOVA

Table 51. ANOVA variance

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	9.824	1	9.824	33.332	0,000 ^b
Residual	38.906	132	0.295		
Total	48.730	133			

Source: Compiled by the student based on SPSS v27 results

The significance value (Sig.) = 0.000, which is less than 0.05, confirms that the regression model is statistically significant. This validates the existence of a linear relationship between trustworthiness and brand image, and therefore, the hypothesis H2.2 is accepted.

Regression coefficients

Table 52. regression coefficients

Model	Unstandardized	Standardized	t	Sig.
-------	----------------	--------------	---	------

Chapter 3 Empirical Study (The Case of Khoybaib)

		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	1.895	0.332		5.712	0.000
	reliability	0.477	0.083	0.449	5.773	0.000

Source: Compiled by the student based on SPSS v27 results

The regression equation is expressed as follows:

$$Y=0.477 \times X + 1.895$$

Where:

- Y: Brand image of the international touristic destination (dependent variable)
- X: Travel influencer's trustworthiness (independent variable)

0.477: The slope coefficient, which means that each one-unit increase in trustworthiness leads to a 0.477 unit increase in brand image

Conclusion

The empirical analyses confirmed our main hypothesis as well as all the sub-hypotheses. The results revealed a positive and significant relationship between the credibility of travel influencers and the brand image of tourist destinations. The more an influencer is perceived as reliable and trustworthy, the more they positively contribute to shaping the brand image of the destination among their audience. These findings highlight the central role played by expertise and trustworthiness in the perception of shared content and demonstrate the strategic importance of influencer marketing in enhancing the brand image of tourist destinations.

Chapter 3 Empirical Study (The Case of Khoybaib)

table 53. Hypothesis Validity

Hypothesis	Validation
Main Hypothesis	Validated
The first main hypothesis 1	Validated
The first sub-hypothesis 1.1	Validated
The second sub-hypothesis 1.2	Validated
The second main hypothesis 2	Validated
The first sub-hypothesis 2.1	Validated
The second sub-hypothesis 2.2	Validated

Source: Prepared by the student

CHAPTER CONCLUSION

In the third chapter of our study, we explored the practical aspects of our research aimed at examining the impact of travel influencers on the brand image of a tourist destination. We first detailed the steps of applied research, including the identification of variables, the research methodology, and the descriptive method used for data collection, analysis, and interpretation, as well as the statistical methods employed.

For data collection, we used questionnaires, which are essential tools in applied research. We then analyzed the survey components and tested its hypotheses by processing the responses and opinions of the sample members using the SPSS software. This approach enabled us to address our research question by confirming or refuting our hypotheses.

General Conclusion

General Conclusion

General Conclusion

General Conclusion

This research aimed to examine the impact of travel influencers on the brand image of a tourist destination. To conduct this study, we structured our work into three main chapters. The first chapter was dedicated to the conceptual and theoretical framework surrounding travel influencers, where we explored their roles, characteristics, and growing influence in the digital marketing landscape. The second chapter focused on tourist destinations, analyzing the concept of brand image and the various elements that shape a destination's perception among potential travelers. Finally, the third chapter consisted of an empirical investigation designed to test our hypotheses regarding the influence of travel influencers on destination branding.

Through this study, we sought to understand how content created and shared by travel influencers—whether through photos, stories, videos, or recommendations—can shape public perception, build trust, and enhance the attractiveness of destinations in the minds of social media users.

The practical part of our work was based on a survey conducted with a sample of 138 participants, selected among active social media users. The questionnaire enabled us to gather valuable data to assess how audiences perceive influencer content and to what extent it affects their views and decisions regarding tourist destinations.

Research Findings:

The findings demonstrated a positive and significant influence of travel influencers on the brand image of tourist destinations. Through their expertise, authenticity, and storytelling skills, influencers contribute to shaping a favorable perception of the destinations they endorse.

- Influencers who are perceived as credible and relatable enhance the trustworthiness of the destination's image.
- Engaging travel content—such as Instagram stories, YouTube vlogs, and blog posts—contributes to building an emotional connection with the audience, which reinforces the destination's appeal.
- Recommendations and personal experiences shared by influencers shape the way followers perceive the destination's uniqueness, safety, and quality of experience.

General Conclusion

Results of the Empirical Study

Following the completion of our fieldwork focused on the influencer *Khoubaib* as a case study, we administered a structured questionnaire to a sample of social media users and travel enthusiasts. The collected data were analyzed using the SPSS 27 statistical software. The main findings are as follows:

- A positive relationship exists between the **perceived credibility** of the travel influencer and the **brand image** of the tourist destination.
- A positive relationship exists between the **perceived expertise** of the influencer and the way the **destination is evaluated** by followers.

Study Limitations

- The concept of influencer marketing particularly in the travel and tourism sector remains relatively underexplored in the Algerian context.
- Challenges were encountered in reaching a sufficiently diverse and representative sample of respondents familiar with the influencer Khoubaib and his content.
- The lack of available sources, which may have impacted the comprehensiveness and depth of the research.

Recommendations:

In light of the study's findings, The following recommendations are put forward:

- Tourism boards and destination marketers are encouraged to actively partner with travel influencers whose values and target audiences align with the destination's brand identity.
- Emphasis should be placed on authentic storytelling and high-quality visual content that highlights the unique features and culture of the destination.
- Destinations should invest in long-term influencer partnerships rather than one-time campaigns to build a consistent and credible brand image.
- It is essential to monitor audience feedback and engagement metrics to evaluate the effectiveness of influencer campaigns and optimize strategies accordingly.

General Conclusion

By integrating travel influencers into their branding efforts, stakeholders in the tourism sector can effectively shape public perception, enhance the desirability of destinations, and ultimately influence traveler decisions in a highly competitive global market

REFERENCES

Books

- Anholt, S. *Competitive identity: The new brand management for nations, cities and regions*. Palgrave Macmillan, 2007.
- Brown, D. & Fiorella, S. *Influence marketing: How to create, manage, and measure brand influencers in social media marketing*. New York, 2013.
- Gunn, C. A. *Vacationscape: Designing tourist regions* (2nd ed.). New York: Taylor & Francis, 1998.
- Kolb, M. *Tourism marketing for cities and towns. Using branding and events to attract tourists*. Butterworth-Heinemann, 2006.
- Kotler, P., Haider, D. H., & Rein, I. *Marketing places: Attracting investment, industry, and tourism to cities, states, and nations*. Free Press, 1993.

Websites

- Algérie Focus. *Khoubaib Kouas: L'Explorateur Virtuel Algérien Qui Fait Vibrer le Monde*, 9 août 2024. Available at: algerie-focus.com (consulted 15 April 2025).
- Najm. *Who is Khabib Kowas? Wikipedia biography*, 2024. Available at: njmilms.com (consulted 15 April 2025).
- Statista Market Forecast. *Travel & Tourism – Worldwide*, 2023. Available at: statista.com (consulted 02 April 2025).
- Statista Research Department. *Global online travel market size*, 2023. Available at: statista.com (consulted 02 April 2025).

Scientific Journals and Conference Papers

- Abidin, C. (2016). Visibility labour: Engaging with influencers' fashion brands and OOTD advertorial campaigns on Instagram. *Media International Australia*, pp. 86–100.

- Agostino, D., Arnaboldi, M., & Calissano, A. (2019). Social media data and the management of urban destinations. *Tourism and City Marketing*, pp. 24–35.
- Ahmed, R. R., Streimikis, J., & Soomro, R. H. (2022). The role of social media influencers in building brand image and awareness. *Sustainability*, p. 2213.
- Akrimi, Y., & Khemakhem, R. (2012). What drives consumers to spread the word in social media? *Journal of Marketing Research & Case Studies*, pp. 1-14.
- Almeyda-Ibáñez, M., & George, B. P. (2017). Place branding in tourism: A review of theoretical approaches and management practices. *Tourism & Management Studies*, pp. 16–17.
- Andriy Melnyk (2024). Marketing Evolution: From traditional to WEB 3.0. *Baltic Journal of Economic Studies*, pp. 273–281.
- Audrezet, A., de Kerviler, G., & Moulard, J. G. (2020). Authenticity under threat. *Journal of Business Research*, pp. 557–569.
- Baloglu, S., & McCleary, K. W. (1999). A model of destination image formation. *Annals of Tourism Research*, pp. 868–897.
- Beerli, A., & Martín, J. D. (2004). Factors influencing destination image. *Annals of Tourism Research*, pp. 657–681.
- Boerman, S. C., Willemsen, L. M., & Van Der Aa, E. P. (2017). This post is sponsored. *Journal of Interactive Marketing*, pp. 82–92.
- Braun, E., Eshuis, J., & Klijn, E.-H. (2014). The effectiveness of place brand communication. *Cities*, pp. 64–70.
- Breves, P., Liebers, N., Motschenbacher, B., & Reus, L. (2021). The impact of parasocial relationships. *Human Communication Research*, pp. 418–443.
- Caldwell, C., & Clapham, S. E. (2003). Organizational trustworthiness. *Journal of Business Ethics*, pp. 349–364.
- Campbell, C., & Farrell, J. R. (2020). Influencer marketing functional components. *Business Horizons*, pp. 469–479.

- Carmel, D., Roitman, H., & Yom-Tov, E. (2012). Novelty and popularity of user-generated content. *ACM Transactions on Intelligent Systems and Technology*, p. 69.
- Carter, D. (2016). Hustle and brand. *Social Media and Society*, pp. 2–3.
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute. *Journal of Fashion Marketing and Management*, pp. 361–380.
- Cheung, M. L., Leung, W. K., Aw, E. C. X., & Koay, K. Y. (2022). Role of social media influencers' content. *Journal of Retailing and Consumer Services*, p. 66.
- Cornellia, A. H., Putrianti, H., & Sinangjoyo, N. J. (2024). Role of Influencer Marketing. *Journal of Economics, Finance and Management Studies*, pp. 1148.
- Crompton, J. L. (1979). The image of Mexico. *Journal of Travel Research*, pp. 18–23.
- Davis, D. F., Golicic, S. L., & Marquardt, A. J. (2009). Measuring brand equity for logistics. *International Journal of Logistics Management*, pp. 201–212.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers. *International Journal of Advertising*, pp. 798–828.
- Djafarova, E., & Rushworth, C. (2017). Credibility of online celebrities. *Computers in Human Behavior*, pp. 1–7.
- Echtner, C. M., & Ritchie, J. R. B. (1993). Measurement of destination image. *Journal of Travel Research*, pp. 3–13.
- Erdogan, B. Z. (1999). Celebrity Endorsement: A Literature Review. *Journal of Marketing Management*, pp. 291–314.
- Evans, N. J., Phua, J., Lim, J., & Jun, H. (2017). Instagram influencer advertising. *Journal of Interactive Advertising*, pp. 138–149.
- Femenia-Serra, F., & Gretzel, U. (2020). Influencer marketing for tourism. *Information and Communication Technologies in Tourism*, pp. 65–78.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? *Public Relations Review*, pp. 90–92.

- Glucksman, M. (2017). Case study of Lucie Fink. *Elon Journal of Undergraduate Research in Communications*, pp. 77–87.
- Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). Impact of Corporate and Celebrity Credibility. *Journal of Advertising*, pp. 43–54.
- Govers, R., Go, F. M., & Kumar, K. (2007). Promoting tourism destination image. *Journal of Travel Research*, pp. 15–23.
- Gretzel, U. (2018). Influencer marketing in travel. *Advances in Social Media for Travel, Tourism and Hospitality*, pp. 147–156.
- Gretzel, U., Yoo, K. H., & Purifoy, M. (2007). Online travel review study. *Laboratory for Intelligent Systems in Tourism*, pp. 35–46.
- Hajli, N. (2014). Social media impact on consumers. *International Journal of Market Research*, pp. 387–404.
- Hanna, S., & Rowley, J. (2011). Place brand-management model. *Journal of Marketing Management*, pp. 458–476.
- Hicham El Bayed & Dounia Sedra. (2023). Digitalisation & Destination Branding. *Journal of Performance Management*, pp. 86–88.
- Hosany, S., Ekinici, Y., & Uysal, M. (2006). Destination personality. *Journal of Business Research*, pp. 638–642.
- Hovland, C. I., & Weiss, W. (1951). Source credibility. *Public Opinion Quarterly*, pp. 635–650.
- Hudders, L., & De Jans, S. (2020). Commercialization of social media stars. *International Journal of Advertising*, p. 40.
- Hudson, S., & Thal, K. (2013). Impact of Social Media on the Consumer Decision Process. *Journal of Travel and Tourism Marketing*, pp. 72–85.
- Jin, S. V., Muqaddam, A., & Ryu, E. (2019). Instafamous and influencer marketing. *Marketing Intelligence & Planning*, pp. 567–579.
- Kamins, M. (1999). Match-up hypothesis in celebrity advertising. *Journal of Advertising*, pp. 4–13.

- Keller, K. L. (1993). Managing customer-based brand equity. *Journal of Marketing*, pp. 1–22.
- Kerstetter, D. L., & Cho, M.-H. (2004). Credibility and information search. *Annals of Tourism Research*, pp. 961–985.
- Kim, A. J., & Ko, E. (2012). Social media marketing for luxury brands. *Journal of Business Research*, pp. 1480–1486.
- Lim, K., & O’Cass, A. (2001). Brand classifications. *Journal of Product & Brand Management*, pp. 120–136.
- Lou, C. & Yuan, S. (2019). Influencer marketing: message value and credibility. *Journal of Interactive Advertising*, pp. 58–73.
- Lou, C., & Quan, X. (2021). How digital content marketing augments brand loyalty. *International Journal of Advertising*, pp. 376–402.
- Lubbe, B. A. (1998). Primary image in destination image. *South African Journal of Economic and Management Sciences*, pp. 96–112.
- Luis V. Casaló, Carlos Flavián & Sergio Ibáñez-Sánchez. (2020). Opinion leadership on Instagram. *Journal of Business Research*, pp. 510–519.
- Madi, S., & Bensouilah, L. (2024). Role of influencers in Algerian tourism. *Social Studies and Research Journal*, pp. 457.
- Magno, F., & Cassia, F. (2018). Social media influencers in tourism. *Anatolia*, pp. 288–290.
- Mansfeld, Y. (1992). From motivation to actual travel. *Annals of Tourism Research*, pp. 399–419.
- McAllister, D. J. (1995). Trust in organizations. *Academy of Management Journal*, pp. 24–59.
- McGinnies, E., & Ward, C. D. (1980). Trustworthiness and Expertise. *Personality and Social Psychology Bulletin*, pp. 467–472.
- McPherson, M., Smith-Lovin, L., & Cook, J. M. (2001). Homophily in social networks. *Annual Review of Sociology*, pp. 415–444.

- Monika Pettersen-Sobczyk. (2023). Social Media Influencer Marketing in Tourist Destinations. *European Research Studies Journal*, p. 586.
- Palmer, A. (2010). Resident perceptions of destination branding. *International Journal of Culture, Tourism and Hospitality Research*, pp. 254–265.
- Phelps, A. (1986). Destination image assessment in Menorca. *Tourism Management*, pp. 168–180.
- Pike, S. (2016). *Destination marketing essentials*. 2nd ed. Routledge.
- Pop, R., Saplacan, Z., Dabija, D., & Alt, M. (2021). Social media influencers and travel decisions. *Current Issues in Tourism*, pp. 1–21.
- Putu Surya Laksana Rahjasa et al. (2024). Social media and tourist decision. *Tourism Research Journal*, pp. 129–130.
- Qu, H., Kim, L. H., & Im, H. H. (2011). Destination branding model. *Tourism Management*, pp. 465–476.
- Rayag, G., & Ryan, C. (2012). Loyalty to Mauritius. *Journal of Travel Research*, pp. 342–356.
- Reynolds, W. H. (1965). Consumer role in image building. *California Management Review*, pp. 69–76.
- ROSARIA L. G. PEREIRA et al. (2012). Destination branding overview. *Journal of Quality Assurance in Hospitality & Tourism*, pp. 83–84.
- San Martín, H., & Rodríguez del Bosque, I. A. (2008). Destination image. *Tourism Management*, pp. 263–277.
- Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. Influencer endorsements. *International Journal of Advertising*, pp. 258–281.
- Sebastian Zenker, Erik Braun & Sibylle Petersen. (2017). Destination vs. place branding. *Tourism Management*, p. 16.
- Sérgio Dominique Ferreira Lopes. (2011). Destination image. *Unpublished working paper/dissertation?*

- Sharmin, F. et al. (2021). Destination marketing via smartphones. *Sustainability*, pp. 13–23.
- Shukla, P. (2010). Status consumption. *International Marketing Review*, pp. 108–129.
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube influencers. *Journal of Retailing and Consumer Services*, p. 53.
- Stabler, M. J. (1988). Destination image theory. In Goodall & Ashworth (Eds.). *Marketing in the Tourism Industry*, pp. 133–161.
- Turri, A. M., Smith, K. H., & Kemp, E. (2013). Affective brand commitment. *Journal of Electronic Commerce Research*, p. 201.
- Wiedmann, K. P., & von Mettenheim, W. (2020). Influencer attractiveness and trust. *Journal of Product and Brand Management*, pp. 707–725.
- Yılmaz, M., Sezerel, H., & Uzuner, Y. (2020). Instagram influencer experiences. *Current Issues in Tourism*, pp. 1–8.
- Zenker, S., & Rütter, N. (2014). Place brand and citizenship behavior. *Cities*, pp. 11–17.
- Zolkepli, I. A. et al. (2015). Citizen engagement on Instagram. *Electronic Journal of Knowledge Management*, p. 283.

Appendices

1. The questionnaire :

Title of questionnaire : The impact of travel influencers on brand image of a tourist destination

Dear participants,

I am a student currently working on my thesis as part of my academic program. My research focuses on exploring the impact of travel influencers on the brand image of tourist destinations. As part of this study, I am analyzing the influence of **Khoubaib**, a well-known travel content creator, to better understand how his presence on social media and influencer content affect the perception of travel destinations.

Your participation in this questionnaire will greatly contribute to the success of my research. The survey is anonymous and will take only a few minutes to complete.

Thank you for your time and valuable contribution!

The questions :

PARTIE 1 :

Personal Information:

1) Genre :

Male

Female

2) Age :

Under 18

Between 18-25

Between 25-30

Between 30-45

More than 45

Information about social media usage:

3) Do you use social media?

Yes

No

4) Which social media platform do you use the most?

Instagram

Facebook

Snapchat

Youtube

Twitter

TikTok

Other platform

5) How often do you use social media?

Rarely

Once a day

Always

6) What type of content do you watch the most?

Family and friends

Influencers

Celebrities

Prefer not to answer

7) What type of influencer content interests you the most?

Beauty

Entertainment

Fashion

Sports and Health

Travel and Tourism

8) Do you post pictures of your travels on your social media?

Never

Prefer not to answer

Sometimes

Always

9) How many travel influencers do you follow?

Less than 20

Between 20 and 50

More than 50

Prefer not to answer

10) Have you ever followed Khoubaib on social media?



Yes

No

11) Which social media platform do you use the most to watch Khoubaib's videos?

Instagram

YouTube

Facebook

TikTok

12) How often do you watch Khoubaib's content on social media?

Rarely

Sometimes

Once a week

Every week

Once a day

Always

13) Why do you follow Khoubaib?

To stay updated with his latest news

To gather opinions about a specific destination

To discuss sports news

To pass the time

To be well informed about the destination

To help me choose my destination

To learn and discover

he is a source of inspiration for me

14) What type of social media format interests you the most in terms of content?

Photos

Videos

Stories feature

Long videos

Other

15) Have you ever chosen a travel destination based on Khoubaib's recommendations?

Yes

No

16) Was it local or international destination ?

Local destination

International destination

PARTIE 2 : Khoubaib's credibility

The measurement scale

Classification	1	2	3	4	5
Degree	Strongly disagree	Disagree	Neutre	Agree	Strongly agree

- **Khoubaib's expertise:**

Elément de formulaire	1	2	3	4	5
Khoubaib has a thorough mastery of the topics he discusses					
Khoubaib's content indicates that he is an expert in his field					
I trust Khoubaib's professional knowledge					
Khoubaib knows what he is talking about in his posts					
Khoubaib's advice is based on real experience					

- **Khoubaib's trustworthiness:**

Elément de formulaire	1	2	3	4	5
Khoubaib is an honest influencer					
I find Khoubaib trustworthy					
Khoubaib does not aim solely to sell products					
Khoubaib remains true to his stance even when entering partnerships					
I believe that Khoubaib gives honest opinions					

PARTIE 3 : The brand image of the tourist destination

- **Local destination:**

Elément de formulaire	1	2	3	4	5
This local destination has good tourist facilities (accommodation, restaurants, and transportation)					
This local destination offers interesting cultural or natural sites					
There is a wide variety of tourist activities in this local destination					
The local residents in the destination are welcoming to visitors					
I have fond memories of this local destination					
This local destination gives me a feeling of well-being					
I feel relaxed when I visit this local destination					
This destination makes me feel proud as a local citizen					
I plan to visit this local destination in the near future					

I would like to recommend this local destination to others					
I prefer revisiting this local destination rather than exploring a new one					
I speak positively about this local destination with those around me					
I am willing to allocate time and budget to visit this local destination					

- **International destination :**

Elément de formulaire	1	2	3	4	5
This international destination has good tourist facilities (accommodation, restaurants, and transportation)					
This international destination offers interesting cultural or natural sites					
There is a wide variety of tourist activities in this international destination					
The international residents in the destination are welcoming to visitors					
I have fond memories of this international destination					
This international destination gives me a feeling of well-being					
I feel relaxed when I visit this international destination					

This destination makes me feel proud as an international citizen					
I plan to visit this international destination in the near future					
I would like to recommend this international destination to others					
I prefer revisiting this international destination rather than exploring a new one					
I speak positively about this international destination with those around me					
I am willing to allocate time and budget to visit this international destination					

Appendix 02: The SPSS v27 results.

Frequencies

		Notes
Output Created		18-MAY-2025 17:42:07
Comments		
Input	Data	C:\Users\yahia cherif\Desktop\Analyse des données\2025\Khadidja\Ba se de donn�e originle - Copie (2).sav
	Active Dataset	Jeu_de_donn�es1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	134
	File	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data.
	Syntax	FREQUENCIES VARIABLES=q1 q2 q3 q4 q5 q6 q7 q9 q10 q11 q12 q13 q14 q15 q16 /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.03

Statistics

		q1	q2	q3	q4	q5	q6	q7
N	Valid	134	134	134	134	134	134	134
	Missing	0	0	0	0	0	0	0

Statistics

		q9	q10	q11	q12	q13	q14	q15
N	Valid	134	134	134	134	134	134	134
	Missing	0	0	0	0	0	0	0

Statistics

		q16	
N	Valid	134	
	Missing	0	

Frequency Table

q1

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	71	53,0	53,0	53,0
	Female	63	47,0	47,0	100,0
	Total	134	100,0	100,0	

q2

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18 years	4	3,0	3,0	3,0
	Between 18 - 25 years	75	56,0	56,0	59,0
	Between 25 - 30 years	13	9,7	9,7	68,7
	Between 30 - 45 years	20	14,9	14,9	83,6
	Over 45 years	22	16,4	16,4	100,0
	Total	134	100,0	100,0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	134	100,0	100,0	100,0

q4

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Instagram	69	51,5	51,5	51,5
	Facebook	35	26,1	26,1	77,6
	Snapchat	6	4,5	4,5	82,1
	YouTube	9	6,7	6,7	88,8
	Twitter	2	1,5	1,5	90,3
	TikTok	11	8,2	8,2	98,5
	Other platform	2	1,5	1,5	100,0
	Total	134	100,0	100,0	

q5

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	17	12,7	12,7	12,7
	Once a day	2	1,5	1,5	14,2
	Always	115	85,8	85,8	100,0
	Total	134	100,0	100,0	

q6

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family and friends	41	30,6	30,6	30,6
	Influencers	37	27,6	27,6	58,2
	Celebrities	27	20,1	20,1	78,4
	Prefer not to answer	29	21,6	21,6	100,0
	Total	134	100,0	100,0	

q7

Valid	Beauty	11	8,2	8,2	8,2
	Entertainment	26	19,4	19,4	27,6
	Fashion	12	9,0	9,0	36,6
	Sports and Health	36	26,9	26,9	63,4
	Travel and Tourism	49	36,6	36,6	100,0
	Total	134	100,0	100,0	

q9

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 100	110	82,1	82,1	82,1
	Between 100 and 200	10	7,5	7,5	89,6
	More than 200	5	3,7	3,7	93,3
	Prefer not to answer	9	6,7	6,7	100,0
	Total	134	100,0	100,0	

q10

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	6	4,5	4,5	4,5
	Yes	128	95,5	95,5	100,0
	Total	134	100,0	100,0	

q11

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Instagram	62	46,3	46,3	46,3
	YouTube	45	33,6	33,6	79,9
	Facebook	18	13,4	13,4	93,3
	TikTok	9	6,7	6,7	100,0
	Total	134	100,0	100,0	

q12

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	6	4,5	4,5	4,5

Sometimes	87	64,9	64,9	69,4
Once a week	11	8,2	8,2	77,6
Every week	7	5,2	5,2	82,8
Once a day	2	1,5	1,5	84,3
Always	21	15,7	15,7	100,0
Total	134	100,0	100,0	

q13

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	To stay updated with his latest news	4	3,0	3,0	3,0
	To gather opinions about a specific destination	17	12,7	12,7	15,7
	To discuss sports news	4	3,0	3,0	18,7
	To pass the time	21	15,7	15,7	34,3
	To be well informed about the destination	12	9,0	9,0	43,3
	To help me choose my destination	11	8,2	8,2	51,5
	To learn and discover	52	38,8	38,8	90,3
	he is a source of inspiration for me	13	9,7	9,7	100,0
	Total	134	100,0	100,0	

q14

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Photos	11	8,2	8,2	8,2
	Videos	89	66,4	66,4	74,6
	Stories feature	21	15,7	15,7	90,3
	Long videos	8	6,0	6,0	96,3
	Other	5	3,7	3,7	100,0
	Total	134	100,0	100,0	

q15

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	47	35,1	35,1	35,1
	Yes	87	64,9	64,9	100,0
	Total	134	100,0	100,0	

q16

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Local destination	100	74,6	74,6	74,6
	International destination	34	25,4	25,4	100,0
	Total	134	100,0	100,0	

T-TEST

```

/TESTVAL=2
/MISSING=ANALYSIS
/VARIABLES=q8
/CRITERIA=CI(.95).

```

T-Test

Notes

Output Created	18-MAY-2025 17:43:06
Comments	
Input	Data
	C:\Users\yahia cherif\Desktop\Analyse des données\2025\Khadidja\Ba se de donn�e originle - Copie (2).sav
Active Dataset	Jeu_de_donn�es1
Filter	<none>
Weight	<none>
Split File	<none>
N of Rows in Working Data	134
File	

Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
	Syntax	T-TEST /TESTVAL=2 /MISSING=ANALYSIS /VARIABLES=q8 /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.07

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
q8	134	2,5746	1,05757	,09136

One-Sample Test

Test Value = 2

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
q8	6,290	133	,000	,57463	,3939	,7553

RELIABILITY

```

/VARIABLES=Q17 Q18 Q19 Q20 Q21
/SCALE('influencer experience') ALL
/MODEL=ALPHA.

```

Reliability

Output Created		18-MAY-2025 17:44:20
Comments		
Input	Data	C:\Users\yahia cherif\Desktop\Analyse des données\2025\Khadidja\Ba se de donn�e originle - Copie (2).sav
	Active Dataset	Jeu_de_donn�es1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	134
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
	Syntax	RELIABILITY /VARIABLES=Q17 Q18 Q19 Q20 Q21 /SCALE('influencer experience') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Scale: influencer experience

Case Processing Summary

		N	%
Cases	Valid	134	100,0
	Excluded ^a	0	,0
	Total	134	100,0

Reliability Statistics

Cronbach's	
Alpha	N of Items
.918	5

RELIABILITY

```

/VARIABLES=q22 q23 q24 q25 q26
/SCALE('influencer reliqbility') ALL
/MODEL=ALPHA.

```

Reliability

Notes		
Output Created		18-MAY-2025 17:45:01
Comments		
Input	Data	C:\Users\yahia cherif\Desktop\Analyse des données\2025\Khadidja\Ba se de donn�e originle - Copie (2).sav
	Active Dataset	Jeu_de_donn�es1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	134
	File Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY /VARIABLES=q22 q23 q24 q25 q26 /SCALE('influencer reliqbility') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
Elapsed Time		00:00:00.04

Scale: influencer reliqbility

Case Processing Summary

		N	%
Cases	Valid	134	100,0
	Excluded ^a	0	,0
	Total	134	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's	
Alpha	N of Items
,897	5

RELIABILITY

```

/VARIABLES=Q27 Q28 Q29 Q30 Q31
/SCALE('influencer content auqlity') ALL
/MODEL=ALPHA.

```

Notes

Output Created		18-MAY-2025 17:45:40
Comments		
Input	Data	C:\Users\yahia cherif\Desktop\Analyse des données\2025\Khadidja\Ba se de donn�e originle - Copie (2).sav
	Active Dataset	Jeu_de_donn�es1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	134
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
	Syntax	RELIABILITY /VARIABLES=Q27 Q28 Q29 Q30 Q31 /SCALE('influencer content auqlity') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Scale: influencer content auqlity

Case Processing Summary

		N	%
Cases	Valid	134	100,0
	Excluded ^a	0	,0
	Total	134	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,950	5

RELIABILITY

```

/VARIABLES=Q17 Q18 Q19 Q20 Q21 q22 q23 q24 q25 q26 Q27 Q28 Q29 Q30 Q31
/SCALE('influencer') ALL
/MODEL=ALPHA.

```

Reliability

Notes		
Output Created		18-MAY-2025 17:46:51
Comments		
Input	Data	C:\Users\yahia cherif\Desktop\Analyse des données\2025\Khadidja\Ba se de donn�e originle - Copie (2).sav
	Active Dataset	Jeu_de_donn�es1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	134
	File Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

Cases Used		Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Q17 Q18 Q19 Q20 Q21 q22 q23 q24 q25 q26 Q27 Q28 Q29 Q30 Q31 /SCALE('influencer') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
Elapsed Time		00:00:00.01

Scale: influencer

Case Processing Summary

		N	%
Cases	Valid	134	100,0
	Excluded ^a	0	,0
	Total	134	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,957	15

RELIABILITY

/VARIABLES=q32_1 q33_1 q34_1 q35_1 q36_1 q37_1 q38_1 q39_1 q40_1 q41_1 q42_1 q43_1 q

Reliability

Notes		
Output Created		18-MAY-2025 17:47:48
Comments		
Input	Data	C:\Users\yahia cherif\Desktop\Analyse des données\2025\Khadidja\Ba se de donn�e originle - Copie (2).sav
	Active Dataset	Jeu_de_donn�es1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	134
	File Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=q32_1 q33_1 q34_1 q35_1 q36_1 q37_1 q38_1 q39_1 q40_1 q41_1 q42_1 q43_1 q44_1 /SCALE('locql touris;') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.04

Scale: locql touris;

N of Rows in Working Data		134
<u>File</u>		
Matrix Input		
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
Cases Used		Statistics are based on all cases with valid data for all variables in the procedure.
Syntax		RELIABILITY /VARIABLES=Q45_1 Q46_1 Q47_1 Q48_1 Q49_1 Q50_1 Q51_1 Q52_1 Q53_1 Q54_1 Q55_1 Q56_1 Q57_1 /SCALE('international tourism') ALL /MODEL=ALPHA.
Resources	<u>Processor Time</u>	00:00:00.02
Elapsed Time		00:00:00.01

Scale: international tourism

Case Processing Summary

		N	%
Cases	Valid	134	100,0
	Excluded ^a	0	,0
	Total	134	100,0

a. Listwise deletion based on all variables in the procedure.

```

/VARIABLES=Q17 Q18 Q19 Q20 Q21 q22 q23 q24 q25 q26 Q27 Q28 Q29 Q30 Q31
q32_1 q33_1 q34_1 q35_1
q36_1 q37_1 q38_1 q39_1 q40_1 q41_1 q42_1 q43_1 q44_1 Q45_1 Q46_1 Q47_1
Q48_1 Q49_1 Q50_1 Q51_1
Q52_1 Q53_1 Q54_1 Q55_1 Q56_1 Q57_1
/SCALE('Auestionnaire') ALL
/MODEL=ALPHA.

```

Reliability

Notes		
Output Created		18-MAY-2025 17:50:29
Comments		
Input	Data	C:\Users\Yahia cherif\Desktop\Analyse des données\2025\Khadidja\Ba se de donné originle - Copie (2).sav
	Active Dataset	Jeu_de_données1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	134
	Matrix Input	
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on all cases with valid data for all variables in the procedure.

Syntax		RELIABILITY /VARIABLES=Q17 Q18 Q19 Q20 Q21 q22 q23 q24 q25 q26 Q27 Q28 Q29 Q30 Q31 q32_1 q33_1 q34_1 q35_1 q36_1 q37_1 q38_1 q39_1 q40_1 q41_1 q42_1 q43_1 q44_1 Q45_1 Q46_1 Q47_1 Q48_1 Q49_1 Q50_1 Q51_1 Q52_1 Q53_1 Q54_1 Q55_1 Q56_1 Q57_1 /SCALE('Auestionnqire') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Scale: Auestionnqire

Case Processing Summary

		N	%
Cases	Valid	134	100,0
	Excluded ^a	0	,0
	Total	134	100,0

a. Listwise deletion based on all variables in the procedure.

```

/TESTVAL=3
/MISSING=ANALYSIS
/VARIABLES=Q17 Q18 Q19 Q20 Q21 X1
/CRITERIA=CI(.95).

```

T-Test

Notes		
Output Created		18-MAY-2025 17:53:54
Comments		
Input	Data	C:\Users\yahia cherif\Desktop\Analyse des données\2025\Khadidja\Ba se de donn�e originle - Copie (2).sav
	Active Dataset	Jeu_de_donn�es1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	134
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		T-TEST /TESTVAL=3 /MISSING=ANALYSIS /VARIABLES=Q17 Q18 Q19 Q20 Q21 X1 /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Q17	134	4,1269	,68739	,05938
Q18	134	4,1866	,59025	,05099
Q19	134	4,0672	,77748	,06716
Q20	134	4,1866	,61519	,05314
Q21	134	4,1716	,65495	,05658
X1	134	4,1478	,57983	,05009

One-Sample Test

Test Value = 3

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q17	18,977	133	,000	1,12687	1,0094	1,2443
Q18	23,271	133	,000	1,18657	1,0857	1,2874
Q19	15,889	133	,000	1,06716	,9343	1,2000
Q20	22,327	133	,000	1,18657	1,0814	1,2917
Q21	20,708	133	,000	1,17164	1,0597	1,2836
X1	22,914	133	,000	1,14776	1,0487	1,2468

T-TEST

```

/TESTVAL=3
/MISSING=ANALYSIS
/VARIABLES=q22 q23 q24 q25 q26 X2
/CRITERIA=CI(.95).
    
```

T-Test

Notes

Output Created	18-MAY-2025 17:55:29
Comments	

Input	Data	C:\Users\yahia cherif\Desktop\Analyse des données\2025\Khadidja\Ba se de donné originle - Copie (2).sav
	Active Dataset	Jeu_de_données1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	134
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
	Syntax	T-TEST /TESTVAL=3 /MISSING=ANALYSIS /VARIABLES=q22 q23 q24 q25 q26 X2 /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.02

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
q22	134	4,0821	,63777	,05509
q23	134	4,0597	,64611	,05582
q24	134	3,8433	,77415	,06688
q25	134	3,8060	,70952	,06129
q26	134	4,0821	,60136	,05195
X2	134	3,9746	,56962	,04921

Cases Used		Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
Syntax		T-TEST /TESTVAL=3 /MISSING=ANALYSIS /VARIABLES=Q27 Q28 Q29 Q30 Q31 X3 /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00.02
Elapsed Time		00:00:00.03

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Q27	134	4,1940	,59418	,05133
Q28	134	4,1716	,68853	,05948
Q29	134	4,2239	,60873	,05259
Q30	134	4,2239	,59625	,05151
Q31	134	4,1269	,60601	,05235
X3	134	4,1881	,56556	,04886

One-Sample Test

Test Value = 3

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Q27	23,262	133	,000	1,19403	1,0925	1,2956
Q28	19,698	133	,000	1,17164	1,0540	1,2893
Q29	23,274	133	,000	1,22388	1,1199	1,3279
Q30	23,761	133	,000	1,22388	1,1220	1,3258
Q31	21,525	133	,000	1,12687	1,0233	1,2304
X3	24,317	133	,000	1,18806	1,0914	1,2847

q39_1 q40_1 q41_1 q42_1 q43_1 q44_1 Ya
/CRITERIA=CI(.95).

T-Test

Notes		
Output Created		18-MAY-2025 17:58:19
Comments		
Input	Data	C:\Users\Yahia cherif\Desktop\Analyse des données\2025\Khadidja\Ba se de donné originle - Copie (2).sav
	Active Dataset	Jeu_de_données1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data	134
	File	
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
	Syntax	T-TEST /TESTVAL=3 /MISSING=ANALYSIS /VARIABLES=q32_1 q33_1 q34_1 q35_1 q36_1 q37_1 q38_1 q39_1 q40_1 q41_1 q42_1 q43_1 q44_1 Ya /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.02

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
SMEAN(q32)	134	3,6923	,70935	,06128
SMEAN(q33)	134	3,9231	,67338	,05817
SMEAN(q34)	134	3,7179	,81200	,07015
SMEAN(q35)	134	3,8448	,77171	,06667
SMEAN(q36)	134	3,9386	,65218	,05634
SMEAN(q37)	134	3,8879	,65777	,05682
SMEAN(q38)	134	3,9310	,65722	,05678
SMEAN(q39)	134	3,7241	,70001	,06047
SMEAN(q40)	134	3,9310	,66857	,05776
SMEAN(q41)	134	3,9304	,64565	,05578
SMEAN(q42)	134	3,5862	,91000	,07861
SMEAN(q43)	134	3,8783	,67331	,05817
SMEAN(q44)	134	3,8017	,74813	,06463
Ya	134	3,8298	,56173	,04853

One-Sample Test

Test Value = 3

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower
SMEAN(q32)	11,298	133	,000	,69231	,5711
SMEAN(q33)	15,868	133	,000	,92308	,8080
SMEAN(q34)	10,235	133	,000	,71795	,5792
SMEAN(q35)	12,673	133	,000	,84483	,7130
SMEAN(q36)	16,660	133	,000	,93860	,8272
SMEAN(q37)	15,626	133	,000	,88793	,7755
SMEAN(q38)	16,399	133	,000	,93103	,8187
SMEAN(q39)	11,975	133	,000	,72414	,6045
SMEAN(q40)	16,120	133	,000	,93103	,8168
SMEAN(q41)	16,682	133	,000	,93043	,8201
SMEAN(q42)	7,457	133	,000	,58621	,4307
SMEAN(q43)	15,099	133	,000	,87826	,7632
SMEAN(q44)	12,405	133	,000	,80172	,6739
Ya	17,100	133	,000	,82981	,7338

	Active Dataset	Jeu_de_données1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	134
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
	Syntax	<pre>T-TEST /TESTVAL=3 /MISSING=ANALYSIS /VARIABLES=Q45_1 Q46_1 Q47_1 Q48_1 Q49_1 Q50_1 Q51_1 Q52_1 Q53_1 Q54_1 Q55_1 Q56_1 Q57_1 Yb /CRITERIA=CI(.95).</pre>
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.07

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
SMEAN(Q45)	134	3,8627	,66082	,05709
SMEAN(Q46)	134	3,8824	,70758	,06113
SMEAN(Q47)	134	3,9118	,65008	,05616
SMEAN(Q48)	134	3,6569	,73059	,06311
SMEAN(Q49)	134	3,8235	,71935	,06214
SMEAN(Q50)	134	3,8824	,71812	,06204
SMEAN(Q51)	134	3,8529	,72958	,06303
SMEAN(Q52)	134	3,6176	,77599	,06704
SMEAN(Q53)	134	3,8235	,71935	,06214
SMEAN(Q54)	134	3,8119	,71201	,06151
SMEAN(Q55)	134	3,5196	,84720	,07319
SMEAN(Q56)	134	3,8235	,65364	,05647
SMEAN(Q57)	134	3,8235	1,76 ,73996	,06392

Yb	134	3,7917	,60530	,05229
----	-----	--------	--------	--------

One-Sample Test

Test Value = 3

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower
SMEAN(Q45)	15,113	133	,000	,86275	,7498
SMEAN(Q46)	14,435	133	,000	,88235	,7614
SMEAN(Q47)	16,236	133	,000	,91176	,8007
SMEAN(Q48)	10,408	133	,000	,65686	,5320
SMEAN(Q49)	13,252	133	,000	,82353	,7006
SMEAN(Q50)	14,223	133	,000	,88235	,7596
SMEAN(Q51)	13,533	133	,000	,85294	,7283
SMEAN(Q52)	9,214	133	,000	,61765	,4851
SMEAN(Q53)	13,252	133	,000	,82353	,7006
SMEAN(Q54)	13,200	133	,000	,81188	,6902
SMEAN(Q55)	7,100	133	,000	,51961	,3748
SMEAN(Q56)	14,585	133	,000	,82353	,7118
SMEAN(Q57)	12,883	133	,000	,82353	,6971
Yb	15,141	133	,000	,79171	,6883

One-Sample Test

Test Value = 3

95% Confidence Interval of the

SMEAN(Q45)	,9757
SMEAN(Q46)	1,0033
SMEAN(Q47)	1,0228
SMEAN(Q48)	,7817
SMEAN(Q49)	,9464
SMEAN(Q50)	1,0051
SMEAN(Q51)	,9776
SMEAN(Q52)	,7502
SMEAN(Q53)	,9464
SMEAN(Q54)	1,77
SMEAN(Q55)	,6644
SMEAN(Q56)	,9352
SMEAN(Q57)	,9500

Input	Data	C:\Users\yahia cherif\Desktop\Analyse des données\2025\Khadidja\Ba se de donn�e originle - Copie (2).sav
	Active Dataset	Jeu_de_donn�es1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	134
Missing Value Handling	Definition of Missing	User defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on the cases with no missing or out-of-range data for any variable in the analysis.
	Syntax	T-TEST /TESTVAL=3 /MISSING=ANALYSIS /VARIABLES=Ya Yb /CRITERIA=CI(.95).
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.03

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Ya	134	3,8298	,56173	,04853
Yb	134	3,7917	,60530	,05229

One-Sample Test

Test Value = 3

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Ya	17,100	133	,000	178 ,82981	,7338	,9258

Yb	15,141	133	,000	,79171	,6883	,8951
----	--------	-----	------	--------	-------	-------

Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Ya /METHOD=ENTER X1.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01
	Memory Required	5888 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X1 ^b	.	Enter

a. Dependent Variable: Ya

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,394 ^a	,155	,149	,51825

a. Predictors: (Constant), X1

Cases Used		Statistics are based on cases with no missing values for any variable used.
Syntax		REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Ya /METHOD=ENTER X2.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.04
	Memory Required	5888 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X2 ^b	.	Enter

a. Dependent Variable: Ya

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,428 ^a	,183	,177	,50960

a. Predictors: (Constant), X2

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7,688	1	7,688	29,603	,000 ^b
	Residual	34,279	132	,260		
	Total	41,967	133			

a. Dependent Variable: Ya

b. Predictors: (Constant), X2

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,152	,311		6,910	,000
	X2	,422	,078	,428	5,441	,000

a. Dependent Variable: Ya

REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Ya
/METHOD=ENTER X3.

```

Regression

Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
	Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Ya /METHOD=ENTER X3.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.02
	Memory Required	5888 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3 ^b	.	Enter

a. Dependent Variable: Ya

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,405 ^a	,164	,158	,51554

a. Predictors: (Constant), X3

	Split File	<none>
	N of Rows in Working Data File	134
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
	Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Ya /METHOD=ENTER X.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.04
	Memory Required	5888 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X ^b	.	Enter

a. Dependent Variable: Ya

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,452 ^a	,204	,198	,50311

	Active Dataset	Jeu_de_données1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	134
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
	Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Yb /METHOD=ENTER X1.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.04
	Memory Required	5888 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X1 ^b	.	Enter

a. Dependent Variable: Yb

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,407 ^a	,165	,159	,55511

Input	Data	C:\Users\yahia cherif\Desktop\Analyse des données\2025\Khadidja\Ba se de donn�e originle - Copie (2).sav
	Active Dataset	Jeu_de_donn�es1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	134
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
	Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Yb /METHOD=ENTER X2.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.05
	Memory Required	5888 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X2 ^b	.	Enter

a. Dependent Variable: Yb

b. All requested variables entered.

b. Predictors: (Constant), X2

Notes

Output Created	18-MAY-2025 18:07:42	
Comments		
Input	Data	C:\Users\Yyahia cherif\Desktop\Analyse des données\2025\Khadidja\Ba se de donné originle - Copie (2).sav
	Active Dataset	Jeu_de_données1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	134
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Yb /METHOD=ENTER X3.	
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.04
	Memory Required	5888 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3 ^b	.	Enter

a. Dependent Variable: Yb

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,408 ^a	,167	,160	,55464

a. Predictors: (Constant), X3

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,123	1	8,123	26,406	,000 ^b
	Residual	40,607	132	,308		
	Total	48,730	133			

a. Dependent Variable: Yb

b. Predictors: (Constant), X3

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,962	,359		5,459	,000
	X3	,437	,085	,408	5,139	,000

a. Dependent Variable: Yb

REGRESSION

```

/MISSING LISTWISE
/STATISTICS COEFF OUTS R ANOVA
/CRITERIA=PIN(.05) POUT(.10)
/NOORIGIN
/DEPENDENT Yb

```

- a. Dependent Variable: Yb
- b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,465 ^a	,216	,210	,53787

- a. Predictors: (Constant), X

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10,542	1	10,542	36,440	,000 ^b
	Residual	38,188	132	,289		
	Total	48,730	133			

- a. Dependent Variable: Yb
- b. Predictors: (Constant), X

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1,560	,373		4,188	,000
	X	,544	,090	,465	6,037	,000

- a. Dependent Variable: Yb

GET

Regression

Notes		
Output Created		18-MAY-2025 18:15:49
Comments		
Input	Data	C:\Users\yahia cherif\Desktop\Analyse des données\2025\Khadidja\Ba se de donn�e originle - Copie (2).sav
	Active Dataset	Jeu_de_donn�es1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	134
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics are based on cases with no missing values for any variable used.
	Syntax	REGRESSION /MISSING LISTWISE /STATISTICS COEFF OUTS R ANOVA /CRITERIA=PIN(.05) POUT(.10) /NOORIGIN /DEPENDENT Ya /METHOD=ENTER X1 X2 X3.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01
	Memory Required	6864 bytes

Additional Memory Required for Residual Plots	0 bytes
--	---------

[Jeu_de_données1] C:\Users\yahia cherif\Desktop\Analyse des données\2025\Khadidja\Base de donn e originle - Copie (2).sav

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X3, X2, X1 ^b	.	Enter

a. Dependent Variable: Ya

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,456 ^a	,208	,190	,50552

a. Predictors: (Constant), X3, X2, X1

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8,745	3	2,915	11,407	,000 ^b
	Residual	33,222	130	,256		
	Total	41,967	133			

a. Dependent Variable: Ya

b. Predictors: (Constant), X3, X2, X1

Table of Contents

Chapter 1 Travel Influencers.....	19
1.1 Section (1) : Concept of influencer marketing.....	21
1.1.1 Definition of Influencer Marketing	21
1.1.2 Importance and practices of Influencer Marketing	23
1.1.3 Social Media & Influencer Marketing.....	25
1.1.4 Influencer Marketing in Tourism Destination.....	27
1.1.5 The Role of Influencer Marketing in Brand Image promotion	28
1.2 Section (2) : Concept of Travel Influencers.....	30
1.2.1 Definition of Travel Influencers.....	30
1.2.2 Impact of Travel Influencers on Tourism	30
1.2.3 Strategies for Engaging Travel Influencers	31
1.2.4 Challenges and Limitations of Using Travel Influencers	33
1.2.5 Future Trends and Opportunities for Travel Influencers	34
1.3 Section (3) : Source Credibility Dimensions :	37
1.3.1 Theory of Source Credibility:	37
1.3.2 Trustworthiness:	38
1.3.3 Expertise:	39
1.3.4 Attractiveness:.....	40
1.3.5 Similarity	41
Chapter 2 :Tourist Destination	45
2.1 Section (1) : Concept of Tourist Destination Image.....	47
2.1.1 Definition of Tourist Destination Image.....	47
2.1.2 Formation of the image of a tourist destination	48
2.1.3 Development of the image of a tourist destination	53

2.1.4 Effects of the brand image of a tourist destination.....	56
2.2 Section (2) : Tourist Destination Branding	58
2.2.1 Definition of Tourist Destination Branding	58
2.2.2 Tourist Destinations brands:.....	59
2.2.3 Digital Strategies of Tourism Brands: Some Examples:	60
2.2.4 Challenges in destination branding:	63
2.3 Section (3) : The Relationship Between Travel Influencers and the Brand Image of a Tourist Destination	65
2.3.1 Influencer Credibility and the Perception of Destination	65
2.3.2 Visual Storytelling and the Creation of a Multi-Dimensional Destination Identity..	66
2.3.3 Emotional Engagement and Enhanced Destination Memorability	67
2.3.4 Audience Interaction, Community Engagement, and Word-of-Mouth Effects.....	68
Chapter 3 Empirical Study (The Case of Khoubaib).....	72
3.1 Section (1) : The Travel Influencer Khoubaib Kouas :	74
3.1.1 Overview of Khoubaib:	74
3.1.2 The biography of Khoubaib	75
3.1.3 Links to the personal pages of Khoubaib Kouas.....	76
3.2 Section (2) : Presentation of the Survey	81
3.2.1 Research Methodology	81
3.2.2 The variables:	82
3.2.3 Reminder of the Hypotheses	83
3.2.4 Questionnaire Presentation	84
3.2.5 Sample Selection	87
3.2.6 Data Collection Procedures.....	87
3.2.7 Data Analysis:	88
3.3 Section (3) : Analysis of study data	Error! Bookmark not defined.
3.3.1 General Characteristics of the Sample:.....	90

3.3.2 Data analysis regarding to the influencer:.....	Error! Bookmark not defined.
3.3.3 Analysis of individuals' responses regarding the measurement of touristic destination branding:	112
3.3.4 Hypothesis Testing and Discussion of Findings	118
3.3.5 Test the hypotheses:.....	119

Abstract :

This research investigates the impact of travel influencers on the brand image of tourist destinations, with a particular focus on the case of Algerian content creator Khoubaib Kouas. A literature review was conducted to establish a solid theoretical foundation, followed by a quantitative field survey. Data collected from 138 participants was analyzed using SPSS (version 27), confirming a significant relationship between influencer credibility and destination brand image. The findings highlight the importance of the influencer's expertise and trustworthiness in enhancing destination appeal. The study concludes that strategic use of influencers can effectively reinforce the image of tourist destinations in the digital era.

Keywords: Travel Influencers, Credibility , Brand Image, Tourist Destination, Khoubaib Kouas.

الملخص:

تتناول هذه الدراسة تأثير المؤثرين في مجال السفر على الصورة الذهنية للوجهات السياحية، مع التركيز بشكل خاص على حالة صانع المحتوى الجزائري خبيب خواس. تم إجراء مراجعة أدبية لتأسيس أساس نظري متين، تلتها دراسة ميدانية كمية. وقد تم تحليل البيانات التي جمعت من 138 مشاركًا باستخدام برنامج SPSS (الإصدار 27)، وأكدت النتائج وجود علاقة ذات دلالة إحصائية بين مصداقية المؤثر وصورة العلامة التجارية للوجهة السياحية. تبرز النتائج أهمية خبرة المؤثر ومصداقيته في تعزيز جاذبية الوجهة. وتخلص الدراسة إلى أن الاستخدام الاستراتيجي للمؤثرين يمكن أن يساهم بفعالية في تعزيز صورة الوجهات السياحية في العصر الرقمي.

الكلمات المفتاحية: مؤثرون السفر، المصداقية، صورة العلامة التجارية، الوجهة السياحية، خبيب خواس.

Resumen:

Esta investigación analiza el impacto de los influencers de viajes en la imagen de marca de los destinos turísticos, con un enfoque particular en el caso del creador de contenido argelino Khoubaib Kouas. Se realizó una revisión de la literatura para establecer una base teórica sólida, seguida de una encuesta de campo cuantitativa. Los datos recopilados de 138 participantes fueron analizados mediante el programa SPSS (versión 27). Los resultados destacan la importancia de la experiencia y la confiabilidad del influencer en el fortalecimiento del atractivo del destino.

Palabras clave: Influencers de viajes, credibilidad, imagen de marca, destino turístico, Khoubaib Kouas.