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 Domestic Tourists' Behaviour in Algeria

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بِسْمِ اللَّـهِ الرَّحْمَـٰنِ

الرَّحِيم

Acknowledgments and Gratitude

We extend our sincere thanks to the Higher School of Management of Tlemcen for the excellent academic environment it provides to its students.

We also express our deepest gratitude to our supervisor, Dr. Habib Othmani, who has been present since the very beginning of this study, guiding us with wisdom, kindness, and generosity. He has spared neither his time nor his efforts, demonstrating exemplary patience and dedication—qualities truly worthy of great scholars. May he find here the expression of our utmost gratitude.

Finally, we would like to thank everyone who, directly or indirectly, helped light our path throughout this research. To each and every one of them, we extend our warmest thanks.

Acknowledgments

First and foremost, all praise and gratitude belong to **Allah**, the Almighty, for granting me the strength, patience, and ability to complete this journey.

To My parents: You are the foundation beneath everything I build. Your unconditional love, quiet sacrifices, and prayers that never ceased carried me through every difficult moment of this work. This achievement is yours as much as it is mine. To the rest of my family — your belief in me, constant and unwavering, meant more than words can capture.

To My Friends:

My childhood friends: Some friendships are forged in childhood and only grow deeper with time. Walid Alia, Islam Laich, Abdelkader Doula, and Mostapha — your loyalty over the years has been one of life's truest gifts, and I am grateful to carry it with me into

My college friends— Riad Baghani, Assil, and Islam Zerari — you turned what could have been an isolating academic grind into something genuinely memorable. The late nights, the shared pressure, the laughter between deadlines — I would not trade any of it. You made this journey matter beyond the degree..

To the MuslimFit Team: Thank you for your shared ambition, dedication, and hard work. Building this vision together has been truly inspiring.

To My Project Partner: Said, A project like this demands more than competence — it demands trust, patience, and genuine commitment. You brought all three. Every shared effort, every difficult conversation, every hour invested in getting this right — it was a privilege to go through it with you. This work carries both our names, and rightfully so.

Adda

Acknowledgments

To my dear mother, this work is dedicated to you with all my love and gratitude. Your prayers have carried me this far, by the grace of God. You are my warm home, the heart I cannot live without, and my everything. Thank you for always being there for me when I needed you, and thank you for always worrying about me. May God protect you and grant you the highest level of Jannah, Insha'Allah.

To my beloved father, thank you for keeping me motivated and always fulfilling my needs. Thank you for being the man I look up to, for raising me the right way, and for making me the man I am today.

To my brother Abdullah, thank you for being my right hand and the person who truly understands me. To my sisters, you are my flower garden that always makes me happy, my diamonds; thank you for always being there for me.

To my precious friends, youcef, cherif and many more, this study is dedicated to you for always standing by my side and being the relief to my sorrow. Thank you for being an invaluable support during difficult times and for sharing the most beautiful memories with me.

To my thesis partner, Adda, thank you for being understanding through difficult times and for helping create this masterpiece. You have been an outstanding friend throughout my college years; we shared great memories together, and I wish you the best with your future project. May Allah bless you. Lastly, may God grant all of you the highest level of Paradise.

Said

Abstract

This study examines the impact of travel influencers on domestic tourist behaviour in Algeria, focusing on four dimensions: influencer credibility, content quality, parasocial relationship strength, and electronic word-of-mouth (eWOM) perception. A quantitative research approach was adopted, and data were collected through a structured questionnaire administered to Algerian social media users who follow travel influencers. The collected data were analyzed using appropriate statistical techniques to assess the relationships between the study variables. The findings indicate that travel influencers have a positive influence on domestic tourist behaviour. Influencer credibility, content quality, parasocial relationships, and eWOM perception were all found to contribute to shaping tourists' travel-related decisions and behaviours. The study highlights the growing importance of digital influencer marketing in promoting domestic tourism and demonstrates how social media content can affect destination awareness and travel choices among Algerian tourists. The research provides practical implications for tourism stakeholders, suggesting that collaboration with credible travel influencers and the development of engaging digital content can enhance tourism promotion efforts and encourage domestic travel. The study also contributes to the existing literature by providing empirical evidence from the Algerian context, where research on influencer marketing and tourism remains limited.

Keywords: travel influencers, domestic tourism, eWOM, parasocial relationship, tourist behaviour, Algeria.

Résumé

Cette étude examine l'impact des influenceurs voyage sur le comportement des touristes domestiques en Algérie à travers quatre dimensions principales : la crédibilité de l'influenceur, la qualité du contenu, la force de la relation parasociale et la perception du bouche-à-oreille électronique (eWOM). Une approche quantitative a été adoptée et les données ont été recueillies au moyen d'un questionnaire structuré administré à des utilisateurs algériens des réseaux sociaux suivant des influenceurs voyage. Les données collectées ont été analysées à l'aide de techniques statistiques appropriées afin d'évaluer les relations entre les variables de l'étude. Les résultats indiquent que les influenceurs voyage exercent une influence positive sur le comportement des touristes domestiques. La crédibilité de l'influenceur, la qualité du contenu, la relation parasociale et la perception de l'eWOM contribuent toutes à orienter les décisions et les comportements touristiques. L'étude met en évidence l'importance croissante du marketing d'influence numérique dans la promotion du tourisme domestique et démontre comment le contenu diffusé sur les réseaux sociaux peut influencer la perception des destinations et les choix de voyage des touristes algériens. Cette recherche apporte des implications pratiques pour les acteurs du secteur touristique en suggérant le recours à des collaborations avec des influenceurs crédibles et la création de contenus numériques attractifs afin de renforcer les actions de promotion touristique et d'encourager le tourisme domestique. Elle contribue également à la littérature existante en fournissant des données empiriques issues du contexte algérien, où les recherches sur le marketing d'influence appliqué au tourisme demeurent limitées.

Mots-clés : influenceurs voyage, tourisme domestique, eWOM, relation parasociale, comportement touristique, Algérie.

ملخص

تهدف هذه الدراسة إلى تحليل تأثير مؤثري السفر على سلوك السائح الداخلي في الجزائر من خلال أربعة أبعاد رئيسية تتمثل في مصداقية المؤثر، وجودة المحتوى، وقوة العلاقة شبه الاجتماعية، وإدراك التسويق الشفهي الإلكتروني اعتمدت الدراسة المنهج الكمي، وتم جمع البيانات من خلال استبيان منظم وُجّه إلى مستخدمي وسائل التواصل الاجتماعي في الجزائر الذين يتابعون مؤثري السفر. كما تم تحليل البيانات باستخدام أساليب إحصائية مناسبة لدراسة العلاقات بين متغيرات البحث . اظهرت نتائج الدراسة أن لمؤثري السفر تأثيرًا إيجابيًا على سلوك السائح الداخلي، حيث تساهم مصداقية المؤثر وجودة المحتوى والعلاقة شبه الاجتماعية والتسويق الشفهي الإلكتروني في توجيه القرارات والتصرفات السياحية للأفراد. كما تؤكد الدراسة الأهمية المتزايدة للتسويق الرقمي عبر المؤثرين في الترويج للسياحة الداخلية، وتبرز الدور الذي يلعبه المحتوى المنشور على وسائل التواصل الاجتماعي في تشكيل صورة الوجهات السياحية والتأثير في اختيارات السفر لدى السياح الجزائريين. وتقدم الدراسة مجموعة من الدلالات العملية للفاعلين في القطاع السياحي، من خلال التأكيد على أهمية التعاون مع مؤثري السفر الموثوقين وإنتاج محتوى رقمي جذاب لدعم الجهود الترويجية وتشجيع السياحة الداخلية. كما تسهم في إثراء الأدبيات العلمية المتعلقة بالتسويق عبر المؤثرين والسياحة من خلال تقديم أدلة تطبيقية من السياق الجزائري، الذي لا يزال بحاجة إلى مزيد من الدراسات في هذا المجال.

الكلمات المفتاحية :مؤثرو السفر، السياحة الداخلية، التسويق الشفهي الإلكتروني، العلاقة شبه الاجتماعية، السلوك السياحي، الجزائر.

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General Introduction

Today tourism marketing is going through a digital evolution, a period where society and technology evolves faster than the ability of traditional organizations to change. Where advertising like paper brochures, TV ads or radio ads is more and more overtaken by real-time, dynamic and customized contents. With the coming of Web 2.0 and the explosion of the social networks, a radical change is operated from Institutional Communication (Top-Down) to User Generated Content (UGC) and Influencer Generated Content (IGC) (Peer-to-Peer).

Tourism is an intangible service and experience good, meaning that it cannot be seen, tested or touched before being consumed. This makes the perceived risk to the consumer extremely high, financially and emotionally. This risk was previously handled by the institutional marketing of tourism boards and standard certifications. Today the modern tourist, with its very high level of Ad-Skepticism, is no longer convinced by the institutional communication.

The modern traveler wants Social Proof the psychological tendency of people to follow the actions of others in an attempt to ensure the correct behavior for a given situation. In this context, social media influencers are the principal Risk Reducers. They are like the digital ambassadors of trust, performing a sort of digital trip test on behalf of their followers. The influence then becomes a trip guide in real time, closing the gap between the tourism marketing claim and the real experience of the destination.

The world is stepping into the Experience Economy and what matters the most is no longer the room of the hotel but the memory and the story. The influencers are the new storytellers, not selling the bed & breakfast in the Algerian Casbah but the sensation of morning sun on ancient walls, the feeling of local authenticity and hospitality. For an emerging market like Algeria, they are the essential tool to be more competitive on the international and national level.

Theoretical Context and Critical Analysis of Previous Studies

Research on influencer marketing has evolved significantly, transitioning from simple observations to complex psychological and management theories. The five studies reviewed below provide a strong theoretical basis for understanding the role of digital personalities in shaping consumer perceptions and destination branding. However, examined critically, each also leaves a specific gap that the present study seeks to address.

1 Role and Motivator

Femenia-Serra and Gretzel (2020) were among the first to categorize the specific roles that influencers play within the tourism experience. Their research confirmed that influencers can not only provide information but also stimulate the dreamer, shifting travel intent from aspirational fantasies to actual plans.

However, this contribution remains primarily typological and conceptual: it classifies the roles influencers occupy without empirically measuring whether exposure to these roles translates into observable, actual travel behaviour. The study stops at the level of intent formation "shifting travel intent" and does not verify whether that shifted intent is ever converted into a completed trip. It also draws on a Western/international smart-tourism context, leaving open whether the same role-categorisation holds in a market such as Algeria, where domestic tourism dynamics, infrastructure, and influencer ecosystems differ substantially. This is precisely the Intention-Behaviour Gap that the present research is built to address: measuring actual domestic tourist behaviour rather than stated or inferred intention.

2. The Authenticity Benefit Over Celebrities

A groundbreaking conclusion by Schouten et al. (2020) is that influencers may have significantly more influence than traditional celebrities because of the inherent perceived similarity and greater trustworthiness that exists between follower and influencer. This is relevant to the Algerian context, suggesting that the words of a local vlogger, who speaks Darija and shares the same everyday realities, could be more persuasive than an advertisement by a distant celebrity on high-budget television.

Despite its theoretical strength, this study was conducted among European respondents evaluating endorsements unrelated to domestic travel decisions, and it relies on attitudinal outcome measures rather than tracking subsequent behaviour. The similarity-trust mechanism it identifies is therefore theoretically transferable to the Algerian context, but empirically untested there: no equivalent study has verified whether perceived similarity with local influencers actually drives Algerians to take domestic trips, as opposed to simply holding more favourable attitudes toward the destination. This leaves an empirical gap specific to non-Western, domestic-tourism settings, which the present study fills by collecting Algerian data on actual behavioural outcomes rather than attitudes alone.

3. The Trust and Credibility Mechanism

Lou and Yuan (2019) uncovered two vital elements of brand promotion: Message Credibility and Influencer Trustworthiness. When messages and recommendations are perceived by the follower to be genuine rather than imposed by a corporation, destination equity automatically rises.

This study, however, was developed and validated within a general branded-content framework rather than a tourism-specific one, and its dependent variable is purchasing intention, not realised purchase or travel behaviour. Consequently, while it offers a robust credibility construct, it does not establish whether credibility-driven trust survives the transition from online perception to an offline, costly, time-bound decision such as planning and executing a domestic trip. The present study addresses this by adapting Lou and Yuan's credibility mechanism as one of four independent sub-dimensions, but measuring its effect directly against actual reported behaviour rather than intention, closing the gap their design leaves open.

4. Aesthetic Appeal and Expertise in Destination Marketing

Casaló, Flavián, and Ibáñez-Sánchez (2018) investigated the influence of influencer expertise (offering best-in-class tips and information) and aesthetic value (high-quality, cinematic content). Their research confirmed that both Expertise and Attractiveness combine to generate favourable attitudes toward a location, supporting the inclusion of Content Quality as a key independent variable and validating cinematic storytelling as a necessity for destination marketing.

This study's main limitation is that it isolates Instagram as the sole platform and again stops at the level of attitude formation rather than measured behaviour, and it does not disaggregate whether expertise or aesthetic quality individually carries more weight, treating them as a single composite. It also does not address how content quality interacts with the other social and relational mechanisms (credibility, parasociality, eWOM) that may operate simultaneously on a follower. The present study treats Content Quality as one of four parallel sub-dimensions tested jointly against actual behaviour, allowing its relative explanatory weight to be compared directly with the other three, something Casaló et al.'s single-construct design could not do.

5. The Rise of eWOM

The foundational concept behind digital influencer marketing originates from earlier research. Gretzel et al. (2007) were among the first to explore the impact of Electronic Word-of-Mouth (eWOM) in tourism. This research demonstrated that, even early in the Internet's growth, peer recommendations were already becoming more influential than institutional marketing, indicating a long-term shift in decision-making processes.

Being nearly two decades old, this study predates the rise of dedicated influencer marketing, short-form video, and algorithm-driven social platforms altogether, and it examined generic peer-to-peer online reviews rather than content produced by influencers as a distinct, semi-professional category of source. Its findings on eWOM's growing influence are therefore historically important but cannot be assumed to hold unchanged in the current influencer-saturated, platform-specific environment that characterises Algerian social media use today. The present study updates and re-tests the eWOM mechanism as a contemporary construct, situated alongside influencer-specific variables, in a domestic Algerian tourism context that Gretzel et al.'s era could not have anticipated.

The strategic significance of the Algerian Tourism Sector

The Algerian tourism potential is vast, varied ecologically and one of the nation’s most underdeveloped economic levers. In the context of the SDAT 2030 strategic plan, the state seeks to modernize its hospitality facilities and boost the contribution of this sector to the national GDP. Nevertheless, the domestic travel market has proven to be the resilient structural foundation of the Algerian tourism industry in a post-pandemic scenario.

Given that Algeria expects to have a social media user base of 27.5 million people by the end of 2025, platforms such as Instagram, TikTok, and YouTube now function as Virtual Travel Agencies. Influencers, particularly those who are skilled in using Darija (local Arabic) and who feature the distinctive characteristics of Algeria's 69 Wilayas, are engaging in more than advertising, they are engaging in a grassroots effort of National Branding. While it is clear how effective influencers can be, there remains an "Empirical Gap" in terms of research explaining how digitally produced narratives are converted to measurable travel behavior in the Algerian context.

Problem Statement and Objectives

The digital transformation of the Algerian tourism sector has created a new intermediary between the destination and the traveler. However, there remains a significant empirical gap in understanding whether digital engagement (likes, views, and follows) actually translates into physical mobility and economic activity. Consequently, the central question of this research is:

"To what extent do travel influencers catalyze and shape the actual travel behavior of domestic tourists within the Algerian market?"

Research Sub-Questions

To answer the central problem, the research is subdivided into the following specific inquiries:

Credibility: To what extent does the perceived expertise and trustworthiness (Source Credibility) of a travel influencer influence the final travel behavior of an Algerian citizen?

Visual Stimuli: How does cinematic content quality and narrative depth contribute to the information-search and decision-making phases of the Algerian traveler?

Social Psychology: What is the functional role of the **Parasocial Relationship** (the sense of friendship between follower and influencer) in driving domestic tourism?

Social Validation: How does the perception of **eWOM** (Electronic Word-of-Mouth) in the comment sections serve as a secondary validator for the quality and safety of Algerian destinations?

Hypotheses of the Study

The research is guided by four principal hypotheses, which represent the predicted relationships between our independent variables and the final behavioral outcome:

- **H-1: Influencer Credibility.** There is a statistically significant positive relationship between the perceived credibility of the influencer and the actual domestic travel behavior of Algerian tourists.
- **H-2: Content Quality.** High-quality cinematic content and visual storytelling positively influence the intention and final action of domestic travel in Algeria.

- **H-3: Parasocial Relationship.** The strength of the parasocial bond between the influencer and the follower acts as a primary motivator for following travel recommendations within the domestic market.
- **H-4: eWOM Perception.** The volume and sentiment of positive Electronic Word-of-Mouth surrounding an influencer's content positively influence the consumer's decision to visit a specific Algerian destination.

Objectives of the Research

Beyond testing these hypotheses, this thesis aims to:

- **Quantify Influence:** Move beyond vanity metrics (followers) to measure actual conversion (trips taken).
- **Profile the Algerian Digital Traveler:** Understand the demographic and psychographic traits of the audience that follows Algerian travel influencers.
- **Managerial Recommendations:** Provide actionable insights for Algerian tourism establishments (hotels, travel agencies, and state offices) on how to effectively collaborate with influencers to boost domestic tourism.

Justification of the topic

The topic is important and relevant because it calls for an immediate digital transformation of the Algerian tourism promotion strategy. In line with the SDAT 2030 plan to move toward a diversified economy, domestic tourism has been an important element for the recovery of Algeria's economic situation. Nevertheless, conventional advertising techniques are no longer adapted to the younger generation who use mobile first, as the majority of the population in Algeria.

The subject of research is practical because it helps to fill the intangibility gap of Algerian tourism (i.e., lack of accessible and contemporary visual information on destinations to travelers). It reveals through the effect of influencer, how the latter create social proof and build trust for tourism stakeholders to convert the flow in terms of visit. In addition, this research has filled a gap in the literature at the local level about Business Strategy and Digital Influence in the Algerian socio-cultural environment.

Methodology of research

To support the hypotheses, a quantitative research methodology based on the online structured questionnaire administered to active users of Algerian social networks and who feed on content of travel. Data are to be analyze using statistical software (SPSS) in order to define the relationship between the four independent variables and the dependent variable: Actual Travel Behavior.

Structure of the Thesis

The thesis is structured into three main chapters:

- **Chapter 01: Travel Influencers and Digital Communication.** Explores the transition from traditional to digital marketing and the theoretical rise of influencers.
- **Chapter 02: Consumer Behaviour and Decision-Making.** Analyzes the psychological factors and stages of the tourist decision process in the digital age.
- **Chapter 03: Empirical Study and Data Analysis.** Presents the methodology, processes the survey results, and tests the four hypotheses to conclude on the impact of influencers in Algeria.

Chapter 1: The Digital Transformation of Tourism Marketing in Algeria

INTRODUCTION

Today, the world of tourism is undergoing a radical paradigm shift: from traditional, institution-centered promotional models to a dynamic, digital-first ecosystem. For Algeria, a nation with a vast geographical territory and a deep civilizational DNA, this is not simply a technological adaptation but an economic imperative. Algeria, the largest country in Africa and a central Mediterranean hub, faces a challenge of rebranding based on its ability to grasp and harness the power of modern digital communication.

Historically, Algerian tourism's narrative was based on a tightly controlled, top-down approach. Throughout the late 20 th century, marketing strategies for tourism was led by state apparatuses which had built and maintained a national identity on traditional medias, as well as by official travel agencies, on Arab-Islamic foundations. This rigid structure collapsed during the socio-political instability of the 1990s, creating a promotional vacuum that lead to a total separation with international tourist market, and then, through its failure, to a perception of outdatedness of the top-down, highly institutionalized methods, and of their insufficient interactivity and capacity to reach the tourist of the 21st century.

Now, with the emergence of the e-tourism ecosystem, the way destinations are envisioned and consumed is being reconfigured, the digital creator being central in this evolution. The promotion today, based on influencer marketing rather than the precisely crafted, cold and clinical ads of the 20 th century, offers the viewer a certain social proximity, a guarantee of sincerity and authentic discovery. Recent research shows that sincere and relatable content on platforms like Tik Tok or Instagram is now more crucial than institutionally published brochures to drive travel decisions. This is a democratic process of images where the state-led narrative is at least supplemented, and at times overridden by real-time, peer-to-peer verification that shapes perception.

This digital move is strategically enshrined in the Master Plan for Tourism Development (SDAT 2030) and the National Strategy for Digital Transformation (SNTN-2030). It is part of the strategy to diversify the Algerian economy, so it may less depend on hydrocarbons. Relying on Poles of Excellence from the Turquoise coasts of the Mediterranean to the monuments and architectural sites of the Casbah, passing through the majestic spaces of the Saharan desert, Algeria uses its digital infrastructures to bypass conventional limits.

The feasibility of this strategy is supported by the maturation of the country's digital landscape. The penetration rate for internet is at an estimated 80%, and the country is experiencing a Mobile-First paradigm, as there are more connections (including mobile) than total population. This highly connected society, also strengthened by a multi-SIM culture and increasing access to high-speed data, represents fertile ground for snackable videos and influencer content. Social media has now replaced traditional search engine for young people in Algeria, where the word-of-mouth has evolved to viral stories.

The creation of a digital first tourism world comes with many challenges: a fine understanding of each platform (the community aspect of Facebook, the aesthetic-driven destination branding of Instagram or the B2B potential of LinkedIn), as well as a very strong differentiation between the fame of traditional celebrity endorsements (which guarantee wide reach) and the credibility of the modern digital influencer (which guarantees parasocial interaction and purchase decisions).

This chapter provides an analysis of this revolution by addressing the historical dimension of the Algerian tourism promotion, the digital infrastructure for this new promotion model and the psychological motivations that support influencer marketing for a national rebranding. Based on the strategic framework SDAT 2030 and the specificity of the Algerian digital scene, this chapter builds the contextual frame for the understanding of the new role played by digital creators as intermediaries between the hidden beauties of the Algerian territory and international travelers.

Section 1: Tourism Marketing in Algeria

1.1.1 The Evolution of Tourism Marketing in ALGERIA

The evolution of tourism marketing in Algeria has transitioned from a primarily institutional model to one increasingly influenced by digital creators. Historically, marketing efforts were characterized by a highly centralized and institutionalized approach, employing a top-down, unidirectional communication model. In earlier decades, the state-led strategy emphasized traditional media, investments in physical infrastructure, and reliance on official travel agencies to cultivate a national identity narrative and promote Arab-Islamic heritage. This traditional framework encountered substantial challenges due to socio-political instability in the 1990s, leading to a severe restriction of promotional activities and a subsequent

detachment from international tourist markets. During this period, marketing initiatives exhibited rigidity, lacked personalized engagement, and bad adaptability to the evolving global travel landscape.

Currently, the marketing approach has fundamentally changed into a digital-first ecosystem, embracing e-tourism and hyper-personalization. Traditional marketing methodologies are progressively perceived as deficient and outdated for engaging modern travelers, given that digital platforms now facilitate continuous interaction and direct communication without intermediaries. Innovative strategies, exemplified by the SDAT 2030 master plan, prioritize digital transformation to achieve competitiveness, moving beyond constructed narratives to highlight Algeria's historical DNA and its authentic civilizational depth, beautiful landscapes and potential tourism spots.

A crucial feature of this modern era is the pronounced reliance on social media influencers as promoters to Algerian tourism, who function as a primary passage between the destination and potential visitors. In contrast to the precisely crafted advertisements popular in previous eras, influencers convey a sense of authenticity and social proximity, enabling prospective tourists to discover distinctive locations through relatable, peer-to-peer approval. Experimental results suggest that nearly half of global consumers, including a growing proportion of Algerian youth, now base their travel decisions on influencer content, often preferring spontaneous and sincere updates on platforms such as TikTok or Instagram over formal institutional brochures. This transformation underscores a shift from a sector predominantly shaped by government-issued imagery to one driven by the real-time, highly engaging narratives produced by digital creators.

1.1.2 The Significance of Tourism in Algeria

Tourism plays a crucial role in the economies of numerous nations, significantly impacting their national revenues and GDP. Nevertheless, in recent years, the Algerian government has given little attention to this sector. The authorities have not prioritized the advancement of tourism, operating under the belief that the country is not adequately prepared to accommodate tourists. Several factors have contributed to the low interest from foreign visitors in traveling to Algeria. A primary concern is the security issues that have historically affected the nation. These security challenges have fostered a negative perception of Algeria, discouraging potential tourists from making the trip. Furthermore, there has been insufficient information and marketing regarding the tourism prospects available in Algeria. Many

individuals remain unaware of the country's rich cultural heritage, stunning landscapes, and diverse attractions. Despite these obstacles, the potential for Algerian tourism on a global scale is unmistakable. Algeria features a vast and diverse geographical landscape, from the beautiful coastlines along the Mediterranean Sea to the impressive Saharan desert. The geographical and climatic conditions are highly conducive to tourism development. Additionally, as the largest country in Africa and the Mediterranean region, Algeria presents significant opportunities for tourism growth. Al though the
tourism sector in Algeria has not yet realized its full potential, there is considerable scope for expansion
According to the World Tourism Organization, in 2016, tourism contributed approximately 1 billion dollars, or 1.1%, to Algeria's GDP.
These figures suggest that tourism is not yet a significant sector in the country; however, they also underscore the potential for further growth. One viable solution and opportunity to boost the influx of foreign tourists to Algeria lies in the influence of social media personalities. These digital influencers have become formidable platforms for promoting various destinations and experiences. By partnering with prominent bloggers, vloggers, and social media figures, Algeria can capitalize on their extensive reach and impact to highlight the nation's beauty and charm. This marketing approach can foster a favorable image of Algeria as a tourist destination and spark interest among prospective visitors.

In summary, although tourism in Algeria has been somewhat neglected in recent years, the country holds considerable promise for expansion in this field. Tackling security issues, enhancing information distribution, and utilizing the influence of social media personalities can facilitate the advancement of tourism in Algeria. By investing in this sector, Algeria can unlock new economic prospects, create jobs, and promote cultural exchange, ultimately establishing itself as a competitive entity in the global tourism arena. (Sadaoui et al., 2022)

1.2.1 Digitalization in Algeria (SDAT 2030)

Influencer marketing in Algeria is not a "fad" but rather a strategic necessity within the country's broader aims of economic diversification. Specifically, Algeria's National Strategy for Digital Transformation (SNTN-2030) and the Master plan for Tourism Development (SDAT 2030) hinge upon the digitization of seven designated "tourism poles of excellence" of Algeria (the Algiers pole, the Saharan pole, the Turquoise Coast, etc.) in order to promote them.

Digital influencers can help the state and private actors bypass the usual channels and exhibit the poles simultaneously to an international and domestic public. "Re-discovering" Algeria for Algerians & Staycation "The National Office of Tourism (ONAT) noted a 150% increase in engagement with the domestic tourism offer which was mostly triggered by a storytelling which directly resonated with the Algerian public wanting recreation and "psychological detachment".

Today in a post-pandemic world, digital influencers are vital in "re-discovering" Algeria for Algerians themselves; through Vlogs, and quality photographs, they turned localities, hitherto unremarkable to locals, into must-see destinations, thus creating substantial boost to local economies and a sense of national belonging.

Mobile First & Connectivity: " With over 58% of worldwide website traffic-and considerably more social media browsing-originating from mobile phones, Algerian tourism actors are optimising their communications for modern tech... The Mobile First aspect is particularly crucial in Algeria with 4G/5G being so widespread. Mobile is the portal through which many discover their next vacation and for them to remain connected... Influencers are able to provide "snackable" content, (Reels/TikToks) designed for the mobile interface, making the tourism promotion readily available 24/7.

Linguistic Nuance and Branding The potential of Influencer Marketing in Algeria relies on the appropriate manipulation of the country's multiple linguistic variations. Through selected influencers that shift effortlessly from Darja to Tamazight to French, the marketer can target and appeal to very specific segments of the population. Meanwhile the selective use of English by the Travel-grammers aims increasingly to reach out to both the Algerian diaspora as well as foreigners, thereby serving the SDAT 2030 strategic aim of presenting Algeria as a Mediterranean and Saharan destination of choice.

Linkage to Tourism Poles the SDAT 2030 strategy is built around the concept of these specialized zones; the roles of the influencer within them vary, as they become digital ambassadors of their specific designated zones: The Saharan pole: the influencers promote the slow tourism aspect of desert trekking in the vastness of the Great South (Tassili n'Ajjer, Hoggar). The Thermal pole: a promotion of traditional and modern hammams (Biskra, Guelma), aimed at increasing wellness tourism. The Cultural / Heritage pole: the bloggers are

helping to bring old sites such as the Casbah of Algiers and Tipasa's ruins alive through the retelling of their history to a younger demographic.

1.2.2. The Algerian Digital Landscape: Infrastructure and Adoption

The Digital transformation in Algeria has been swift in recent years making it one of the most prominent countries in the North African Digital landscape. This shift to Digital Algeria is evidenced by a significant increase in Internet penetration and usage of social media platforms. The below section provides a time series view of Digital Use in Algeria from 2024 until a forecast in late 2025.

Table 1. statistics of digital use in ALGERIA

Metric	January 2024	January 2025	October 2025 (Forecast)
Total Population	**45.95 million**	**47.1 million**	**47.1 million.** [1]
Internet Users	**33.49 million**	**36.2 million**	**37.8 million.** [1]
Internet Penetration	**72.9%**	**76.9%**	**79.5%.** [1]
Social Media Users	**24.85 million**	**25.6 million**	**27.5 million.** [1]
Mobile Connections	**50.65 million**	**54.8 million**	**55.6 million.** [1]

Source: (Digital 2024: Algeria and Digital 2025: Algeria, by S. Kemp, 2024–2025, DataReportal (https://datareportal.com/reports/digital-2025-algeria)

Connectivity and Market Saturation Analysis

It is evident from the above figures that the digital landscape in Algeria is not just growing, but deepening in its penetration and integration within everyday life.

The Multi-SIM Effect: With mobile connections of over 116% of the population (117% predicted by end 2025), Algerians frequently have two or three SIM cards on them, allowing them to take advantage of the promotions offered by each mobile provider (Mobilis, Djezzy, and Ooredoo) as well as ensuring their ability to receive constant data services. From a marketing perspective, this suggests an almost perfectly "connected" Algerian consumer who is reachable via multiple avenues.

Urbanization and Infrastructure Access: Algeria's high urbanization rates (76.3% of population residing in cities), translate to more cost-efficient rollout of fiber optics and 4G/5G.

Urban population density helps in building stronger digital ecosystem networks, easier delivery logistics, and higher chances of finding technologically educated workforce, paving the way for an influencer-led tourism campaign.

Increase in high-speed connectivity: Beyond the number of users, speed and quality of internet is rising with median download speed mobile in Algeria to approximately 41.21 Mbps by end 2025 compared to 21.36 Mbps in early 2024. This increase in band width will significantly support consumption of video heavy contents on platforms like TikTok and Instagram, which are imperative in video-based travel marketing.

Social media as New Search engine: With over 27.5 million users on social media by the end of 2025, Algerian consumers are utilizing these platforms as their go-to search engines, a shift that is evident by the 10.2% growth in identities on social media from 2024 to 2025 and will significantly impact consumer choice making on travel and hospitality by leaning towards "Word-of-Mouth" from influencers.

Implication for the tourism sector: With such infrastructure present, there is no longer a barrier of entry for tourism providers to reach out to the Algerian market. An internet penetration rate reaching almost 80% signifies that Digital marketing is no longer just an option, but has to be the core strategy for domestic and international business growth.

1.2.3 Algeria's Distribution of Platforms and User Engagement

The digital landscape in Algeria is notably crowded with social media, serving not merely as a communication tool but also as a vital source of information, inspiration, and consumer confidence. The market is characterized by a limited number of significant platforms, each catering to distinct segments of marketing by focusing on specific age demographics or functions:

Facebook: The Reigning Monarch (25.6M Users)

Facebook stands at the heart of Algeria's digital presence, regarded as the Digital Town Square by professionals in tourism and business. This vast network provides extensive reach, particularly appealing to an older demographic and families through community-driven recommendations and word-of-mouth. For ONAT, the National Office of Tourism, and travel agencies, it serves as a hub for longer-form content, updates on forthcoming events, interactive polls, and group discussions regarding travel destinations within Algeria. Additionally, the

Groups feature is instrumental for word-of-mouth marketing concerning attractions across the nation.

TikTok: The Catalyst for Remarkable Growth (21.1M Users)

Aiming to achieve 21.1 million users by 2025, TikTok has revolutionized the consumption of online content in Algeria. The platform's algorithm-driven "For You" section allows even lesser-known content creators to gain significant visibility by "showcasing the hidden gems" of Algeria's scenery. For SDAT 2030, TikTok is the favored medium for sharing raw, engaging, immersive, and authentic travel narratives from various regions of the country. Users can enjoy "Day in the life of" vlogs, brief videos featuring music and trends, and humorous content reflecting Algerian culture, which resonates particularly well with Gen Z and younger Millennials.

YouTube: The Central Hub for Long-Form and Educational Content (21.1M Users)

Even with a reach comparable to TikTok, YouTube functions as the "Visual Encyclopedia" for Algerian tourism. It serves as a high-production platform for extensive tour guides of tourist sites, thorough documentaries, and evaluations of various establishments. The platform is extensively applicable for influencer marketing opportunities, allowing tourism specialists to deliver detailed reviews of hotels or attractions and guide viewers through the location, a task that is not easily accomplished on other platforms. This approach can enhance brand credibility and generate SEO value over time.

Instagram: The Aesthetic Catalyst Driven by Influencers (12M Users)

Although it boasts a user base of 12M, Instagram is the most impactful platform for influencer marketing, showcasing highly refined and visually appealing imagery of travel experiences. It acts as the "Visual Portfolio" of the nation. With its diverse features (Stories, Reels), Instagram plays a vital role in fostering and maintaining an "aspirational" atmosphere regarding Algerian destinations. This platform is where high-end content creators and professional influencers collaborate with brands to curate visually captivating stories that highlight the country's "poles of excellence" and reflect their "brand image".

LinkedIn: The Professional and Corporate Landscape (4.8M Users)

With 4.8M users and a consistent growth trajectory, LinkedIn represents the professional dimension of Algeria's online presence. It is a significant player in B2B tourism strategies, offering a venue for industry leaders to engage in discussions about "Tourism Management," "Sustainable Development Goals (SDGs)," and "Corporate Strategy." For a management thesis, this professional platform would yield valuable insights into the discussions surrounding Algerian tourism management practices and attract professional investments and partnerships.

Table 2. Summary Table of Platform Utility in Algerian Tourism

Platform	Primary Audience	Strategic Utility
Facebook	Mass Market / All Ages	Community building and mass awareness.
TikTok	Gen Z / Millennials	Viral storytelling and authentic discovery.
YouTube	All Ages	In-depth reviews and educational guides.
Instagram	Youth / Aspiring Travelers	High-end visual branding and aesthetic appeal.
LinkedIn	Professionals / Academics	B2B networking and corporate reputation.

Source: (Digital Marketing: Strategy, Implementation and Practice (8th ed.), by D. Chaffey and F. Ellis-Chadwick, 2022, Pearson.)

Section 2: Understanding Digital and Influencer Marketing in Tourism

1.3.1 Introduction to Digital marketing in tourism

Digital marketing in tourism is the strategic application of digital technologies and channels for the purpose of promoting travel services, connecting with prospective travelers,

and refining the overall customer experience. Through the strategic use of online platforms, businesses can influence consumers throughout each stage of the travel planning and booking cycle (Mustafa et al., 2024).

This approach utilizes data analytics and consumer insights for the development of personalized strategies, with the aim of enhancing engagement and improving conversion rates. Furthermore, the integration of innovative tools, such as Augmented Reality (AR), can facilitate immersive experiences that contribute to brand loyalty, increase website traffic, and enable seamless online reservation processes (Baran, 2021; Hassan & Rahimi, 2019).

Core Components of Digital Tourism Marketing

To effectively engage contemporary audiences, the tourism sector relies upon several principal components:

Search Engine Optimization (SEO): SEO focuses on the systematic optimization of digital content to enhance its visibility within search results, thereby facilitating travelers' access to specific services.

Email Marketing & CRM: This remains a vital tool for the "Retain" phase of the marketing funnel. Through targeted, automated campaigns, businesses can cultivate leads, share personalized itineraries, and incentivize repeat bookings via loyalty rewards.

Data Analytics: This component involves the rigorous examination of consumer behavior and preferences, enabling the execution of highly personalized marketing initiatives (Berkova & Borisyuk, 2024).

Social Media Marketing: This entails the strategic utilization of platforms including TikTok, Instagram, and Facebook for disseminating user-generated content, fostering direct community engagement, and publicizing exclusive offers.

Moving on to the main focus of the study:

Influencer marketing: This stands for using influencers or content creators to promote a destination or a touristic establishment to shed light on their services and to attract more visitors.

Strategic Importance and Impact

The observed shift in consumer behavior underscores the critical necessity of a robust digital presence; contemporary travelers predominantly utilize online resources for journey planning (El Mattichi et al., 2024). Within a highly competitive market, digital marketing offers a significant competitive advantage by facilitating both the acquisition of new customers and the retention of existing clientele (Mustafa et al., 2024).

Ultimately, this integrated approach is designed to ensure a coherent and engaging traveler journey, from the initial search to post-travel participation, thereby contributing to an enhanced overall traveler interaction and fostering growth within the tourism sector (Alnajim & Fakieh, 2023).

With regard to the Algerian context, in which the digital realm is changing swiftly, the "Strategic Importance" of Digital Marketing can be understood through the use of "Influencer Marketing." While the aspects of "Data Analytics" and "SEO" form the technical basis, influencers represent the "link" between digital knowledge and culture, it's the bridge that connects travelers with the destination. As such, when attempting to comprehend the particularities of the domestic tourism market in Algeria, it becomes necessary to go beyond just digital techniques and focus on influencers.

1.3.2 Understanding influencer marketing in tourism

To grasp the idea of influencer marketing, it is crucial to distinguish famous personalities promoting (celebrity endorsements) through influencer marketing. In everyday language, fame is a state of celebrity and widespread acknowledgment of an individual or group, as the result of the focus they receive from mainstream media. This status is granted to an individual because of their wealth, involvement in athletics or the entertainment sector, role as a political leader or even their association with another famous person. Celebrities receive compensation solely based on their appearance. There is no interaction between the audience and the celebrity. Until the explosion of technology, producers and companies relied significantly on celebrities for branding their offerings and solutions. This period signaled the rise of silver screen icons who promoted labels.

Certain brands have achieved remarkable success by utilizing celebrities as brand ambassadors. This phenomenon can be illustrated through the following real-life examples:

- BYJU’S & Leonel Messi, 2022: Byju's made a significant impact in the educational sector by addressing the glaring deficiencies present in the academic industry. Byju's Raveendran has successfully delivered quality education to aspiring learners' doorsteps. Despite being inundated with financial investment opportunities, he faced the challenge of competing against other online education providers such as Vedanta and Atha Guru.

In 2022, Byju's capitalized on the market presence and prestige associated with Leonel Messi to revitalize and rebrand the company, leading to a trajectory of success, even though there was no direct connection between Messi and the product being endorsed.

- The Coca Cola Strategy & FIFA World Cup: Coca Cola has been one of the longest-standing sponsors of the FIFA World Cup, despite the product having no direct link to the sport. Their marketing team effectively established a connection between Coca Cola consumption and feelings of happiness or euphoria. Their billboard advertisements at the stadium aligned with the joy experienced by players when scoring goals, without actually signing any celebrity endorsers. This strategy successfully convinced viewers that Coca Cola symbolizes happiness, resulting in a significant increase in sales thereafter. When brands failed to

To meet the advertised standards, both the brand and the celebrities were subjected to a barrage of accusations and criticisms.

Celebrity Endorsement Kickbacks: Despite the reported surge in sales for various products attributed to celebrity endorsements, numerous endorsers and their associated products encountered significant setbacks due to unforeseen circumstances, prompting many celebrities to reconsider their roles as endorsers. This situation can be elucidated through the following examples:

- Pierce Brosnan and Pan Bahar: The renowned former James Bond 007 actor, Pierce Brosnan, faced intense backlash and social media ridicule for endorsing the Indian Brand Pan Bahar in 2016. It was only after this incident that he realized he had been deceived into promoting the brand as a mouth freshener, unaware that the product had been banned due to its adverse health effects on consumers.

- Indulekha "White Soap": The superstar of Mollywood, Mamooty, endorsed a bathing soap known as Indulekha. In the advertisement, he promoted the brand, assuring consumers of beauty upon using the product. However, he was taken aback when Mr. Chaathu, a 63-year-old consumer, filed a lawsuit against him for fraud, claiming that the product did not deliver the promised beauty as stated by Mamooty in the commercial. Ultimately, Mr. Chaathu was awarded compensation of Rs. 50,000/- for the mental distress he experienced due to the use of a product that failed to fulfill its claims.

These significant challenges faced by celebrities prompted brands that invested substantial amounts of money in hiring them to seek a more cost-effective and impactful medium for endorsing their products. This led to the emergence of influencer marketing, where an influencer is recognized as an intermediary between a celebrity and the general public. Marketers utilize influencers with large followings to leverage their audience and credibility in a thoughtful and sensitive manner. It has become clear to marketers that consumers are more inclined to trust recommendations from their peers rather than the brand's own claims. Establishing the right connections in a relevant manner with the audience is now essential. Therefore, an influencer serves as an individual who possesses the collective attention of a broader audience, which includes a group of potential buyers capable of engaging, enlightening, and motivating the audience.

As Philip Sheldrake aptly stated, "The first thing to consider in any influencer marketing campaign is understanding why your organization exists, and what it is trying to achieve. Absent this, and you have yet to influence yourself, let alone others." Modern consumers prefer to hear from individuals they admire and respect, and they are more likely to trust the recommendations of these figures.

1.3.3 Definition of an influencer

“It is a social media marketing type wherein influencers, people and organizations with expert level of knowledge or social influence endorse products or services.”
to further more understand the term, it is eligible to answer these questions:

What Is an Influencer?

In today's digital economy, an influencer can be best defined as a digital native opinion leader with the capacity to influence the consumption decisions or behavior of others by way of authority, knowledge, position, or special relationship with audience and, unlike a celebrity of old, their ability to do so is based on perceivability authenticity and High degree of Parasocial Interaction (PSI).

Professional Characteristics and Skill Sets

The New Media Influencer is in fact a multi-discipline professional who functions simultaneously as content creator, Brand Manager, and Community leader. Professional skills sets for the modern influencer include:

• **Strategic adaptability:** Influencers are nimble and adept solopreneurs skilled at simultaneously handling a multiplicity of roles such as creative director and videographer; contract negotiator; and community manager, among many other duties.
• **Mastery of social media optimization (SMO):** Experts with a profound, almost instinctual grasp of the under workings of algorithmic systems, tailored platform marketing strategies, and the dynamics of the data to optimize the content's reach and engagement levels.

• **Hybrid content creation:** Experts in seamlessly blending Personal Branding and Promotional Advocacy by intertwining commercials into narrative that mitigates advertising fatigue experienced by contemporary consumers.
• **Perpetual acquisition of knowledge:** Those who remain subject matter experts by constantly monitoring emergent trends, the evolution of technology, and the emergence of new theories and concepts within their field of focus

• **Democratized of Reach:** Maintaining an omnipresent, in-your-face virtual presence that transcends geographical, linguistic, and traditional media barriers in order to maintain an unfiltered dialogue with a global audience.

The Paradigm Shift: Influencers as "Alternative Media"
Influencers are now not only entertainers but are vital business operators and information disseminators using new, unconventional (guerrilla) methods to spread influence that will be rivaled and often outdone by traditional media with great success in terms of speed and reach.

The "Travel Nomad" and High-Stakes Storytelling
The shift in the influence paradigm is illustrated by Maheen's journey, a well-known travel vlogger and hitchhiking nomad, and a poster child for both influencer marketing and Crisis Journalism:

• **Access and Trust:** Maheen rose to social media prominence by being the first Indian citizen of Indian descent not to work in journalism, or the military in Afghanistan, to publicly document and share his ground-level, unfiltered experience of life in Afghanistan following the 2021 takeover. By casting himself as the "nomadic observer," he offered socio-cultural narratives that would otherwise have been carefully controlled or deliberately concealed by state-sponsored media.

• **Traditional Outlets Eclipsed:** His credentials for being a leading, up-to-date news source were then secured by live-blogging the civil war in South Sudan in a live feed where it gave CNN real-time, raw access to information the news network did not yet have.

What makes Influencers "INFLUENTIAL"?

As Dr.Pamela Rutledge said "Several elements contribute to an Influencer's ability to persuade and engage. We've always had celebrity endorsers and fans who love them, but it was much more mediated. With influencers, the connection is more personal because on social media, the Influencer can look right into the camera and make virtual eye contact. Our brains instinctively respond to these physical signals of social connection. Influencers are not playing a role; they are using their personality to connect with their audience. They react to their viewers' Likes and Comments. For fans, the Influencers can feel like real friends. Frequency and interactivity reinforce that parasocial or one-sided relationship that enhances emotional connection. "

According to Bill Gates, "Influencer marketing is a great way to help you reach new audiences, increase brand awareness, and boost your marketing ROI and the bottom line". While Facebook dominated social media initially, it is now engulfed by Instagram& blogs and Twitter. The new age marketers are still hunting for newer avenues that will give them a wider reach like tiktok.
This diagram presents a conceptual framework delineating the mechanisms by which influencer marketing facilitates audience engagement. It specifically articulates the causal linkages between content strategy and key psychological determinants within the audience.
A comprehensive analysis of the constituent components and their operational flow is presented below:

1. Core Components

Story Setting Content: This element constitutes the foundational approach, moving beyond conventional direct-response advertising. Influencers strategically integrate product or brand messaging by weaving it into their personal narratives, daily routines, or broader lifestyle presentations, thereby leveraging the power of storytelling.

Reliability: This construct denotes the consistent and perceived authentic behavior exhibited by the influencer. An influencer who consistently delivers high-quality, pertinent, and transparent content is typically regarded by the audience as a credible and dependable source of information.

Trust: This component signifies the emotional connection established between the influencer and their followers. Through demonstrated reliability over an extended period, the audience develops trust, perceiving the influencer's recommendations as genuinely offered rather than solely as remunerated endorsements.

Audience Engagement: This represents the primary objective of influencer marketing, encompassing measurable actions such as likes, comments, shares, saves, and ultimately, click-throughs or conversions.

2. Pathways of Influence

The framework identifies three distinct pathways through which audience engagement is achieved:

Direct Path (Content —> Engagement): The strategic deployment of Story Setting content directly facilitates immediate audience attention. This compelling narrative approach intrinsically fosters interaction, as it is often perceived as providing entertainment or valuable advice rather than a disruptive advertisement.

Mediated Path (Content —> Reliability —> Engagement): Content that is consistently presented within a coherent narrative contributes to the development of the influencer's reputation for Reliability. Consequently, followers exhibit a greater propensity to engage with content originating from sources perceived to consistently offer value, coherence, and an informed perspective.

Psychological Path (Reliability —> Trust —> Engagement): This pathway is hypothesized to represent a particularly potent driver of engagement. The audience's perception of an influencer's reliability directly precipitates the formation of trust. Subsequent to the establishment of this trust, engagement levels tend to increase markedly, as followers gain confidence in endorsing or acting upon the influencer's recommendations.

1.3.4. The multi-dimensional role of the influencer in the marketing eco-system

The influencer is no longer just a tool used for advertising and promotion; it is now an asset in all marketing funnel stages and acts not only as advertiser but also as a bridge between the organization and the lifestyle of the consumer.

1. Catalyst for brand awareness and reach

They can establish and build a robust product awareness due to their built-in audience. Unlike top-down advertising from companies to consumers, influencers can produce Organic Reach. When introducing tourism products/services, the influencer integrates the brand into their real-life situation and provides the public with direct information, targeted towards consumers already inclined to their style/content niche.

2. Community builder for the niche

They contribute in the building up of a Brand Community, i.e. A group of consumers having common interests, tastes, and preferences regarding particular product/service/interest, influenced by particular persons who are also part of the Brand Community. Therefore, the Moroccan tourism product could become more attractive if an influencer were to build a community of ancient Moroccan explorers who like Moroccan history/architecture.

3. Facilitator of two-way communication

The influencer interacts directly with the audience through likes, shares and comments; this interactive communication goes further than traditional, one-way media. This interactive loop has established a Feedback mechanism that gives human touch to the brand.

KPIs; High rate of engagement (number of likes, comments and shares relative to the number of followers) is the core indicator of a strong qualitative relationship to consumers. It means that the audience are not only observing the brand but actively experiencing and reacting to the content/message, by indirectly indicating their perceived value on that specific tourism content.

4. Consumer intelligence and market research

They provide the brand with crucial consumer insights that can influence marketing strategy and allow immediate reactive adjustments. As marketers cannot be on a daily basis in the comments section of influencers, their Front-line market researcher role provides vital, real-time market intelligence and market research about consumer expectations, cultural issues and upcoming trends long before a survey is ever issued.

Co-creation Strategic role: this feedback can have direct implications for New Product Development (NPD) and marketing strategy for future services and/or product.

5. Cost-efficient and multi-platform integration

An influencer enables cost-efficient, multi-platform integration of content. One collaboration can generate a high-quality YouTube video, several Instagram reels, one Tik Tok trend and a discussion on Facebook, thus achieving Cross-Platform Synergy; A tourism brand would find it very costly to buy advertisement on these several separate platforms.

Table 3. Summary of Influencer Roles in Strategic Management

Role	Impact on the Brand	Management Objective
Awareness Agent	Increases visibility and top-of-mind recall.	Market Penetration
Community Leader	Builds long-term loyalty and "tribal" belonging.	Customer Retention
Data Conduit	Provides real-time qualitative feedback.	Market Intelligence
Platform Linker	Maximizes content lifecycle across social media.	Resource Optimization

Source:(Marketing Management (16th global ed.), by P. Kotler, K. L. Keller, and A. Chernev, 2022, Pearson.)

Definition of influencer marketing

Influencer-driven marketing is regarded as a contemporary approach to marketing and public relations, in addition to targeting key individuals whom potential consumers rely on for information (Agustina & Sari, 2021, p. 357). It is further characterized as the utilization of opinion leaders and influencers to convince customers regarding products or brands via digital communication platforms such as social media (Chaffey & Smith, 2017, p. 530). Additionally, it is described as a variant of social media marketing, where organizations identify and engage

a group of influencers on these platforms, fostering strong relationships with them to convey their marketing messages to the intended audience and accomplish certain marketing objectives through social media. (Mohamed abu abaa, 2021,)

Based on the previously mentioned aspects, this strategy can be articulated as a form of social media marketing that focuses on social media figures who have their own follower base and wield considerable influence over them. This marketing strategy relies on the influencer's positive experience with a product or service, leading to their recommendation and endorsement to their audience.

1.3.5 Types of Influencers

on various criteria. Two common classification systems focus on follower count and area of expertise. Classification by Follower Count:

• **Mega Influencers:** This group consists of individuals who are more recognized than they are influential. They are typically engaged to promote leading brands that boast significant market share and revenue generation. Generally, these are celebrities with over a million followers, yet they often lack a strong level of engagement with their audience. While they are not subject matter experts, their extensive reach makes them appealing. Engaging them can be quite expensive for brands, but it is ideal when immediate and broad reach is required.

• **Macro Influencers:** These individuals are on the verge of celebrity status, possessing a follower base ranging from 500k to 1 million. They are usually early adopters of social media and understand the intricacies of connecting audiences with brands. They have gained popularity through online platforms and include podcasters, vloggers, social media personalities, and influential bloggers.

• **Mid-Tier Influencers:** Their follower count ranges from 50k to 500k. Typically, they represent emerging brands that are in a growth phase and boast a commendable engagement rate. These influencers have developed their own identities and are in the process of carving out a niche for themselves. Often referred to as Referrers, they guide their followers to the brand’s website, store, or online portal with credible and trustworthy endorsements. They also serve as Lead Magnets, with their followers relying on their recommendations and acting on them. They tend to compare various brands within similar product categories and promote their preferred brand by emphasizing its features.

• **Micro-Influencers:** With follower counts between 10k and 50k, these individuals have begun to establish a niche for themselves and have made their presence known on social media. They exhibit a high engagement rate and grow alongside the brands they represent, proving to be more effective in driving the actions and help the business community to grow their ventures. These influencers are respected for their expertise on the topic and leverage that knowledge to build their thought leadership. Micro Influencers also make the brands transition beyond the awareness stage and help identify the leads, and bank heavily on the trust and expertise to make them brand advocates. These advocates adopt a positive approach to branding and will lead the conversations with their followers towards the brand by either promoting or defending it. They play a crucial role in delivering a positive image of the brand and direct conscious awareness towards it.

• **Nano-Influencers:** Nano-Influencers are those whose followers are between 1,000 and 10,000. They are new to the profession and have a very high engagement rate. They depend on their storytelling skills and reels for establishing a high connection with their followers. They don the role of a loyalist and get constant support from the brand they are highly involved with. Both the brand and the influencer grow simultaneously and are able to bond with the audience from similar backgrounds. They lend a human touch with both the brand and the followers, and build a strong and exceptional relationship with them. The influencer category is determined by the audience size they interact with and their position in terms of fame.

Classification by Area of Expertise:

Reference Influencers: Covering diverse topics, reference influencers are trusted thought leaders whose recommendations carry weight.

Specialist Influencers: Experts in specific fields, specialist influencers provide valuable information and advice within their niche.

Positional Influencers: Perceived as friends or community members, positional influencers' authenticity fosters trust, making their product recommendations influential (abu, 2021, pp. 295-296)

1.3.6 Elements of Building a Marketing Strategy through influencers

Successful influencer marketing is not a series of separate posts but a managed strategy process consisting of the following elements:

a. Defining marketing goals

Marketing strategies can aim for any number of goals ranging from the increase of product sales, subscriber growth, brand awareness, brand equity, social causes. In the context of Algerian tourism, it may seek to increase sales for an excursion to the Sahara, or to re-brand a specific tourism pole towards a young audience. It is fundamental for campaign effectiveness that marketing objectives are SMART:

Specific, for example aiming at specific demographics and locations.

Measurable, through KPIs like the click-through rates (CTR) or use of promotion codes.

Achievable, in relation to the influencers' reach and marketing budget.

Relevant, in relation to SDAT 2030 national tourism strategy.

Time-bound, i.e. Have clear start and end dates. E.g. An influencer marketing campaign for the peak summer tourist season.

B. Identifying the appropriate social media leader

The choice of an influencer is critical to match marketing objectives with product context and make a big impact in the digital space, and requires in-depth monitoring of several metrics:

Audience demographics, to check if followers meet the target market (age, linguistic choice and geographic location).

Engagement rates & sentiment analysis; evaluating the quality of engagement. Likes are not sufficient; the marketer must check comments to determine positive brand association.

Brand Safety and Exclusivity; ensuring the influencer does not promote rival products or hold values counter to company image.

C. Developing the appropriate interaction strategy

The success of the interaction strategy relies on establishing a frame of engagement that turns the influencer into a trusted advocacy rather than just human billboards:

Experiential marketing; the focus is to create experiences that can be engaging (e.g. An improvised road trip through the Aurs Mountains) to pique the influencer's interest and allow for spontaneous content creation. This then allows influencers to genuinely recommend a product in a non-forced manner to their audience.

D. Utilizing indirect marketing strategies

For maximum sustained effect, the influencer must not promote hard selling. The influencer should be encouraged not to be pushed toward making a direct promotion of the product in a company manner, but rather to naturally integrate the product within his / her natural content style (Refaat Muharram, 2020)

Protecting brand equity; when a consumer perceives a post as paid promotion and an engineered script the audience becomes wary of the post. The promotion should seem like an authentic suggestion coming from a friend, not a brand instruction.

E. Analyzing marketing outcomes & ROI

A final review of the outcome is necessary to be able to learn from the data rather than experience. Applying an overall analysis model (Belen, 2017) a marketer should measure:

The precision of the targeting; did the promotion target the specific Algerian consumer segment?

Engagement metrics: total likes, shares and saves per reachable person.

Shift in consumer sentiment: did the campaign influence public opinion on the destination in a positive way?

The value of conversions: the return on investment of the campaign, usually determined by the value of the earned media (Earned Media Value) and the direct conversions through the influencers' special tracking links.

Table 4 : Strategic Components, Focus Areas, and Management Goals in Influencer Marketing

Component	Focus	Management Goal
Objective Setting	Strategy Alignment	Accountability and Clarity
Selection	Influence Fit	Brand Congruence
Interaction	Content Quality	Authenticity and PSI (Parasocial Interaction)
Measurement	Performance	Optimization of Marketing Budget

Source: ("Marketing through influencer marketing: Being popular is lucrative, but only when you fit the brand," by M. De Veirman, V. Cauberghe, and L. Hudders, 2017, International Journal of Advertising, 36(5), p. 805.)

1.3.7 The Strategies of Marketing by Content Creators:

Organizations capitalize on the influence of social media personalities to enhance their brand messaging through a variety of marketing strategies, which include:

a. Sponsored Posts: The advertiser compensates the public figure with a predetermined sum for each post they create regarding tourist attractions in Algeria. The individual may compose the post or share a video, but it is crucial for the advertiser or the advertising agency they engage to participate in the editing process to ensure that the posts maintain a consistent theme and are relevant to the tourist offerings.

b. Involvement in Events and Activities: The content creator can be utilized while attending various events and activities to promote tourist destinations in Algeria.

c. Workshops: Certain public figures choose to conduct brief workshops that showcase the beauty and diversity of Algeria's tourist sites, its rich history, and its cultural heritage. They market these sessions as a form of educational promotion.

D. Enhancing access to websites and brands: This represents a crucial marketing strategy for social media influencers on various platforms, aimed at boosting visitor traffic to product websites and tourism-related sites in Algeria. (Refaat Muharram, 2020)

e. Affiliate Marketing: This marketing approach involves organizations leveraging individuals active on social media to promote their products, including jewelry and traditional garments. Additionally, some tourism agencies and hotel businesses collaborate with content creators to advertise tourist packages in Algeria. This is achieved by providing information about these offers, incorporating links or promotional codes. Consequently, marketing through content creators seeks to accomplish multiple objectives: encouraging each customer to click on the link (thereby increasing traffic to the establishment's website), motivating customers to reach out to the establishment (potential clients), or purchasing the suggested products (resulting in sales). As a result, influencers earn a commission (for instance, a sales commission or a referral commission) from the establishment for these conversions. (Patrick & Hee, 2019)

f. Commercial Advertisements: Tourism organizations are progressively utilizing content creator-driven marketing to promote travel destinations. This strategy entails collaborating with celebrities and social media influencers to enhance brand recognition and interest among their existing audiences. Promotional materials are shared through the social media accounts of the influencers as well as the organization's own platforms, thereby maximizing the reach and effectiveness of the campaign.

g.Experiences and Applications of Content Creators: Content creators utilize both tourism and cultural heritage, emphasizing these elements as integral to their identity. This content is shared in the form of images and video clips on the social media pages and accounts of celebrities and influential figures. (Ali Al-Hariri, 2019)

1.3.8 The Strategies of picking the right influencer

• **Reach or Niche:** The marketer must determine whether the influencer's strength is based on their extensive reach in terms of follower count and engagement, or their expertise in a specific niche related to the product or service being promoted.

• **Emphasize Relevance:** When selecting influencers, marketers should prioritize their relevance to the advertised product or service. It is essential to ensure that there is no discrepancy in this regard.

• **Understand the Aspirations of Your Influencer:** The marketer should take measures to verify that the influencer possesses the necessary following and that their endorsement, whether through storytelling or validating the product/service, is pertinent. A start-up company is better off utilizing the services of nano or micro influencers instead of celebrities as brand ambassadors.

• **Analyze Their Following:** The demographic of the chosen influencer's followers should be thoroughly examined using market analysis tools to assess their potential effectiveness in the intended endorsement.

• **Evaluate Engagement Rates:** This is of utmost importance, as likes, shares, and comments indicate engagement levels. Additionally, the interactions conducted by influencers in response to inquiries should be taken into account. Marketers must be vigilant in identifying any fake accounts that may have been created to artificially inflate engagement rates.

• **Comprehend the Content:** It is crucial for the influencer to accurately grasp the marketer's concept, and it would be advantageous for the influencer to receive product samples to utilize and share their experience. This enhances the endorsement significantly.

• **Be Aware of Warning Signs:** Marketers must exercise caution when the actual feedback from influencers does not align with the anticipated response rate. Inexperience in the business aspect of influence can occur when an influencer promotes multiple brands or logos, potentially leading to a breach of trust and contract. Additionally, missed deadlines arise when the influencer fails to provide updates as promised. Ignoring the contract, if an influencer, whether

knowingly or unknowingly, disregards the terms of the contract, it should alert the marketer. The contract may need to be reviewed, or the influencer should be replaced. A refusal to accept feedback, particularly when influencers violate the contract in their posts or videos, is another concern. In such instances, the marketer may request a re-shoot, which the influencer may or may not agree to. If the latter occurs, it is advisable to terminate the contract before the brand suffers any damage.

How to Collaborate with an Influencer?

1.3.9 Practical methods for collaboration between the influencer and the marketer:

Product Sampling and Experiential Testing: Distribute samples to influencers and request that they try them within a specified timeframe. This stage is essential for establishing first-hand credibility. By enabling the influencer to engage with the service or product prior to the campaign launch, the marketer guarantees that the ensuing content is based on real experience rather than a rehearsed sales pitch. In the tourism industry, this frequently involves fam-trips (familiarization trips) where influencers personally experience a destination or hotel.

Authentic Product Reviews and Feedback Loops: Request a sincere product review and, if feasible, implement any minor adjustments within a reasonable timeframe. This collaborative method positions the influencer as a consultant. Given their deep understanding of their audience's preferences, their insights on how a product or service is showcased can avert potential marketing pitfalls. A genuine review, even if it contains minor critiques, often outperforms a completely positive one as it appears more authentic to the discerning modern consumer.

Giveaways and Community Contests: Supply products to the influencer for giveaways. This strategy helps to expand reach rapidly. Giveaways serve as a potent lead generation tool; they encourage the audience to tag friends, follow the brand’s official pages, and share content. This generates a viral effect that can significantly enhance brand awareness at a fraction of the cost of traditional paid advertising.

1.3.10 The Influence of Social Media Influencers on Tourism

The rise of social media influencers has demonstrated a significant impact on marketing a destination and effectively persuading potential tourists to visit specific sites. As social media marketing platforms have gained prominence and become a vital aspect of consumers' everyday

lives, this type of word-of-mouth marketing has undeniably proven to be an exceptionally effective means of shaping consumers' attitudes and behaviors. This effectiveness is largely attributed to the perception of social media influencers as individuals with a considerable social following, recognized as trendsetters or authorities in their respective domains. When these influencers share their personal experiences and favorable impressions of a destination, their extensive audience, which eagerly engages with this content, is inherently more likely to perceive these experiences as authentic and, as a result, be encouraged to visit the highlighted location. This method stands in stark contrast to the traditional consumer experience of encountering an advertisement about a destination, which may not be regarded as a genuinely unbiased opinion. Considering this, the strategic use of social media influencers in destination marketing has proven to be a powerful and effective tactic, successfully enhancing awareness of particular locations and significantly increasing visitor numbers. During the time when the Algerian government is actively striving to attract more international visitors to the country, the engagement of social media influencers has undeniably been instrumental in raising awareness and generating considerable interest in various Algerian destinations. By leveraging the influence of these individuals, Algeria has adopted a cost-effective yet highly impactful strategy to foster growth in the tourism industry and draw a diverse array of visitors to its charming and culturally rich locales. (Pop et al,2022)

1.3.11 The role of influencer marketing in highlighting the allure of tourist destinations in Algeria:

In light of the transition towards digitization, individuals engaged on social media have become essential in influencing trends across intellectual, social, and cultural spheres. Those referred to as influencers have demonstrated the ability to accomplish what institutions, despite their staff, financial, and human resources, have struggled to achieve. This is particularly evident in the tourism sector.

Despite the substantial investments and strategies implemented, the Algerian tourist destination has faced marginalization for years, even with the vast natural tourist potential that our country possesses.

In recent years, prominent Algerian figures have embarked on an innovative approach to enhance tourist attraction in Algeria by leveraging the benefits of interactive platforms. These individuals have effectively created digital content that showcases Algerian tourist destinations and the rich diversity of local cultural heritage. Several social media personalities in Algeria

have taken on the responsibility of promoting tourism through creative concepts and contemporary methods. By utilizing their smartphones, they market Algeria as a tourist destination by producing videos, stories, and employing hashtags to broaden their reach. Their initiatives aim to introduce new tourist destinations to both Algerians and foreign tourists who have not yet considered Algeria in their travel itineraries. Through their social media platforms, content creators present a modern image that resonates with the digital era, providing tourists with a broader selection of options and opportunities to choose destinations and prices that align with their budgets and schedules.

Today, proprietors of both public and private entertainment venues are vying for this type of service to enhance their offerings and take advantage of all the services and information regarding available tourist attractions! They aim to broaden their reach and increase the number of individuals engaging with them. Algerian social media leaders also envision Algeria as an ideal tourist destination for those wishing to visit, whether they are foreigners or Algerian citizens, as well as international visitors, due to its strategic location, cultural diversity, political and economic stability, and numerous events held throughout the year, particularly in major cities.

The most crucial aspect is the extensive array of accommodation options available to cater to various budgets.

Public figures on social media platforms do not merely promote tourism in Algeria in theory; they also provide innovative solutions for planning holidays to different tourist destinations. They advise their followers on how to embark on tourist trips at minimal costs and present them with various options concerning available tourist facilities, entertainment venues, restaurants, and service providers in areas that may become their next travel destination.

A positive development is that Algerian influencers are setting a commendable example by advocating for environmental responsibility, protecting the environment, and maintaining cleanliness in their surroundings, which conveys an important civic message that aligns with their efforts to promote domestic tourism. The content and popularity of these individuals have inspired numerous Arab and foreign content creators, who are now competing to promote domestic tourism in Algeria. This benefits the tourism sector and the national economy while stimulating various related sectors. (Debbouche,2022)

1.3.12 Socio-linguistic dynamics and the "language of influence"

The socio-linguistic landscape of Algeria is complex, serving as a key factor in defining communication, establishing authority, and fostering consumer trust. Unlike more uniform linguistic markets, the digital environment in Algeria is primarily influenced by Modern Standard Arabic (MSA), Algerian Arabic (Derja), Berber (Tamazight), French, and increasingly, English. Consequently, a tourism marketer's selection of the language of influence is as vital as the choice of platform.

Multilingualism and identity building

The choice of language is the primary means through which identity and social capital are asserted among the principal consumers of digital content, particularly the Algerian youth: French and English symbolize prestige and the Formal Sector (higher education, corporate administration, high-end business), institutionalized tourism, and luxury branding. Additionally, English signifies the youth's global connectivity, serving as the language of technology and modern entrepreneurship, as well as embodying the up-to-date or international branding of influencers, which is effective for reaching the diaspora or foreign clientele. Despite the growing trend towards foreign languages, Derja continues to be the language of affection, humor, and emotional attachment, representing the nation's Heart Language. Employing Derja enables influencers to transcend formal barriers and present themselves as authentic and closer, providing an ideal medium to convey a sense of hospitality and local belonging, thereby making the destination feel inviting and representative of the locals. Tamazight holds particular significance for cultural branding in specific tourism poles of excellence (Kabylie, the Aurs, the M'zab), as the choice of language translates into cultural validation, an essential component for heritage tourism and the promotion of local craftsmanship.

Code-switching and parasocial appeal

Code-switching, which refers to the blending of languages during conversations, is prevalent on platforms like TikTok and Instagram. This hybridity is not merely casual; it signifies a nuanced method of performing identity negotiation:

This process, by alternating between local idioms (Derja/Tamazight) and global languages (English/French), enables the influencer to sustain a sense of belonging within the local community while simultaneously projecting an image of being modern and sophisticated to corporate or international audiences. This mechanism is crucial to their Parasocial appeal. When a speaker employs the same colloquial mixed language as Algerians do in everyday interactions, it diminishes the creator/follower divide, allowing the follower to feel as though they are engaging with a bilingual friend rather than merely observing a promotional presentation. For

tourism establishments, endorsements in Derja/French are perceived as more trustworthy compared to formal advertisements in MSA.

Managerial implications for tourism strategy from a corporate standpoint, these dynamics can lead to Linguistic Segmentation:

Luxury/Business tourism: French/English, serving as indicators of status and professionalism. Adventure/Eco-tourism: a blend of DERJA/English, to ensure cultural relevance while meeting international standards. Heritage/Domestic tourism: DERJA/TAMAZIGHT, aimed at fostering emotional engagement and national pride.

Adventure/Eco-Tourism: A mix of Derja and English to signal authenticity and global standards.

Heritage/Domestic Tourism: Primarily Derja and Tamazight to foster emotional connection and national pride.

1.3.13 The Algerian Influencer Ecosystem

Algeria presents a rich cultural mosaic, the influencer market has successfully engaged with these niches, establishing significant and influential digital bridges that connect Algeria's profound cultural heritage to an increasingly interconnected, contemporary, and knowledgeable community. These niches serve as a direct reflection of the SNTN-2030 objectives concerning digitalization.

Travel and Tourism: Algeria's digital ambassadors

The travel influencers in the country have evolved beyond merely capturing images of local landscapes. They have transformed into digital curators of the nation; the travel influencer now actively seeks and investigates Algeria's distinctive geography ranging from the Mediterranean coastline to the secluded expanses of the Sahara aiming to effectively rebrand Algeria as one of the most desirable destinations for both domestic and international travelers.

Table 5 : Strategic Comparison of Selected Travel Influencer Profiles

Influencer	Primary Platform	Reach & Content Strategy	Specialization & Strategic Value
Brahim Baadj	Instagram / YouTube	**~3M Reach**; Focused on high-end, cinematic storytelling.	**Aesthetic Branding:** His content elevates the "visual prestige" of Algerian landscapes, aligning with the luxury and heritage tourism poles.
Khoubaib Kouas	Multi-platform	**~3.7M+ Followers**; Recognized by Forbes for media entrepreneurship.	**Educational Outreach:** By blending travel with cultural education, he builds deep trust and "long-form" engagement that drives sustained interest in off-the-beaten-path locations.
Mohamed Djamel Taleb	YouTube / Facebook	**1.1M+ Subscribers**; Focused on "Raw" Adventure & Sports.	**Experience-Based Marketing:** His focus on trekking, sport, and outdoor survival appeals to the youth demographic seeking "active tourism" rather than passive sightseeing.
Maya Redjil	Instagram / TikTok	**4.4M+ Reach**; Media personality and lifestyle storyteller.	**Lifestyle Integration:** She bridges the gap between everyday life and travel, making tourism feel accessible and integrated into a modern Algerian lifestyle.

Source: (Forbes Middle East 30 Under 30 Database (2023) and global creator economy tracking indexes (Favikon, 2026).)

Strategic Contribution to SDAT 2030

More than simply uploading posts, these influencers occupy and perform the following essential marketing roles previously exclusively assigned to state bodies:

Decentralization Geographically: In touring peripheral territories (e.g. Tassili n'Ajjer or Taghit Oases), these influencers redirect the tourist flow of heavily congested cities towards the Saharan Tourism Pole, which recorded nearly 750,000 tourists in 2025.

Preservation of Cultures by means of digital tracing: through these images of Algerian crafts, cuisine, and traditional festivals, they provide real-time archiving of its culture, helping younger generations connect to these heritage forms in an ever more globalized world.

The role of Social Proof: these photographs are real-time guides to accommodations, infrastructure (thermal stations, public transport, hotels) which, for the first time, ensure the level of transparency needed to achieve competitive market conditions

1.3.14 Case Studies of Successful Influencer Campaigns

Algerian DMO Campaign:

In a bid to rejuvenate tourism in Algeria's Sahara Desert, the Destination Marketing Organization (DMO) initiated a strategic campaign that involved not just one or two, but an impressive eight influential social media figures. These charismatic personalities were engaged with the explicit aim of reaching a new audience, as previous tourist numbers had unfortunately seen a significant decline.

The DMO was resolute in its mission to transform the country's image and set it on a favourable path once more.

During discussions with these influential figures, it became evident that they had skilfully leveraged the power of Instagram, a highly popular photo-sharing social media platform, as their primary tool in the endeavour to spark wanderlust and attract travellers to discover the stunning beauty of the Sahara Desert. Through a carefully devised strategy, the influencers adeptly utilized Instagram's features to cultivate an overwhelming desire among their followers to visit this enchanting location in person.

A particularly effective tactic employed by the influencers was the use of the immensely powerful "hashtag" search function on Instagram. By strategically incorporating relevant destination-specific hashtags, they effectively enhanced the visibility of their captivating destination images across a broad network of users. With each post, they thoughtfully

contributed their work to a related destination gallery, successfully capturing the interest of potential visitors.

Furthermore, an exciting photography competition was held, enhancing the charm of the Sahara Desert. With enticing rewards awaiting the most impressive submissions, participants were motivated to display their creativity and distinct viewpoints on this otherworldly landscape. This engaging challenge not only led to a surge of stunning images but also significantly broadened the reach and attractiveness of the campaign.

To optimize the impact, a visually appealing photo book showcasing the Sahara Desert was carefully assembled and distributed to a specific audience. As a physical representation of the campaign's spirit, this delightful collection of images acted as a memento, serving as a continual reminder of the enchanting allure of the Sahara Desert. Its distribution functioned as a catalyst for igniting curiosity and interest among potential visitors, consistently fostering their eagerness to embark on an extraordinary journey.

The outcomes were remarkable. The influencers, deeply engaged in the campaign, conveyed a genuine and strong desire to explore the Sahara Desert themselves. As they diligently created and shared images that truly captured the essence of this breath-taking destination, their enthusiasm became contagious. Through this authentic connection and shared passion, they successfully tapped into the aspirations of their followers and inspired them to take similar actions.

It became increasingly clear that the success of this campaign was rooted not only in the irresistible allure of the Sahara Desert but also in the thoughtful alignment between the influencers' desires and the overarching goals of the campaign. This productive partnership redefined the course of Algeria's tourism sector, ultimately revitalizing its image as a captivating and appealing travel destination.

As the sun set over the golden dunes of the Sahara Desert, a renewed sense of optimism descended upon the nation. The Algerian DMO had successfully unlocked the transformative power of social media, harnessing its limitless potential to reignite curiosity and beckon travellers to embark on a remarkable journey through the awe-inspiring expanse of their beloved desert. With each carefully curated image and every heartfelt testimonial shared, the campaign etched an indelible mark on the hearts and minds of people around the world, forever cementing the Sahara Desert as a breath-taking, must-visit destination. (Mangachena et al.2022)

We conducted a comprehensive analysis by meticulously examining the results of the interviews and comparing them to the insightful case studies. This meticulous examination allowed us to gain a deep understanding of the underlying reasons behind the success of campaigns in each unique context. As a result, we were able to uncover a multitude of individual strategies that contributed to the overall success, while also identifying recurring patterns that emerged among the case studies. The findings of these remarkable case studies not only served as validation for the claims made by the interviewees but also shed light on new and innovative success strategies that were previously undiscovered. These case study findings, which hold immense value, have been meticulously presented in their entirety in the Results section. Delving into every detail, we have uncovered an array of remarkable insights and revelations. Furthermore, our rigorous analysis allowed us to identify and extract the overarching success strategies that were consistently highlighted throughout the case studies. These strategies, when implemented effectively, played a pivotal role in driving the success of social media influencer campaigns. By thoroughly dissecting the data, we were able to draw impactful conclusions that provide valuable insights into the intricacies of these success strategies. In conclusion, through a meticulous examination of both interviews and case studies, we have not only gained a comprehensive understanding of why campaigns in different contexts achieved success, but we have also revealed a wide range of strategies that contributed to their triumph. Our in-depth analysis has provided invaluable insights for social media influencer campaigns, allowing for the formulation of effective strategies that can drive tangible success in this dynamic and ever-evolving landscape. (Wajdi & Asrumi, 2024)

1.17. Challenges and Limitations of Utilizing Social Media Influencers

Since it is exceedingly challenging to accurately evaluate and measure the significant impact that social media influencers have had on consumer behavior, it becomes equally complex to confidently justify and validate the allocation of considerable financial resources towards the ongoing use and engagement of social media influencers within the context of Algeria.

Social media influencers are regarded as a highly effective form of pull strategy marketing due to their capacity to attract and engage audiences. By sharing their personal experiences with products and services, they foster an emotional connection that encourages and motivates users to actively pursue similar experiences for themselves. While this approach has proven to be immensely effective in generating interest in various destinations, such as Algeria, it is crucial to recognize that audience engagement does not always lead to immediate actions, such as booking a trip.

Moreover, it should be acknowledged that travel and tourism products are frequently classified as high-involvement purchases, indicating that consumers typically take the time to carefully evaluate their options and conduct thorough research before arriving at a decision. In this context, the availability of online information can significantly influence consumer perceptions and ignite interest.

Nevertheless, it is vital to comprehend that the mere existence of information does not ensure a direct route to purchase. In the case of Algeria, a nation celebrated for its rich cultural heritage, breath-taking landscapes, and intriguing history, it is unsurprising that a wealth of information is available to stimulate interest in travel.

Yet, it is important to recognize that this does not necessarily translate into a proportionate increase in international tourist arrivals. The decision-making process for travel can be complex and influenced by various factors, including budget constraints, logistical concerns, geopolitical considerations, and personal preferences. In summary, while social media influencers can undoubtedly contribute to generating interest in travel to Algeria by sharing their personal experiences, it is crucial to recognize that the decision to book a trip involves multiple stages and factors. The abundance of online information may serve as a starting point, but it is ultimately the culmination of a comprehensive evaluation process that leads to actual travel bookings. By understanding the complexities involved in the consumer decision-making process, destination marketers can develop more targeted strategies to bridge the gap between information exposure and conversion into tangible actions. (Ahmed et al.,2023)

The use of social media influencers as a form of advertisement for tourism has garnered attention from many in the industry. While social media influencers have the capability to reach a wide audience about a certain destination and even entice them through sharing their own experiences, several challenges and limitations need to be considered when using social media influencers as a form of marketing for a tourism destination. These challenges and limitations include the inability to measure the effect on customer purchase and the distortion of the destination image. (Chu et al.,2020)

1.3.15 Ethical Considerations in Influencer Marketing

This is something that should not occur in modern-day marketing and is why it is important to address the issue of ethics and how to make sure that both the brand and influencer and consumer can benefit without having to sacrifice authenticity and credibility. The previous

study of Algerian travel bloggers and their reasons for resistance to monetary gain further supports this idea. Although it is hard to argue against a person's choice in the source of income, credibility is a very important aspect of an influencer and is what helps them stand out from the rest. The loss of credibility has serious effects on the consumer as they may not be aware that the influencer is not being authentic. Hence, it may lead to a situation where said consumer feels betrayed because they incurred certain travel decisions based on unauthentic information. (von Mettenheim & Wiedmann, 2023)

Most brands dictate the terms and conditions of how an influencer should promote its product. This sort of control can often lead to the influencer portraying something that is contrary to his/her true feelings and opinions. Consequently, leading to a loss in credibility as consumers can easily see through this façade. This suggests that credibility and respect are often compromised when money is involved. (Belanche et al.,2021)

Establishing an influence that was created under complete freedom of expression by a certain natured individual and corrupting it with the promotion of a brand or service for his/her personal gains would be highly unethical. It would denote the usage of influence for a purpose different from the one for which it was created and would indeed result in a loss of authenticity and credibility. This is a major issue faced by modern-day influencer marketing. (Oursel & Befene Mbembo, 2021)

1.3.16 Future Trends and Opportunities in Influencer Marketing

There is an emerging trend where internet celebrities and traditional celebrities are transitioning to the role of influencer. Influencer marketing has established itself as a significant marketing channel, with those who have flourished in this space being individuals who have evolved alongside it. These social media experts have cultivated audiences by mastering the intricacies of specific platforms, identifying effective content, and consistently engaging with their followers.

Currently, especially with the surge of Instagram, businesses are discovering that they can capture the attention of millennial and Generation Z consumers more efficiently through social media influencers than through conventional celebrities. Consequently, traditional celebrities are observing this shift and are opting to forgo their film and music contracts in favor of pursuing influencer marketing opportunities.

This distinctive alignment with the brand-consumer demographic is poised to shape the future of influencer marketing, as it offers some of the most promising avenues for companies to enhance brand consideration and favorability. The ideal scenario for a brand in today's influencer environment is to establish a content partnership with an influencer that feels seamlessly integrated with the brand and authentic to the influencer, resulting in the audience perceiving the brand more positively after the partnership.

The benefits of this marketing endeavor extend beyond the duration of the campaign, as the content remains accessible for new potential consumers to discover and is archived on the influencer's profile for existing fans to revisit. With the potential for increased revenue and long-term brand equity, this represents nothing less than an influencer marketing golden opportunity. Both internet celebrities and traditional celebrities are recognizing this and will now fully engage in the influencer role, as it offers a more straightforward method to create direct consumer impact.

This transition will prove to be highly advantageous for influencers, as it will generate increased opportunities and elevate payment rates. (Munsch, 2021)

In recent years, the social media landscape has undergone significant transformations. It is anticipated that these changes will escalate over the next decade. Within the realm of influencer marketing, a shift in business models is expected to arise, primarily motivated by a demand for transparency and accountability.

Influencer marketing has the potential to be more lasting and sustainable compared to traditional advertising; however, in its present state, it is occasionally founded on precarious or undisclosed commercial agreements.

Influencers may receive complimentary products or other incentives that encourage them to endorse a brand, and at times, such endorsements are not transparently communicated to the audience. The companies and brands providing these incentives may not achieve the anticipated value. Those seeking to influence can do so directly by urging the influencer to adopt a particular viewpoint or action, or indirectly by subtly introducing ideas that will gradually influence the influencer's perspectives and behaviors. The latter approach can be particularly effective, and once again, it is not always evident to the public that this is occurring.

The year 2019 is expected to witness a transition towards more standardized commercial agreements between influencers and businesses, which will be explicit and publicly accessible. This development transcends mere legal implications; it signifies a cultural evolution. As this practice becomes commonplace, brands will gain increased confidence in investing in

influencer marketing, propelling the industry to new professional heights. (Yesiloglu & Costello, 2020).

Chapter I Conclusion

The research presented so far in chapter one has been an in-depth examination into the paradigm shift that has been affecting the international and domestic tourism scene. With the shift from old-style institution based promotional approach to a new digital driven model, the world has witnessed the advent of the tourism and the Experience Economy. In this new digital world,consumer-generated stories and peer endorsements take precedent over official institution-based, top-down branding.

The comprehensive literature review undertaken throughout this chapter illustrates that the core psychological barrier affecting consumers decision process is the Intangibility of the tourism product. Within this new framework, travel influencers have moved from just another set of content creators to critical Risk Mediators where they are able to provide digital experiences through social proof to replace physical experiences. These developments toward a global movement to electronic Word-of-Mouth (eWOM) and a professional industry on influencer marketing strategy is critical to destination positioning and visibility in the hyper-competitive and attention deficit marketplace.

The transformation of the tourism product in Algeria is particularly relevant. As Algeria moves toward the socio-economic development goals indicated by the SDAT 2030; it becomes economically vital to harness the capacity of digital storytellers in stimulating the growth of domestic tourism and branding the nation. The adoption of social media by Algerians and the decentralization of trust away from formal sources toward the relatable nature of digital peers who speak the same language and culture has become extremely influential.

Though this chapter has explored and identified the stimuli provided by influencers, the crucial question of how digital content is transformed into a real trip, remains a psychological puzzle. The real impact on Algerian consumer traveler, in this new digital realm can no longer be looked upon as solely external but internal mechanisms of the consumer have to be accounted for.

As a result of this exploration, the next chapter of the research has been titled Consumer Behavior and Decision-Making Process and is theorized as providing the linkage between the stimuli (eWOM influence) and the Organism phase (Algerian traveler).

Chapter 2: Consumer Behaviour and the Tourist Decision-Making Process

Introduction

Tourist behaviour is the foundation upon which any analysis of influencer impact must rest. Before examining whether and how travel influencers drive actual domestic travel in Algeria, it is necessary to understand who the tourist is, how travel decisions are made, and what conditions govern the conversion of digital inspiration into real action.

This chapter is structured around four sections. The first establishes the theoretical foundations of tourist behaviour, drawing on the Theory of Planned Behaviour, the Engel-Kollat-Blackwell model, and Push-Pull motivation theory. The second traces the five-stage tourist decision-making process and identifies the points at which influencer content intervenes. The third narrows the focus to domestic tourism in Algeria, examining its defining characteristics, structural constraints, and the persistent gap between digital engagement and actual travel. The fourth synthesises the literature on how the study's four core variables — influencer credibility, content quality, parasocial relationship strength, and eWOM perception — each drive behavioural conversion.

Together, these sections provide the conceptual architecture that frames the empirical investigation in the chapters that follow.

Section 1: Understanding Tourist Behaviour

Before examining the specific mechanisms through which travel influencers shape domestic tourist behaviour in Algeria, it is necessary to establish a precise and theoretically grounded understanding of what tourist behaviour means as a scholarly concept. The term encompasses a wide range of cognitive, affective, and physical activities, and its definition has evolved considerably across several decades of research at the intersection of tourism studies and consumer behaviour theory. This section traces that definitional evolution, situates tourist behaviour within the broader consumer behaviour literature, examines the distinctive complexity that characterises travel decisions relative to ordinary purchase decisions, and considers the important distinction between individual and group tourist behaviour.

2.1.1 General Definition in Tourism and Consumer Behaviour Literature

Tourist behaviour, in its broadest sense, refers to the totality of processes and actions through which individuals recognise a desire to travel, search for and evaluate relevant information, commit to a travel decision, undertake the journey, and subsequently reflect on and share their experience. This definition encompasses both the observable, physical

dimensions of travel booking a trip, visiting a destination, spending on accommodation and leisure and the latent psychological processes that precede, accompany, and follow those observable acts (Moutinho, 1987).

The academic study of tourist behaviour as a distinct field emerged gradually from the broader discipline of consumer behaviour research during the 1970s and 1980s. Moutinho's (1987) foundational article in the European Journal of Marketing was among the first comprehensive attempts to synthesise the psychological determinants of tourist behaviour into a coherent conceptual framework, drawing on motivation theory, attitude research, perception studies, and decision-making models to explain why individuals travel, where they choose to go, and how they evaluate their experiences. Moutinho defined tourist behaviour as the process through which a tourist selects, uses, and evaluates travel products and services in the course of satisfying personal needs and desires, a definition that remains widely cited in the contemporary literature.

Subsequent scholars refined and expanded this definition in response to the growing complexity of the tourism market and the diversification of travel motivations. Swarbrooke and Horner (2007) defined tourist behaviour as all the activities, decisions, experiences, and influences that shape how tourists plan, purchase, consume, and evaluate tourism products, emphasising that the concept is inherently dynamic and temporally extended: it begins well before the trip and continues long after its conclusion. More recently, Cohen et al. (2014) proposed that consumer behaviour in tourism should be understood as encompassing the full range of processes involved in obtaining, consuming, and disposing of tourism products and services, including the complex decision processes that precede and follow these actions, drawing directly on the classical formulation of consumer behaviour by Engel et al. (1995).

Across these various definitions, three core elements recur consistently. First, tourist behaviour is goal-directed: it is oriented toward the satisfaction of specific motivational states, whether the desire for rest, novelty, social bonding, cultural enrichment, or self-actualisation (Crompton, 1979). Second, it is processual: it unfolds across a temporal sequence of stages rather than being reducible to a single act of purchase. Third, it is multiply determined: it results from the interaction of internal psychological variables with external social, cultural, and informational influences, as well as with the situational constraints that govern what is practically achievable for a given individual at a given moment (Sirakaya & Woodside, 2005).

2.1.2 Tourist Behaviour as a Subset of Consumer Behaviour

Tourist behaviour is best understood as a specialised domain within the broader field of consumer behaviour rather than as an entirely separate discipline. Consumer behaviour, as classically defined, is the study of how individuals and groups select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Solomon, 2020). Tourism, as a consumption domain, fits squarely within this definition: a holiday, a destination experience, or a guided tour are all services that consumers acquire in the marketplace in pursuit of needs and wants that their everyday environment does not fulfil.

The application of consumer behaviour theory to tourism has been highly productive. Classical frameworks developed in general consumer research including the Engel-Kollat-Blackwell (EKB) decision-making model, Fishbein and Ajzen's theory of reasoned action, and Howard and Sheth's theory of buyer behaviour have all been adapted and applied to tourism contexts, with varying degrees of explanatory success (Sirakaya & Woodside, 2005).

These theoretical transplantations have generated significant insights into how tourists process information, form destination images, develop travel intentions, and translate those intentions into actual behaviour.

At the same time, researchers have consistently noted that while tourist behaviour shares the fundamental structure of consumer behaviour, it exhibits a number of distinctive properties that justify treating it as a specialised area of inquiry. Swarbrooke and Horner (2007) identified the following distinguishing characteristics: the high degree of emotional involvement typically associated with travel decisions, the extended time horizon of the decision-making process, the irreversibility of the purchase once the trip has begun, the strong role of past experience and fantasy in shaping expectations, and the deep entanglement of tourism consumption with identity, lifestyle, and personal values. These characteristics mean that the theoretical frameworks of general consumer behaviour must often be modified when applied to tourism in order to account for its particular experiential, symbolic, and psychological dimensions.

In the present study, tourist behaviour is treated as a consumer behaviour construct that captures the degree to which an individual engages in travel-related activities including information search, trip planning, booking, and actual destination visitation in response to exposure to travel influencer content. This operationalisation positions tourist behaviour as the outcome variable whose variance the study seeks to explain through the four influencer-related independent variables: credibility, content quality, parasocial relationship strength, and electronic word-of-mouth perception.

2.1.3 The Complexity of Travel Decisions Compared to Ordinary Purchase Decisions

One of the most theoretically important properties of tourist behaviour is the exceptional complexity of the travel decision relative to most other categories of consumer purchase. This complexity arises from multiple structural features of tourism as a consumption domain that collectively distinguish it from the purchase of ordinary goods or services.

The most fundamental source of complexity is the intangibility and experiential nature of tourism products. Unlike a physical good, which can be inspected and evaluated before purchase, a holiday destination or tourism experience cannot be meaningfully sampled prior to consumption. The tourist is therefore required to make a substantial financial and temporal commitment on the basis of vicarious representations photographs, videos, reviews, recommendations rather than direct sensory experience. This creates a structural condition of pre-purchase uncertainty that Moutinho (1987) identified as a defining characteristic of tourism consumption, and that has been confirmed repeatedly in subsequent research as a major driver of the informational, relational, and social dimensions of tourist decision-making.

A second source of complexity is the high level of involvement typically associated with travel decisions. Involvement, in consumer behaviour research, refers to the perceived personal relevance and importance of a purchase decision. High-involvement decisions engage more extensive cognitive processing, more systematic information search, and a greater weighting of emotional as well as functional considerations (Hoyer et al., 2015). Travel decisions consistently score among the highest in involvement across all consumer product categories, partly because of the financial magnitude of the expenditure, partly because of the time required to plan and execute a trip, and partly because of the deep personal significance that holidays hold in relation to identity, relationships, and wellbeing (Swarbrooke & Horner, 2007).

A third distinctive feature is the multi-attribute nature of the tourism product. When a tourist selects a destination, they are simultaneously choosing a constellation of attributes climate, scenery, cultural offerings, accommodation quality, food, safety, accessibility, and so on each of which may be evaluated differently and weighted differently depending on the tourist's motivational profile and personal preferences (Woodside & Lysonski, 1989). This multi-attribute structure makes the evaluation of alternatives significantly more cognitively demanding than the comparison of products differentiated along a small number of salient dimensions, and it helps explain why social proof mechanisms including influencer recommendations that bundle multiple destination attributes into an integrated experiential narrative are so influential in the tourism context.

Finally, travel decisions are frequently joint or household decisions that involve negotiation among multiple parties with potentially divergent preferences. The presence of multiple decision-makers compounds the complexity of the individual decision process and introduces relational dynamics power, compromise, deference that are less pronounced in solo purchase decisions. Mathieson and Wall (1982) noted that the complexity of travel decisions increases substantially when the trip involves accompanying others, as the need to accommodate diverse preferences and constraints must be balanced against the collective pursuit of a satisfying experience.

2.1.4 Individual Versus Group Tourist Behaviour

A significant body of tourism research has examined the extent to which tourist behaviour differs depending on whether the travel decision is made and enacted by an individual acting alone or by members of a group acting collectively. This distinction is practically important for the present study because the degree to which influencer content shapes behaviour may vary as a function of the social context within which the travel decision is embedded.

Individual tourist behaviour, in the strict sense, refers to decisions made autonomously by a single person who bears both the deliberative burden and the resource commitment of the travel choice independently. Research on individual tourist behaviour has tended to focus on the psychological dimensions of the decision process motivation, attitude formation, information processing, and intention-behaviour linkages and has found that individual tourists tend to exhibit more exploratory information search behaviour and to assign greater weight to personal preferences and idiosyncratic motivational drivers (Plog, 1974; Crompton, 1979).

Group tourist behaviour, by contrast, involves the joint participation of two or more individuals couples, families, peer groups, or organised tour parties in some or all stages of the travel decision process. Research has consistently demonstrated that group composition significantly affects destination choice, travel timing, activity preferences, and post-trip evaluation, because the collective decision must integrate potentially divergent individual preferences through processes of negotiation, compromise, and social influence (Kozak, 2010). Van Raaij and Francken (1984) were among the first scholars to document that holiday decisions are fundamentally joint decisions in the majority of cases, and that the dominance patterns within couples or families shape which destinations are ultimately selected.

From the perspective of influencer marketing, the individual-group distinction has direct relevance. When a tourist is planning a solo trip, the influencer's recommendations may

function as a direct and sufficient input into the decision process. When the trip involves others, however, the influencer's persuasive effect on one member of the group must be negotiated against the preferences of the other members before it translates into actual travel behaviour. Campo-Martinez et al. (2010) confirmed that individual satisfaction within a group trip may diverge substantially from collective satisfaction, suggesting that the decision-making dynamics of group travel introduce a mediating layer between individual exposure to influencer content and collective behavioural outcomes. This consideration is particularly relevant in the Algerian context, where family-based and peer-group travel patterns remain culturally normative, and where travel decisions frequently involve collective deliberation rather than autonomous individual choice.

2.1.5 Theoretical Foundations of Tourist Behaviour

Understanding tourist behaviour requires more than a descriptive account of travel patterns; it demands engagement with the theoretical frameworks that explain why individuals make the choices they do. Several foundational theories have shaped scholarly inquiry in this area, each contributing a distinct lens through which travel motivations, decision processes, and behavioural outcomes can be analysed. This section reviews three of the most influential frameworks the Theory of Planned Behaviour (Ajzen, 1991), the Engel-Kollat-Blackwell consumer decision-making model, and Push-Pull motivation theory before examining their collective relevance to travel decisions shaped by digital and social media influences.

2.1.6 The Theory of Planned Behaviour

Among the theoretical models applied to tourism research, the Theory of Planned Behaviour (TPB) developed by Ajzen (1991) remains one of the most widely cited frameworks for predicting and explaining intentional human action. The TPB extended its predecessor, the Theory of Reasoned Action (Ajzen & Fishbein, 1980), by incorporating a third determinant of behavioural intention: perceived behavioural control. In its complete form, the model posits that actual behaviour is primarily determined by behavioural intention, which is itself shaped by three constructs: attitude toward the behaviour, subjective norms, and perceived behavioural control.

Attitude refers to the individual's overall positive or negative evaluation of performing the behaviour in question. In a tourism context, a traveller's attitude toward visiting a domestic

destination is formed through beliefs about the likely outcomes of that visit anticipated enjoyment, cultural value, cost-effectiveness, or personal enrichment weighted by the desirability of those outcomes (Ajzen, 1991). Attitudes are therefore not innate dispositions but learned evaluative responses, shaped continuously by information acquisition, social comparison, and prior experience. Subjective norms capture the perceived social pressure to engage or not engage in a behaviour. More specifically, they represent the individual's perception of whether significant others family members, peers, colleagues, or admired public figures approve of the behaviour (Ajzen, 1991). In the digital era, the concept of subjective norms has been extended beyond immediate social circles to include online communities and social media networks, where visible expressions of travel experiences and recommendations function as powerful normative cues (Armutcu et al., 2023). Perceived behavioural control reflects the extent to which an individual believes that the behaviour is within their capacity to perform. This construct encompasses both internal factors such as skills, knowledge, and self-efficacy and external factors such as time, financial resources, and situational opportunities (Ajzen, 1991). In the tourism domain, perceived behavioural control is particularly relevant: an individual may hold a favourable attitude toward travel and perceive strong social support for it, yet remain inhibited by financial constraints, limited information, or uncertainty about logistical feasibility.

Empirical applications of the TPB in tourism research have consistently demonstrated its predictive validity. Sirakaya and Woodside (2005) confirmed the model's utility in explaining destination choice and travel intention, while more recent scholarship has highlighted its capacity to accommodate the role of digital stimuli. Notably, Pop et al. (2022) found that social media content functions as an attitudinal trigger, influencing both the evaluative component of attitude and the normative perceptions travellers carry into their decision-making process. The TPB thus provides a theoretically grounded basis for understanding how external informational stimuli such as influencer content translate into concrete travel behaviour.

2.1.7 The Engel-Kollat-Blackwell Consumer Decision-Making Model Applied to Tourism

The Engel-Kollat-Blackwell (EKB) model, originally developed to describe general consumer decision-making processes (Engel et al., 1968, as cited in Kotler et al., 2021), offers a comprehensive stage-based framework that has been widely adapted within the tourism literature. The model delineates five sequential stages through which a consumer typically progresses: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. When applied to tourist behaviour, each stage takes on domain-specific characteristics that reflect the experiential and high-involvement nature of travel decisions.

Need recognition in tourism is initiated when an individual perceives a discrepancy between their current state and a desired one whether motivated by a desire for relaxation, cultural exploration, adventure, or social connection. This gap-triggering moment can arise spontaneously or be activated by external stimuli, including advertising, word of mouth, or, increasingly, social media content (Chaffey & Ellis-Chadwick, 2019). The role of travel influencers in precipitating need recognition is particularly salient, as aspirational imagery and narrative storytelling can awaken latent travel desires or introduce new destination possibilities into the prospective traveller's awareness.

The information search stage involves the systematic or exploratory gathering of relevant data to inform the eventual decision. Moutinho (1987) distinguished between internal search drawing on memory and past experience and external search, which encompasses formal and informal information sources. In the contemporary environment, social media platforms constitute a dominant channel of external information search, with user-generated content, peer reviews, and influencer recommendations playing a central role in shaping the traveller's knowledge base (Munar & Jacobsen, 2014).

During the evaluation of alternatives, travellers construct a mental framework sometimes termed an evoked set of feasible destinations or travel products, assessed against criteria such as cost, accessibility, safety, cultural appeal, and anticipated satisfaction. Social proof, a concept closely tied to the normative mechanisms described in the TPB, exerts considerable influence at this stage, as potential tourists draw on the experiences of others to reduce uncertainty and validate their preferences (Litvin et al., 2008).

The purchase decision in tourism involves committing to a destination, travel mode, accommodation, and itinerary decisions that are rarely made in isolation but are shaped by a web of prior evaluative activity, emotional responses, and practical constraints. Post-purchase evaluation, the final stage of the EKB model, encompasses the traveller's retrospective assessment of the experience against pre-trip expectations. Satisfaction or dissatisfaction at this stage feeds back into subsequent need recognition and information search cycles, and in the age of social media, it is frequently externalised through online reviews, photo-sharing, and electronic word of mouth (Dai et al., 2022).

The EKB model thus provides a longitudinal map of tourist decision-making, within which the influence of digital content and social media can be located and analysed at every stage.

2.1.8 Push and Pull Motivation Theory in Tourism

A distinct but complementary perspective on tourist behaviour is offered by Push-Pull motivation theory, which distinguishes between the internal forces that drive individuals to travel and the external attributes of destinations that attract them. Initially articulated by Dann (1977) and subsequently developed by Crompton (1979), the push-pull framework has become a foundational construct in the analysis of travel motivation.

Push factors originate within the individual and reflect psychosocial needs and desires. These include the desire to escape routine, the need for rest and relaxation, the pursuit of adventure, the wish to strengthen social bonds, or the aspiration for status and self-discovery (Crompton, 1979). Push factors create a generalised readiness or predisposition to travel, but do not in themselves determine destination selection. They represent the motivational preconditions that must be activated before travel behaviour can occur.

Pull factors, in contrast, are destination-specific attributes that draw the individual toward a particular place. Physical attractiveness, cultural heritage, infrastructure quality, safety, hospitality, novelty, and affordability are among the most commonly cited pull factors in the empirical literature (Dann, 1977). The interaction between push and pull forces determines both the decision to travel and the selection of destination: an individual whose push motivation is escape from urban stress may be pulled toward destinations characterised by natural environments, tranquillity, or scenic contrast with their everyday setting.

The push-pull framework has proven highly adaptable to digital and social media contexts. Sigala et al. (2025) observed that travel influencers function simultaneously as push and pull agents: by documenting authentic and emotionally engaging travel narratives, they can activate or intensify push motivations while simultaneously showcasing destination attributes that function as pull stimuli. This dual role is particularly relevant for domestic tourism, where prospective travellers may be unaware of the experiential richness of destinations within their own country, and where influencer content can disrupt habitual travel patterns by amplifying the pull value of previously overlooked sites.

2.1.9 Application to Digitally Influenced Travel Decisions

The three theoretical frameworks reviewed above—the Theory of Planned Behaviour, the EKB consumer decision-making model, and Push-Pull motivation theory—each illuminate a distinct dimension of tourist behaviour and, taken together, provide a robust conceptual foundation for understanding how digital content and travel influencers shape real-world travel decisions.

The TPB establishes that behaviour is the product of intention, and that intention is shaped by attitude, social norms, and perceived control. Travel influencers operate directly on all three of these determinants: they shape attitudes through aspirational content, function as normative referents through their audiences' identification with them, and can reduce perceived barriers to travel by providing practical information and logistical reassurance (Lou & Yuan, 2019). The parasocial relationships that audiences form with trusted influencers—a construct central to this study—serve as a proxy for social norms, lending their recommendations the evaluative weight normally reserved for personal acquaintances.

The EKB model locates influencer content within the broader architecture of the consumer decision journey, identifying it as an input at the need recognition and information search stages, and as a source of social validation during the evaluation of alternatives. Wang et al. (2025) demonstrated that social media engagement with travel content significantly accelerates the informational stages of the decision-making process, reducing the cognitive effort required to evaluate alternatives and increasing the likelihood of conversion from passive interest to active travel planning.

Push-Pull theory, meanwhile, provides a motivational vocabulary for understanding why individuals respond to influencer content in the first place. Influencer-produced content that

resonates with unmet experiential needs novelty, escape, cultural enrichment—effectively amplifies existing push motivations while simultaneously surfacing pull attributes of specific destinations that the individual may not have previously considered (Sigala et al., 2025; Manthiou et al., 2024).

Collectively, these frameworks affirm that tourist behaviour is neither impulsive nor purely rational but is shaped by a layered interplay of motivation, social influence, information processing, and evaluative judgment. Digital media, and travel influencers in particular, operate across all these dimensions, making the integration of TPB, EKB, and Push-Pull theory an appropriate and theoretically coherent basis for the present investigation.

Section 2: The Tourist Decision-Making Process and Its Determinants

Understanding how tourists arrive at travel decisions is fundamental to grasping the mechanisms through which external influences including digital content and social media personalities shape tourism behavior. The tourist decision-making process is not a single spontaneous act but rather a structured, multi-stage cognitive and behavioral sequence. Scholars from both consumer behavior and tourism research have proposed various frameworks to model this process, converging around a broadly accepted five-stage structure originally derived from the Engel-Kollat-Blackwell (EKB) model and subsequently adapted to tourism contexts by Mathieson and Wall (1982), Moutinho (1987), and Schmoll (1977). This section examines each stage of this process and discusses how travel influencer content intervenes throughout.

2.2.1 Stage 1: Need Recognition and Travel Motivation

The decision-making process begins when an individual recognizes a desire or need to travel. Moutinho (1987) describes this initial stage as a response to internal psychological drives such as the need for escape, relaxation, or self-actualization or to external environmental stimuli, such as advertising, peer conversation, or digital content. Building on Maslow's hierarchy of needs, tourism scholars position travel motivation as rooted in both intrinsic aspirations and socially constructed desires (Crompton, 1979). Dann (1977) further conceptualized travel motivation through the push-pull framework: push factors are the internal psychological forces that dispose an individual toward travel, while pull factors are the destination-specific attributes that attract them to a particular place.

Need recognition does not always arise organically. Sirakaya and Woodside (2005) note that external stimuli particularly marketing communications and word-of-mouth play a decisive role

in activating the travel desire before the individual had consciously considered it. In the contemporary digital environment, this activation increasingly occurs through social media exposure. A user scrolling through Instagram or TikTok may encounter travel content that awakens a latent desire for exploration, effectively transforming passive content consumption into the first stage of a travel decision (Litvin et al., 2008).

2.2.2 Stage 2: Information Search (Online and Offline)

Once the desire to travel has been recognized, tourists enter an active phase of information gathering. Traditionally, this involved consulting travel agencies, printed guides, and the recommendations of family or friends. However, the proliferation of digital platforms has fundamentally altered how tourists search for travel information. Liu et al. (2013) established that modern travelers increasingly rely on social media as a primary source of destination information, a trend that has only accelerated since the wide adoption of smartphone-based content consumption.

Fodness and Murray (1997) identified two dimensions of tourist information search: internal search, which draws on personal memory and prior experience, and external search, which involves actively seeking new information from outside sources. In digital tourism, external search has migrated overwhelmingly to online channels. Pop et al. (2022) demonstrated that consumers trust social media influencers as information sources during the travel planning phase, with influencer credibility and content quality being strong predictors of information acceptance. Furthermore, Xiang and Gretzel (2010) confirmed that social media had become deeply embedded in the online tourism information ecosystem, supplanting traditional media in the early stages of travel research.

2.2.3 Stage 3: Evaluation of Alternatives and Destination Comparison

Having gathered sufficient information, the tourist proceeds to evaluate the available alternatives. This stage involves comparing competing destinations, assessing their attributes against personal preferences, and narrowing the consideration set down to a final choice. Sirakaya and Woodside (2005) describe this as a funnel-like procedure in which the traveler progressively eliminates options that fail to meet their criteria. The evaluation criteria are multidimensional and include factors such as perceived safety, affordability, travel distance, cultural appeal, and the availability of suitable accommodation and activities.

Destination image plays a central role at this stage. Baloglu and McCleary (1999) argued that the cognitive and affective evaluations of a destination collectively shape the tourist's overall image of the place, which in turn guides preference formation. Social media content particularly high-quality visual material produced by travel influencers has been shown to significantly influence destination image perceptions and, consequently, destination preference (Cheng & Wei, 2019). When a tourist views consistent, credible, and visually compelling influencer content about a specific destination, the perceived image of that destination is enhanced, improving its standing in the consideration set.

2.2.4 Stage 4: Booking Decision and Purchase

The fourth stage marks the transition from cognitive deliberation to behavioral commitment. The tourist makes a concrete booking decision and commits financial and temporal resources to the planned trip. Mathieson and Wall (1982) characterize this stage as the moment when the tourist overcomes residual uncertainty and perceived risk the intangible, experiential nature of tourism products means that the purchase cannot be fully evaluated before consumption, placing considerable weight on the quality of prior information and the trustworthiness of information sources.

The role of trust in finalizing the booking decision is well-established in the tourism literature. Kim et al. (2011) found that consumer trust in online information sources significantly increased the likelihood of completing an online travel purchase. Keller and Fay (2009) further demonstrated that peer-like recommendations which influencer endorsements closely resemble in terms of perceived authenticity are more persuasive than formal advertising at the point of purchase. This mechanism explains why social media influencers, who are perceived as relatable and credible rather than commercially motivated, can accelerate the booking conversion among their audiences.

2.2.5 Stage 5: Travel Experience and Post-Trip Evaluation

The fifth and final stage encompasses the actual travel experience and the post-trip cognitive evaluation of satisfaction. Oliver (1980) established that consumer satisfaction is the product of a comparison between prior expectations and actual experience: when reality meets or exceeds expectations, satisfaction is generated; when reality falls short, dissatisfaction follows. In tourism, the expectations formed during stages one through four shaped largely by

marketing communications, peer recommendations, and influencer content become the benchmark against which the lived experience is judged.

The post-trip phase is also characterized by a strong tendency to share experiences. Munar and Jacobsen (2014) identified social sharing of travel experiences on social media as a core post-consumption behavior driven by motivations that include social connection, self-expression, and the desire to contribute useful information to others. This sharing behavior produces a cycle: the content generated by tourists who have returned from a trip becomes the eWOM that future travelers encounter during their own information search stage, effectively feeding back into the beginning of the decision-making process for a new audience (Litvin et al., 2008). Importantly, the satisfaction levels generated during the experience phase shape both the content and valence of this post-trip eWOM, making destination and experience quality directly linked to future demand.

2.2.6 How Influencer Content Intervenes at Each Stage

Travel influencer content does not operate at a single point in the decision-making process it permeates the entire journey from need recognition to post-trip evaluation. Fotis et al. (2012) were among the first scholars to systematically document the role of social media across all stages of the travel experience, finding that social media use was significant both before and after the trip. More recently, Pop et al. (2022) confirmed through structural equation modeling that social media influencer trust has a measurable positive effect on each phase of the consumer decision journey in travel.

At the need recognition stage, influencer content functions as an external stimulus that activates latent travel desires. Visually compelling reels, vlogs, and stories expose audiences to destinations they may not have otherwise considered, effectively triggering the inception of a travel intent (Dai et al., 2022). At the information search stage, influencer content acts as a trusted, high-quality information source that reduces the cognitive effort of research. Audiences perceive influencers as independent, experienced travelers rather than commercial agents, giving their destination descriptions and practical advice a credibility weight comparable to personal recommendations (Lou & Yuan, 2019).

During the evaluation of alternatives stage, influencer content shapes destination image. Consistent exposure to positive, high-quality content about a specific destination strengthens its perceived appeal and positions it favorably against competing options in the tourist's consideration set (Baloglu & McCleary, 1999; Cheng & Wei, 2019). At the booking stage, the

social proof generated by influencer content through comments, shares, and follower engagement reduces perceived risk and provides the final confidence needed to commit to a purchase. Keller and Fay (2009) demonstrated that consumers are significantly more likely to act on peer-like endorsements than on formal advertising, and influencer content closely mirrors this dynamic.

Finally, at the post-trip evaluation stage, the interaction between influencers and tourists becomes circular. Satisfied tourists generate their own content, contributing to the pool of eWOM that shapes future travelers' perceptions. Influencers themselves generate post-trip content that serves as a retrospective reference point for their audiences. Li et al. (2022) noted that influencers are motivated to share trip content by the value they derive from audience interaction at multiple levels emotional, communicative, and intellectual making their post-trip content distinctly richer than ordinary traveler reviews. This circularity reinforces the central argument of the present study: that the influence of travel influencers on actual domestic tourist behavior in Algeria is not peripheral but structural, embedded in every stage of the decision process.

2.2.7 Factors Influencing Tourist Behaviour

Tourist behaviour does not emerge in a vacuum. It is the product of a layered interaction between forces operating at different levels some rooted in the individual's psychological makeup, others embedded in the social and cultural environment, and still others arising from the specific circumstances surrounding the travel decision. Scholars across consumer behaviour and tourism research have consistently organized these forces into three broad categories: internal factors, which concern psychological and personal characteristics; external factors, which involve the social, cultural, and informational environment; and situational factors, which capture the practical constraints that shape what is actually possible for the traveller at a given moment (Moutinho, 1987; Sirakaya & Woodside, 2005; Cohen et al., 2014). Understanding this tri-partite framework is essential for the present study because it establishes the theoretical space within which travel influencers operate as a category of external influence on domestic tourist behaviour.

2.2.8 Internal Factors: Motivation, Attitude, Perception, Personality, and Lifestyle

Internal factors are those that originate within the individual and that shape how a person approaches and responds to travel-related stimuli. Five constructs are widely recognized in the literature as the primary internal determinants of tourist behaviour: motivation, attitude, perception, personality, and lifestyle.

Travel motivation is arguably the most extensively studied internal factor in tourism research. It refers to the psychological forces that initiate, direct, and sustain a person's travel behaviour (Crompton, 1979). Dann's (1977) push-pull framework, which remains one of the most influential contributions to this area, distinguishes between push factors the intrinsic desires that impel the individual to leave their familiar environment, such as the need for novelty, relaxation, escape, or social interaction and pull factors, which are the attributes of specific destinations that attract the traveller toward them. The push-pull model highlights that motivation is neither purely rational nor uniform: different individuals are driven by different internal imbalances, and the same individual may be motivated differently across different life stages (Moutinho, 1987).

Attitude, defined as a learned predisposition to respond favourably or unfavourably toward a given object or concept, shapes tourist behaviour by influencing the direction and consistency of travel intentions (Ajzen, 1991). In tourism, attitudes toward a destination formed through prior experience, information exposure, and social learning directly affect the likelihood of that destination being included in the consideration set and ultimately selected. Research has confirmed that positive attitudes toward a destination are strong predictors of both visit intention and actual travel behaviour (Cohen et al., 2014).

Perception refers to the cognitive process through which individuals select, organise, and interpret incoming stimuli to construct a meaningful understanding of the world around them (Moutinho, 1987). In the tourism context, destination image the overall impression formed through the cognitive and affective evaluation of a place is a direct product of the tourist's perceptual processing. Because tourism involves significant uncertainty, perceived risk, and intangible products that cannot be evaluated before consumption, perceptions carry particular weight in the decision-making process (Baloglu & McCleary, 1999). Tourists whose perceptions of a destination are shaped by high-quality, credible content are more likely to form positive destination images and, consequently, travel intentions.

Personality traits, though less directly measurable than motivation or attitude, exert a consistent underlying influence on travel patterns. Plog's (1974) classic classification of tourists along a

psychocentric-allocentric continuum from those who prefer familiar, low-risk, package-based travel to those who seek novelty, adventure, and independent exploration demonstrated that stable personality traits shape the kind of travel a person is disposed toward. More recent scholarship has applied the Big Five personality model to tourism contexts, finding that openness to experience is positively related to international travel, while conscientiousness is associated with more structured trip planning (Hoyer et al., 2015).

Lifestyle, which encompasses an individual's values, interests, activities, and consumption patterns, operates as a higher-order internal variable that aggregates motivational, attitudinal, and personality influences into a coherent pattern of behaviour. In tourism research, lifestyle segmentation has been used to identify distinct traveller profiles that predict destination preferences, travel frequency, and expenditure patterns. Pan et al. (2024) confirmed that lifestyle variables such as leisure orientation, digital connectivity, and health consciousness significantly differentiate tourist segments and their behavioural responses to marketing stimuli.

2.2.9 External Factors: Social Influence, Culture, Marketing, and Digital Content

While internal factors predispose an individual toward certain travel behaviour, external factors constitute the environmental forces that activate, shape, and sometimes override those predispositions. Cohen et al. (2014) identified technology, generational shifts, and the changing cultural landscape of consumption as among the most consequential contemporary external influences on tourism consumer behaviour. Four external factor categories are particularly relevant to the present study: social influence, culture, marketing communications, and digital content.

Social influence encompasses the effects of family, peers, reference groups, and broader social networks on travel decisions. Family decision-making in tourism has long been recognized as a joint process in which multiple members negotiate destination choices, travel timing, and budget allocation (Kozak, 2010). Reference group theory posits that individuals look to others whose opinions they value when making decisions in unfamiliar domains, a dynamic that is especially salient in tourism where the complexity and irreversibility of the purchase amplifies the need for social validation (Park & Lessig, 1977). The emergence of social media has extended the reach and speed of social influence by enabling peer recommendations to circulate at scale across digital networks, making the boundary between personal social networks and mass communication increasingly fluid.

Cultural factors shape tourist behaviour through the shared values, norms, and beliefs that a person internalises through socialisation. Hofstede's (1980) cultural dimensions' framework has been applied extensively in tourism research to explain cross-national differences in travel patterns, risk tolerance, information search behaviour, and destination preferences. Cultures characterised by high collectivism, for example, have been found to place greater weight on group consensus and family approval in travel decisions, while individualist cultures tend to prioritise personal preference and autonomous choice (Reisinger & Turner, 2003). In the Algerian context, collective and family-oriented decision structures remain prevalent, suggesting that social endorsement whether from peers or from trusted digital figures plays a significant role in legitimising individual travel choices.

Marketing communications have traditionally constituted a primary external influence on destination awareness and image formation. Advertising, promotional campaigns, destination branding, and travel agency recommendations all function as deliberate external inputs designed to shift tourist perceptions and motivate behavioural response. However, research has documented a widespread decline in the effectiveness of traditional one-way marketing communications, particularly among younger generations, who have become increasingly sceptical of branded messaging and have shifted their information trust toward peer-generated and independent sources (Hudson & Thal, 2013). This shift has created the conditions for the rise of influencer-based marketing as a complement or substitute for conventional promotional channels.

Digital content has emerged as one of the most powerful contemporary external influences on tourist behaviour. The proliferation of social media platforms, user-generated content, and online review ecosystems has created an information environment in which potential tourists are continuously exposed to travel-related stimuli that shape their motivations, perceptions, and decisions before any formal purchasing process begins. Armutcu et al. (2023) demonstrated empirically that digital marketing interactions and social media engagement are significant predictors of tourists' destination selection intentions and eWOM behaviour. The quality, credibility, and emotional resonance of digital content determine the degree to which it succeeds in shaping tourist behaviour, making content characteristics a central variable in contemporary tourism marketing research.

2.2.10 Situational Factors: Income, Time, and Accessibility

Even when internal motivations are strong and external influences are favourably aligned, the actual occurrence of travel is ultimately contingent on a set of situational or contextual factors that determine feasibility. Three situational factors are consistently identified in the tourism constraints literature as the most consequential determinants of whether a travel intention is converted into actual behaviour: income, time, and accessibility.

Income is widely recognized as the most powerful situational barrier to travel, particularly in developing economies and among lower-income population segments. Struwig and Struwig (2024) confirmed that financial constraint is the primary limitation on travel patterns in African contexts, with a lack of disposable income constraining not only the frequency of travel but also the choice of destination and the quality of the tourism experience. Phan et al. (2025) further established that income correlates positively with tourism expenditure across all major spending categories accommodation, transportation, dining, and leisure activities reinforcing the view that purchasing power is a foundational precondition for translating travel desire into travel action. In the Algerian context, where income inequalities and limited access to tourism financing are structural features of the domestic tourism market, financial constraints represent a significant situational barrier between digital travel inspiration and physical travel behaviour.

Time availability constitutes a second critical situational constraint. Tourism requires not only financial resources but also the discretionary time needed to plan, undertake, and recover from a trip. Hosany and Hosany (2025) documented that tourists routinely experience time scarcity, particularly in urban contexts where work and family commitments compress the availability of leisure time. The relationship between time constraints and travel behaviour is multidimensional: limited time may reduce the frequency of travel, the distance of trips, or the complexity of the destination chosen. Research in the leisure constraints literature (Crawford & Godbey, 1987) classifies time constraints as intrapersonal factors when they reflect personal time management habits and as structural factors when they arise from external obligations such as employment or academic schedules.

Accessibility refers to the ease with which a traveller can physically reach a destination, and encompasses multiple dimensions including transport infrastructure quality, route availability, travel time, cost, and the reliability of services. In developing country contexts, accessibility constraints can be particularly acute: inadequate road networks, limited intercity transport options, poor tourism signage, and insufficient accommodation infrastructure collectively raise the perceived difficulty of visiting domestic destinations (Choi & Kim, 2021). These

accessibility barriers are especially relevant in the Algerian domestic tourism context, where significant disparities exist between the tourism infrastructure available in northern coastal regions and that of southern or inland destinations. When potential tourists perceive a destination as difficult to reach or poorly served by transport and accommodation, the gap between digital interest generated by influencer content and actual travel behaviour is likely to widen.

2.2.11 Where Digital Influencers Fit Within the External Factor Category

Having established the three-category taxonomy of factors influencing tourist behaviour, it is now possible to position travel influencers precisely within this framework. Digital influencers are best understood as a contemporary and highly differentiated subcategory of the external factor cluster specifically as a form of digitally mediated social influence that combines the trust dynamics of peer recommendation with the reach and visual impact of mass media communication.

Manthiou et al. (2024) formally defined travel influencers as individuals with significant popularity and credibility who communicate with audiences interested in travel and tourism, and whose content induces followers' travelling behaviour. This definition places influencers squarely within the external factor domain: their influence is environmental rather than internal, it operates through informational and persuasive mechanisms rather than through direct physical constraint, and it is mediated by social media platforms that function as the channels of exposure. Importantly, however, travel influencers do not belong to the same external factor subcategory as traditional marketing communications. Unlike advertising, which is perceived as commercially motivated and therefore discounted by sceptical consumers, influencer content carries the social validation characteristics of peer recommendation, making it more akin to reference group influence in its psychological mechanism (Pop et al., 2022).

Wang et al. (2025) applied the Stimulus-Organism-Response (SOR) theoretical framework to explain how social network information including influencer content functions as an external stimulus that activates a psychological response in the organism (the potential tourist), which in turn produces a behavioural output (travel intention or actual travel). In this framework, the personal characteristics and content quality of key opinion leaders are treated explicitly as external stimulus variables, confirming their classification as external environmental factors rather than internal psychological ones. The traveller's values, motivations, and attitudes remain

internal processing variables that mediate the relationship between the external stimulus and the behavioural response.

Abbasi et al. (2023) further clarified this positioning in their systematic review by arguing that travel influencers act as intermediaries who gather destination knowledge and transmit it to potential tourists through social media platforms, thereby functioning as a form of digitally-amplified eWOM that reshapes the informational environment within which travel decisions are made. The practical implication for the present research is clear: influencer characteristics including credibility, content quality, parasocial relationship strength, and the perception of eWOM are external environmental variables whose effect on actual domestic tourist behaviour is the central empirical question under investigation.

In summary, while income, time, and accessibility impose situational constraints that determine whether a travel intention can be acted upon, and while internal factors such as motivation, attitude, and personality determine the individual's predisposition toward travel, digital influencers operate as a distinct and increasingly dominant category of external factor that shapes the perceptions, motivations, and intentions that precede the travel decision. The conceptual model guiding this study reflects this positioning, placing influencer engagement variables on the causal side of the model as external drivers of tourist behaviour

Section 3: Domestic Tourism Behaviour and the Algerian Context

Having established a general theoretical foundation for understanding tourist behaviour, motivation, and decision-making processes, this section narrows the analytical lens to the specific domain of domestic tourism the form of travel that constitutes the primary focus of the present study. Domestic tourism is not merely a scaled-down version of international tourism; it operates according to its own logic, involves distinct behavioural patterns, and plays a uniquely strategic role in national economic development, particularly in countries like Algeria where the gap between tourism potential and actual performance remains wide. This section defines domestic tourism according to international standards, examines the particular characteristics of domestic tourist behaviour, and situates the Algerian domestic tourism market within its broader contextual challenges and opportunities.

2.3.1 Definition of Domestic Tourism

Official UNWTO Definition

The most authoritative and internationally recognised definition of domestic tourism is provided by the United Nations World Tourism Organization (UNWTO) through its International Recommendations for Tourism Statistics (IRTS 2008). According to the UNWTO (2008), domestic tourism comprises the activities of resident visitors within the country of reference, either as part of a domestic tourism trip or as part of an outbound tourism trip. A visitor is defined as a traveller taking a trip to a main destination outside their usual environment, for less than one year, for any main purpose other than to be employed by a resident entity in the country or place visited (UNWTO, 2008). The concept of usual environment is central to this definition: it refers to the geographical area within which an individual conducts their regular life routines, encompassing not only the immediate vicinity of the home but also frequently visited places such as the regular workplace or places of study.

This definitional framework distinguishes domestic tourism from two other principal forms of tourism. Inbound tourism refers to the activities of non-resident visitors within the country of reference, while outbound tourism refers to the activities of resident visitors outside the country of reference. National tourism, which combines domestic and outbound tourism, thus captures the full range of tourism activity by the residents of a given country regardless of whether that activity occurs within or beyond national borders (UNWTO, 2008). For the purposes of the present study, the focus is exclusively on the domestic form: Algerian residents travelling within Algerian territory to destinations outside their usual environment.

2.3.2 Domestic Versus International Tourism: Key Distinctions

While domestic and international tourism share the same fundamental structure a traveller departing from their usual environment toward a destination for a temporary period they differ significantly in terms of the logistical, psychological, regulatory, and economic dimensions of the travel experience. These differences have important implications for how tourists behave and what factors shape their decisions.

From a logistical standpoint, international tourism involves the crossing of national borders and therefore requires compliance with passport and visa regulations, currency exchange, and the navigation of unfamiliar legal and administrative systems. Domestic tourism, by contrast, takes place within a known regulatory and cultural environment, removing many of the procedural

barriers that can deter international travel and simplifying the practical organisation of the trip (Hall & Lew, 2009). This logistical simplicity contributes to a shorter planning horizon for domestic trips, as travellers do not need to secure travel documents, arrange international transport, or plan as far in advance as international travel typically requires.

From a psychological standpoint, international tourism is consistently associated with higher levels of perceived risk across multiple dimensions including health risk, safety risk, cultural misunderstanding, and financial risk than domestic tourism (Cahyanto et al., 2016). The familiarity of the domestic environment, shared language and culture, and the knowledge that emergency support is accessible in a known institutional context collectively reduce the anxiety and uncertainty that can complicate international travel decisions. Reisinger and Mavondo (2005) confirmed that perceived risk is negatively associated with international travel intentions and that this relationship is considerably stronger for international than for domestic travel, a finding that helps explain the widespread consumer tendency to substitute domestic for international travel during periods of economic or geopolitical uncertainty.

From an economic standpoint, domestic tourism is generally less expensive per trip than international travel, both because the costs of long-distance international transport are absent and because domestic accommodation and services are priced for local purchasing power rather than international visitor budgets. This price differential makes domestic tourism accessible to a wider demographic range than international travel, including lower-income households, students, and families with young children who might find the cumulative cost of international travel prohibitive (Phan et al., 2025).

2.3.3 The Strategic Importance of Domestic Tourism for Developing Economies

Domestic tourism occupies a position of strategic importance in the economic development agenda of developing and emerging economies that extends well beyond its direct contribution to tourism revenue. Scholars in tourism economics and development studies have identified several mechanisms through which robust domestic tourism activity can accelerate broader economic and social development outcomes.

First, domestic tourism distributes economic activity across the national territory in a way that reduces regional inequalities and stimulates the development of infrastructure and services in areas that international tourism alone would not reach. When domestic tourists visit interior, southern, or mountainous regions that lie outside the circuits favoured by international visitors, they generate demand for accommodation, food, transport, and local crafts that creates

employment and income opportunities for communities in those regions (Scheyvens & Momsen, 2008). In large countries with significant regional diversity such as Algeria, which spans over 2.3 million square kilometres from the Mediterranean coast to the deep Sahara this redistributive function of domestic tourism is particularly significant.

Second, domestic tourism provides a resilience buffer against the volatility of international tourism demand. International tourist arrivals are highly sensitive to global events geopolitical instability, health crises, exchange rate fluctuations, and shifts in the tourism preferences of origin markets that lie largely outside the control of destination countries. Domestic tourism, by contrast, is driven by the resident population whose travel behaviour is more stable and whose decisions are less susceptible to the external shocks that can cause rapid collapses in international arrivals. El Azzaoui et al. (2022) documented this dynamic explicitly in the Algerian context, noting that the COVID-19 pandemic of 2020, which devastated international arrivals globally, simultaneously highlighted the importance of domestic tourism as a source of resilience for Algeria's tourism economy.

Third, domestic tourism plays a social and cultural role by fostering national identity, strengthening citizens' knowledge of their own heritage, and building a domestic constituency for the conservation and valorisation of natural and cultural assets. When Algerian citizens visit the Roman ruins of Timgad, the prehistoric rock art of Tassili n'Ajjer, or the medieval architecture of the M'Zab Valley, they develop a personal connection to those assets that translates into social demand for their preservation and promotion (Zeraib et al., 2022).

2.3.4 Why Domestic Tourism Is the Relevant Scope for This Study

The decision to focus the present study on domestic rather than international tourist behaviour is grounded in both empirical and theoretical considerations specific to the Algerian context. From an empirical standpoint, Algeria's international tourism sector remains limited in volume relative to its regional neighbours: in 2023, the country received approximately three million international visitors, compared to fourteen and a half million in Morocco and nine million in Tunisia (AGBI, 2024). The factors constraining international arrivals including visa complexity, limited air connectivity, and destination image challenges mean that international tourism is not yet the primary arena in which the influence of digital content and influencer marketing on tourist behaviour can be most usefully studied in Algeria.

Domestic tourism, by contrast, is a large, active, and culturally embedded market. Algerian domestic tourists have long constituted the primary source of demand for coastal, cultural, and

Saharan tourism circuits, and their behaviour is increasingly mediated by social media platforms and digital influencer content (Abderzag & Mohamed, 2023). The present study's focus on the influence of travel influencers on domestic tourist behaviour is therefore both more tractable because the population of interest is accessible and well-defined and more practically relevant because the actionable insights generated will directly benefit domestic tourism operators, regional authorities, and national tourism promotion agencies.

2.3.5 Specifics of Domestic Tourist Behaviour

2.3.6 How Domestic Travel Decisions Differ from International Ones

The behavioural dynamics of domestic tourist decision-making differ from those of international tourism in ways that reflect the structural and psychological distinctions outlined in the preceding section. Understanding these differences is important for the present study because they shape the conditions under which travel influencer content operates and the mechanisms through which it affects behaviour.

One of the most significant differences concerns the role of destination image formation. For international tourists, the image of a foreign destination is constructed almost entirely from secondary sources travel media, online content, peer recommendations, and marketing communications because the tourist typically has no direct prior experience of the place. For domestic tourists, by contrast, the image of potential destinations may be partially informed by prior visits, the experiences of family and friends, and a general cultural familiarity with the national territory. This means that domestic tourists enter the decision-making process with more pre-existing knowledge and require less foundational information than international tourists, but may be more discriminating in their evaluation of content quality and authenticity because they have existing reference points against which to judge the representations they encounter (Millman & Pizam, 1995).

A second important difference concerns the nature and extent of pre-trip planning. Domestic trips generally involve shorter lead times between the formation of the travel intention and the actual departure, partly because logistical preparation is simpler and partly because the lower financial stakes of domestic travel reduce the cognitive commitment involved in making the decision. Research on planning horizons has confirmed that domestic trips are typically planned days to weeks in advance, whereas international leisure trips may be planned months in advance (Pizam & Mansfeld, 2009). This shorter planning horizon has implications for how influencer content functions as a conversion trigger: content that generates an immediate emotional

response such as a visually striking reel of a domestic destination may be sufficient to produce a booking decision in the domestic context in a way that would require multiple exposures and more extensive deliberation for an international trip.

2.3.7 Shorter Planning Horizon and Lower Perceived Risk

The lower perceived risk associated with domestic travel relative to international travel is a consistent finding across the tourism behaviour literature and has significant implications for the conversion dynamics that the present study seeks to examine. Cahyanto et al. (2016) demonstrated empirically that disease-related risk perceptions have a substantially stronger negative effect on international travel intentions than on domestic ones, and this differential risk sensitivity extends to other risk dimensions including safety, financial, and functional risk. Lower perceived risk affects domestic tourist behaviour in several ways. It reduces the threshold of information required before committing to a travel decision, meaning that a single piece of high-quality, credible influencer content may be sufficient to trigger a booking in the domestic context without the extended information search and risk mitigation that characterise high-risk international decisions. It also means that the trust-building function of influencer credibility, while still important, operates in a context where the audience's baseline confidence in the destination is already higher than for an unfamiliar foreign location. This does not diminish the influence of credibility on domestic tourist behaviour, but it does suggest that the mechanism through which credibility operates may differ: rather than primarily reducing uncertainty about safety or reliability, credibility in the domestic context may function more as a signal of content quality and as a driver of destination attractiveness relative to competing domestic options.

2.3.8 The Role of Local Culture and Familiarity in Destination Choice

Cultural familiarity is a distinguishing feature of domestic tourism that shapes destination choice in ways that have no direct equivalent in international tourism. When domestic tourists select a destination within their own country, they bring to that choice a cultural repertoire shared language, culinary traditions, religious practices, social norms, and historical knowledge that reduces the cognitive distance between themselves and the destination and creates a foundation of implicit familiarity that facilitates the formation of positive destination attitudes.

This cultural proximity does not, however, eliminate the role of novelty-seeking as a motivational driver. Domestic tourists frequently seek destinations that offer a degree of

cultural or environmental contrast with their everyday environment while remaining within a comfort zone defined by shared national identity and cultural intelligibility. In the Algerian context, this dynamic is expressed in the popularity of coastal destinations among inland residents and vice versa, as well as in the growing appeal of Saharan and heritage tourism circuits among urban Algerian tourists seeking authentic encounters with traditions and landscapes that feel simultaneously foreign and distinctly Algerian (Zeraib et al., 2022). Travel influencer content that successfully communicates this blend of contrast and cultural familiarity showing a destination that is visually striking and different while remaining recognisably Algerian is particularly well-positioned to drive domestic travel intentions.

2.3.9 Frequency and Seasonality Patterns in Domestic Travel

Domestic tourism in Algeria, as in most developing economies, is characterised by pronounced seasonality patterns that concentrate travel demand in specific periods of the year, creating challenges for destination management and opportunities for influencer-driven demand redistribution. The summer months particularly July and August constitute the dominant season for domestic coastal tourism, driven by school holidays, high temperatures in interior regions, and the cultural tradition of the summer sea holiday as a family leisure event. Data on visitor flows to coastal wilayas consistently show that summer months generate the overwhelming majority of annual overnight stays, with a sharp decline in the shoulder and winter months (Benchaab, 2022).

Saharan and cultural tourism, by contrast, is concentrated in the cooler months between October and April, when the extreme heat of the southern regions becomes manageable and the heritage sites of the north can be visited in comfortable conditions. This counter-seasonal pattern creates a potential mechanism for smoothing annual demand fluctuations through the promotion of off-peak domestic tourism circuits, and represents an area in which travel influencer content can play a valuable role by generating awareness of and desire for destinations and tourism types that fall outside the established seasonal patterns of mass domestic travel.

2.3.11 Overview of the Algerian Domestic Tourism Market

Algeria possesses one of the most diverse and geographically expansive tourism resource bases in Africa and the Mediterranean region. As the continent's largest country by territory, covering approximately 2.38 million square kilometres, it encompasses a 1,640-kilometre Mediterranean coastline, a range of mountain systems including the Atlas, Aures, and Hoggar ranges, seven UNESCO World Heritage Sites, and the northern fringes of the Sahara Desert one of the world's most iconic natural and cultural landscapes. Despite this exceptional resource endowment, Algeria's tourism sector has historically underperformed relative to its potential, with domestic tourism constituting the primary engine of visitor activity across most of the national territory.

The domestic tourism market has exhibited resilience through periods of external disruption that severely impacted international arrivals. El Azzaoui et al. (2022) documented that Algeria's domestic tourism market witnessed noticeable growth over the two decades preceding 2022, with the COVID-19 pandemic of 2020 serving paradoxically to accelerate this trend as international travel became impossible and Algerian travellers redirected their leisure activity toward national destinations. The pandemic period thus produced a structural shift in domestic tourism awareness and engagement that has persisted in its aftermath, creating a larger and more active domestic tourist population than existed prior to 2020.

Accommodation capacity has expanded substantially to reflect this growth: total bed capacity in Algeria increased from approximately 96,900 beds in 2012 to 145,500 beds in 2022, representing a 50 percent growth over a decade, with urban accommodation recording the most significant expansion (Benchaab, 2022). However, this capacity growth has not been evenly distributed across the national territory, with northern coastal and urban areas benefitting disproportionately while southern and rural regions continue to suffer from acute accommodation deficits that constrain tourism development.

2.3.12 Key Domestic Destinations and Tourist Circuits

Algeria's domestic tourism geography is organised around several distinct destination typologies that attract different tourist segments and operate on different seasonal calendars. Coastal destinations along the Mediterranean littoral including Algiers, Oran, Annaba, Bejaia, and Jijel constitute the most heavily visited domestic tourism zone, particularly during the summer months when beach tourism dominates the leisure calendar of Algerian families. The Mediterranean coastline offers a combination of sandy beaches, historical cities, and urban amenities that makes it the default choice for the majority of domestic summer travellers.

Cultural and heritage tourism circuits constitute a second major category of domestic destination, centred on Algeria's exceptional concentration of Roman, Islamic, Ottoman, and pre-historic heritage. The UNESCO-listed Roman city of Timgad in the Aures Mountains, often described as the Pompeii of North Africa, the equally remarkable Roman ruins of Djemila in the northeastern highlands, the Kasbah of Algiers, the medieval M'Zab Valley and its five fortified ksour near Ghardaia, and the Islamic architectural heritage of Tlemcen collectively represent a heritage tourism offering of international significance that is primarily consumed by domestic visitors who approach these sites as expressions of shared national identity (Abderzag & Mohamed, 2023).

Saharan and adventure tourism represents a third circuit of growing domestic appeal, organised around the extraordinary natural and cultural landscapes of southern Algeria. Tassili n'Ajjer National Park, a UNESCO World Heritage Site housing some of the world's most extensive collections of prehistoric rock art amidst a dramatic landscape of sandstone plateaux, and the Hoggar Mountains of Ahaggar National Park, with their volcanic basalt formations and Tuareg cultural heritage, attract both international and domestic visitors seeking immersive desert experiences (AGBI, 2024). The oasis towns of Timimoun, Taghit, El Oued, and Djanet serve as gateways to these southern circuits and offer distinctive architectural and cultural experiences that have gained increasing visibility through social media content.

2.3.13 Current Challenges: Infrastructure, Accommodation, and Accessibility

Despite its considerable potential and the growth trajectories described above, Algeria's domestic tourism sector faces a cluster of structural challenges that constrain visitor numbers, limit satisfaction levels, and prevent the full mobilisation of the country's tourism resource base. These challenges are well-documented in the academic and policy literature and are directly

relevant to understanding the gap between the digital enthusiasm generated by travel influencer content and the actual travel behaviour of Algerian domestic tourists.

Infrastructure deficiencies represent the most pervasive constraint on domestic tourism development. Road networks connecting major cities to interior heritage sites and southern tourist circuits are often inadequate, particularly in the final stages of approach to destinations such as Timgad, Tassili n'Ajjer, and the Hoggar Mountains where unpaved or poorly maintained roads deter independent travellers and add significantly to the cost and difficulty of group tours. Domestic air connectivity, while improving with the expansion of Air Algerie's regional network, remains limited relative to the size of the national territory, making certain southern destinations accessible primarily by private vehicle or organised tour and effectively excluding large segments of the domestic tourist population for whom extended overland travel is impractical.

Accommodation quality and distribution present a related challenge. While overall bed capacity has grown substantially, the quality of accommodation across much of the national territory remains inconsistent, with a shortage of mid-range hotels offering reliable service standards in the price range accessible to middle-income domestic travellers. This quality gap is particularly acute in heritage and desert tourism zones where accommodation infrastructure has not kept pace with growing visitor interest. Abderzag and Mohamed (2023) confirmed through their analysis of 311 tourism businesses that destination infrastructure and support services are among the four principal determinants of Algeria's tourism competitiveness, and that their current state represents a significant competitive weakness relative to regional peers such as Tunisia and Morocco.

Digital infrastructure and online booking ecosystem development also lag behind the expectations of a digitally active domestic tourist population. The absence of a well-developed national online tourism booking platform, coupled with the limited digital presence of many domestic tourism operators, creates a friction point between the digital inspiration generated by influencer content and the transactional completion of a travel booking. When a potential tourist watches a compelling Instagram reel about a domestic destination but cannot immediately find a reliable, user-friendly booking channel for accommodation and transport, the conversion from digital engagement to actual travel is disrupted a dynamic directly relevant to the research questions of the present study.

2.3.14 Government Initiatives and National Tourism Development Strategy

The Algerian government has recognised the strategic importance of tourism development and has pursued a series of planning frameworks aimed at expanding both inbound and domestic visitor activity. The most significant of these frameworks has been the Schema Directeur d'Amenagement Touristique (SDAT), which was initially conceived as a 2025 horizon plan and has subsequently been updated as SDAT 2030. This master plan for tourism development aims to diversify the national economy, create employment in tourism-related sectors, improve the quality of training in tourism institutes, and provide investment-grade land to tourism developers (Tourism Review, 2025).

El Azzaoui et al. (2022) conducted a detailed analysis of the Horizon 2025 plan and found that while it produced measurable progress in marketing and infrastructure development, its outcomes were significantly hampered by socio-political instability and the disruptions of the COVID-19 pandemic. The plan's infrastructure investment programme improved connectivity to certain heritage and coastal destinations, and its marketing initiatives contributed to increased awareness of Algeria's tourism offering among domestic audiences. However, the structural weaknesses in accommodation quality, transport accessibility, and human resource development identified in the plan's diagnostic phase remained only partially addressed by the time of its evaluation.

Since 2022, the government has also pursued targeted regulatory reforms aimed at stimulating tourism investment, including the introduction of visa-on-arrival provisions for international visitors, the simplification of administrative procedures for tourism operators, and the provision of land concessions for hotel development in underserved regions. These reforms signal an increasing prioritisation of tourism as a vector for economic diversification beyond hydrocarbons, and create a policy environment in which the demand-generation potential of digital influencer marketing is increasingly relevant to national tourism objectives.

2.3.15 Tourism Performance and Statistics

Modern statistics highlight a period of meaningful progress for the Algerian travel industry. In 2024, the country received more than 3.5 million guests, supported by an increase in accommodation options through 47 newly opened hotels. These projects added 4,687 beds to the country's total capacity, signaling a strong upward trend compared to earlier periods. Furthermore, domestic travel grew by 10%, with 500,000 residents traveling within the country.

This rise shows that local visitors are becoming a reliable and essential part of the industry's success.

The current market breakdown reveals that most visitors are from within Algeria, while international travelers make up about 15% of the total volume. This heavy reliance on the domestic market helps protect the sector from external shocks. Because the industry is built on local demand, it remains more stable and resilient even when global economic conditions are uncertain.(Nabil & Tarik, 2025)

table 6: Statistical Overview of Domestic and International Tourism in Algeria (2024–2025)

Indicator	**2024**	**2025**
Total number of tourists (domestic and foreign)	3,5 million	3,5 million
Foreign tourists	2,454,000	1,5 million
Algerians residing abroad visiting Algeria	1,093,000	Not specified
Estimated domestic tourists (Algerians residing in Algeria)	~853,000	Not officially reported
Saharan tourism (Grand South visitors)	186,000 (including 22,700 foreigners)	No official data
Indicator	2024	**2025**
New hotel projects	Not specified	**144**
Additional hotel beds	Not specified	**16,000**
Total national hotel capacity (projected)	Not available	**160,000 beds**
Thermal stations available for development	200	**200 (development planned)**
Tourist visa policy	In progress	**Facilitated for foreigners**

Source: Nabil, B. O., & Tarik, S. (2025). The Reality of Domestic Tourism in Algeria as a Mechanism for Achieving Sustainable Development: An Analytical Study, 660

Challenges Facing Algeria's Tourism Sector

Even with its vast possibilities, the Algerian travel industry is held back by a few major hurdles:

- **Infrastructure Gaps**: The growth of the industry is slowed down by a shortage of contemporary hotels, limited transit options, and a lack of high-quality facilities for visitors.
- **Strict Entry Rules**: Compared to nearby nations, Algeria's tough visa regulations make it more complicated for global travelers to enter the country.
- **Weak Global Promotion**: Because there is no powerful international marketing plan in place, the country is often overlooked by tourists from other parts of the world.
- **Administrative Hurdles:** Complicated laws and slow-moving government procedures make it difficult for international businesses to invest their money in local tourism projects.(Ghezal & Benchouat, 2025)

2.3.16 The Gap Between Algeria's Tourism Potential and Actual Visitor Numbers

Perhaps the most striking feature of Algeria's tourism landscape is the scale of the gap between its resource endowment and its actual tourism performance. As noted above, Algeria received approximately three million international visitors in 2023, compared to fourteen and a half million in Morocco and nine million in Tunisia (AGBI, 2024). In the first quarter of 2024 alone, Morocco received three million visitors equivalent to Algeria's entire annual total for 2023. The World Travel and Tourism Council reported that international tourists in Algeria spent 246 million USD in 2023, a figure that reflects the combination of low visitor volumes and relatively modest average expenditure per visitor.

The domestic tourism gap is less easily quantified but no less significant. While precise national statistics on domestic overnight trips are not consistently published, proxy indicators including the concentration of domestic visitor flows in summer coastal destinations and the relatively low occupancy rates of heritage and Saharan tourism facilities outside peak periods suggest that large segments of the Algerian population with the financial and temporal resources to travel domestically do not do so, either because they are unaware of or uninterested in available domestic destinations, or because structural barriers prevent the conversion of interest into actual travel. Azzaoui et al. (2022) noted that tourism development strategies have not been able to achieve the necessary integrations to build the tourist structure of the destination and

enhance its attractiveness, a finding echoed across multiple regional studies that confirm variation in destination attractiveness and uneven distribution of visitor flows across the national territory.

It is precisely this gap between the latent tourism potential of Algeria's extraordinary heritage and natural assets and the actual travel behaviour of its domestic population that provides the motivational context for the present study. If travel influencers can demonstrate that their content significantly influences domestic tourist behaviour by increasing information search, stimulating trip planning, and driving booking decisions, then they represent a potentially powerful tool for closing this gap and mobilising the largely untapped domestic tourism market. The following sections examine the mechanisms through which this influence operates and develop the empirical framework through which it will be tested

Section 4: From Digital Engagement to Actual Tourist Behaviour

The proliferation of social media platforms and the rise of travel influencer culture have created a new and complex informational ecosystem in which potential tourists are continuously exposed to destination content long before they arrive at any formal decision-making stage. Within this ecosystem, a fundamental tension has emerged between two categories of consumer response to digital content: engagement the array of passive and active interactions that users perform within the social media environment and conversion the physical, behavioural translation of that digital engagement into real-world travel action. Understanding this distinction, and the mechanisms that govern the transition from one to the other, is central to the theoretical contribution of the present study. This section examines the concept of conversion as it applies to digital marketing generally and to the tourism context specifically, analyses the structural gap between online engagement and offline travel action, and establishes why conversion rather than engagement constitutes the critical metric for evaluating the effectiveness of travel influencer content.

2.4.1 The Concept of Conversion in Tourism

Definition of Behavioural Conversion in Digital Marketing

In the vocabulary of digital marketing, conversion refers to the moment at which a user who has been exposed to marketing content completes a desired target action moving from a state of passive reception or active engagement to the performance of a concrete, measurable behavioural response that the content was designed to elicit (Chaffey & Ellis-Chadwick, 2019).

The concept of conversion is rooted in the funnel metaphor that has long structured marketing thinking about consumer progression: awareness leads to interest, interest leads to consideration, consideration leads to intention, and intention when sufficient motivational and circumstantial conditions are met leads to conversion, the behavioural outcome at the bottom of the funnel.

In e-commerce and digital retail contexts, conversion is typically operationalised as a completed transaction a checkout, a service subscription, or a product download. However, the concept is broader than any single behavioural endpoint and can be defined relative to any desired action the marketer specifies as the campaign objective: clicking a link, completing a form, saving a post, or visiting a physical location (Kotler et al., 2021). The conversion rate defined as the proportion of users completing the desired action out of all those exposed to the content serves as the primary metric through which digital content effectiveness is assessed. Research across multiple industries indicates that conversion rates for influencer-driven content generally range between one and seven percent depending on industry sector, influencer-audience fit, and the nature of the desired action, with the travel industry tending toward the higher end of this spectrum (Umbrex, 2024).

Critically, digital marketing scholarship has established a consistent and theoretically important distinction between engagement metrics measuring the quantity and intensity of user interaction with content, including likes, comments, shares, saves, and views and conversion metrics measuring the rate at which that engagement produces the behavioural outcomes it was designed to generate. Engagement is a necessary but not sufficient condition for conversion: a post may accumulate thousands of interactions without producing a single booking or trip reservation. This distinction is not merely a technical measurement issue but reflects a deeper theoretical problem concerning the relationship between digital attention and physical behaviour a problem the present study addresses directly in the tourism context.

2.4.2 What Conversion Means Specifically in the Tourism Context

When the concept of conversion is applied to tourism, its meaning acquires a complexity absent from most e-commerce applications. In retail contexts, conversion is typically a single, unambiguous, and easily attributable event: a transaction either occurs or it does not, and digital tracking tools can reliably link specific content exposures to specific purchase completions. In tourism, by contrast, the conversion process is multi-staged, temporally extended, and difficult to attribute cleanly to any single content exposure or information source (Sigala et al., 2025).

Tourism conversion unfolds across at least three observable stages. The first is informational conversion: the tourist moves from passive content consumption to active information-seeking, searching for details about the destination, accommodation, transport, and costs that the influencer content has made salient. The second is intentional conversion: the tourist forms a concrete travel intention a commitment to plan, prepare for, and undertake a trip translating initial digital interest into a future behavioural project. The third is behavioural conversion: the tourist completes an actual booking, departs from their usual environment, and physically visits the destination. It is this third stage that constitutes the dependent variable of the present study, distinguishing it from the large body of existing research that measures travel intention as a proxy for behaviour without tracking whether that intention materialises into actual travel (Wang et al., 2025).

The distinction between these stages matters because each transition involves different psychological and situational conditions. The transition from passive engagement to active information-seeking depends primarily on the motivational impact of the content. The transition from information-seeking to travel intention depends on the perceived quality, credibility, and persuasiveness of accumulated information. The transition from intention to actual behaviour depends additionally on situational constraints financial resources, time availability, and destination accessibility as well as on the social dynamics of joint travel decisions. Mathew (2021) confirmed in a MENA regional study that digital content marketing significantly shapes tourist attitudes and behavioural orientations, but noted that conversion from positive digital attitudes to actual travel involves additional factors that purely attitudinal research does not capture.

2.4.3 The Difference Between Online Engagement and Offline Action

The gap between online engagement and offline action between liking a travel reel and booking a trip is one of the most practically significant and theoretically under-examined phenomena in contemporary tourism marketing research. This gap is structural: it arises not from individual psychological inertia alone, but from the fundamental difference in the nature and demands of digital interaction versus physical travel.

Digital engagement with travel content is characterised by low friction, high immediacy, and minimal resource commitment. A user can like, save, share, or comment on an influencer post within seconds, with no financial cost, no logistical planning, and no departure from their current environment. This frictionlessness is precisely what makes social media engagement so

voluminous: the barriers to performing engagement behaviours are so low that they provide almost no reliable signal about the strength of the underlying travel motivation (Sigala et al., 2025). Wang et al. (2025) confirmed that while social network information measurably influences travel intentions, a clear and empirically significant gap exists between travel intention and actual tourist behaviour driven by social media, and that closing this gap requires combining intention variables with analysis of the practical and psychological factors that mediate behavioural conversion.

Actual domestic travel, by contrast, is characterised by high friction, extended planning horizons, and substantial resource commitment. Even a relatively simple domestic trip requires the allocation of time, money, and logistical effort identifying and booking accommodation, arranging transport, obtaining leave, and coordinating with travel companions. Each demand represents a potential point of drop-off between the formation of a travel intention and its actualisation as a completed trip. The cumulative effect of these friction points means that only a subset of users who engage with travel content even those who form genuine intentions will ultimately complete the journey from digital screen to physical destination.

Armutcu et al. (2023) documented this dynamic in the Turkish context, demonstrating that while digital marketing interaction and social media engagement strongly predict destination visit intention, the translation of that intention into actual booking behaviour is mediated by destination image, information source trust, and the quality of the online booking ecosystem. The implication for the present study is clear: measuring the influence of travel influencer dimensions on actual domestic tourist behaviour rather than on travel intention alone captures a more demanding and practically meaningful form of influencer effectiveness, one that reflects the full conversion challenge from digital engagement to physical travel action.

2.4.4 Why Conversion Is the Critical Metric for Influencer Effectiveness

The argument for treating conversion specifically, actual travel behaviour rather than engagement or intention as the primary metric for evaluating travel influencer effectiveness rests on several interrelated theoretical and practical grounds.

From a theoretical standpoint, the primacy of actual behaviour over stated intention is well-established in the consumer behaviour and social psychology literatures. Ajzen's (1991) Theory of Planned Behaviour postulates that behavioural intention is the most proximate determinant of behaviour but also acknowledges that the intention-behaviour link is imperfect: actual

behaviour is additionally shaped by perceived behavioural control the extent to which the individual feels capable of performing the behaviour given current circumstances. In tourism research, this imperfection has been repeatedly documented: studies measuring travel intention as a proxy for travel behaviour routinely overestimate the actual proportion of respondents who subsequently travel (Wang et al., 2025). This systematic overestimation makes intention-based metrics an unreliable guide to influencer effectiveness when the ultimate goal is generating real visitor numbers.

From a practical standpoint, tourism operators, destination marketing organisations, and public tourism authorities are ultimately interested in actual visitor arrivals, accommodation bookings, and tourism expenditure not in the volume of likes, shares, or stated intentions that influencer content generates. Sigala et al. (2025) noted that while past research has established links between travel influencer content and travel intentions, it lacks a holistic understanding of the mechanisms through which different content dimensions produce actual travel decisions across the customer journey. Pop et al. (2022) similarly observed that the final conversion into actual bookings and visits represents the stage with the least empirical evidence and the most practical significance for tourism stakeholders.

From the perspective of influencer selection strategy, conversion rate provides a more discriminating basis for evaluating influencer effectiveness than engagement rate alone. An influencer may generate high engagement through visually compelling content that captures attention without producing travel motivation, while a less spectacular but more credible and informative influencer may generate lower raw engagement but significantly higher conversion into actual travel. The present study's focus on actual domestic tourist behaviour as the dependent variable is therefore designed to provide insights directly relevant to the practical challenge of selecting and deploying travel influencer partnerships for maximum impact on domestic tourism demand in Algeria.

In summary, the concept of conversion understood as the full behavioural translation of digital influencer exposure into actual domestic travel represents the most demanding, most practically meaningful, and theoretically most rigorous metric for evaluating the impact of travel influencer dimensions on tourist behaviour. The gap between the engagement that influencer content routinely generates and the actual travel behaviour it ultimately produces is the defining empirical puzzle motivating the present study. The analysis of the four influencer sub-variables credibility, content quality, parasocial relationship strength, and eWOM perception as drivers of that conversion constitutes the central contribution that the following empirical chapters seek to make.

Digital Inspiration to Physical Action

2.4.5 How Influencer Content Creates Awareness of Unknown Destinations

The digital era has fundamentally transformed how tourists discover travel destinations. Traditional awareness channels — such as travel agencies, printed guides, and word-of-mouth recommendations from immediate social circles — have progressively ceded influence to social media content creators who reach vast audiences through visually rich, algorithmically distributed content (Chaffey & Ellis-Chadwick, 2019). Travel influencers, in particular, serve as powerful awareness agents by exposing their followers to destinations that would otherwise remain outside the boundaries of mainstream visibility.

One of the most significant contributions of influencer-generated content to the tourism landscape is its capacity to surface lesser-known destinations. Platforms such as Instagram, TikTok, and YouTube facilitate content discovery through recommendation algorithms that prioritise engagement over geographic familiarity, meaning that a destination in a remote Algerian province can reach a national — or even international — audience if the content resonates (Sigala et al., 2025). This algorithmic amplification effectively democratises destination visibility, bypassing the resource-intensive promotional infrastructure that traditional marketing requires.

According to Pop et al. (2022), influencer content activates a form of vicarious experience in which followers psychologically "visit" a destination through the creator's visual narrative. This simulated exposure generates initial awareness and curiosity, two cognitive precursors to travel consideration. The richness of short-form video content — combining landscape footage, ambient sound, voiceover narration, and personal commentary — enables influencers to communicate a destination's identity in ways that static advertisements seldom achieve. As Wang et al. (2025) demonstrated in their analysis of user-generated content and tourism behaviour, content that blends personal authenticity with high production quality significantly increases the probability that viewers will seek further information about a destination.

In the Algerian context, where domestic tourism promotion remains underdeveloped relative to the country's geographic and cultural wealth, influencer content has begun to fill an informational gap. Zeraib et al. (2022) identified that Algerian domestic tourists increasingly consult social media content before selecting destinations, particularly for underexplored regions in the south and highland interior. This reliance on influencer-generated content as a

primary discovery mechanism underscores the outsized role that creators play in shaping domestic destination awareness, particularly in markets where institutional tourism marketing is limited.

2.4.6 The Inspiration-to-Action Journey: From Watching a Reel to Booking a Trip

The pathway from passive content consumption to actual travel booking is neither linear nor instantaneous. It represents a multi-stage cognitive and behavioural process that unfolds across time, involving repeated exposure, information-seeking, social reinforcement, and deliberate decision-making. Understanding this journey requires drawing on established frameworks from consumer behaviour and communication theory, including the Theory of Planned Behaviour (Ajzen, 1991) and the Elaboration Likelihood Model (Petty & Cacioppo, 1986).

At the entry point of the journey, a viewer encounters influencer content typically through a social media feed or algorithm-driven recommendation without any prior intention to travel. This incidental exposure may trigger what Manthiou et al. (2024) describe as a "travel imagination" response, in which the viewer mentally projects themselves into the featured destination. This imaginative engagement does not, by itself, produce behavioural outcomes; rather, it establishes the initial seed of travel consideration that may or may not develop further depending on subsequent interactions with related content.

As the viewer continues to engage with travel content through likes, saves, shares, and repeated viewing their travel consideration solidifies into a more deliberate information-processing mode. Abbasi et al. (2023) describe this shift as moving from peripheral to central processing, consistent with the Elaboration Likelihood Model: viewers who are sufficiently motivated begin to critically evaluate destination attributes, practical logistics, and personal fit. During this phase, influencer content serves an informational function, providing data about accommodation options, seasonal timing, local culture, and estimated costs, which directly supports the feasibility assessment that precedes booking decisions.

The final transition from intention to action that is, from mentally planning a trip to actually booking transport, accommodation, or a tour package is the most behaviourally significant step and the least reliably predicted by attitudinal measures alone (Sirakaya & Woodside, 2005). Jalilvand and Samiei (2012) found that the presence of positive electronic word-of-mouth from trusted sources was among the strongest predictors of this final conversion, suggesting that the

accumulative persuasive weight of influencer content, reinforced by community endorsement, eventually overcomes the inertia that prevents intention from translating into booking behaviour.

2.4.7 The Role of Emotional Connection in Driving Conversion

Beyond the rational evaluation of destination attributes, emotional engagement plays a central and often decisive role in converting travel inspiration into booking action. The literature on consumer behaviour consistently indicates that affective responses feelings of excitement, nostalgia, belonging, or aspiration exert significant influence on purchase decisions, frequently overriding or accelerating cognitive deliberation (Baloglu & McCleary, 1999). In the context of travel influencer content, this emotional dimension is both deliberately cultivated by creators and structurally facilitated by the social media platforms they inhabit.

Parasocial relationship theory, originally developed by Horton and Wohl (1956) and subsequently applied to digital media contexts by Rubin and McHugh (1987), provides a compelling framework for understanding how emotional bonds between influencers and their audiences contribute to conversion. Parasocial relationships are one-sided yet psychologically genuine connections in which audience members develop feelings of familiarity, trust, and affection toward media figures they have never personally met. For travel influencers, the sustained accumulation of personal disclosures, behind-the-scenes content, and responsive audience interaction cultivates these bonds over time, resulting in followers who are emotionally invested in the influencer's experiences and, by extension, in the destinations they feature.

This emotional investment translates into heightened persuasibility. Lou and Yuan (2019) demonstrated that followers with stronger parasocial relationships with influencers exhibit greater purchase intentions following product or destination endorsements, a finding attributable to the reduced psychological distance between the follower's self-concept and the influencer's endorsed choices. When a viewer feels that an influencer understands their tastes and values, the endorsed destination effectively becomes a proxy for the follower's own aspirational travel experience, making the decision to book feel less like a commercial transaction and more like a personal aspiration realised.

The emotional architecture of travel content also draws on narrative persuasion mechanisms. Influencers who embed destination features within personal stories recounting unexpected

encounters, moments of solitude, or cultural discoveries activate what transportation theory identifies as narrative engagement, a state in which the viewer is cognitively and emotionally absorbed in the story to a degree that temporarily suspends critical evaluation (Manthiou et al., 2024). In this absorbed state, the destination becomes associated with emotionally rich experiences rather than merely logistical attributes, increasing the likelihood that the viewer will pursue the experience personally.

2.4.8 Conversion Triggers: What Pushes a Viewer to Actually Book

While awareness, inspiration, and emotional engagement are necessary preconditions for travel booking, they do not independently produce it. Actual conversion is typically precipitated by specific triggers contextual, social, or practical factors that catalyse the transition from consideration to commitment. Identifying these triggers is of considerable importance both to tourism marketing theory and to practitioners seeking to design effective influencer campaigns.

One of the most consistently identified conversion triggers in the literature is social proof. When viewers observe that an influencer's visit to a destination has generated extensive positive commentary from other followers through likes, testimonial comments, or reshared posts this community validation functions as a form of electronic word-of-mouth that reinforces the perceived desirability and safety of the destination (Litvin et al., 2008). Bataineh (2015) further demonstrated that the perceived quality of this eWOM specifically its credibility, volume, and valence significantly predicts travel intention, suggesting that the social context surrounding influencer content is as persuasive as the content itself.

Scarcity and urgency cues represent another category of conversion trigger. Influencer content that references seasonal conditions, limited-availability experiences, or time-sensitive promotional offers introduces a temporal dimension that compresses the deliberation period and increases the probability of immediate action (Kotler et al., 2021). This mechanism is particularly effective when followers have already developed travel consideration through prior content exposure, as the scarcity cue functions as an activation device that converts latent intention into booking behaviour.

Practical facilitation also plays a non-trivial role in reducing barriers to conversion. Influencers who provide actionable logistical information itinerary templates, cost estimates, accommodation recommendations, or booking platform links effectively reduce the transaction

costs associated with planning, thereby lowering the effort threshold that separates consideration from commitment (Dai et al., 2022). In this sense, influencer content that combines aspirational narrative with practical guidance represents the most conversion-effective format, as it simultaneously satisfies the emotional and informational requirements of the prospective traveller.

Finally, personal context triggers such as upcoming holidays, recent salary receipts, or a social companion expressing interest interact with influencer content to produce conversion at specific moments of receptivity. Armutcu et al. (2023) noted that travel decisions are rarely attributable to a single stimulus but instead emerge from the convergence of enduring travel motivation, accumulated content exposure, and opportunistic contextual conditions. This convergence model suggests that effective influencer content functions not by compelling immediate action but by sustaining travel motivation at a sufficiently high level that, when enabling contextual conditions appear, booking is the natural outcome

2.4.9 Measuring Actual Travel Behavior

2.4.10 The Challenge of Measuring Actual Behaviour Versus Stated Intention

One of the most persistent methodological challenges in tourism research and in behavioural science more broadly is the gap between what individuals say they intend to do and what they ultimately do. This divergence, commonly referred to as the intention-behaviour gap, has attracted substantial scholarly attention, particularly in contexts where attitudes and social norms are known to be strong predictors of stated intention but weak predictors of observable conduct (Ajzen, 1991). In tourism studies, this problem is especially salient: travellers routinely express positive intentions toward a destination without ever completing a booking, and those who do travel may not match the temporal, logistical, or experiential profile they previously indicated.

The root of this measurement challenge lies in the distinction between hypothetical and real decision-making contexts. When survey respondents report their travel intentions, they do so under conditions of cognitive detachment from the financial, temporal, and practical constraints that govern actual booking decisions (Sirakaya & Woodside, 2005). Stated intentions therefore tend to be systematically optimistic, capturing desired behaviour rather than likely behaviour. Mathieson and Wall (1982) identified this discrepancy in their foundational work on tourist decision-making, noting that the complexity of travel planning involving the coordination of

cost, time, companions, destination availability, and personal motivation creates substantial friction between intention formation and behavioural follow-through.

More recently, Manthiou et al. (2024) observed that digital media exposure has compounded this challenge by dramatically lowering the threshold for expressing travel intent. A viewer who double-taps a travel reel, saves a destination post, or adds a location to a digital wish-list registers a form of behavioural signal that is often conflated with genuine travel intention, yet remains several steps removed from any committed action. This proliferation of low-cost micro-engagements creates noise in research designs that rely on attitudinal or intentional proxies for actual travel behaviour, reinforcing the need for operationalisation approaches that capture demonstrated rather than declared conduct.

Addressing this gap requires researchers to either observe behaviour directly an approach that is logistically demanding and rarely feasible at scale in academic contexts or to employ carefully designed self-report instruments that distinguish between levels of behavioural engagement, from passive interest to confirmed booking. The latter approach, while subject to social desirability bias and retrospective distortion, remains the dominant methodology in tourism behaviour research (Munar & Jacobsen, 2014) and represents the primary measurement strategy in the present study.

2.4.11 Components of Actual Travel Behaviour Used in Research

Given the complexity of translating travel motivation into a concrete observable outcome, researchers have increasingly adopted multi-component operationalisations of actual travel behaviour that capture the sequential stages of the journey from digital engagement to physical visitation. This approach recognises that booking and visiting a destination constitute the terminal expression of a behavioural process that begins much earlier, and that the intermediate stages of this process carry empirical significance in their own right. The following components represent the most widely employed indicators of actual travel behaviour in contemporary tourism and influencer research.

Active Information Seeking About a Destination. Information-seeking behaviour is broadly recognised as the first overt behavioural indicator that travel consideration has moved beyond passive awareness. When an individual actively searches for details about a destination consulting travel blogs, reviewing accommodation options, examining transport connections, or watching additional content about the location they have crossed the threshold from

incidental interest to deliberate engagement (Baloglu & McCleary, 1999). Wang et al. (2025) documented that influencer-driven information seeking is distinguishable from general browsing by its target specificity: viewers who were exposed to destination content from trusted influencers searched for that destination by name at significantly higher rates than those exposed to generic promotional advertising, suggesting a direct behavioural linkage between influencer content consumption and active information retrieval.

Sharing or Recommending Influencer Content. The act of sharing travel content with one's own social network constitutes a behavioural indicator that extends beyond personal interest, transforming the viewer into a secondary disseminator of travel-related information. Munar and Jacobsen (2014) categorised content sharing as a form of digital travel behaviour in its own right, one that reflects the viewer's identification with both the destination and the influencer's representation of it. From a measurement standpoint, sharing behaviour offers a more demanding indicator than passive engagement metrics such as viewing time or likes, as it requires the individual to voluntarily associate their identity with the content and expose it to their own social audience. Litvin et al. (2008) noted that shared travel content carries amplified persuasive weight in recipient networks, creating a chain of behavioural influence that extends well beyond the original influencer-follower dyad.

Planning and Preparing a Trip. Travel planning encompasses a cluster of preparatory behaviours that signal committed engagement with a destination, including the construction of itineraries, comparison of accommodation options, budget estimation, and coordination with travel companions. These activities represent a substantive investment of cognitive and temporal resources and are consequently more strongly predictive of eventual travel than attitudinal measures or stated intentions (Dai et al., 2022). In the context of influencer-driven tourism, planning behaviour often incorporates the use of resources provided directly by the influencer, such as recommended itineraries, lodging suggestions, and practical travel tips embedded in content, making it both a behavioural outcome and an indicator of influencer utility.

Making a Reservation or Booking. The reservation or booking act constitutes the most operationally concrete pre-visit indicator of actual travel behaviour, as it involves a financial or contractual commitment that imposes real costs on reversal. Jalilvand and Samiei (2012) used booking intention and reported booking behaviour as the primary dependent variable in their study of eWOM effects on travel decisions, establishing a precedent that has been widely

followed in subsequent research. The booking decision is sensitive to a wider array of contextual factors pricing, availability, personal schedule, companion availability than any upstream behavioural indicator, which is why it is simultaneously the most valid and least predictable measure of influencer-driven travel conversion.

Physically Visiting the Destination. Actual physical visitation represents the terminal and most ecologically valid indicator of actual travel behaviour. It is also the most difficult to capture in survey-based research, since it requires respondents to report on a completed event rather than a prospective one. Kim et al. (2011) employed self-reported visitation as part of a composite behavioural scale in their study of social media and destination choice, noting that retrospective reporting of completed travel is subject to less hypothetical bias than forward-looking intention measures. In the Algerian domestic tourism context, visitation data is rarely available at the institutional level with sufficient granularity for individual-level analysis, making self-reported visitation the most pragmatic operationalisation available to researchers.

2.4.12 Self-Reported Behaviour as a Measurement Approach

Given the practical constraints that preclude direct behavioural observation in large-scale tourism research, self-reported behaviour has established itself as the predominant measurement strategy in the field. Self-report instruments ask respondents to reflect on their past or current behaviours and indicate the frequency, intensity, or occurrence of specified actions using structured response scales. When anchored to specific behavioural indicators — rather than to general impressions or intentions — self-report measures can achieve acceptable levels of convergent and discriminant validity, particularly when the behaviours in question are concrete, recent, and personally meaningful to the respondent (Munar & Jacobsen, 2014).

The use of Likert-scale instruments for behavioural measurement in tourism research draws on a long tradition of scale development that dates to foundational work in attitude measurement and has since been adapted extensively for digital behaviour contexts. Cheung et al. (2008) employed self-report scales to capture online information adoption behaviour, demonstrating that structured multi-item measures outperform single-item global assessments in terms of internal consistency and predictive validity. In subsequent applications to tourism, researchers including Dai et al. (2022) and Pop et al. (2022) used multi-item self-report scales anchored to the five-point Likert format to operationalise travel behaviour constructs with satisfactory reliability coefficients (Cronbach's $\alpha > 0.70$).

A key methodological advantage of self-reported behaviour measures over pure intention scales is their temporal grounding: rather than asking respondents to speculate about what they might do, self-report instruments ask them to characterise what they have done or are doing, thereby reducing hypothetical optimism bias. This distinction is particularly important in the present study, where the dependent variable is defined as actual domestic tourist behaviour rather than travel intention. By operationalising behaviour through a combination of completed and ongoing actions — including information search, content sharing, trip planning, booking, and visitation — the measurement instrument adopted in this study captures the full behavioural sequence with greater fidelity than an intention-only measure would permit.

It should be acknowledged, however, that self-report measures remain susceptible to social desirability effects, recall inaccuracies, and the conflation of intent with action in respondent self-assessment. These limitations are mitigated in the present study through the use of a validated composite scale drawn from the existing literature, the anchoring of scale items to specific observable actions, and the adoption of anonymous survey administration protocols designed to reduce demand characteristics (Armutcu et al., 2023). tiII.10.4 Prior Operationalisations of Tourist Behaviour in Similar Studies

A review of prior operationalisations of tourist behaviour in influencer and social media research reveals both convergence around core behavioural indicators and notable variation in the specific items and scales employed. This variability reflects the relatively recent emergence of social media as a primary field of inquiry in tourism behaviour research, as well as the absence of a universally adopted standardised scale for measuring influencer-driven travel conduct.

Jalilvand and Samiei (2012) provided one of the earliest and most widely cited operationalisations of travel behaviour in the eWOM context, using a four-item scale that captured destination choice, booking behaviour, and trip completion with satisfactory internal consistency. Their scale, which served as a reference point for subsequent instrument development, emphasised the terminal stages of the travel decision process and was less attentive to the intermediate engagement behaviours such as information search and content sharing that have since gained importance with the rise of social media platforms.

Munar and Jacobsen (2014) extended this framework to the digital behaviour domain, introducing items capturing content sharing, online engagement, and social communication behaviours as components of tourist conduct. Their conceptualisation broadened the

behavioural construct beyond the booking-visitation dyad to encompass the full arc of digital-to-physical engagement, establishing a precedent for multi-dimensional operationalisation that has been adopted by subsequent researchers including Dai et al. (2022) and Struwig and Struwig (2024).

More recently, Armutcu et al. (2023) operationalised travel behaviour in the context of social media influencer research using a five-item composite scale that integrated information-seeking, planning, booking, and visitation behaviours, achieving strong reliability ($\alpha = 0.83$) and demonstrating satisfactory convergent validity through confirmatory factor analysis. Their approach aligned closely with the multi-stage behavioural model described in Section 3.3.2 of the present study and serves as a primary methodological reference for the scale adopted in Chapter Three.

In the Algerian domestic tourism literature, Zeraib et al. (2022) and El Azzaoui et al. (2022) employed self-report behavioural scales adapted from international instruments, with modifications to reflect the specific logistical and socio-cultural features of domestic travel in Algeria. Their work confirmed the applicability of multi-item behavioural scales in the Algerian research context and provided locally validated reference norms against which the present study's findings can be benchmarked. Taken together, these prior operationalisations justify the composite behavioural scale adopted in this research, which synthesises indicators from Jalilvand and Samiei (2012), Munar and Jacobsen (2014), and Dai et al. (2022) into a five-item self-report measure anchored to the five-point Likert format.

The Influence of Travel Influencers on Actual Tourist Behaviour

2.4.13 The Influencer–Behaviour Relationship in the Literature

The intersection of social media influencer marketing and tourist behaviour has attracted considerable scholarly attention over the past decade. A growing body of empirical research has established that exposure to travel-related influencer content shapes how audiences perceive destinations, form travel preferences, and ultimately make decisions about where and when to travel (Pop et al., 2022; Lou & Yuan, 2019; Sigala et al., 2025). Collectively, this body of work demonstrates that influencers function not merely as brand communicators but as experiential

narrators whose content can meaningfully alter the motivational and evaluative structures that underpin travel behaviour.

Yet a persistent methodological limitation runs through much of this literature: the majority of studies conceptualise and measure behavioural outcomes in terms of travel intention rather than actual travel behaviour. Intention-based studies rely on self-reported measures of the likelihood to visit a destination in the future, drawing on the logic of the Theory of Planned Behaviour (Ajzen, 1991), which treats intention as the most proximate predictor of action. While this approach is theoretically defensible, it leaves unresolved the question of whether expressed intentions translate into observable travel activity—a gap that is empirically significant, given the well-documented divergence between intended and actual behaviour in consumer research (Ajzen, 1991; Sirakaya & Woodside, 2005).

The distinction matters for both theory and practice. Intention is a psychological state; actual behaviour is an empirical event. Research that stops at intention cannot account for the many intervening factors financial constraints, logistical barriers, competing demands on time, or post-intention information processing—that may either accelerate or obstruct the transition from aspiration to action. Studies by Wang et al. (2025) and Dai et al. (2022) have begun to address this limitation by incorporating behavioural indicators such as destination visits, booking activity, and itinerary-related expenditure, yet these remain a minority within the broader literature.

The present study positions itself explicitly within this gap. Rather than measuring what respondents intend to do following influencer exposure, it investigates what they actually did—specifically, whether they visited domestic destinations, sought travel information, or made bookings following engagement with travel influencer content. This orientation toward actual behaviour reflects both a recognition of the limitations of intention-only research and a response to calls in the tourism literature for greater emphasis on post-decisional and enacted travel outcomes (Manthiou et al., 2024; Armutcu et al., 2023). In doing so, this study offers a contribution that is both theoretically distinct and empirically more demanding.

How Each Sub-Variable Drives Actual Behaviour

2.4.14 Credibility and Behavioural Conversion

Among the individual-level characteristics of influencers, credibility has consistently emerged as one of the strongest predictors of audience response. Drawing on the Source Credibility Theory originally proposed by Hovland et al. (1953), scholars have established that the perceived trustworthiness and expertise of an information source directly affect the degree to which message recipients accept, internalise, and act upon communicated content. In the context of travel influencer marketing, this mechanism operates with particular force, as credibility perceptions determine whether an audience member treats an influencer's destination recommendation as a reliable basis for decision-making.

The trust-to-action mechanism operates through a process of cognitive endorsement: when an audience member perceives an influencer as knowledgeable, honest, and aligned with their own values and interests, they are more likely to treat the influencer's travel narratives as personally relevant and logistically plausible (Lou & Yuan, 2019). This elevated trust reduces the perceived risk associated with visiting an unfamiliar destination and lowers the informational barriers that might otherwise delay or prevent a booking decision. Credibility therefore functions not merely as a reputational attribute but as a behavioural enabler, facilitating the transition from passive viewership to active travel planning.

Empirical support for this relationship is substantial. Ohanian (1990) demonstrated that source credibility—operationalised through the dimensions of trustworthiness, expertise, and physical attractiveness—was significantly associated with consumers' purchase intentions across multiple product categories. In a tourism-specific application, Abbasi et al. (2023) found that influencer credibility was a robust predictor of followers' willingness to visit recommended destinations, with trustworthiness and perceived authenticity functioning as particularly influential credibility sub-dimensions. More recently, Struwig and Struwig (2024) confirmed that high-credibility influencers generated measurably greater downstream travel activity among their audiences than low-credibility counterparts, providing direct evidence for the credibility–actual behaviour linkage that the present study seeks to investigate.

2.4.15 Content Quality and Behavioural Conversion

The quality of content produced by travel influencers constitutes a second critical driver of behavioural conversion. Content quality in this context encompasses not only the technical and aesthetic dimensions of digital production image resolution, editing skill, narrative coherence but also the informational richness and perceived relevance of the content to the prospective traveller's decision-making process (Cheung et al., 2008). High-quality travel content performs a dual function: it stimulates desire through visually compelling representations of destinations, and it simultaneously provides the practical information needed to convert that desire into a concrete travel plan.

A central mechanism through which content quality drives actual behaviour is the reduction of destination uncertainty. Prospective tourists, particularly those considering unfamiliar domestic destinations, face significant informational deficits regarding practical matters such as accessibility, accommodation quality, safety, and the nature of available experiences. Influencer content that addresses these concerns directly through detailed itineraries, authentic experiential accounts, and high-fidelity visual representations can substantially reduce the perceived risk of travel and accelerate the decision-making process (Chaffey & Ellis-Chadwick, 2019). Informativeness, as a dimension of content quality, thus functions as a decision-making accelerator, shortening the evaluative phase of the consumer journey and increasing the probability of actual booking.

The empirical literature supports this characterisation. Cheung et al. (2008) established that information quality encompassing accuracy, completeness, and relevance was a significant determinant of the adoption of online consumer reviews, with higher-quality information generating greater behavioural compliance. Subsequent scholarship applied these findings to social media contexts: Munar and Jacobsen (2014) found that informative travel content shared on digital platforms was more strongly associated with actual destination visits than purely aesthetic content, highlighting the behavioural significance of substantive informational value alongside visual appeal. Kim et al. (2011) further demonstrated that the vividness and informativeness of social media travel content predicted both destination image formation and downstream visit behaviour.

2.4.16 Parasocial Relationship and Behavioural Conversion

Parasocial relationships the one-sided, emotionally meaningful bonds that media audiences form with public figures represent one of the most theoretically distinctive mechanisms through which influencer content drives travel behaviour. First conceptualised by Horton and Wohl (1956), parasocial interaction describes the psychological intimacy and sense of personal connection that audiences develop with media personas, even in the complete absence of reciprocal contact. In the context of travel influencer consumption, this phenomenon takes on particular relevance: followers who feel a genuine personal affinity with an influencer are more likely to trust their recommendations, identify with their lifestyle aspirations, and translate those aspirations into actual travel choices.

The peer-like recommendation effect is central to understanding how parasocial relationships convert passive content consumption into active travel behaviour. Unlike formal advertising, which is broadly recognised as commercially motivated, influencer recommendations embedded within a parasocial relationship are experienced by the audience as personal advice from a trusted acquaintance (Rubin & McHugh, 1987). This reframing of the communicative relationship reduces scepticism and increases the motivational salience of the recommendation: the viewer does not merely observe someone else's travel experience but vicariously participates in it, generating a heightened desire to replicate the experience themselves. When the parasocial bond is strong, this motivational dynamic can be sufficient to initiate concrete travel planning behaviour.

Empirical evidence for the parasocial relationship behaviour linkage has grown considerably in recent years. Rubin and McHugh (1987) established foundational evidence that parasocial attachment to media figures influenced attitudinal and behavioural responses comparable to those generated by real interpersonal relationships. In a tourism context, Armutcu et al. (2023) demonstrated that parasocial relationship strength with travel influencers was a significant predictor of followers' travel intentions, with the effect being mediated by perceived influencer authenticity. Manthiou et al. (2024) extended this line of inquiry by showing that strong parasocial bonds were associated with higher rates of actual travel activity following influencer content exposure a finding directly relevant to the present study's focus on behavioural conversion rather than mere intention.

2.4.17 eWOM Perception and Behavioural Conversion

Electronic word of mouth (eWOM) encompasses the digitally mediated peer communications reviews, comments, shared posts, and recommendations through which travellers exchange information about destinations, experiences, and service providers. In the context of travel influencer content, eWOM operates at two levels: first, through the influencer's own communications, which constitute a form of highly visible and widely disseminated eWOM directed at large follower communities; and second, through the secondary eWOM generated by followers in response to influencer content, including comments, reposts, and derivative recommendations. The audience's perception of eWOM quality its credibility, usefulness, and informational value determines the extent to which it influences actual travel decisions (Bataineh, 2015).

Social proof is the primary mechanism through which eWOM perception drives behavioural conversion. When prospective tourists observe that a destination or experience has been positively evaluated by a large and credible community of prior visitors, the perceived risk of travel is reduced and the motivational threshold for booking is lowered (Litvin et al., 2008). Influencer-generated eWOM is particularly potent in this regard, as it combines the reach of mass media with the perceived authenticity of personal recommendation. An influencer's enthusiastic endorsement of a domestic destination, amplified through follower engagement and secondary sharing, can generate a social proof effect that substantially increases the likelihood of actual visits among audience members who are already positively disposed toward travel.

Bataineh (2015) provided foundational empirical evidence that eWOM quality and credibility were significant predictors of consumers' purchase intentions, with perceived usefulness and accuracy functioning as particularly influential dimensions. In a tourism-specific application, Litvin et al. (2008) demonstrated that online travel recommendations a form of eWOM had a measurable impact on destination selection and booking behaviour. More recent work by Pop et al. (2022) confirmed that the eWOM generated through influencer marketing channels was perceived as more credible and behaviourally influential than traditional advertising, with followers reporting higher rates of booking activity following exposure to influencer-generated travel recommendations.

2.4.18 The Algerian Context: Digital Engagement and Actual Travel

Any empirically grounded analysis of the relationship between influencer content and actual tourist behaviour in Algeria must begin with an account of the digital environment in which that relationship operates. Algeria has experienced rapid growth in social media penetration over the past decade, driven by increased smartphone adoption, expanding mobile internet infrastructure, and a demographically young population with high levels of digital engagement. Instagram, TikTok, Facebook, and YouTube have become primary platforms for travel content consumption among Algerian youth, with travel-themed accounts and local influencers gaining substantial followings in recent years (Zeraib et al., 2022; El Azzaoui et al., 2022).

Despite this digital dynamism, the relationship between online travel inspiration and actual travel behaviour in Algeria is shaped by a distinctive set of contextual barriers. Economically, a significant proportion of young Algerians face financial constraints that limit their capacity to convert travel aspirations into bookings, irrespective of their motivational states. Infrastructure-related barriers including uneven transport connectivity, limited accommodation options outside major urban centres, and inconsistent service quality at domestic destinations further complicate the conversion process (Zeraib et al., 2022). Additionally, cultural and social norms governing independent travel, particularly among younger and female segments of the population, may impose subjective constraints that moderate the impact of digital inspiration on actual travel activity.

What makes the Algerian conversion dynamic particularly interesting as a research context is the tension it creates between high digital engagement and comparatively constrained travel behaviour. In many Western and East Asian markets, the infrastructure of domestic tourism is sufficiently developed to allow rapid conversion from digital inspiration to booked experience; barriers to action are relatively low, and the decision-making cycle is correspondingly short. In Algeria, by contrast, the conversion pathway is longer and more contingent, mediated by structural, economic, and social factors that do not feature prominently in the existing international literature (El Azzaoui et al., 2022). This divergence means that findings from high-income markets cannot be straightforwardly applied to the Algerian context, and that locally grounded empirical research is both necessary and valuable.

Prior research on social media influence on Algerian consumer behaviour, while still limited in volume, provides useful benchmarks. Zeraib et al. (2022) examined the role of social media in shaping Algerian consumers' purchase intentions and found that perceived credibility and

content relevance were the strongest predictors of positive behavioural responses, consistent with findings from international contexts. El Azzaoui et al. (2022) specifically investigated the tourism domain, documenting the growing influence of Algerian travel influencers in shaping domestic destination awareness and reporting that exposure to influencer content was associated with increased information-seeking behaviour regarding domestic destinations. Notably, however, both studies framed their outcomes in terms of intention rather than actual behaviour, reinforcing the gap that the present study seeks to address.

The Algerian context thus presents a theoretically and empirically compelling case for examining the full conversion process from digital engagement through to actual travel behaviour rather than resting at the level of intention. Understanding how and under what conditions influencer content generates actual domestic travel activity in a middle-income, digitally engaged, yet structurally constrained market offers insights that are relevant not only to Algerian tourism policy and practice, but to a broader class of emerging markets in which similar dynamics are at play.

Chapter II conclusion

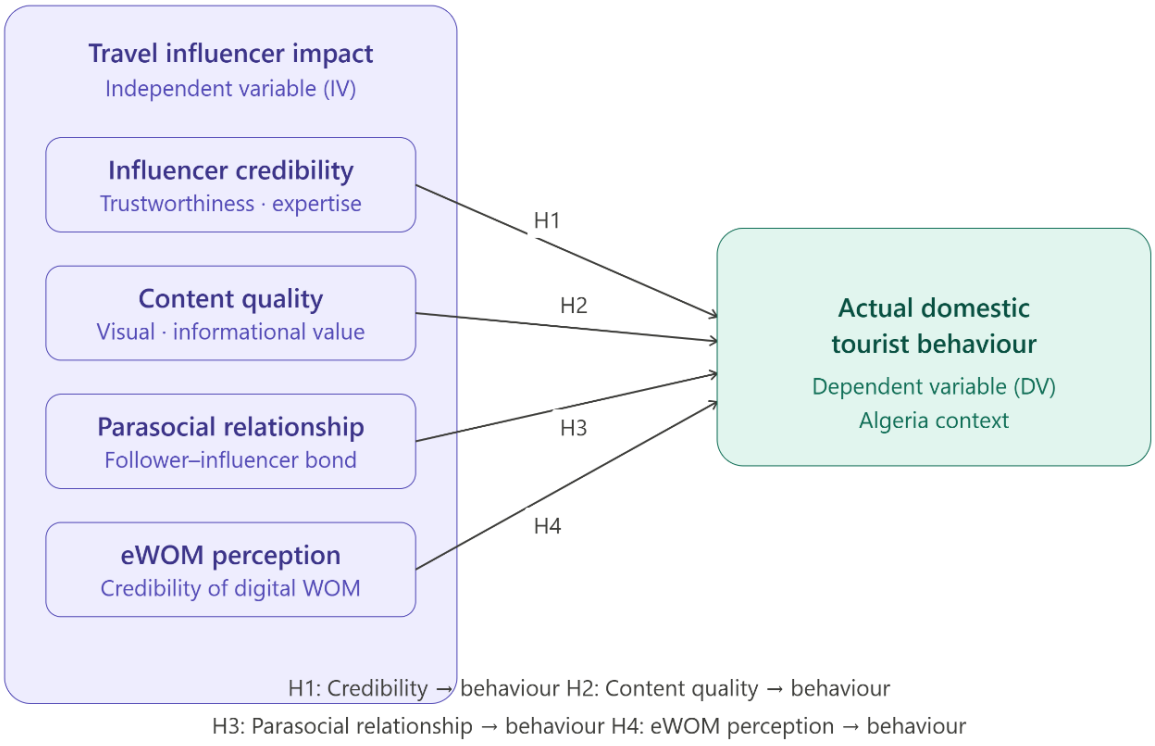
This chapter has built the theoretical and contextual foundation necessary to understand how travel influencers affect the actual behaviour of domestic tourists in Algeria.

The theoretical frameworks reviewed TPB, the EKB model, and Push-Pull theory established that the path from digital inspiration to actual travel is not automatic. It is conditional, filtered through individual psychology, social norms, and situational constraints. In the Algerian domestic context, these constraints are particularly significant: economic limitations, uneven infrastructure, and social norms governing independent travel all shape the conversion pathway in ways that existing international literature does not adequately account for.

Conceptual model

The conceptual model of this study consists of one independent variable and one dependent variable. The independent variable is the impact of travel influencers, which is measured through four dimensions: influencer credibility (trustworthiness and expertise), content quality (visual and informational value), parasocial relationship (the bond between followers and influencers), and electronic word-of-mouth (eWOM) perception (the credibility of digital recommendations). These four dimensions are expected to influence the dependent variable, which is the actual behaviour of domestic tourists in the Algerian context. The model proposes that each dimension of travel influencer impact has a direct positive effect on domestic tourist behaviou

Figure 1 : Conceptual model



Source: prepared by student

Chapter III: Empirical Study and Data Analysis

Section 1: Methodological Procedures of the Study

3.1.1 Research Method:

The research method is the path leading to the desired outcome through the analysis of obstacles encountered along the way. In contemporary thinking, it refers to the path leading to the discovery of truth in the sciences through a set of general rules that guide reasoning and determine its operations until a precise result is obtained.

For this study, we adopted a **descriptive-analytical method**, based on a quantitative approach. This method allows us, first, to describe the characteristics of the studied sample, and second, to statistically analyze the relationships between the variables of the research model in order to test the validity of the formulated hypotheses.

Population and Sample of the Study:

The sample is a representative part of the original population, and its selection aims to gather information about that population, non-probability convenience sampling method was adopted This study was conducted on a random sample of **117 individuals**, consisting of Algerian domestic tourists who follow at least one travel influencer on social media, targeted in order to assess the impact of travel influencers on their domestic tourist behaviour.

Statistical Tool:

The data were processed and analyzed using **SPSS v27**, one of the most widely used statistical software programs in social sciences. This software enables the study of data collection, analysis, and interpretation methods through mathematical and statistical techniques, namely reliability testing (Cronbach's Alpha), the one-sample T-test, and simple linear regression.

Data Collection Tools:

We used an online questionnaire to collect data from the 117 individuals in the sample. The questionnaire includes several sections, namely:

- Personal data.
- Social media usage habits and exposure to travel influencers.
- The impact of travel influencers (credibility, content quality, parasocial relationship, eWOM perception).
- Actual domestic tourist behaviour

3.1.2 The statistical methods used

The present study employed a quantitative research design to examine the impact of travel influencers on domestic tourist behaviour in Algeria. Data collected through a structured questionnaire were analyzed using a set of statistical techniques in order to test the reliability of the measurement scales and the research hypotheses.

First, **descriptive statistics** were used to summarize the characteristics of the sample and to describe respondents' profiles and behavioural patterns. This included frequencies and percentages for demographic variables such as age, gender, income, education level, social media usage, and exposure to travel influencer content. In addition, measures of central tendency (mean) and dispersion (standard deviation) were used to assess respondents' attitudes toward the study constructs.

Second, the **reliability of the measurement scales** was assessed using **Cronbach's Alpha coefficient**. This test was applied to evaluate the internal consistency of the questionnaire items for each construct (influencer credibility, content quality, parasocial relationship, eWOM perception, and domestic travel decisions). The obtained values confirmed that all scales exceeded the acceptable threshold of 0.70, indicating good reliability and internal consistency.

Third, **inferential statistical analysis** was conducted using the **One-Sample T-Test**. This test was used to determine whether the mean responses of participants significantly differed from the neutral midpoint of the Likert scale. The results allowed the assessment of whether respondents showed a statistically significant level of agreement with each item.

Finally, **simple linear regression analysis** was employed to test the research hypotheses (H1–H4). This method was used to examine the effect of each independent variable on domestic tourist behaviour. The interpretation of the regression results was based on the correlation coefficient (R), coefficient of determination (R^2), adjusted R^2, regression coefficients (β), and significance values (Sig.). A significance level of 0.05 was adopted as the decision rule for hypothesis testing.

Overall, these statistical methods provided a comprehensive analytical framework that allowed both **descriptive understanding and causal inference**, ensuring the robustness and validity of the study's findings.

3.1.3 Study Scale

The study relied on a five-point Likert scale, as indicated in the table, where a score of (5) indicates strongly agree and a score of (1) indicates strongly disagree for the following:

table 7: Five-point Likert scale

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

Source: Prepared by the researcher based on SPSS v27 results

The data was encoded and entered into the computer. To determine the cell length of the Likert enthusiasm scale (lower and upper bounds), the range between scale grades was calculated (5- 1=4). It was then divided by the highest value on the scale to obtain the cell length (0.80=4/5). After that, it was divided by the largest value on the scale (the beginning of the scale), which is one, to determine the upper limit of this cell. As a result, the cell lengths are as shown in the following table.

table 8: the distribution of average values grades

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

Source: Prepared by the researcher based on SPSS v27 results

To interpret the study results and assess the level of response, the researchers relied on the ranking of mean values at the domain level of the instrument as a whole, as well as the ranking

of individual items within each domain. The researchers determined the degree of availability based on the criteria adopted in the study.

Section 2 :Measuring the validity of the questionnaire

The reliability of the questionnaire tool is considered crucial in any study that should be conducted. It is defined as "the ability of the measurement tool to measure what is intended to be measured." (A.Marabti, A Nahwi, 2009). Cronbach's alpha is considered one of the most important measures and methods for assessing the reliability of a measurement tool. Reliability of a measurement tool refers to "the consistency of results when the questionnaire is reapplied to the same sample under the same conditions." To verify the reliability of the study tool, we used Cronbach's alpha equation to calculate the reliability coefficient. A value of (Alpha≥0.60) is considered acceptable in practical terms in the social sciences. The following table illustrates the coefficient of internal consistency reliability:

table 9**:** Alpha Cronbach factor

Study variables	Cronbach's alpha value	Number of items
Influencer credibility	0.766	4
Content quality	0.835	5
Parasocial relationship	0.808	5
eWOM perception	0.894	9
Domestic travel decisions	0.888	8
Overall Questionnaire	0.959	31

Source: Prepared by the researcher based on SPSS v27 results

To assess the internal consistency and reliability of the measurement instrument, Cronbach's Alpha coefficient was calculated for each construct and for the overall questionnaire. According to commonly accepted thresholds, a Cronbach's Alpha value above 0.70 indicates satisfactory reliability, values above 0.80 indicate good reliability, and values above 0.90 indicate excellent reliability.

The results show that all study variables achieved Cronbach's Alpha values exceeding the minimum acceptable threshold of 0.70. Specifically, the Influencer Credibility construct recorded an Alpha coefficient of 0.766, indicating satisfactory internal consistency among its four measurement items. The Content Quality construct achieved an Alpha value of 0.835,

reflecting good reliability. Similarly, the Parasocial Relationship construct obtained a coefficient of 0.808, demonstrating good internal consistency.

The eWOM Perception construct exhibited a high level of reliability with a Cronbach's Alpha value of 0.894, while the Domestic Travel Decisions construct recorded an Alpha coefficient of 0.888, indicating strong internal consistency among its items.

Furthermore, the overall questionnaire achieved an Alpha coefficient of 0.959, which represents an excellent level of reliability. This result confirms that the questionnaire items collectively provide highly consistent measurements of the study constructs.

Therefore, it can be concluded that the measurement instrument possesses adequate reliability and internal consistency, making it suitable for subsequent statistical analyses and hypothesis testing.

3.2.1 Analysis of study results

Analysis of personal data results

Distribution of the sample according to the question: "Do you follow at least one Algerian travel influencer on social media?"

table 10: Distribution of Respondents According to Following Algerian Travel Influencers on Social Media

	Frequency	Percent
Yes	117	100.0

Source: Prepared by the researcher based on SPSS v27 results

The results show that all respondents (117 participants, representing 100% of the sample) confirmed that they follow at least one Algerian travel influencer on social media. This indicates a complete concentration of the sample on individuals who are already exposed to travel influencer content. Such a distribution suggests that the respondents are highly relevant to the objectives of the study, as they all have prior interaction with the phenomenon being investigated.

Distribution of the sample according to the question: "Have you consumed travel influencer content in the last 3 months?"

Table: Distribution of Respondents According to Consumption of Travel Influencer Content in the Last 3 Months

	Frequency	Percent
Yes	117	100.0

Source: Prepared by the researcher based on SPSS v27 results

The results indicate that all respondents (117 participants, representing 100% of the sample) confirmed that they have consumed travel influencer content within the last 3 months. This shows that the entire sample is actively engaged with travel-related influencer content and has recent exposure to it. Consequently, the sample is highly appropriate for the objectives of the study, as all participants possess up-to-date experience with the phenomenon under investigation.

Distribution of the sample according to the Age

Table: Distribution of Respondents According to Age

	Frequency	Percent
18–24 years	103	88.0
25–34 years	12	10.3
45 years or older	2	1.7
Total	117	100.0

Source: Prepared by the researcher based on SPSS v27 results

The results show that the majority of respondents are aged between 18 and 24 years, representing 103 participants (88.0%) of the total sample. The second group, aged 25 to 34 years, accounts for 12 respondents (10.3%), while a very small proportion of the sample, 2 respondents (1.7%), are aged 45 years or older.

Overall, the distribution indicates a strong dominance of young respondents within the sample, particularly the 18–24 age group. This suggests that the study mainly reflects the perceptions and behaviours of a young audience, which is consistent with the typical demographic profile of social media users and consumers of travel influencer content.

Distribution of the sample according to the Gender

table 11: Distribution of Respondents According to Gender

	Frequency	Percent
Male	75	64.1
Female	42	35.9
Total	117	100.0

Source: Prepared by the researcher based on SPSS v27 results

The results indicate that the sample is composed of 75 male respondents (64.1%) and 42 female respondents (35.9%), for a total of 117 participants (100%).

This distribution shows a higher participation of males compared to females in the study sample. However, both genders are represented, which ensures a certain level of diversity in the responses. The predominance of male respondents suggests that the findings of the study may slightly reflect male perceptions more strongly, while still remaining applicable to both genders within the context of domestic tourism behaviour influenced by travel influencers in Algeria.

Distribution of the sample according to the Level of Education

table 12 Distribution of Respondents According to Level of Education

	Frequency	Percent
High school or below	15	12.8
Bachelor's degree (Licence)	14	12.0
Master's degree	85	72.6
Professional / vocational diploma	3	2.6
Total	117	100.0

Source: Prepared by the researcher based on SPSS v27 results

The results show that the majority of respondents hold a Master’s degree, representing 85 participants (72.6%) of the total sample. This is followed by individuals with a high school

level or below, accounting for 15 respondents (12.8%), and those holding a Bachelor's degree (Licence) with 14 respondents (12.0%). A small proportion of the sample holds a professional or vocational diploma, representing 3 respondents (2.6%).

Overall, the distribution indicates that the sample is highly educated, with a strong dominance of postgraduate-level respondents. This suggests that the perceptions captured in this study largely reflect the views of individuals with advanced academic backgrounds, which may influence their awareness, interpretation, and evaluation of travel influencer content and its impact on domestic tourism behaviour.

Distribution of the sample according to the Incomes

table 13: Distribution of Respondents According to Income Level

	Frequency	Percent
No personal income (student)	80	68.4
Below 30,000 DZD	10	8.5
30,000 – 60,000 DZD	12	10.3
60,000 – 100,000 DZD	4	3.4
Above 100,000 DZD	11	9.4
Total	117	100.0

Source: Prepared by the researcher based on SPSS v27 results

The results show that the majority of respondents are students with no personal income, representing 80 participants (68.4%) of the total sample. This is followed by respondents earning 30,000–60,000 DZD, accounting for 12 participants (10.3%), and those earning above 100,000 DZD, representing 11 participants (9.4%). Additionally, 10 respondents (8.5%) report an income below 30,000 DZD, while 4 respondents (3.4%) fall within the 60,000–100,000 DZD income range.

Overall, the income distribution indicates that the sample is predominantly composed of students with limited or no financial independence. This suggests that the study mainly reflects the perceptions and behaviours of a financially dependent population, which may influence their travel decisions and their responsiveness to influencer marketing content in the context of domestic tourism in Algeria.

Distribution of the sample according to the Question:" Which platforms do you use most to follow travel influencers?"

table 14: Distribution of Respondents According to the Most Used Platforms to Follow Travel Influencers

		Responses		Percent of Cases
		N	Percent	
$social_media[a]	Instagram	105	46.3%	89.7%
	TikTok	54	23.8%	46.2%
	YouTube	49	21.6%	41.9%
	Facebook	19	8.4%	16.2%
Total		227	100.0%	194.0%

Source: Prepared by the researcher based on SPSS v27 results

The results show that Instagram is the most used platform for following travel influencers, with 105 responses (46.3% of total responses; 89.7% of cases). It is followed by TikTok, which accounts for 54 responses (23.8%; 46.2% of cases), and YouTube, with 49 responses (21.6%; 41.9% of cases). Finally, Facebook is the least used platform, with 19 responses (8.4%; 16.2% of cases).

Overall, the findings indicate a strong dominance of visually driven and short-form content platforms, particularly Instagram, in shaping respondents' exposure to travel influencers. The percentages of cases exceeding 100% reflect multiple responses per participant, confirming that respondents use more than one platform to follow travel influencers.

Distribution of the sample according to the Question:" How many hours per day do you spend on social media on average?"

table 15: Distribution of Respondents According to Daily Time Spent on Social Media

	Frequency	Percent
Less than 1 hour	4	3.4
1–2 hours	20	17.1
3–4 hours	46	39.3
More than 4 hours	47	40.2
Total	117	100.0

Source: Prepared by the researcher based on SPSS v27 results

The results show that the largest proportion of respondents spend more than 4 hours per day on social media, representing 47 participants (40.2%). This is closely followed by those who spend 3–4 hours per day, accounting for 46 respondents (39.3%). A smaller proportion of the sample spends 1–2 hours per day, with 20 respondents (17.1%), while only 4 respondents (3.4%) report spending less than 1 hour per day on social media.

Overall, the findings indicate a high level of social media engagement among respondents, with the vast majority spending at least 3 hours daily on these platforms. This suggests strong exposure to online content, including travel influencer material, which reinforces the relevance of the sample for studying the impact of social media influencers on domestic tourism behaviour.

Distribution of the sample according to the Question:" How often do you watch or view travel influencer content?"

table 16: Distribution of Respondents According to Frequency of Viewing Travel Influencer Content

	Frequency	Percent
Daily	21	17.9
Several times per week	48	41.0
Once a week	32	27.4
A few times per month	16	13.7
Total	117	100.0

Source: Prepared by the researcher based on SPSS v27 results

The results show that the majority of respondents watch travel influencer content several times per week, representing 48 participants (41.0%). This is followed by those who view such content once a week, with 32 respondents (27.4%), and those who watch it daily, accounting for 21 respondents (17.9%). A smaller proportion of the sample reports viewing travel influencer content a few times per month, with 16 respondents (13.7%).

Overall, the findings indicate that respondents are regularly exposed to travel influencer content, with most of them engaging with it at least on a weekly basis. This confirms a consistent level of interaction with influencer-generated travel information, reinforcing the suitability of the sample for examining its impact on domestic tourist behaviour in Algeria.

Distribution of the sample according to the Question:" What type of travel influencer do you follow most?"

table 17: Distribution of Respondents According to the Type of Travel Influencer Followed Most

		Responses		Percent of Cases
		N	Percent	
$influencer[a]	Nano (less than 10K followers)	20	9.1%	17.1%
	Micro (10K–100K followers)	40	18.2%	34.2%
	Macro (100K–1M followers)	84	38.2%	71.8%
	Mega / celebrity (more than 1M followers)	76	34.5%	65.0%
Total		220	100.0%	188.0%

Source: Prepared by the researcher based on SPSS v27 results

The results show that the most followed type of travel influencer is macro influencers (100K–1M followers), with 84 responses (38.2% of total responses; 71.8% of cases). This is followed closely by mega/celebrity influencers (more than 1M followers), with 76 responses (34.5%; 65.0% of cases). Micro influencers (10K–100K followers) account for 40 responses (18.2%; 34.2% of cases), while nano influencers (less than 10K followers) represent the lowest proportion, with 20 responses (9.1%; 17.1% of cases).

Overall, the findings indicate that respondents tend to follow mid-to-high level influencers, particularly macro and mega influencers. This suggests a preference for content creators with larger audiences and potentially higher perceived credibility, visibility, and content quality in the context of travel information and inspiration.

3.2.2 Analysis of individuals' responses

Analysis of individuals' responses regarding the measurement of Influencer credibility

Using the Likert scale (see section 2) for evaluation, we identified four expressions that reflect personalized learning

1- The travel influencer I follow has real knowledge and experience in tourism.
2- I trust the travel recommendations this influencer shares
3- This influencer is honest and transparent in their content.
4- I find this influencer to be a reliable source of travel information

table 18: Descriptive Statistics and One-Sample T-Test Results for the Influencer credibility

	Mean	Standard deveation	T test	Sig	Classification
Item 1	3.6410	0.78192	8.868	0.000	2
Item 2	3.6410	0.75955	9.129	0.000	1
Item 3	3.5128	0.88683	6.255	0.000	4
Item 4	3.5214	0.89634	6.292	0.000	3
Influencer credibility	3.5791	0.63877	9.806	0.000	-

Source: Prepared by the researcher based on SPSS v27 results

The table above presents the descriptive statistics and One-Sample T-Test results related to the "Influencer Credibility" dimension in the context of travel influencers and domestic tourist behaviour in Algeria. The overall mean score for this dimension reached 3.5791 with a standard deviation of 0.63877, indicating a relatively high level of agreement among respondents regarding the credibility of the travel influencers they follow.

The results further show that all items achieved statistically significant values at the significance level of 0.05, as all Sig. values were equal to 0.000, which is lower than 0.05. This indicates that respondents generally perceive travel influencers as credible sources of tourism-related information and recommendations.

Item 2 ranked first with the highest mean value of 3.6410 and a T-test value of 9.129. This result suggests that respondents tend to trust the travel recommendations shared by the influencers they follow. Item 1 came in second place with the same mean value of 3.6410 and a T-test value of 8.868, indicating that respondents believe that travel influencers possess real knowledge and experience in the tourism field.

Item 4 ranked third with a mean score of 3.5214, reflecting respondents' agreement that the influencers they follow constitute reliable sources of travel information. Meanwhile, Item 3 recorded the lowest mean value of 3.5128, although it remained statistically significant,

suggesting a moderate to high agreement that travel influencers are honest and transparent in the content they publish.

Overall, the findings indicate that respondents perceive travel influencers as credible figures who possess expertise, provide trustworthy recommendations, and serve as reliable sources of travel information. This positive perception of influencer credibility may contribute to shaping domestic travel decisions and encouraging individuals to explore destinations within Algeria.

Analysis of individuals' responses regarding the measurement of Content quality.

Using the Likert scale (see section 2) for evaluation, we identified four expressions that reflect personalized learning.

1- The travel content I watch provides useful and accurate information about Algerian destinations
2- The visual quality (photos, videos) of this influencer's content is high
3- The content is engaging and entertaining to watch
4- The content feels authentic and not overly commercial
5- This influencer's content is relevant to my travel interests

table 19: Descriptive Statistics and One-Sample T-Test Results for the Content Quality

	Mean	Standard deveation	T test	Sig	Classification
Item 1	3.6068	0.89015	7.374	0.000	3
Item 2	3.5556	1.00382	5.986	0.000	5
Item 3	3.5556	0.80349	7.479	0.000	4
Item 4	3.6154	0.90826	7.329	0.000	2
Item 5	3.6325	0.81577	8.386	0.000	1
Content Quality	3.5932	0.68879	9.315	0.000	-

Source: Prepared by the researcher based on SPSS v27 results

The table above presents the descriptive statistics and One-Sample T-Test results related to the “Content Quality” dimension in the context of travel influencers and domestic tourist behaviour in Algeria. The overall mean score for this dimension reached 3.5932 with a standard deviation of 0.68879, indicating a relatively high level of agreement among respondents regarding the quality of the travel content shared by influencers.

The results further show that all items achieved statistically significant values at the significance level of 0.05, as all Sig. values were equal to 0.000, which is lower than 0.05. This indicates that respondents positively perceive the quality of travel influencer content and consider it valuable in supporting their travel-related interests and decisions.

Item 5 ranked first with the highest mean value of 3.6325 and a T-test value of 8.386. This result suggests that respondents strongly agree that the content shared by travel influencers is relevant to their personal travel interests. Item 4 came in second place with a mean score of 3.6154 and a T-test value of 7.329, indicating that respondents generally perceive the content as authentic and not excessively commercial.

Item 1 ranked third with a mean value of 3.6068 and a T-test value of 7.374, reflecting respondents' agreement that the content provides useful and accurate information about Algerian tourist destinations. Item 3 occupied the fourth position with a mean score of 3.5556 and a T-test value of 7.479, suggesting that respondents find the content engaging and entertaining to watch. Finally, Item 2 ranked fifth with a mean value of 3.5556 and a T-test value of 5.986, indicating a positive but comparatively lower evaluation of the visual quality of the photos and videos published by travel influencers.

Overall, the findings indicate that respondents perceive travel influencer content as relevant, authentic, informative, engaging, and visually attractive. These results highlight the importance of content quality in capturing audience attention and enhancing the potential influence of travel influencers on domestic travel behaviour in Algeria.

Analysis of individuals' responses regarding the measurement of Parasocial relationship.

Using the Likert scale (see section 2) for evaluation, we identified four expressions that reflect personalized learning.

1- I feel as if I know this influencer personally through their content
2- I identify with this influencer's travel lifestyle and values
3- I have been following this influencer consistently for a long time
4- I genuinely care about the travel experiences this influencer shares
5- I would recommend this influencer to friends or family who are interested in travel

table 20: Descriptive Statistics and One-Sample T-Test Results for the Parasocial relationship

	Mean	Standard deveation	T test	Sig	Classification
Item 1	3.6581	0.85261	8.349	0.000	1
Item 2	3.5983	0.82064	7.886	0.000	4
Item 3	3.6325	0.82627	8.280	0.000	2
Item 4	3.5812	0.85338	7.367	0.000	5
Item 5	3.6239	0.83796	8.054	0.000	3
Parasocial relationship	3.6188	0.63026	10.620	0.000	-

Source: Prepared by the researcher based on SPSS v27 results

The table above presents the descriptive statistics and One-Sample T-Test results related to the "Parasocial Relationship" dimension in the context of travel influencers and domestic tourist behaviour in Algeria. The overall mean score for this dimension reached 3.6188 with a standard deviation of 0.63026, indicating a relatively high level of agreement among respondents regarding the existence of a parasocial relationship with the travel influencers they follow.

The results further show that all items achieved statistically significant values at the significance level of 0.05, as all Sig. values were equal to 0.000, which is lower than 0.05. This indicates that respondents generally develop emotional and psychological connections with travel influencers through repeated exposure to their content.

Item 1 ranked first with the highest mean value of 3.6581 and a T-test value of 8.349, suggesting that respondents tend to feel as if they know the influencer personally through their content. Item 3 came in second place with a mean score of 3.6325 and a T-test value of 8.280, indicating that respondents have been following the influencer consistently over a long period.

Item 5 ranked third with a mean value of 3.6239 and a T-test value of 8.054, reflecting respondents' willingness to recommend the influencer to friends or family interested in travel. Item 2 occupied the fourth position with a mean score of 3.5983 and a T-test value of 7.886, suggesting that respondents identify with the influencer's travel lifestyle and values. Finally, Item 4 recorded the lowest mean value of 3.5812, although it remained statistically significant, indicating that respondents still care about the travel experiences shared by influencers, but with slightly less intensity compared to other items.

Overall, the findings indicate that respondents have developed strong parasocial relationships with travel influencers. These relationships are characterized by perceived familiarity, long-term engagement, identification with lifestyle values, emotional interest in shared experiences, and willingness to recommend influencers. Such psychological bonds can significantly enhance the persuasive power of influencers in shaping domestic travel behaviour in Algeria.

Analysis of individuals' responses regarding the measurement of eWOM perception .

Using the Likert scale (see section 2) for evaluation, we identified four expressions that reflect personalized learning.

1- The travel recommendations shared by influencers I follow are credible
2- The reviews and opinions about destinations shared in influencer content are detailed and useful
3- The large number of views, likes, and comments on influencer posts confirms that others find the content useful
4- Influencer travel recommendations help me make better decisions about where to travel in Algeria
5- After watching travel influencer content, I have actively searched for more information about a domestic destination
6- I have shared or recommended a domestic destination to others because of influencer content I watched
7- I have planned or prepared a domestic trip (itinerary, budget, dates) after being inspired by an influencer
8- I have made an actual reservation or booking (accommodation, transport) for a domestic destination discovered through an influencer
9- I have physically visited a domestic destination in Algeria that I first discovered through travel influencer content

table 21: Descriptive Statistics and One-Sample T-Test Results for the eWOM perception

	Mean	Standard deveation	T test	Sig	Classification
Item 1	3.5214	0.86700	6.505	0.000	8
Item 2	3.5726	0.82333	7.523	0.000	4
Item 3	3.4701	0.84662	6.006	0.000	9
Item 4	3.6838	0.81632	9.060	0.000	1
Item 5	3.5726	0.88392	7.008	0.000	6
Item 6	3.5299	0.91513	6.263	0.000	7
Item 7	3.6239	0.80651	8.368	0.000	3
Item 8	3.5726	0.87411	7.086	0.000	5
Item 9	3.6325	0.83664	8.177	0.000	2
eWOM perception	3.6325	0.83664	8.177	0.000	-

Source: Prepared by the researcher based on SPSS v27 results

The table above presents the descriptive statistics and One-Sample T-Test results related to the "eWOM Perception" dimension in the context of travel influencers and domestic tourist behaviour in Algeria. The overall mean score for this dimension reached 3.6325 with a standard deviation of 0.83664, indicating a relatively high level of agreement among respondents regarding the influence of electronic word-of-mouth generated by travel influencers.

The results further show that all items achieved statistically significant values at the significance level of 0.05, as all Sig. values were equal to 0.000, which is lower than 0.05. This confirms that respondents generally perceive influencer-generated eWOM as credible, useful, and influential in shaping their travel-related attitudes and behaviours.

Item 4 ranked first with the highest mean value of 3.6838 and a T-test value of 9.060, suggesting that influencer recommendations help respondents make better decisions about domestic travel destinations in Algeria. Item 9 came in second place with a mean score of 3.6325 and a T-test value of 8.177, indicating that a notable proportion of respondents have actually visited domestic destinations they first discovered through travel influencer content.

Item 7 ranked third with a mean value of 3.6239 and a T-test value of 8.368, reflecting that influencer content often leads respondents to plan or prepare domestic trips. Item 2 occupied

the fourth position with a mean score of 3.5726, suggesting that respondents find reviews and opinions shared in influencer content detailed and useful.

Item 8 ranked fifth with a mean value of 3.5726, indicating that some respondents have made actual bookings for domestic destinations influenced by travel content. Item 5 came in sixth place with a mean score of 3.5726, showing that respondents often search for additional information after exposure to influencer content. Item 6 ranked seventh with a mean value of 3.5299, reflecting moderate sharing or recommending of destinations to others.

Item 1 ranked eighth with a mean value of 3.5214, indicating that respondents perceive influencer recommendations as credible, although slightly less strongly compared to behavioral items. Finally, Item 3 recorded the lowest mean value of 3.4701, suggesting that social engagement metrics (likes, views, comments) are the least influential indicator of credibility compared to other eWOM dimensions.

Overall, the findings indicate that eWOM generated by travel influencers plays a significant role in shaping both cognitive and behavioural responses. Respondents not only perceive influencer recommendations as useful and credible, but many also demonstrate actual behavioural outcomes such as trip planning, destination search, and real visits to domestic destinations in Algeria.

Analysis of individuals' responses regarding the measurement of domestic travel decisions.

Using the Likert scale (see section 2) for evaluation, we identified four expressions that reflect personalized learning.

1- I am more interested in visiting destinations in Algeria after seeing travel-related content on social media.
2- Travel influencers encourage me to explore new tourist destinations within Algeria.
3- I often consider visiting places in Algeria that are recommended by travel influencers.
4- Information shared by travel influencers affects my decisions regarding domestic travel.
5- I am willing to spend money on domestic tourism activities after being exposed to travel influencer content.
6- Travel influencer content motivates me to travel more frequently within Algeria.

7- I am likely to recommend Algerian tourist destinations to others after following travel influencers.
8- Travel influencers positively influence my overall attitude toward domestic tourism in Algeria.

table 22 :Descriptive Statistics and One-Sample T-Test Results for the domestic travel decisions.

	Mean	Standard deveation	T test	Sig	Classification
Item 1	3.5385	0.81514	7.145	0.000	4
Item 2	3.5043	0.76140	7.164	0.000	5
Item 3	3.4872	0.86717	6.077	0.000	7
Item 4	3.5641	0.88459	6.898	0.000	1
Item 5	3.5385	0.80450	7.240	0.000	3
Item 6	3.4872	0.81595	6.458	0.000	6
Item 7	3.4615	0.84627	5.899	0.000	8
Item 8	3.5470	0.83558	7.081	0.000	2
domestic travel decisions.	3.5160	0.62166	8.177	0.000	-

Source: Prepared by the researcher based on SPSS v27 results

The table above presents the descriptive statistics and One-Sample T-Test results related to the "Domestic Travel Decisions" variable in the context of travel influencers and domestic tourist behaviour in Algeria. The overall mean score for this variable reached 3.5160 with a standard deviation of 0.62166, indicating a moderate to high level of agreement among respondents regarding the influence of travel influencer content on their domestic travel decisions.

The results further show that all items are statistically significant at the 0.05 level, as all Sig. values = 0.000, which confirms that travel influencer content has a significant influence on respondents' attitudes and behaviours toward domestic tourism in Algeria.

Item 4 ranked first with the highest mean value of 3.5641 and a T-test value of 6.898, indicating that respondents believe travel influencer information directly affects their domestic travel decisions. Item 8 came in second place with a mean score of 3.5470 and a T-test value of 7.081,

showing that travel influencers positively influence overall attitudes toward domestic tourism in Algeria.

Item 5 ranked third with a mean value of 3.5385 and a T-test value of 7.240, reflecting respondents' willingness to spend money on domestic tourism activities after exposure to influencer content. Item 1 followed closely with the same mean (3.5385) and a T-test value of 7.145, indicating increased interest in visiting Algerian destinations after viewing social media travel content.

Item 2 ranked fifth with a mean of 3.5043, suggesting that influencers encourage exploration of new tourist destinations within Algeria. Item 6 came in sixth place with a mean score of 3.4872, reflecting a moderate increase in travel frequency motivated by influencer content.

Item 3 ranked seventh with a mean value of 3.4872, indicating that respondents sometimes consider visiting destinations recommended by influencers, although with slightly lower intensity. Finally, Item 7 recorded the lowest mean value of 3.4615, suggesting that recommending Algerian destinations to others is the least strongly expressed behavioural outcome among respondents.

Overall, the findings indicate that travel influencers have a meaningful but moderate positive impact on domestic travel decisions in Algeria. Respondents show increased interest, willingness to spend, and improved attitudes toward domestic tourism, confirming the influential role of social media content in shaping tourism-related behavioural intentions.

3.2.3 Analysis and evaluation of research hypotheses:

Based on statistical and theoretical justifications, we consider that a different set of structural analyzes are necessary for an appropriate representation of empirical data, and therefore we will develop a series of 4 hypotheses:

- H1: Influencer credibility positively influences actual domestic tourist behaviour in Algeria
- H2: Content quality positively influences actual domestic tourist behaviour in Algeria
- H3: Parasocial relationship strength positively influences actual domestic tourist behaviour in Algeria
- H4: eWOM perception positively influences actual domestic tourist behaviour in Algeria

Hypothesis testing is based on the results of the SPSS analysis, as well as the structural equations formulated previously. Each dependent variable is explained by the independent variable which belongs to it, this explanation allows us to validate the causal relationship between the variables of the structural model. Our study is based on four hypotheses, each of which describes the relationship between the independent variable and the dependent variable.

H1: Influencer credibility positively influences actual domestic tourist behaviour in Algeria

table 23: correlation analysis between Influencer credibility and domestic tourist behaviour in Algeria (variable regression coefficients)

	R	R square	R square adjusted	Sig	Regression coefficients	Constant
H1	0.741	0.549	0.545	0.000	0.721	0.935

Source: Prepared by the researcher based on SPSS v27 results

The results of the regression analysis for H1 show a strong positive relationship between Influencer Credibility and Domestic Tourist Behaviour in Algeria, with a correlation coefficient $R = 0.741$. The model explains 54.9% of the variance ($R^2 = 0.549$; Adjusted $R^2 = 0.545$) in domestic travel behaviour, indicating a relatively strong explanatory power of the model. The relationship is statistically significant ($Sig = 0.000 < 0.05$), which leads to the acceptance of H1.

The estimated regression equation is $\mathbf{Y = 0.935 + 0.721X}$, meaning that an increase in influencer credibility by one unit leads to an increase of 0.721 units in domestic travel behaviour, holding other factors constant. Economically and behaviorally, this result confirms that higher credibility of travel influencers enhances trust and reduces uncertainty, thereby positively influencing individuals' decisions to engage in domestic tourism activities in Algeria.

- **H2: Content quality positively influences actual domestic tourist behaviour in Algeria**

table 24: correlation analysis between Content Quality and domestic tourist behaviour in Algeria (variable regression coefficients)

	R	R square	R square adjusted	Sig	Regression coefficients	Constant
H2	0.784	0.615	0.612	0.000	0.708	0.972

Source: Prepared by the researcher based on SPSS v27 results

The regression results for H2 show a strong positive relationship between Content Quality and Domestic Tourist Behaviour in Algeria, with a correlation coefficient R = 0.784. The model explains 61.5% of the variance ($R^2 = 0.615$; Adjusted $R^2 = 0.612$) in domestic travel behaviour, indicating a high explanatory power. The relationship is statistically significant (Sig = 0.000 < 0.05), which leads to the acceptance of H2.

The estimated regression equation is **Y = 0.972 + 0.708X**, meaning that an increase in content quality by one unit results in an increase of 0.708 units in domestic travel behaviour, holding other factors constant. From an economic and behavioural perspective, this result confirms that high-quality, engaging, and informative travel content enhances individuals' interest and motivation to engage in domestic tourism activities in Algeria.

- **H3: Parasocial relationship strength positively influences actual domestic tourist behaviour in Algeria**

table 25: correlation analysis between Parasocial Relationship and domestic tourist behaviour in Algeria (variable regression coefficients)

	R	R square	R square adjusted	Sig	Regression coefficients	Constant
H3	0.725	0.526	0.522	0.000	0.715	0.927

Source: Prepared by the researcher based on SPSS v27 results

The regression results for H3 show a strong positive relationship between Parasocial Relationship Strength and Domestic Tourist Behaviour in Algeria, with a correlation coefficient R = 0.725. The model explains 52.6% of the variance ($R^2 = 0.526$; Adjusted $R^2 = 0.522$) in

domestic travel behaviour, indicating a good explanatory power. The relationship is statistically significant (Sig = 0.000 < 0.05), which leads to the acceptance of H3.

The estimated regression equation is **Y = 0.927 + 0.715X**, meaning that an increase in parasocial relationship strength by one unit leads to an increase of 0.715 units in domestic travel behaviour, holding other factors constant. From a behavioural and economic perspective, this result confirms that emotional attachment and perceived familiarity with travel influencers significantly enhance individuals' motivation and willingness to engage in domestic tourism activities in Algeria.

- **H4: eWOM perception positively influences actual domestic tourist behaviour in Algeria**

table 26: correlation analysis between eWOM Perception and domestic tourist behaviour in Algeria (variable regression coefficients)

	R	R square	R square adjusted	Sig	Regression coefficients	Constant
H4	0.777	0.603	0.600	0.000	0.770	0.763

Source: Prepared by the researcher based on SPSS v27 results

The regression results for H4 show a strong positive relationship between eWOM Perception and Domestic Tourist Behaviour in Algeria, with a correlation coefficient R = 0.777. The model explains 60.3% of the variance (R^2 = 0.603; Adjusted R^2 = 0.600) in domestic travel behaviour, indicating a strong explanatory power. The relationship is statistically significant (Sig = 0.000 < 0.05), which leads to the acceptance of H4.

The estimated regression equation is **Y = 0.763 + 0.770X**, meaning that an increase in eWOM perception by one unit leads to an increase of 0.770 units in domestic travel behaviour, holding other factors constant. From a behavioural and economic perspective, this result confirms that electronic word-of-mouth generated through travel influencers plays a crucial role in shaping tourists' decisions, by increasing trust, reducing uncertainty, and encouraging engagement in domestic tourism activities in Algeria.

Discussion of the Results

The results of this study provide a clear indication that travel influencer marketing variables play a meaningful role in shaping domestic tourist behaviour in Algeria. Overall, all four examined dimensions—influencer credibility, content quality, parasocial relationship strength, and eWOM perception—show statistically significant and positive relationships with domestic tourist behaviour. This confirms that travel influencers are not merely content creators, but active behavioral drivers influencing tourism-related decision-making processes.

1. Influencer Credibility

The findings show that influencer credibility has a strong and positive effect on domestic tourist behaviour, with a relatively high explanatory power ($R^2 = 0.549$). This suggests that when influencers are perceived as trustworthy, knowledgeable, and reliable, individuals are more likely to adopt their travel recommendations and engage in domestic tourism activities.

From a practical perspective, this reflects the importance of source trustworthiness in reducing perceived risk. In the context of tourism, individuals often face uncertainty regarding destination quality, cost, and experience. Credible influencers help reduce this uncertainty by providing reliable and experience-based information, which increases confidence in domestic travel decisions.

2. Content Quality

The results also highlight that content quality has a strong and significant influence on domestic tourist behaviour, with the highest explanatory power among the tested variables ($R^2 = 0.615$). This indicates that the usefulness, relevance, authenticity, and visual appeal of travel content play a central role in shaping tourism behaviour.

In practical terms, this finding suggests that individuals are strongly influenced by the informational and aesthetic value of content. High-quality content not only captures attention but also enhances understanding of destinations and stimulates travel interest. This reflects a shift where tourism decisions are increasingly guided by content richness and perceived informational value, rather than simple exposure to marketing messages.

3. Parasocial Relationship

The results further indicate that parasocial relationship strength has a positive and significant effect on domestic tourist behaviour, with an explanatory power of ($R^2 = 0.526$). This suggests that emotional attachment and perceived familiarity with travel influencers contribute to shaping tourism-related intentions and behaviours.

From a behavioral perspective, this can be explained by the development of one-sided emotional bonds, where individuals feel a sense of closeness to influencers despite not interacting with them directly. This psychological connection increases trust, attention, and receptiveness to recommendations, thereby reinforcing the persuasive effect of influencer content on travel decisions.

4. eWOM Perception

The findings also reveal that eWOM perception exerts a strong positive influence on domestic tourist behaviour, with a relatively high explanatory power ($R^2 = 0.603$). This dimension reflects the role of online social validation, including recommendations, reviews, engagement metrics, and user reactions.

In practical terms, this suggests that individuals are highly influenced by social proof mechanisms. When travel content is widely viewed, liked, or discussed, it increases perceived credibility and usefulness, which in turn enhances the likelihood of adopting the recommended destinations. Moreover, eWOM also translates into actual behavioural outcomes, such as searching for destinations, planning trips, and visiting places discovered through influencer content.

Taken Together: Integrated Influence Mechanism

Taken together, the results suggest that travel influencers influence domestic tourist behaviour through multiple complementary pathways. Each dimension contributes differently to the decision-making process:

- **Influencer credibility** builds trust and reduces perceived risk
- **Content quality** enhances informational value and attractiveness
- **Parasocial relationships** create emotional attachment and engagement
- **eWOM perception** provides social validation and behavioral reinforcement

Among these, content quality and eWOM perception appear to have the strongest influence, highlighting the importance of informational value and social proof in shaping tourism decisions. However, all dimensions operate in an interconnected manner, suggesting that the effectiveness of travel influencers depends on a combination of cognitive, emotional, and social mechanisms.

Final Interpretation (Conclusion)

Overall, the study confirms that domestic tourist behaviour in Algeria is significantly shaped by digital influencer marketing. Rather than relying solely on traditional tourism promotion channels, individuals increasingly depend on social media content, influencer recommendations, and online engagement signals when making travel decisions.

These findings reflect a broader transformation in tourism behaviour, where decision-making is increasingly digitally mediated, socially influenced, and content-driven. Ultimately, the results confirm that when credibility, quality, emotional connection, and social validation are present simultaneously, travel influencer content becomes a powerful driver of domestic tourism engagement.

General Conclusion

General Conclusion

At the end of this research, it becomes clear that travel influencers play a determining role in shaping the behaviour of domestic tourists in Algeria. Through their credibility, the quality of their content, the parasocial bonds they create with their audience, and the electronic word-of-mouth they generate, these influencers have not only facilitated access to travel information but have also redefined the way young Algerians discover, plan, and evaluate their domestic travel experiences.

By offering authentic recommendations, relatable content, and a sense of personal connection, travel influencers strongly influence tourists' decisions, from the initial inspiration stage to the actual booking and visit. The results of this study confirm that all four dimensions examined — influencer credibility, content quality, parasocial relationship strength, and eWOM perception — have a significant and positive effect on domestic tourist behaviour, with content quality and eWOM perception emerging as the strongest predictors.

However, this growing reliance on influencer-driven content also raises certain challenges, particularly regarding the authenticity of sponsored recommendations, the risk of overcrowding a limited number of "trending" destinations, and the gap between online inspiration and the actual readiness of local tourism infrastructure to meet rising expectations.

Thus, while travel influencers represent a significant opportunity for the development of domestic tourism in Algeria, their impact must be approached with discernment, taking into account both the benefits for travelers in terms of inspiration and decision-making, and the responsibilities of tourism stakeholders in ensuring that the experiences promoted online are matched by quality on the ground. It becomes essential for destinations, accommodation providers, and tourism authorities to engage with this new digital reality in order to remain competitive while preserving the authenticity and quality of the travel experience offered to domestic tourists.

Limitations of the Study

This study presents certain limitations that should be acknowledged. First, data were collected through a self-administered questionnaire, meaning responses reflect perceived rather than independently verified behaviour, which may introduce a degree of social desirability or recall bias. Second, the sample of 117 respondents is relatively small and skewed toward a young, highly educated population, which limits the generalizability of the findings to the broader Algerian population, particularly older age groups and those with lower digital literacy. Third, the cross-sectional design captures behaviour at a single point in time and cannot establish how the influence of travel influencers evolves over a longer period or across repeated travel decisions. Finally, the study focuses exclusively on the Algerian domestic tourism context, so the results may not be directly transferable to international tourism behaviour or to other cultural and economic settings.

Recommendations:

1. Encourage collaboration between Algerian tourism authorities and local travel influencers to promote lesser-known destinations, helping to diversify tourist flows beyond the most popular spots.
2. Support local accommodation and tourism service providers in improving the quality and consistency of their offerings, so that the on-site experience matches the expectations created by influencer content.
3. Raise awareness among domestic tourists about evaluating influencer recommendations critically, encouraging them to consult multiple sources before making travel decisions.

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Appendices

Frequencies

Notes

Output Created		13-JUN-2026 22:03:07
Comments		
Input	Data	C:\Users\pc\Desktop\TEAM 2026\Data boss 1001\Adda\data base.sav
	Active Dataset	DataSet1
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	N of Rows in Working Data File	117
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 Age Gender Level_education Incomes /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00

	Elapsed Time	00:00:00.00

[DataSet1] C:\Users\pc\Desktop\TEAM 2026\Data boss 1001\Adda\data base.sav

Statistics

		Do you follow at least one Algerian travel influencer on social media?	Have you consumed travel influencer content in the last 3 months?	Age	Gender	Level_education
N	Valid	117	117	117	117	117
	Missing	0	0	0	0	0

Statistics

		Incomes
N	Valid	117
	Missing	0

Frequency Table

Do you follow at least one Algerian travel influencer on social media?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	117	100.0	100.0	100.0

Have you consumed travel influencer content in the last 3 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	117	100.0	100.0	100.0

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18–24 years	103	88.0	88.0	88.0
	25–34 years	12	10.3	10.3	98.3
	45 years or older	2	1.7	1.7	100.0
	Total	117	100.0	100.0	

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	75	64.1	64.1	64.1
	Female	42	35.9	35.9	100.0
	Total	117	100.0	100.0	

Level_education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or below	15	12.8	12.8	12.8
	Bachelor's degree (Licence)	14	12.0	12.0	24.8
	Master's degree	85	72.6	72.6	97.4
	Professional / vocational diploma	3	2.6	2.6	100.0
	Total	117	100.0	100.0	

Incomes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No personal income (student)	80	68.4	68.4	68.4
	Below 30,000 DZD	10	8.5	8.5	76.9
	30,000 – 60,000 DZD	12	10.3	10.3	87.2
	60,000 – 100,000 DZD	4	3.4	3.4	90.6

	Above 100,000 DZD	11	9.4	9.4	100.0
	Total	117	100.0	100.0	

Multiple Response

Notes

Output Created		13-JUN-2026 22:06:20
Comments		
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	Split File	<none>
	N of Rows in Working Data File	117
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.

	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.
Syntax		MULT RESPONSE GROUPS=$social_media (instagram tiktok youtube facebook (1)) /FREQUENCIES=$social_media.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
$social_media[a]	117	100.0%	0	0.0%	117	100.0%

a. Dichotomy group tabulated at value 1.

$social_media Frequencies

	Responses

		N	Percent	Percent of Cases
$social_media[a]	Instagram	105	46.3%	89.7%
	TikTok	54	23.8%	46.2%
	YouTube	49	21.6%	41.9%
	Facebook	19	8.4%	16.2%
Total		227	100.0%	194.0%

a. Dichotomy group tabulated at value 1.

Frequencies

Notes

Output Created		13-JUN-2026 22:08:20
Comments		
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	Filter	<none>

	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	117
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=Average watch /ORDER=ANALYSIS.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

Statistics

		How many hours per day do you spend on social media on average?	How often do you watch or view travel influencer content?*
N	Valid	117	117
	Missing	0	0

Frequency Table

How many hours per day do you spend on social media on average?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 hour	4	3.4	3.4	3.4
	1–2 hours	20	17.1	17.1	20.5
	3–4 hours	46	39.3	39.3	59.8
	More than 4 hours	47	40.2	40.2	100.0
	Total	117	100.0	100.0	

How often do you watch or view travel influencer content?*

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	21	17.9	17.9	17.9
	Several times per week	48	41.0	41.0	59.0
	Once a week	32	27.4	27.4	86.3
	A few times per month	16	13.7	13.7	100.0
	Total	117	100.0	100.0	

Multiple Response

Notes

Output Created		13-JUN-2026 22:09:28
Comments		
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	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	117
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each table are based on all the cases with valid data in the specified range(s) for all variables in each table.

Syntax		MULT RESPONSE GROUPS=$influencer (nano micro macro mega (1)) /FREQUENCIES=$influencer.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.01

Case Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
$influencer[a]	117	100.0%	0	0.0%	117	100.0%

a. Dichotomy group tabulated at value 1.

$influencer Frequencies

		Responses		Percent of Cases
		N	Percent	
$influencer[a]	Nano (less than 10K followers)	20	9.1%	17.1%
	Micro (10K–100K followers)	40	18.2%	34.2%

	Macro (100K–1M followers)	84	38.2%	71.8%
	Mega / celebrity (more than 1M followers)	76	34.5%	65.0%
Total		220	100.0%	188.0%

a. Dichotomy group tabulated at value 1.

T-Test

Notes

Output Created		13-JUN-2026 22:10:36
Comments		
Input	Data	C:\Users\pc\Desktop\TEAM 2026\Data boss 1001\Adda\data base.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	117
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=Influencer_credibility1 Influencer_credibility2 Influencer_credibility3 Influencer_credibility4 X1 Content_quality1 Content_quality2 Content_quality3 Content_quality4 Content_quality5 X2 Parasocial_relationship1 Parasocial_relationship2 Parasocial_relationship3 Parasocial_relationship4 Parasocial_relationship5 X3 eWOMperception1 eWOMperception2 eWOMperception3 eWOMperception4 eWOMperception5 eWOMperception6 eWOMperception7 eWOMperception8

		eWOMperception9 X4 touristbehaviour1 touristbehaviour2 touristbehaviour3 touristbehaviour4 touristbehaviour5 touristbehaviour6 touristbehaviour7 touristbehaviour8 Y /ES DISPLAY(FALSE) /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
Influencer_credibility 1	117	3.6410	.78192	.07229
Influencer_credibility 2	117	3.6410	.75955	.07022
Influencer_credibility 3	117	3.5128	.88683	.08199
Influencer_credibility 4	117	3.5214	.89634	.08287
X1	117	3.5791	.63877	.05905
Content_quality1	117	3.6068	.89015	.08229
Content_quality2	117	3.5556	1.00382	.09280
Content_quality3	117	3.5556	.80349	.07428

Content_quality4	117	3.6154	.90826	.08397
Content_quality5	117	3.6325	.81577	.07542
X2	117	3.5932	.68879	.06368
Parasocial_relationship1	117	3.6581	.85261	.07882
Parasocial_relationship2	117	3.5983	.82064	.07587
Parasocial_relationship3	117	3.6325	.82627	.07639
Parasocial_relationship4	117	3.5812	.85338	.07890
Parasocial_relationship5	117	3.6239	.83796	.07747
X3	117	3.6188	.63026	.05827
eWOMperception1	117	3.5214	.86700	.08015
eWOMperception2	117	3.5726	.82333	.07612
eWOMperception3	117	3.4701	.84662	.07827
eWOMperception4	117	3.6838	.81632	.07547
eWOMperception5	117	3.5726	.88392	.08172
eWOMperception6	117	3.5299	.91513	.08460
eWOMperception7	117	3.6239	.80651	.07456
eWOMperception8	117	3.5726	.87411	.08081
eWOMperception9	117	3.6325	.83664	.07735
X4	117	3.5755	.62712	.05798
touristbehaviour1	117	3.5385	.81514	.07536
touristbehaviour2	117	3.5043	.76140	.07039
touristbehaviour3	117	3.4872	.86717	.08017

touristbehaviour4	117	3.5641	.88459	.08178
touristbehaviour5	117	3.5385	.80450	.07438
touristbehaviour6	117	3.4872	.81595	.07544
touristbehaviour7	117	3.4615	.84627	.07824
touristbehaviour8	117	3.5470	.83558	.07725
Y	117	3.5160	.62166	.05747

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Influencer_credibility1	8.868	116	.000	.64103	.4978	.7842
Influencer_credibility2	9.129	116	.000	.64103	.5019	.7801
Influencer_credibility3	6.255	116	.000	.51282	.3504	.6752
Influencer_credibility4	6.292	116	.000	.52137	.3572	.6855
X1	9.806	116	.000	.57906	.4621	.6960
Content_quality1	7.374	116	.000	.60684	.4438	.7698
Content_quality2	5.986	116	.000	.55556	.3717	.7394
Content_quality3	7.479	116	.000	.55556	.4084	.7027
Content_quality4	7.329	116	.000	.61538	.4491	.7817
Content_quality5	8.386	116	.000	.63248	.4831	.7819

X2	9.315	116	.000	.59316	.4670	.7193
Parasocial_relationship1	8.349	116	.000	.65812	.5020	.8142
Parasocial_relationship2	7.886	116	.000	.59829	.4480	.7486
Parasocial_relationship3	8.280	116	.000	.63248	.4812	.7838
Parasocial_relationship4	7.367	116	.000	.58120	.4249	.7375
Parasocial_relationship5	8.054	116	.000	.62393	.4705	.7774
X3	10.620	116	.000	.61880	.5034	.7342
eWOMperception1	6.505	116	.000	.52137	.3626	.6801
eWOMperception2	7.523	116	.000	.57265	.4219	.7234
eWOMperception3	6.006	116	.000	.47009	.3151	.6251
eWOMperception4	9.060	116	.000	.68376	.5343	.8332
eWOMperception5	7.008	116	.000	.57265	.4108	.7345
eWOMperception6	6.263	116	.000	.52991	.3623	.6975
eWOMperception7	8.368	116	.000	.62393	.4763	.7716
eWOMperception8	7.086	116	.000	.57265	.4126	.7327
eWOMperception9	8.177	116	.000	.63248	.4793	.7857
X4	9.926	116	.000	.57550	.4607	.6903

touristbehaviour1	7.145	116	.000	.53846	.3892	.6877
touristbehaviour2	7.164	116	.000	.50427	.3649	.6437
touristbehaviour3	6.077	116	.000	.48718	.3284	.6460
touristbehaviour4	6.898	116	.000	.56410	.4021	.7261
touristbehaviour5	7.240	116	.000	.53846	.3912	.6858
touristbehaviour6	6.458	116	.000	.48718	.3378	.6366
touristbehaviour7	5.899	116	.000	.46154	.3066	.6165
touristbehaviour8	7.081	116	.000	.54701	.3940	.7000
Y	8.979	116	.000	.51603	.4022	.6299

Reliability

Notes

Output Created		13-JUN-2026 22:11:16
Comments		
Input	Data	C:\Users\pc\Desktop\TEAM 2026\Data boss 1001\Adda\data base.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>

	Split File	<none>
	N of Rows in Working Data File	117
	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=Influencer_credibility1 Influencer_credibility2 Influencer_credibility3 Influencer_credibility4 /SCALE('IC') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Scale: IC

Case Processing Summary

		N	%
Cases	Valid	117	100.0
	Excluded[a]	0	.0
	Total	117	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.766	4

Reliability

Notes

Output Created	13-JUN-2026 22:11:38
Comments	

Input	Data	C:\Users\pc\Desktop\TEAM 2026\Data boss 1001\Adda\database.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	117
	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=Content_quality1 Content_quality2 Content_quality3 Content_quality4 Content_quality5 /SCALE('CQ') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

Scale: CQ

Case Processing Summary

		N	%
Cases	Valid	117	100.0
	Excluded[a]	0	.0
	Total	117	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.835	5

Reliability

Notes

Output Created		13-JUN-2026 22:12:01
Comments		
Input	Data	C:\Users\pc\Desktop\TEAM 2026\Data boss 1001\Adda\data base.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	117
	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=Parasocial_relationship1 Parasocial_relationship2 Parasocial_relationship3 Parasocial_relationship4 Parasocial_relationship5 /SCALE('PR') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.03

Scale: PR

Case Processing Summary

		N	%
Cases	Valid	117	100.0
	Excluded[a]	0	.0
	Total	117	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.808	5

Reliability

Notes

Output Created		13-JUN-2026 22:12:28
Comments		
Input	Data	C:\Users\pc\Desktop\TEAM 2026\Data boss 1001\Adda\data base.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>

	Split File	<none>
	N of Rows in Working Data File	117
	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=eWOM perception1 eWOMperception2 eWOMperception3 eWOMperception4 eWOMperception5 eWOMperception6 eWOMperception7 eWOMperception8 eWOMperception9 /SCALE('EWOM P') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.01

Scale: EWOM P

Case Processing Summary

		N	%
Cases	Valid	117	100.0
	Excluded[a]	0	.0
	Total	117	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.894	9

Reliability

Notes

Output Created		13-JUN-2026 22:12:54
Comments		
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	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	117
	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=touristbehaviour1 touristbehaviour2 touristbehaviour3 touristbehaviour4 touristbehaviour5 touristbehaviour6 touristbehaviour7 touristbehaviour8 /SCALE('TB') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.00
	Elapsed Time	00:00:00.00

Scale: TB

Case Processing Summary

		N	%
Cases	Valid	117	100.0
	Excluded[a]	0	.0
	Total	117	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.888	8

Reliability

Notes

Output Created		13-JUN-2026 22:13:21
Comments		
Input	Data	C:\Users\pc\Desktop\TEAM 2026\Data boss 1001\Adda\data base.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	117
	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=Influencer_credibility1 Influencer_credibility2 Influencer_credibility3 Influencer_credibility4 Content_quality1 Content_quality2 Content_quality3 Content_quality4 Content_quality5 Parasocial_relationship1 Parasocial_relationship2 Parasocial_relationship3 Parasocial_relationship4 Parasocial_relationship5 eWOMperception1 eWOMperception2 eWOMperception3 eWOMperception4 eWOMperception5 eWOMperception6 eWOMperception7 eWOMperception8 eWOMperception9 touristbehaviour1 touristbehaviour2 touristbehaviour3 touristbehaviour4 touristbehaviour5

		touristbehaviour6 touristbehaviour7 touristbehaviour8 /SCALE('Total') ALL /MODEL=ALPHA.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01

Scale: Total

Case Processing Summary

		N	%
Cases	Valid	117	100.0
	Excluded[a]	0	.0
	Total	117	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.959	31

Regression

Notes

Output Created		13-JUN-2026 22:13:59
Comments		
Input	Data	C:\Users\pc\Desktop\TEAM 2026\Data boss 1001\Adda\data base.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	117
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 Y /METHOD=ENTER X1.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.01
	Memory Required	4400 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: Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.741[a]	.549	.545	.41926

a. Predictors: (Constant), X1

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.615	1	24.615	140.037	.000[b]
	Residual	20.214	115	.176		
	Total	44.829	116			

a. Dependent Variable: Y

b. Predictors: (Constant), X1

Coefficients[a]

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

		B	Std. Error	Beta		
1	(Constant)	.935	.222		4.221	.000
	X1	.721	.061	.741	11.834	.000

a. Dependent Variable: Y

Regression

Notes

Output Created		13-JUN-2026 22:14:16
Comments		
Input	Data	C:\Users\pc\Desktop\TEAM 2026\Data boss 1001\Adda\data base.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	117

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 Y /METHOD=ENTER X2.
Resources	Processor Time	00:00:00.03
	Elapsed Time	00:00:00.05
	Memory Required	4400 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: Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.784[a]	.615	.612	.38724

a. Predictors: (Constant), X2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.585	1	27.585	183.952	.000[b]
	Residual	17.245	115	.150		
	Total	44.829	116			

a. Dependent Variable: Y

b. Predictors: (Constant), X2

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.972	.191		5.091	.000
	X2	.708	.052	.784	13.563	.000

a. Dependent Variable: Y

Regression

Notes

Output Created		13-JUN-2026 22:14:30
Comments		
Input	Data	C:\Users\pc\Desktop\TEAM 2026\Data boss 1001\Adda\database.sav
	Active Dataset	DataSet1
	Filter	<none>
	Weight	<none>
	Split File	<none>

	N of Rows in Working Data File	117
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 Y /METHOD=ENTER X3.
Resources	Processor Time	00:00:00.02
	Elapsed Time	00:00:00.03
	Memory Required	4400 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: Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.725[a]	.526	.522	.42983

a. Predictors: (Constant), X3

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.583	1	23.583	127.648	.000[b]
	Residual	21.246	115	.185		
	Total	44.829	116			

a. Dependent Variable: Y

b. Predictors: (Constant), X3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.927	.233		3.987	.000
	X3	.715	.063	.725	11.298	.000

a. Dependent Variable: Y

Regression

Notes

Output Created		13-JUN-2026 22:14:50
Comments		
Input	Data	C:\Users\pc\Desktop\TEAM 2026\Data boss 1001\Adda\data base.sav
	Active Dataset	DataSet1
	Filter	<none>

	Weight	<none>
	Split File	<none>
	N of Rows in Working Data File	117
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 Y /METHOD=ENTER X4.
Resources	Processor Time	00:00:00.06
	Elapsed Time	00:00:00.03
	Memory Required	4400 bytes
	Additional Memory Required for Residual Plots	0 bytes

Variables Entered/Removed[a]

Model	Variables Entered	Variables Removed	Method
1	X4[b]	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.777[a]	.603	.600	.39319

a. Predictors: (Constant), X4

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.051	1	27.051	174.979	.000[b]
	Residual	17.778	115	.155		
	Total	44.829	116			

a. Dependent Variable: Y

b. Predictors: (Constant), X4

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.763	.211		3.610	.000
	X4	.770	.058	.777	13.228	.000

a. Dependent Variable: Y

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