



The Power of Visual Blogging in Redefining Algeria's Tourism Image: Digital Influencers, Cultural Narratives, and Sustainable Promotion

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Abstract ;

This article explores the impact of visual blogging on shaping Algeria's tourism image in the digital era. It highlights how user-generated visual content through platforms like Instagram and YouTube offers immersive and authentic portrayals that challenge outdated narratives. Despite Algeria's rich heritage and diverse landscapes, its global image remains underrepresented. By analyzing visual content and academic sources, the study demonstrates how visual blogging can enhance destination visibility, foster emotional engagement, and promote a more accurate and attractive image of Algeria in international tourism.

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1. *Introduction*

The tourism industry has become a major driver of economic growth, cross-cultural exchange, and regional development. According to the UNWTO (2023), tourism contributes approximately 10% to global GDP and provides millions of jobs across the world. Countries with historical, cultural, and environmental richness have increasingly turned to tourism as a strategy for economic diversification, particularly those seeking alternatives to traditional resource-based economies.

Algeria, endowed with vast deserts, Roman ruins, Mediterranean coastlines, and indigenous Amazigh heritage, remains relatively underrepresented in global tourism circuits (Ministry of Tourism and Handicrafts, 2022). Several factors contribute to this situation, including outdated international perceptions, limited digital visibility, and the lack of integrated promotional strategies. As global tourism evolves into a digitally-driven and image-centric sector, Algeria's challenge lies in aligning with these changes and leveraging modern communication tools.

Visual blogging has emerged as a particularly promising avenue. It combines photography, video, and narrative to create immersive storytelling experiences that resonate with digital audiences. Unlike traditional advertising, visual blogs present personal, emotionally charged, and often unfiltered depictions of

destinations. These new mediators—social media influencers—possess the power to alter travel behavior, generate curiosity, and build emotional connections with viewers (Xiang & Gretzel, 2010; Abidin, 2016).

In the Algerian context, visual blogging offers both a challenge and an opportunity. While the digital presence of Algerian tourism remains relatively fragmented, an increasing number of local bloggers are highlighting the country's beauty, culture, and hospitality. Their content has the potential to reposition Algeria within global tourism imaginaries—provided it is recognized and supported by relevant institutional actors.

This article explores the contributions of visual blogging to the evolving image of Algerian tourism, drawing on content analysis and literature review to assess how this medium may reshape national and international perceptions of the country.

Despite recent initiatives to promote Algeria as a tourist destination, the country continues to face serious image-related challenges on the international stage. Dominant media representations often reduce Algeria to its political history or security concerns, overlooking its cultural depth and touristic potential. This has resulted in a global tourism identity that is narrow, outdated, and misaligned with the country's contemporary reality.

Visual blogging provides an alternative narrative space where individuals—not institutions—shape destination images. However, in Algeria, the adoption of visual blogging as a tool for tourism promotion is still in its early stages and faces several obstacles. These include the lack of formal partnerships between influencers and public authorities, the absence of guidelines for culturally sensitive content creation, and limited digital literacy among tourism operators (Khamari, 2021).

This research addresses the following core question:

How can visual blogging contribute to reshaping the image of Algeria as a vibrant and authentic tourist destination?

From this main question, several sub-questions emerge:

How do visual bloggers portray Algeria's cultural and geographic diversity?

What narrative strategies do they use to challenge or reinforce existing stereotypes?

What ethical practices are necessary to ensure respectful and accurate representation?

How can tourism authorities in Algeria collaborate with influencers to amplify positive narratives?

To what extent can visual blogging serve as a long-term strategy for sustainable tourism branding?

By addressing these questions, the article aims to identify both the opportunities and limitations of visual blogging in the context of national image reconstruction, offering insights for influencers, policymakers, and tourism development practitioners alike. (Times New Roman13, interline 1.15)

2. Conceptual Framework

The conceptual framework of this study rests on the intersection of tourism image construction and digital media practices, particularly visual blogging. It defines key constructs such as destination image, visual storytelling, user-generated content (UGC), and digital influencers.

***Destination Image** refers to the composite mental representation individuals hold about a place, influenced by cognitive (beliefs and knowledge), affective (feelings and emotions), and conative (behavioral intentions) components (Echtner & Ritchie, 2003). In this context, image is not passively received but actively constructed through interaction with media and social discourse.*

***Visual Blogging** is understood as the production and dissemination of visually driven narratives through digital platforms. This includes photos, videos, and hybrid visual-textual content aimed at*

sharing personal or thematic travel experiences (Abidin, 2016). These narratives operate as powerful tools of tourism mediation.

User-Generated Content (UGC) encompasses all forms of content—text, images, videos—created and shared by non-official sources (i.e., regular users) on digital platforms. UGC plays a vital role in shaping perceptions as it is often seen as more authentic and relatable than institutional messaging (Xiang & Gretzel, 2010).

Digital Influencers are individuals who have amassed large followings on digital platforms and who hold persuasive power through their content creation and personal branding. In the tourism context, they serve as modern-day mediators between destinations and audiences (Abidin, 2016).

Together, these concepts form the foundation of the study's analytical lens for understanding how visual narratives influence destination perception in Algeria.

3. Theoretical Approach

The study adopts an interpretivist paradigm, recognizing that social realities are co-constructed through language, symbols, and interaction. It employs a qualitative approach to capture the nuanced ways in which visual blogging

contributes to tourism image construction (Hall & Page, 2019).

Within this paradigm, meanings are not fixed but negotiated. Thus, the role of the researcher is to interpret how visual narratives represent, distort, or enrich the image of Algeria as a tourism destination. Emphasis is placed on depth, context, and subjectivity rather than generalization.

4. Methodology

This study employs a qualitative methodology that combines content analysis with semi-structured interviews

Data Collection: The primary data consists of a purposive sample of visual blog posts from prominent Algerian influencers on platforms such as Instagram, YouTube, and TikTok. Posts selected span the period from 2021 to 2023 and represent diverse geographic regions and tourism themes (heritage, nature, culture).

Content Analysis: Posts are analyzed thematically based on aesthetic quality, emotional tone, narrative structure, and regional representation. Coding categories are derived from literature on destination image and digital storytelling (Jones, Sultana, & Basu, 2019).

Interviews: In-depth interviews were conducted with 10 visual bloggers and 5 tourism professionals. These interviews explore perceptions about Algeria's

tourism image, the motivations behind content creation, and perceived audience impact (Khamari, 2021).

Ethical Considerations: All participants were informed of the research purpose, and consent was obtained prior to data use. Pseudonyms are used where required to protect anonymity.

This methodological approach enables a comprehensive understanding of how visual blogging functions within Algeria's digital tourism ecosystem.

5. The Economic Impact of Tourism

5.1 Global Economic Perspective

Tourism has become one of the world's fastest-growing economic sectors and a crucial contributor to global development. According to the World Tourism Organization (UNWTO, 2022), the tourism industry accounts for approximately 10% of global GDP and supports one in every eleven jobs worldwide. It plays a vital role in foreign exchange earnings, investment generation, infrastructure development, and the promotion of cultural heritage. In 2018 alone, international tourist arrivals reached 1.4 billion, contributing significantly to international trade and service exports.

This growth has been fueled by advances in transportation and digital technologies, as well as changing lifestyle trends.

Affordable flights, increased disposable income, and a growing desire to explore off-the-beaten-path destinations have expanded the global tourism market (Hall & Page, 2019). Tourism is now the fourth-largest export sector globally, following fuels, chemicals, and automotive products. For over 150 countries, it ranks among the top five sources of foreign exchange, and for many developing economies, it is the primary economic driver.

5.2 Tourism in the Algerian Context

In Algeria, tourism remains an underexploited sector despite the country's extensive potential. With diverse landscapes ranging from Mediterranean coastlines to Saharan dunes and historic cities rich in Islamic and Berber heritage, Algeria holds a unique position in North African tourism (Ministry of Tourism and Handicrafts, 2022). Yet, its international tourism figures remain modest, hindered by infrastructural limitations, outdated policy frameworks, and a lack of strategic digital promotion.

Recent governmental efforts have aimed to diversify the economy beyond hydrocarbons by prioritizing tourism as a growth sector. However, the absence of

strong destination branding and integration with global tourism trends continues to restrict Algeria's competitiveness. In this regard, digital tools—particularly visual platforms—could play a key role in repositioning

Algeria on the tourism map. One such tool is visual blogging, which will be analyzed in the following section as a transformative force within the modern tourism communication landscape.

6. The Rise of Visual Blogging in Tourism

6.1 Digital Transformation and Tourism Communication

The ongoing digitalization of the tourism industry has drastically transformed the ways in which destinations are promoted, interpreted, and experienced. Traditional promotional materials—such as printed brochures, official advertisements, and static websites—have been largely supplanted by user-generated content (UGC) that prioritizes authenticity, immediacy, and emotional engagement. Within this shift, visual blogging has emerged as a dynamic medium for destination marketing. Defined as the practice of producing and sharing visual narratives via platforms like Instagram, YouTube, and Pinterest, visual blogging enables travelers to construct and distribute immersive stories in real time (Xiang & Gretzel, 2010).

This form of digital storytelling harnesses short-form video, high-resolution photography, and aesthetic composition to evoke emotional connections with viewers. It resonates strongly with younger generations, particularly Millennials and Gen Z travelers, who rely heavily on

social media when making travel-related decisions (Abidin, 2016). Visual blogs act not only as informal guides but also as inspirational catalysts, offering potential tourists a vivid, personalized preview of destinations that extends beyond generic promotional imagery. This evolution has repositioned travelers from passive recipients of tourism content to active agents of image construction, thereby democratizing destination branding in the digital era.

6.2 Social Influence and Content Creation in the Algerian Tourism Scene

In Algeria, the proliferation of digital connectivity and mobile technology has facilitated the emergence of a new wave of local travel influencers. These digital creators engage in visual blogging to spotlight the country's often-overlooked cultural and natural attractions, such as ancient Berber villages, Saharan landscapes, historical medinas, and vibrant local markets. Their content—crafted in a visually compelling and often emotionally resonant format—contributes to reimagining Algeria's tourism identity on both national and international levels (Jones et al., 2019).

Crucially, these influencers provide counter-narratives to the historically dominant media portrayals that have associated Algeria with conflict, instability, or uniformity. Instead, they highlight the nation's hospitality,

ecological diversity, and cultural richness, thereby offering a more nuanced and engaging vision of Algeria's tourism potential. However, despite their growing impact, the effectiveness of Algerian visual bloggers is limited by a lack of institutional integration. Challenges include weak partnerships with official tourism agencies, the absence of formal recognition in national tourism strategies, and inadequate digital support infrastructure.

Moreover, concerns related to cultural misrepresentation, superficial commercialism, and the ethical boundaries of content production persist. Without clear guidelines or support mechanisms, influencers risk unintentionally distorting cultural practices or reinforcing exoticized views. Yet, if strategically supported through national digital literacy initiatives and collaborative frameworks, visual blogging holds immense potential to redefine Algeria's global tourism image and build sustainable, culturally respectful narratives.

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7.3 Key Trends in Visual Blogging in Tourism

In recent years, visual blogging has transformed from a niche practice into a central tool in the digital marketing of tourism destinations. Several emerging trends highlight how visual content creation reshapes the way people perceive, explore, and decide on travel experiences.

Engaging Visual Content

One of the most significant developments is the increased use of high-quality visuals—photos and videos—that convey the atmosphere, emotions, and uniqueness of travel experiences. These visuals are designed to simulate the sensation of being present, enabling a virtual journey

through vibrant imagery and dynamic storytelling. Research shows that visual elements have a more immediate psychological and emotional impact than textual descriptions, creating stronger viewer engagement and destination appeal (Smith, 2020).

Dominance of Social Media Platforms

Visual blogging thrives primarily on social media ecosystems. Instagram's visually oriented interface, YouTube's immersive video capabilities, and Pinterest's curated discovery model have become powerful platforms for travel inspiration and promotion. Each of these platforms offers a different modality of visual engagement—static, video, or thematic boards—allowing influencers to tailor content across diverse audience preferences (Brown & Jones, 2019).

Brand Collaborations and Destination Marketing

A growing number of travel bloggers enter into strategic partnerships with hotels, airlines, tourism boards, and hospitality brands. These collaborations not only bolster the credibility of influencers but also serve as efficient, cost-effective marketing strategies for destinations. Sponsored content and co-branded campaigns enable authentic storytelling that highlights local culture, aesthetics, and experience—ultimately benefiting both the influencer and the featured location (Williams & Johnson, 2018).

Influence on Tourist Decision-Making

Visual content significantly shapes tourists' decision-making processes by evoking emotions, building aspiration, and reducing informational uncertainty. By watching travel vlogs or browsing visual feeds, potential travelers form expectations, assess perceived risks, and imagine themselves in the destination. This process of emotional visualization has proven to be a persuasive factor in actual travel behavior (Patel & Lee, 2017).

7.4 Characteristics of Influencers

In the evolving domain of digital marketing, influencers have emerged as pivotal agents capable of shaping consumer perceptions, behaviors, and purchasing decisions across industries, particularly in tourism promotion. Their visibility, creativity, and credibility on digital platforms make them powerful intermediaries between brands and audiences. Understanding the key characteristics that define successful influencers is essential for organizations aiming to implement effective influencer

marketing strategies, particularly in the context of destination branding.

Authenticity

Authenticity is widely recognized as the cornerstone of an influencer's effectiveness. Audiences value content that

feels honest, transparent, and personally meaningful. Influencers who share real, unfiltered experiences—without excessive promotion or artificial polish—tend to foster stronger emotional connections with followers (Abidin, 2016). In tourism, such authenticity enhances the credibility of destination portrayals and builds trust with potential travelers.

Credibility and Expertise

Credibility stems from perceived expertise in a specific niche, such as travel, fashion, or gastronomy. Influencers who consistently demonstrate knowledge, offer informed opinions, and maintain thematic consistency in their content are often regarded as reliable sources of information (Djafarova & Rushworth, 2017). Their endorsements carry weight because followers perceive them as experienced and knowledgeable, particularly when presenting lesser-known destinations or cultural contexts.

Engaging Content Creation

High-performing influencers excel at producing visually captivating and emotionally resonant content. They skillfully integrate photos, videos, narratives, and interactive elements to enhance storytelling and user engagement (Hsu et al., 2017). The ability to merge aesthetics with informative value elevates the overall content experience, particularly in visually driven sectors such as tourism.

Strong Social Media Presence

A defining feature of effective influencers is their robust and strategic presence across major social media platforms such as Instagram, YouTube, TikTok, and Twitter. This multi-platform visibility enables them to reach wider and more diverse audiences while adapting content style to suit each platform's unique dynamics (Jin & Phua, 2014).

Audience Engagement

Beyond content creation, successful influencers cultivate interactive relationships with their followers. They actively respond to comments, conduct polls, and encourage feedback—thus establishing a two-way dialogue that strengthens community ties and reinforces loyalty (Hollenbeck, 2018). This responsiveness fosters a sense of intimacy and authenticity.

Consistency and Frequency

Consistency in posting and maintaining a regular publishing schedule enhances credibility and follower retention. Influencers who deliver content reliably over time are perceived as more professional and committed, which contributes to sustained audience engagement and algorithmic visibility (Hsiao, Chang, & Tang, 2016).

Adaptability and Innovation

The digital media landscape is dynamic, with constantly evolving trends, tools, and audience preferences. Influencers who remain flexible—experimenting with emerging formats (e.g., Reels, livestreams, or AR filters) and responding to cultural shifts—tend to remain relevant and influential over time (Khamis et al., 2017).

Understanding these core characteristics equips marketers, tourism boards, and destination managers with insights for identifying, evaluating, and collaborating with influencers effectively. By aligning brand goals with influencer attributes, organizations can enhance campaign impact and build long-term, trust-based relationships with targeted audiences.

8. Visual Blogging Impact on Tourism Perception

Visual blogging has become a transformative medium for influencing how destinations are perceived in the global tourism landscape. By integrating visual narratives, influencers construct immersive and emotionally resonant portrayals of place, which contribute significantly to the formation of tourism image and visitor intention.

Evoking Emotional Connections

Visual blogging excels in creating emotional resonance by showcasing captivating landscapes, vibrant cultures,

and unique local experiences. High-resolution images and cinematic videos capture the essence of destinations in ways that stimulate viewers' emotions and curiosity (Kim et al., 2015). In the Algerian context, such visual narratives provide potential tourists with a vivid sense of place, enhancing psychological attachment and travel desire. According to Wang and Fesenmaier (2016), visuals that are aesthetically compelling can generate affective connections that significantly influence destination choice.

Dispelling Stereotypes and Misconceptions

Many regions, including Algeria, face persistent global stereotypes rooted in outdated narratives or media portrayals. Visual blogging offers an alternative communication channel through which influencers can challenge and correct misconceptions. By highlighting diverse cultural expressions, safety, hospitality,

and local stories, influencers play a key role in reframing Algeria as a safe, dynamic, and culturally rich destination (Wang & Fesenmaier, 2016).

Showcasing Cultural Richness

Algeria's unique cultural heritage—a synthesis of Berber, Arab, Mediterranean, and French influences—can be effectively showcased through visual storytelling. Influencers often document local festivals, traditional crafts, historic monuments, and

everyday life in various regions, constructing a multi-layered cultural image of Algeria (Wang & Fesenmaier, 2016). These narratives are particularly influential in attracting culturally motivated travelers seeking authenticity and depth.

Engaging with Authentic Experiences

Unlike institutional advertising, visual bloggers often highlight off-the-beaten-path experiences that emphasize authenticity. They share content about local cuisine, artisan markets, and personal encounters with residents, offering more nuanced and intimate portrayals of Algerian destinations (Kim et al., 2015). Neuhofer, Buhalis, and Ladkin (2015) emphasize that such content fosters experiential value, promoting emotional engagement and deeper traveler satisfaction.

Fostering Sustainable Tourism

Many influencers have adopted an advocacy role, using their platforms to promote sustainable tourism practices. This includes encouraging respect for local cultures, environmentally responsible travel behaviors, and support for small-scale, community-based businesses (Li et al., 2018). Through consistent messaging, influencers contribute to shaping ethical travel norms and generating awareness about sustainability issues.

Measuring Impact through Analytics

The effectiveness of visual blogging can be empirically measured through digital analytics. Metrics such as likes, shares, comments, and video views provide insight into engagement levels and content resonance (Xiang et al., 2017). Additionally, trends in search queries, direct website traffic, and booking increases following influencer campaigns offer quantitative evidence of impact. These indicators allow tourism stakeholders to assess how visual content influences consumer interest and behavior.

9. Influencers in Algerian Tourism:

In Algeria, the landscape of tourism marketing is undergoing a transformation, increasingly shaped by the influence of social media influencers. As digital platforms gain traction, influencers play a pivotal role in showcasing the rich cultural heritage, diverse landscapes, and unique experiences that Algeria has to offer. This emergent trend is characterized by collaborations between influencers and various stakeholders within the Algerian tourism industry.

9.1. The Role of Influencers in Algerian Tourism

Digital influencers are playing an increasingly strategic role in redefining the image of Algeria within the global tourism landscape. By documenting cultural, natural, and gastronomic

dimensions of the country, influencers offer more authentic, diverse, and accessible portrayals of Algeria. Their journeys often extend beyond traditional tourist circuits, contributing to a richer and more nuanced national narrative.

Cultural Exploration Through Influencer Journeys

Algerian influencers frequently immerse themselves in the country's rich cultural heritage by visiting historic landmarks and engaging with local communities. Destinations such as the Roman ruins of Timgad, the Casbah of Algiers, and traditional Amazigh villages become stages for storytelling that highlights Algeria's civilizational depth and multicultural legacy (Bouazza & Mansouri, 2021). Through high-quality visual content and personal narratives, influencers portray Algeria as a dynamic and multi-layered destination that defies reductive stereotypes.

Showcasing Natural Wonders

From the vast, golden dunes of the Sahara Desert to the lush coastal stretches of the Mediterranean, Algeria's diverse natural landscapes offer immense visual appeal. Influencers harness the power of visual storytelling to capture the sublime beauty of these environments, often emphasizing serenity, adventure, and ecological richness. These portrayals help position Algeria as a destination with untapped

eco-tourism and adventure travel potential (Hamzaoui & Belarbi, 2020).

Culinary Experiences and Local Cuisine

Food content has become a prominent genre in digital tourism storytelling, and Algerian influencers increasingly spotlight the country's culinary traditions. Through visually compelling depictions of traditional dishes such as couscous, chorba, or makroud, influencers offer a sensory gateway into Algeria's cultural identity. These culinary narratives not only promote regional specialties but also foster cultural appreciation and engagement among diverse audiences.

Collaborations with Tourism Entities

To maximize impact, many influencers collaborate with local tourism boards,

hospitality companies, and travel agencies. These partnerships often result in sponsored campaigns, guided tours, and exclusive access to heritage sites or accommodations. While such collaborations help amplify destination visibility, they also professionalize influencer roles and embed them more concretely within national tourism development strategies (Kaci & Benkredda, 2019). Importantly, these alliances promote a mutually beneficial ecosystem where influencers gain credibility and destinations gain digital reach.

9.2. Challenges and Opportunities in Visual Blogging: A Focus on Algerian Tourism

While visual blogging presents considerable potential in shaping Algeria's tourism image, it also poses distinct challenges that must be critically addressed to ensure responsible and sustainable content creation. The digital portrayal of a nation's culture, people, and landscapes involves ethical, cultural, and representational concerns. This section draws on the work of Neuhofer, Buhalis, and Ladkin (2015) to examine key issues and propose best-practice guidelines for visual bloggers operating in the Algerian tourism context.

Cultural Sensitivity

One of the primary concerns in tourism-focused visual blogging is the respectful representation of diverse cultures. Algeria's cultural landscape is a complex mosaic of Arab, Berber, Islamic, and Mediterranean influences, which demands careful navigation. Bloggers must exercise cultural sensitivity by understanding local customs, religious norms, and social taboos. Failure to do so risks cultural appropriation, misinterpretation, or even offense to host communities. Engaging directly with locals, asking for guidance, and avoiding the exoticization of traditions are crucial steps toward respectful storytelling (Neuhofer et al., 2015).

Ethical Considerations

Ethical dilemmas are also prevalent in the visual documentation of people and places. Bloggers must secure informed consent from individuals featured in photos or videos, especially when depicting children or communities in vulnerable contexts. Respecting privacy, avoiding intrusive photography, and transparently disclosing sponsorships are integral to maintaining authenticity and public trust. Ethical visual blogging ensures that destinations are portrayed with dignity and integrity, rather than exploited for aesthetic or commercial gain.

Potential for Misrepresentation

Visual content is powerful, but its impact can be double-edged. When overly curated or manipulated, images may create unrealistic expectations or present a distorted version of reality. This is particularly problematic when bloggers prioritize aesthetic appeal over contextual accuracy. Misrepresentation can damage the credibility of the influencer and mislead tourists, thereby harming the destination's reputation (Neuhofer et al., 2015). It is therefore essential to balance storytelling with truthfulness, offering representations that are both compelling and accurate.

9.3. Guidelines for Responsible Visual Blogging in Algeria

To mitigate these challenges and encourage ethical practices, the following guidelines are proposed:

Cultural Immersion: Bloggers should dedicate time to learning about local customs, values, and historical contexts. Building relationships with local communities enhances authenticity and depth in content.

Informed Consent: Always request permission before photographing or filming individuals. Respect boundaries and avoid capturing sensitive moments without explicit approval.

Authentic Representation: Avoid altering visuals in ways that mislead or over-idealize locations. Present destinations in a manner that reflects their true atmosphere, challenges, and beauty.

Educational Narratives: Pair visuals with informative descriptions that explain the cultural, historical, or ecological significance of what is being presented. This fosters greater appreciation and understanding among viewers.

By adopting these practices, visual bloggers can contribute meaningfully to the ethical promotion of Algerian tourism, fostering intercultural respect and enhancing the nation's digital presence in an informed and sustainable manner.

10. Analysis of the "حوس مع الدقس" Facebook page

The content reveals deeper insights into the influencer's strategies and their potential impact on audience behavior and tourism promotion.

Linguistic Strategies and Audience Connection:

Beyond the mere use of colloquial language, the specific dialect and cultural nuances embedded within Dqes's communication likely play a significant role in fostering a sense of shared identity and belonging with his Algerian audience (Tajfel & Turner, 1979). The consistent use of phrases like "فها خير إن شاء الله" not only

serves as a familiar marker of his persona but also taps into shared cultural values and expressions, strengthening audience connection and trust (Hofstede, 2001). Linguistic analysis could further explore the use of humor, storytelling, and rhetorical devices employed to enhance engagement and persuasion (Aristotle, trans. 2007).

Visual Communication and Place Branding:

The study highlights the use of short videos, indicating a focus on visual communication. Research in tourism marketing emphasizes the power of visual content in evoking emotions, sparking wanderlust, and shaping destination

perceptions (MacKay & Crompton, 1990). High-quality imagery and videography can create a strong sense of place and authenticity, influencing potential tourists' decisions (Stepchenkova & Morrison, 2008). Analyzing the visual style, framing, and narrative within Dqes's videos could provide insights into how he constructs and promotes the image of Algerian tourist destinations.

Temporal Dynamics of Engagement:

The strategic timing of posts at night, when followers are most active, reflects an understanding of audience online

behavior and media consumption patterns. This optimization for reach and engagement is crucial in the competitive social media landscape (Sundar et al., 2015). Further analysis could explore the relationship between posting time, content type, and engagement metrics (likes, comments, shares) to identify optimal content strategies.

Persuasive Messaging and Call to Action:

While lengthy phrases are identified as persuasive tools, the specific nature of this persuasion warrants further examination. Are these phrases primarily focused on emotional appeals, highlighting the beauty and experience of the destinations? Or do they also incorporate elements of social proof, such as testimonials or mentions of positive experiences by others? The

presence or absence of clear calls to action within the content (e.g., encouraging visits, sharing experiences) is also a critical aspect of persuasive communication aimed at driving tourism.

The Role of the Comment Section as Social Proof:

The significant role of the comment section (92% influence) underscores the power of social proof in tourism decision-making (Cialdini, 2007). Positive comments and shared experiences from other users can build trust and credibility, mitigating the perceived risk associated with visiting a new destination. Analyzing the content of these comments could reveal key themes and factors that influence potential tourists.

Addressing Gaps and Future Content Strategies:

The suggestion to include offers and discounts for families and emphasize security aligns with principles of understanding target audience needs and addressing potential concerns (Maslow, 1943). Highlighting family-friendly aspects and safety measures can broaden the appeal of the destinations and reassure potential visitors. This also connects with the concept of perceived value and risk reduction in consumer behavior (Zeithaml, 1988).

Leveraging National Identity and Pride:

The finding that followers are keen on discovering their own country suggests

that Dqes effectively taps into national identity and pride. This resonates with research on the importance of cultural identity in tourism marketing, where appeals to shared heritage and local pride can be powerful motivators (Ashworth & Tunbridge, 2000).

The "حوس مع الدقس" Facebook page demonstrates a sophisticated approach to tourism promotion that goes beyond simply showcasing destinations. By strategically employing colloquial language, engaging visual content, optimized timing, and leveraging social proof, Dqes has cultivated a strong connection with his audience and effectively persuaded them to explore domestic tourism in Algeria. Future research could benefit from employing qualitative content analysis techniques to delve deeper into the linguistic and visual elements of his posts, as well as analyzing audience engagement patterns and the impact of his content on actual travel behavior. Understanding the interplay of cultural identity, persuasive messaging, and social influence within this context offers valuable insights for tourism marketers seeking to engage online audiences effectively.

11. Results and Discussion

The qualitative content analysis of over 100 visual blog entries and 15 semi-structured interviews reveals three primary insights into the role of visual blogging in shaping Algeria's tourism image: (1) representational diversity, (2) narrative authenticity, and (3) strategic limitations.

First, the content showcases a wide range of destinations, from urban centers like Algiers and Oran to remote Saharan regions, suggesting a shift away from monolithic portrayals of Algeria. Influencers highlighted niche experiences such as Amazigh weddings, Sufi rituals, and desert treks, thereby enriching the cultural and geographic diversity of the destination image. This aligns with Echtner and Ritchie's (2003) multidimensional model of destination image, which emphasizes both common and unique attributes.

Second, authenticity emerged as a recurring value in both content and discourse. Influencers deliberately positioned themselves as local experts rather than outsiders, often narrating personal journeys, family heritage, or insider knowledge. This strategy fosters trust and emotional connection, reinforcing Kim et al.'s (2015) findings on emotional engagement in tourism storytelling.

Third, while the content is emotionally rich and visually compelling, strategic fragmentation persists. Many influencers work independently, with minimal institutional support or coordination. As a result, the content lacks coherence in branding and is vulnerable to misinterpretation or ethical pitfalls, echoing concerns raised by Neuhofer et al. (2015).

12. Conclusion

This study has explored the transformative role of visual blogging in shaping Algeria's tourism image. Drawing from theories in media ecology, destination image, and digital communication, it demonstrates that influencers contribute to a more nuanced, emotionally resonant, and diverse representation of Algeria. Through personalized narratives and visual storytelling, they engage audiences

in ways that traditional tourism marketing often fails to achieve.

However, the study also reveals critical gaps, including the absence of structured collaboration with tourism institutions, ethical ambiguities, and representational inconsistencies. To fully harness the potential of visual blogging, it is imperative to adopt an integrated communication strategy that includes influencers as legitimate stakeholders in tourism development.

Recommendations

Institutional Integration: Recognize and formally include digital influencers in

national tourism strategies. Create partnership frameworks between ministries and content creators.

Capacity Building: Offer training in cultural communication, ethical storytelling, and social media analytics to local influencers.

Digital Infrastructure: Invest in digital tools, platforms, and connectivity in underrepresented tourist regions to broaden content sourcing.

Ethical Guidelines: Develop a national code of ethics for visual content in tourism to ensure respectful, inclusive, and accurate representations.

Monitoring and Impact Assessment: Create performance metrics to evaluate influencer campaigns, including engagement rates, reach, sentiment analysis, and booking data.

These measures aim to align influencer-based tourism promotion with broader goals of sustainable development, cultural preservation, and international visibility

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