

**Persuasive Strategies of Social Media Influencers in Promoting
Tourism in Algeria
An Analytical Study of Selected YouTube Videos by the Influencer
Khouaib Kouas**



Guita Fatima Zohra
University of El Oued
guita-fatimazohra@univ-eloued.dz

Salhi Dalila*
University of El Oued
salhi-dalila@univ-eloued.dz

Date of submission: 20/02/2026 Date of acceptance: 24/05/2026 Date of publication: 08/06/2026



Abstract

Social media influencers have become key actors within contemporary societies, shaping attitudes and behaviors through the diverse content they produce. Their growing number of followers and their noticeable impact—particularly on young audiences—underscore their influential role in digital communication ecosystems.

This paper examines the role of influencers in supporting tourism promotion in Algeria by identifying the principal persuasive strategies they employ to attract audiences and encourage domestic tourism. The study adopts a qualitative analytical approach, focusing on a selected sample of YouTube videos produced by the travel influencer **Khoubaib Kouas**. The choice of this case study reflects an interest in highlighting purposeful and constructive digital content, in contrast to the widespread perception of superficial or low-value influencer productions.

The findings reveal that the most prominent persuasive techniques include informative presentation of tourist destinations, experiential demonstration to enhance credibility, and direct promotional discourse as a key strategy for marketing regional products and landmarks.

Keywords: Social media influencers; Tourism marketing; Persuasive strategies.

Introduction

* Corresponding Author

Social media platforms represent one of the most significant outcomes of technological advancement, particularly in the fields of media and communication. Their technological affordances have reshaped multiple domains, including social, cultural, and economic spheres, with a notable impact on tourism promotion. The tourism sector continuously seeks to attract a growing number of visitors by adopting innovative promotional strategies and modern communication tools.

Within this context, social media users—particularly influencers—have capitalized on these platforms to create purposeful content with strong marketing orientations. By employing diverse persuasive techniques and strategic communication approaches, influencers contribute to tourism promotion while simultaneously pursuing visibility , profitability , and digital recognition.

Khoubuib Kouas is among the prominent social media influencers who have strategically dedicated his content to travel and tourism. His productions cover diverse regions worldwide, with particular emphasis on Algeria, reflecting both his national identity and his commitment to promoting Algerian destinations at national and international levels. His videos have achieved global reach and received several awards, reinforcing his status as an influential digital content creator.

Through his explorations, Kouas has highlighted numerous Algerian destinations characterized by remarkable natural beauty and substantial tourism potential, yet often overlooked by both tourists and institutional tourism authorities. By showcasing these locations, he seeks to raise awareness and advocate for their development as sustainable tourist destinations capable of contributing to national economic growth.

Based on the above, the central research question guiding this study is formulated as follows:

What are the principal persuasive strategies employed by influencer Khoubuib Kouas in promoting tourism in Algeria?

To address this main question, the study examines the following sub-questions:

- Who is a digital influencer? What are the main types and defining characteristics of digital influencers?
- What is meant by influencer-based tourism marketing?
- What role do social media platforms play in tourism marketing?

- What are the primary persuasive strategies used by influencers in tourism promotion?

1. Conceptual Framework

1.1. Influencer Marketing:

Influencer marketing is considered a form of word-of-mouth marketing in which influencers or opinion leaders disseminate messages about products or various fields to their followers through digital media, particularly social networking platforms.¹

It also refers to a promotional strategy that relies on individuals with broad public recognition and strong audience awareness. Their personal characteristics attract the attention of large numbers of followers. Marketers depend on them because their visibility enhances the appeal of the advertised product within highly competitive markets. Moreover, influencers possess the ability to shape stable mental images among audiences regarding circulating topics².

1.2. Digital Influencer:

A digital influencer is an individual who holds substantial persuasive power over their followers and maintains strong connections with brands. They are active social media users followed by large audiences ranging from several hundred to several million, depending on the scale of their influence³.

Influencers are also defined as individuals who write, publish opinions, and conduct surveys through Instagram, YouTube, or other social networking platforms. They actively produce virtual content in the form of images or videos featuring engaging events, travel experiences, or workshops⁴.

Influencers are considered the celebrities of the web and social networks. They may be YouTubers or active Instagram users, generally specializing in a particular field such as gaming, beauty, tourism, or travel. Influencers share their passions with internet users by publishing video content aimed at expanding their audience base and generating revenue⁵.

1.3. Types of Digital Influencers:

Classifications of digital influencers vary across studies. Some categorize them into two main groups: traditional opinion leaders and social media influencers⁶.

In another classification, researchers categorize influencers according to several criteria:

1.3.1 .According to the number of followers:

a. Nano Influencer (NANO):

This type has between 1,000 and 10,000 followers on Instagram. Their audience is relatively small across social media platforms, and their familiarity with brands remains limited.

b. Micro Influencer (MICRO):

They have a slightly larger audience than nano influencers, with relatively greater experience. Their follower base on YouTube and Instagram ranges between 10K and 50K.

c. Mid-Level Influencer (MID):

Their followers range between 25K and 500K across YouTube and Instagram. They demonstrate solid skills in collaborating with brands and are in demand among advertisers, largely due to their relatively moderate advertising costs compared to higher-tier influencers.

d. Macro Influencer (MACRO):

This category includes professional influencers with advanced marketing expertise. Their professionalization is often accompanied by higher marketing costs. Their follower count on YouTube and Instagram ranges between 500K and 6M.

e. Mega Influencer (MEGA):

This is the most influential category. Their audiences exceed several million followers and typically include celebrities such as singers, athletes, and fashion models⁷.

1.3.2. According to the influencer's area of specialization:

a. Referent Influencers:

These influencers possess broad knowledge across various fields and demonstrate strong alignment with their followers' tastes and preferences.

b. Specialist Influencers:

These influencers have extensive expertise in a specific domain. Followers perceive them as experts and often rely on their advice as guidance in daily life.

c. Positional Influencers:

In this case, the influencer is perceived as a friend or family member figure. Followers tend to trust their opinions regarding products and brands⁸.

1.4.Characteristics of Social Media Influencers:

a. Content Quality:

The content published by influencers on social networking platforms must be distinctive. High-quality content enables influencers to reach larger numbers of engaged users and followers, thereby enhancing their visibility and reputation.

b. Credibility:

Influencers must build and maintain the trust of their audiences through honesty and transparency, particularly when promoting products or offering advice.

c. Expertise:

An influencer should demonstrate competence within their field, possess high levels of skill and professional knowledge, and have substantial experience with the products they promote. They must also be capable of effectively transferring their knowledge and experiences to their followers⁹.

1.5 .Social Media Platforms and Their Role in Tourism Promotion

a. Concept of Social Networking Sites:

Al-Shahri defines social networking sites as “a system of electronic networks that allows users to create personal profiles and connect through an electronic social system with other members who share similar identities and interests, or to connect with friends.” They constitute a set of links and websites used by individuals for communication and social interaction¹⁰.

In another definition, social media platforms are described as interconnected web pages operating within a dedicated platform framework, designed to provide services to subscribers. They host large numbers of users who adhere to the platform’s regulations and allow them to upload files, access services, or advertise products they wish to promote among followers.¹¹

1.7. The Most Widely Used Social Media Platforms in Tourism:

a. Facebook:

Facebook is among the most widely used platforms. It enables users to share photos and videos, disseminate news, add friends, create groups and pages, and expand service functions, including advertising and tourism promotion.

b. Twitter:

Twitter is considered a major competitor to Facebook. It provides microblogging services, allowing users to share updates or comment on events through short posts, originally limited to 140 characters per message.

c. YouTube:

YouTube enables users to upload and share video content—whether recorded or edited—making it freely accessible to millions of viewers worldwide.¹²

1.8. The Importance of Social Media in Tourism:

The significance of social networking platforms in tourism promotion can be summarized as follows:

- Enabling tourism institutions to reach large numbers of customers in a short time and at lower cost.
- Connecting targeted consumers to platforms through innovative and diverse product presentations.
- Increasing website traffic and influencing purchasing behavior by enhancing the audience's mental image of the promoted product or tourist destination.¹³
- Facilitating the transfer of daily experiences from one individual or community to another.
- Strengthening the relationship between symbols and meanings, while introducing new vocabulary or clarifying previously ambiguous terms.
- Expanding opportunities for buying, selling, and mobility with lower capital requirements.
- Allowing users to compare destinations and services before physically traveling.
- Serving as rapid and attractive tools for introducing tourist destinations.
- Sharing photos and videos of travel experiences as one of the most effective and fastest ways to transmit information.¹⁴

1.9. Major Persuasive Strategies Used in Influencer Marketing:

Several studies indicate that influencers frequently employ video advertisements and live streaming as primary persuasive tools when promoting tourist destinations. They also rely on sharing authentic

images from the locations they visit to enhance credibility. Additionally, influencers often issue direct invitations encouraging viewers to visit the featured destination and may reinforce this appeal by expressing their intention to return to the site.

Influencers adopt promotional strategies centered on highlighting the aesthetic appeal of destinations and presenting them in ways that stimulate viewers' curiosity. They frequently incorporate attractive offers, such as discounts and promotional codes, and provide practical information regarding booking procedures or access requirements. Such elements significantly increase viewers' motivation to visit the promoted location.¹⁵

Another persuasive approach involves associating the promoted product or destination with personal achievements, such as celebrating awards or recognitions linked to the marketing effort.

Followers are often drawn to influencers who project positive energy. In this strategy, tourism promotion is framed within narratives of optimism and uplifting experiences, where the product or destination is subtly embedded in a broader discourse of joy and personal improvement.

Marketing through new media technologies also enhances persuasion. Studies suggest that the use of infographics, animated visuals, or 360-degree imagery increases the likelihood of successfully reaching wider audiences.

Finally, influencers may appeal to collective nostalgia by incorporating music, proverbs, or cultural heritage elements that evoke childhood memories or a longing for simplicity. The use of local dialect further strengthens identification, creating a sense of shared history and emotional proximity between the influencer and the audience.¹⁶

2. Applied Study

2.1. Profile of Influencer Khoubai Kouas:

Khoubai Kouas is an Algerian young man from Constantine, born in 1994. He holds a bachelor's degree in Economics. Choosing a lifestyle centered on travel and exploration, he shares his experiences with the public through social media platforms, which has established him as a prominent influencer. He aims to produce content that is both informative and of high intellectual value.

Kouas has received several accolades, including the "Best Influencer" award at the largest influencer competition in the Arab world,

Sadeem, as well as the “Content Creator of the Year” award in Kazan, Russia. He enjoys broad public support and competes with major global channels and platforms, delivering high-quality content both in terms of substance and presentation style.

2.2. Analysis of Khoubaib Kouas’s YouTube Videos:

- **Sample:**
Six YouTube videos¹⁷ by **Khoubaib Kouas** were selected, all promoting tourism in Algeria. The sample was chosen purposively to focus on Algerian destinations, ensuring diversity of locations while avoiding repetition. The selected regions include Oran, El Bayadh, Tikjda, Bousaada, and El Kala. Each video has an average duration of 13 minutes and 50 seconds, except one video, which lasts 21 minutes.
- **Tool:**
The study employed an audiovisual content analysis tool using a structured coding form with the following categories:
 - ✓ **“What was said?”**
 - **Topic categories:** This category addresses the content theme, including traditional cuisine, site features, and landscapes or tourist attractions.
 - **Character categories:** This includes all actors appearing in the videos, such as women, children, men, and animals.
 - **Persuasive strategies:** These cover the techniques used by Kouas to influence viewers’ mental images and promote the featured destinations, including: questioning, providing information, experiential demonstration, humor and affection, featuring official figures, advertising and recommendations.
 - ✓ **“How it was said?”**
 - **Language used:** Includes Algerian dialect, foreign languages (e.g., French), and Modern Standard Arabic subtitles.
 - **Audio effects:** Includes soft background music, traditional Algerian songs, natural sounds, and animal sounds.
 - **Visual effects:** Considers camera angles (high or low), and use of archival footage.

1. **“What was said?” Category**

Table 1:

Topic Category	Frequency	Percentage
Regional Features	5	41.66%

Traditional Cuisine	2	16.66%
Main Tourist Attractions	5	41.66%
Total	12	100%

The table shows that the highest percentage, 41.66%, was recorded for both *Main Tourist Attractions* and *Regional Features*, followed by *Traditional Cuisine* at 16.66%. This indicates that tourist attractions and regional characteristics are the most compelling content for attracting visitors, as they represent the primary motivations for tourism.

For example, the influencer highlighted the main features of El Bayadh in the Brizina area, noting the diversity of its dates and the presence of rare animals such as the Rém gazelle. Regarding tourist attractions, he discussed the four gates of Oran, including the Kenastel Gate, as well as various mosques, churches, and palaces featured across the different videos. This approach effectively stimulates viewers' interest in visiting these locations and exploring them firsthand.

Table2 :

Character Type	Frequency	Percentage
Women	4	23.52%
Men	6	35.29%
Children	3	17.64%
Animals	4	23.52%
Total	17	100%

The second table shows that the highest percentage among active characters in the videos is the *men* category, at 35.29%. These include restaurant or grocery owners, orchard managers, random individuals, or official figures such as the Director of Tourism for El Bayadh. This indicates that men were the main source of information about the areas visited by Khouaib Kouas.

The influencer also included women, particularly in official roles, such as the technical officer responsible for heritage in Oran.

Animals were given importance as well, both as a natural resource of the region and to enhance the realism of the videos. Children

appeared less frequently, representing 17.64%, mainly participating in traditional games in Bousaada.

Table 3: Persuasive Strategies and Techniques

Strategy / Technique	Frequency	Percentage
Questioning	3	11.11%
Experiential Demonstration	4	14.81%
Informing and Introducing	6	22.22%
Relying on Official Figures	3	11.11%
Advertising and Recommendations	6	22.22%
Affection and Entertainment	5	18.51%
Total	27	100%

The table shows that Khouaib Kouas relied heavily on providing information and introducing each region, its attractions, resources, and history, often through storytelling. For instance, he recounted stories of French colonialism in El Kala, which accounted for 22.22% of his persuasive strategies. The same percentage applies to advertising and making recommendations at the end of each video, such as inviting investment in Brizina or encouraging visits to Bousaada while preserving its heritage and traditional clothing.

He also promoted certain traditional products, such as the diverse cheeses of Bousaada and the dates of the El Bayadh oases. The influencer employed humor and playful interactions to entertain viewers and break routine, making the content more engaging.

Experiential demonstration was used when Kouas tried local dishes, such as *Zfitti* in Bousaada, experimented with traditional clothing, and rode horses, adding realism to the videos.

Questioning appeared in some segments, for example, questioning when Brizina would become an attractive destination for investors. He also incorporated official figures, as previously noted, to provide credibility and authenticity to the content.

2. “How it was said?” Category

Table 1: Language Used

Language Used	Frequency	Percentage
Algerian Dialect	6	42.85%

Foreign Language (French)	2	14.28%
Modern Standard Arabic Subtitles	6	42.85%
Total	14	100%

The influencer used the Algerian dialect in all selected videos, accounting for 42.85% of the language use—the highest proportion. This choice reflects his intention to showcase the diversity of Algerian dialects, including the Oranian and Bousaadian dialects, as well as his own Constantine dialect.

He provided translations into Modern Standard Arabic at the bottom of the videos, also representing 42.85%, to make the content understandable for non-Algerian followers and to compensate for the fast-paced dialogue. The use of foreign languages, particularly French, was minimal and limited to a few participating characters in the videos.

Table 2: Audio Effects

Audio Effect	Frequency	Percentage
Traditional Songs	5	27.77%
Calm Music	4	22.22%
Nature Sounds	4	22.22%
Animal Sounds	5	27.77%
Total	18	100%

The table shows that the highest percentages, 27.77%, were for *traditional songs* (such as Naïli music), which highlight the heritage and uniqueness of each region. The same percentage applies to *animal sounds*, enhancing realism and allowing viewers to experience the journey, for example, horse sounds in Tikjda and bull sounds in Oran. *Nature sounds* and *calm background music* each accounted for 22.22%, helping to direct viewers’ attention to the sounds while complementing the influencer’s commentary.

Table 3: Visual Effects

Visual Effect	Frequency	Percentage
High-Angle Shots	6	54.54%
Low-Angle Shots	1	9.09%
Archival Images	4	36.36%
Total	11	100%

The final table indicates that the influencer predominantly used *high-angle shots*, accounting for 54.54% of the visual techniques. This perspective provides a comprehensive view of the region, emphasizes its landscapes, and highlights the geography and vastness of locations such as the oases, beaches, and plains in the Tikjda area.

Archival images were the second most used, at 36.36%, including photos of castles, old palaces, and churches in Oran, as well as some paintings by Étienne Dinet in Bousaada, serving as evidence of the region's rich historical heritage.

Low-angle shots were rarely used, appearing in only one video segment, reflecting a deliberate choice to focus on expansive and informative perspectives.

3. Study Results

After analyzing and processing the study data, several key findings emerged:

- Khoubaib Kouas focused his promotional content on highlighting the main features of each region by visiting its historical sites, filming its natural landscapes, and presenting its primary resources. This approach aims to create a connection between the viewers and the regions, encouraging both local and international audiences to visit and explore these sites.
- The study showed that the diversity of characters in the videos—men, women, children, and animals—plays a key role in enhancing content impact. This diversity adds realism and credibility, as the participants are from the region itself. Moreover, it demonstrates that Kouas included all groups, incorporating playful and affectionate elements to engage viewers emotionally, particularly children.
- Kouas employed a variety of persuasive strategies, combining emotional appeals, advertising, audio-visual effects, and the careful choice of language to connect with the audience.
- He frequently used the strategy of introducing each region by narrating its history, describing historical sites, explaining the origin of place names, and presenting famous local products. He also applied experiential demonstration by trying local dishes, traditional clothing, and encouraging viewers to try them, often

concluding each video with an invitation to visit and explore the entire area.

- The influencer guided tourist experiences within the regions by featuring official figures responsible for cultural and historical sites, providing viewers with credible and informative insights.
- He primarily used the Algerian dialect, accompanied by Modern Standard Arabic subtitles, to attract local tourists—since these regions initially received low tourist turnout—and to introduce Algerian dialects to a global audience.
- Traditional Algerian music and poetry were heavily incorporated to evoke nostalgia, reinforce cultural identity, and strengthen the viewers' connection with Algerian heritage.
- Each video included direct promotion of regional products or techniques he employed in his content, such as high-angle 360° filming and environmentally friendly methods.

These results show that Kouas combines informative, entertaining, and persuasive elements to effectively promote tourism in Algeria, balancing cultural authenticity with viewer engagement and marketing strategy.

Conclusion

Khoubuib Kouas remains one of the influencers who redefined the role of content creators, emphasizing the importance of producing meaningful content that provides value to individuals and society.

This is evident in his promotional work for global tourism and, in particular, tourism in Algeria. He employed a variety of techniques and strategies that demonstrate his awareness of social media dynamics and his understanding of effective communication. His professional use of YouTube and specialized filming techniques produced high-quality content, significantly increasing its impact.

Regarding persuasive methods, Kouas effectively combined introducing regions, experiential demonstration, advertising, and emotional engagement through history and heritage. He also broke routine content patterns using humor, questioning, and featuring diverse characters, which brought life to his videos.

Such content should be supported and encouraged to serve as a model for other young content creators and social media users.

Tourism in Algeria continues to need influencers like Khouaib Kouas, along with citizens who value their country's heritage, investors, entrepreneurs, and officials who recognize the importance of tourism for national economic development.

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