



## Travel Bloggers and Vloggers stimulus the Sustainability: An Empirical Evidence of Digital Marketing from Travel and Tourism Industry

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### ABSTRACT

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The use of social media as a source of information for travellers is becoming increasingly important. The purpose of this study is to investigate how frequently social media websites appear in search engine results when searches are related to travel. In order to imitate how a traveller may use a search engine to plan their trip, the study used a collection of pre-defined terms. According to an analysis of the search results, social media accounts for a sizeable fraction of them, proving that search engines probably direct users to social media destinations. This study supports social media's growing importance in the field of internet travel. It serves as more evidence of the difficulties faced by traditional providers of travel-related data. Suggestions for tourism marketers in terms of online promoting methodologies are talked about. Blogs and vlogs have gotten to be an extraordinary reality of standard of living. Blogging and vlogging practice, which started essentially as a spare time activity at that point, has now come to be a profession for many. The foremost exceptional illustration of this may well be watched through the use of travel blogs. Undoubtedly, nowadays travel blogs and vlogs are critical work ranges inside the travel and tourism sustainability. In terms of fetched and sparing on time in specific, and abundance in data as well as simple get to information, Internet advances such as blogs and vlogs have gotten to be striking communication and promoting stages both for tourism supply and for request.

### 1. INTRODUCTION

Socially interceded sustainability may begin with, be considered by reflecting on what we mean by social media, at some point referred to as modern media. Of a specific pertinence in social media's capacity to arrange data in ways which can have

the control to exceptionally rapidly accelerate mass engagement. From viral promoting campaigns to the person download and/or seeing of a video by millions inside the space of some days, we are in uncommon data age where social

connectivity is progressively organized (Edelman and Heller, 2015). Sustainability may be a worldwide challenge and the control of social media places within the hands of people genuine conceivable outcomes for affecting positive change (Shreeraksha Shankar and Hampesh K S, 2023).

There are numerous critical forecasts for the future of our planet, and this book's preface is that among the cluster of data and communication innovation apparatuses accessible to stakeholders, extending from destinations to those all along the supply chain, none are more imperative than those which are within the hands of the person, the customer, the tourist (Ahmad Ibrahim Aljumah et al., 2022b; M. T. Alshurideh et al., 2023a). This chapter in this manner offers illustrations of current and potential roles for blogs and vlogs as a vehicle for positive change in sustainability of travel and tourism industry. Maybe bloggers and vloggers will eventually enable people to come together and accomplish critical mass to impact the change, which is imperative for the continuance of the travel and tourism industry (Viliyan et al., 2020). 'Critical mass' initially refers to the joining of the components fundamental to make a nuclear response. Independently these components have powerful potential but brought together within the right way they can deliver a dramatic change through criticality - the minimum amount of material necessary for a fission to result in an extra fission (Kamal, 2016). Some would argue that this is often what is presently required in sustainable tourism: a chain response of informed choices in sustainable directions (Nuseir and Elrefae, 2022). In this study we explore the possibilities of this latent potential coming together. It focuses on the power of blogs and vlogs as an agent of change for sustainable travel and tourism development. We stand at an interesting and important crossroads where criticality is possible, and this chapter will concentrate on what this is and what may be. (Kassem and Martinez, 2022; Warmbrodt et al., 2008) argue that Web 2.0's potential for sustainability could be progressed through sustainability participation, particularly focused on wikis, blogs, vlogs and podcast.

## 2. THEORETICAL BACKGROUND

The blogosphere is the neighbourhood or realm in which blogs of all kinds exist. There are a variety of

travel blogs in the blogosphere, including consumer to consumer (C2C), business to business (B2B), business to consumer (B2C), and government to consumer (G2C). (Nuseir, 2021). However, customer to customer (C2C) is the most desired (M. Alzoubi et al., 2021). It seems that blogs are used in a variety of ways in the tourism industry as well. The following are some examples of how blogs are used in the tourism industry: traveller blogs like igougo.com and realtravel.com, blogs specialising in customer reviews like tripadvisor.com and holidaycheck.com, blogs from companies that are involved in the travel industry like travel agencies (tui.com and statravelblogs.com), and blogs from well-known tour operators like lonelyplanet.com (Al-Kassem et al., 2022; M. El Khatib et al., 2022b).

The word "flashpackers" is used to define these modern, growing patterns of "corporeal" travel that combine technology. In these cases, travelling is done not just by oneself but also with electronic gadgets (Muhammad Turki Alshurideh et al., 2022a; Nuseir, 2020). The development of these digital gadgets and social media platforms has led to a sharp rise in the number of tourism bloggers and vloggers, which has had a profound impact on the tourism sector. The writers, (Hani Al-Kassem, 2021; Lee et al., 2023) The authors proceed on to say that "flashpackers" are able to travel "fluidly" and that they can "connect instantly with multiple networks" thanks to digital technologies. This is still the case today, as tourists in general and not just travel vloggers carry smartphones and other digital devices to "capture the moment" and disseminate to their networks. (Gyenge et al., 2021).

At least since the late 1990s, there have been virtual tourist communities where travellers can share thoughts and experiences on subjects of shared interest. Several academics have looked into the function and impact of such tourist communities as sources of tourist information. More lately, brand-new online tools have appeared that significantly increase the internet's growing significance in the travel industry. Web 2.0 in tourism, also known as "Travel 2.0," today includes cutting-edge tools like RSS-feeds, mash-ups, AJAX, tagging, wikis, forums, and message boards, as well as customer rating and evaluation programmes, virtual community games (like Second Life), podcasting, blogs, and online videos (vlogs), are all

examples of media and content syndication (Al-Kassem, 2017; Aljumah et al., 2023; M. El Khatib et al., 2022a; Nadzri et al., 2023).

The greater perceived trustworthiness of customer comments compared to conventional tourist information sources is undoubtedly one of the main causes of this phenomena. The absence of direct experience with a tourism product, which makes it difficult to assess its quality and benefits prior to consumption, has frequently been cited as a major problem in tourism (Voramontri and Klieb, 2019). In response, word-of-mouth has been considered one of the most significant information sources for trip planning, partly because the source of the message is recognised as being independent (H. M. Alzoubi et al., 2022b; El Khatib et al., 2021). Academics and professionals agree that online evaluations and recommendations are becoming more common (Ahmad Ibrahim Aljumah et al., 2022a). According to a recently released survey from eMarketer.com, for instance, many more consumers in the UK trusted websites with amateur evaluations than those with professionally prepared recommendations or travel companies (Lin et al., 2020). The Austrian National Tourism Organization's earlier research also showed that German tourists tend to view internet customer reviews as having a high legitimacy. According to a recent research with Tripadvisor.com customers, reading travel-related blogs and perusing other travellers' comments and materials online were the most popular activities during trips and travels (Huerta-Álvarez et al., 2020).

### 2.1. Operational Definitions

According to the eMarketing Institute, the term "vlog" refers to a video blog with video content. It was founded for either commercial or noncommercial goals. Vlogging and blogging share a lot of similarities when comparing "blog VS vlog". In actuality, many bloggers have transitioned to vlogging, and many vloggers also maintain blogs. The appearance and format of the material change significantly between blogs and vlogs. According to Lifewire, podcasts—a term that was used to describe both audio and video blog posts—were used to describe vlogs in the early days of blogging. Thus, vlogging has evolved into a hybrid of blogging and streaming. Another name for a vlog is a "videocast" or "vodcast." In addition, Motovlogs

are vlogs that feature the act of riding a motorcycle.

According to 'makeawebsitehub', a blog is an online diary or journal, yet often a blog is also used by large scale sites to deliver articles and postings to their readers (El Khatib and Ahmed, 2020). A blog is typically a website or a component of a website, however individuals can also create blogs within social media. Blogs may include text, graphics, videos, audio, documents, GIFs, and other types of content (Warmbrodt et al., 2008).

The best use of a blog is to publish ideas and content that your readers would find interesting. A photographer, for example, might include more photographs in their blog because they wish to offer more photography content (Khatib and Opulencia, 2015; Mat Som and Kassem, 2013). A ProfileTree blog exists. We want to share information with our fans via this blog, including numerous articles regarding the services we provide. Interestingly, this blog post will appear on our website (M. Alshurideh et al., 2023; Mohammed T. Nuseir et al., 2022).

Particularly in the last few years, blogs have multiplied quickly and have gained popularity. In April 2007, Technorati tracked nearly 70 million blogs in its quarterly "State of the Blogosphere" report, with around 120,000 new blogs being established every day (R. S. Al-Marroof et al., 2021). The 'World Live Web' was tracking 102 million blogs as of September 2007, and the daily rate of new blog creation had risen to 175,000. Tourism and travel, which have historically been among the most popular content categories on the internet, are significantly impacted by this trend (El Khatib, 2015). Over 20% of consumers rely on user-generated content (UGC) when making travel plans, according to a recent Compete Inc. survey. UGC already has an impact on nearly \$10 billion in annual online travel bookings in the United States (A I Aljumah et al., 2022a).

Understanding sustainability is challenging. The definition that is most widely used is that of the UN World Commission on Environment and Development, which states that "sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Taher M. Ghazal et al., 2023)." According to the charter of the UCLA Sustainability Committee, sustainability is defined as "the physical

development and institutional operating practises that meet the needs of current users without compromising the ability of future generations to meet their own needs, particularly with regard to use and waste of natural resources" (Blooshi et al., 2023; El Khatib et al., 2019).

Sustainable behaviours foster the wellbeing of people, the environment, and the economy (Aljumah et al., 2020). Sustainability holds that resources are finite and should be used wisely and carefully, keeping long-term objectives in mind as well as the effects of how they are used (Al-Kassem et al., 2013). "Sustainability, put simply, is concerned with the world we will leave for our children and grandchildren (Kristoffersen et al., 2021).

The travel and tourism industry is one of the world's largest industrial sectors (Blooshi et al., 2023). It encourages peace, economic growth, and social progress. The sector employs hundreds of millions of people worldwide (Abudaqa et al., 2021; I. A. Akour et al., 2022).

## 2.2. Research Problem Statement

The purpose of this research is to assess the impact of travel bloggers and vloggers on the sustainability at travel and tourism industry. On top of that works in evaluating the progress and development on how do travel bloggers and vloggers help to sustain the travel and tourism industry.

## 3. LITERATURE REVIEW

With the help of travel blogs, places can now convey their tales and create strong relationships with potential visitors. As travel information sources described blogs as online, publicly accessible virtual journals, advanced word-of-mouth marketing is the most popular. Blogs compile a collection of text, audio, video, and images (Bawaneh et al., 2023). Travel bloggers and vloggers often focus on specific aspects of sustainability, such as eco-friendly accommodations or responsible wildlife tourism, while neglecting other critical issues, such as the social and cultural impacts of tourism (Ahmed et al., 2022). This selective focus may result in an imbalanced representation of sustainability, giving the audience a limited understanding of the broader challenges and opportunities in the travel

and tourism industry. Influencers should strive to address a wide range of sustainability dimensions and encourage their audience to adopt a holistic approach to responsible travel. They are like virtual stories, full of experiences that provide the open a taste of what experiences may be like when going to the goal. The translations of these encounters are getting to be increasingly prevalent with the assistance of social stages. Individuals can share blogs posts with family, companions, which permits interaction and construct an engagement with potential guests that can turn into unused guests to the goal (Al-Kassem et al., 2012). Investigate moreover appears that individuals tend to believe in online word of mouth more than traditional media (Akour et al., 2023).

Bloggers inspirations for creating posts change from entertainment, data, and self-expression.

Travel blogs have reportedly assumed a significant role in the online world, helping to promote locations to people. According to (Alshawabkeh et al., 2021; Arshad et al., 2023; El Khatib and Ahmed, 2019; Varma et al., 2023) there are around 173 million blogs on the Internet, with more blogs appearing as time goes on (Amiri et al., 2020). This would imply for marketers that travel blogs are well-known and have significant effects on destination marketers and the duties carried out by DMOs (destination management organisations) (I. Akour et al., 2022).

These days, the only essential tools needed to start a travel vlogging business are a smartphone, an advanced camera, and possibly a drone. You also need an online open profile to share and record your tour (El Khatib et al., 2020b). Numerous social media platforms, including Facebook, Youtube, Snapchat, and Instagram, support travel vloggers (Sakkthivel et al., 2022) argues that each social media stage needs a "network architecture" to achieve its unique "objectives" and describes each social media stage as intriguing in its own way (Nuseir and Aljumah, 2020). It is important to note, however, that these social media stages are progressively becoming more similar to one another (Nuseira and Aljumahb, 2020). For instance, the "stories" function, which debuted in the Snapchat app, is now also available on Facebook and Instagram (Aityassine et al., 2022; H. M. Alzoubi et al., 2022a).

With the launch of IGTV (Instagram TV) videos,

Instagram in particular has advanced by enabling vloggers to create videos that can be streamed on their channels—a practise very similar to that of YouTube. The Instagram IGTV function has recently seen a significant increase in usage among travel vloggers. It can be used to make small landscapes (H. M. Alzoubi et al., 2022e; T M Ghazal et al., 2023c; Yasir et al., 2022). The use of photography as a "useful device for analysing the representation of a place" becomes crucial while creating content for a travel vlog (A I Aljumah et al., 2022b; M. El Khatib et al., 2021; Kurdi et al., 2022c). Vloggers may edit and share images while on the road by using tools like high-tech cameras, drones, and editing software (Farrukh et al., 2023).

A vlogger is responsible for creating material for their social media platforms as well as managing their online identity. It's important to create a genuine online persona that people can connect with (El Khatib et al., 2020a) Authenticity is portrayed as a "hallmark of a great blog," being true to oneself rather than "a commercial, strategically placed production of commercial media" (Al-Marroof et al., 2022a; T M Ghazal et al., 2023b). People can develop a relationship and trust with vloggers thanks to the arrangement of a real online persona, and as a result, they are influenced by them (Al-Awamleh et al., 2022).

They are defined as consumers by their need for immediate information and their capacity to filter it regardless of the number of sources it comes from (Aljumah et al., 2021a). Before they decide to buy something, more than half of them will do some research on it (H. M. Alzoubi et al., 2020; E. Khatib et al., 2021; Sadiq et al., 2016; Saeed et al., 2021). Because of their information literacy, they are less susceptible to being misled by brands than they once were (Kurdi et al., 2022b). However, people are more likely to believe the opinions of those that resemble them, making them more convincing than any marketing message could ever be. As a result, people are more likely to pay attention if they follow social media influencers who advertise products (Almasaeid et al., 2022; T M Ghazal et al., 2023a). Consumer behaviour is extremely complex in the tourism industry and involves several interconnected stages (Ahmed and Nabeel Al Amiri, 2022). These people, who were born in the Web 2.0 period, are not only a crucial part of the tourism industry but also a source of change, innovation, and independence

(Al-Marroof et al., 2022b; Aljumah et al., 2021b; H. M. Alzoubi et al., 2022d).

They are considered 4-5 visits a year as natural travellers. This is a result of the fact that leisure and tourism are now highly-valued activities that help shape people's identities rather than being relegated to the background of life (Abudaqa et al., 2022; Muhammad Turki Alshurideh et al., 2022c). The primary driving forces behind this generation's travel are mostly experiences that promote personal growth (El Khatib and Ahmed, 2018; Louzi et al., 2022b; M T Nuseir et al., 2022a). To embrace the requirement to participate in this social trend, it is also presented in terms of the traveler's peer group (Akour et al., 2021; M. T. Alshurideh et al., 2023b). They are also considered to be more robust, so they travel to places that are experiencing socio-political or environmental stress and forgo travel and lodging expenses in favour of spending more money where they are going (M T Alshurideh et al., 2022; Mubeen et al., 2022).

Influencers should give careful consideration to the moral issues involved in producing travel-related content (A. Al-Marroof et al., 2021; Khatib et al., 2022). There have been incidents of rude conduct, cultural appropriation, and contempt for regional customs and sensibilities (Alzoubi, H MALhamad et al., 2021; M T Nuseir et al., 2022b). Influencers should adopt responsible content creation practices, respect local communities, and be sensitive to the potential negative impacts of their actions (Tariq et al., 2022b). Collaborating with local stakeholders, including sustainable tourism organizations and community representatives, can help ensure ethical and culturally responsible content (Al-Kassem, 2014; Muhammad Alshurideh et al., 2022; M. T. Alshurideh et al., 2023d; H. M. Alzoubi et al., 2022c).

Measuring the actual impact of travel bloggers and vloggers in stimulating sustainability is a complex task (Alzoubi et al., 2019; Louzi et al., 2022a). While there is evidence of increased awareness and engagement with sustainable practices (Khan et al., 2022), quantifying the direct influence on behavior change and environmental conservation can be challenging (H. Alzoubi et al., 2020; Gaytan et al., 2023; Tariq et al., 2022a). Additionally, the lack of standardized metrics and evaluation methods makes it difficult to assess the credibility and accountability of influencers (Nuseir et al., 2021).

Establishing clear measurement frameworks and industry standards for influencer marketing in sustainability can enhance transparency and enable accurate assessment of their impact (AlDhaheri et al., 2023; Alzoubi and Ahmed, 2019; H. M. Alzoubi et al., 2022f; Kurdi et al., 2022a; Nuseir and Aljumah, 2022).

While travel bloggers and vloggers have demonstrated the potential to stimulate sustainability in the travel and tourism industry through digital marketing, critical considerations are necessary to address concerns regarding

authenticity (M. T. Alshurideh et al., 2023c; Aziz et al., 2023), selective focus, long-term behavioral impact, representation, ethics, and accountability (Muhammad Turki Alshurideh et al., 2022b; H. Alzoubi et al., 2022; Gulseven and Ahmed, 2022). By acknowledging these challenges, stakeholders can work towards harnessing the positive influence of influencers while promoting responsible and sustainable practices that benefit both destinations and travelers (Al-Dmour et al., 2023; Nuseir et al., 2020).

## 2.8. Research Model

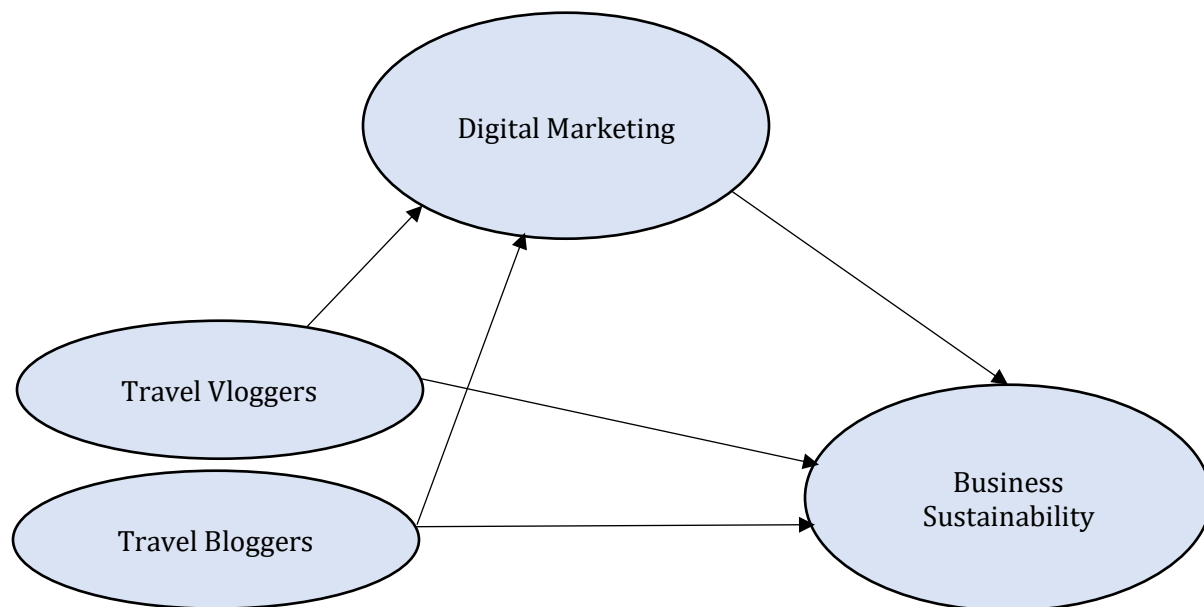


Figure 1 : Research Framework

## 3. METHODOLOGY

In the study, as data collection tools were used the Personal Information Forms and Questionnaire. In the Personal Information, there are questions about name, gender, age, average weekly internet use duration and if they are watching vlogs and reading blogs about travel and tourism industry. In this study, with the aim of determining the impact of travel bloggers and vloggers on the sustainability at travel and tourism industry, the questionnaire is composed of 10 items.

The participants indicated their agreement levels

for each item by using open ended question to sign the question by agreeing with « yes » or Disagreeing with « No ». The study's participants were told of its aim prior to their involvement, and their participation was entirely voluntary. In order to incorporate the empirical analysis the 10 items are demonstrated with mean and standard deviation level of analysis. The construct relationship are discussed in the discussion section.

## 4. EMPIRICAL ANALYSIS

In order to evaluate the data collected from respondents, based on their open ended answer the study has assessed and concluded the final decision. However, empirical analysis plays a crucial role in the research process as it provides evidence-based insights and validates or refutes hypotheses or research questions. By examining real-world data, researchers can uncover patterns, relationships, and trends, enabling them to make

informed decisions and contribute to the existing body of knowledge. The empirical analysis allows researchers to draw reliable and generalizable conclusions, enhancing the credibility and validity of their research findings. It serves as a foundation for evidence-based decision-making, policy formulation, and further exploration of research topics.

Table 1 : Descriptive Analysis

S#	Statements	Mean	SD
1	Do travel bloggers and vloggers utilize digital marketing platforms to promote sustainable practices in the travel and tourism industry?	3.61	0.96
2	Are there sustainability-related topics and issues that travel bloggers and vloggers address in their content ?	3.92	0.74
3	Do travel bloggers and vloggers influence consumer behavior towards sustainable travel choices through their digital marketing efforts?	3.04	0.88
4	What are the strategies employed by travel bloggers and vloggers to engage and educate their audience about sustainable tourism practices?	3.28	0.85
5	Do travel bloggers and vloggers collaborate with sustainable travel organizations and initiatives to promote sustainability through digital marketing?	4.56	0.91
6	Do travel bloggers and vloggers measure and evaluate the impact of their digital marketing efforts on promoting sustainability in the travel and tourism industry?	3.88	0.84
7	Are there any challenges faced by travel bloggers and vloggers in promoting sustainability through digital marketing?	3.41	0.70
8	Do travel bloggers and vloggers leverage social media platforms to amplify their message and influence sustainable practices in the travel and tourism industry?	3.24	0.86
9	Is the role of authenticity and transparency in the digital marketing efforts of travel bloggers and vloggers to promote sustainability?	3.67	0.94
10	Do travel bloggers and vloggers collaborate with destination management organizations and tourism stakeholders to drive sustainability initiatives through digital marketing?	3.85	0.79

Table 2 : Summary of respondents data

S#	Statements	Agree	Disagree
1	Do travel bloggers and vloggers utilize digital marketing platforms to promote sustainable practices in the travel and tourism industry?	17%	2%
2	Are there sustainability-related topics and issues that travel bloggers and vloggers address in their content ?	5%	5%
3	Do travel bloggers and vloggers influence consumer behavior towards sustainable travel choices through their digital marketing efforts?	10%	1%
4	What are the strategies employed by travel bloggers and vloggers to engage and educate their audience about sustainable tourism practices?	3%	2%
5	Do travel bloggers and vloggers collaborate with sustainable travel organizations and initiatives to promote sustainability through digital marketing?	7%	3%
6	Do travel bloggers and vloggers measure and evaluate the impact of their digital marketing efforts on promoting sustainability in the travel and tourism industry?	9%	4%
7	Are there any challenges faced by travel bloggers and vloggers in promoting sustainability through digital marketing?	5%	3%
8	Do travel bloggers and vloggers leverage social media platforms to amplify their message and influence sustainable practices in the travel and tourism industry?	10%	4%
9	Is the role of authenticity and transparency in the digital marketing efforts of travel bloggers and vloggers to promote sustainability?	2%	3%
10	Do travel bloggers and vloggers collaborate with destination management organizations and tourism stakeholders to drive sustainability initiatives through digital marketing?	4%	1%
11	<b>Total</b>	<b>72%</b>	<b>28%</b>

## 5. DISCUSSION

The assessment of respondents data used to finalize the basic concept of the study that incorporated the influential power of vloggers and vloggers on business sustainability through digital marketing. However, the rise of travel bloggers and vloggers as influential voices in the travel and tourism industry has sparked discussions on their role in promoting sustainability through digital marketing. While these content creators have the

potential to raise awareness and advocate for sustainable practices. Travel bloggers and vloggers have a wide reach and can engage audiences through captivating content, storytelling, and visual media. They can effectively promote sustainable practices by highlighting eco-friendly destinations, responsible travel options, and ethical tourism experiences. Through their digital platforms, they can educate travelers on minimizing environmental impact, respecting local



cultures, and supporting local communities. By sharing personal experiences and recommendations, they can inspire their followers to adopt sustainable behaviors, such as reducing plastic waste, supporting local businesses, and choosing eco-friendly accommodations.

By concluding the respondents responses, it can be said that travel bloggers and vloggers often collaborate with sustainable tourism organizations, eco-conscious brands, and local communities. Such partnerships can amplify sustainability efforts and bring attention to innovative initiatives.

Through digital marketing, they can showcase successful sustainability projects, raise funds for conservation programs, and encourage their audience to contribute to positive change. By leveraging their influence and networks, they can generate interest and support for sustainable tourism practices, ultimately driving positive impact on both a local and global scale.

Furthermore, the power dynamics between influencers, their audience, and the tourism industry should be critically examined. Influencers may prioritize popularity and engagement metrics over sustainability principles, catering to the demands of their audience or sponsorships. This can lead to a focus on aesthetics and luxury rather than responsible travel choices. Additionally, the reliance on digital platforms and social media algorithms can contribute to the promotion of overtourism, as influencers tend to showcase popular destinations, leading to potential negative environmental and social consequences.

## 6. CONCLUSION

Travel bloggers and vloggers have the potential to positively influence sustainability in the travel and tourism industry through digital marketing. By leveraging their reach and engagement, they can raise awareness, inspire responsible travel behaviors, and amplify sustainability initiatives. However, it is important to critically evaluate their impact, considering the risk of greenwashing, authenticity, and the potential pitfalls of influencer culture. A collaborative effort between content creators, tourism organizations, and travelers themselves is necessary to ensure that the influence of travel bloggers and vloggers truly contributes to sustainable practices and positive change in the industry.

- Limitations

while research on the influence of travel bloggers and vloggers on sustainability in the travel and tourism industry through digital marketing is valuable, few limitations highlight the need for further exploration and consideration of various factors that can impact their effectiveness and true impact on sustainability outcomes.

1. Influence on Specific Audiences: The influence of travel bloggers and vloggers may vary depending on their target audience. Factors such as age, geographic location, and interests can shape the effectiveness of their messaging. Research should take into account the diversity of audiences and explore potential variations in the influence of influencers on different demographic groups.
2. Ethical Considerations: The ethics surrounding influencer marketing, sponsorships, and endorsements should be acknowledged as a limitation. Some influencers may prioritize financial gains or personal interests over sustainability goals, leading to biased content or potential conflicts of interest. Research should consider the ethical dimensions of influencer marketing and its impact on promoting genuine sustainability.
3. Dynamic Nature of Digital Platforms: Digital platforms and algorithms are constantly evolving, which can affect the visibility and reach of travel bloggers and vloggers. Changes in algorithms or platform policies can impact the effectiveness of their digital marketing efforts. It is important to consider the dynamic nature of digital platforms and their potential impact on the sustainability influence of influencers.
4. Long-Term Impact Assessment: Assessing the long-term impact of travel bloggers and vloggers on sustainability in the travel and tourism industry is challenging. Many studies focus on short-term effects, such as immediate changes in consumer behavior or awareness. Understanding the lasting effects and sustained behavioral changes resulting from influencer marketing

requires longitudinal studies and tracking consumer behavior over extended periods.

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