

THE EFFECT OF SOCIAL MEDIA INFLUENCERS AND ONLINE REVIEWS IN TOURISM MARKETING: A REVIEW OF LITERATURE

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Abstract. *Tourism has become one of the fastest-growing industries globally, significantly contributing to socio-economic development. With the advent of the internet, particularly social media platforms, tourism marketing has seen a major transformation. This literature review examines the impact of SMIs and online reviews on tourism marketing, focusing on two primary research questions: (1) How do SMIs influence visit intentions? and (2) how reliable are online reviews for making travel decisions?. The method used is a literature review, analyzing research published in the last five years. The findings reveal that the influence of SMIs on visit intentions is multifaceted, incorporating factors such as attractiveness, expertise, content quality, and audience perception. Tourism marketers can optimize these insights by collaborating with influencers who align with their target audience preferences, ensuring engaging and persuasive content. Online reviews are considered a highly reliable tool for travel decision-making, particularly when tourists rely on trusted platforms, high ratings, and review usefulness, which includes visual and descriptive elements. Nonetheless, the reliability of online reviews may vary depending on brand equity and individual perceptions. Future research should explore the long-term effects of influencer marketing on destination loyalty and address ethical concerns related to sponsored content that may impact consumer trust. Additionally, further studies should focus on improving review verification mechanisms and examining the role of advanced technologies in filtering authentic feedback to enhance travel decision-making accuracy.*

Keywords: *Online Reviews, Social Media Influencers, Social Media Platform, Tourism Marketing.*

1. INTRODUCTION

Tourism is defined as a variety of travel-related activities supported by various facilities and services provided by the community, businesses, the government, and regional governments. Tourism is a social, culture and economic phenomenon which entails the movement of people to countries or place outside their usual environment for personal or business/Professional Purposes (UNWTO, 2020)

Tourism can lead to economic growth and thus to opportunities for communities worldwide (UNICEF, 2016). Tourism has consistently expanded and diversified, making it one of the world's fastest-growing economic industries. Contemporary tourism is strongly connected to development and includes an increasing variety of emerging destinations. These changes have positioned tourism as a crucial factor in socio-economic advancement.

WTTC's latest annual research shows:

- In 2023, the Travel & Tourism sector contributed 9.1% to the global GDP; an increase of 23.2% from 2022 and only 4.1% below the 2019 level.
- In 2023, there were 27 million new jobs, representing a 9.1% increase compared to 2022, and only 1.4% below the 2019 level.

- Domestic visitor spending rose by 18.1% in 2023, surpassing the 2019 level.
- International visitor spending registered a 33.1% jump in 2023 but remained 14.4% below the 2019 total.

Today's, tourism is largely linked to the internet, allowing travelers to easily access any necessary information online, with social media being the primary platform they rely on (Azazi.N & Maslina M, 2020). Social media has increasingly evolved into a key instrument for tourism marketing due to its extensive usage and its influence on consumer purchasing decisions with a focus on sales (Özcan Zorlu & Tuğçe Candan, 2023). Social media aims to engage with audiences or consumers to gain a deeper understanding it offers the most affordable and diverse approach to destination marketing. Furthermore, social media contribute to economic development (Tran, N.L & Rudolf, W, 2022).

This research is proposed by considering scientific articles published in the last five years to specifically address the following question: what is the effect of social media and online reviews on tourism marketing that aim: (1) How do SMIs influence visit intentions and (2) How reliable are online reviews for making travel decisions?

2. LITERATURE REVIEW

2.1 Social Media Influencers (SMIs)

Social media, often referred to as the virtual world, is a platform where users can participate, share, and create various content that enables social interactions among them (Sofyan.R & Andi Arfian, 2023). Social media (SM) are a group of web applications based on the ideological and technological foundations of Web 2.0, enabling the creation and exchange of user-generated content, Social media are characterized by a high degree of interactivity, using various and widely available types of applications and extensive communication techniques (Hussein A, et al., 2024). Social media users can include both individuals and businesses. It serves as a digital platform that allows people to communicate and exchange different forms of content with their family, friends, and others who share similar interests (Des.S., Nandita M, 2023). Social media has altered how people interact, engage, and influence one another (Jacobson et al., 2020).

Some of the popular social media platforms are include WhatsApp, Instagram, Facebook, YouTube, Tiktok. Social media applications are continuously evolving and becoming more diverse each day. Moreover, these platforms have a significant impact on user behavior and traits. In the past, the high level of interaction offered by social media allowed passive users to transform into active content creators (Özcan Zorlu & Tuğçe Candan, 2023).

Social media content creators, known as social media influencers (SMIs), Being this type of communicator has created the term "influencer". In recent years, social media influencers have established themselves as proactive endorsers by creating numerous trending terms and are considered among the most cost-efficient and effective marketing strategies (Influencer Marketing Hub, 2021)

Social media is widely used for marketing in various sectors namely tourism, hotelier,business and retailing (Azazi.N & Maslina M, 2020). influencer marketing has gained substantial attention from theoretical and practical perspectives. In marketing, endorsement, a type of advertising that employs celebrities or well-known persons, is crucial to reinforce a positive reputation and achieve business goals. SMI content has a stronger direct impact on campaign attitude, destination image and travel intention, as compared to source credibility (Yi Xuan Ong & Naoya ito, 2022).

2.2 Online Review

The tourism industry has experienced a significant transition from conventional booking methods to digital platforms, with online travel agencies (often referred to as third- party booking sites) serving as the primary catalyst for this evolving business landscape. (Maia.C., et al., 2020). With the advancement of information systems and

technology, consumers now have near-instant access to a wealth of travel information (such as product details, prices, and reviews) at their fingertips. In this digitally connected world, consumers may no longer respond to hotel pricing and duration controls in the same way, as they have numerous options, simple algorithms to compare hotels and prices, and other information sources competing for their attention (Ciftci et al., 2019)

Recent studies on electronic word-of-mouth have revealed that online reviews from travelers can significantly influence the booking decisions of other customers. Online Customer Review is a type of word-of-mouth (WOM) in digital transactions, where customers share their evaluations of products or services, which can be either positive or negative (Depari & Ginting, 2022). Online reviews on tourism attractions provide important references for potential tourists to choose tourism spots (Chuanming Yu, et al, 2019). Online reviews are crucial for businesses, as consumers increasingly rely on them to guide their decision-making. Positive reviews can boost sales and build trust in a brand, while negative reviews can scare away potential customers and damage the brand's reputation.

Consumers express their feelings through the review feature offered by e-commerce platforms, Online Customer Review is any feedback provided by consumers about the products and services of an online platform, which is then shared with potential customers as valuable information before they make a purchase (Maharani, 2023).

3. RESEARCH METHODS

Literature review is crucial for developing research ideas, gaining insight into existing knowledge on the topic, identifying gaps in the current understanding, and uncovering opportunities to advance knowledge further. A thorough literature review aids in pinpointing knowledge gaps and establishing theoretical frameworks. (Christine, 2024).

A literature review relies on the careful selection and reading of various sources of information. This study aims to review and discuss various scientific articles related to social media influencers and online reviews from articles found in databases such as Scopus and Google Scholar using the Publish or Perish application. The criteria applied include articles published from 2019 to 2024 with full open access.

4. RESULTS AND DISCUSSION

This section outlines the review of the study related to Social Median Influencers influence and Online review in tourism marketing. Based on the internet search there was 25 open access published journal from 2019 to 2024. Most of the studies used a quantitative approach, followed by qualitative research, review papers, and a mixed approach (both quantitative and qualitative). The research is based on two main categories.

(1) How do SMIs influence visit intentions and (2) How reliable are online reviews for making travel decisions?

Table 1. Literature Review

No	Title	Author & Journal	Respondent/ Source	Method	Findings
1	Tourism Promotion Using Social Networks: A Systematic Review	Duberlyn Mayly Lopez-Ortiz, et all, 2023) Proceedings of the 6th International Conference on Tourism Research, ICTR	100 participants among tourists in Valencia City.	Quantitative research with simple random sample	Tourists rely significantly on social media for travel decisions. Social media influences tourists' perceptions of travel destinations

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2	Social Media and Destination Branding in Tourism: A Systematic Review of the literature	Nguyet Luong Tran & Wawrzyniec Rudolf (2022) Sustainability 2022, 14, 13528. https://doi.org/10.3390/su142013528	-	Systematic review of the literature	five key themes, examining: (1) destination brand strategy, (2) user-generated content, (3) cognitive dimensions, (4) affective dimensions, and (5) behavioural dimensions of the related publications during the last 11 years
3	Influencers in Tourism Digital Marketing: A Comprehensive Literature Review	Iswanto D, et al (2024) International Journal of Sustainable Development and Planning	-	Systematic Literature Review (SLR) for literature synthesis	This study suggests that a digital marketing strategy utilizing the role of influencers in tourist destinations with a competitive advantage is a relevant model, particularly to be applied in developing countries post-Covid-19.
4	Identifying the Development trends of tourism marketing Based on media technology in karbala tourism offices	Hussein A, et al (2024) RGSA – Revista de Gestão Social e Ambiental	15 tourist offices interviewed	Questionnaires distributed to gather data for analysis using SPSS	Modern media trends are integral to tourism operations in Karbala. Social media is the most prominent marketing tool identified.
5	Using Social Media as a Marketing Tool	K. Gdonteli et al (2024) Strategic Innovative Marketing and Tourism, Springer	20 interviews with sport tourism managers	Qualitative study with semi-structured interviews conducted.	Social media enhances marketing in sport tourism businesses. Specialized staff is essential for effective
	in Sport Tourism Firms	Proceedings in Business and Economics			social media strategies.
6	Effects of Social Media in Tourism Marketing: Outlook on User Generated Content	Deb S & Nandita M (2023) Journal of Digital Marketing and Communication 3(2), 2023, 49–65	200 respondents	Survey questionnaires with purposive sampling and regression analysis	Social media influences tourism marketing through user-generated content. Millennials and Generation Z are

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					key contributors to UGC.
7	Social Media and Influencer Marketing for Promoting Sustainable Tourism Destinations: The Instagram Case	Kilipiri, E.; Papaioannou, E.; Kotzaivazoglou, I (2023) Sustainability 2023, 15, 6374. https://doi.org/10.3390/su15086374	30 sustainable tourism destinations, as posted between 2017 and 201	Panel data and multiple hierarchical analysis using SPSS Statistics	Influencers positively influence selection of sustainable destinations. Geo-location data by influencers does not enhance travelers' intention.
8	Stimulating Visit Intention Using Social Media Influencer: Mediating Role of Enjoyment	Yusra, et al (2023) Indonesian Journal of Business and Entrepreneurship, Vol. 9 No. 2, May 2023	115 usable responses collected online.	Partial Least Square-Structural Equation Modelling (PLS-SEM)	SMLs' attractiveness and expertise predict visit intention through enjoyment. Enjoyment acts as a mediator between SMLs' attractiveness and expertise.
9	Use of Marketing Communication Tools in Tourism Accommodation Facilities during the COVID-19 Pandemic	Lincényi, M. & Bulanda, I. (2022) Journal Of Tourism And Services Issue 26, volume 14, ISSN 1804-5650 (Online)	140 controlled structured interviews conducted.	Guided structured interviews conducted with managers of accommodation facilities	Marketing communication tools in the hotel industry were not used sufficiently during the pandemic. Social networks were the most effective communication tool for accommodation facilities.
10	The Impact of Social Media Influencers On	Zorlu Ö & Tuğçe C (2023)	37 followers over 18 years old	Descriptive data analysis, correlation	SMLs influence destination preferences across different generations.
	Destination Preferences : A Cross-Generation Comparison	Journal of tourism, leisure and Hospitality		analysis, and regression analysis used in analysis	Perception levels towards SMLs vary among X, Y, Z generations.
11	Digital Tourism Marketing: Instagram Analysis of Receptive Agencies in Praia da Pipa – RN- Brazil	Vargas, J. R.; Carvalho, A. L. P.; Silva, G. C. (2024) Applied Tourism, Balneário Camboriú (Brasil), ISSN 2448-3524, v. 2, p. 28-48	4 receptive agencies in Praia da Pipa.	Qualitative methodology with bibliographical readings and interviews	Investment in digital tourism marketing correlates with quality and results. Strategies implemented by Pipa's receptive agencies show proportional effectiveness.
12	The impact of customer reviews in social	Hamdan, M.; Canós-Darós, L.; Guijarro, E.; Lorca-Andría, J. A.	-	Qualitative study based on	the most influential factors that

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	media on the brand reputation for the online accommodation sector	(2022) INNODOCT 2022 Valencia, November 2nd-7th 2022		extensive literature review	influence online review are the Platform characteristics, personal factors and motivation, and source of information. Best platforms for brand reputation Airbnb and Booking
13	Social Networking Sites' Influence on Consumer Decision- making Within the Context of Smart Tourism	Marios Sotiriadis, Dimitrios Koufopoulos, Qing Zhou (2023) International Journal of Hospitality & Tourism Management 2023; 7(1): 1-10	630 respondents from SNS users.	regression analysis	SNSs influence consumer decision- making in smart tourism, especially on-site. SNSs impact various digital activities in consumer decision- making process.
14	Beyond Influencer Credibility: The Power of Content and Parasocial Relationship	Yi Xuan Ong, Tao Sun, Naoya I (2022) Information and Communication Technologies in Tourism 2022, pp. 110–122, 2022	501 Representative of Singapore's multiracial composition	Partial least squares structural equation modelling (PLS-SEM) with SmartPLS	Argument quality impacts campaign attitude and travel intention more than source credibility. Parasocial relationships enhance consumer processing
	on Processing Social Media Influencer Destination Marketing Campaigns				of SMI marketing campaigns.
15	Winning the battle: the importance of price and Online reviews for hotel selection	Ciftci et al (2020) Advances in Hospitality and Tourism Research (AHTR)	851 usable responses collected from 900 surveys	CBC method	Online rating most influential for hotel booking decisions. Optimal factors for attracting customer reservations: rating, reviews, price.
16	Impact of Social Media Influencers on the Portuguese Tourism and Travel industry in a Covid-19 era	Madureira, L. & Alturas, B. (2021) Marketing and Smart Technologies. Smart Innovation, Systems and Technologies. (pp. 391-403)	268 participants Portuguese residents	Quantitative analysis using questionnaires	Social Media Influencers are less trusted for travel information. Domestic tourism is crucial for post-Covid- 19 recovery.
17	The Impact of Influencer Marketing on Consumers' Brand Perception	Amagsila.F, et al (2022) Journal of Business and Management	385 responses	Descriptive - correlation research	Positive correlation between influencer marketing and

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	of Travel Applications	Studies ISSN: 2709-0876			brand perception Respondents value influencers' ability to inspire and promote credibility
18	The effect of social media on travel planning process by Chinese tourists: the way forward to tourism futures	Yuke Yuan, Chung-Shing Chan, et al (2022) Journal Of Tourism Futures	406 participants in structured online survey.	mixed-method approach based on online questionnaire	Social media users in China are diverse in terms of adoption, use behavior, and scope. There is a correlation between trust in social media and travel decisions.
19	Influences of Social Media Marketing	Tansomros, N. (2021) Journal of Management Information and	30 key contributors from four regions.	Qualitative research method	Social media influences cultural tourism promotion in Thailand.
	On Promoting the Cultural Tourism: A Case Study of Thailand	Decision Sciences, 24(S1), 1-10			Regional cultural tourism resources show similarities and historical differences.
20	Influence of social media marketing in building relationship between brand loyalty of tourism products and products service quality	Yan Jiaqi, et al (2021) E3S Web of Conferences 251, 03006	51 respondents from the travel industry.	Quantitative methods of data collection	Social media marketing improves rate of interaction Social media marketing supports custom product specification
21	The role of online travel reviews in evolving tourists' perceived destination image	Xinxin Guo & Juho Antti Pesonen (2022) Scandinavian Journal of Hospitality and Tourism	1,305 Chinese participants	regression analysis	High ratings improve cognitive image more than low ratings. Low ratings significantly impact affective image negatively.
22	The determinants of the usefulness of online reviews in the tourist offer selection	Sofronijević, K., Kocić, M (2022) Hotel and Tourism Management, 2022, Vol. 10, No. 2: 25-37	202 respondents	regression analysis	Textual comments, photos, and ratings affect review usefulness. Usefulness influences trust and purchase intention in tourism.
23	The effects of brand and online reviews on	Cláudia Rodrigues Maia, Guilherme Lerch Lunardi, Décio Bittencourt Dolci, Edar	The sample consists of 140 (67.3%) women and	quantitative research	Brand equity is primary driver of trust. Online reviews

	consumer Trust and purchase intentions in developing countries: The case of the online travel agencies in Brazil	Da Silva Añaña (2020) Brazilian Business Review DOI: 28/bbr.2022.19.3.4.en	68 (32.7%) men, with a mean age of 37.4 (\pm 11.8) years		important for lesser- known brands.
24	The impact of word of mouth when booking a hotel: could a good friend's opinion outweigh the online majority?	Martin gellerstedt & T.Arremo (2019) Information Technology & Tourism (2019) 21:289–311 https://doi.org/10.1007/s40558-019-00143-4	1319 respondents randomized to review versions	regression analysis	Good friend's opinion can outweigh online majority reviews. Negative online majority can be countered by friend's recommendation.
25	Sentiment Analysis of Japanese Tourism Online Reviews	Chuanming Yu, Xingyu Zhu, Bolin Feng, Lin Cai, Lu An (2019) Sentiment analysis of Japanese tourism online reviews	Japanese tourism website 4Travel	Statistics-based methods combining feature selection and TF-IDF	The emotional vocabulary in the field of tourism (EVT), kaomojis, negative and transitional words can notably improve the performance in all of three categories. The rule-based methods outperform the statistics-based ones with a narrow advantage

(Source: author's own work (2025))

4.1 How do SMIs Influence Visit Intentions?

Social Media Influencers (SMIs) play a significant role in shaping tourists' visit intentions through various psychological and marketing mechanisms. According to Yusra et al. (2023), SMIs' attractiveness and expertise significantly predict visit intention, with enjoyment acting as a mediating factor. This suggests that followers are more likely to consider a travel destination if they find the influencer appealing and knowledgeable, and if their content provides an enjoyable experience.

Furthermore, SMIs' influence on visit intention varies across different generational cohorts. Zorlu Ö & Tuğçe C (2023) found that perception levels towards SMIs differ among Generation X, Y, and Z, with each generation responding differently to influencers' content and promotional efforts. This indicates that targeted influencer marketing strategies should consider generational preferences to maximize effectiveness.

While influencer attributes such as attractiveness and expertise contribute positively to visit intentions, other factors such as the quality of arguments presented in their content also play a crucial role. Yi Xuan Ong, Tao Sun, and Naoya I (2022) reported that argument quality has a more substantial impact on campaign attitude and travel intention compared to source credibility. Moreover, parasocial relationships—where consumers feel a close connection with influencers—enhance the processing of

influencer marketing campaigns, making the message more persuasive and increasing the likelihood of travel decisions.

However, not all influencer-driven elements directly enhance travel intention. While influencers positively affect the selection of sustainable destinations, geo-location data shared by influencers does not necessarily enhance travelers' intention to visit. This suggests that while visual and textual content plays a key role in inspiring travel, practical elements such as location tagging may have limited influence.

The effectiveness of SMLs in influencing visit intentions is also closely related to the platforms they utilize. Different social media platforms provide distinct features that cater to various audience preferences and content formats. platforms such as Instagram and TikTok are among the most influential in the tourism industry due to their visual appeal and short- form video content that captivates audiences instantly. Instagram, with its visually-driven content and features like Stories and Reels, allows influencers to share aesthetically pleasing images and engaging travel narratives. TikTok, on the other hand, leverages short, engaging videos that often go viral, making it a powerful tool for destination promotion, especially among younger audiences.

In addition, YouTube serves as a valuable platform for long-form travel content, providing in-depth travel guides, vlogs, and reviews that can significantly influence visit intentions by offering detailed insights into destinations. Facebook, with its community-driven approach, facilitates interactions through travel groups and event pages where influencers can engage directly with their followers and share travel experiences in more detail.

Moreover, Twitter and Pinterest also play roles in travel decision-making. Twitter is useful for real-time updates, travel tips, and influencer engagement with trending topics, while Pinterest acts as an inspiration hub where users explore travel boards, itineraries, and destination ideas curated by influencers.

4.2 How reliable are online reviews for making travel decisions?

Online reviews play a crucial role in tourists' travel decision-making, with various factors influencing their reliability. According to Hamdan, M.; Canós-Darós, L.; Guijarro, E.; Lorca-Andría, J. A. (2022), the most influential factors affecting online reviews include platform characteristics, personal factors and motivation, and sources of information. Platforms such as Airbnb and Booking have been identified as the best choices for building brand reputation in the hospitality industry, indicating that consumer trust in reviews highly depends on the platform used.

Furthermore, Ciftci et al. (2020) emphasize that online ratings are the most influential factor in hotel booking decisions. Tourists tend to consider ratings, reviews, and prices as optimal factors in attracting their interest in making reservations. These findings suggest that reviews with high ratings are considered more reliable and serve as a primary reference in selecting accommodations.

From a cognitive and affective perspective, Xinxin Guo & Juho Antti Pesonen (2022) found that high ratings enhance the cognitive image of a destination more effectively than low ratings. Conversely, low ratings significantly impact the affective image negatively, which may reduce tourists' intentions to visit the destination. This suggests that reviews with high ratings are generally more trusted and act as key factors in travel decision-making. Additionally, Sofronijević, K., & Kocić, M. (2022) highlight that textual comments, photos, and ratings influence review usefulness, which in turn impacts the level of trust and tourists' purchase intentions. This indicates that reviews that include visual elements and detailed descriptions are more reliable in providing an accurate depiction of a destination.

However, the reliability of online reviews also heavily depends on brand equity. Cláudia Rodrigues Maia et al. (2020) argue that brand equity is the primary driver of consumer trust, and online reviews become even more crucial for lesser-known brands. Tourists tend to be more cautious when assessing reviews related to

destinations or accommodations with lower market exposure.

The reliability of online reviews in travel decision-making largely depends on various factors, including the platforms used to read and write reviews. The most influential factors affecting online reviews include platform characteristics, personal factors, motivation, and sources of information. Platforms such as Airbnb and Booking.com have been identified as the best choices for building brand reputation in the hospitality industry, indicating that consumer trust in reviews is highly dependent on the platform used.

In addition, travelers often rely on various websites and applications to search for travel-related reviews. Some of the most commonly used platforms for viewing online reviews include:

1. **TripAdvisor** – As one of the largest travel review platforms, TripAdvisor provides a wide range of reviews from travelers about hotels, restaurants, and tourist attractions worldwide. Features such as star ratings and review categories based on specific aspects help travelers make more informed decisions.
2. **Google Reviews** – Integrated into Google Maps and Google Search, reviews on this platform are one of the main sources of information for travelers. Google Reviews offer location-based reviews that include photos, ratings, and comments from users who have visited the location.
3. **Expedia and Agoda** – Booking platforms such as Expedia and Agoda not only provide booking services but also display reviews from customers who have stayed at the properties they booked. This helps travelers consider other users' experiences before making a booking decision.
4. **Facebook Reviews** – With its community-based nature, reviews on Facebook often come from friends or acquaintances, which can make the reviews more trustworthy compared to other platforms.
5. **Zomato and OpenTable** – Specifically for travelers seeking restaurant reviews and culinary experiences, these platforms provide detailed reviews regarding food quality, service, and the atmosphere of dining places in various tourist destinations.

The diversity of these platforms allows travelers to access reviews from multiple sources, offering a broader perspective before making travel decisions. Therefore, combining reviews from several different platforms can enhance the reliability of the obtained information.

CONCLUSION

In conclusion based on the articles reviewed from 2019 to 2024, it can be concluded that numerous studies have explored The Effect of Social Media Influencers and Online Reviews in Tourism Marketing. Findings also have shown that the influence of SMIs on visit intention is multifaceted, combining elements of attractiveness, expertise, content quality, and audience perception. Tourism marketers should leverage these insights by collaborating with influencers who align with their target audience preferences, ensuring that their content is both engaging and persuasive. Platforms like Instagram, TikTok, and YouTube provide diverse formats to effectively showcase travel destinations and inspire potential visitors.

Online reviews are a highly reliable tool for travel decision-making, especially when tourists consider factors such as trusted platforms, high ratings, and review usefulness, which includes visual and descriptive elements. However, the reliability of reviews may vary depending on brand equity and individual perceptions of the provided information. Platforms such as travel websites and review applications have become key sources for travelers seeking trustworthy information. However, the reliability of online reviews can be affected by fake reviews, biased opinions, and differences in individual expectations.

Future research could explore the long-term effects of influencer marketing on

destination loyalty and examine ethical concerns related to sponsored content, which may impact consumer trust and studies should focus on enhancing review verification mechanisms and exploring the role of advanced technologies in filtering authentic feedback to improve decision-making accuracy.

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