

# Local Tourism Popularity Recovery Strategy through Influencer Utilization

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**Abstract.** *Using influencers is one way to revive interest in visiting the area. Finding influential people on social media with a significant local following or an interest in tourism and the area is a good first step toward this goal. These people of prominence can be approached and encouraged to write or record content (such as blogs, social media posts, or vlogs) about the location, drawing attention to its best features and enticing their audiences to come check it out. Moreover, it is possible to entice influencers to visit the area by providing them with discounts or other perks in exchange for posting about their experiences on social media. A rise in tourism is a possible outcome, as this might raise the profile of the place and pique interest in it.*

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## INTRODUCTION

According to Duong et al (2022) Using influencers to market the area and its attractions could be a successful method for regaining the region's once-high tourism profile. People who already have a sizable online following (influencers) can help spread the word about a location and generate buzz among a wide audience. They can be used in social media campaigns, sponsored content, and collaborations to highlight the area's attractions and bring in tourists (Wielki, 2020). Supporting the activities of influencers is facilitated by partnering with local businesses and groups to build a coherent and engaging story for the area (Zhuang et al., 2019).

According to Capodaglio & Olsson (2020) Using influencers to market the location, its attractions, and the experiences available there is a successful technique for regaining lost tourism popularity. Reaching a broad audience and generating excitement about a travel destination can be facilitated by influencers like popular social media figures (Cooke et al., 2022a). Using them in conjunction with other marketing strategies, such as sponsored content, social media campaigns, and other promotional endeavors, can highlight the area's distinctive qualities and bring in tourists (Howard & Gugger, 2020).

According to Minatogawa et al (2020) The efforts of influencers can be bolstered by collaborating with local companies and groups to craft a unified and alluring story about the area. More people will visit the region and spend money because of the influencer's ability to spread the word among their followers and gain their trust. Using influencers to spread the word about a destination's best features can help revive its fortunes in the tourism industry (Hussain & Fusté-Forné, 2021). Attracting attention and tourists with the help of influential people like famous social media users is a proven strategy. Influencer partnerships can provide sponsored content, social media campaigns, and other forms of marketing to highlight the area's attractions (Cooke et al., 2022b). Supporting the activities of influencers is facilitated by partnering with local businesses and groups to build a coherent and engaging story for the area (Alsharif et al., 2021).

More people will visit the area, which is good for the economy, because influencers have a large audience and their followers trust and engage with them (Manero et al., 2020). Influencer utilization as part of a local tourist popularity recovery strategy is one technique to raise knowledge of a region and its attractions among a wider audience (Kersuli et al., 2020). Influencers, or popular people on social media, can help generate buzz and tourists to a region by working together with local businesses. The plan can be put into action by collaborating with influential people to produce sponsored content, social media campaigns, and other forms of marketing that highlight the region's special qualities (Varelas & Apostolopoulos, 2020).

According to Brown et al (2019) Influencers' efforts can be bolstered further if they work with local businesses and groups to develop a unified and alluring story about the location. This strategy can expand the influencer's reach, engagement, and trust in the local area, which in turn can attract more tourists and stimulate the local economy (Dziodzio et al., 2021). The study's goal is to discover methods to utilize influencers to revive the local tourism industry. That can be accomplished by investigating the role that influencers can play in promoting regional tourist attractions and stimulating demand for trips there. Research like this can also compare the efficiency of influencer marketing with more conventional approaches.

## **METHODS**

A case study approach was taken for this research. Reviving interest in visiting the area's attractions by employing influential figures is the tactic of choice. To determine how successful these methods have been in boosting local tourism, this study analyzes data collected through questionnaires, interviews, and observations.

## **RESULTS AND DISCUSSION**

According to Boz et al (2020) Reviving an area's tourism industry sometimes requires raising knowledge of the location and its attractions, and using influencers as a tool to do so can be quite effective. Social media personalities with a sizable following, or "influencers," can be a useful tool for generating buzz and attracting tourists. The plan can be put into action by collaborating with influential people to produce sponsored content, social media campaigns, and other forms of marketing that highlight the region's special qualities (Zheng et al., 2021).

More people who follow the influencer will be exposed to the place, become invested in it, and ultimately spend money there, all of which is good for the local economy (Sainzramos et al., 2021). It's worth stressing, though, that this tactic isn't problem-free (Gelles et al., 2020). Choosing the most effective influencers to partner with is a significant obstacle. It's crucial to pick influencers who are genuinely enthusiastic about the region and whose followers are likely to share that enthusiasm. Furthermore, it is not always simple to track how many visitors came to the region as a result of the influencer's advertisements, making it hard to gauge the campaign's performance (Nemteanu & Dabija, 2021).

The sponsored content and campaigns also need to be genuine and in line with the influencer's brand and the interests of their audience. Promoting the location without coming off as pushy or insincere with the sponsored material is a fine line to walk. Last but not least, it's crucial to have a solid plan for financing the campaign and the influencer's efforts. Overall, it's crucial to approach the use of influencers with caution and a realistic outlook, as they can be an excellent tool for regaining local tourism popularity.

Influencer marketing is one method for boosting local tourism and regaining lost acclaim. For this, you can team up with bloggers or social media stars in the area who already have a sizable fan base. They can inform and excite potential visitors about the area by producing and sharing material about its sights and activities. Moreover, influencers can be utilized in targeted advertising campaigns to entice people from specific groups to visit a business.

It's crucial that the influencer has a real interest in and knowledge of the sector they're promoting. Influencer marketing is another tactic that can help a community recover and attract

tourists after a disaster. Social media personalities with a sizable local following and a genuine interest in the area are ideal partners for this tactic. The influencers can generate interest in the destination by creating and sharing content that highlights the attractions, experiences, and culture of the location. In addition, influencers can be employed in targeted advertising campaigns, allowing businesses to attract customers from specified groups. Establishing trust with influencers is essential, as is checking that their posts are interesting, informative, and in line with the brand's ethos. As a result, prospective visitors will have more faith in and confidence in your site.

### **Collaboration with influencers to promote local tourism through social media**

Promoting tourism in your area on social media can be a real challenge, but if you work with influencers, you may find success. Because of their vast audiences, influencers can raise a destination's profile by telling their followers about their own positive experiences there. Because of this, it's possible that local establishments will see an uptick in both bookings and sales. Selecting influencers that are compatible with and enthusiastic about promoting the destination is crucial. Having a well-defined contract describing each party's roles and obligations is also crucial.

Keeping tabs on the campaign's stats will help you evaluate the success of your teamwork and alter your strategy accordingly. Marketing a city's tourism industry often involves teaming up with social media personalities to spread the word. Social media networks like Instagram, TikTok, and YouTube all have "influencers," or those who have a big number of followers on those sites. Local tourism boards or enterprises can expand their reach and introduce their location or products to more people by forming partnerships with influential personalities in the area. Sponsored content is created by influencers and shared with their audiences; examples include travelogues and promotional videos for brands. This can pique people's curiosity about the location, which in turn can increase tourism.

Another way influencers may help boost tourism is by spreading the word about upcoming events or popular attractions in the area. One strategy to boost a destination's profile and attract more tourists is to work with social media influencers. The endorsement and promotion of a resort by an influencer with a significant following on social media platforms can help to bring in more tourists. One way to accomplish this is by having influential people visit the area, write about their experiences, and distribute that information to their followers. To further promote the location and attract a specific audience, influencers might be used to generate sponsored posts.

### **Create Interesting Content and Show The Uniqueness of Local Tourism**

Visiting a local attraction can provide a one-of-a-kind, genuine experience that's hard to get in more popular tourist hotspots. One strategy to promote local tourism is to focus on the area's rich cultural heritage. Festivals, native songs and dances, and regional cuisine are all fair game for such presentations. Promoting local tourism can also involve highlighting the area's natural attractions and recreational opportunities. Mountaineering and camping, river kayaking and fishing, and woodland bird viewing are all examples of such pursuits.

You can also talk about the area's architectural and historical highlights, such as the museums and galleries that make it special. Finally, you may promote local talent by promoting the work of local artisans, craftspeople, and artists and the one-of-a-kind goods and services they provide. In sum, highlighting the local culture, history, and customs is the key to developing fascinating material and promoting the distinctiveness of local tourism. A virtual tour or movie highlighting the top local attractions and hotspots is a great approach to generate fascinating content and demonstrate the one-of-a-kind nature of local tourism. Highlighting local attractions, natural attractions, and cultural events and festivals are all examples of this. Creating a list of "hidden treasures" that only locals are aware of is another strategy to promote local tourism. This can include off-the-beaten-path activities like visiting a farmers market or an artisan workshop,

or less well-known eateries, parks, and outdoor areas in the area. Make a map of local places to go skiing, snowboarding, kayaking, and fishing, as well as hiking and biking paths. Making a guide to the local art scene that features local artists and their work can be another effective strategy to promote local tourism. Last but not least, you may put together a guide to the local food scene, complete with descriptions of notable farms, restaurants, and cuisines as well as the distinctive flavors and ingredients that give the food of the area its own character.

Unique and authentic experiences that the place has to offer, as well as the local culture, history, and customs, are the key to developing engaging content and promoting the distinctiveness of local tourism. Including local experts and influencers in a blog or podcast is one method to generate engaging content and highlight the one-of-a-kind appeal of the area. These community members have extensive knowledge of the area's history, culture, and attractions, and are happy to share it with visitors. Making a social media campaign that highlights the area's scenic landscapes and exciting outdoor activities is another great method to draw tourists to the area. Beautiful pictures and videos of nearby waterfalls, hiking trails, and other natural attractions can be included, as well as details about local tours and other outdoor pursuits.

Make a list of the best bars, clubs, and music venues in the area, as well as profiles of some of the best local bands and artists to include. Creating a guide to the local shopping scene is another approach to promote local tourism by drawing attention to the area's distinctive products and crafts and emphasizing local boutiques, marketplaces, and artists. Finally, you may showcase the intriguing and unique parts of the local history and culture by compiling a guide to the cultural scene. Overall, the secret to making intriguing content and promoting the uniqueness of local tourism is to showcase the local culture, history, and customs through innovative and engaging content, with a focus on the unique and authentic experiences that the area has to offer.

### **Evaluate the results of cooperation and improve the strategy if necessary**

In order to evaluate the outcomes of collaboration, one must determine how successful the collaboration was in bringing about the desired outcomes. There are many tools at your disposal for this, including surveys, in-depth interviews, and statistical analysis. After the data is analyzed, adjustments to the approach may be made to further enhance the efficiency of future partnerships. Fixing problems that developed during the project's execution may include adopting and implementing novel approaches and procedures meant to enhance coordination, efficiency, and output.

For a more complete picture of the project and to spot potential problem areas, it may help to get input from everyone in the team. A crucial part of assuring the success of the local tourism popularity recovery strategy is assessing the outcomes of collaboration with influencers and making adjustments as needed. To do this, you can compile information about the influencer campaign's success, such as the number of people who saw and interacted with their content, the number of people who visited the local area's website, the number of people who made reservations as a direct result of the campaign, and the number of new followers the local area's social media accounts gained.

Influencers, visitors, and local establishments should all be polled on their impressions of the campaign. It may be required to make changes to the strategy in light of this information, such as: Providing a range of benefits to key opinion leaders, Producing a variety of material for a wide range of viewers, working with complementary local businesses to provide a more complete service. The best results may be achieved from the local tourism's popularity recovery strategy if it is constantly evaluated and tweaked based on the results.

Understanding the efficacy of the collaboration and identifying opportunities for improvement requires evaluating the outcomes of the partnership. It is necessary to assess the impact of teamwork. Evaluate results in light of predetermined standards: Examine how well the final product reflects the initial vision for the project. That's how you know if the goals of the partnership were met. Ask for Opinions: Take the time to hear everyone out by conducting

surveys, interviews, or focus groups. This will give a complete picture of the partnership and bring to light its successes and shortcomings. Run the numbers: Gather and examine facts about the partnership, including how effective it was and how well it was communicated and carried out. This will help shed light on the success (or failure) of the collaboration and highlight problem areas. After the data is analyzed, adjustments to the approach may be made to further enhance the efficiency of future partnerships.

Possible actions include: locating and fixing problems that developed during the project's execution; Using novel methods or procedures to enhance interaction, output, and efficiency, Getting input from everyone on the team can help you see the big picture of the project and pinpoint where changes need to be made. The process of collaboration will be evaluated, and any necessary changes will be made. Helping team members acquire the training and tools they need to work together more effectively. Remembering that cooperation is an ongoing process and that methods will need to be continuously examined and refined to ensure the success of future collaborations is crucial.

### **Maintain communication with influencers to maintain local tourism popularity**

It's important to stay in touch with local influencers in order to keep tourism in the area popular, so don't be afraid to send them an email or message them on social media to see if they'd be interested in working with on a project or writing about their time in your town. They can also be enticed with things like free hotel stays and discounts at area eateries. You can also meet them face to face at conventions or other gatherings where they'll be speaking. If you can connect with influential people in your field, they can spread the word about your place and bring in additional tourists.

Maintaining contact with influencers is important for the continued success of local tourism. Influencers can be contacted via email or social media to see if they are interested in working together on a project or writing about their time in your area. Incentives such as free meals or rooms at a local hotel can be offered. Another option is to meet them face to face at a conference or other event they will be attending. The more people who know about your place as a travel destination, the more tourists you may expect to see.

Remember that it is also essential to keep the communication continuous, and to strive to establish a healthy relationship with the influencers by keeping up with their posts or replying to their messages in a timely manner. It is crucial to establish distinct lines of communication and a constant plan for reaching out to influencers in order to keep local tourism at its current level of popularity. You can do this by keeping in touch with them on a regular basis through email or social media, proposing phone conversations or in-person meetings, and providing them with any pertinent local information or changes.

To entice them even further, you might provide them with exclusive benefits or discounts. You may also urge people to use their social media channels to promote the attractions, culture, and experiences available in your area by sharing information that draws attention to what makes your region special. The more you connect with influential people, the more they will spread the word about your town as a great place to visit.

### **CONCLUSION**

When trying to revive a destination's flagging tourist industry, it can be helpful to employ the help of influential figures in the field. If an influencer with a sizable online following recommends and promotes a location, it can result in an increase in tourism. One way to accomplish this is by having influential people visit the area, write about their experiences, and distribute that information to their followers. Sponsored articles written by influencers can reach a highly targeted audience and boost the destination's profile. Working together with influential people can be a great way for local tourism boards and businesses to boost tourism and bounce back from the epidemic.

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