

The design of expert interview questions for Instagram travel influencers

Table 1

Expert interview questions for Instagram travel influencers

Adapted Questions	Adapted from
1) Can you introduce yourself? 2) What motivates you to share your experiences through Instagram? - Start-up motivations - Continuation motivations 3) Have you ever had a brand partnership with any type of tourism businesses? If so, can you please provide information about the project and the process? - Reaction of followers - Budgeting - Positive aspects - Negative aspects 4) As an Instagram influencer, which type of collaboration strategies do you prefer to use when working with brands? From your experience, what influencer marketing strategies have been successful or in influencing Gen Z's tourism decisions?	Yılmaz, Sezerel, & Uzuner. (2020).
5) What is your opinion about how influencer marketing activities affect Gen Z's decision-making in the tourism sector? 6) How do you communicate with Gen Z in terms of influencer marketing collaborations? Do you differentiate your communication based on the target audience's generation or do you segment your audiences? 7) From your experience, what influencer marketing strategies have been successful or unsuccessful in influencing Gen Z's tourism decisions? 8) At what stage of the tourism consumption process do travel influencers have the most significant impact on Gen Z, in your opinion? 9) What recommendations do you have for businesses seeking to appeal to Gen Z in the tourism industry? 10) As an influencer, what advice do you have for other influencers or businesses looking to effectively communicate with Gen Z in the tourism industry?	Created by the author

Source: This table was created by the author based on their own insights, and Yılmaz, Sezerel, and Uzuner (2020).