

The design of expert interview questions for tourism and marketing professionals

Table 2

Expert interview questions for tourism and marketing professionals

Adapted Questions	Adapted from
1) Do you carry out research and monitoring of potential candidates for influencer marketing campaigns? 2) To what extent do you agree that tourism businesses should partner with influencers to target Gen Z consumers?	Femenia-Serra & Gretzel. (2020)
3) To what extent do you agree that influencer marketing is accessible and affordable for your company? 4) How much of an impact do you believe influencers have in promoting tourism for your company? 5) How effective do you think Instagram influencer marketing is in the tourism industry for targeting Gen Z consumers? 6) What are the advantages and reasons for collaborating with influencers? 7) What are the disadvantages of using Influencers?	Akdeniz & Kömürçü. (2021)
8) What are the criteria for selecting Instagram travel influencers?	Uzunoğlu & Kip. (2014)
9) If you haven't collaborated with influencers before, what are the factors that have prevented you from doing so? 10) To what extent do you agree that using young influencers can help attract a younger segment of tourists to a destination?	Akdeniz & Kömürçü. (2021)
11) How effective was influencer marketing for your company in achieving your marketing goals, such as increasing brand awareness, driving website traffic, generating leads, or boosting sales? 12) Please select which influencer marketing strategies are most effective at each stage of the customer decision-making process. 13) To what extent do you agree that influencer marketing can lead to increased tourism revenue for businesses targeting Gen Z? 14) What suggestions would you offer to other tourism businesses regarding working with influencers?	Femenia-Serra & Gretzel. (2020)

Source: This table was created by the author based on Femenia-Serra and Gretzel. (2020); Akdeniz and Kömürçü. (2021); Uzunoğlu and Kip (2014).