The Global Impact of the World of Technology and Influencers on Private Accommodations

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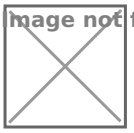
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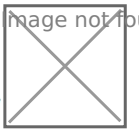
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The Global Impact of the World of Technology and Influencers on Private Accommodations

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Abstract

The development of social media networks has allowed for the emergence of social media influencers. Travel and tourism have been impacted by influencer marketing. There is a range of influencers thanks to the global impact of technology and social media, but this research's concentration was on the tourism niche. This paper investigated the potential of influencers to impact the thinking and actions of both sides of the private accommodation market- the property owners and the travelers. Dubrovnik, Croatia was selected for the destination of the study as it is well renowned for its tourism season. As a result, we created two questionnaires: one for property owners and the other for travelers. The questionnaires were delivered to 165 travelers from all throughout Croatia as well as 21 Dubrovnik property owners. The research found that while all participants are aware of the influencers and their activities and associated potential benefits; neither the property owners nor renters feel that influencers do or can play a large role in their private accommodation decisions. Their views on the usage of influencers differ, but they will not use them instead of traditional advertising and marketing strategies. The study's findings are useful for future approaches. Because influencer marketing in Croatia is still in its early stages, businesses can use this research to determine whether they should invest in influencer marketing or stick to their current methods.

Keywords: travel influencers, private accommodation, travelers, social media, Croatia

The Global Picture of the World of Technology and Influencers

The advancement of technology has brought many changes into our daily lives: it has helped people reach most of their desires and has made some of their dreams become true. Using new technological devices has also introduced new lifestyles and has helped many people find new possibilities to become more successful in business. The research shows that this advancement has revealed the existence of many new platforms for virtual sharing of the content and for virtual communication such as Instagram, Tik-Tok, YouTube, Twitch, and Twitter. Using these platforms users are given a possibility to express their creativity and willingness to be unique (Cameron, 2022).

This “brave new technological world” has introduced other concepts apart from technological devices and new technologies. One of these concepts that has already become very widespread and well known is “influencer”. An influencer is a person who can influence and affect other people's purchasing decisions based on knowledge, authority, position, or relationship with the audience. It's vital to remember that these people aren't just marketing tools; they can also be viewed as social connection assets through which marketing goals can be met with the help of specific brands. (Geyser, 2021).

According to Saled (2021), 40% of researched population claims having bought a product online only because they saw an influencer use it on social media, 72 % of researched customers would trust a business more after being recommended by an influencer, while 49% of researched consumers rely on an influencer’s product recommendation to make a purchase (Saleh, 2018).” This research will seek to determine the possibility of influencers playing a role in one aspect of the tourism industry, private accommodation.”

Even though the need to walk and simultaneously film oneself would seem rather awkward and strange to someone generationally older, this whole concept of registering and sharing moments from people's everyday lives (such as, sharing photos of the food that one is just about to eat!) has become almost a necessity to many people nowadays. As more posts are shared, the reach and engagement of each post varies - depending how many followers a specific account has. Research by later that discusses influencer activity has provided suggested statistics pertaining to the frequency of posts related to the number of people following the influencers. According to these statistics, accounts with less than 1,000 followers have 14 posts per week for the highest reach and engagement per post. Accounts with 1,000 to 250,000 followers, who post 14 or 20 times per week, have the largest reach per post, while those who post once a week have the best interaction per post. (Warren, 2021).

Only post once a week for accounts with over 250,000 followers to get the most reach and engagement. The entire number of people who see the shared content is referred to as reach. (York, 2020).

It is obvious that not all the people who have already become technologically competent are ready or confident to post regularly updates from their lives. A new profession has thus found its place, and the need of people to "use" the services of this profession has become evident. More than 3.4 billion individuals, or 45 percent of the world's population, utilize social media, according to data. As a result, social media influencers have evolved into people who have created a reputation on specific issues through social media. Brands love to collaborate with social media influencers because of their creativity and their ability to recognize trends and their ability to encourage followers into buying the specific product or service (Geyser, 2021). Throughout the history of advertising, the key concept in advertising before the concept of influencers was classic marketing advertising. More traditional methods of sharing

content which were used to influence the audience in the past, such as newspapers, radio, and commercials. (Kotler,2016).

Niches of Influencers

Nano influencers (1K-1OK followers), micro followers (10K-100K followers), macro influencers (100K-1M followers), and mega or celebrity followers (1M+ followers) are the four types of influencers. (“The Types of Influencers & Finding the Right One “, 2020).

Nano influencers are common people that do not have a major influence over too many followers and their advantage is that they still choose to promote their personal likings of the brand or product, just by simply mentioning and tagging them on their advertising channels. Nano influencers are perceived also as more suitable for small businesses with low budgets, since they have a closer connection with their followers, and they provide answers to almost every question and comment. According to the statistics published on an official web page of State of Influencer Marketing in 2019, nano influencers have a two-fold higher engagement rate than other influencer kinds. The major playground of the influencer marketing sector is INSTAGRAM, where nano influencers can be found. People trust "regular people" more than celebrities, according to Karen (2017), and the same author argues that more than 56 percent of people will follow ordinary people on social media because of their authenticity and the content they provide.

According to Hype Auditor, 70% of influencers with 1,000 to 10,000 followers charge up to $100 every Instagram post, while 76.9% of influencers with more than 1 million followers want $ 1,000 or more, according to Karen (2017). According to (Lebow, 2022), about 75% of US marketers will use influencers in their efforts this year, up 5% from 2021. Those agreements will cost marketers a "staggering" $4.14 billion, but it's a drop in the bucket compared to the roughly $240 billion that will be spent on digital advertising in 2022.

Micro influencers belong to a category of influencers that are easier to recognize, especially through the tagging section on the post, which they share on the platform of Instagram. Micro influencers are considered experts in their field. Their advantage is that they have extremely high engagement rate with their followers when compared to other types of influencers. These influencers are generally perceived as reliable, relevant, and unique to followers. An interesting characteristic of this category is that these influencers are open to any other forms of compensation, including giveaways and they help deliver the right messages to the right people on a larger scale. The reason a micro influencer has more fans and followers than a nano influencer is that they are individuals who are specialized and are experts in a particular field. Almost 30% of all Instagram accounts are micro-influencers according to the statistics from the research. Nano and micro influencers are less costly than macro influencers, which makes them more appealing to a broader audience ("The Types of Influencers & Finding the Right One ", 2020).

Macro influencers have segmented audiences who are easy to engage and reach and their advantage is the higher number of loyal followers. Since they are considered experts in their fields, the prices of their services are higher. The perfect time to use macro influencers and their potential is when it is time to increase engagements rate and brand's reach. When a company is in need to be recognized, a macro influencer can be very useful to increase the visibility on the markets. The most important characteristic about mega influencers is that they are very popular. They usually collaborate with several brands at the same time, contributing in this way to the rise of the revenue of various marketing campaigns. Mega influencers contribute to the rising revenue of the marketing campaigns. Mega influencers have more than 1millions of followers, and it is easier to reach them since they could be

found on almost every social platform ("The Types of Influencers & Finding the Right One ", 2020).

There is also another type of influencers that needs to be mentioned, since their impact is also important, even though their service is not accountable for. These influencers are known as "Fake influencers ", and they increase the numbers of their followers and their engagement rate to appear more influential and gain more followers. To understand better who is a fake influencer, one should analyze: who is following them, what kind of reactions these followers have and what comments do they post. It is an unfortunate fact that this trend is constantly growing: some wealthy people try to impress their followers by bigger number of recognitions, so they are buying followers from the black market. Besides the financial lose, fake influencers waste time and effort of managers and employees who invested in the influencer for the project ("The Types of Influencers & Finding the Right One ", 2020).

Given that this research is directed at determining the potential use of influencers in one aspect of small businesses in tourism, private accommodation providers, Dubrovnik, with its rich tourism history, serves as a natural destination to study. The available data show that Croatian market does not recognize many influencers, and only 1000 successful influencers in 2022 have been so far identified, according to the statistics from the global influencer ranking blog (Top 1000 Celebrities Instagram Influencers in Croatia in 2022, n.d.).

The research has shown that the bigger the number of followers, and the more content influencers share, the bigger potential is to have the higher earnings. Many brands have already become aware of the power and influence that these people have on the behavior and habits of users. To improve their services many service providers have therefore even signed contracts with renowned influencers to increase their profit and enlarge their sales, as well as to increase the engagement rate of their users, making their services more trustful and visible.

New Travel Influencer Niche

Eight different influence categories have been identified: fashion/beauty, travel/lifestyle, celebrity/entertainment, sports, gaming, health/fitness, family/home/parenting, and business/tech (Jade, 2016).

Niche in marketing, is a concept that refers to a specialized segment of the market for the specific kind of product or service. The purpose of this paper is to primarily focus on travel influencers, whose main objective is “to travel and explore”, creating various content about traveling, tourism and culture for their blogs or other types of social media. In specific travel destinations, travel influencers frequently work with airlines, travel agencies, tour companies, and local businesses. Travel photography is a large element of their content, which frequently includes scenery, food, and portraits of people and traditions. These influencers' goal is to share their love of travel and inspire others to embark on their own trips, or to follow in their footsteps and uncover pre-planned journeys that they can join.

As it is defined travel influencers are using all digital media platforms to create content and share their journeys.

A travel influencer, according to Stainton (2021), is "a person who promotes a product, service, or company through their online digital networks by leveraging eWOM." It is a widely recognized fact that hotels offer influencers a free stay at their resort, and the influencers must advertise it as much as possible and write it on their blog (Blogger, 2020)

A modern travel nomad, and a highly influential Croatian travel influencer is Kristijan Iličić, who visited more than one hundred countries, and he is constantly advertising the hotel rooms and apartments in every country where he is staying („O nama “, 2021).

Travel Influencer Kristijan is using eWOM to his audience which he has on social media platforms. For him, this is a great tool to share his positive and negative experiences related to travel.

EWOM stands for electronic word-of-mouth communication and refers to any positive or negative statement about a product, service, or company made by a potential or long-term consumer. ("Electronic Word-of-Mouth (eWOM*)* ", 2018).
Influencers are best marketing tool of eWOM, because through their blogs, comments, and content they share, people are communicating with them and made their purchases through their recommendations.

Private Accommodation and Influencers Activity in Dubrovnik

In Dubrovnik, there are 3.714 accommodation units, and, according to a renowned advertising company Direct Booker, they all use the same advertising channels which are Booking.com, Airbnb ("Direct Vacation Rentals for 2+ Adults", n.d.). Using the Booking.com platform we can list 160 apartments in Dubrovnik area.

Private accommodations are using Online Travel Agencies, or OTAs. Definition of OTAs stands for an online travel agency which is a website that sells travel- related products and services such as airline tickets, accommodations, and car rentals. An OTA allows vendors to list and advertise their products, usually free of charge or with small percentage (Guesty, 2020).

City Dubrovnik have recognized a new niche of tourists during the pandemics: digital nomads. With this trend, digital nomads from all around the world according to the data available on the Internet are already interested to come. There is already a potential in this specific niche od travelers for Dubrovnik as a travel destination. These tourists primarily choose private accommodations for their stay (Andrews, 2021).

In 2021, the Tourist Board already identified in their strategy the need to acknowledge this new model of tourism, having also recognized the need to ask influencers to help Dubrovnik become more visible to these specific tourists. According to Wray (2021), who questioned the impact of influencers on small business niche in Dubrovnik, the city of Dubrovnik could greatly benefit from these tourists.

Small business locals, who own apartments and properties, have been so far satisfied with the measures implemented in this area by the city authorities during the pandemics. The situation in tourism sector is still far from normal, and that it is not as it used to be. Therefore, it is safe to assume that any help from influencers could be seen as a possible way to improve the existing challenges in this area. It is evident that most small businesses are still not ready to acknowledge and use influencers and their potential. This probably comes from the fact that they have not used this model in the past and they do not consider it as trustworthy. Also, another problem is that they are willing to give the influencer the apartment for free when at that period can someone rent the accommodation.

This research aims to determine the extent to which hospitality small businesses (accommodation providers) are familiar with the concept of influencers and how willing they might be to use them. The aim is to see how influencers will contribute to the fulfilment of the apartments in the Dubrovnik.

Method

The aim of the research was to investigate how influencers impact private accommodation in Dubrovnik. The instruments applied for this research were written in English and were composed of various types of questions related to personal experiences, travel history and expected future behaviors toward influencers. As no prior research has explicitly addressed this topic, survey questions were developed based loosely on tangentially related to this research (social media use in general; opinions and familiarity with influencers; and accommodation preferences).

The instruments had two questionnaires. The first one had the focus on the perceptive of the property owners and the second one was focused on travelers. The first questionnaire had 34 questions in total. The property owner questionnaire had 20 multiple choice questions, and 12 **5**-POINT Likert-scale questions with three additional questions related are they willing to use the influencers service and could they charge it higher. Respondents had to indicate who is managing their property, how they are advertising, which channels of advertising they are using and, of course, how familiar are they with the term influencers. In the survey, from 21 responses four people had apartments located in Old Town and Boninovo.

The core purpose was to see in results do respondents really trust the influencers, and do they know exactly what their job is. From the data collected 52.4 % (11 respondents) of the participants answered that they follow influencers, while 47.6 % (10 respondents) don't. The response rate for the property owner survey was very low, 21 in total. The idea was to spread the questionnaire with the help of Direct Booker Agency, which is managing properties in Dubrovnik region, but due to business reasons it couldn't be accomplished. The other

technique was snowball where all relatives and friends shared to the targeted audience. The instrument was distributed electronically. It was conducted in online forms, via Google Forms. The total date includes 21 responses in total: they were collected from April 13th until April 22th.2022. All responses were valid and answered properly.

The data for the traveler's questionnaire was easy to collect. The target audience was travelers. In total there were 24 questions, which 10 were multiple choice type of questions and 12 5-point Likert-scale. The respondents were asked whose recommendation or information are they listening while considering travel option. The data have showed that from 165 participants 33.9% (56 respondents) use eWOM (online reviews), while 30.9 % (51 respondents) Internet (social media).

The options for sleeping accommodations varied slightly. Private accommodations are preferred by 43.6 percent (72 respondents), 48 of whom are women, while hotels are preferred by 39.6% (65 respondents), 43 of whom are males. In response to the demographic question, most young people aged 18 to 24 choose to stay in private accommodations.

The interesting statistics came from a question on which social media sites they like to use to share travel material and experiences. Instagram received the most responses, with 132 (or 80 percent) on the platform. Facebook comes in second with 27.9% of the vote (with only 46 respondents). According to the demographic data received from 165 respondents, females made up 77% of the total, while males made up 23%. Following the age groups, many of the people who answered these questions were between the ages of 18 and 24 (47.9 percent). Young women use social media sites to share their trip experiences and photos, according to demographic statistics.

In the survey that was distributed to participants it is clearly stated that 59.4% are extremely familiar with the term "influencers", while only 3.6% (6 respondents) were not familiar at all.

The response rate for this instrument was very high. The total date includes 165 responses in total: they were collected from April 13th until April 16th, 2022. The surveys were conducted in online forms, via Google Forms. They have been distributed on Instagram private profile, and on two Facebook groups related with travelling. The response rate hit the highest number of participants thankfully for the Instagram platform. The strategy on Instagram was to use hashtag related to travelers and influencers. The total number of participants fulfilling the survey are from Croatia. All responses were valid and answered properly.

Results

The purpose of this research was to examine the impact and effectiveness of influencers on the small businesses- private accommodations. Responders to the property owners instrument were generally younger. As indicated by the following **(**age range was divided into four categories): 30% (6 respondents) were 18-24, 20% (4 respondents) were 25-34, 25% (5 respondents) were 45-54, and 25% (5 respondents) were 55-64. From the 20 respondents 65% were female, and 35% were male.

From all 21 respondents', they rent property to short-term guests primarily during tourist season in Dubrovnik.

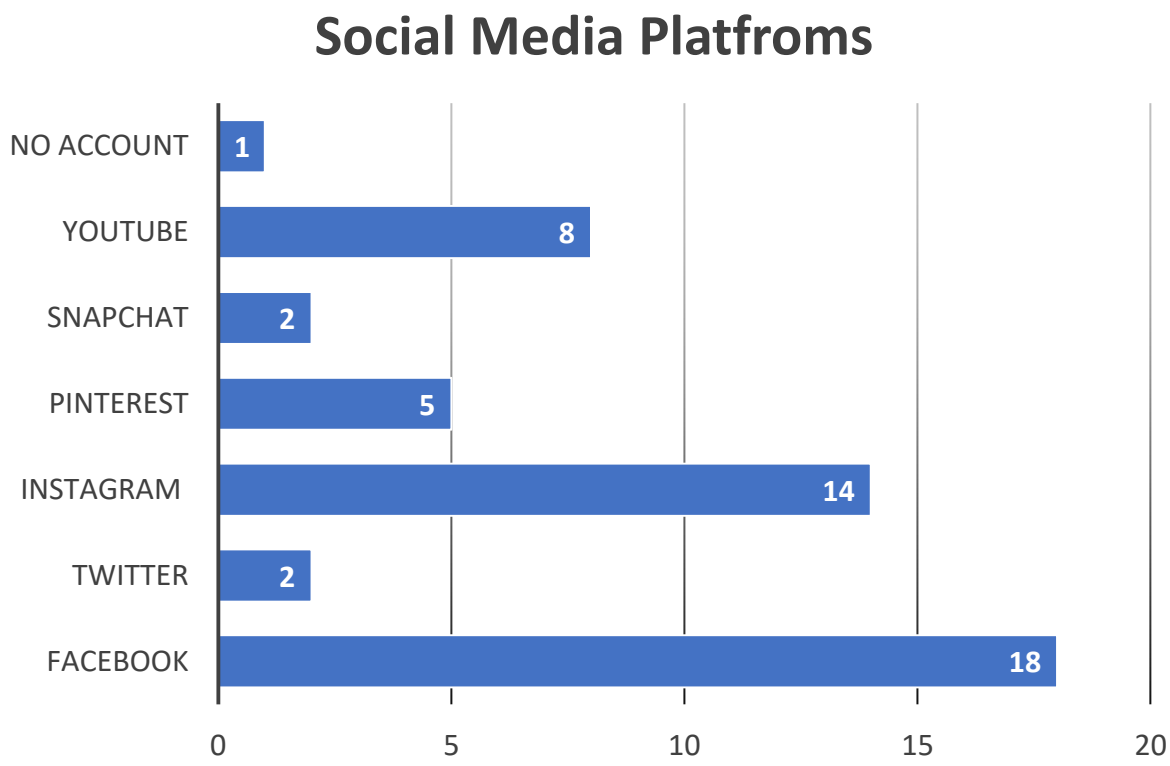
When it comes to the question about managing their own property, from all the respondents only 13.6% have answered that they use the service of property agencies. As well, from all the respondents 16 of them answered that they use Airbnb, while only 4 of them list their

property on their official website. Respondents were asked many properties do they rent, and the result showed that 45.5 % (10 respondents) have 3-4 properties to rent, while 40.9% (9 respondents) have 1-2 properties. From the data collected related to the location of the properties they are situated in Old Town and Boninovo, which are the best locations in Dubrovnik. We have four participants that answer that they own properties on those location which is 36.4 % in total.

When it comes to social media, respondents were required to select each platform which they use. The data showed that two most used platforms were Facebook and YouTube, and they use is occasionally, while Snapchat, Twitter and Pinterest showed in data that majority of them do not have an account.

GRAPH 1.

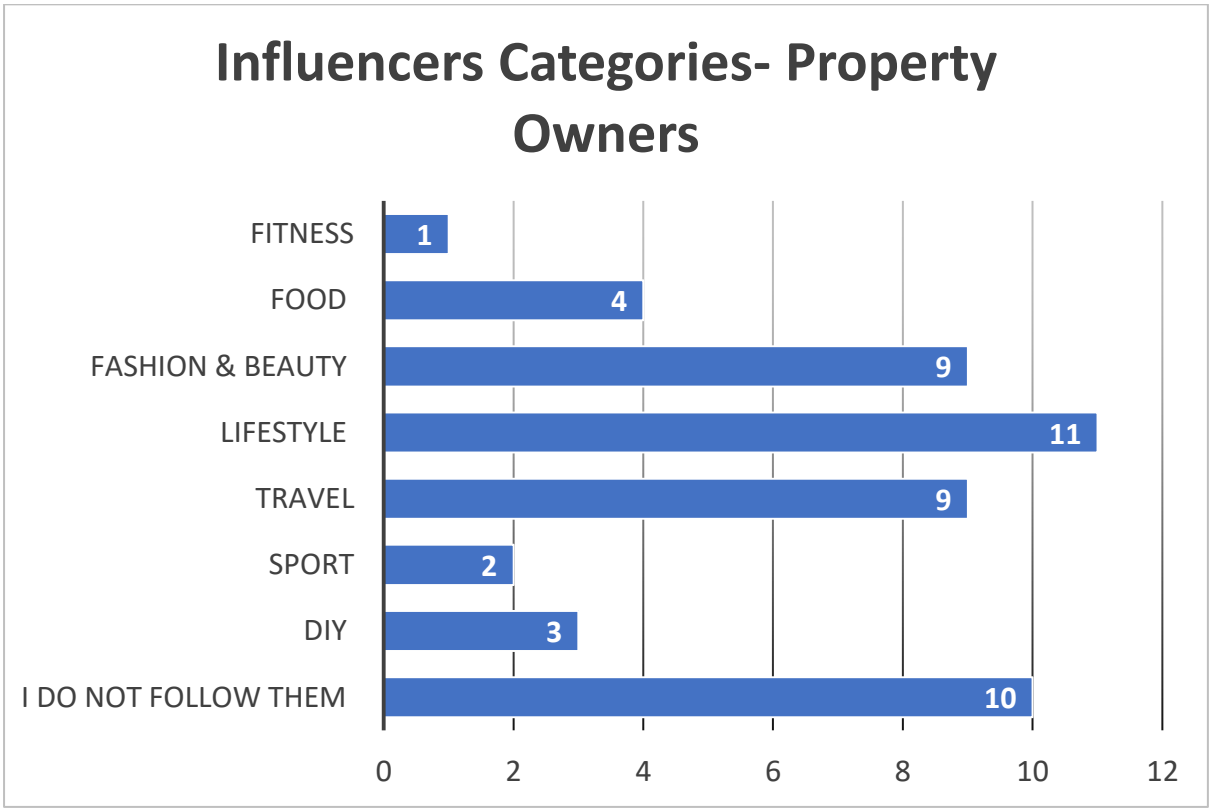
The graft shows social networking websites which property owners posses



The data has showed that 31.8 % of participants are fair amount familiar with the term of who influencers are. Odd observation is that 31.8% are familiar with the term, yet 54.5% follow them. The reason why they are following them is because of the lifestyle they are sharing on their accounts 50% (11 respondents). The next high in category are travel 40.9% (9 respondents) and fashion & beauty 40.9% (9 respondents) which is showed in the **GRAPH 2** below.

GRAPH 2.

The category of influencers that property owners follow on their social media account



According to the data from the instrument, participants were familiar with influencers, and that's what mean shows (m=3.04, SD =1,78). Using the data collected, it shows us that participants strongly disagree that influencers have an influence on their purchasing behavior. Mean is 2,19 which shows that people are not really influenced by them. Surprising data comes from the questions related have they ever purchased a product/ service because it was recommended by someone, they follow on social media. The data shows that 50% participants strongly disagree which indicates that they haven't purchased ever anything which was recommended. On all the questions related to are they reliable source, do they trust them, and will they use it for the promotion the majority have answered neutral. The table below shows mean and standard deviation related to it.

TABLE 1.
Four important questions related to the trustiness and reliability of the influencers expressed in mean and standard deviation

	MEAN	STANDARD DEVIATION
I trust the opinion of people I follow on social media.	1,64	1,59
You feel like you "know" the influencers you follow.	2,72	1,043
I feel influencers are a reliable source of information.	2,52	0,99
I trust the recommendation of influencers.	2,48	1,37

The second instruments' purpose was related to the opinions of travelers. From 166 respondents, again it was a younger population, with 47.9%, aged 18 to 24 years. The instrument showed that 77% of participants were female.

TABLE 2.

Demographic characteristics of the participants from the survey 2

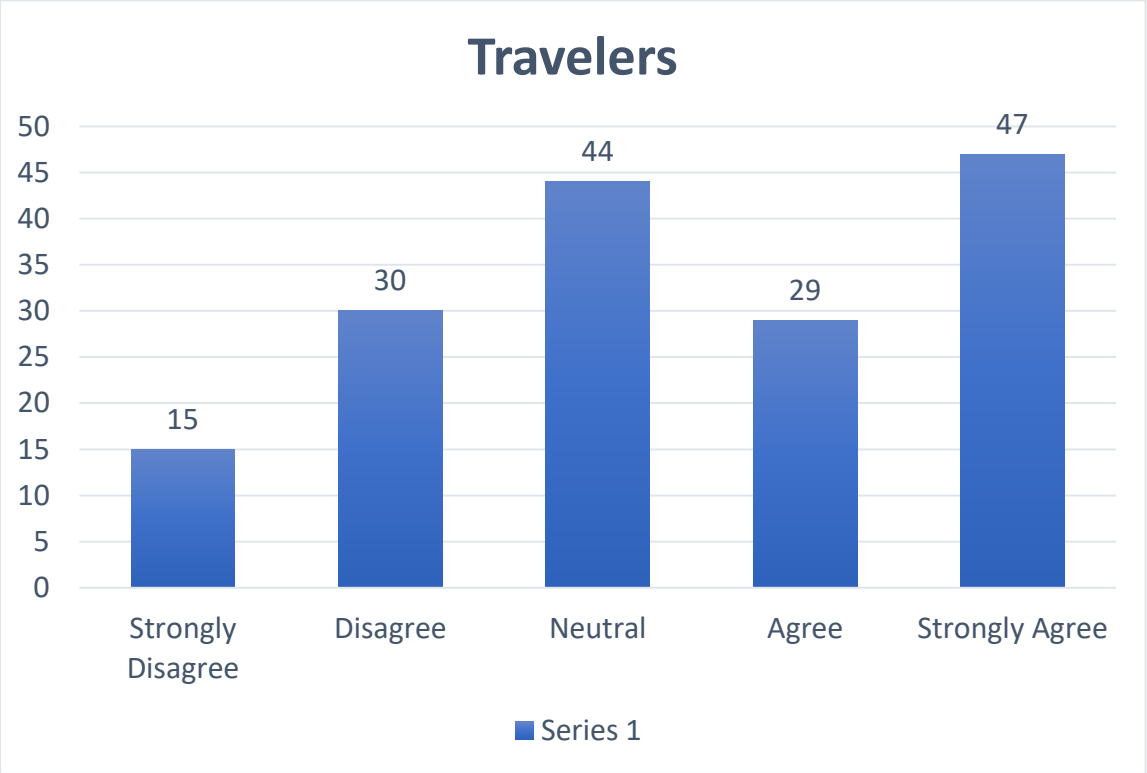
DEMOGRAPHIC CHARACTERISTICS	SURVEY SAMPLE
	Travelers (n=165)
GENDER	
M	38
F	127
AGE	
18-24	79
25-34	54
35-44	19
45- 54	11
55-64	2
65+	0

Since the younger population have responded to the instrument, it wasn't a big surprise that 28.5% of them would choose private accommodation instead of hotel. Please see in the Graph 3 below data provided.

Concerning do travelers prefer private accommodation vs hotels when they travel the data has provided that the mean is 3.38, while standard deviation is 1,31. From data and graph we can see that private accommodation is preferred accommodation for those who travel.

GRAPH 3.

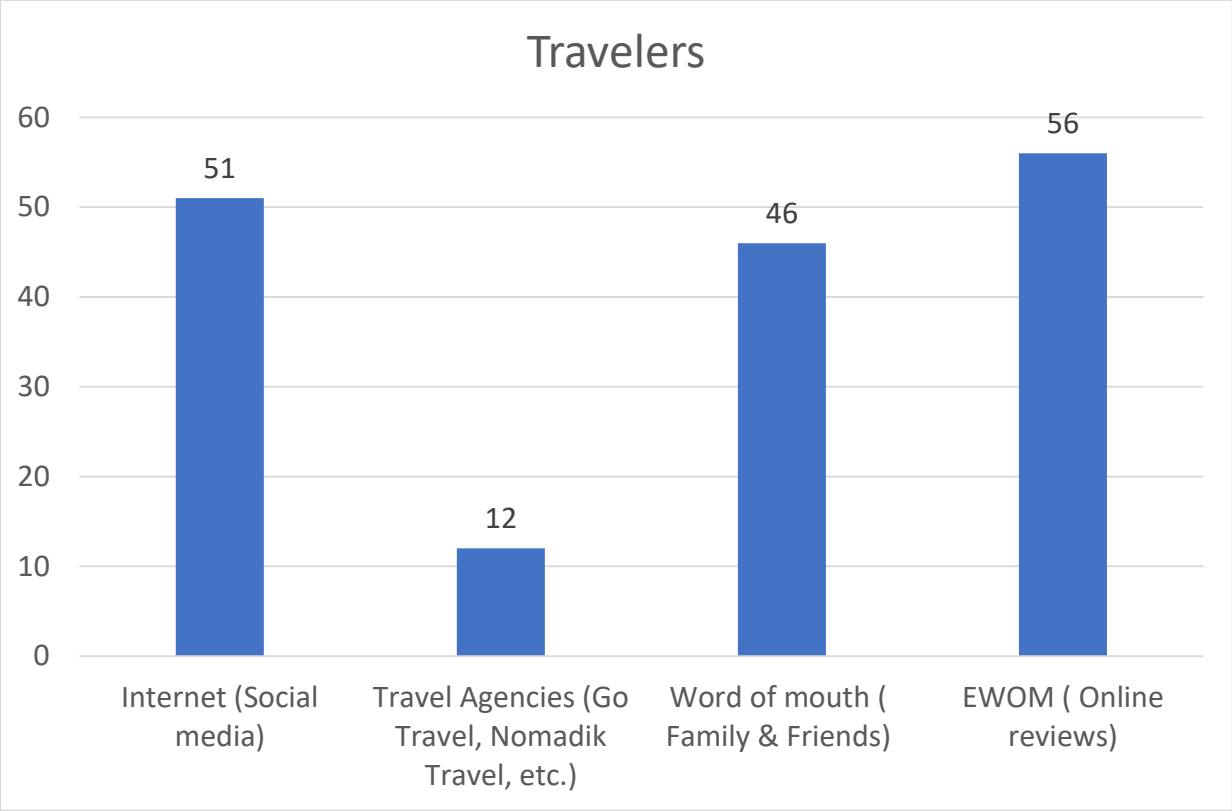
Graph 3 shows travelers' preference on private accommodation vs. hotels



The data has provided information that participants are listening to online reviews when it comes to recommendations while they travel. Word of mouth was only at 27.9%.

GRAPH 4.

Recommendation or information travelers listen while considering accommodation options while travelling.



Following the question how often they travel, the data have showed that 44.2 % of them travel 0-2 times a year. Less than 10 % of them travel more than 12 times a year, and they are from the age range from 35-44.

TABLE 3.

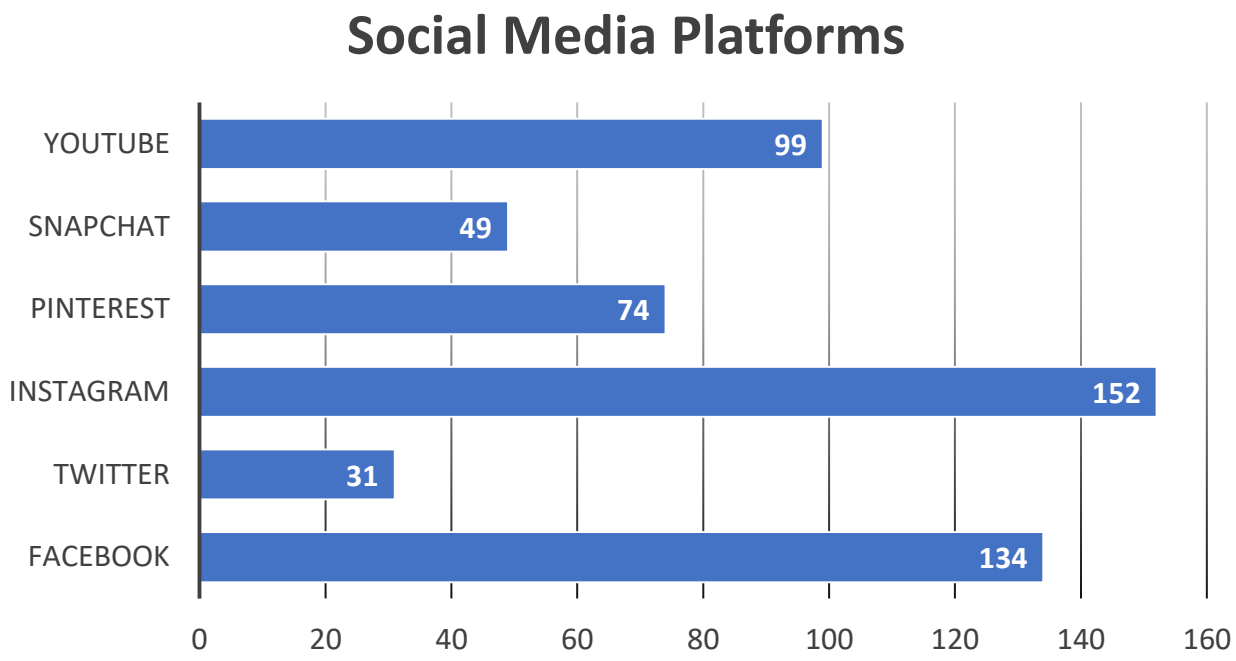
Table 3. shows frequency of how often travelers go to their journeys

FREQUENCY OF TRAVEL	SURVEY SAMPLE
	Travelers (n=165)
How often do you travel?	
0 or 2 times a year	73
3 or 4 times a year	61
5 or 12 times a year	26
More than 12 times a year	5

The participants needed to check which social media platforms they have, and two biggest results had Instagram (92.1%) and Facebook (81.2%). The most useable platform for sharing their travel experience and pictures were Instagram of high results of 80%.

GRAPH 5.

Data collected from participants where they share their travel experiences



The results have showed that 98 of participants (59.4%) are familiar with the influencers, and 99 participants (60%) answered that their influencers are under lifestyle category.

35.2 % of participants answered neutral on the question have the influencer had the influence power on their travel decision (m=2.52, SD= 1.18). Only 9.7 % of the participants have purchased product or service just because influencers recommended it (m= 2.55, SD=1.32).

TABLE 4.

Effectiveness of influencers impact based on participants experiences and opinions

EFFECTIVENES OF INFLUENCERS	SURVEY SAMPLE
	Travelers (n=165)
Would you visit Dubrovnik just based on influencers' experience?	
Strongly disagree	39
Disagree	31
Neutral	43
Agree	27
Strongly agree	25

From the above table, data shows that travelers are very neutral when it comes the questions will they visit Dubrovnik just based on influencer's experience which concretes the shown mean and standard deviation (m= 2.80, SD=1.37).

Some of the respondents looking from the owner's perspective and travelers' perspective are very neutral and they do not have an opinion when it comes to the influencers. They do follow them on social media, but it is mostly for the fun and entertainment. From the data collected, participants do follow them but unfortunately, they do not find them reliable or trustworthy. It is a small percentage of participants which will use influencers as a marketing tool when it's business in question.

Conclusion

Based on data collected from the survey related to property owners who participated in the necessary research they did not have a positive connection related to influencers and private accommodations. Property owners of private accommodation are giving a big effort fulfilling their units which they rent. They put so much work and dedication into it, because 86.4 % of them manage property by themselves. They are guest focused because they are communicating with guests directly. To be precise 45.5% they own 3 or 4 properties which they rent in the short-term during tourist season in Dubrovnik. All property owners are using standard marketing tools regarding advertising their sale and property, so they are in very close connection with the OTAs. In any case, a lack of experience with influencers does not imply a negative attitude toward them. Because influencer marketing is still in its early stages in Croatia, they simply do not have adequate knowledge about influencers. Interesting observation from collected data was that from 21 respondents we have two accentuate age categories, which are 18-24 years old (6 participants) and 55-64 (6 participants). Both are 27.3 % in percentage, and that shows that even younger generations are not too sure about the effectiveness of influencers.

Data collected has shown that 54.5 % participants are following influencers on their social media. Those that follow influencers on social media, on the other hand, utilize them solely for travel, lifestyle, and fashion & beauty inspiration because those three categories have the highest response rate. Interesting observation from the results and what they are showing is that they strongly disagree, and they do not tend to purchase any product or service which they are recommending. Results also showed that participants are not interested in the promotional codes, influencers share on their social media. One of the participants have said

that they generally think that having influencers promoting private accommodations is great and excellent marketing tool, but they think that that won't happen in Dubrovnik for approximately few more years. People are too skeptical; will they do the proper job, and, in their opinion, they think that they will only do because you are paying them. Comment and private observation from one participant were that during pandemic they had to open the doors of their private accommodation and they needed immediately recognition, so they hired an influencer Hana Hadžijaković to advertise their property. They were surprised, how she helped them with just few pictures that she had share on the social media. Now results have showed that people are following them just for the inspiration. They still do not feel that they are connected to them, they do not trust them and for them they are not reliable. For the moment influencer marketing is not so much known and appreciated in Dubrovnik.

The profile of second survey related to travelers was bigger and the observations and results were surprising. Travelers agree that they prefer staying in private accommodation while traveling which is for Dubrovnik excellent data. Data collected have shown that they use Internet (online reviews) while they are considering travelling options. For a fact, that wasn't surprising data because we live in 21st century and everything is available with just few clicks. Through online reviews travelers have all information's related to private accommodation that they would like to stay. Easy way is to use online reviews because you can immediately see the comments of other travelers that stayed in specific accommodation and how was their experience while they were travelling. The group of travelers completing the survey, travel 0-2 times a year, which is approximately 2 times in 6 months. Leading social media platform that participants have profiles are Instagram and Facebook, where they have wider connection with their family and friends. Through those both platforms they can share pictures and experiences about their travel. Interesting data that was gathered showed

that participants like to share their travel experiences through the Instagram (80% which is 134 participants). Three categories of influencers that travelers follow is lifestyle (60 %), travel (56.4 %) and fashion& beauty (50%). Data collected has showed that the participants are using social media for travel inspiration. Only 7.3 % were influenced with the help of influencers regarding their travel journey. From both surveys participants have answered that they never used promotional code that influencers give to discount their travel expenses. Regarding the question will they book the apartment that influencer promoted, the answer was neutral, which indicated that they are not sure and not too open for that option.

When comparing the results of both samples, the parallels that emerged were that both participant groups (property owners and vacationers) follow influencers solely for the purpose of inspiration; nothing more. According to the information gathered, they do not find them trustworthy or reliable. The survey results for both samples were identical in terms of trust, influencer referral, and purchasing behavior. The main difference is that in Croatia, influencers are not still trusted.

Some of the limitations of this research are that this is the first season after COVID-19 stopped and they are no limitations regarding travel. The reason why property owners are not considering hiring influencers for the marketing advertisement is during pandemic they understand that they need to focus on the guest and provide them unforgettable experience if they want them to return later on in the future. The focus is on the quality, and that's one of the reasons why they do not find them reliable. Especially they do not trust them, because social media is presenting everything is the perfect shape even if it not. One of the reasons why they still don't trust them, because for being influencer you do not need to have any

educational knowledge, it is necessary to have creative for creating interesting content which will catch everybody's attention.

This study can help for potential and future research because we can compare did people changed their mind, and have they accepted influencers and their work power which they possess. It would be interesting and desirable to examine effectiveness of influencers on private accommodations in other countries in the Europe. Influencers are very known and accepted worldwide because they are one of the most profitable niches. Taking everything into account that in the future awareness of social media and power of influencers and their marketing will be growing people will finally trust and take into consideration influencers opinion and recommendations. It will be great to repeat this research in approximately five years so that it can be analyze did people became open minded and ready to take a risk and use another form of advertising- influencers.

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