

Visual Blogs and the Construction of Responsible Tourism: Advancing Towards a Thoughtful Tourism Paradigm

Görsel Bloglar ve Sorumlu Turizmin İnşası: Düşünceli Bir Turizm Paradigmasına Doğru İlerleyiş

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Öz

İnsan toplumlarında yaşanan teknolojik gelişmeler, fiziksel ve dijital dünyaların protokoller ve algoritmalarla yönetilen entegrasyonundan doğan turizm endüstrisinde yeni ve modern ufuklar açmıştır. Bu durum, internet üzerinde tanıtıcı iletişim medyası olarak bilinen ve çeşitli platformlar ve uygulamalar aracılığıyla (özellikle görsel bloglar) yürütülen yeni bir çağın önünü açmıştır. Günümüzde bu bloglar, çok yönlü sosyo-kültürel rolleri ve çeşitli sektörlerde, özellikle turizm endüstrisinde yarattıkları somut etkiler nedeniyle önemli bir dijital dönüşümü temsil etmektedir. Turizm sektörü, iletişimi etkileşim, anımsal ve içerik üretiminde aktif katılıma yönlendiren yeni bir medya biçiminin doğmasına katkıda bulunmuştur. Bu gelişim, ancak sorumlu turizmin benimsenmesiyle mümkün olabilen, turizmi canlandırmaya veya sürdürülebilir kalkınmayı teşvik etmeye yönelik yeni değerler ve uygulamalarla karakterize edilen çağdaş bir medya ortamı yaratmıştır. Bu gelişme, görsel blogların evriminden ve etkilerinden bağımsız gerçekleşmemiştir. Dolayısıyla, görsel bloglar kültürel bakış açıları ve kitlelerinde (aboneler, etkileşimciler, takipçiler vb.) turistlere ve doğaya yönelik olumlu davranışları pekiştirmeleri sayesinde bu hedefi gerçekleştirmek için stratejik ve modern bir iletişim aracı hâline gelmiştir. Bunun nedeni, hayal gücünü uyandıran, duyguları hareket geçiren, çekicilik ve heyecan unsurlarını kullanan, bir destinasyonun başından sonuna kadar kapsamlı ayrıntılar sunan özgün reklamlık özellikleridir. Uygun hizmetler, rekabetçi fiyatlandırmalar, elverişli zamanlama, tatmin edici yöntemler ve kitlenin beklenti ve zevklerine uygun keyifli deneyimlerle düzenli bir şekilde sunulan bu içerikler, hikâye anlatıcılığı yoluyla aktarılmaktadır. İşte görsel blogların bugün dayanmakta olduğu temel budur: turistik destinasyonların tanıtımı, cazibe merkezlerinin sunumu veya eşsiz deneyimlerin, maceraların ve kültürel miras alanlarının dikkat çekici ve sanatsal bir şekilde paylaşımı. Sonuç olarak, görsel bloglar, medenî davranışlarla uyumlu ve sorumlu turizm uygulamalarıyla bütünleşen bir turizm düşüncesini şekillendirmede en öne çıkan mecra hâline gelmiştir. Yukarıda ortaya konulara dayanarak, bu araştırma makalesi, görsel blogların bir iletişim aracı ve tasarım, fotoğrafçılık, kurgu ve yayıncılığın bütünleşmiş bir bileşimi olarak önemini vurgulamayı amaçlamaktadır. Turizmin tanıtımında, destinasyonlar ve farklı bölgelerin sahip olduğu cazibe merkezleri hakkında bilgi yaymada giderek daha fazla kullanılmaktadırlar. Ayrıca, vatandaşları hazırlayarak—önce turist-vatandaş, sonra da vatandaş-turist hâline dönüştürmek suretiyle—turizm güvenliğini sağlamak, sorumlu turizmi teşvik etmek ve onun sürdürülebilir bir hareket olarak etkinliğini artırmak noktasında kilit bir rol oynamaktadırlar. Yeni model (görsel bloglama), yeşil ekonomiyi gerçekleştirmede bu sembolik anlamı taşımaktadır.

Anahtar Kelimeler: Görsel Bloglar, Dijital Dönüşüm, Turizm Endüstrisi, Turizm Düşüncesi, Sorumlu Turizm.

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Use of Artificial Intelligence

No artificial intelligence-based tools or applications were used in the preparation of this study. All content of the study was produced by the author(s) in accordance with scientific research methods and academic ethical principles. Mohamed Djefafliya-Nouari Amel

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Abstract

The technological advancements witnessed in human societies have ushered in new and modern horizons in the tourism industry, resulting from the integration between the physical and digital worlds—governed by protocols and algorithms. This has paved the way for a new era known as promotional communication media on the internet, facilitated through various platforms and applications, most notably visual blogs. These blogs currently represent a significant digital shift, given their multifaceted socio-cultural roles and tangible impacts across various sectors, particularly the tourism industry. The latter has contributed to the emergence of a new form of media that has steered communication towards interactivity, immediacy, and active participation in content production. Consequently, this trajectory has given rise to a contemporary media environment characterized by new values and practices, whether in revitalizing tourism or promoting sustainable development—achievable only through the adoption of responsible tourism. This development has not occurred in isolation from the evolution of visual blogs and their influences. Thus, visual blogs have become a strategic and modern communicative tool to achieve this objective, owing to the cultural perspectives and positive behaviors they instill in their audiences (subscribers, interactors, followers, etc.) toward tourists and nature. This is attributed to their unique and distinctive feature of enhanced advertising, which sparks imagination, evokes emotions, and employs elements of attraction and excitement, providing comprehensive details from the beginning to the end of a destination. Presented in an organized manner with suitable services, competitive pricing, convenient timing, satisfying methods, and enjoyable experiences tailored to the expectations and tastes of their audience, all of this is conveyed through storytelling. This is what visual blogs now rely on—whether in promoting tourist destinations, presenting attractions, or offering unique experiences, adventures, and heritage sites in an engaging and artistic manner. As a result, they have become the most prominent medium in shaping a tourism mindset that aligns with civilized behavior and harmonizes with responsible tourism practices. Building on the above, this research paper seeks to highlight the significance of visual blogs as a communication medium and an integrated composition of design, photography, editing, and publishing. They are increasingly utilized in promoting tourism by disseminating information about destinations and the attractions various regions possess. Additionally, they serve as a key player in fostering responsible tourism and enhancing its effectiveness as a sustainable movement by preparing citizens—transforming them first into tourist-citizens and then into citizen-tourists—to achieve tourism security. This is what the new model (visual blogging) symbolizes in realizing a green economy.

Keywords: Visual Blogs, Digital Transformation, Tourism Industry, Tourism Thinking, Responsible Tourism.

Introduction and Problematic

Many countries around the world are striving to advance the responsible tourism industry by adopting innovative tourism policies and strategies that align with global trends. These efforts rely heavily on the latest technological advancements, which nations are eager to acquire, regardless of the financial budgets or human resources required, in order to foster a pioneering and responsible tourism mindset. The real experiences that tourist destinations offer, which enable them to attract large numbers of visitors, no longer depend solely on fulfilling classic tourism prerequisites—such as natural resources, infrastructure, and heritage sites—which are considered fundamental pillars and essential conditions for driving the tourism sector. Instead, the focus has expanded to include the necessity of providing a new paradigm, one that emphasizes cultural foundations and positive behaviors toward tourists and the environment. This is the essence of responsible tourism, the effectiveness of which cannot be realized without significant digital transformation.

Digital transformation has ushered in a new economic context, imposing substantial challenges on traditional models of tourism business operations. This shift is driven by the diversity of communication methods and the proliferation of digital media and automated applications, which have aligned with the current technological boom and kept pace with rapid changes. Amidst this unprecedented revolution, the rise of visual blogging has disrupted conventional marketing models, introducing a unique approach with distinct principles and benefits in promoting communication content or tourist destinations. This innovative medium has proven its effectiveness, competence, and superiority over other forms of communication that were prevalent in specific contexts and timeframes.

The qualitative leap in the history of the tourism economy has given rise to an innovative and distinct framework encompassing concepts, functions, strategies, and logistical characteristics established by visual blogging systems. These systems have introduced network effects, value creation, development, and exchange through factors of attraction and engagement, as well as feedback loops that have actively interacted with digitized blogging communities. This has positioned visual blogs as a highly modern communication tool, owing to their foundation in content creation, creativity in their narratives, and artistry in their presentation on one hand, and their focus on effective networking on the other. This dual focus has provided opportunities for both their users and followers alike.

Building on the above, this article aims, first, to explore the initial signs of digital transformation in the responsible tourism industry, and second, to highlight the role of visual blogs in fostering a responsible tourism mindset.

1. Signs of Digital Transformation in Responsible Tourism

Despite many countries achieving high rates of development and success in tourism projects, this does not negate the presence of harmful impacts imposed by various factors and changes in social, cultural, and even consumer domains. Examples include tourists wearing clothing that contradicts local customs and traditions, excessive water consumption in tourist areas suffering from water scarcity, issues related to indifference and littering due to a lack of awareness, or violations of tourists' personal boundaries and the ongoing threats they face in the absence of tourism education and deterrent regulations. These factors have hindered the development of a pioneering and responsible tourism mindset. This raises the following question: Who is responsible for addressing these negative outcomes? This question directs us toward exploring a new model: visual blogging, which is defined as "a new communication medium that combines text, images, and audio, presenting them to the audience

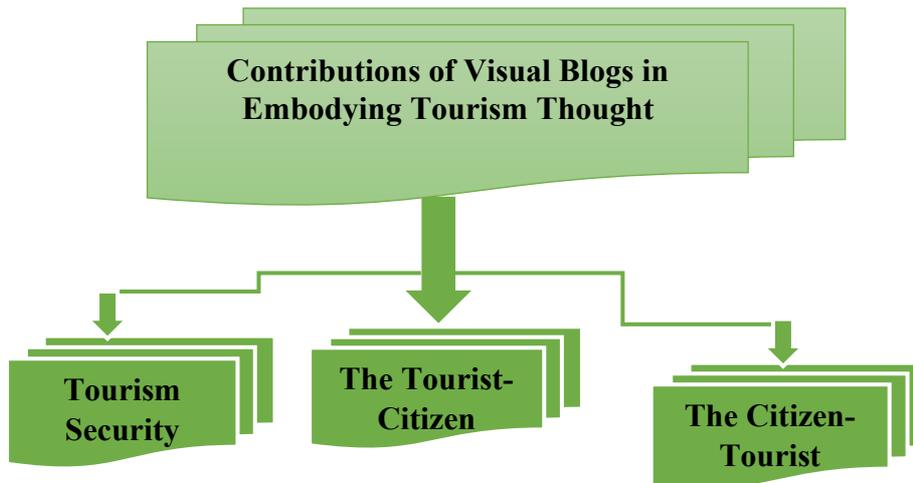
simultaneously, along with the outcomes of immediate and direct interaction." (Shuman, 2007, p. 20) Visual blogging has become a critical tool in building responsible tourism, grounded in ethical principles to achieve sustainability in this sector.

Through the content it disseminates, visual blogging inherently reflects the cultural uniqueness of the promoted destination, encourages desirable behaviors, and condemns inappropriate actions. It fosters responsible communication to eliminate abnormal behavior in the areas to be visited by blending such content with the foundations of tourism thinking. Tourism thinking refers to "purposeful behavior framed by cognitive processes such as perception, imagination, and memory, which is influenced by and influences emotional, social, and psychological aspects of personality. Thus, tourism thinking is the intellectual domain that inspires rational judgment, expressing balanced and well-considered opinions, leading to sound behavior and wise attitudes toward tourists and nature." This approach must be reinforced by a renewed focus on tourism education to advance this promising industry and harness its dormant potential. Achieving this requires paying due attention to ensuring guest satisfaction through continuous improvement in service quality and exemplary treatment. Each guest requires an appropriate approach and specific formula to understand and accommodate their needs, providing comprehensive services to meet their diverse requirements and satisfy their varied desires. (Al-Saadi, 2015, p. 3)

Therefore, tourism thinking is considered a strategic pillar within the responsible tourism industry, a concept first introduced in Cape Town in 2002 during the World Summit on Sustainable Development. This definition, stemming from the Cape Town Declaration, has since gained widespread recognition and was formally adopted in the international travel market in 2007 during the occasion of World Responsible Tourism Day. Responsible tourism was defined as "the necessity to create better places for people to live in and better places for people to visit." (Al-Ghazwani, 2022, p. 16) Responsible tourism, as an activity, requires all stakeholders and participants to take genuine initiative and demonstrate a sense of responsibility, while adhering to the necessary measures to make tourism more sustainable, both in thought and action. This is because any interaction between businesses and the environment, or between tourists and chosen destinations, hinges on the principles of tourism thinking. Consequently, it is challenging to confine tourism thinking to a narrow or specific scope, as it encompasses diverse, interconnected, and multifaceted functions that are influenced by and influence a wide range of internal and external variables, forces, and factors.

Amidst all this, the question arises: Why has tourism thinking garnered such attention? What is its relationship with responsible tourism? The answer (Mahmoud Al-Sumaidaie, 2010, p. 62) lies in the extent to which the international tourism economy focuses on transforming citizens into tourist-citizens and then into citizen-tourists to achieve tourism security. This transformation underscores the role of visual blogging in embodying a conscious tourism mindset to achieve responsible tourism, as illustrated by the researchers in the following figure:

Figure 01: The Dimensions of Visual Blogs in Embodying Tourism Thinking



Source: Prepared by the researchers.

1.1. The Citizen-Tourist

If the concept of the citizen-tourist is a modern notion that reflects the role of individuals in transitioning from mere consumers of tourism services to active partners in supporting the tourism economy and promoting its destinations and services, with the aim of revitalizing tourism in their own countries, then it embodies a heightened awareness and appreciation of tourism as a renewable economic resource. This concept represents the core objective that visual blogs strive to achieve today and serves as a key measure of their effectiveness. The success of these blogs is determined by their ability to incorporate the following elements in their messaging: (Al-Saadi, 2015, p. 3)

- Their messages should foster a sense of belonging and loyalty to the homeland.
- They should preserve cultural heritage, including customs and traditions.
- They should strive to cultivate a positive attitude toward all negative interactions and unethical behaviors exhibited by tourists, whether intentional or spontaneous, even if such actions cause harm to individuals or heritage sites.
- They should work to foster a sense of pride and honor in the homeland.
- Individuals should be addressed on the necessity of embodying the virtue of hospitality; that is, tourists ought to be treated with generosity and respect, as their visit to the country constitutes a national benefit that must be diligently safeguarded.
- Tourists should be treated with utmost respect and consideration, as they serve as future promoters and influential advocates in their home countries. Once they depart the region with positive impressions, their experience becomes a precursor to potential return visits and, more importantly, encourages them to share their experiences with family and acquaintances. This represents one of the most effective forms of promotion. Conversely, any attempt to exploit tourists can lead to feelings of disappointment and regret over their choice of destination, ultimately tarnishing the country's reputation as a tourist destination.

1.2. The Tourist-Citizen

The efficacy of tourism-oriented thinking is evident in the creation of visual content, which serves as an educational tool that reshapes the relationship between citizens and their surroundings. This transforms them from mere tourists into "tourist-citizens," transitioning them from passive recipients of information to active

participants, conscious consumers of local tourism, and simultaneous ambassadors for it. This can be achieved by enabling them to: (Al-Zoubi, 2013, p. 27)

- Tourism-oriented thinking must be founded on satisfying a diverse and varied array of needs and desires, which differ in terms of quality, price, location, manner of interaction, and communication style. For instance, close proximity to an Arab tourist may be considered normal and acceptable, whereas the same approach with a European tourist might be deemed undesirable. This distinction is effectively illustrated in visual content, which presents destinations in accordance with the specific etiquette and cultural norms of each region.
- Tourism-oriented thinking must inherently manifest itself in the pursuit of responsible tourism by highlighting social, environmental, cultural, and behavioral responsibilities. These responsibilities should be rooted in a national context and informed by a perceptive, knowledge-driven awareness.
- Visual blogs should provide opportunities for individuals to acquire tourism-related skills and knowledge that may benefit them in their personal experiences or professional careers, whether in roles such as tour guides, educators in tourism-related fields, or other professions within the tourism sector.
- They should consistently highlight the most significant tourist areas of the country and their diverse potential, thereby creating a sense of intrigue and excitement among citizens to visit these destinations or return to them again.
- They should emphasize the economic, social, and cultural significance of tourism, highlighting the rich potential and value it holds in these domains.
- Raising awareness among participants, contributors, and followers about the importance of focusing on social relationships to enhance and develop tourism activities. (Al-Zoubi, 2013, p. 27)

1.3. Tourism Security

If visual blogging is considered one of the primary inputs in tourism thinking, then the aforementioned concepts encompass functional processes whose outputs are manifested in tourism security. This security, in turn, stands as one of the key factors in attracting tourists. Consequently, the relationship between these systems is complementary in achieving: (Al-Zoubi, 2013, p. 35)

- The process of tourist engagement represents a pivotal challenge upon which the maturity of mental frameworks and the soundness of thought processes toward tourists, within the context of visual blogging, fundamentally depend.
- The true and fundamental challenge within the context of global tourism trends revolves around how to effectively integrate mature and rational tourism thinking into the frameworks of visual tourism marketing and promotion strategies.
- Despite its significance, the function of tourism thinking has historically been, and continues to be, less fortunate in terms of its practical and professional foundational development within the field of tourism.
- This is due to the presence of erroneous practices and unprofessional conduct in aspects of tourism security marketing, which have recently become evident in the content produced by tourism influencers. An example is the Tunisian influencer Dunia El Ghani's vlog, which portrayed Algeria as an unsafe destination, thereby promoting a false narrative.

- If tourism marketing is likened to a sea driven by powerful waves, the absence of tourism thinking transforms it into a stagnant pond—a notion underscored by Philip Kotler in his discourse on the art of marketing.
- Amidst these transformations, challenges, and issues, it has become apparent that tourism thinking no longer seems closely aligned with the flow of marketing and promotion. This is due to the rapid transition from the era of industrial revolution and management to the phase of consumer revolution and marketing management, followed by the shift to the information and communication revolution and strategic management, culminating in the blogging revolution and digital management. Here, the scientific perspective reveals the necessity of adapting its management to keep pace with the demands of the current environment in tourism practices. (Al-Zoubi, 2013, p. 35)

Therefore, we emphasize that markets are perpetually experiencing a state of renewal and openness, thanks to visual blogging and its transformative impact on the tourism ecosystem. This has created an urgent need for destinations to distinguish themselves from one another, a differentiation driven by tourism thinking and the efforts it mobilizes to prepare the tourist citizen and transform them into a citizen tourist. This transformation aims to achieve tourism security, which is a focal point of international trajectories, and to utilize it as a strategic renewal mechanism for economic development. Furthermore, it serves as a tactical, profit-driven tool in advancing responsible tourism practices.

2. The Role of Visual Blogs in Promoting the Concept of Responsible

The technological context that has defined the world since the dawn of the third millennium, particularly with the expansion of digitalization, the flow of information, and the widespread adoption of the internet, has imposed significant challenges on patterns of thinking and methods of managing tourism content delivery. This has created an urgent need to innovate new models for managing tourism thought, circulating its values, and enhancing relationships between producers and consumers. Additionally, it necessitates the activation of distribution and presentation mechanisms, as well as the efficiency of demand, all of which have grown significantly with the advent of the visual blogging revolution.

Undoubtedly, the visual blogging revolution will influence user behavior and their mindset toward consumption and production methods, as well as buying and selling practices. This has led to a transformation in functions, utilization methods, and the forms of benefits it offers. Therefore, we will first explore the keys to transitioning from a traditional tourism economy to a blog-based tourism economy, and second, examine the features and implications of this shift on the responsible tourism industry.

2.1. Keys To Transitioning from A Traditional Tourism Economy to A Blog-Based Tourism Economy

Visual blogs are now disrupting leading companies and agencies active in the responsible tourism industry faster than ever before, serving as a comprehensive and distinct economic model in its patterns and strategies. This has led to fundamental transformations in the tourism economy as a result of:

- The modern trend of utilizing them to connect various stakeholders and participants with one another, enabling them to interact in an unprecedented manner.

Visual blogs today significantly contribute to the creation of new markets by connecting producers and consumers through prominent social influencers within their spheres. (Choudary, 2015, p. 4)

- **The shift from controlling resources to coordinating them;** whereas tourism companies and agencies traditionally derived their power from controlling certain destinations, treating them as rare and highly valuable spaces that could be considered ideal. Today, visual blogs have shed light on certain tourist areas (located in the shadows) or less prominent destinations that are marginalized and overlooked, yet offer enjoyable experiences at lower costs.
- **The shift from focusing on internal improvement to enhancing external interaction;** while tourism institutions aim to organize their activities to create value and optimize their supply chains, from sourcing materials to sales and service delivery, visual blogs create value by facilitating interaction between producers and consumers—that is, between bloggers and their audiences. This external focus results in variable and lower production costs, with greater emphasis placed on methods and techniques to persuade participants rather than on the value itself.

The shift from focusing on customer value to emphasizing community value; while the tourism business economy maximizes value by extending the longevity of customers as individuals in relation to products and services, all of which are centered at the end of a linear process chain, visual blogs, on the other hand, aim to maximize the overall value of an expanded digital and real-world community through a circular, iterative process based on feedback. (sakar, 2018, p. 62)

This has led to the inevitable shift toward utilizing visual blogs as a strategic and communicative tool in the responsible tourism industry. This shift is grounded in numerous foundations that represent a tangible and realistic framework, which can only be understood by referencing two key points: First, what changes have visual blogs brought to the travel and tourism industry? Second, what are their defining features and characteristics?

2.2. Features And Characteristics of Visual Blogs in the Tourism Industry

Visual blogs are distinguished by several characteristics that have made them influential in the tourism landscape. Among the most prominent are interactivity, accessibility, credibility, and the ability to evoke emotional impact through engaging storytelling techniques. They enable the provision of virtual experiences that mimic reality and enhance the desire to travel and explore. All of this stems from their unique attributes, which can be summarized as follows: (Al-Qanboori, 2020, p. 7)

- **Content and Presentation Style:** This characteristic is the fundamental feature upon which visual blogs rely in managing content in terms of form and appearance. This is what grants them a highly influential ability to impact tourists who are hesitant about certain destinations, historical landmarks, and heritage sites.
- **Constant Accessibility:** This refers to the ability of users to access videos at any time, as they are inherently open and allow everyone to reach their content easily and conveniently, with immediacy and flexibility in doing so.
- **Communication:** Visual blogs enable direct and, at times, continuous communication, requiring their creators to share a wealth of information, ideas, and experiences among millions of people from different countries, regardless of the level of interaction achieved. This fosters the sharing of knowledge and ideas beyond any temporal or spatial boundaries, enhancing the exchange of experiences, insights, and ideas among users.
- **Flexibility:** Visual blogs are characterized by flexibility in usage, ease of reviewing videos, and the ability to seamlessly integrate the services offered through distinctive methods and approaches. All published

videos aim either to establish a conscious idea, promote positive behavior, or highlight a specific culture, whether directly or indirectly, or to attract a large number of followers to achieve fame and fulfill personal aspirations.

- **Ease of Content Management:** Visual blogs provide users with services by leveraging all the mechanisms and systems that drive and activate content as desired by its creator, in alignment with the published theme and message. For instance, they offer tools like filters, which enhance the aesthetic quality of the content produced and effectively represent the intended ideas in an engaging manner. This makes the content more exciting and intriguing on one hand, and more comprehensible and accessible on the other.
- **Low Cost:** Visual blogs are characterized by their limited usage costs, requiring only a smart device connected to the internet to facilitate marketing and promotion. This stands in contrast to traditional methods, which necessitate substantial financial budgets and qualified, specialized human resources. (Al-Qanboori, 2020, p. 7)
- **Ease of Use:** Visual blogs are distinguished by their user-friendliness, accessible to the general public. This includes the simplicity of designing, preparing, and updating videos, as they do not require advanced technical skills as much as they need effective communication skills and expressive language with persuasive techniques. This makes their content engaging and thrilling, enabling immediate and real-time impact when showcasing tourist destinations, heritage sites, or historical places, thereby subconsciously attracting interest.
- **Intellectual Freedom:** Visual blogs guarantee freedom of opinion and expression in presenting tourism content in the manner desired by the creator, not as others might prefer. This fosters a sense of security and trust among followers or participants, as the content they receive is based on opinions derived from personal experiences.
- **Boundless Creativity:** Visual blogs encourage the creation of innovative tourism content, particularly those that garner significant engagement and attract a large number of followers. (Al-Qanboori, 2020, p. 7)

2.3. Transformations Or Changes Brought About by Visual Blogs as A New Communicative Framework in the Travel and Tourism Industry

From this perspective, these features and characteristics have led to the redefinition of responsible tourism marketing strategies due to the transformations they have introduced in the travel and tourism industry. They have shifted the industry from its routine or classical aspects, which were limited to traditional methods, to digital dimensions built on a creative and innovative environment in the promotional process. This environment is centered around visual storytelling and sensory experiences, allowing users or audiences to virtually experience destinations from afar and immerse themselves in their details before making travel decisions. This is reflected in the new roles that visual blogs have embodied, as outlined below: (Yahya, A ,2015)

- Visual blogs have replaced high-cost gatekeepers associated with traditional communities by leveraging individuals from the general public who possess the ability to produce content across various communication platforms, such as social influencers—YouTubers, TikTokers, and Instagrammers. These influencers command large and extensive audiences due to the professionalism they have achieved

through these platforms, as well as the significant attention they have drawn to the featured tourist destinations.

- Visual blogs have facilitated the ability to gather disconnected actors and link them through content that aligns with and engages their interests, thereby activating the feature of social networking. This, in turn, fosters the creation of friendly relationships in highly interactive environments.
- They have contributed to the development of new business models that help streamline procedures and reduce service delivery time. For example, they offer multiple methods for obtaining guaranteed visas, particularly for countries that experience a high influx of visitors and significant demand from tourists.
- The elimination of traditional processes in presenting services or improving their performance levels, as visual blogs, as previously mentioned, are enriched with an integrated structure of design, filming, editing, and publishing. Their ease and flexibility in delivering information to tourists have enabled them to achieve a competitive advantage and enhance the visual appeal of tourist destinations, making them areas of attraction and interest for visitors. (al-yahyaoui, 2015)
- Reducing expenditure on promotional activities compared to the requirements of traditional marketing processes, as they have contributed to the emergence of new patterns of information production and consumption on one hand, and the rise of innovative methods for disseminating content on the other. These methods transcend traditional approaches in marketing, advertising, and promotional strategies. This is attributed to the advantage of visual blogs, which are cost-effective compared to other traditional methods. Additionally, they enable direct targeting of the relevant audience, ensuring maximum reach in a short time, and efficiently conveying, refining, developing, and disseminating ideas.
- Increasing trust between consumers and producers as a result of the genuine sharing of their real-life experiences, which enhances effectiveness and ensures the sustainability of the overseeing entity.
- An increase in speed and flexibility in delivering products or presenting services with greater professionalism and fewer errors in the process. This is because they have introduced unconventional capabilities in how audiences interact with content, placing the audience at the heart of the production system—gathering, formulating, storing, and distributing on a scale far beyond what was previously possible. (Shedeed, 2021, p. 204)
- It contributes significantly to fostering a culture of creativity and development in the responsible tourism industry and building a tourism culture that aligns with civilized behavior and harmonizes with tourism practices.
- It enables the redefinition and reformulation of intellectual approaches and cultural characteristics within human societies, as necessitated or imposed by the technological environment.
- They have gained the ability to transform followers or those interacting with their content into tourists, and tourists into promoters, thereby stimulating tourism activity.
- They possess significant influence in shaping tourists' perceptions and ideas, potentially creating a desire to try the promoted tourism activities or return to complete the experience. (Shedeed, 2021, p. 204)

2.4. Points of Intersection Between the Specificity of Tourism Thinking and Visual Blogging Technology

Visual blogs refer to the practice of traveling to experience the cultural aspects of a promoted destination, such as its history, art, architecture, music, and cuisine. These elements represent a significant segment of the

tourism industry, as they allow visitors to immerse themselves in the customs, traditions, and unique heritage of the destination. They integrate cultural elements into their marketing strategies through brands that effectively enhance tourism activity. Their importance lies in building a culture and mindset in a dignified manner, serving as both a modern strategic and communicative tool on one hand, and a product of digital transformation on the other. This is attributed to their unique ability to shape pioneering and responsible tourism thinking through:

- Introducing services, offers, hotels, and other activities provided by tourism institutions: These are products with highly variable information, the quality of which can only be measured through experience and by gaining the tourist's trust in their quality. Visual blogs provide this by offering tourists access to accurate information and advice about the destinations presented with precision and objectivity. They also ensure that the tourist consumer obtains all the data and information that satisfy their informational needs regarding tourist destinations (such as hotels, flights, tour programs and offers, transportation options, etc.). This allows them to compare different tourist sites and make decisions based on the experiences of others without needing to travel from one place to another. (Mohsen Ihab, 2023, p. 175)
- Visual blogs shape the mindset of society in a way that fosters a positive view of tourism activities by engaging their imagination: Changing the mind is a new and contemporary concept, resulting from our behaviors and interactions driven by sound, image, interaction, likes, shares, comments, and other practices that visual blogs offer as an integrative advantage. They help us appreciate things we previously neglected or ignored in certain destinations, teach us techniques in handling situations we were not adept at or overlooked, and even guide us in the quality of foods we should taste and enjoy, the types of purchases we should make, or what we should wear in specific places. Consequently, they have the ability to define the general taste we possess, shaped by the experiences we have gained through following their content and utilizing it. (Ashour Merizig, 2010, p. 11)
- Tourism thinking should focus on providing all services that come to the tourist's mind and those that do not, aiming to achieve the highest levels of satisfaction for the tourist's current and future needs and desires. These needs and desires inevitably vary from one group to another and from one tourist to another: The needs and desires of Western tourists differ from those of Arab tourists, and the preferences of young tourists differ from those of elderly tourists. This is reflected in the tourism content of visual blogs, which tailor their messages to specific groups, unlike content that targets the general audience. (Al-Zoubi, A, P. 27).
- They contribute to the development of tourism culture among individuals and society in an unconscious and subconscious manner, as they address the collective imagination through mental images that reinforce cultural landmarks and represent the civilizational identity of the nation, whether these references hold material or symbolic (intangible) value.
- Visual blogs effectively promote the products and services offered by a specific destination, serving its interests. Not only that, but they also aim to establish a mindset aligned with a tourism identity and parallel to a brand that distinguishes and sets it apart from other destinations.

3. Key Findings

This study has led to a number of significant findings, the most notable of which include:

- Visual blogs have proven effective in preparing individuals by transforming the citizen into a "tourist citizen" and then into a "citizen tourist," thereby contributing to the realization of tourism security—an objective that aligns with strategic and logistical frameworks adopted in international tourism agendas.
- Visual blogs serve as a central actor in the construction of responsible tourism through their role in promoting destinations and revitalizing tourism flows
- As a highly contemporary communication tool, visual blogs contribute to the formation of a conscious and responsible mindset and behavior that reflects civil conduct and aligns with responsible tourism practices in destination countries.
- Visual blogs have succeeded in producing a qualitative shift, moving individuals from being passive recipients of information to becoming active participants, conscious consumers of tourism, and, simultaneously, its ambassadors.
- Visual blogs have transcended their traditional communicative roles to become pivotal tools in the making of responsible tourism. They have a decisive influence on tourism-related decision-making, particularly in light of the rise of virtual communities, which have reshaped the logic and patterns of tourism behavior—both in terms of research and consultation, as well as review and evaluation processes.
- Visual blogs now reflect the contrast between the "unaware" and the "aware" society—where the latter recognizes and values the importance of responsible tourism as a benchmark of societal progress and a measure of civilizational development. In this regard, responsible tourism emerges as a defining pillar of 21st-century industry.

Conclusion

Through our examination of this research paper, the role of visual blogs as a digital transformation in the responsible tourism industry has become clear. They serve as a highly modern communicative tool in shaping pioneering and responsible thinking and behavior that aligns with civilized conduct and harmonizes with tourism practices. Advancing tourism does not solely depend on providing material conditions or leveraging natural and cultural resources; it also requires a tourism mindset deeply rooted in ethical and civic values, rather than a spirit of vengeance or destruction toward tourism aspects. This is symbolized by the new model (visual blogging), which is no longer an option but an imperative necessity in tourism promotion. It is used to generate wealth, create job opportunities, educate society, and activate the utilitarian movement of the active entity, ensuring its sustainability and safeguarding the interests of future generations and their right to enjoy tourism benefits. The crystallization of any tourist country's future depends on its people, who must connect with their past, deepen their awareness of their heritage, history, and achievements, and appreciate their region's past, present, and future. This is what visual blogs aim to achieve when they are consciously developed, guided by thought, and structured around a pioneering and responsible tourism culture.

Author Contributions

Conceptualization (CRediT 1)	DM (60%)- NA (40%)
Data Curation (CRediT 2)	DM (50%)- NA (50%)
Investigation- Analysis - Validation (CRediT 3-4-6-11)	DM (60%)- NA (40%)
Writing (CRediT 12-13)	DM (60%)- NA (40%)
Writing – Review & Editing (CRediT 14)	DM (70%)- NA (30%)

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