Appendix 5

**thehungrypartier Snapchat Interview**

Hey Drew,

I want to thank you very much for taking the time to answer these questions; it means a lot your help. I will like to know if is ok with you to be referred in the paper by your Snapname? This is a way of adding credibility and validity to the paper regarding the Snapchat app. If you want to be referred by your name, please let me know.

**The purpose of this interview**

As I mentioned I am writing my master thesis, with the topic on Snapchat app and its relation to the tourism industry. A very interesting feature of this app is Snapchat Live, where is created a group event and users are sending their pictures or video snaps regarding a particular destination or event. My intention is to investigate if there can be build a strong sense of community in 24 hours (the available time for an event on Snapchat Live). Additionally, I want to explore if by sharing photos and video snaps on Snapchat Live, the tourist users feel like they are part of the destination community and not just simple tourists.

Because is quite impossible to get in contact with the users who are part of Snapchat Live, I am contacting travel bloggers, who are using Snapchat as one of their channels to document their travelling. The reason behind this decision lies in your travel experience and understanding of the tourism industry.

I tried to be as clear and specific in the questions, so it will be easy for you to answer. Please do let me know if you have questions or doubts 😊

**The interview**

**Q1:** Can you please tell me your opinion about social media (SM)? What about SM in tourism? – SM is huge in tourism today, and it’s only getting bigger. I think it’s the most important marketing factors in the entire industry. Almost everyone from ages 12-50 is using social media to talk about their trips (sharing photos, experiences, etc) and therefore, it needs to be taken seriously by all parties involved in tourism for marketing their product or service.

**Q2:** How do you think SM is influencing the way destinations are perceived? – Seeing photos on Instagram, or Snapchat stories definitely has a strong influence on where people choose to go. Using myself as an example, people tell me every day that I have influenced them to take a trip from looking at my travels.
Q3: You are a regular user of Snapchat and the followers of your blog can check your adventures on this app. Can you please tell me your opinion about Snapchat? Why do you document your travels through Snapchat? – Snap is so great because it allows users to follow my travels behind the scenes in real time, and they can see VIDEOS of me (which other social medias don’t allow). Therefore, it establishes a strong connection between my followers and me, and they can get to know my personality.

Q4: When you create a new Snapchat Story, what aspects (e.g. culture, cuisine, local events etc.) you are sharing about a destination? Please explain your answer. – I share anything and everything that I find interesting about a country. I always assume that the viewer has never been to this country, and doesn’t know anything about it. I show people, food, culture, history and more.

Q5: When sharing a Snapchat Story about a particular destination, that makes feel closer or even part of the destination community? Please explain your answer. – This question doesn’t make sense.

Q6: What do you get at a personal level when sharing your travel experience with others? – I enjoy making videos on Snapchat because it’s fun and interactive. I look forward to doing it every day.

Q7: What do you understand by sense of community? – all of my followers are following my daily travels, so I have created a community within us. I also play games and share people’s snaps on my story (publicly), so everyone can feel like they are a part of my travels.

Q8: Being a Snapchat user, I supposed you know about the Snapchat Live section and its characteristics. What do you think about this feature? – I think it’s great and it’s very useful. It’s overtaking the purpose of TV. When I am traveling, I always check the live events to stay updated on sports (because I do not have sports center abroad).

Q9: What is your opinion about the fact that on a period of 24 hours people are getting together (locals and tourists) to display what is interesting for them, regarding a particular destination? Please explain your answer. – I like the 24 hours because it is practically LIVE, and it’s raw and unedited. That’s what sets SC apart from all the other social media networks. It’s authentic.

Q10: 24 hours is a short time for one to think is part of something big or small. In your opinion, do you think this period of time is enough to build a strong sense of community? Please explain your answer. – Absolutely. It leaves the viewer coming back to check every day so they can see what I am up to. Despite the 24 hours, my content is really ongoing forever if people choose to tune in everyday.
Q11: As a travel blogger, what do you think is the contribution you bring to a destination? – I give people an honest review from my experiences, which I document on my blog and social media. I always want to share what I liked, and didn’t like, and then let people use that to plan their own trips and make their own adventures.

If you have some other thought or you want to add something else, please do add, it will be greatly appreciated.