

The Influence of short videos in the digital marketing of tourist destinations



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ABSTRACT

The role of short videos in the digital marketing of tourist destinations has become increasingly prominent, especially in the social media era, dominated by platforms such as TikTok, Douyin, and Instagram Reels. This study analyzes the strategic impact of using short videos in promoting tourist destinations, detailing how these visual contents shape and refine the image of these places. Through a qualitative, exploratory approach including a literature review sourced from the Scopus database, this study examines 32 scientific papers and employs content analysis using the IRaMuTeQ software to identify relevant categories through similarity analysis of keywords related to short videos, marketing, and tourist destinations. The results highlight how short videos effectively promote tourist destinations, increasing visibility and influencing potential tourists' decisions. The research demonstrates that short videos provide a quick and compelling overview of destinations, enhanced by the presence of digital influencers who increase credibility and reach. Furthermore,

the analysis suggests that short videos encourage tourists to visit destinations by showcasing authentic and captivating experiences, contributing to a positive perception of the destination. This study contributes to both management and academic practices by providing guidelines for creating attractive visual content and optimizing digital marketing strategies in the tourism sector. The results emphasize the need to adopt short videos as a strategic tool in promoting tourist destinations, highlighting their potential to transform how destinations are perceived and chosen by tourists.

Keywords: Short videos, digital marketing, digital influencers, social media, tourist perception.

1 INTRODUCTION

With the increasing development of the Internet, tourists can easily and quickly find the information they need to plan their trips on various platforms and simultaneously share their experiences (Hu & Geng, 2024). Travelers turn to social media platforms to plan their itineraries, while companies use these platforms to promote destinations (Li & Tu, 2024).

In recent years, the growth of social media combined with the rise in popularity of short videos has significantly influenced marketing strategies in the tourism sector (Li et al., 2023; Li & Tu, 2024). According to Cao et al. (2021), people now prefer to receive information through videos as they provide quick access to a great deal of travel-related content (Li & Hayes, 2024).

Short video content tends to promote a quick, accurate and comprehensive understanding of destinations among consumers by highlighting important aspects such as popular landscapes, local customs and natural resources (Chen et al., 2023). Such videos are more appreciated by travelers compared to traditional marketing videos and create a positive sense of attachment to the destination (Li & Tu, 2024).

When used in tourism, short video content has become increasingly professional and refined (Ouyang & Sun, 2023). This is relevant, as the quality of short video production related to tourist destinations can influence tourists' consumption decisions (Jiang et al., 2022). User-generated content also has a positive impact on marketing. In tourism, such content serves as an important reference for individuals planning trips, shapes the destination image, and influences tourists' willingness to travel (Li & Tu, 2024; Yang et al., 2024).

The use of short videos has evolved into an important marketing tool for promoting tourist destinations. With the rise of platforms such as TikTok, Douyin, and Instagram Reels, the way tourists search for and consume information about destinations has changed significantly (Qiu et al., 2024; Du et al., 2022).

Despite the considerable potential for tourism development, research specifically focused on marketing through short videos remains limited (Zhu, et al., 2024). Therefore, this study aims to answer the following question: Are short videos used as digital marketing strategies to promote tourist destinations?



Additionally, it seeks to analyze the use of short videos as a strategic digital marketing tool in promoting tourist destinations.

The study is divided into five sections. The first section contains the introduction. The second section presents the theoretical framework, which is divided into two parts: the first part discusses tourist destinations and marketing, focusing on digital marketing and the use of social media; the second part addresses short videos and marketing, highlighting the importance of short videos on social media platforms as tourism marketing tools that influence perceptions and enhance the visibility of destinations. The third section describes the methodology, followed by the results and discussions, and ends with the conclusion.

2 TOURIST DESTINATIONS AND MARKETING

Tourist destinations aim to enhance their visibility and attractiveness through multifaceted marketing strategies, using various social media platforms to reach a global audience. In this context, the wide range of products and digital channels, coupled with demanding consumers, transform the shopping experience and require new marketing approaches (Silveira & Pinto, 2022). This is particularly important considering that, by May 2024, more than five billion people are projected to be using social media, with numbers expected to exceed six billion by 2028 (Statista, 2024).

Content shared on social media has a significant influence on tourists' travel planning and destination choices (Tsai et al., 2023), especially in the current scenario, where digital content consumption is high. In this context, many tourists present their travel experiences as public performances on social media, thereby amplifying the impact on decision-making (Rosa et al., 2022).

Considering the marketing of a tourist destination, value co-creation is essential. Tourists' affective evaluations of the destination brand during social media communication significantly influence their behavior (Cheung et al., 2020).

Travelers first experience a place as tourists and then transform it through a 'media gaze', posting photos, comments, travel notes, videos, etc, (Chen & Feng, 2024) on their social media. One of the mechanisms in communication that creates connections and influences potential customers in the virtual environment is social media (Santos & Valer, 2024).

Studies on social media highlight that video content plays a significant role in shaping the perception of potential tourists regarding a specific destination (Bai et al., 2023). By analyzing texts, photos, and videos shared on social media platforms, valuable insights can be gained into tourists' preferences and travel behavior (Tsai et al., 2023).

Short video-sharing apps, platforms, and websites such as TikTok, Douyin, Instagram, and YouTube continue to rise in popularity. With the growing use of short video-sharing platforms—including TikTok and YouTube Shorts—the trend



of uploading user-generated videos, such as travel vlogs, has gained considerable importance (Li et al., 2023).

Tourism heavily relies on the internet, and social media platforms serve as key vehicles for sharing consumer opinions, disseminating information, and generating electronic word-of-mouth—each of which contributes to shaping the reputation and image of destinations (Zhou et al., 2022). Evidence suggests that companies use digital platforms to build their brand image (Fontgalland et al., 2022). Destination image is promoted through user-generated content (UGC) and strategic marketing campaigns that highlight unique characteristics, which positively influence perceptions and increase tourists' desire to visit these destinations (Li & Tu, 2024).

The rise of social media has transformed how tourists seek information about destinations, offering marketers opportunities to interact with tourists through value co-creation activities on platforms, such as Facebook, Instagram, WeChat, and TripAdvisor (Cheung et al., 2020).

Tourists use these platforms to plan their itineraries (Hu & Geng, 2024), while destination marketing professionals use them to promote destinations. The promotion of tourist destinations is intensely influenced by digital platforms, which offer global reach and enable direct interaction with potential visitors.

Digital influencers on social media play a crucial role in shaping perceptions of a destination, as they can amplify the reach and credibility of marketing messages, converting followers into potential visitors (Tham et al., 2024; Qiu et al., 2024). Increasingly, destinations use short videos with influencers, which help personalize the destination image, enhancing the sense of intimacy with short-video audiences to attract tourists through social media (Wu & Lai, 2023).

Interaction with like-minded users and the convenience of obtaining information about a destination improve users' perceptions of that destination (Li & Hayes, 2024). Influencers are also expected to be familiar with the destination information and to have first-hand knowledge about the destination (Qiu et al., 2024).

Major advancements in information technology (IT) devices have led tourists to rely on peer-shared video content as a source of authentic insights into destinations (Bai et al., 2023). The attractions of a destination should contribute to a positive travel experience for tourists, encouraging them to independently capture and share positive daily experiences on video-sharing platforms (Li & Tu, 2024). Destination marketing organizations and tourism marketers are advised to use these platforms by presenting informative videos to promote their destinations (Qiu et al., 2024). However, since individuals' behavioral intentions to visit a destination can be influenced by the emotional responses triggered by short videos, destination marketers should encourage content creators to focus on developing emotionally engaging content, rather than simply providing informational videos (Yang et al., 2024).

Short video platforms on social media, such as TikTok, Douyin, YouTube Shorts, and Instagram Reels, have become essential tools for destination



marketing managers, as they increase the visibility of destinations and shape users' perceptions (Qiu et al., 2024). By offering engaging visual content, these platforms cultivate a favorable attitude toward the destinations featured, thereby stimulating the intention to visit.

Tourism destinations invest heavily in the TikTok platform due to its potential to co-create destination-related content and stimulate awareness and interest among a demanding audience through short videos (Li et al., 2023). Research indicates that TikTok videos play a key role in destination management as a tourism marketing tool, although the return on investment remains largely implicit (Pop et al., 2021; Rizka & Hidayatullah, 2020).

Destination managers can further increase tourists' interest, by incorporating cultural and historical elements related to the destination, such as featuring natural attractions in the TikTok video production process. This strategy can boost visitors' enjoyment and contribute to the ultimate goal of attracting them through the TikTok short-form video platform (Zhu et al., 2024).

Tourism activities have been transformed, and tourism products have evolved from mere viewing to more personalized, high-quality, and interactive experiences. As a gateway connecting the target audience with tourist destinations, tourists' direct experiences are crucial in the creation of short-form videos (Chen et al., 2023). With the rise of these videos, the sensory experience of a destination shifts from the physical to the virtual realm, establishing a connection with the destination's online brand identity (Li et al., 2023).

Moreover, short promotional videos should be strategically planned, carefully considering both visual and verbal elements to maximize effectiveness and fully take advantage of filming techniques to quickly capture tourists' attention. The choice of visual perspective, in particular, should be viewed as an artistic and representational tool, capable of evoking significant emotional responses from viewers (Gan et al., 2023). This approach not only enhances the visual appeal of the content but also strengthens the emotional connection with the viewer, boosting the desire to visit the destination.

Another social media platform widely used in tourism marketing is Instagram. Users can capture and edit their travel experiences through photos or videos, applying filters and other features before sharing them. Potential tourists can explore these posts, interacting with and responding to content shared by other travelers. This visual content can significantly influence a tourist's decision to visit a destination (Febriyani et al., 2023). A clear trend has emerged on these platforms, where tourists and destinations generate and control the advertising content (Li et al., 2023).

In practical terms, destination managers should pay attention to interactions in the comments section when using short videos for marketing (Chen et al., 2023) on social media. Engaging with comments not only helps monitor online reputation and identify emerging trends but also strengthens the destination's credibility and builds an engaged community, which is more likely to share the content, extending its reach. In addition, viewers' suggestions and questions can provide valuable insights into future marketing content, ensuring



campaigns better meet the expectations and desires of the target audience. Destination managers should focus on continuously producing current, high-quality content (Chen et al., 2023).

One of the roles of destination managers is to market destinations as safe places, given that safety recommendations greatly influence tourists' intentions to visit a place (Mohammed et al., 2023). A tourist sharing a short video about their experience of safety—such as not observing any crime or violence—can positively influence others' intent to visit. Thus, TikTok's short video narratives, particularly those showcasing tourists' experiences, may shape and serve as valuable sources of information for potential tourists in their search for a destination to visit (Mohammed, et al. 2023).

The admiration and pleasure sparked by short videos are important in destination marketing because these emotions shape viewers' attitudes toward tourist destinations (Wu & Lai, 2023). Destination marketers should also take the initiative to communicate effectively with stakeholders and promote the destination's welcoming atmosphere (Zhou et al., 2023), fostering a positive image that plays a vital role in tourists' post-experience reviews and future intentions (Jebbouri et al., 2022). Given this, the evolution of tourism destination marketing is related to technological advancements and changes in consumer behavior.

2.1 SHORT-FORM VIDEOS AND MARKETING

Short-form video platforms have gained popularity with the expansion of smartphone use, becoming valuable tools for the quick and easy dissemination, consumption, and sharing of a wide range of up-to-date information, without requiring prior permission from the original author (Liao et al. 2020; Xie et al., 2019; Zhang et al., 2019).

According to Gan et al. (2023), short videos shared on social media platforms have emerged as highly effective promotional tools. Short videos can be defined as an emerging form of video content, ranging from five seconds to five minutes in length, and relatively easy and inexpensive to produce (Chen et al., 2023).

Li and Tu (2024) highlight the increasing popularity of this type of media among potential tourists as a source of information sharing and travel decision-making (Cao et al., 2021; Du et al., 2022; Zhou et al., 2023).

In the context of tourism, short videos can make destinations appear more appealing to tourists than traditional media alone, as they provide quick and convenient access to a vast amount and variety of travel-related information (Du et al., 2022; Gan et al., 2023; Li & Hayes, 2024).

Short video apps, particularly TikTok, gained prominence in the tourism industry during the COVID-19 pandemic and continue to thrive in the post-pandemic era (Fong et al., 2024). With the easing of travel restrictions, destinations have used this platform to showcase updated safety measures,



new attractions, and special incentives, effectively attracting visitors eager to resume traveling.

The platform not only offers tourism service providers a more efficient means of reaching their target audiences compared to conventional communication channels but also serves as an innovative channel through which users can obtain travel information, plan itineraries, and share their experiences (Pop et al., 2022).

TikTok's relevance extends beyond a mere advertising tool, it has emerged as a critical force in tourism marketing, influencing consumer decisions and behavior (Yang et al., 2024) (Yang et al., 2024).

It boasts a range of innovative features that set it apart from other social media platforms, making TikTok a powerful tool for tourism development (Zhu et al., 2024). This short video platform reshapes marketing strategies in the digital era (Chen et al., 2023).

In terms of authenticity, the comments area of short videos resembles a virtual community, where users and content creators can benefit from reliable information generated by other users. This has the potential to contribute to the positive perception of the destination, making it more likely to influence pre-travel decision-making (Tsai et al., 2023; Li & Hayes, 2024).

Short tourism videos have the power to promote marketing and shape the image of a destination by attracting tourists with an experience that is both emotional and visual, thereby boosting tourist flow and economic growth to tourist attractions (Liu et al., 2023; Zhou et al., 2023).

In addition to allowing the rapid dissemination of content, showcasing the most captivating aspects of a destination, from natural attractions to cultural festivals and local gastronomy, short videos can go viral, increasing the reach and impact of tourism promotion.

The perception and visual experience of short videos in tourism marketing have a great impact on tourists, as both verbal and visual features generate a more concrete experience (Febriyani et al., 2023; Gan et al., 2023). Such videos can also be used by marketing companies since they provide valuable insights into tourists' preferences and behaviors (Tsai et al., 2023). Short video-sharing apps and platforms such as TikTok and Instagram have become increasingly relevant in tourism marketing, allowing both brands and audiences to control the message conveyed (Li et al., 2023).

TikTok serves as a significant source of travel information, with features that foster interaction among users and provide advice related to travel intentions. These short video's, as information channels, remain on the platform, which makes it easier for users to access the content (Li & Hayes, 2024).

Furthermore, Zhou et al. (2022) note that the majority of travel videos on short-form video platforms are created and shared by travelers rather than tourism authorities or companies, emphasizing the genuine and powerful nature of TikTok's user-generated content. For this reason, TikTok, among other factors, is a unique experience platform that must be included in tourism research (Zhu et al., 2023).



Due to the progressive development of short videos, short-form video marketing has become widespread across all sectors, covering all marketing-related activities (Chen et al., 2023).

Short-form video marketing can quickly capture social insights and trends. Furthermore, short videos offer a more impactful advertising experience, encompassing elements of timeliness, fun, novelty, and significance compared to traditional media (Chen, et al., 2023). Marketers should also ensure an image match between the content and other visual cues, such as colors, design layouts, or filters. The use of familiar words, popular hashtags, easy-to-read fonts, or high-quality images can considerably boost tourists' engagement with the short video (Gan, et al., 2023).

In the end, the use of short videos on social media platforms such as TikTok, Instagram, Youtube, Kwai, among others, represents an innovative and dynamic strategy in digital tourism marketing. Moreover, the role of short videos extends beyond simple promotion; the comments section facilitates direct interactions between content creators and consumers, fostering a flow of information and feedback.

In summary, the ability of short videos to influence travel perceptions and decisions, along with their ease of production and wide reach on social media, make them an indispensable tool in modern tourism marketing. Therefore, tourism professionals should fully exploit these platforms to maximize promotional impact and foster tourism growth in their destinations.

3 METHODOLOGICAL METHODS

This study adopts a qualitative approach to investigate how short videos might be used as strategic digital marketing tools in tourist destinations. It is also described as exploratory, through a systematic review of literature in the Scopus database, one of the largest and most respected databases of peer-reviewed scientific papers (Severo et al., 2023), with data evaluated through content analysis (Bardin, 1977).

Scopus is widely used by researchers in the areas of tourism and hospitality to obtain relevant material for bibliometric and scientific analysis (Quispe Fernández et al., 2024; Singh et al., 2022), such as studies in the areas of Dark Tourism (Pradhan et al., 2023), cybersecurity in tourism and hospitality (Alonso-Almeida & Giglio, 2024), customer experience in the food service sector (Freitas & Shigaki, 2022), and the role of information and communication technology in sustainable tourism management (Vidal-Serrano et al., 2022).

The choice of Scopus, compared to the Web of Science (WOS) database, is justified by the fact that both provide complementary information rather than being exclusive, demonstrating a significant similarity between them. In the specific case of this study, there was an overlap of studies in both databases, using the same search criteria.

Exploratory research aims to provide an approximate overview of a specific subject by clarifying concepts through bibliographic and



documentary surveys (Gil, 2008, 2010). Qualitative research becomes crucial after data collection, as it helps guide the analysis and supports interpretation through detailed observations (Bauer & Gaskell, 2002). This is often done using content analysis, a technique that processes data to identify what is being said about a given topic (Vergara, 2005).

The search on the Scopus database was conducted in April 2024. The search phase focused on the topics 'short videos' and 'tourist destinations', selecting studies based on the content of titles, abstracts, and keywords in the following combined Search terms: Tourist destinations AND short video OR Travel destinations AND short video OR Tourist spots AND short video OR Tourist attractions AND short video OR Vacation spots AND short video OR Holiday destinations AND short video OR Leisure destinations AND short video OR Travel hotspots AND short video OR Tourist locations AND short video OR Vacation destinations AND short video.

A total of 39 documents were found, with no specific time frame, including 33 scientific articles, five conference articles, and one book chapter. Seven studies were excluded: three were unrelated to the subject, and four could not be found through open access.

Content analysis was carried out in three stages: (1) pre-analysis with selection of the material; (2) exploration of the material based on the readings and extraction of the objectives of each study to form the textual corpus for analysis; and (3) data treatment and interpretation, which refers to the generation of inferences and results by defining categories pertinent to the purposes of the research (Bardin, 1977).

In the third stage, which corresponds to the results, the software Interface de R pour les Analyses Multidimensionnelles de Textes et de Questionnaires (IRaMuTeQ) software was used. This was chosen for its ability to process large volumes of textual data and provide detailed analysis using multivariate statistical techniques, such as the analysis of similarity used in this study.

To prepare the textual corpus, as indicated by Salviati (2017), a text editor was used. The 32 objectives were organized in a notepad (txt) file, which was then saved with UTF-8 encoding for insertion into IRaMuTeQ (Martins et al., 2023).

This process involved the lemmatization of the texts to ensure a more precise analysis, followed by the construction of the textual corpus submitted to the software. Through these analyses, it was possible to quantify the relevance of certain concepts within the corpus, as well as to identify categories addressed in the literature on the use of short videos as a marketing tool.

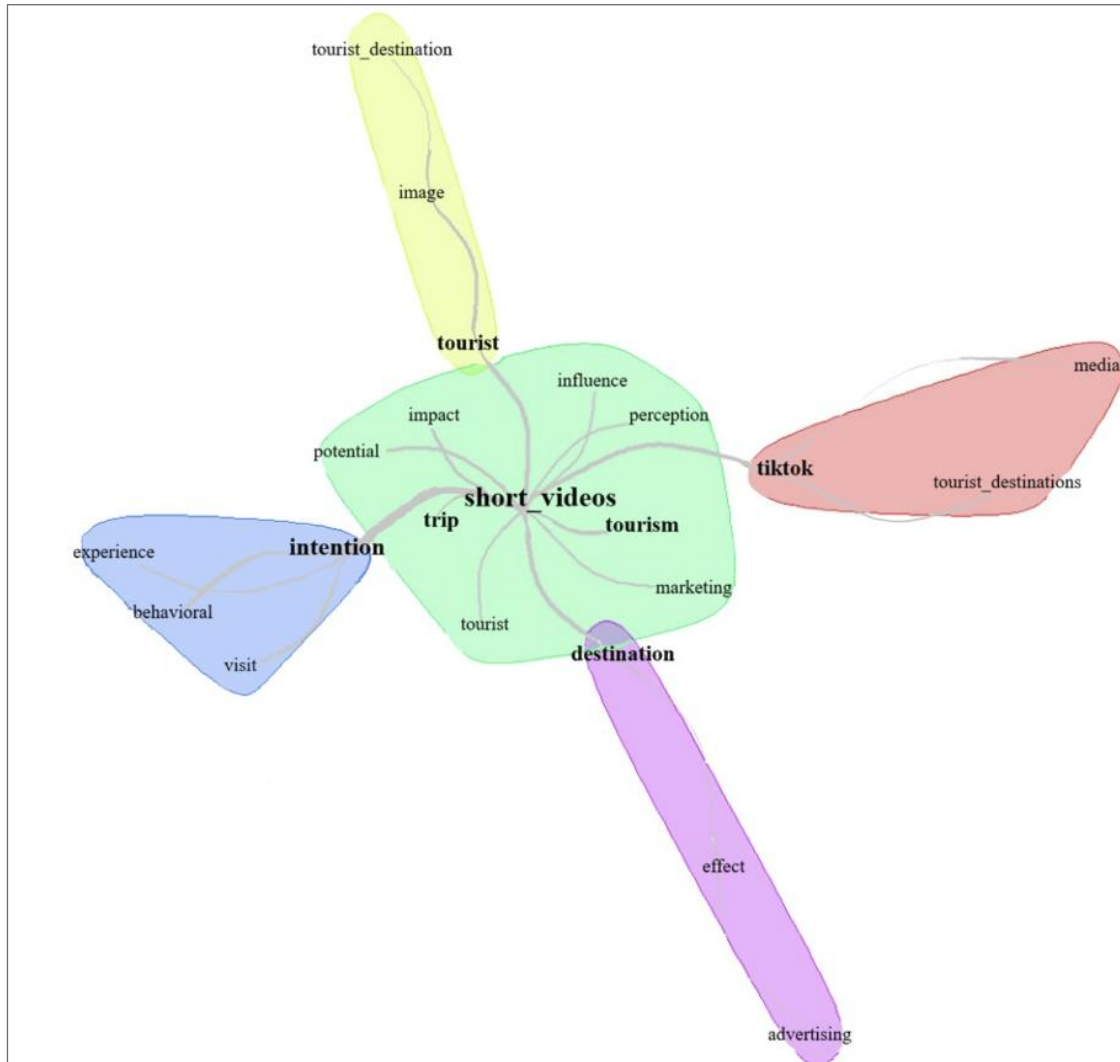
4 ANALYSIS AND DISCUSSION OF RESULTS

Figure 1 presents a similarity analysis that highlights the relationship between various terms associated with short videos and their impact on the tourism sector. It is divided into several categories, each representing an



important aspect of using short videos in the digital marketing of tourist destinations.

Figure 1
Similarity analysis of the 32 Scopus articles.



Source: Elaborated by the authors (2024).

According to figure 1, each category represents a cluster that, based on keywords, highlights important aspects of using short videos in the digital marketing of tourist destinations. The 32 articles analyzed provide theoretical and practical support, demonstrating how these tools (short videos) can influence tourists' perceptions, their intention to visit, and the image of destinations.

The following detailed analysis reveals the growing importance of short videos and platforms such as TikTok in promoting tourism and providing effective digital marketing strategies.

In the category of 'Short Videos and Tourism', the largest cluster (green color) points to studies that have explored how these media impact the sector

(Fong et al., 2024; Qiu et al., 2024; Tham et al., 2024). More condensed entertainment videos are the future trend, synthesizing as much information as possible in a short period attracts potential tourists (Zhu et al., 2022).

Social media platforms have become digital marketing tools for engaging, promoting, and attracting tourists to choose a Destination (Tham et al., 2024). A notable example is the study by Qiu et al. (2024), which analyzes the effectiveness of short video platforms such as TikTok in tourism promotion. The research emphasizes the significant influence of these videos on tourists' perceptions, highlighting how visual aesthetics and authenticity are crucial for engagement. The findings suggest that short videos are powerful tools for quickly shaping the image of tourist destinations, making them more attractive and accessible to the public.

The research by Tham et al. (2024) complements this perspective by discussing the influence of short videos on tourists' travel intentions. The quantitative research revealed these videos increase travel intention by presenting destinations in a captivating and immediate way. The presence of digital influencers in the videos further amplifies this effect, demonstrating the power of visual content in inspiring tourists. In this way, short videos not only inform but also shape perceptions and spark the desire to explore new places, emphasizing their central role in tourism marketing.

Finally, the study by Zhou et al. (2023) explores the impact of short videos on the perception of tourist destinations within digital marketing strategies. The analysis of marketing campaigns reveals that short videos with attractive visual content are more effective in changing the perception of destinations. The study highlights the importance of using engaging stories and captivating images to capture the audience's attention.

These strategies demonstrate that, in tourism marketing, short videos are essential for transforming the image of destinations and positively influencing tourists' perceptions. Thus, short videos have emerged as a tool for tourism promotion.

The second category is 'TikTok and Tourist Destinations', with the main keywords being 'media' and 'tourist destinations' related to the "TikTok" platform. The rise of TikTok and the way these videos are portrayed by different tourism groups can no longer be overlooked (Tham et al., 2024).

The growing popularity of TikTok and its role in promoting tourist destinations are analyzed in the study by Gan et al. (2023). This study shows how short videos can go viral and attract the attention of thousands, if not millions, of users. The viral nature of content on TikTok not only increases the visibility of destinations but also encourages curiosity and the desire to visit among users. How travel experiences are shared on the platform, often in a personal way, creates an emotional connection with the audience, making it highly effective in promoting tourism.

Since its launch in September 2016, TikTok has rapidly become the most popular short video platform with a strong impact on tourism, especially in the last 2 years. In tourism, its short videos are primarily used to shape the image of



tourist destinations and serve as a form of promotion and marketing (Zhou, et al., 2023). The article by Liu et al. (2023), discusses the use of TikTok as a digital marketing tool specifically for tourist destinations, emphasizing the importance of creating content that resonates with the platform's users.

To maximize impact, it is crucial that videos are not only visually appealing but also engaging and authentic. The article suggests that the key to success on TikTok is in creating content that captures the essence of the destination and connects emotionally with the audience. In this way, TikTok serves not only as an entertainment platform but also as a powerful marketing tool that can directly influence users' travel decisions.

The third category, 'Intention to Visit' presents several studies that explore the relationship between watching short videos and tourists' intention to visit (Chen et al., 2023; Li & Hayes, 2024; Ouyang & Sun, 2023; Wu & Lai, 2023; Yang et al., 2024; Zhu et al., 2024).

The study by Yang et al. (2024) examines the relationship between short videos and the decision-making process of tourists, highlighting that attention and engagement with these videos can positively influence travel decisions. It also finds that the psychology of tourists is impacted by the visual quality of the videos, which can increase the intention to visit. This article reinforces the importance of creating engaging visual content that captures and maintains viewers' attention, influencing their travel behavior.

Liu et al. (2023) investigate the behavioral characteristics of tourists influenced by short videos, revealing that the enjoyment derived from watching these videos increases the intention travel. The study highlights the emotional impact of short videos on tourists' decisions, suggesting that creating visually pleasurable and engaging content can be an effective strategy for boosting visit intentions. The study by Chen et al. (2023) analyzes the impact of short video marketing on tourists' perception of destinations, showing that this type of marketing can increase the attractiveness and positive perception of tourists, reinforcing the importance of marketing strategies that use short videos to capture the attention and influence tourists' decisions.

Wu and Lai (2023) find that exposure to high-quality short videos can lead to significant behavioral changes, increasing tourists' intention to visit. Their research emphasizes that visual experiences capture attention and directly influence travel intentions and decisions.

Still in this cluster, the research by Zhu et al. (2024) investigates the relationship between authenticity, celebrity attachment, and travel intention in the short video experience. Their results indicate that authenticity and celebrity attachment enhance tourists' travel intention by promoting an authentic and emotional connection with celebrities, which influences tourists' travel behavior.

Destination managers could consider introducing celebrities who align with the local culture to enrich the tourist experience and improve behavioral intentions (Zhu, et al., 2023). Local cultural characteristics can be strategically



used as a tourist attraction, highlighting the uniqueness of the destination (Lohmann et al., 2022).

Destination marketers should collaborate with Internet celebrities to create short videos that are engaging, original, and relevant to target tourists (Wu, et al. 2023). Selecting the right celebrities as destination ambassadors is crucial for achieving the desired outcomes. Using local celebrities familiar with the destination and its customs is particularly effective, as their personalities naturally align with the destination's image. In addition, choosing celebrities who actively interact with their followers can enhance the effectiveness of short destination videos (Wu, et al., 2023).

These analyses provide valuable insights into how short videos can be used strategically to influence tourists' intention to visit. The studies in this category examine different aspects, including the visual, emotional, and behavioral characteristics of tourists exposed to tourism content through short videos.

The category 'Destinations and Advertising' presents the relationship between promoting tourist destinations, the effects of advertising (Li et al., 2023) and the effectiveness of short videos in capturing tourists' attention. The Keywords 'destination', 'effect' and 'advertising' are central to understanding how advertising campaigns in short videos shape tourists' perceptions and travel decisions.

The study conducted by Shani et al. (2010) examines the effects of a promotional video on the image of a tourist destination, demonstrating the potential of this form of advertising to alter tourists' perceptions. The results indicate that watching the promotional video led to positive changes in the destination attributes evaluated, evidencing the effectiveness of promotional videos in enhancing the image of a Destination. This aligns directly with the Keywords 'destination', 'effect,' and 'advertising'.

Short video advertising campaigns have proven to be a highly effective strategy for promoting tourist destinations, directly influencing tourists' perceptions and travel decisions. Li et al. (2023) analyzes the effectiveness of these campaigns, demonstrating that short videos can quickly capture viewers' attention while delivering concise, engaging information that arouses interest and curiosity about the destinations promoted.

Destination marketers must understand the importance of short videos in influencing travel-related behavior and design appropriate campaigns and strategies. Professionals can collaborate with social media influencers to create high-quality short videos through paid promotions and offer incentives to regular users to share their experiences in this format (Yang et al., 2024).

The study by Zhou et al. (2022) presents the perception of short video images and online word-of-mouth as advertising tools to influence travel intentions. It highlights the role of digital advertising and user-generated content (UGC) on short video platforms in directly shaping travel decisions.

In the digital age, visual content, especially short videos, strongly shapes the image of tourist destinations (Jiang et al., 2022). The yellow cluster category,

'Tourist and Destination Image', includes studies that explore this dynamic. Chenchen et al, (2020) examines how short video marketing on TikTok affects the perception of tourist destination image and travel intention. The study emphasizes the effectiveness of interactive and content-driven marketing in short videos for creating a positive and engaging image of destinations. This approach significantly shapes tourists' perceptions of promoted locations. Previous studies also confirm the impact of media experiences in shaping destination images and influencing potential tourists' behavioral intentions (Zhou et al., 2023).

Focusing on gastronomy, the study by Li et al. (2020) analyzes online comments to explore how short culinary videos on TikTok influence the image of tourist destinations. The findings suggest that these videos draw attention to the culinary characteristics and social environment of destinations, contributing to a more positive and affective image.

The categories identified through data analysis are summarized in Table 1, providing a clearer understanding of the influence of short videos on tourism, with an emphasis on destination marketing strategies.

Table 1

Categories identified in data analysis.

Identified Categories	
Short Videos and Tourism (green cluster)	Influence and Perception: This category explores how short videos can shape tourists' perceptions of destinations.
TikTok and Tourist Destinations (14range cluster)	Media: The Tik Tok platform is highlighted as a significant way to promote destinations, increasing visibility and tourists' intention to visit through viral and shared content.
Visit intention (blue cluster)	Experience and Behavior: Short videos can influence tourists' intentions to visit destinations and shape their travel behavior based on shared experiences from other users.
Destinations and Advertising (pink cluster)	Advertising Effect: Advertising through short videos can directly impact the promotion of destinations, enhancing their image.
Tourist and Destination Image (yellow cluster)	Impact and Potential: Tourist Destination Image can be significantly impacted by short videos that highlight positive aspects and unique experiences offered.

Source: Elaborated by the authors (2024).

The analysis of Figure 1, based on the objectives of the articles, indicates that short videos are effective strategic tools in the digital marketing of tourist destinations. These videos increase destination visibility, influence tourists' perceptions and intentions, and have become an essential component of tourism promotion campaigns.

The results of the analyzed studies emphasize the significance of short videos in promoting tourist destinations. They offer viral, shareable content in a condensed and visually appealing format, engaging viewers and inspiring a desire to visit new places or return to previously visited destinations.



5 FINAL CONSIDERATIONS

From the literature review, it is evident that in the digital age, adapting marketing strategies to effectively utilize social media platforms is fundamental to the success of tourist destinations. The interactivity and visual appeal offered by these platforms enable dynamic and engaging promotion that not only informs potential tourists but also inspires and motivates them to visit the featured destinations.

Moreover, the use of digital influencers and the creation of attractive content are marketing strategies frequently highlighted in studies for their ability to amplify the visibility of destinations. These digital influencers, with their loyal and engaged followers, can convey messages in a more personal and trustworthy manner, enhancing the connection with potential tourists.

On the other hand, it is important for destination managers to be vigilant about the quality and accuracy of the content shared. Promotion must reflect the authentic experiences that visitors can expect, avoiding the creation of unrealistic expectations. This not only preserves the integrity of the tourist destination but also ensures visitor satisfaction, fostering repeat visits and positive recommendations, essential elements for the long-term sustainability of tourism at the destination.

In terms of methodology, the analysis conducted in IRaMuTeQ allowed for the breakdown of content into distinct categories, identifying the main themes covered and the greater frequency and influence of terms related to short videos in digital marketing for tourism, with a focus on tourist destinations.

Content analysis provided valuable insights into the importance of short videos in destination marketing, the strategies employed by tourist destinations, and helped clarify how such strategies are perceived. The analysis revealed that short videos not only shape public perception but also serve as powerful marketing tools capable of increasing attractiveness and improving the image of tourist destinations.

Short videos have become an important way for potential visitors to explore tourist attractions in the post-pandemic era. Promoting the creation of short tourist videos is crucial for enhancing users' tourist intentions (Liu, et al., 2023). The integration of emerging technologies, such as augmented and virtual reality, can further enrich marketing strategies. These technologies offer new ways to experience destinations before visiting them, providing immersive and stimulating previews that can strengthen travel decisions. Therefore, as they look to the future, destination marketing managers must continue to explore and integrate new digital tools and platforms that effectively meet tourists' expectations.

In addition, the study found that short videos can modify tourists' travel behavior, based on the experiences and visual recommendations shared by other users. Short videos are a powerful tool for influencing and shaping tourists' decisions and perceptions, significantly transforming the dynamics of tourism marketing and promotion.



This study advances the field of Science by demonstrating how the interactivity and visual content of social media platforms can be effectively integrated into the marketing strategies of tourist destinations. It provides a robust and replicable methodology for content analysis, using tools such as IRaMuTeQ to identify patterns and trends. Additionally, by exploring the correlation between engagement with short videos and visit intention, the study opens new research fronts on the impact of social media on consumer behavior and travel decision-making.

Although the study was conducted in a comprehensive and rigorous manner, it has some limitations. Firstly, the number of articles used as the basis for this literature review was relatively limited due to the incipient content currently discussed in the literature on the proposed topic, which reflects the need for more research in this area. Furthermore, while the qualitative and exploratory methodology was suitable for this study, it may not capture all the nuances and variables that influence the effectiveness of short videos as a marketing tool.

In addition, the geographical scope of the analysis also represents a limitation. The study could explore different cultural and regional contexts more deeply, as these may influence the impact of short videos on tourism marketing.

Tourist destinations located in different regions of the world may face distinct challenges related to internet access, media consumption behavior, and tourist preferences. These aspects can be further explored, along with cultural factors and the types of narratives and aesthetics that attract tourists from different cultures most. The values and social norms that influence the perception and acceptance of digital influencers and user-generated content can be explored in future studies.

Demographic factors deserve further discussion, as this research suggests the importance of personalized marketing strategies. However, one could explore the variables of different demographic segments, such as age groups, income levels and genders, that react to short video content.

For future research, it is recommended to broaden the base of articles used by including a greater number of studies that relate short videos to destination marketing, including additional keywords to expand the search. This allows for a more complete analysis of the different perspectives and approaches, contributing to a deeper understanding of the topic.

Furthermore, future studies could adopt a longer time to capture potential trends and seasonal variations that may influence the results, providing a more complete and detailed view.

Another suggestion is to carry out empirical studies to validate the theoretical conclusions presented through field research or experiments that directly analyze the impact of short videos on tourists' perception and intention to visit. Additionally, exploring the integration of emerging technologies, such as augmented and virtual reality, could further enrich marketing strategies and provide immersive experiences that strengthen tourists' decisions to travel.



Finally, future research could also examine the impact of tourists' demographic and cultural variables on the effectiveness of short videos as a marketing tool, analyzing how different demographic groups interact with platforms such as TikTok and Instagram Reels. This can offer a more detailed understanding of how to personalize strategies for different audience segments, verifying whether there is significant variability in the emotional responses and travel intentions generated by this type of content.

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