Canadian Journal of Marketing Research
ISSN: 0829-4836
https://canadian-jmr.com/index.php/cjmr

Research Article

The Impact of Short-Form Video Marketing on Intention to Visit Tourist Destinations: A Study of Digital Platform Users' Behaviour

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Article History
Received: 16.08.2026
Accepted: 22.09.2026
Published: 18.10.2026

DOI: 10.61336/cjmr.1604.18

Abstract: This paper examines the impact of short-form video marketing on intentions to visit tourist destinations. Destinations use short videos to showcase the distinctive features and attractions of tourist sites in a vivid visual format. Their engaging and clear content can attract audiences' attention more effectively and influence their intentions to visit. Moreover, watching these videos requires relatively little time. A field study of digital platform users was conducted with a sample of 105 respondents. Participants were selected through purposive sampling to target individuals with direct experience of watching this type of video and assessing its dimensions. The study adopted a descriptive-analytical approach: the descriptive component established the theoretical basis of the study variables, whereas the analytical component examined field data and statistically tested the proposed causal relationships and hypotheses using variance-based Partial Least Squares Structural Equation Modelling (PLS-SEM) in SmartPLS. The study concludes that short-form video marketing, viewed as an integrated marketing system, is an important determinant and principal driver of tourist consumer behaviour. A one-standard-deviation increase in this form of marketing is associated with a 62.3% increase in travel and visit intention. The findings indicate that the overall strong, positive relationship between short-form video marketing and visit intention rests on the combined contributions of attractiveness and entertainment, on the one hand and credibility, on the other. Informativeness, by contrast, plays a secondary role and has no independent, direct effect in the structural model.

Keywords: Marketing, Short-Form Videos, Tourist Destinations, Digital Platforms

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INTRODUCTION

General Framework

In recent years, tourism has undergone rapid changes driven by technological advances and the widespread adoption of the internet and social media platforms. These developments have transformed tourism marketing practices and the ways in which destinations communicate with audiences. Tourism promotion no longer relies exclusively on traditional channels; it increasingly draws on digital tools and interactive visual content that highlight destinations' natural and cultural assets in more appealing and influential ways, reflecting changing user behaviour and growing reliance on digital platforms when exploring travel options.

In this context, short-form video marketing has emerged as a contemporary approach to tourism marketing because videos are easy to watch, convey information quickly and present destinations vividly and attractively. Such content does more than introduce tourist attractions and resources: It can stimulate curiosity, form mental images of featured destinations, encourage interaction and prompt users to seek further information. These processes may shape tourist preferences and intentions to visit. The growing influence of this approach on digital platform users and their attitudes towards destinations therefore warrants examination. Accordingly, this study analyses the influence of short-form video marketing on intention to visit tourist destinations by examining digital platform users' behaviour, with the aim of clarifying the relationship between this marketing approach and visit intentions and considering its potential for contemporary tourism marketing practice.

This leads to the following research problem:

- To what extent does short-form video marketing influence the formation of intentions to visit tourist destinations among digital platform users?

To address the principal research problem, the following subsidiary questions were formulated:

- What is digital tourism marketing and why is it important?
- How and why do digital platform users consume tourism-related short-form video content?
- How do short-form videos influence the behaviour of digital platform users?
- To what extent do the dimensions of short-form video marketing influence digital platform users' intentions to visit tourist destinations?

Study Hypotheses
On the basis of the main and subsidiary research questions, the following hypotheses are proposed for testing:

Main Hypothesis
Short-form video marketing influences the formation of intentions to visit tourist destinations among digital platform users.

The following subsidiary hypotheses stem from the main hypothesis:

- **H1:** The informativeness dimension of short-form videos has a statistically significant effect on intention to visit a tourist destination
- **H2:** The entertainment dimension of short-form videos has a statistically significant effect on intention to visit a tourist destination
- **H3:** The attractiveness dimension of short-form videos has a statistically significant effect on intention to visit a tourist destination
- **H4:** The credibility dimension of short-form videos has a statistically significant effect on intention to visit a tourist destination

Significance of the Study
This research is significant for the following reasons:

- **Addressing a Knowledge Gap:** It contributes to the literature on digital marketing and consumer behaviour by focusing on the emerging medium of short-form video
- **Keeping Pace with Recent Trends:** It examines the effectiveness of interactive visual content in converting digital viewers into actual tourists
- **Supporting Destination Managers:** It provides tourism marketers with a scientific basis for developing digital campaigns capable of shaping visit intention
- **Understanding user Behaviour:** It examines digital platform users' motivations and the mechanisms through which they engage with short tourism content
- **Informing Future Research:** It offers a reference point for researchers and specialists working in digital tourism

Study Objectives
This study seeks to achieve the following objectives:

- **Establishing the Foundations of Digital Marketing:** To analyse the development of digital tourism marketing as a contemporary approach and evaluate strategies used on social media platforms as principal channels for travel promotion
- **Identifying Influential Features:** To examine the short-video dimensions most influential in user behaviour, including attractiveness, credibility and entertainment
- **Assessing the Capacity to Shape Choices:** To determine how far visual content can influence travellers' preferences and direct their choices towards particular destinations
- **Modelling Effects on Visit Intention:** To estimate the magnitude of the relationship between short-form video marketing and digital consumers' intentions to visit a tourist destination

Theoretical Framework

First Theme: Tourism Marketing through Short-Form Videos

Concept of Digital Tourism Marketing: Digital marketing is no longer simply a promotional option; it has become central to the modern economy and an important driver of brand awareness and sales across sectors. Digital technology is particularly important in tourism because of the geographical nature of tourism services: the final consumer, or prospective tourist, may be thousands of kilometres away from the destination. Digital marketing thus provides a rapid and efficient means of overcoming geographical boundaries and building visit intention at a distance [1].

Numerous researchers have defined digital tourism marketing. Among the principal definitions are the following [2]:

- **Kotoua and Ilkan:** The use of the internet-including websites, social media and electronic word of mouth-to provide varied marketing tools and channels that facilitate communication and interaction with prospective tourists and meet their information needs. The internet is used to market tourism products and services in destinations' digital markets
- **Lagiewski and Kesgin:** The use of digital technologies, such as the internet, mobile devices and Global Positioning Systems (GPS), as a principal means of marketing tourist attractions
- **Abou-Shouk:** The use of electronic portals to market tourist destinations, services and products in order to improve marketing efforts and increase sales and profits
- **Labanauskaitė, Fiore and Stašys:** "An integrated process through which an organisation sends a marketing message to a target segment using the internet and other digital marketing tools"

Although researchers differ in their precise understanding and use of the term digital marketing, they agree that it relies on internet technology. They also consistently emphasise the use of digital technologies as its defining feature.

Effects of Applying Digital Tourism Marketing

The introduction of digital technologies into tourism marketing produces several effects, including [3]:

- **Competitive Differentiation:** Achieved through marketing research, targeted and personalised online advertising, virtual advertising, pricing based on revenue-management principles and big-data analysis
- **Creating New Revenue Sources:** Through higher online sales, the creation and monetisation of virtual customer replicas and the development of cross-selling approaches based on customer preferences
- **Improving and Rationalising Costs:** By increasing virtual sales outlets, managing inventory through big-data analytics, forecasting demand, using revenue management and automating elements of the supply chain
- **Increasing Organisational Value:** By harnessing the marketing opportunities afforded by digital technologies, strengthening marketing information systems, building brands and customer loyalty and reinforcing strategic relationships

Definition and Marketing Characteristics of Short-Form Videos

Short-form videos are an emerging type of visual content that viewers often consume while on the move; videos lasting between five seconds and five minutes may be classified in this category. They are relatively easy and inexpensive to produce while offering rich, sophisticated content suited to fast-paced lifestyles. As this sector develops rapidly, short-form video marketing is becoming increasingly prevalent across industries. In general, it encompasses all marketing activities based on such videos across internet platforms, including dedicated short-video platforms and services such as TikTok, Instagram, YouTube and Facebook [4].

Short tourism videos may be defined as "videos featuring local food, natural or urban landscapes, or commercial and historical tourist attractions, uploaded or shared by local governments, businesses, tourists and residents through short-video platforms [5]."

Zhang and Hu, identify three value-related characteristics of these videos: They provide distinctive and refreshing audiovisual experiences; they enrich and diversify tourism experiences through contributions from numerous online content creators; and they create deeper, more lasting impressions of destinations through social interaction. Compared with long-form videos, short videos are less costly to distribute and more efficient, particularly in meeting entertainment needs associated with fragmented lifestyles.

Patterns and Motivations of Digital Platform Use in Tourism

The use of digital platforms in tourism is evident in people around the world continuing to share their travel experiences online: 74% of travellers use these platforms during their holidays. Recent studies indicate that digital platform

networks have become a vital component of travel companies' strategic operations, with their use reportedly increasing by 72% over 2019-2021. International tourism research centres have also found that 88% of travel companies actively use digital networks to promote destinations and offers and understand consumer trends. According to Influencer Marketing Hub, 70% of travel-sector brands use influencer marketing, an approach whose importance and influence stem from several factors. Statistics further suggest that 75% of travellers were inspired to visit a destination after encountering it on social media [6].

There are various reasons for using digital platforms in tourism. The tourism sector has undergone a major transformation towards "Travel 2.0", in which digital platforms and social media play a central role in reshaping traveller behaviour and information-consumption patterns. Users are no longer passive consumers but active participants in shaping travel experiences and destination images through continuing engagement with stakeholders. Tourists' motivations for using these platforms fall into two main categories [7]:

- **Exploratory Information Seeking:** Increasing reliance on digital environments to identify and compare destinations before making travel decisions
- **Influence of Interactive Content (UGC):** High levels of trust in content generated by other users, including influencers and peers, which increasingly guides travel decisions directly and requires tourism organisations to adopt flexible digital marketing strategies to engage potential visitors and build loyalty

Second Theme: Digital Platform Users' Behaviour towards Digital Tourism Content

Intention to Visit a Tourist Destination: The concept of tourist intentions originally developed from the notion of purchase intention. It focuses primarily on prospective travellers' plans and desires and describes the likelihood that they will visit tourist destinations in the future. Tourist intention has been defined as "an indicator of the likelihood that tourists will visit a particular destination [8]."

Researchers have suggested that tourist intentions are influenced by internal factors, including pleasure-related motivation, attitudes, psychological states and perceived risks, as well as external factors such as destination image, destination reputation and tourism capital. Objective destination characteristics, including distance and the environment, also matter. These internal and external factors interact to shape travel intentions.

Engagement with Tourism Videos and Its Determinants

Prospective tourists' engagement with short-video content is influenced by three key factors that turn viewers into active participants [9]:

- **Content Relevance and Informational Value:** Videos should match audience interests and provide useful information, such as travel advice and destination costs, in order to encourage engagement and sharing
- **Storytelling and Emotional Appeal:** Storytelling captures attention, while emotional elements evoke enthusiasm and adventure; these features are particularly important for generating immediate reactions to short content
- **Strategic Timing and Seasonality:** A video's success depends on users' activity. Publishing during daily peak hours or holiday-planning seasons, such as before summer or major holidays, increases immediate views and takes advantage of tourists' interest

Together, these factors provide tourism marketers with the foundations for increasing engagement and generating the intended behavioural response.

Influence of Short-Form Videos on Destination Image

As new media platforms have developed, short videos have become a principal channel for building and marketing destination images. From the perspective of tourist perception, empirical studies such as Xiao *et al*. have found that platforms such as TikTok substantially influence tourists' perceptions of destination images and their travel intentions, with interactive marketing playing a central role. Another researcher likewise emphasises that short-form videos are a highly effective marketing strategy for shaping destination images in digital consumers' minds [10].

Empirical Component

Research Method: To address the research problem and test the relationships between the dimensions of short-form tourism video marketing-informativeness, entertainment appeal and credibility-and digital platform users' intentions to visit tourist destinations, the study adopted a descriptive-analytical approach. The descriptive component established the variables' theoretical foundations and explained their concepts and behavioural contexts. This approach seeks to collect and interpret facts about a phenomenon rather than merely compile information; it involves "classifying data and facts,

analysing them with sufficient precision and then reaching generalisations concerning the situation or phenomenon under study". The analytical component processed field data and statistically tested the causal relationships and hypotheses using variance-based partial least squares structural equation modelling in SmartPLS.

Study Population and Sample

The study population comprised users of digital and social media platforms who followed tourism content through short-form videos. For quantitative analysis and the testing of relationships within the structural model, 105 respondents were recruited. Purposive sampling was used to target individuals with direct experience of watching this type of video and assessing its dimensions. As Cheddad *et al*. [11] explain, this method is used when a researcher wishes to obtain a sample with particular characteristics and therefore selects specific individuals from the population.

Scope of the Study

Temporal Scope: Fieldwork was conducted between January and March 2026, when the online questionnaire was distributed through digital platforms and the participants' responses were collected.

Spatial Scope

The study was confined to the digital environment of social media networks commonly used for short-form video content-TikTok, Instagram, YouTube Shorts and Facebook-where respondents encountered tourism marketing content.

Sample Characteristics

The sample was described using selected personal characteristics, as shown in the table below.

Table 1 and Figure 1 show the demographic characteristics of the 105 respondents through a cross-tabulation of age group and gender. Men accounted for 76.2% (80 respondents), while women accounted for 23.8% (25 respondents). The study interprets this numerical imbalance as reflecting behavioural and cultural tendencies in the local digital environment, suggesting greater participation by men in open questionnaires directed at users interested in travel and tourism, together with the dynamics of online survey engagement. In terms of age, respondents were concentrated in the middle age group of 31-45 years, which comprised 75 people (71.4% of the sample). This was followed by those older than 45 (22 respondents; 21.0%), while the 20-30 age group was least represented (8 respondents; 7.6%). The study considers the predominance of the 31-45 group relevant from a marketing and behavioural perspective because it associates this age with professional maturity, financial stability and the capacity to make and finance travel decisions, thereby giving respondents' assessments of visit intention a practical dimension beyond casual entertainment browsing. Cross-tabulating age and gender reveals similarities in the most represented age group: 67.5% of male respondents (54 men) were aged 31-45, equivalent to 51.4% of the entire sample. The concentration was still greater among women, with 84.0% (21 of 25) falling into the same age category. The study takes this as indicating that attention to tourism content creators and responsiveness to short videos peak at this stage of adulthood for both genders. The pattern differs among respondents over 45: men made up 90.9% of that group (20 people), compared with only two women (9.1%). The original discussion attributes this difference to age-related digital divides and differences in platform use by gender, suggesting that older men retain a stronger interest than older women in following tourist destinations and evaluating their credibility. Because more than 92% of respondents were over 30, the study considers the sample suitable for assessing attractiveness, credibility and visit intention among digitally engaged consumers with sufficient experience to evaluate content and form realistic travel intentions.

Table 1: Distribution of Respondents by Age Group and Gender

Main variable	Age groups	Statistical indicators	Male	Female	Overall total
Age group	20-30 years	Frequency	6	2	8
		Within age group	75%	25.0%	100%
		Within gender	7.5%	8.0%	7.6%
		Of overall total	5.7%	1.9%	7.6%
	31-45 years	Frequency	54	21	75
		Within age group	72.0%	28.0%	100%
		Within gender	67.5%	84.0%	71.4%
		Of overall total	51.4%	20.0%	71.4%
	Over 45 years	Frequency	20	2	22
		Within age group	90.9%	9.1%	100%
		Within gender	25.0%	8.0%	21.0%
		Of overall total	19.0%	1.9%	21.0%
	Overall total	Frequency	80	25	105
		Within age group	76.2%	23.8%	100%
		Within gender	100%	100%	100%
		Of overall total	76.2%	23.8%	100%

Source: SPSS output

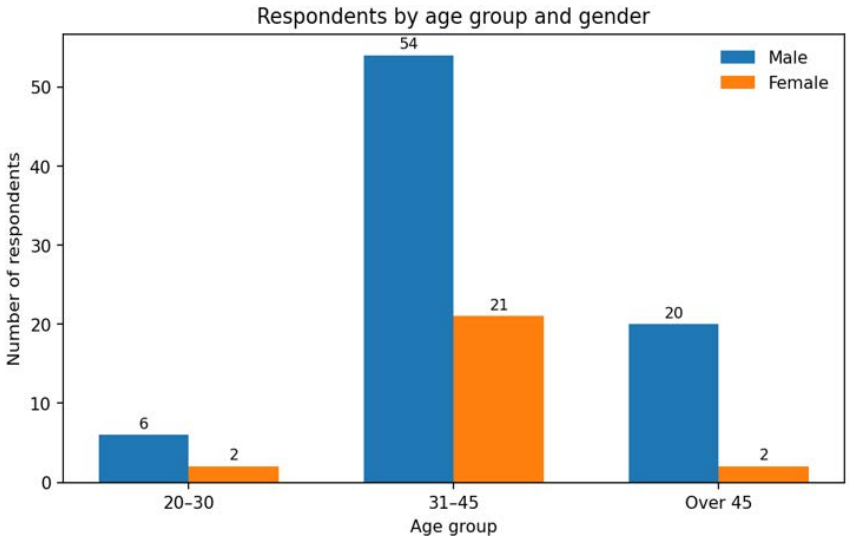


Figure 1: Distribution of Respondents by Age Group and Gender
Source: SPSS output

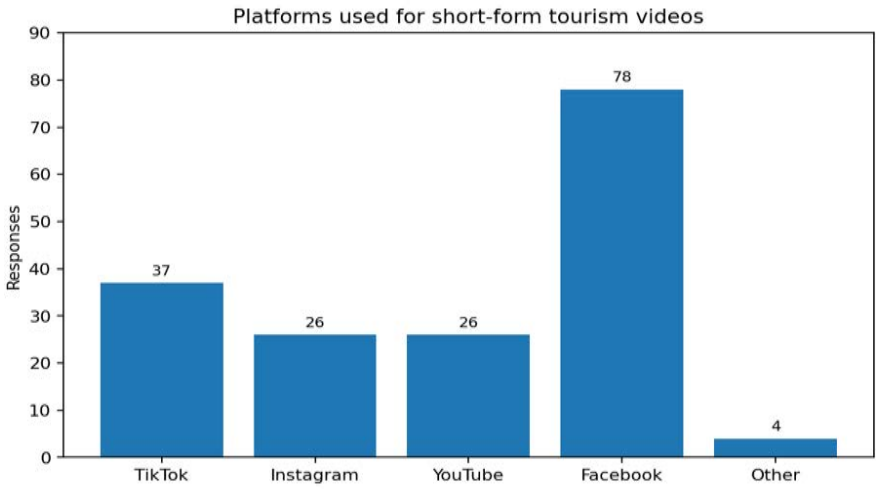


Figure 2: Most Frequently Used Digital Platforms for Watching Short Tourism Videos
Source: SPSS output

Table 2: Most Frequently Used Digital Platforms for Watching Short Tourism Videos

Most frequently used digital platforms	Frequency	Percentage of responses	Percentage of cases
Facebook	78	45.6	74.3
TikTok	37	21.6	35.2
Instagram	26	15.2	24.8
YouTube	26	15.2	24.8
Other platforms	4	2.3	3.8
Overall total	171	100.0	162.9

Source: SPSS output

Table 2 and Figure 2 present the frequency and percentage distributions of digital platforms used to watch short tourism videos. Multiple-response analysis places Facebook first with 78 selections, representing 74.3% of respondents and 45.6% of all recorded platform selections. TikTok ranked second with 37 respondents (35.2% of the sample and 21.6% of all selections). Instagram and YouTube were tied, each selected by 26 respondents (24.8% of the sample), while other platforms accounted for only 3.8%. The cumulative percentage of cases (162.9%) exceeds 100% because respondents used more than one platform, averaging over 1.6 platforms per person.

Table 3: Respondents' Preferred Types of Short-Form Tourism Content

Preferred tourism content type	Frequency	Percentage of responses	Percentage of cases
Experiences of real tourists	72	47.1	68.6
Professional content creators and influencers	52	34.0	49.5
Official content (institutions and hotels)	29	19.0	27.6
Overall total	153	100.0	145.7

Source: SPSS output#

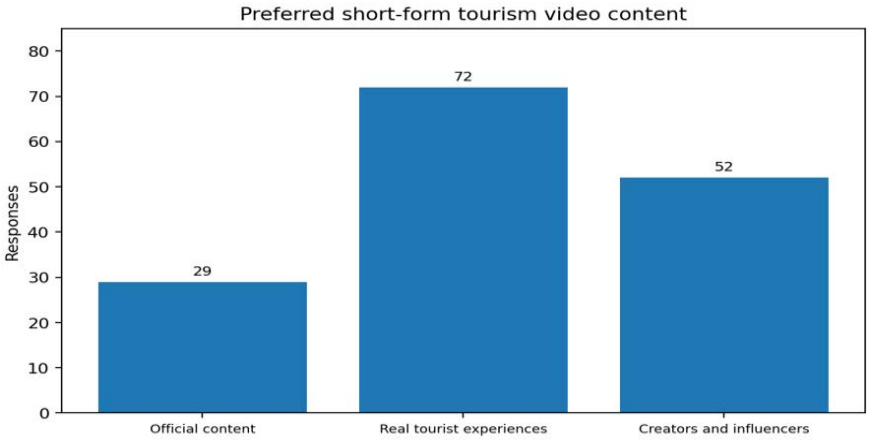


Figure 3: Respondents' Preferred Types of Tourism Content
Source: SPSS output

The original interpretation links these findings to the sample's demographic characteristics and local communication environment: Facebook's leading position is attributed to its established popularity among people aged 31-45 and above, who constituted more than 92% of the sample and to the circulation of Facebook Reels within specialised tourism groups and pages. TikTok, Instagram and YouTube Shorts are presented as complementary visual channels whose recommendation algorithms attract viewers through visually striking, fast-paced entertainment. These findings are taken as supporting the study's definition of its online research setting.

Table 3 and Figure 3 describe respondents' preferences for types of short-form tourism content. Multiple-response analysis shows that videos documenting real tourists' experiences ranked first, with 72 selections, representing 68.6% of respondents and 47.1% of recorded selections. Content created by professional creators and influencers ranked second (52 selections; 49.5% of respondents and 34.0% of selections), while official promotional content from institutions and hotels ranked last (29 selections; 27.6% of respondents). The total percentage of cases (145.7%) indicates that many respondents prefer both peer experiences and influencer-generated content as complementary sources for forming destination images.

Research Instrument

After reviewing the theoretical literature and previous studies on digital tourism marketing and consumer behaviour on social media, an online questionnaire was developed as the principal instrument for gathering field data on the variables of the proposed structural model. The instrument comprised three main sections aligned with the requirements of PLS-SEM, as shown below.

Table 4 shows the questionnaire's structure for testing the proposed structural model. The first section records respondents' demographic characteristics and digital behaviour through four topics relating to the sample and online activities. The second section measures the independent variable, short-form video tourism marketing, through 12 items across three dimensions. Informativeness is measured by three items assessing the currency and quality of destination information; credibility by three items assessing confidence in the realism of the content and travel experience; and entertainment appeal by six items examining excitement, visual impact and artistic effects as mechanisms for attracting digital users' attention.

The third section measures the dependent variable, intention to visit tourist destinations, through ten items addressing psychological and practical dimensions of tourist behaviour, from initial interest in exploration and active searching for destination information to travel planning and allocating a travel budget. Overall, the measurement model contains 22 substantive items out of 26 questionnaire items, providing what the study describes as a suitable psychometric balance for PLS-SEM in terms of indicators per latent variable and estimation stability while limiting respondent fatigue and supporting the reliability and validity of collected data.

Table 4: Structure of the Questionnaire: Variables and Items

No. of items	Scale code	Sub-variables and dimensions	Main variables	Section
4	Demographics and Digital Behavior	• Gender • Age group • Most frequently used platforms (TikTok, Instagram, YouTube, Facebook, others) • Preferred tourism content type	Demographic and digital behavioural data	First
3	INF	In formativeness	Independent variable: short-form tourism video marketing	Second
6	ENT	Entertainment appeal		
3	CRED	Credibility		
10	VI	Visit intention	Dependent variable: destination visit intention	Third
26 items			Total items	Total

Source: Prepared by .....

Table 5: Five-Point Likert Scale for Coding Questionnaire Responses

Response options	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
Weight (score)	1	2	3	4	5

Source: Prepared by .....

Measurement Scale and Questionnaire Scoring

To collect quantitative data, respondents who followed tourism-related short-form videos on digital platforms were asked to indicate their level of agreement with each questionnaire statement. A five-point Likert scale was used, with the response options and numerical weights shown below.

Table 5 illustrates the use of a five-point Likert scale to code responses and measure attitudes towards the study's constructs: Informativeness, entertainment appeal and credibility in short-form tourism video marketing and the dependent variable of destination visit intention. The scale assigns weights from 1 (strongly disagree) to 5 (strongly agree), with 3 representing a neutral response. This graduated format converts respondents' subjective psychological and behavioural perceptions into quantitative observations suitable for PLS-SEM estimation.

Model Analysis

PLS-SEM was employed in SmartPLS to test the research hypotheses and examine the proposed network of causal relationships. The study justifies this choice by its predictive orientation, its suitability for analysing digital consumption behaviour and visit intention, its capacity to handle questionnaire data without requiring strict multivariate normality and its ability to produce estimates with the available sample size. Following the analytical protocol discussed by Hair *et al*. [12], the analysis proceeded in two stages: assessment of the outer measurement model and assessment of the inner structural model.

Assessment of the Measurement (Outer) Model

Measurement model assessment is divided into two main components:

- Convergent validity
- Discriminant validity

Convergent Validity

Convergent validity refers to the extent to which the items measuring a construct are consistent with one another, as discussed by Hair *et al*. [13].

The original text identifies the following criteria for assessing convergent validity:

- Outer loading ≤ 0.70
- Reliability ≤ 0.70
- Composite Reliability (CR): 0.70 ≤
- Average Variance Extracted (AVE) ≤ 0.50 (p. 144)

Table 6 reports the outer measurement model assessment against criteria recommended in PLS-SEM literature [14]. Most outer loadings exceeded 0.708, indicating substantial associations between measurement items and their respective latent constructs. Indicators with loadings between 0.596 and 0.699, including INF2 (0.600), CRED1 (0.682) and several visit-intention items (VI2, VI3, VI7, VI8 and VI9), were retained. Citing Hair *et al*. [13], the study explains that indicators with loadings between 0.40 and 0.70 should not automatically be removed; retention may be justified if deletion would not sufficiently improve composite reliability or AVE and if the retained indicators contribute to content validity and conceptual coverage. Internal consistency indicators were also examined.

Table 6: Measurement Model Assessment: Internal Consistency Reliability and Convergent Validity

Latent construct	Item	Outer loading	Cronbach's Alpha (α)	Dijkstra-Henseler rho_A	Composite Reliability (CR)	Average Variance Extracted (AVE)
Informativeness	INF1	0.887	0.717	0.812	0.831	0.628
	INF2	0.600				
	INF3	0.858				
Entertainment appeal	ATT1	0.789	0.866	0.876	0.900	0.600
	ATT2	0.785				
	ATT3	0.794				
	ENT1	0.709				
	ENT2	0.735				
	ENT3	0.829				
Credibility	CRED1	0.682	0.649	0.670	0.811	0.591
	CRED2	0.869				
	CRED3	0.744				
Destination visit intention	VI1	0.739	0.891	0.899	0.911	0.509
	VI2	0.613				
	VI3	0.699				
	VI4	0.733				
	VI5	0.831				
	VI6	0.799				
	VI7	0.653				
	VI8	0.684				
	VI9	0.596				
	VI10	0.755				

Source: SmartPLS output

Table 7: Discriminant Validity Results: Fornell-Larcker Criterion

Latent constructs	Entertainment appeal	Visit intention	Credibility	Informativeness
Entertainment Appeal (ENT)	0.774	-	-	-
Visit Intention (VI)	0.603	0.714	-	-
Credibility (CRED)	0.665	0.603	0.769	-
Informativeness (INF)	0.646	0.416	0.516	0.792

Source: SmartPLS output

Composite reliability ranged from 0.811 to 0.911, while Dijkstra-Henseler's rho_A ranged from 0.670 to 0.899. Credibility had rho_A = 0.670, which the study considers acceptable given its composite reliability of 0.811. Although Cronbach's alpha for credibility was 0.649, the text gives greater weight to CR and rho_A because alpha is a conservative measure that assumes equal indicator weights and is sensitive to the number of items [12].

AVE results were reported as supporting convergent validity for all variables, ranging from 0.509 for visit intention to 0.628 for informativeness, above the threshold of AVE ≥ 0.50. The study interprets this as evidence that each latent variable explains more than half of the variance in its observed indicators, supporting the measurement instrument's suitability for subsequent discriminant-validity and structural-model assessment.

Discriminant Validity

Discriminant validity concerns the extent to which a latent construct is empirically distinct from other constructs in a model-that is, whether its measurement captures something not represented by the other variables [14]. The Fornell-Larcker criterion was used for this purpose. Under this criterion, the square root of AVE for each construct, shown in bold on the matrix diagonal, should exceed its correlations with the other constructs in the corresponding row and column $\sqrt{AVE}$.

Table 7 reports the Fornell-Larcker results. All constructs were described as showing satisfactory discrimination and independence. The relevant criterion requires the square root of AVE for each variable, displayed on the main diagonal, to exceed its correlations with other variables in the corresponding row and column. The study states that all diagonal entries exceed the inter-construct correlations.

The original discussion interprets this as confirming that informativeness, attractiveness and entertainment and credibility are conceptually and empirically distinct from one another and from visit intention, thereby supporting the adequacy of the measurement scales for proceeding to structural-model analysis.

In addition to the Fornell-Larcker assessment, discriminant validity was examined using the Heterotrait-Monotrait Ratio (HTMT), a more recent psychometric criterion intended to overcome limitations of the traditional Fornell-Larcker approach in detecting overlap between related constructs. The cited recommendation is that HTMT should not exceed 0.90 for closely related constructs in behavioural and social research, while 0.85 provides a more conservative threshold [15].

Table 8: Discriminant Validity Results: Heterotrait-Monotrait Ratio (HTMT)

Latent constructs	Attractiveness and entertainment	Visit intention	Credibility	Informativeness
Attractiveness and Entertainment (ENT)	-			
Visit Intention (VI)	0.666	-		
Credibility (CRED)	0.885	0.779	-	
Informativeness (INF)	0.808	0.468	0.755	-

Source: SmartPLS output

Table 9: Structural Model Fit Indicators

Dependent latent construct	Independent variables	Inner VIF	Effect size (f^2)	Predictive relevance (Q^2)	R^2	Adjusted R^2	Overall goodness of fit (GoF)
Visit intention	Attractiveness and entertainment	2.311	0.103	0.203	0.437	0.420	0.504
	Credibility	1.835	0.128				
	Informativeness	1.757	0.000				

Source: SmartPLS output

Table 8 indicates that all calculated HTMT ratios were below 0.90, appearing in green in the software output. The highest ratio was 0.885 between credibility and attractiveness/entertainment, followed by 0.808 between informativeness and attractiveness/entertainment. The study interprets these results as confirming that respondents distinguish among the short tourism video dimensions and between those dimensions and travel intention, thereby supporting the measurement model before testing structural relationships.

Structural Model Evaluation

Evaluating the structural model is the second stage of assessing relationships among the variables. The assessment is based on the criteria reported in the following table.

Table 9 presents the criteria used to assess the study's structural model. The inner Variance Inflation Factor (VIF) values for independent variables predicting visit intention ranged from 1.757 to 2.311, all below the stated strict reference threshold of (), which the study interprets as indicating no problematic multicollinearity and independence among the explanatory dimensions *VIF*<3.0.

Regarding explanatory and predictive power, the dependent variable, visit intention, had an R^2 of () and an adjusted R^2 of (). The text states that the short-form video marketing dimensions jointly explain 43.7% of the total variance in destination visit intention, a moderate-to-strong explanatory level in digital behavioural studies [16]. Blindfolding produced a positive predictive relevance value of (), above the 0.15 threshold, which the study interprets as indicating moderate-to-strong predictive relevance beyond the original sample $R^2 = 0.437 R^2_{adj} = 0.420 Q^2 = 0.203$.

In assessing practical significance and effect sizes () according to Cohen [17], the study reports differences among independent variables. Credibility ranked first with an effect size of (), described as small but approaching medium and thus substantively important for visit intention. Attractiveness and entertainment followed, with a small effect size of (), indicating a contribution from visual appeal and excitement to the model's explanatory performance. Informativeness had a negligible effect of (), which the original discussion interprets as meaning that removing the informational component would not materially reduce explained variation in travel intention, whose principal drivers are instead credibility and appealing content presentation $f^2 f^2 = 0.128 f^2 = 0.103 f^2 = 0.000$.

Finally, the overall goodness-of-fit index was reported as () and described as exceeding the 0.36 reference value based on Wetzels *et al*. [18]. The study interprets this as evidence of the structural model's overall adequacy for testing direct-effect hypotheses $GOF = 0.504$.

Hypothesis Testing

Following assessment of the measurement model's reliability and convergent and discriminant validity, together with examination of multicollinearity in the structural model, the final stage tested the study's proposed direct-effect hypotheses. Bootstrapping with 5,000 subsamples was used to assess the statistical significance of the path coefficients (β), at α = 0.05 and a 95% confidence level. The analysis examined the effects of informativeness, attractiveness and entertainment and credibility as independent variables on intention to visit tourist destinations as the single dependent variable (Figure 4).

Table 10 presents tests of the study's main hypothesis and its three subsidiary hypotheses, using bootstrapping with 5,000 subsamples and a significance level of α = 0.05 to assess the direct effects of short-form tourism video marketing and its dimensions on destination visit intention.

Main Hypothesis (H_1)

The hypothesis states that "short-form tourism video marketing has a statistically significant effect on intention to visit tourist destinations." A strong, statistically significant positive effect was reported, with a standardised path coefficient

of β = 0.623, t = 10.611 and p = 0.000. Since the t-statistic exceeded the reference value of 1.96 and p was below 0.05, the main hypothesis was accepted in full. The study interprets this as indicating that short-form video marketing, as an integrated promotional system, is a major determinant of tourist consumer behaviour and states that a standardised increase in this marketing approach raises visit intention by 62.3%.

First Subsidiary Hypothesis (H_1a)

This hypothesis states that "attractiveness and entertainment have a statistically significant effect on intention to visit tourist destinations." The analysis found a positive, statistically significant direct relationship (β = 0.366; t = 3.033; p = 0.002). With t ≥ 1.96, the first subsidiary hypothesis was accepted. The study interprets the finding as evidence that visual enjoyment, engaging artistic presentation and entertainment immersion in short videos effectively stimulate viewers' emotions and generate an immediate desire for a real-world tourism experience.

Second Subsidiary Hypothesis (H_1b)

This hypothesis states that "credibility has a statistically significant effect on intention to visit tourist destinations." The findings showed a positive and statistically significant direct relationship (β = 0.364; t = 2.781; p = 0.005); therefore, the second subsidiary hypothesis was accepted. The study highlights the role of perceived safety and trustworthiness: digital consumers seek to reduce perceived financial and time-related risks, making authentic, realistic content without exaggerated advertising claims an important persuasive means of turning online interest into a genuine intention to visit.

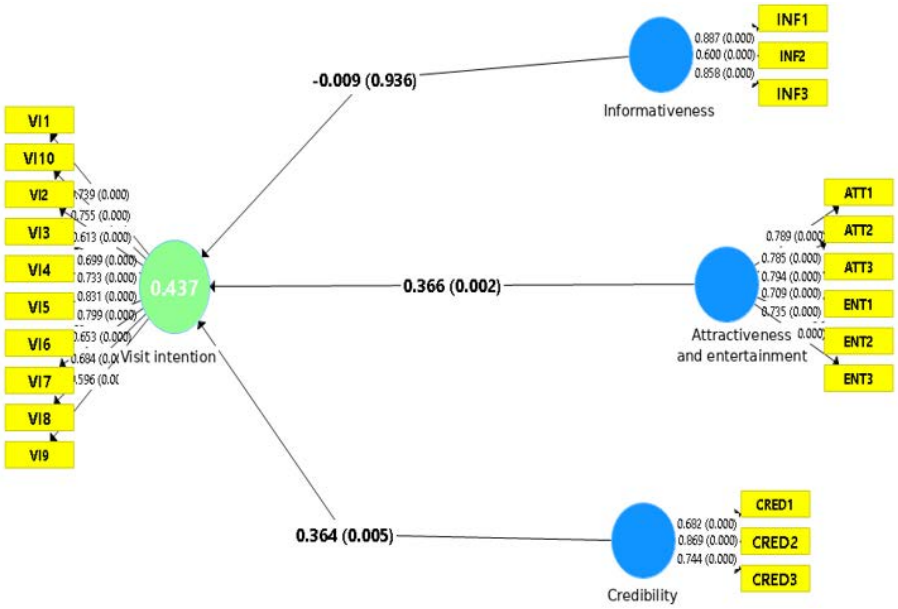


Figure 4: Graphical Output of the Structural Model
Source: SmartPLS output

Table 10: Final Results of Main and Subsidiary Hypothesis Tests

Hypothesis and path	Original path coefficient (β)	Sample mean (M)	Standard deviation (STDEV)	t-statistic	p-value	95% bias-corrected confidence interval	Statistical decision
Main hypothesis: Short-form video marketing → visit intention	0.623	0.636	0.059	10.611	0.000	[0.493; 0.728]	Accepted (statistically significant)
First subsidiary hypothesis: Attractiveness and entertainment → visit intention	0.366	0.370	0.121	3.033	0.002	[0.128; 0.598]	Accepted (statistically significant)
Second subsidiary hypothesis: Credibility → visit intention	0.364	0.363	0.131	2.781	0.005	[0.101; 0.614]	Accepted (statistically significant)
Third subsidiary hypothesis: Informativeness → visit intention	-0.009	0.007	0.110	0.079	0.937	[-0.224 ; 0.208]	Rejected (not significant)

Source: SmartPLS output

Third Subsidiary Hypothesis (H_1c)

This hypothesis states that "informativeness has a statistically significant effect on intention to visit tourist destinations." The analysis found no statistically significant effect, with a near-zero negative coefficient ($\beta = -0.009$), $t = 0.079$ and $p = 0.937$. Since p substantially exceeded 0.05, the third subsidiary hypothesis was rejected. The study interprets this finding as reflecting the distinctive behaviour of short-video users, who visit these platforms primarily for rapid visual exploration rather than detailed practical information, such as prices and precise locations. Accordingly, the availability of information alone is described as insufficient to affect visit intention directly unless accompanied by appealing and credible content.

Taken together, the findings indicate that the strong overall positive effect of short-form video marketing on visit intention, reported under the main hypothesis (H_1), is associated principally with the combined contributions of attractiveness and entertainment and credibility. Informativeness has no statistically significant independent direct effect in the structural model.

CONCLUSION

Digital marketing through online platforms plays a decisive role in the transformation of tourism by providing new opportunities for interaction between tourists and destinations. Short-form videos represent a contemporary tourism marketing approach because they spread quickly, are relatively efficient and have low distribution costs. Their use is not limited to increasing awareness of tourism products; user-generated content can also help build stable relationships based on trust with target audiences. The analysis suggests that social networks can be useful for personalising tourism experiences, strengthening customer loyalty and managing tourist flows. Their capacity to collect and analyse information also supports the development of flexible, adaptable promotional strategies, which are particularly important in the face of intense competition and global challenges.

Integrating digital marketing into tourism, especially short-form video content distributed through digital platforms, is therefore strategically important for the sector's sustainable development, for building positive destination images and for strengthening destinations' competitiveness in global markets.

Study Findings

The study reached the following findings:

- Short-form video marketing, as an integrated marketing system, is an important determinant of tourist consumer behaviour. A standardised increase in this marketing approach is reported to raise travel and visit intention by 62.3%
- Attractiveness and entertainment positively influence intention to visit tourist destinations. Visual enjoyment, engaging artistic production and the entertainment provided by short videos stimulate emotional responses and generate a desire to experience destinations in person
- Credibility has a positive effect on intention to visit tourist destinations. Perceived safety and trustworthiness are important because consumers associate travel decisions with reducing perceived financial and time-related risks. Authentic and realistic content without exaggerated advertising therefore helps convert online interest into a genuine visit intention
- Informativeness had no significant direct effect on intention to visit tourist destinations. The study interprets this as reflecting short-video users' preference for rapid visual discovery over detailed practical information such as prices and exact locations. Information alone was therefore insufficient to influence visit intention directly unless combined with appeal and credibility

The study's overall findings attribute the positive relationship between short-form video marketing and visit intention to the combined influence of attractiveness and entertainment and credibility, whereas informativeness lacks an independent direct effect in the structural model.

Recommendations

- Tourism organisations-including countries, tourism complexes and hotels-should adapt to the transition from traditional to digital marketing to support continuity, survival and growth
- A structured digital marketing programme should be developed to respond to competition in tourism and influence consumers of tourism services
- Internal marketing personnel should receive training in digital marketing and in the professional production of engaging short promotional videos and/or organisations should contract specialised digital marketing providers
- Digital marketing content should be authentic and realistic and should avoid artificial or exaggerated advertising presentation
- The influence of digital marketing campaigns across different channels should be evaluated continuously

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