

Exploring The Influence of Short Travel Reels and Video Reviews on Travel Inspiration: A Study of Island Reviews

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Abstract: This study investigates the impact of short travel video reels on travel inspiration and intention, focusing on how presenter attractiveness, destination attractiveness, and video design influence viewers' motivation to travel. Despite extensive research on traditional travel marketing methods, there is a notable gap in exploring the role of short-form video content in influencing travel-related decisions. The primary objective of this research is to examine how various elements of short travel video reels affect travel inspiration and intention. The study employs a systematic sampling technique with an intercept method, utilising survey data from participants who watched short travel videos showcasing different presenters, destinations, and video designs. The methodology includes mediation and moderation analyses to assess the relationships between the attractiveness factors and travel intention mediated by travel inspiration. The findings reveal that presenter attractiveness, destination attractiveness, and video design significantly influence travel intention, with travel inspiration as a critical mediator. The study confirms that engaging and visually appealing travel videos can effectively stimulate viewers' desire to travel. However, the expected moderating effect of openness to experience on these relationships was not supported, suggesting that other factors may play a more significant role in shaping travel inspiration. For marketers and content creators, the findings highlight the importance of investing in high-quality, visually compelling travel content and selecting charismatic presenters to maximise viewer engagement. Additionally, the research underscores the need for future studies to explore emerging media formats and cultural variations in travel inspirations.

Keywords: *Short travel reels, travel reviews, travel inspiration, island destinations, social media*

1. Introduction

Travel has always been a source of inspiration, allowing individuals to explore new cultures, landscapes, and experiences. Travel inspiration is the internal drive that motivates people to pursue their travel ideas. It is a topic studied by researchers such as Dai et al. (2022) and Khoi et al. (2020). In the digital age, how people seek travel inspiration has evolved significantly, with social media and online platforms playing a pivotal role in shaping travellers' preferences and choices (Xiang & Gretzel, 2010). One of the most prominent mediums in this transformation is the rise of short travel videos. Short videos, usually lasting a few seconds to a few minutes, have become incredibly popular on social media sites such as YouTube, TikTok, Instagram, and Snapchat. Recently, social media has become the primary source for tourists to gather information about their destination before travelling (Cheng et al., 2020; Liu et al., 2020). Travel enthusiasts, content creators, and influencers utilise these platforms to share their captivating travel experiences through engaging videos. These videos offer viewers a delightful and brief look into different destinations, activities, and cultural aspects of various places (Peralta, 2019).

Furthermore, it is essential to acknowledge that visual content significantly influences travellers' choices. Recent research has demonstrated that captivating visuals, like photos and videos, have a profound impact on the choices people make when it comes to selecting a travel destination, planning their trips, and even the kind of experiences they desire (Wang et al., 2022). Short travel video review possesses a unique talent for capturing the charm of a place in a brief yet captivating way. This study explores the impact of short travel videos on travel inspiration, with a particular focus on island reviews. Islands are captivating with their beauty, unique cultures, and laid-back vibes, always enchanting travellers globally. Short travel videos are the perfect backdrop for our exploration. They capture the essence of these paradise destinations.

Islands are unique travel spots with diverse experiences, from beautiful beaches to culturally significant sites. Our diverse options cater to all travel preferences, ensuring there is something for every type of traveller. Studying brief travel videos' impact on inspiring island travel is crucial. This content helps us grasp its influence

and broader travel trends. This study is a valuable contribution to understanding modern travel dynamics. Tourism plays a vital role in the economy of Malaysia and is a rapidly growing industry (Tang & Tan, 2015). However, there is a lack of understanding about the impact of short travel videos, especially those highlighting island destinations. The gap is crucial because Malaysia is a diverse and culturally rich nation with captivating islands, each with its charm (Zainuddin et al., 2018). It is crucial to comprehend the influence of short travel videos on travel inspiration in Malaysia.

Background of Study

In Malaysia, there has been a rise in local content creators and influencers who make travel content for audiences at home and abroad (Taslaud, 2023). It has significantly influenced the tourism sector, with its engaging content promoting brand exposure and inspiring travel among its audience. Their understanding of local culture and trends allows them to create content that resonates with Malaysians, fostering a deeper connection and trust with their followers. This phenomenon has increased international tourist arrivals and has become a prominent marketing channel for brands and businesses. This research could help creators engage viewers better and promote Malaysia's travel offerings more effectively. Promoting Malaysian islands effectively requires responsible tourism practices (Kasim, 2004). Studying the influence of travel videos on visitor behaviour is crucial, as it promotes sustainable tourism and educates tourists about respecting local cultures and environments. This understanding can encourage responsible travel behaviours, support local economies, and minimise harm to local cultures and environments (Hysa et al., 2022). Understanding the impact of travel videos on visitor choices can help direct investments and efforts towards maximising the economic advantages of tourism (Puah et al., 2018).

Given these factors, it is imperative to address the lack of understanding regarding the impact of short travel videos on travel inspiration in Malaysia. The study's value lies in its contribution to expanding our understanding of short travel videos' influence on inspiring travel, specifically in the context of island reviews. This study investigates the impact of short travel videos on travel inspiration and intention. It will utilise the "stimuli organism-response" (S-O-R) framework to analyse the appeal of these videos. This study holds great importance as it delves into the realm of travel inspiration in Malaysia, a nation brimming with cultural diversity and enchanting islands. Exploring the impact of short travel videos aims to shed light on a largely unexplored topic. The study is vital in understanding how to develop successful marketing strategies and allocate resources to promote the Malaysian islands effectively. This knowledge is vital for Malaysia's thriving tourism industry, generating employment opportunities and driving economic growth. This study can serve as a valuable resource for future research in various countries with unique tourism attractions, contributing to our knowledge of the worldwide influence of short travel videos.

The rise of short travel videos has revolutionised the tourism industry, providing a novel way to inspire and influence travel intentions. However, the extent of this influence and the factors that moderate it, such as an individual's openness to experience, are not fully understood (He et al., 2021). Furthermore, while these videos are increasingly used in destination marketing, the specific implications of this strategy, including its effectiveness and impact on the perception of tourist destinations, are yet to be comprehensively explored (Chen et al., 2023). This study addresses these gaps by investigating the impact of short travel videos on travel inspiration and intention, the moderating role of openness to experience, and the marketing implications of using short travel videos for promoting tourist destinations (Dong et al., 2024).

Limited research exists on the impact of travel content in digital media, particularly in Malaysia's unique travel landscape. The allure of Malaysian islands like Langkawi, Penang, and Borneo's exotic destinations is well-known among tourists. However, the impact of short travel video travellers in this region is still not fully understood. The Malaysian government and tourism authorities consistently invest in promoting and developing their tourism industry (Tourism Malaysia, 2021). Understanding how short travel videos drive interest and visitors to island destinations is crucial for creating effective marketing strategies and allocating resources.

Significance of study

The increasing prominence of short travel video reels in shaping travel intentions necessitates a deeper understanding of the factors driving their effectiveness. In an era where visual content heavily influences

consumer behaviour, there is a growing need to investigate how various components of short travel videos—such as presenter attractiveness, destination appeal, and video design—impact travel inspiration and intention. This study addresses this gap by systematically examining how these elements inspire travel, particularly within a specific destination like Melaka. By focusing on the interplay between visual and aesthetic factors, the study provides valuable insights into how travel videos can effectively engage viewers and stimulate their desire to explore new destinations.

Melaka, with its rich cultural heritage and status as a UNESCO World Heritage Site, presents a unique case for examining travel inspiration. The city's historical and visual appeal makes it an ideal setting for testing the hypotheses related to destination attractiveness and video design. Understanding how Melaka's distinct characteristics influence travel inspiration can offer targeted insights for destination marketing and content creation strategies. This research is crucial for enhancing the effectiveness of travel videos, guiding content creators, and optimising marketing strategies to capture better and engage audiences. This study aims to contribute to the broader field of tourism marketing and consumer behaviour by bridging the gap between theoretical understanding and practical application.

2. Literature Review

Consumer Inspiration and Travel Inspiration

Consumer inspiration has received much attention in academics due to its significance in marketing. Numerous research has demonstrated that consumer inspiration may occur before, during, and after consumption, resulting in consumers' good intentions (Chuah, 2019; W. Liu et al., 2017). Consumer inspiration is defined as a customer's ephemeral motivational state that enables them to move from receiving an idea from marketing to actively pursuing a goal associated with consumption (Bottger et al., 2017, p. 122).

Consumer inspiration before, during, and after consumption enables customers to have an excellent experience with a prominent level of satisfaction, which protects client relationships and encourages client loyalty (Tarabashkina et al., 2022). Likewise, consumer inspiration before consumption can forecast marketing results, assist in bringing in new customers, and favourably influence consumers' choices (Bottger et al., 2017; Zanger et al., 2022). External stimuli with high intrinsic value ignite consumer inspiration, which is not naturally occurring (Thrash & Elliot, 2004).

In other words, current ideas are likely displayed in an event, product, or information that inspires consumers (Thrash & Elliot, 2004). According to Hinsch et al., (2020), the inspiration source and the customer characteristics also impacted the inspiration. The internet's omnipresent presence in consumers' lives has made the online world a significant source of inspiration for customers (Dutta & Segev, 1999). It was essential to research consumer inspiration in online environments. Studying consumer inspiration helped researchers and businesses gain insights into how consumers behave online. This understanding is vital for creating effective marketing strategies, personalised user experiences, and tailored products or services (Frasquet et al., 2015). There has been substantial research on consumer inspiration's causes, effects, and underlying mechanisms. It is vital to research consumer inspiration in tourist contexts since Oltra et al. (2022) discovered noticeable variations in the causes and results of consumer inspiration in various consuming contexts.

Although consumer inspiration was more often recognised and used in marketing strategies, its relevance in the context of tourism had not yet been fully established (Fang et al., 2023). According to the current literature, "travel inspiration" refers to the memorable aspects of a vacation sparked by excellent accommodations or other travel-related experiences (He et al., 2023; Liu et al., 2022). According to Khoi et al. (2021), tourist inspiration influences a traveller's intention to return to a location by inducing the positive emotions of joy and transcendence. Kwon & Boger (2021) discovered that consumer inspiration influenced the links between customers' pro-environmental intentions and their experiences with green hotels.

Other than that, it was found that tourist inspiration varied depending on both the inspiration's source and the traveller's characteristics, such as their openness to new experiences, attachment to their destination, frequency of travel, and familiarity with the area (Khoi et al., 2021; Liu et al., 2022). In a recent wave of research on travel inspiration, (Cheng et al., 2020) focused on pre-trip travel inspiration and emphasised that travel

inspiration from social media content, like short travel videos, significantly influenced tourists' decision-making and, as a result, should receive more research attention. Thus, the current study built on the work of (Cheng et al., 2020) and investigated how short travel videos used as social media material inspired travel.

Travel Inspiration

According to the theory of consumer inspiration, inspired-by and inspired-to are two parts of consumer inspiration (Fang et al., 2023). Consumers who were inspired by were open to novel and transcendent concepts and were further motivated to go into the state of inspired-to by intense closeness (Bottger et al., 2017). Short travel video reels give viewers many ideas for future travel, such as an attractive host, stunning and unique locations, or creative video production (Fang et al., 2023). The short travel video reels might have inspired the viewers, motivating them to act on the novel ideas presented (Liu et al., 2022).

According to the theory put forward by Fang et al. (2023), travel inspiration, in both of its successive forms, acted as a chain mediator between travel intention and the allure of short travel video reels. Short travel video reels excited viewers with appealing presenters, popular tourist spots, and creative design. These elements triggered transcendence and evocation, encouraging appreciation of and adjustment to the stimuli's source (Fang et al., 2023) As a result of these favourable impressions of novel stimuli and concepts, viewers entered a state of intrinsic drive to articulate and carry out novel ideas (Fang et al., 2023) Additionally, this proximity incentive elicited positive feelings from viewers toward the inspiring item, such as a desire to visit the location that the presenter had highlighted and suggested (Fang et al., 2023).

Inspired consumers were highly motivated to implement the new concepts they learned (Thrash & Elliot, 2003). Positive outcomes, including purchasing behaviour (intention), satisfaction, and loyalty, could be attained by consumer inspiration (Bottger et al., 2017). Previous research indicated that inspiring tourists during their travels might enhance their desire to revisit and engage in behaviours (He et al., 2023; Khoi et al., 2021). Inspiration could rearrange and shift a destination before a journey, moving it from an unconscious to a conscious, induced, and decided choice. Put in another phrase, viewers were more likely to be inspired to visit the location seen in the film when they were exposed to high-quality travel content (Fang et al., 2023).

Inspired-by refers to the stage in which consumers were exposed to unusual and stimulating travel-related stimuli (Wu & Ding, 2023). During this phase, they were willing to stray from well-known ideas and consider fresh viewpoints. Bottger et al. (2017) highlighted that this initial inspiration was a critical step before the inspired-to stage, laying the groundwork for a consumer's motivational journey towards a more profound and action-oriented state.

Travel Intention

Inspired consumers were highly motivated to implement the new concepts they learned (Thrash & Elliot, 2003). Positive outcomes, including purchasing behaviour (intention), satisfaction, and loyalty, could be attained by customer inspiration (Bottger et al., 2017) Previous research has indicated that inspiring tourists during their travels might have enhanced their desire to revisit and engage in behaviours (He et al., 2023; Khoi et al., 2021) Inspiration could rearrange a destination before a journey, moving it from an unconscious to a conscious, induced, and decided choice (Fang et al., 2023) Put in another phrase, viewers were more likely to have been inspired to visit the location seen in the film when they were exposed to high-quality travel content (Fang et al., 2023).

Personal Characteristic

In addition to the source of inspiration, personal characteristics also play a significant role in consumer inspiration (Bottger et al., 2017). One of the Big Five trait variables, openness to experience, defines a person's willingness to learn new things and adjust to changes (He et al., 2023). This study's openness to experience related to the audience's acceptance of the presenter, destination, and video style of the short travel reels. According to psychological research, those who were very open to new experiences were more likely to be inspired since they were more receptive to novel concepts and opportunities (Thrash & Elliot, 2003). According to Boettg's (2019) theory of consumer inspiration, personal attributes impact the production and intensity of inspiration by modulating the influence of inspiration sources on consumer inspiration. Customers who actively sought out and were open to new ideas might have been inspired by external stimuli ((Bottger et

al., 2017). Those with a high degree of openness to new experiences were likelier to have embraced the concepts presented in short travel video reels and were inspired to travel (Fang et al., 2023).

Presenter Attractiveness

Presenter attractiveness is the capacity of a presenter to captivate an audience or elicit favourable reactions through charismatic personal interactions (Fang et al., 2023). Presenters, who comprised most of the travel information disseminated in short travel video reels, frequently used self-dubbed video content to demonstrate to the audience the tourist places they had visited (Masuda et al., 2022). According to Fang et al. (2023), three essential characteristics of a presenter's appeal were their physical appearance, voice and skill level. Physical attractiveness was a term used to describe how well-liked a presenter's look was by audiences (Fang et al., 2023). This evaluation considered appearances, demeanour, and attire (Fang et al., 2023). Research from the past demonstrated that consumers found attractive presenters to be likeable, and this attention and liking may have been carried over to the items they endorsed (Praxmarer, 2011). The attractive appearance, integrity, and expertise (such as problem-solving skills) of presenters could have encouraged viewers to stick around for more live streaming, promote para-social interactions, and develop viewers' emotional attachment and behavioural changes (Choi et al., 2019; Guo et al., 2022; I. Kim & Kim, 2021).

Furthermore, customers frequently viewed attractive presenters as role models and took inspiration from their actions (Algoe & Haidt, 2009; Boettger, 2019). Customers may have felt more inspired when they saw the suggestions made by alluring social media influencers and marketers (Bottger et al., 2017). The presenters' physical appeal may have elicited solid feelings and motivation from the audience, which could have increased customer engagement ((Dang-Van et al., 2023). Lovely presenters could have had a more significant influence as role models in short travel reels. The more attractive the audience viewed the presentation, the more inspired they were by the trip video that was being shown (Fang et al., 2023).

Next, the extent to which a presenter's voice affected others positively and left a positive impression was known as vocal attractiveness (Fang et al., 2023). A presenter's voice, intonation, and ability to connect with the audience may have all added to the overall attractiveness of the content (Holtel, 2019). An engaging and appealing voice would have improved the audience's experience and made the presentation more memorable (Fang et al., 2023).

The professional knowledge, skills, and talents that a presenter exhibited to influence the audience were referred to as expertise (Fang et al., 2023). It was demonstrated by how audiences assessed presenters' expertise, experience, and credentials concerning their choice, promotion, and understanding of travel locations (Fang et al., 2023). Viewers were more likely to have been swayed by recommendations and information when a presenter had experience and a reputation in the field. Because of this effect, the audience may have gotten more involved, developed an emotional bond, and altered their behaviour (Chovanec, 2016).

Video Design Attractiveness

According to Xu et al. (2021), short travel video reels drew viewers in as a means of disseminating tourist information because of their attractive design. Transparent and fluid images, expert scripting, thoughtful background music selection, and other components were the key ways these short travel video reels provided viewers with a satisfying audio-visual experience (Fang et al., 2023). In the chosen examples, movie #14 used underwater photography to highlight Lijiang's stunning landscape, and video #32 paired classical music with the Forbidden City's snowy setting. The careful artistic design in both videos contributed to their visual beauty. The following remarks highlighted the attraction of video design; the image design was well done, and there was such an intense sensation of replacement. The right music perfectly complemented the setting. The snow landscape, the story, and the music were all exquisite. They were the ideal pair since they enhanced one another (Fang et al., 2023).

Product presentation was a crucial aspect of marketing (Bottger et al., 2017) Appealing presentation techniques frequently had a greater chance of grabbing customers' attention and assisting them in visualising and comprehending things (Shen et al., 2019) Innovative technology in the digital age enhanced product presentation and increased the likelihood that a consumer would be inspired (Bottger et al., 2017) Research demonstrated that consumer imagination, thinking horizons, para-social interaction, and ultimately high-level

customer inspiration could be enhanced by online videos, live streaming, augmented reality, and other product presentation formats with high media richness, entertainment, interactivity, and hyperreal sensory experience (Bi et al., 2021; Rauschnabel et al., 2019; Sheng et al., 2020; Xie et al., 2022; Zanger et al., 2022) Short travel video reels effectively created a coordinated audio-visual experience for the audience, which was conducive to new ideas and could stimulate travel inspiration (Fang et al., 2023) These videos could integrate various aesthetic design elements, such as copywriting, background music, and animation, to vividly show the tourist destination.

Destination Attractiveness

Reitsamer et al. (2016) defined destination attractiveness as visitors' judgment of the place's appeal and suitability for their specific needs. The primary material that presenters highlighted to the public in short travel video reels was the features of popular tourist sites (Fang et al., 2023) This result supported the theory put out by Gretzel (2021) that social media users intentionally sought out and concentrated on stunning locations. The presenters' presentations focused on whether they were well-known, beautiful, or energising. More specifically, reputation, aesthetic value, and novelty were the primary factors that contributed to a destination's popularity in short travel video reels (Fang et al., 2023).

To maintain an audience's interest, a tourist attraction has to provide them with aesthetic pleasure and delight (Q. Zhang & Xu, 2020) This is known as aesthetic value. Product attractiveness plays a significant role in grabbing the attention of potential buyers and encouraging them to actively seek further information about the product (Akarsu et al., 2020; Elbedweihy et al., 2016) To motivate customers, it was critical to demonstrate the product's hedonic and utilitarian value and other benefits (Izogo et al., 2020; Rauschnabel et al., 2019) According to Buhalis (2000), a destination in the context of the tourism market is considered a tourist attraction offered in certain areas. Research has demonstrated that appealing locations could increase travellers' desire to travel and provide life-changing experiences while they are away (Ma et al., 2018; Reitsamer et al., 2016).

Novelty refers to the distinctive experience a tourism site could provide the public, such as uncommon and little-known historical, cultural, and natural landmarks (Fang et al., 2023). According to Kim et al. (2012), landscape resources were the most fundamental components of a destination's appeal. They were frequently emphasised as the primary material in destination marketing campaigns, which awakened potential visitors' inspiration states. To get inspiration for upcoming travels, social media users would proactively look for intriguing tourist destinations (Gretzel, 2021). In short, travel video reels, a destination's perceived attractiveness, increased the likelihood that viewers would get inspired to visit there (Fang et al., 2023).

Persuasion Theory

The persuasion model developed by Hovland et al. (1953) contended that the four fundamental components influencing attitude change and behavioural intention were the persuader, persuasive information, persuasion scenario, and object. In marketing and advertising, persuasion theory is a crucial concept that could be used in various marketing situations (Sparks et al., 201). Digital technology has aided the development of several online marketing apps in the Internet era. With their engaging and dynamic presentations, live streaming and short-form films became popular internet persuasion tactics (Flavián et al., 2017; Lo et al., 2022; Wang, 2020). Persuaders, particularly streamers and video bloggers, were the primary source of information distribution in these online interactions. Their trustworthiness and appeal were thought to be the main determinants of the marketing effect (Masuda et al., 2022; Sokolova & Kefi, 2020).

High-quality information helped customers see the worth of the product more favourably ((Cheung et al., 2008). Hence, argument/information quality was also essential to persuasion construction (K. Z. K. Zhang et al., 2018). According to prior research, detailed, limited, and hilarious information could better emphasise a product's benefits and increase persuasive effectiveness (Bigne et al., 2019; Lo et al., 2022; Sparks et al., 2013; Wang, 2020; Yoon et al., 2020) Although the presenter's personality and level of personal involvement were typical influencing factors, changes in the persuasion object could alter the persuasion's outcomes (Shavitt et al., 1994; Yang et al., 2022) According to Chang (2020), the persuasive effect manifested itself through inspiration. According to research, persuasive information was a crucial driver of consumer inspiration (Oltra et al., 2022). The current study had a solid theoretical foundation in persuasion theory, which explained why short travel videos were considered an effective source of travel longing (Fang et al., 2023).

Research Framework

In the framework of this research model, various interrelated factors contributed to shaping travel intention, with presenter attractiveness, video design attractiveness, and destination attractiveness as independent variables, travel inspiration as a mediating variable (comprising inspired-by and inspired-to), and personal characteristics as moderating variables.

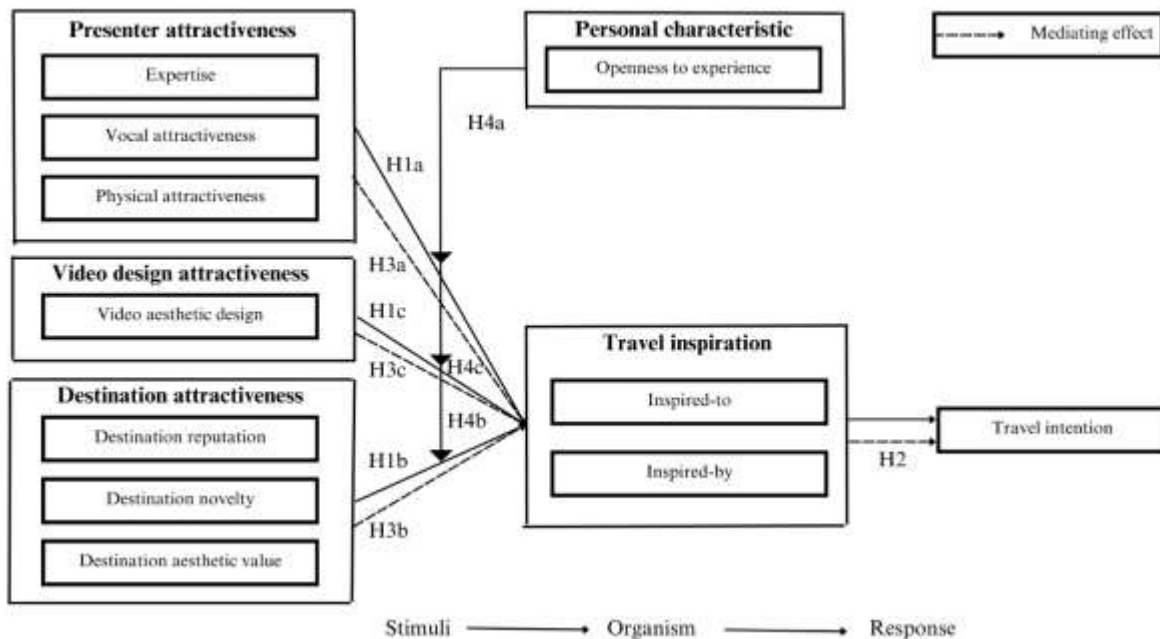
The presenter’s attractiveness, including voice, physical, and expertise, influenced travel inspiration. Attractive presenters were likely to inspire viewers, who found them more believable and likeable (Praxmarer, 2011). Presenters’ expertise and vocal and physical appeal contributed to the overall positive impression, creating a foundation for the subsequent stages of travel inspiration (Algoe & Haidt, 2009).

Travel inspiration was significantly shaped by the attractiveness of video design, defined by the aspect of video aesthetic design. The eye-catching visuals and inventive videography of short trip video reels drew in audiences. Aesthetically pleasing videos could trigger both inspired-by and inspired-to states, fostering a connection between the presented content and the viewer’s motivation to explore novel travel ideas (Xu et al., 2021).

Destination attractiveness, comprising destination reputation, novelty, and aesthetic value, was another critical, independent variable influencing travel inspiration. The appeal of the featured destinations could evoke positive emotions and contribute to the overall inspiration experienced by the audience. Engaging and visually appealing destinations presented in the videos could enhance both the inspired-by and inspired-to stages of travel inspiration (Q. Zhang & Xu, 2020). Furthermore, personal characteristics influenced the link between the independent and mediating factors by acting as moderating variables. Viewers’ perceptions of the presenter, video design, and destination attractiveness could be influenced by an individual’s features and attributes(Boettger, 2019).

Additionally, travel inspiration acted as a mediating variable to mediate the relationship between the dependent variable, travel intention, and the independent factors, presenter attractiveness, video design attractiveness, and destination attractiveness. The inspiration from these sources could significantly influence a viewer’s motivation to travel, shaping their intentions to explore the destinations presented in the short travel video reels.

Figure 1: Framework adopted from Fang (2023)



Hypothesis

This study proposes, based on consumer inspiration, travel inspiration theory and persuasion theory, that the audience travel inspiration is positively impacted by short travel reels and video reviews, leading to the following hypotheses:

H1a: The presenter's attractiveness (PA) in short travel video reels positively impacts the audience's travel inspiration (TRVLINS)

H1b: The destination's attractiveness (DA) positively impacts the audience's travel inspiration

H1c: Video design attractiveness (VDA) positively impacts the audience's travel inspiration.

H2: Inspired by short travel reels, travel inspiration positively influences travel intention (TI)

H3a: The audience's travel inspiration plays a chain mediating role between presenter attractiveness and travel intention.

H3b: The audience's travel inspiration plays a chain mediating role between destination attractiveness and travel intention.

H3c: The audience's travel inspiration mediates between video design attractiveness and travel intention.

H4a: Presenter attractiveness on travel inspiration can positively moderate impact personal characteristics (PCRHC)

H4b: Destination attractiveness on travel inspiration can positively moderate impact personal characteristics.

H4c: Video design attractiveness on travel inspiration can positively moderate impact personal characteristics.

3. Methodology

Data Collection Method

Melaka was selected as the study site due to its unique characteristics that align with the research objectives. As a UNESCO World Heritage Site, Melaka offers a diverse array of historical landmarks, vibrant cultural festivals, and picturesque landscapes, making it an exemplary location for examining the impact of short travel video reels on travel inspiration. The city's well-preserved heritage sites and cultural events provide a compelling visual and thematic context for short travel videos, aligning with the study's focus on how destination attributes influence viewers' travel intentions. Melaka's popularity as a tourist destination, with its vibrant street markets, historical museums, and diverse cuisine, further supports its suitability for this research. The city's established tourism infrastructure and high visitor traffic make it an ideal location for capturing a broad range of responses to video content.

Additionally, Melaka's visually rich environment—including its colorful streets, historic buildings, and traditional festivals—offers a diverse range of content for video design. This setting allows for a thorough examination of how visual appeal and coherence impact travel inspiration. Practical considerations, such as the accessibility of Melaka and the availability of relevant tourist sites and cultural events, played a role in selecting the location for fieldwork. Melaka's wide variety of attractions facilitated comprehensive data collection on visitor responses to short travel videos, providing valuable insights into how destination attractiveness, video design, and presenter attractiveness influence travel motivation. By capturing these elements, the study aims to enhance understanding of travel inspiration through short travel videos, making Melaka an ideal and relevant site for this research.

This study employs a quantitative research design to investigate the impact of short travel reels featuring island reviews promoted on travel inspiration on social media platforms such as Facebook, TikTok, YouTube and Instagram. The target population for this research comprises visitors to Melaka in 2023, totalling 8.2 million (Rani, 2023). The aim is to gather responses from the public visiting the Bandar Hilir attractions rather than surveying local Melaka residents, as visitors come from various states across Malaysia. Bandar Hilir is an ideal spot for collecting responses due to its high concentration of over 12 museums and galleries and numerous nearby attractions, including monuments and historical buildings. A sample size of 384 was determined from this population based on the table developed by Krejcie and Morgan (1970). The survey was distributed and self-administered at various tourist attractions using QR codes. Respondents, aged between 18 and 65 and active on social media platforms, were approached to participate by scanning the questionnaire through a QR code, allowing them to fill out the form online using their gadgets. Simultaneously, the researcher was available to answer any questions or clarify any doubts they had. The study employed the intercept method (Bush &

Hair, 1985) with systematic random sampling, approaching every fifth respondent within a 5-foot distance as a potential participant. We have carefully selected a sample of individuals aged 18 to 65 to ensure that our research findings apply to a wide range of people. Specific questions are incorporated during the survey or data collection process to confirm the respondent's age. This method ensured a diverse and representative sample of the population. Out of the 384 distributed surveys, 86 were incomplete, leaving 298 as usable data. The incomplete surveys were primarily due to technical difficulties with QR code scanning, interruptions during the survey process, or respondents' unfamiliarity with the online form. Despite these challenges, the response rate (78%) is acceptable and provides a solid basis for the analysis and interpretation of the data.

Instrument

The questionnaire used in this study was carefully designed and consisted of 57 questions divided into sections A and B. Section A was dedicated to gathering demographic data, encompassing variables such as gender, age, education level, monthly income, and occupation. Meanwhile, Section B aimed to assess eleven components, utilising a 5-point Likert scale ranging from 1 "completely disagree" to 5 "completely agree." The online survey was created through Google Forms and distributed to the chosen participants. Section A of the questionnaire was created to gather demographic information such as gender, age, education level, monthly income, and occupation. Section B covered the measurement of eleven variables shown in Figure 1, with a total of fifty-seven items. Firstly, in Section B, we aimed to evaluate the perceived attractiveness of presenters in short travel videos across three key dimensions: expertise, vocal attractiveness, and physical attractiveness. Within the dimension of expertise, participants were asked to assess the presenter's professional skills, knowledge of tourism, experience in travel, and familiarity with the destination featured in the video.

Next, the questionnaire for assessing destination attractiveness encompassed three key dimensions: destination reputation, destination novelty, and destination aesthetic value. Under destination reputation, participants evaluated the island's fame, reputation, positive public perception, and how it compared to similar islands. Destination novelty focused on the scenery's uniqueness, rarity, and diversity presented in the short travel reels. Lastly, destination aesthetic value examined participants' perceptions of the island's beauty, attractiveness, aesthetic appeal, and overall impressive style. This structured approach thoroughly explored viewers' perspectives on destination attractiveness in short travel videos.

The study's evaluation of video aesthetic design was found in Section B, which consisted of seven items that collectively assessed different aspects of the video's visual and auditory appeal. Participants were prompted to provide feedback on the video's background music, graceful copywriting, attractive images, quality of the shots, overall audio-visual experience, storytelling, and the harmonious nature of the video's overall design. This comprehensive approach aimed to capture viewers' perceptions of the video's aesthetic elements and design qualities, providing valuable insights into their overall experience.

The questionnaire for assessing travel inspiration comprised two dimensions: inspired-by and inspired-to. Under inspired-by, respondents were prompted to reflect on how the short travel videos had broadened their horizons, stimulated their imagination, led to discovering new ideas, and sparked intrigue. The inspired-to dimension focused on the resulting motivations and desires to travel, gauging increases in interest, urges, and overall inspiration to embark on travel experiences. This dual-dimensional approach aimed to comprehensively capture the diverse ways in which short travel videos had inspired and influenced viewers. Next, the questionnaire in Section B, which assessed personal characteristics and openness to experience, included four items designed to gauge individuals' tendencies and preferences. Participants were prompted to reflect on their enjoyment of trying new things, engaging with novel ideas, appreciating diverse perspectives, and possessing a vivid imagination. This dimension aimed to capture the degree to which individuals exhibited openness to new experiences and ideas, providing insights into their characteristics.

Lastly, assessing travel intention included three concise items that measured participants' intentions regarding the island featured in the video. Respondents were prompted to express their plans, willingness, and intentions to visit the specific island showcased in the video. This straightforward approach aimed to capture participants' inclinations and motivations for future travel to the mentioned destination.

Data Analysis

In this study, the Statistical Package for the Social Sciences (SPSS) V.29 was employed as the primary tool for data analysis. Regression analysis explored intricate relationships among variables, including presenter attractiveness, destination appeal, and video design, in the context of travel inspiration. The mediating variable, travel inspiration, and moderating variables, such as openness to experience, were thoroughly examined. Their individual and interactive effects were analyzed using regression analysis to comprehend their complex relationships within the model. The data analysis strategy included descriptive statistics correlation.

4. Results

The data revealed a comprehensive profile of the surveyed population, offering insights into demographic distribution and preferences. Throughout this research, a total of 298 respondents answered the distributed questionnaire. The gender distribution indicated that a sizeable portion of respondents were female, representing 61.4% of the total sample, while males comprised the remaining 38.6%. The age breakdown highlighted a predominant age group between 19 and 25, constituting 73.2% of the respondents. Furthermore, educational backgrounds varied among the respondents, with 59.1% holding an undergraduate degree, 20.8% possessing a diploma, and 10.4% being high school graduates. The dataset also included individuals with professional certificates (3.7%), postgraduate degrees (5.0%), and others (1.0%). This diverse educational representation indicated the respondents' broad expertise and knowledge levels. Examining the occupational distribution, students made up the largest segment at 59.1%. Private sector employees accounted for 20.8%, public servants at 10.7%, and a smaller percentage engaged in various occupations, including teaching or research, self-employment, unemployment, and retirement. Geographically, respondents came from various states and regions, with Johor being the most represented at 28.2%, followed by Selangor at 21.8%. Including respondents from other states and international locations added a rich diversity of perspectives to the dataset. Monthly income distribution reflected the economic diversity of the sample, with 53.0% reporting no income and the remaining respondents falling into different income brackets, including ≤ RM1500 (11.7%), RM1501-RM3500 (25.8%), RM3501-RM5500 (6.0%), RM5501-RM7500 (2.7%), and ≥ RM7501 (0.7%). Regarding social media preferences, TikTok emerged as the dominant platform, chosen by 77.5% of respondents, suggesting its popularity as a medium for information and communication. Other platforms, including Instagram, YouTube, and Facebook, had notable but comparatively smaller user bases.

Table 1: Presenter Attractiveness

Items	1	2	3	4	5	Mean	Std Dev	Ranking
Expertise								
The presenter has professional skills in tourism.	2	12	68	130	86	3.96	0.860	4
The presenter has professional knowledge of tourism.	1	10	65	135	87	4.00	0.823	3
The presenter has rich experience in travel	0	5	57	139	97	4.10	0.759	1
The presenter is familiar with the destination in the video	0	10	63	130	95	4.04	0.815	2
Vocal Attractiveness								
The presenter has a lovely voice.	1	8	53	129	107	4.12	0.814	2
The presenter speaks at the right pace.	1	7	42	134	114	4.18	0.785	1
I like the presenter's narrative style.	3	13	67	123	92	3.97	0.895	5
The presenter's narrative style makes me comfortable.	2	8	60	132	96	4.05	0.831	3
The presenter's narrative style is pleasing to me.	3	9	71	119	96	3.99	0.880	4
Physical Attractiveness								
The presenter in the short travel reels is beautiful.	2	8	54	128	106	4.10	0.835	1

The presenter in the short travel reels is elegant.	5	19	71	126	77	3.84	0.938	3
The presenter in the short travel reels is charismatic.	3	18	71	118	88	3.91	0.927	2
The presenter in the short travel reels is attractive.	4	10	103	137	44	3.69	0.811	4

Table 1 evaluates presenter attractiveness across three categories: expertise, vocal, and physical attractiveness. In the “Expertise” category, “The presenter has rich experience in travel” received the highest mean score of 4.10, indicating that participants highly value the presenter’s travel experience. This suggests that a presenter’s credibility and depth of knowledge can significantly enhance viewer engagement and trust in the content. In contrast, “The presenter has professional skills in tourism” scored slightly lower at 3.96, highlighting a potential area for improvement in conveying professional tourism skills. In the “Vocal Attractiveness” category, “The presenter speaks at the right pace” achieved the highest mean score of 4.18, suggesting that the presenter’s speech pace is crucial for maintaining viewer interest and comprehension. This implies that effective communication and delivery style are vital factors in audience retention. “The presenter’s narrative style is pleasing to me” and “The presenter’s narrative style is what I like” scored 3.99 and 3.97, respectively, indicating that while narrative style is essential, it may not be as critical as the pace of speech.

In the “Physical Attractiveness” category, “The presenter in the short travel reels is beautiful” received the highest mean score of 4.10, highlighting the significance of physical appearance in attracting viewers. This underscores the impact of visual appeal on first impressions and viewer engagement. Conversely, “The presenter in the short travel reels is attractive” scored the lowest at 3.69, suggesting that while beauty is important, overall attractiveness encompasses more than just physical appearance.

The findings suggest that a presenter’s travel experience, speech pace, and beauty are the most influential factors in their perceived expertise, vocal attractiveness, and physical attractiveness, respectively. These insights indicate that creators should enhance the presenter’s credibility, communication style, and visual appeal for short travel videos to effectively inspire and influence travel intentions. This deliberate focus on these elements can significantly boost viewer engagement and influence travel decisions.

Table 2: Destination Attractiveness

Items	1	2	3	4	5	Mean	Std Dev	Ranking
Destination Reputation								
The island in the short travel reels is very famous.	1	3	51	119	124	4.21	0.783	2
The island in the short travel reels has a very good reputation.	0	2	47	130	119	4.23	0.730	1
People speak very well of the island.	0	4	50	134	110	4.17	0.750	3
The island in the short travel reels has a better reputation than other similar islands.	1	2	75	138	82	4.00	0.765	4
Destination Novelty								
The scenery in the short travel reels is novel.	1	15	55	125	102	4.05	0.871	2
The scenery in the short travel reels is unique.	0	8	42	129	119	4.20	0.780	1
The scenery in the short travel reels is rare.	2	20	69	120	87	3.91	0.920	5
The scenery in the short travel reels is different from others.	3	17	67	119	92	3.94	0.923	4
The scenery in the short travel reels is diverse.	2	9	59	140	88	4.02	0.822	3
Destination Aesthetic Value								
The island in the short travel reels is beautiful.	1	0	21	124	152	4.43	0.654	1
The island in the short travel reels is	1	0	24	130	143	4.39	0.664	2

attractive.								
The island in the short travel reels is aesthetically appealing.	1	2	35	123	137	4.32	0.731	3
The style of the island in the short travel reels is impressive.	1	4	37	132	124	4.26	0.749	4

The dataset explored destination attractiveness across reputation, novelty, and aesthetic value. In the “Destination Reputation” category, “The island in the short travel reels has an excellent reputation” received the highest mean score of 4.23, indicating that the participants highly valued the island’s reputation. The statement “The island in the short travel reels has a better reputation than other similar islands” received a slightly lower mean score of 4.00. In the “Destination Novelty” category, the statement “The scenery in the short travel reels is unique” had the highest mean score of 4.20, suggesting that the uniqueness of the scenery was the most appreciated aspect of the destination’s novelty. However, “The scenery in the short travel reels is rare” received the lowest mean score of 3.91. In the “Destination Aesthetic Value” category, “The island in the short travel reels is beautiful” received the highest mean score of 4.43, indicating that the participants highly valued the island’s beauty. This was followed by “The island in the short travel reels is attractive,” “The island in the short travel reels is aesthetically appealing,” and “The style of the island in the short travel reels is impressive,” with mean scores of 4.39, 4.32, and 4.26, respectively. The findings suggest that the island’s reputation, the uniqueness of the scenery, and its beauty are the most influential factors in their perceived reputation, novelty, and aesthetic value, respectively.

Table 3: Video Design Attractiveness

Items	1	2	3	4	5	Mean	Std Dev	Ranking
Video Aesthetic Design								
The background music of the video is nice.	10	15	83	116	74	3.77	0.990	7
The copywriting of the video is graceful.	2	24	78	121	73	3.80	0.924	6
The images in the video are attractive.	2	12	41	141	102	4.10	0.832	2
The video is well shot.	5	17	53	124	99	3.99	0.945	4
The video provides a good audio-visual experience.	4	18	53	133	90	3.96	0.919	5
The video tells a good story.	3	8	47	139	101	4.10	0.829	1
The overall design of the video is harmonious.	1	11	58	130	98	4.05	0.837	3

The data presents the results of a survey on video aesthetic design. The findings suggest that storytelling and visual appeal are the most influential factors in video aesthetic design, while background music is less impactful. These insights could be valuable for improving future video designs. Storytelling received the highest mean score of 4.10, indicating that it was the most appreciated element of the video. Visual appeal was also highly valued, with the attractiveness of the video’s images receiving a mean score of 4.10. The overall design and shooting quality received positive responses, with the harmonious design and well-shot footage receiving mean scores of 4.05 and 3.99, respectively. Respondents also appreciated the audio-visual experience provided by the video, as indicated by a mean score of 3.96. While appreciated, the copywriting of the video was not as influential as other aspects, receiving a mean score of 3.80. Finally, background music had the most negligible impact, with a mean score of 3.77.

Table 4: Travel Inspiration

Items	1	2	3	4	5	Mean	Std Dev	Ranking
Inspired-by								
My horizon was broadened.	2	6	51	129	110	4.14	0.815	2
My imagination was stimulated.	2	9	53	137	97	4.07	0.826	4
I discovered something new.	3	6	37	134	118	4.20	0.808	1
I unexpectedly and spontaneously got new	2	1	63	117	103	4.03	0.891	5

ideas.	3								
I was intrigued by a new idea.	1	8	61	111	117	4.12	0.891	3	
Inspired-to									
I felt a desire to travel.	1	5	32	102	158	4.38	0.770	3	
My interest in traveling has increased.	1	6	35	105	151	4.34	0.789	4	
I felt an urge to travel.	2	2	33	100	161	4.40	0.764	1	
I am inspired to travel.	3	3	25	110	157	4.39	0.768	2	
I am motivated to travel.	4	4	33	106	151	4.33	0.828	5	

The survey results on travel inspiration reveal compelling insights across two categories: “Inspired-by” and “Inspired-to.” In the “Inspired-by” category, respondents reported the highest mean scores for items such as “I discovered something new” (4.20) and “My horizon was broadened” (4.14), indicating that discovering new perspectives and expanding horizons were particularly impactful. Additionally, items like “I was intrigued by a new idea” (4.12) and “My imagination was stimulated” (4.07) also contributed significantly to the overall inspiration derived from the content. In the “Inspired-to” category, respondents expressed strong motivations for travel, with “I felt the urge to travel” (4.40) and “I am inspired to travel” (4.39) receiving the highest mean scores. These findings suggest that the content effectively stimulated travel desires and intentions among respondents, highlighting the importance of novelty and motivational appeal in travel-related media.

Table 5: Personal Characteristics

Items	1	2	3	4	5	Mean	Std Dev	Ranking
Openness to Experience								
I enjoy trying new things.	1	1	34	122	140	4.34	0.717	2
I enjoy thinking about new things.	0	1	43	118	136	4.31	0.723	3
I like hearing new ideas.	0	2	25	124	147	4.40	0.670	1
I have a vivid imagination.	2	2	45	121	128	4.24	0.781	4

The above table indicates a pronounced inclination among respondents towards novelty and intellectual engagement. Leading the response, “I like hearing new ideas”, received the highest mean score of 4.40, demonstrating a robust interest in encountering and exploring fresh perspectives. Followed by “I enjoy trying new things”, garnered a mean score of 4.34, indicating proactive engagement with novel experiences. Similarly, “I enjoy thinking about new things” scored 4.31, reflecting respondents’ enjoyment in contemplating innovative concepts. The item “I have a vivid imagination” scored 4.24, suggesting a perceived strength in creative thinking among respondents. These findings underscore the value placed on openness to diverse experiences and ideas, highlighting the role of curiosity and imaginative thinking in shaping individuals’ perspectives and behaviors.

Table 6: Travel Intention

Items	1	2	3	4	5	Mean	Std Dev	Ranking
Travel Intention								
I will visit the island I saw in the video.	1	13	65	112	107	4.04	0.885	1
I am planning to visit the island I saw in the video.	3	13	71	99	112	4.02	0.939	2
I am willing to visit the island I saw in the video.	2	16	75	105	110	3.96	0.929	3

Analysis of travel intention reveals consistent patterns across the surveyed items related to visiting the island featured in the video. “I will visit the island I saw in the video” received the highest mean score of 4.04, indicating a strong intention among respondents to visit the destination showcased physically. This was closely followed by “I am planning to visit the island I saw in the video,” which scored 4.02, further underscoring respondents’ active consideration of visiting the depicted location. Additionally, “I am willing to visit the island I saw in the video” achieved a mean score of 3.96, indicating a generally positive inclination towards visiting the destination. These findings suggest a robust and affirmative travel intention among respondents towards the island featured in the video content, highlighting the persuasive impact of visual media in influencing travel decisions.

Hypothesis Testing

Table 7: Correlation

		Travel Inspiration	Travel Intention	Result
Presenter Attractiveness	Pearson Correlation	.710**		Supported (H1a)
	Sig. (2-tailed)	.000		
	N	298		
Destination Attractiveness	Pearson Correlation	.792**		Supported (H1b)
	Sig. (2-tailed)	.000		
	N	298		
Video Design Attractiveness	Pearson Correlation	.788**		Supported (H1c)
	Sig. (2-tailed)	.000		
	N	298		
Travel Inspiration	Pearson Correlation		.733**	Supported (H2)
	Sig. (2-tailed)		.000	
	N		298	

** . Correlation is significant at the 0.01 level (2-tailed).

The data presents the Pearson correlation coefficients, which measure the strength and direction of the bivariate relationships between variables. All correlations were significant at the 0.01 level (2-tailed), indicating a high level of statistical significance. The correlation between presenter attractiveness and travel inspiration is 0.710, which is statistically significant (H1a). This suggests that presenter attractiveness has a positive impact on travel inspiration. Similarly, destination attractiveness strongly correlates positively with travel inspiration (H1b) (p = 0.792, sig 0.000). This suggests that the more attractive the destination is perceived to be, the higher the level of travel inspiration. Video design attractiveness also significantly correlates with travel inspiration (p = 0.788, sig 0.000). This indicates that attractive video design can effectively inspire travel (H1c). Finally, travel inspiration has a strong positive correlation significant at 0.000 with travel intention (H2). This suggests that the more a person is inspired by travel-related content, the stronger their intention to travel. The results support the hypothesis that presenter attractiveness, destination attractiveness, and video design attractiveness all significantly influence travel inspiration.

Table 8: Mediation Analysis

Path	Unstd Coefficient (B)	Std. Error	t-value	Sig.	Sobel Test			Result
					Test statistic	Std error	p-value	
PA→TRVINS→TI	.727	.042	17.335	.000	10.2194	0.0612	0.00	Supported (H3a)
	.861	.068	12.754	.000				
DA→TRVINS→TI	.942	.042	22.283	.000	7.31095	0.0747	0.00	Supported (H3b)
	.580	.075	7.768	.000				
VDA→TRVINS→TI	.707	.032	22.039	.000	9.81906	0.0607	0.00	Supported (H3c)
	.844	.077	10.915	.000				

PC=personal characteristics, PA=presenter attractiveness, VDA=video design attractiveness, DA=destination attractiveness, TI=travel inspiration

The above table demonstrates findings that support the hypothesis that the visitor's travel inspiration mediates the relationship between presenter attractiveness, destination attractiveness, and video design attractiveness with travel intention. For the first hypothesis (H3a), it was found that presenter attractiveness significantly influences travel inspiration ($B = 0.727$, t -value = 17.335, $p < 0.001$), which subsequently leads to higher travel intention. The Sobel test statistic of 10.2194 ($p < 0.001$) confirms that travel inspiration effectively mediates this relationship. These results emphasise the pivotal role of appealing to presenters in travel content, as their attractiveness significantly boosts the visitor's inspiration to travel, thus enhancing their travel intentions.

In examining the second hypothesis (H3b), the data revealed that destination attractiveness has a robust positive impact on travel inspiration ($B = 0.942$, t -value = 22.283, $p < 0.001$), which in turn positively affects travel intention. The Sobel test supports this mediation effect with a statistic of 7.31095 ($p < 0.001$). This underscores the importance of highlighting destination attractiveness in travel marketing efforts. By showcasing the appealing aspects of a destination, marketers can effectively inspire potential travellers, thereby increasing their intention to visit the featured locations.

The third hypothesis (H3c) concerning video design attractiveness demonstrated that well-designed travel videos significantly influence travel inspiration ($B = 0.707$, t -value = 22.039, $p < 0.001$), which then positively impacts travel intention. The mediation effect is confirmed by a Sobel test statistic of 9.81906 ($p < 0.001$). These findings highlight the critical role of high-quality video design in travel marketing. Attractive video content captivates the audience and inspires them to travel, thus significantly boosting their travel intentions. Overall, the study shows that travel inspiration is a crucial mediating factor in converting various attractive elements of travel presentations into actual travel intentions.

Table 9: Moderation Analysis

M	IV	DV	UC (B)	SE	t-value	Sig.	IEC (B)	SE	t-val	Sig.	F-value	Adj R ²	Result
PC	PA	TI	0.459	0.046	9.963	0.000	0.036	0.025	1.456	0.146	167.106	0.627	ns
PC	DA	TI	0.322	0.047	6.913	0.000	0.015	0.022	0.680	0.497	208.346	0.677	ns
PC	VDA	TI	0.365	0.043	8.468	0.000	0.011	0.020	0.566	0.572	226.986	0.695	ns

M=moderator, IV=independent variable, DV=dependent variable, UC (B)=unstandardized coefficient (B), SE=standard error, IEC(B)=interaction effect coefficient (B), PC=personal characteristics, PA=presenter attractiveness, VDA=video design attractiveness, DA=destination attractiveness, TI=travel inspiration, ns=not supported

Table 9 demonstrates the findings related to hypotheses H4a, H4b, and H4c, indicating that personal characteristics (PC) do not significantly moderate the impact of presenter, destination, or video design attractiveness on travel inspiration. For H4a, the interaction effect coefficient between presenter attractiveness (PA) and personal characteristics on travel inspiration (TI) was not significant ($B = 0.036$, $t = 1.456$, $p = 0.146$). Despite the direct effect of presenter attractiveness on travel inspiration being significant ($B = 0.459$, $t = 9.963$, $p < 0.001$), personal characteristics did not enhance this relationship. This suggests that while presenter attractiveness can independently inspire travel, individual differences in personal characteristics do not amplify this effect.

In H4b, the interaction effect between destination attractiveness (DA) and personal characteristics on travel inspiration was also insignificant ($B = 0.015$, $t = 0.680$, $p = 0.497$). Although destination attractiveness strongly influences travel inspiration ($B = 0.322$, $t = 6.913$, $p < 0.001$), personal characteristics do not moderate this relationship. This indicates that the inherent appeal of a destination can inspire travellers regardless of their traits. The lack of a moderating effect suggests that personal characteristics do not play a substantial role in how destination attractiveness translates into travel inspiration.

Similarly, H4c revealed that video design attractiveness (VDA) does not impact travel inspiration moderated by personal characteristics ($B = 0.011$, $t = 0.566$, $p = 0.572$). Despite video design attractiveness significantly

impacting travel inspiration ($B = 0.365$, $t = 8.468$, $p < 0.001$), personal characteristics do not enhance this relationship. This means that while high-quality video design can independently inspire travel, the viewer's characteristics do not significantly influence this effect. The findings suggest that the impact of attractive elements in travel content on inspiration is robust across different individual characteristics, highlighting the universal appeal of well-presented travel information.

These findings highlight an essential insight for travel marketers: the effectiveness of presenter, destination, and video design attractiveness in inspiring travel is not significantly influenced by the personal characteristics of the visitors. This suggests a universal appeal of these elements, implying that marketers can focus on enhancing these aspects without necessarily tailoring them to specific personal characteristics of the target audience. This universality in appeal simplifies marketing strategies, allowing for broader application of attractive elements in travel promotions.

The lack of significant moderation by personal characteristics also underscores the importance of intrinsic qualities in presenters, destinations, and video designs. For instance, a charismatic presenter or a visually stunning destination will likely inspire travel intentions across a diverse audience. Marketers should prioritize these universal attributes when designing travel content, ensuring the fundamental appeal is strong enough to resonate with a wide range of potential travellers.

5. Discussion and Conclusion

The study's findings underscore the significant roles that presenter attractiveness, destination attractiveness, and video design play in shaping travel intention, with travel inspiration as a crucial mediator. The substantial impact of presenter attractiveness confirms the findings of Masuda et al. (2022), who argue that charismatic and engaging presenters are pivotal in captivating potential travellers. This aligns with earlier research emphasizing the power of appealing figures in marketing and media (Gretzel, 2021). The ability of attractive presenters to capture attention and evoke emotional responses enhances the desire to travel, suggesting that travel marketers should strategically select presenters who can effectively engage and inspire their audience. Furthermore, the importance of destination and video design attractiveness reinforces the idea that aesthetic elements are integral to effective travel marketing (Fang et al., 2023). The study corroborates that a destination's reputation, novelty, and visual appeal significantly impact tourist attraction (Gretzel, 2021). Similarly, engaging video elements such as coherence and storytelling enhance the overall appeal of travel content, echoing Xu et al. (2021), who highlight the importance of visual and narrative components in capturing viewer interest. Travel inspiration emerged as a key mediator between the attractiveness factors and travel intention. This mediation effect highlights the complex interplay between visual stimuli and emotional responses in driving travel behavior (Bottger et al., 2017). The study provides valuable insights into the mechanisms driving travel motivation by elucidating how presenter and destination attractiveness influence travel inspiration and, subsequently, travel intention.

Interestingly, the study did not find support for the hypothesis that openness to experience moderates the relationship between attractiveness factors and travel inspiration. This finding contrasts with earlier research suggesting that individuals more open to new experiences respond more to novel stimuli (Bottger et al., 2017). This discrepancy suggests a need for further investigation into how different personality traits interact with travel content to influence travel intentions.

Limitation of the Study

Despite the valuable insights provided by this study, several limitations need to be acknowledged. First, the study's reliance on self-reported data could introduce bias, as participants may overestimate or underestimate their travel intentions or inspiration. Social desirability bias might also influence responses, with participants potentially giving answers they believe are more acceptable or favourable. Additionally, the study's cross-sectional nature limits the ability to draw causal conclusions. While significant relationships between variables were identified, it is challenging to determine the directionality of these relationships or to infer causality without longitudinal data.

Another limitation is the generalizability of the findings. The study sample may not be representative of the

broader population, as it may have specific demographic or geographic characteristics that limit the applicability of the results to other groups. Furthermore, the study did not account for potential cultural differences in how travel inspiration is perceived and acted upon. Different cultural backgrounds may influence the effectiveness of presenter attractiveness, destination attractiveness, and video design attractiveness in inspiring travel. Future research should consider these cultural variations and include more diverse samples to enhance the generalizability of the findings.

Direction for Future Research

In destination marketing, several innovative ways exist to create inspiring material, including live streaming, virtual reality, and augmented reality advertisements for travel locations (Skard et al., 2021; Xie et al., 2022). These advanced media formats can provide immersive experiences that influence travel inspiration significantly. Future research should explore these formats' effectiveness and impact on travel intention. Additionally, measuring the amount of time spent interacting with the stimuli can provide a more complete picture of how interaction length affects the observed relationships. This can help in understanding the role of engagement duration in inspiring travel.

Research on the motivation for travel sparked by various media formats should also be conducted. Beyond the innovative formats, future studies may benefit from using a more comprehensive range of mixed-method techniques, such as focus groups or qualitative interviews. These methods can offer a deeper comprehension of the variables contributing to travel inspiration by revealing the breadth of personal experiences and preferences. Mixed-method approaches can uncover nuanced insights that quantitative methods might miss, providing a richer understanding of what inspires travel.

Considering the dynamic nature of online content creation, future research should examine how influencers and content creators shape travel inspiration. Understanding influencers' strategies to captivate and motivate their audience can be invaluable for content producers, marketers, and tourism industry experts looking to maximise social media's potential for tourist destination promotion. Additionally, understanding why personal characteristics do not significantly moderate the relationships between attractive elements and travel inspiration can guide future research. This suggests exploring other potential moderating variables, such as cultural background or past travel experiences, to understand better what influences travel inspiration. By identifying these variables, researchers can develop more targeted and effective marketing strategies that resonate with diverse audiences.

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