The Influence of Video Clips on Travel Intention and Destination Image

Yao-Chuan Tsai

Professor, National Cheng-Kung University, Taiwan,

No.1, University Road, Tainan City 701, Taiwan (R.O.C.)

Chun-Min Chu

MBA, National Cheng-Kung University, Taiwan,

No.1, University Road, Tainan City 701, Taiwan (R.O.C.)

Kazuhiko Kobori

Assistant Professor, Shu Zen College of Medicine and Management, Taiwan No.452,

Huanqiu Rd. Luzhu Dist., Kaohsiung City 82144 Taiwan (R.O.C.)

Abstract

Currently, national tourism organizations are releasing video clips to promote tourism. As a means by which to access information, video clips provide images of a place. However, unlike films and micro films, video clips are short and lack a story line. This research makes use of a video clip, Taiwan's 2015 Global Tourism Transit Promotion Film, which was produced by the Taiwan Tourism Bureau to exam the immediate impacts of a video clip on viewers' images of and travel intention toward Taiwan. The results show that both cognitive and affective images of as well as travel intention toward a destination can be influenced by watching a video clip.

Keywords: Destination Image, travel intention.

1. Introduction

Tourism activities are important in the world economy as well as in Taiwan. Tourism accounts for a significant share of the GDP and creates a substantial proportion of the labour force in many countries (Proença and Soukiazis, 2008). The growing volumes of international tourism are reflected in an increasing share of GDP tourism receipts. According to Executive Yuan, Republic of China (Taiwan), the number of inbound visitors increased from 3.84 million/per year in 2008 to 9.91 million in 2014, and the share of tourism receipts accounted for 1.48% of Taiwan's GDP in 2008, increasing to 2.78% in 2014 (Table 1-1).
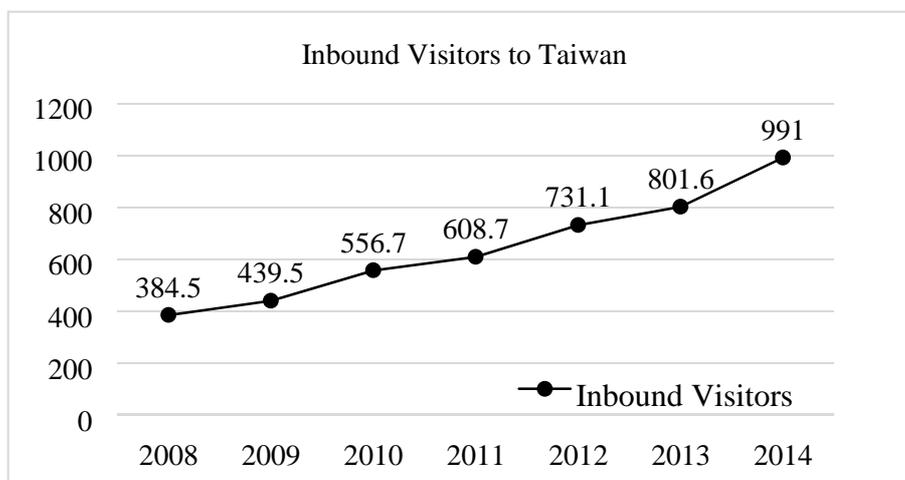
Figure 1-1 Inbound Visitors to Taiwan

Table 1-1 Taiwan's Tourism Receipts

Year	Tourism receipts	
	NT dollars (100 million)	% of GDP
2008	1,871	1.48%
2009	2,253	1.81%
2010	2,759	2.03%
2011	3,260	2.37%
2012	3,485	2.32%
2013	3,668	2.52%
2014	4,438	2.78%

Most countries realize the importance of tourism and as a result, have established national tourism organizations (NTOs) to promote themselves. The responsibilities of national tourism organizations are differ among countries. Choy (1993) studied the roles and structures of the government tourism organizations of the top five destinations in Pacific Asia, Hawaii, Hong Kong, Singapore, Thailand and Japan. He suggested that all national tourism organizations should be involved in activities that related to coordination, legislation, promotion, research, and the provision of tourist information. In this study, we focus on the promotional activities of national tourism organizations.

We can consider tourism to be an unusual product, because this product, travel, only exists as information when it is purchased by consumers. When "travel" is bought, it is just information on a computer reservation system, and consumers or travelers are buying the right to related products such as airline flights or hotel rooms at some time in the future (WTO business council, 1999).

With new technological advances, national tourism organizations have developed ways to promote their countries online, such as websites (Japan, Singapore, Malaysia, Korea, Taiwan, etc.), micro films (Singapore, Hong Kong, Australia, etc.), social media (Singapore, Malaysia, Korea, etc.), e-books, video clips, destination placement in drama series, blogs, etc. The information from the above resources constructs the image of a destination in the mind of consumers, and some of this information even influences travel intention. According to previous research, the image of a destination is changeable, and travel intention will be influenced by destination image.

Hahm and Wang (2011) confirmed the significant effect of the film "Lost in Translation" on audiences' minds. It was shown that after watching the film, which was shot completely in Japan, the image of Japan in the subjects' minds had changed a lot. The results of this research also showed that intention toward visiting Japan become higher for most students.

Films not only affect consumers' travel intention, but websites, micro film and blogs are also related to travel behavior. Take social media for example. Consumers often use social media during the research phase when planning a trip, and some consumers even consider the information found on social media to be more trustworthy than that found through other commercial resources (Leung, Law, Van Hoof, Buhalis, 2013). In addition to films and social media, some researchers have also proven the influence of micro film on travel intention (Wang and Chen, 2015).

Although previous research has confirmed the influence of films and micro-films on destination image and travel intention, national tourism organizations sometimes only have limited budgets to do promotion, so they can-not afford high expenditures on promotional tools. Also consumers might not have time to watch a film or micro-film when searching for the information about travel destinations. Due to the above reasons, some national tourism organizations have started to promote their countries

with video clips that contain less information than other forms of promotion, because viewers can watch them within a few minutes. This study is an attempt to determine the impact of these video clips on consumers when they are planning a trip.

The objective of this study is to measure the immediate impacts of a video clip on viewers. Base on Hudson, Youcheng and Gil's (2011) study, we run an experiment by using a video clip as a treatment to test the impact and also conduct before-and-after surveys to measure the impacts. However, unlike their research, in this study, an online survey is developed to reach more foreigners.

By conducting the above surveys and analyzing the results, it is believed that it will be possible to understand the impact of video clips on viewers. Furthermore, national tourism organizations can adjust their strategies according to the findings of this research. To achieve the above objectives, the research questions are as follows: (1) Could video clips influence the image of a destination in the minds of viewers? (2) Could video clips influence travel intention?

2. Literature Review

This chapter is structured as follows: First, some of the literature and debates associated with destination image are reviewed. Key elements of this review will be (1) how image applies to destinations, (2) the two sources of destination image, and (3) the three dimensions (cognitive, affective and conative) of destination image.

Second, in order to understand current empirical promotional tools used by national tourism organizations, the ways Asian countries promote tourism will be reviewed. Then, some of the literature related to film-induced tourism and micro film-induced tourism will be reviewed to identify the potential impact of video clips on travel intention.

2.1 Dimensions of Destination Image

Image plays an important role in tourism (Bolan and Williams, 2008). Destination image is one of the most popular topics in tourism literature over decades. There are a huge number of studies with different approaches related to destination image.

The idea of "image" can be applied to any entity, such as a product, a person and a country. "Image" describes the total impression of an entity on the minds of others (Dichter, 1985). When the image applied to a tourist site, a city or a country, we define it as "destination image". Every destination has its own image, and creating a favorable image is an effective solution to develop a competitive position for a destination (Di Marino, 2008).

Many researchers tried to define destination image. Crompton (1979, p. 18) defined destination image as "the sum of beliefs, ideas, and impressions that a person has of a destination." Though this

definition was defined in more than thirty years ago, it still appropriate today. Kotler, Haider, and Rein (1993, p. 141) pointed out how destination images be formed: "Images represent a simplification of a large number of associations and pieces of information connected with the place. They are the product of the mind trying to process and essentialize huge amounts of data about a place."

Practically, destinations obtain their images at different moment with different elements. For example, when Espelt and Benito (2005) studied the image of Girona, which is a city in the northeast of Autonomous Community of Catalonia in Spain, and they found out that the image of Girona could be traced back to the 19th century, based on the romantic conception of the time and the space. Despite the changes from of urban appearance, the changes of aesthetic preference of public, and the changes of travel habits, the romantic image has lasted over time.

The image of a destination in the minds of people are coming from various sources, and it could be divided into two categories, directly and indirectly. Direct sources including national tourism organizations, travel agencies and visitors, while indirect sources including films, television shows and programs (Bolan and Williams, 2008).

Destination image is important for marketers when developing destination marketing strategies because it plays an important role in tourists' behaviors (Agapito, Valle and Mendes, 2013), such as choosing a destination, revisiting the destination, and recommending the destination to friends. Also, destination image directly and positively influences the satisfaction and loyalty of tourists to a destination (Lobato, Radilla, Tena and García, 2006).

An image involves a person's knowledge, thinking, and feelings toward an object. Some studies have suggested that destination images should be a formation of cognitive, affective and conative dimensions (Lobato, Radilla, Tena and García, 2006). When the above concepts applied to tourism context, the components of cognitive image related to individual's knowledge and beliefs relating to a destination, and the components of affective image related to the feelings of the individual toward a destination. Conative image refers to how individuals act by using above information of a certain destination. For example, the intention of revisit can be conative image (Agapito, Valle and Mendes, 2013).

2.1.1 Cognitive Image of a Destination

Cognitive image represents the sum of what is known about a certain destination (Pike and Ryan, 2004). Cognitive images of a destination focus on the evaluations of functional aspects of a destination, which refer to the knowledge and beliefs of individuals (Lobato, Radilla, Tena and García, 2006), e.g., good weather, friendly locals, adventure activities and high standard of living (Pike and Ryan, 2004; Zeugner-Roth and Žabkar, 2015).

In Agapito, Valle and Mendes' (2013) confirmatory analysis of destination image, they proved that cognitive images of destinations can be used as predictor variables of tourists' behavior to those destinations.

2.1.2 Affective Image of a Destination

Affective images represent individual's feelings toward a destination. Previous researches used evaluative descriptions such as pleasant/unpleasant, favorable/unfavorable and like/dislike to capture people's affective image. Russel and Pratt (1980) suggested that affective images of places can be defined by two orthogonal bipolar dimensions of pleasant/unpleasant and arousing/sleepy or exciting/gloomy and relaxing/distressing. But Baloglu and Brinberg (1997) demonstrated that only pleasant/unpleasant and arousing/sleepy are theoretically needed to adequately represent the dimensions of affective image. For example, exciting is a combination of pleasant and arousing while glooming is a combination of unpleasant and sleepy.

Theoretically, these scales of affective image can be used by different researchers in different fields (Russel and Pratt, 1980). When using these scales of affective image into tourism field, it can be illustrated into two ways. First, we can use affective images as dependent variables to understand the relationship between destination's attributes and a certain affective images. For example, what kind of attributes make people feel pleasant about a destination? Second, these scales can be used as independent variables to figure out people's behaviors to the destinations. For example, how does affective image of a destination influence the preference of that destination in the minds of visitors? (Baloglu and Brinberg, 1997).

Practically, affective image can be used by marketers to position a destination. If destinations have negative affective image, marketers should modify its image in order to attract more people. If a destination has positive affective image in people's minds, marketers could develop a unique positioning of itself accordingly (Baloglu and Brinberg, 1997).

The importance of affective image in destination marketing strategies cannot be denied. Developing adequate images for a destination, and building distinctive positioning according to its affective characteristics are the ways to increase competitiveness of a destination (Agapito, Valle and Mendes, 2013).

With new technological advances, there are several ways to determine the image of a destination. Likert response survey was the most accepted measurement in many researches (Lin, Morais, Kerstetter, and Hou, 2007). But Pan, Maclaurin and Crotts (2007) suggested that travel blogs provide richer and more detailed feedback of visitors with more influence to others because of digital word-of-mouth communication between Internet users.

2.1.3 Conative Image of a Destination

Conative image refers to how an individual acts by using above information about a certain destination. For example, both the intention of revisit or recommend a destination to other people can be conative image. According to previous research, all three kinds of images of destinations are changeable. Tasci (2009) showed that the visual information provided by promotion tools, such as advertising, promotional movies, and travel guidebooks, had improved the image of a destination because these tools illustrate a describable destination image to affect potential tourists. Moreover, the logos and slogans of a destination have some effects on its image (Ispas, Boboc, Marica, Năstăsoiu and Vijoli, 2015; Lehto, Lee, and Ismail, 2012).

In this study, we assume that destination image can be changed by watching a video clip, and travel intention will change accordingly. So, here is the first three hypothesis:

> *H1: Cognitive image of a destination will be influenced by watching a video clip.*
> *H2: Affective image of a destination will be influenced by watching a video clip.*
> *H3: Destination image is significantly and positively related to travel intention.*

2.2 Destination Marketing

Nowadays, the competition between the almost 200 countries in the world is intense because of globalization. In order to improve quality of life by attracting tourists and investors, destination marketing organizations invest large amounts of money on promotions. Previous studies have illustrated various approaches to learning more about destination marketing. To gain more comprehensive knowledge about destination marketing, in this study, we defined destination as a tourist site, a city, a country or an area. The destination being examined in this study is an Asian country, Taiwan.

According to The Travel & Tourism Competitiveness Report 2015 of the World Economic Forum, Japan ranked 1st among Asian countries and 9th globally. Singapore, Hong Kong, China, Malaysia, Korea, Taiwan, Thailand, Indonesia also ranked among top 50. We can say that in almost every country marketing organizations realize the importance of attracting potential tourists to their countries. As a result, they expend a lot of effort to promoting their countries and touring sites. On a practical level, destination marketing organizations use many tools to promote a destination, and lots of these promotions are related to use of the Internet.

Tourism Malaysia has its own website showing current events in Malaysia that also provides several 360 degree short videos shot at local tourist sites and suggesting travel packages in different categories, such as city life, outdoor, wet and wild. If tourists buy a travel package from Tourism

Malaysia, they get an opportunity to earn prizes provided by Tourism Malaysia, including smart phones, airline tickets, cash, and so on. In addition to its website, Tourism Malaysia also has its own Facebook page, Twitter account, YouTube channel, among other forms of social media, to gain more communication with potential visitors.

The information provided by the Official Korea Tourism Organization's website is different from that of Malaysia. OKTO promotion focuses not only on events, food, and tourist attractions, but also provides the news about Korean stars. It is obvious that Tourism Korea tries to attract more visitors through its entertainment industry. For example, a 2015 Official Korea Tourism Organization TV commercial featured movie star Lee Min-ho to introduce fascinating attractions in Korea.

The Taiwan Tourism website also provides information about festivals, events, exhibitions, shopping places, food, weather, currency and other travel-related information. It also shows some promotional videos about Taiwan, among which the most recent three were released on YouTube in October of 2015. They embedded the official website, and each of the videos is no more than 3 minutes.

From the above referenced marketing cases in Asian countries, we found that almost every country uses a website to promote itself. Previous research has confirmed that the influence of a destination's website usefulness is positively related to intentions to travel to a destination when planning a trip (Kaplanidou and Vogt, 2006). This is probably the reason why so many government organizations use websites as a destination marketing tool.

Besides using websites as marketing tools, almost every country uses either films, micro-films or video clips to induce tourism. However, only the influence of film-induced tourism and micro-film-induced tourism has been proved in previous research (Hahm and Wang, 2011; Hudson, Youcheng and Gil, 2011; Wang and Chen, 2015). There is not enough evidence about the influence of video clips, so the following hypothesis will guide this study:

H4: Travel intention toward a destination will be influenced by watching a video clip.

2.3 Film-induced Tourism

There are three forms of film-induced tourism (Alderman, Benjamin and Schneider, 2012). First form of film-induced tourism is people visiting destinations where films were shot. For example, some people are interested in getting more information, and desire to visit the South America countries after watching the film "Motorcycle Diaries", because the film was shot in South America (Hudson, Youcheng and Gil, 2011).

The second form is people visiting destinations represented in the storyline of films, although the film may not have been shot there. For example, some of the scenes in the film "Angels and Demons

(2009)" were not shot in Vatican, but the storyline, scenes and animations made audiences felt it was shot in Vatican. That is probably the reason why travelling in Vatican became so popular after the film was released.

The third form is people visiting destinations where replicate films, and allow tourists to experience the scenes in the film. Universal Studios are the examples of this form of film-induced tourism. In the Universal Studios theme parks, visitors feel as if they are on the sets of some famous films.

There are many researches showed that the destination image can be changed by simply watch a film (Hahm and Wang, 2011; Hudson, Youcheng and Gil, 2011). It is also widely known that destination image has significant impact on tourists' behaviors of picking, revisiting, and recommending of a destination (Agapito, Valle and Mendes, 2013). In this study, we will applied the first form of film-induced tourism to "video clip-induced tourism".

3. Methodology

3.1 Data Collection and Sample

Data was gathered from February to April, 2016. Although initially, 50 questionnaires were collected, five had to be rejected because the respondents were already in Taiwan or they are Taiwanese. There are two reasons these were rejected. First, the intention to visit Taiwan will not be accurate if the respondent is already in Taiwan. Second, Taiwanese nationals have to be rejected because the image of Taiwan has been built for many years in their minds and it might be different from that of tourists. This study focuses on foreign respondents who might be the potential tourists to Taiwan in the future.

3.2 Questionnaire Design

The objective of this study was to measure the immediate impacts of a video clip related to a specific destination on the image perceptions and travel intention of viewers. The experimental design in this study was adopted from Hudson and Ritchie's study (2006). By using a video clip as a treatment, it is possible to test its impacts using before and after surveys. The questionnaire was designed using Google Docs and was shared with foreigners through the Internet.

There were six parts to the questionnaire. The respondents were asked to fill in basic demographic information in the first section, such as gender, age, nationality, current residence, education, etc.

In the second section, four questions were asked to determine the respondents' knowledge of Taiwan. For example, "Have you heard of Taiwan before?"; "Do you know that Taiwan is not Thailand?"; "Do you know where Taiwan is?"; "Have you been to Taiwan before?" Another question,

"I want to visit Taiwan (or visit Taiwan again) in the future." was also induced to capture the intention of visiting Taiwan in the future before watching the video clip.

In the third section, there were 24 items to determine the respondents' perceptions of the image of Taiwan before they watched the video clip. In this part, the respondents were asked to answer using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

These 24 items were intended to capture the cognitive image (CI) and affective image (AI) of Taiwan in the minds of the respondents. In order to measure their level of agreement with specific cognitive image attributes, individuals were asked to respond to each item from question 1 to question 19 using a five-point Likert scale ranging from 1(strongly disagree) to 5 (strongly agree). These items included "Taiwan offers a lot of natural scenic beauty."; "Taiwan has varied and unique flora and fauna."; "The weather in Taiwan is nice."; "The environment in Taiwan is clean."; "Excursions/tours at Taiwan are pleasant."; "Taiwan has many sites to visit."; "Taiwan has a variety of festivals, concerts, and events." All of the above items were adopted from Lin, Morais, Kerstetter, and Hou's (2007) study because the destination in their study is one of the biggest cities in Taiwan, and these items are comprehensive and consistent with the context of Taiwan.

The remaining items from 20 to 24 were designed to capture the affective image of Taiwan in the minds of respondents. We used pleasant, arousing, exciting, relaxing and friendly as adjectives to describe Taiwan in sentences like "Taiwan is a pleasant place." to see the level of agreement of the respondents. All of these five descriptions have been often used frequently in previous research related to measuring affective image.

After the above 24 items in section three were completed, the next section asked respondents to watch a 3-minute video clip embedded from YouTube. This video clip was called "Taiwan's 2015 Global Tourism Transit Promotion Film". It was released by the Tourism Bureau, Republic of China (Taiwan) in October, 2015. It shows that when traveling in Taiwan, travelers can fully experience the charm of Taiwan through the use of convenient modes of transportation. Transit passengers can enjoy the culture, food, shopping, etc. both day and night.

In the fifth section, the previous 24 items had to be answered again to see if the image of Taiwan had changed after watching the video clip. In the last section, there were some questions designed to understand how the respondents felt about this video clip and to check its influence on their perceptions. The questions included "This video includes a lot of information about Taiwan."; "I am willing to share this video to others."; "I will search for more information about Taiwan after watching this video." More importantly, the question "I want to visit Taiwan (or visit Taiwan again) in the future." had to be answered again to see if travel intention had changed after watching the video.

3.2 Data Analysis

We used descriptive statistics to analyze the composition of the samples. According to the objectives of this research, we used a paired T-test to test if the destination image and travel intention had changed after watching the video clip. A regression analysis was used to observe the relationships between cognitive image, affective image and travel intention.

4. Results

4.1 Descriptive Statistics

The profile of respondents were found to be mostly female (60%), aged from 21 to 30 years old (84.4%), obtained a college degree (77.8%), having experience of traveling abroad (84.5%), heard Taiwan before (93.3%), and have not been to Taiwan before (73.3%).

4.2 Hypothesis Test

This study used 19 cognitive image attributes and 5 affective image attributes to capture the destination image of the destination, Taiwan. As the author mentioned in the previous chapter, a paired T-test was employed to observe the statistical significant differences in destination image and travel intention before and after watching the video clip. The results of this paired T-test showed that 17 cognitive attributes and 4 affective attributes had a statistically significant mean difference before and after watching the video clip. There were only three destination image attributes (CI 1, CI 17 and AI 1) that did not exhibit a statistically significant mean difference. Thus, the results showed that both the cognitive and affective image of Taiwan can be influenced by watching a video clip and thus indicated support for both Hypotheses 1 and 2. In addition to destination image, travel intention also increased after watching the video clip, this supporting Hypothesis 4.

Table 4-1 Paired T-test

	Paired Differences							Significance (2-tailed)
				95% Confidence Interval of the Difference				
	Mean	Standard Deviation	Standard Error Mean	Lower	Upper	t	df	
Pre – Post (Travel Intention)	-0.422	0.839	0.125	-0.674	-0.170	-3.376	44	0.002
CI1 - PCI1	**-0.111**	**0.885**	**0.132**	**-0.377**	**0.155**	**-0.842**	**44**	**0.404**
CI2 - PCI2	-0.467	0.815	0.121	-0.711	-0.222	-3.843	44	0.000
CI3 - PCI3	-0.556	0.867	0.129	-0.816	-0.295	-4.296	44	0.000
CI4 - PCI4	-0.400	0.751	0.112	-0.626	-0.174	-3.574	44	0.001
CI5 - PCI5	-0.356	0.645	0.096	-0.549	-0.162	-3.697	44	0.001
CI6 - PCI6	-0.311	0.793	0.118	-0.549	-0.073	-2.633	44	0.012
CI7 - PCI7	-0.378	0.716	0.107	-0.593	-0.163	-3.538	44	0.001
CI8 - PCI8	-0.400	0.720	0.107	-0.616	-0.184	-3.728	44	0.001
CI9 - PCI9	-0.467	0.726	0.108	-0.685	-0.249	-4.311	44	0.000
CI10 - PCI10	-0.378	0.777	0.116	-0.611	-0.144	-3.261	44	0.002
CI11 - PCI11	-0.622	0.747	0.111	-0.847	-0.398	-5.585	44	0.000
CI12 - PCI12	-0.444	0.624	0.093	-0.632	-0.257	-4.781	44	0.000
CI13 - PCI13	-0.378	0.912	0.136	-0.652	-0.104	-2.779	44	0.008
CI14 - PCI14	-0.600	0.915	0.136	-0.875	-0.325	-4.401	44	0.000
CI15 - PCI15	-0.333	0.739	0.110	-0.555	-0.111	-3.028	44	0.004
CI16 - PCI16	-0.289	0.787	0.117	-0.525	-0.052	-2.463	44	0.018
CI17 - PCI17	**-0.111**	**0.935**	**0.139**	**-0.392**	**0.170**	**-0.797**	**44**	**0.430**
CI18 - PCI18	-0.244	0.802	0.120	-0.485	-0.003	-2.044	44	0.047
CI19 - PCI19	-0.378	0.650	0.097	-0.573	-0.183	-3.900	44	0.000
AI1 - PAI1	**-0.133**	**0.661**	**0.098**	**-0.332**	**0.065**	**-1.354**	**44**	**0.183**
AI2 - PAI2	-0.444	0.659	0.098	-0.642	-0.246	-4.524	44	0.000
AI3 - PAI3	-0.222	0.735	0.110	-0.443	-0.001	-2.028	44	0.049
AI4 - PAI4	-0.400	0.780	0.116	-0.634	-0.166	-3.438	44	0.001
AI5 - PAI5	-0.267	0.618	0.092	-0.452	-0.081	-2.895	44	0.006
Pre – Post (Destination Image)	-0.267	0.618	0.092	-0.452	-0.081	-2.895	44	0.000
Pre – Post (Cognitive Image)	-0.422	0.839	0.125	-0.674	-0.170	-3.376	44	0.000
Pre – Post (Affective Image)	-0.111	0.885	0.132	-0.377	0.155	-0.842	44	0.001

From the above analysis, the positive relationship between destination image and travel intention could be confirmed. However, exactly how cognitive image and affective image influence travel intention was still ambiguous. Hence, a regression analysis was conducted to test Hypothesis 3, identifying how cognitive image and affective image affect travel intention. In this analysis, we could use either pre-destination image and pre-travel intention or post-destination image and post-travel intention to test the potential relationship of cognitive image, affective image and travel intention, so we chose post-cognitive image, post-affective image and post-travel intention to analyze the relationships among these three variables through below four steps.

Step 1: Table 4-2 showed the simple regression analysis with X (X=cognitive image) predicting Y (Y=travel intention), $Y = \beta_0 + \beta_1 X + e$, where $\beta_0 = 0.422$, $\beta_1 = 0.967$, and the relationship is significant ($p < 0.05$).

Step 2: Table 4-3 showed simple regression analysis with X (X=cognitive image) predicting M (M=affective image), $M = \beta_{0\prime} + \beta_{1\prime} X + e$, where $\beta_{0\prime} = -0.101$, $\beta_{1\prime} = 1.041$, and the relationship is significant ($p < 0.05$).

Step 3: Table 4-4 showed simple regression analysis with M (M=affective image) predicting Y (Y=travel intention), $Y = \beta_{0\prime\prime} + \beta_{1\prime\prime} M + e$, where $\beta_{0\prime\prime} = 0.527$, $\beta_{1\prime\prime} = 0.927$, and the relationship is significant ($p < 0.05$).

Step 4: Table 4-6 showed a multiple regression analysis with X (X=cognitive image) and M (M=affective image) predicting Y (Y=travel intention), $Y = \beta_{\hat{0}} + \beta_{\hat{1}} X + \beta_{\hat{2}} M + e$, where $\beta_{\hat{0}} = 0.541$, $\beta_{\hat{1}} = 0.020$, $\beta_{\hat{2}} = 0.911$, and the relationship between cognitive image and travel intention become insignificant ($p = 0.958 > 0.05$), while the relationship between affective image and travel intention remain significant ($p = 0.007 < 0.05$).

Table 4-2 Simple Regression Analysis with X predicting Y

Dependent Variable: Travel Intention	Unstandardized Coefficients		Standardized Coefficients	t	Significance
	B	Standard Error	Beta		
(Constant)	0.422	0.616		0.685	0.497
Cognitive Image	0.967	0.157	0.685	6.159	0.000

Table 4-3 Simple Regression Analysis with X predicting M

Dependent Variable: Affective Image	Unstandardized Coefficients		Standardized Coefficients	t	Significance
	B	Standard Error	Beta		
(Constant)	-0.101	0.269		-0.373	0.711
Cognitive Image	1.041	0.069	0.918	15.160	0.000

Table 4-4 Simple Regression Analysis with M predicting Y

Dependent Variable: Travel Intention	Unstandardized Coefficients		Standardized Coefficients	t	Significance
	B	Standard Error	Beta		
(Constant)	0.527	0.508		1.037	0.305
Affective Image	0.927	0.127	0.744	7.291	0.000

Table 4-5 Multiple Regression Analysis with X and M predicting Y

Dependent Variable: Travel Intention	Unstandardized Coefficients		Standardized Coefficients		
	B	Standard Error	Beta	t	Significance
(Constant) Affective Image Cognitive Image	0.514 0.911 0.020	0.573 0.324 0.367	0.731 0.014	0.896 2.812 0.053	0.375 0.007 0.958

In a multiple regression, X (X=cognitive image) is no longer significant when M (M=affective image) is controlled; therefore, the full mediation effect can be confirmed accordingly. The results indicated that destination image has a significantly positive relationship with travel intention, supporting Hypothesis 3.

5. Discussion and Suggestions

5.1 Discussion

In this research, it was confirmed that watching a video clip affects both cognitive image and affective image. However, not all attributes can be affected; for example, CI 1 (natural scenic beauty), CI 17 (affordable goods and services), and AI 1 (pleasant place) were not changed after watching the video clip. The reason for this is that this related information was not included in the video clip. This results also indicated that it is not necessary to change all aspects of a destination image to improve travel intention, which allows directors of video clips to focus on the content they feel is important to include in them.

There is an interesting phenomenon that should be discussed in this research. Although travel intention increased after watching the video clip, only half of the respondents were willing to share the video clip with others (49%) and search for more information about Taiwan (55%). Thus, national tourism organizations could combine video clips with other promotional activities to make video clips reach more people.

5.2 Conclusions and Contributions

Tourism activities are important in the world economy because tourism accounts for a significant share of GDP and creates a substantial proportion of the labour force in many countries. The growing volumes of international tourism were reflected in an increasing share of tourism receipts to the GDP. However, the tourism industry is becoming increasingly competitive; consumers only have limited budgets for travel, and national tourism organizations only have limited budgets for promotion. Determining how to attract consumers to travel abroad has become a hot issue for every national tourism organization.

With new technological advances, national tourism organizations has many ways to promote their countries online. One of the most popular ways to promote tourism is producing video clips. For example, the national tourism organizations of Korea, Taiwan, Malaysia, Myanmar, and India, among others, have video clips on YouTube, and all these video clips are short without and lack a complete story line, which made the author curious about the effects of video clips on travel intention. Is it worth it for national tourism organizations to spend money on shooting video clips? The answer is yes, according to this research. The image and travel intention toward a country can be improved by watching a video clip, which makes it an attractive vehicle to enhance destination image and hopefully results in significant increases in tourism numbers.

Although the impact of video clips was confirmed, the content of video clips need to be designed carefully to achieve the purpose of attracting potential tourists. The author suggests that the content of video clips should not only focus on facts (nice weather, clean environment, good quality accommodations, convenient public transportation, etc.) about a country, but also should touch the feelings of the viewers.

Theoretically, based on a thorough literature review and the experimental survey, this research has provided valuable insight into the relationship between cognitive image, affective image and travel intention toward a destination. Practically, national tourism organizations can adopt materials in their promotional video clips according to the results in this research to attract potential tourists more efficiently.

5.3 Limitations and Suggestions for Further Research

There are some limitations within this study that are important to acknowledge. Firstly, the research only included one destination, so the method should be replicated in different destinations to validate the results and the conclusions, so they can be generalized. Secondly, it was confirmed that the effect of cognitive image on travel intention is fully mediated by affective image; however, the statistical procedure used to measure the mediation effect used in this research has potential problems with

regard to missing some true mediation effects due to the fact that the significance of the indirect compound pathway through the mediator was never fully tested. Therefore, further research can use other statistical methods to test the mediation effect of affective image.

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