

# Chapter 13

## Quick and Effective: Exploring the Prominence of Social Media Stories and Short Videos Destination Digital Marketing

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### ABSTRACT

*This paper explores the transformative role of social media stories and short videos in tourism digital marketing, focusing on their evolution, advantages, and influence on destination promotion. Through a comprehensive review of secondary literature, key developments in social media storytelling are traced, highlighting the emergence and evolution of stories and short videos. The benefits of these formats for destination promotion are analyzed, emphasizing their ability to capture audience attention, evoke emotional responses, and inspire travel decisions in ways that traditional media channels cannot match. Furthermore, the broader influence of social media storytelling on the tourism industry along with key challenges are examined, with a specific focus on marketing prospects and future directions. Insights are drawn from case studies, industry reports, and expert opinions to provide strategic recommendations for tourism stakeholders seeking to harness the power of stories and short videos in their marketing strategies.*

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## 1 INTRODUCTION

The digital revolution has reshaped industries at an unprecedented pace (Imamov & Semenikhina, 2021; Pencarelli, 2020). While manufacturing has seen its share of transformation (Pilevari, 2020), service sectors are particularly sensitive to these changes (Blichfeldt & Faullant, 2021). Among the various forms of digital upheaval, the emergence of social media stands out as a pivotal force in business evolution (Dixit, Chaudhury, & Abraham, 2022). Today, social media not only serves as a company's public face but also offers invaluable insights through big data analysis (Gössling, 2020), driving sustainable growth across service industries (Sultan, Sharmin, Badulescu, Stiubea, & Xue, 2020). In this landscape, the tourism sector has undergone significant reforms to adapt to the dynamics of social media revolutions.

The omnipresence and influence of social media are undeniable in today's world, where information dissemination outpaces traditional communication channels. What sets social media apart is its unparalleled ability to create ripple effects through content sharing, a phenomenon unmatched by other forms of media (Meel & Vishwakarma, 2020). With a plethora of platforms available globally, audiences have become increasingly segmented. From social media giants like Facebook, Twitter, and YouTube to smaller regional platforms, all have undergone transformative shifts in recent years. Notably, short-form videos and stories have emerged as powerful tools for business opportunities, product promotions, and engaging content (Qu, Wang, Zhang, & Wang, 2022).

The rise of short videos and stories can be traced back just a few years ago. Designed for brief yet impactful consumption, they cater to the modern consumer's preference for time-bound, informative, and entertaining content (Violot, Elmas, Bilogrevic, & Humbert, 2024). Today, these formats serve as platforms for information dissemination, product promotion, feedback collection, and marketing across various industries. Marketing strategies have rapidly transitioned from traditional approaches to embrace new media, with businesses risking market relevance if they fail to adapt to changing demands. Stories and short videos epitomize this innovation, offering effectiveness and adaptability to consumer preferences.

The tourism industry, a major contributor to national GDP and regional development (Ntibanyurwa, 2006; Thommandru et al., 2023), has not been immune to these shifts. Government bodies, private enterprises, Destination Management Organizations (DMOs), and NGOs all play crucial roles in tourism development (Choudhury & Dixit, 2020; Schimperna, Lombardi, & Belyaeva, 2021; Vrontis, Christofi, Giacosa, & Serravalle, 2022), each leveraging stories and short videos to showcase their offerings on social media platforms (Troise & Camilleri, 2021). While government organizations highlight plans and policies, travel agencies spotlight their products and achievements through these mediums. In most of the cases

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