The Impact of Celebrity-Endorsed Marketing on Destination Attitudes - A Two Country Study

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Submitted to Prof. Dr. Astrid Dickinger

Anna-Sophie Scherf

1611072

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AFFIDAVIT

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ABSTRACT

The inclusion of celebrities and spokespeople in advertising campaigns has been a popular marketing strategy for many years. Celebrity endorsement is widespread in tourism marketing, where well-known actors, influencers, athletes, and other public figures endorse products, services, and locations to create higher recognition, visit intentions as well as awareness. However, little has been investigated on the impact of the origin of the celebrity endorser on consumers' destination attitudes and overall brand image.

Based on esteemed literature like the Source Credibility Scale and the Match-Up Hypothesis, this thesis investigates the difference between domestic and international celebrity endorsers in short promotional online videos and their effect on viewer's perceived attitudes about endorsers, destination attitudes, participation in eWOM as well as visit intention. To investigate the cause-and-effect relationship between the defined variables, a quantitative research approach in the form of an online experiment was conducted. More specifically, two YouTube videos that were uploaded by two different DMOs were selected. One video was published by Visit Dubai featuring Zac Efron, who represents international endorsers, and one clip by Tourism Switzerland starring Roger Federer, who represents the local endorser. Afterwards, a questionnaire considering the trustworthiness, expertise, believability, and product fit of the endorsers as well as questions regarding visit intention, destination attitudes, and willingness to create eWOM followed.

The findings of the experiment propose that destination marketers should consider the inclusion of native celebrity endorsers over international endorsers when wanting to create effective and convincing advertisements. Results of the study further reveal that DMOs who want to increase their visit intention should put great emphasis on an endorser's credibility and the usefulness of the video content.

DMOs and other tourism marketers benefit from the investigated topic since suggestions to create more effective visual ads, form desired attitudes and attract more travelers are being provided. Furthermore, this research supports existing literature on celebrity endorsement in destination marketing as well as gives new insights into the relevance and importance of celebrity endorsers' nationality.

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CGC – Consumer-generated content

DMO – Destination Marketing Organization

eWOM – electronic Word of Mouth

UGC – User-generated content

1 INTRODUCTION

1.1 Background Information

In the oversaturated market of conventional advertisements like newspapers, magazine articles, radio broadcasts, and TV commercials, basic marketing campaigns to attract customers' attention are not enough in today's modern and digital age (Zafar & Rafique, 2012). To keep up and match with the zeitgeist, digital marketing, and social media advertising are getting increasingly popular for companies of various sizes and industries (Sufian et al., 2020). According to Bendes (2018) our usage and knowledge of technology are already so advanced that not even simple online marketing is enough to compete and survive in the current digital period of time. In order to attract and win over customers, interactive and personalized marketing tools like quizzes, games, giveaways, and infographics should be considered by marketers (Bendes, 2018). Another powerful and interactive marketing tool to inform, influence, and motivate buyers are short promotional videos (Leung et al., 2017). For many years, brands regularly include celebrities and other public figures in their marketing activities to achieve a competitive advantage, increased reputation, added value, higher revenues, and return of investments (ROIs) (Pringle, 2004). McCracken (1989) defines celebrity endorsers as "any individual who enjoys public recognition and who uses this recognition on behalf of a consumer good by appearing with it in an advertisement" (p.310). In 2016, 98 percent of UK marketers perceived and experienced the inclusion of celebrities into their social media activities as either highly effective or quite effective (Guttmann, 2016). One example of successful and profitable celebrity-endorsed advertising includes Jamie Oliver's Sainsbury campaign, which resulted in over £1 billion in additional revenue (Pringle, 2004). However, when not considered wisely, celebrity endorsement can also have a negative impact on a company and its promoted product or service. Till & Shimp (1998) argue that a company has no power or knowledge about the future behavior of celebrity endorsers. If a famous person creates bad press, this negative information and behavior could be associated with the brand or promoted product.

Observing and researching the influence of celebrity endorsers' performance on customers' purchase intention has been of much interest over the last years, which not seems to be the case for celebrity endorsement on customers' destination attitudes. Since the way locations are portrayed in advertisements and the resulting perceptions and impressions acts as a major role in travel decision-making and destination choice (Gallarza, et al., 2002), this thesis analyzes how the use of celebrities in short promotional videos may affect people's viewpoints and attitudes towards holiday destinations. More specifically, the importance of

celebrity endorsers' nationality on consumers' perceived celebrity attitude, destination image, interaction with the advertisement as well as visit intention is being investigated. In particular, the travel destinations Dubai and Switzerland are being compared since both DMOs put various resources into their marketing strategies and released viral adverts featuring well-known celebrities in recent years. A newly published and prominent ad campaign featuring actors Zac Efron and Jessica Alba was internationally released in order to showcast the adventurous side and unique architecture of the travel destination Dubai. A similar advertising approach was made by Switzerland, hiring tennis pro and native Roger Federer as well as American megastar Anne Hathaway to promote the Grand Tour of Switzerland.

Enormous budgets are spent when using celebrities as endorsers for destinations; however, analysis of the impact of such short promotional clips on viewers' destination attitudes has not attracted much attention among researchers. Even less has been researched on the origin of celebrity endorsers and its effect on people's attitudes towards the credibility of the endorser, visit intention, destination attitude as well as willingness to interact with the advertisement. Therefore, this thesis investigates the outcome of celebrity endorsed destination marketing with the help of a two-country investigation.

1.2 Research aims and objectives

Many destination marketing organizations (DMOs) and official tourism boards like Visit Dubai (Kickham, 2021), Tourism Australia (Glover, 2009), Switzerland Tourism (Levine, 2022), and many others use high and valuable resources and public figures like tennis player Roger Federer, award-winning actor Robert De Niro or Australian superstar Chris Hemsworth in their marketing campaigns. This thesis investigates the impact of different nationalities of celebrity endorsers on viewers' destination attitudes, endorser attitudes, visit intention, destination attitudes as well as the creation of eWOM with the current example of Visit Dubai's and MySwitzerland's latest advertising campaigns.

The overall objective of this thesis is to analyze the cause-and-effect relationship between native and foreign celebrity endorsers who promote destinations in short online clips and their impact on viewers' behavior, thinking, intentions and attitudes. The goal of this paper is to assist destination managers with their marketing activities as well as to use available resources more beneficial in order to increase and improve reputation, number of visitors, and online presence. The final result of this thesis and the collected experimental data assist in answering the following research question:

To what extent is the nationality of a celebrity destination endorser impacting consumers perceived endorser credibility, visit intention, destination attitude as well as likelihood to interact with the advertisement?

1.3 Thesis structure

This thesis covers five main contents: introduction, literature review, methodology, results, and a conclusion and discussion. To give an in-depth insight into the topic of celebrity endorsement, this thesis uses secondary research and summarizes past investigations and existing literature. To get an overview of the importance of the topic, the beginning and evolution over the past years as well as characteristics, implications, advantages, and disadvantages of celebrity endorsement are being presented. Furthermore, destination marketing, especially short promotional videos, and the different impacts will be covered. Afterwards, a connection between celebrity endorsement and destination marketing is being highlighted. The last part of the literature review covers destination attitudes to understand the formation, influences and importance of images. To get a better understanding of the two country investigation of this thesis, current destination attitudes about the analyzed locations Dubai and Switzerland are being summarized.

To answer the research question of whether or not the nationality of celebrity endorses impacts viewers' destination attitudes, endorsers credibility, visit intention and willingness to interact with the advertisement, this thesis uses a quantitative research approach. More specifically, an online experiment with two videos, one with Roger Federer as domestic celebrity and another featuring Zac Efron in Dubai as international celebrity endorser, was chosen. Afterwards a survey regarding destination knowledge, celebrity credibility, celebrity-destination-fit, visit intention, video usefulness as well as willingness to recommend or share the advertisement was distributed. An in-depth explanation of the selected research design, approach, and method is being provided in the methodology part of this paper. The fourth part presents the results of the preliminary analysis, descriptive statistics, hypotheses testing, correlation analysis, and regression model. The last part of this thesis summarizes the results of this research study in order to achieve the goal of providing suggestions for DMOs, to answer the research question and to give new insights into the importance of celebrity endorsers nationality on consumers' behavior, attitudes and intentions.

2 LITERATURE REVIEW

The following chapter summarizes relevant and existing literature and theories about celebrity endorsement, destination marketing, destination attitudes, as well as celebrity endorsement in tourism advertisement. The literature review presented in this thesis first provides insights into the history, usage, advantages, and disadvantages of using celebrities as endorsers for products and services. Afterwards current destination marketing tools, specifically promotional short videos, and social media advertisements are highlighted. Next, previous research and the usage of celebrities in tourism marketing are being reviewed. Lastly, the literature review covers different components and formation processes that form destination attitudes to give readers an overview of the various influences and impacts. The goal of this literature review is not only to present the status quo but also to explain the linkage between the various components of the research question. After outlining current studies, improvements, knowledge gaps, and future research areas were identified.

2.1 Theoretical framework

The thesis theory starts with the definition of a destination and how a destination can be portrayed and branded with the help of various resources, stakeholders, tools, and methods. A place becomes a travel destination if there are in- and out-bounds as well as temporary stays of tourists (WTO, 1979). People become aware of destinations because of different influences like movies, advertisements, word of mouth, and other stimuli (Riley et al., 1998). To turn people into tourists and to convince individuals to visit a destination, destination marketing organizations (DMOs) are engaged (WTO, 2007). In order to stand out against competitors and to attract travelers' attention, unique selling points like weather, special activities, attractions, or exclusive accommodations of a location are promoted (WTO, 2007). With the development of the World Wide Web and the introduction of social media platforms, the promotion and advertising of marketers shifted significantly over the past years (Morrison, 2019). Instead of conventional marketing activities, digital tools and gadgets like social media platforms, search engine marketing, and online blogs are now perceived as the most effective (Morrison, 2019). Additional tools include hiring celebrities and using video-sharing platforms like YouTube to create and broadcast short promotional videos (Reino & Hay, 2011). Such content is usually searched for and looked at before the journey begins and while doing so specific destination images and attitudes are being created (WTO, 1979). The created attitudes influence our destination choice, expectations, and travel behavior which is why it is crucial for DMOs to provide helpful content and information as well as be aware of the formed images (WTO, 2007). The milestones of this destination

attitude formation process are being summarized in Figure 1 and are being analyzed in depth in the following literature review.
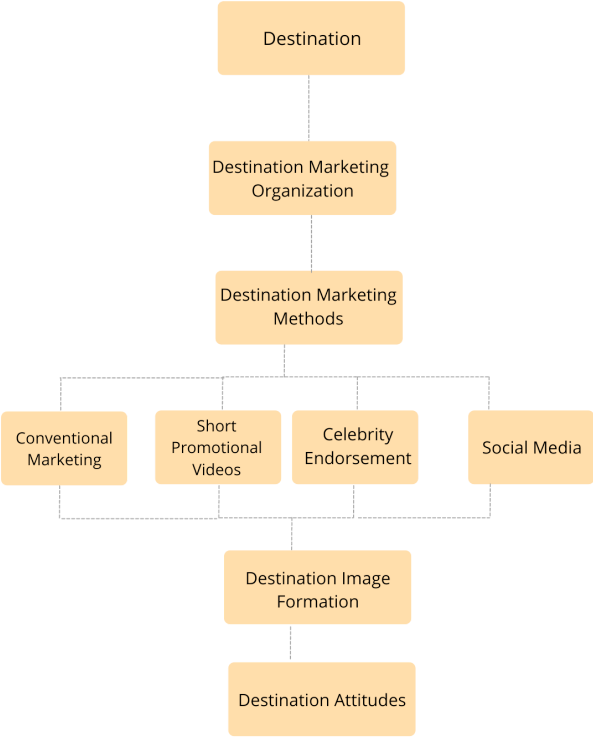
Figure 1. Theoretical Framework of Thesis (Source: Scherf, 2022)

When applying the two country investigation of this thesis to the general framework, the destination becomes Dubai/Switzerland, the destination marketing organization Visit Dubai/My Switzerland, the celebrity endorsers Zac Efron and Jessica Alba/Roger Federer and Anne Hathaway, the social media method YouTube and the destination attitudes are the results of this research.

2.2 Celebrity Endorsement

2.2.1 Definition & Background

Regardless of the industry, Pringle (2004) defines celebrities as individuals who are being recognized by the public because of their professional achievements and performances. Silvera and Austad (2004) add particular characteristics like attractiveness and trustworthiness to the definition of celebrities. Celebrity endorsement is a widespread and modern marketing tool, which makes use of the power, influence and recognition of famous figures from various industries like fashion, sports, politics, and entertainment to promote different products, services, and brands (Belch & Belch, 2004).

The main goal of advertisements is to communicate the company's purpose and to inform as many potential buyers as possible about a brand so that awareness and recollection amongst individuals increases. The aim of marketing is mostly the same, however what has changed over the last years is the way the desired outcomes are being achieved. Not only have the monetary resources that are being invested into advertisements increased in past times (Belch & Belch, 2004; Nielsen Media Research, 2021), also the themes that are being used developed from classic and traditional to humorous, sexual, emotional, and sentimental (Belch & Belch, 2004). With the evolution of cinemas and televisions, the availability of movie stars and famous personas also expanded, which is why marketers increasingly made use of the fame and recognition of celebrities (Erdogan, 1999; Belch & Belch, 2004).

Celebrity endorsement is used as a marketing communication tool and is utilized to give buyers a sense of approval, recommendation, comfort, and promise. The primary differentiation of using celebrity endorsers compared to non-celebrity endorsers is that famous personas create more positive feelings and increase the desire to buy products and services (Petty et al., 1983). If consumers get the feeling that they connect with celebrity endorsers and see commonalities in interests or lifestyle, their awareness and interest in the brand increases as well (Erdogan et al., 2001). Further research shows that the recognition value and brand identity are higher when using celebrities in advertisements than using anonymous models (McCraken, 1989).

However, to create a successful promotional teamwork between celebrity, product, and brand, selecting the most suitable channel and medium has to be carefully considered (Till & Shimp, 1998). When used correctly and well-thought-out, celebrity endorsement can reach additional and new clientele. For example, in the first months of 2017, 16% of Internet users worldwide aged between 16 to 24 years became aware of new labels thanks to celebrity endorsement (Clement, 2019). Overall, the inclusion of public figures in marketing activities is more effective in achieving company goals compared to regular endorsers (Erdogan, 1999). The success of this specific advertisement method is attributed to the trustworthiness, believability, persuasion, and likeability that celebrities are connected with (Freiden, 1984). Atkin and Block (1983) add consumers' belief in celebrities' true affinity and liking for the endorsed product as motivation to advertise a product or service instead of solely monetary benefits as another positive aspect of using well-known personas for marketing purposes. Wheeler (2003) further explains the success of celebrity endorsement because customers hope that the image celebrity endorsers present and advertise will be transmitted to the buyers, which can be particularly useful for non-profit organizations. Due to its various advantages celebrity endorsement in marketing has been a popular and common

phenomenon since the nineteenth century (Erdogan, 1999) and is getting more and more established ever since (Belch & Belch, 2004).

Because of its rising popularity, advertising slots on television as well as signing contracts with celebrities is becoming progressively expensive. A recent example is the annual American Super Bowl, one of the most-watched sports events with over 100 Million viewers yearly (McCluskey & Greenspan, 2020). In 2019 companies needed to pay $5.6 Million for a 30-second ad that aired during halftime (Novy-Williams & Soshnick, 2019). For comparison, in 1967 the standard price of an advertisement during the Super Bowl was ranging between $37,500 to $42,500 (Nielsen Media Research, 2021). Some brands and celebrities that participated in the 2020 Super Bowl advertisement madness include automotive manufacturer Hyundai featuring actors Chris Evans, Rachel Dratch and John Krasinski, soft drink brand Mountain Dew utilizing Breaking Bad star Bryan Cranston, multinational technology corporation Microsoft hiring assistant football coach Katie Sowers, chips company Pringles teaming up with the animated cartoon characters Rick and Morty, snack brand Cheetos using MC Hammer's mega hit "Can't Touch This" as well as the hotel chain Hard Rock hiring actress and singer Jennifer Lopez and DJ Khaled (McCluskey & Greenspan, 2020). These examples show various industries and celebrity types that use and participate in celebrity endorsement. The Super Bowl example further presents how much companies are willing to pay for advertisements because of the significant effect the spots have on individuals' shopping behavior and brand awareness.

It can be summarized that celebrity endorsement is a popular marketing method and communication tool which provides companies with greater brand appreciation, recognition, interest as well as has the potential to create a competitive advantage and additional revenue. However, a few characteristics from section 2.2.2 as well as possible disadvantages, which will be presented in section 2.2.3, must be considered when hiring celebrities for advertising purposes.

2.2.2   Characteristics

Prior research states that different characteristics of endorsers impact receivers' acknowledgment and acceptance of messages and are therefore decisive for an effective and successful endorsement strategy. At the beginning of the 1950's the Source Credibility Model was introduced, which describes that the perceived expertise and trustworthiness of an endorser affects how well and effectively content is being received by an audience (Hovland et al., 1953; Hovland & Weiss, 1951).

Erdogan et al. (2001) describe trustworthiness of communicators as the degree of honesty, integrity and believability transmitted to receivers. In their research, Seiler and Kucza (2017) present that trustworthiness is a powerful component in testimonial strategy when it comes to influencing customers' purchase intention, opinion about a brand and customers' attitudes towards an ad. Furthermore, specialists and authorities who are perceived as trustworthy have the power to influence beliefs and opinions (McGinnies & Ward, 1980).

Expertise is about the knowledge, experience and skill that an endorser can pass on to an endorsed product as well as to the public (Hovland et al., 1953). Higher perceived expertise and knowledge of communicators are connected with more positive attitudes of consumers towards a brand or product and result in higher purchase intentions (Ohanian, 1991). If receivers of a brand message feel that the endorser has a high level of expertise, receivers' conviction of the message context is higher (Amos et al., 2008; Ohanian, 1990). Furthermore, the trustworthiness and expertise of a brand as well as of the celebrity, are the aspects most affected when the endorser is connected with negative press (Dimed & Joulyana, 2005).

Based on the Source Credibility Model, three further models which assist in describing the effectiveness and influence of celebrity endorsement have been developed, namely: the Source Attractiveness Model (McGuire, 1985), the Product Match-Up Hypothesis (Forkan, 1980; Kamins, 1990), and the Meaning Transfer Model (McCracken, 1989). In order to communicate a message more effectively, McGuire (1985) introduced the importance of similarity, familiarity, and liking between the endorser and the audience. McCracken (1989) describes the three parameters that are linked to communication by writing: "Familiarity is defined as knowledge of the source through exposure, likability as affection for the source as a result of the source's physical appearance and behavior, and similarity as a supposed resemblance between the source and receiver of the message" (p.311). Meaning that endorsers who are liked and are being similar to the consumer have higher chances of convincing and persuading people.

The attractiveness of an endorser was tested to be useful when persuading and convincing others (Chaiken, 1979; Kahle & Homer, 1985; Olson & Marshuetz, 2005) as well as creating more positive opinions and feelings towards a commercial (Silvera & Austad, 2004). Another important component in effective message transmission is the right "fit" of an advertised product and the endorser. Friedman and Friedman (1979) explain that a product category and the type of endorser should complement each other. For example, expensive and luxurious products should be advertised by famous and elegant people, whereas more complex goods such as mechanical components should be endorsed by a perceived

specialist. Seno and Lukas (2007) add that the higher the fit between product type and celebrity characteristics, the easier it is for customers to build a linkage between the two factors. Furthermore, a strong match between goods and celebrities can result in greater purchase intention and more positive attitudes towards the advertisement as well as the endorser (Choi & Rifon, 2012). In their research, Sufian et al. (2021) found that product fit is the most powerful component of effective online advertising.

Lastly, regarding the Meaning-Transfer Model, McCraken (1989) emphasizes that the meaning and significance an endorser communicates is another essential factor of celebrity endorsement. The author (1989) introduces three stages: the creation of the celebrity image, the transfer from meaning to product, and the move from product to end consumer. That way, culture, uniqueness as well as a deeper purpose and meaning of the endorsement process are being highlighted. Since every celebrity has their own lifestyle and characteristics like nationality, gender, and age and therefore is being perceived and connected with different images, they can be used to change the meaning and image of a brand. Compared to other characteristics, rather little has been investigated into meaning transfer (Roy & Jain, 2016). In 2016, Roy and Jain empirically tested and validated the historical and traditional model of McCraken (Roy & Jain, 2016). With their findings, Silver and Austad (2003) point out and suggest that companies should not only put great emphasis on the selection of the most appropriate communicator but that marketers should also support the endorser with convincing arguments, reasons and justifications for why they are promoting and liking a particular product or service.

In order to create a successful and effective celebrity endorsement strategy and to achieve desired benefits and results, Pringle (2004) emphasizes that selecting the most appropriate and suitable celebrity for a brand and product is crucial. The author (2004) holds the opinion that the hiring process of stars is even more important than product placement, pricing and time. Erdogan et al. (2001) mostly agree and suggest that managers should not only look after characteristics like celebrities' attractiveness and credibility but also check a list of additional criteria. A list of criteria when choosing celebrities for marketing was created by Erdogan et al. (2001) and is presented in Table 1. The elements are ranked according to importance, where Mean 5 = very important and 1 = very unimportant. The ranking confirms Forkan (1980) and Kamins (1990) Product Match-Up Hypothesis and shows that the right match between celebrities, consumers, products and brands is of high importance. However, the list does not agree with Chaiken (1979), Kahle and Homer (1985) and Olson and Marshuetz (2005) since the attractiveness of endorsers is ranked relatively low.

Mean Scores of Criteria Importance		
	Mean	Std. Dev.
Celebrity-target audience match	4.65	0.66
Celebrity-product/brand match	4.56	0.69
Overall image of the celebrity	4.55	0.65
Cost of acquiring the celebrity	4.34	0.68
Celebrity trustworthiness	4.28	0.74
The likelihood of acquiring the celebrity	4.17	0.77
Celebrity controversy risk	4.13	0.86
Celebrity familiarity	4.12	0.79
Celebrity prior endorsements	4.07	0.78
Celebrity likability	4.02	0.89
Risk of celebrity overshadowing brands	3.91	1.00
The stage of celebrity life cycle	3.59	0.96
Celebrity expertise	3.32	0.97
Celebrity profession	3.10	0.93
Celebrity physical attractiveness	3.09	0.80
Celebrity equity membership status	2.98	1.10
Whether celebrity is a brand user	2.63	0.83

Table 1. Mean Scores of Celebrity Endorsement Criteria Importance (Source: Erdogan et al., 2001, p.44)

To sum up, there is great divisiveness among researchers regarding which factor is the most significant when it comes to effective celebrity endorsement. However, it can be said that there is no right or wrong approach and that every company and brand needs to decide for itself which endorsement strategy is the most suitable. To develop further judgments and investigations of the connection between the mentioned characteristics and celebrity endorsement in destination marketing, the experiment conducted for this thesis will include aspects of trustworthiness, expertise, credibility, and product fit.

2.2.3   Advantages

To highlight the potential and opportunities that celebrity endorsement can create, the following paragraph will summarize various possible and positive side effects.

As mentioned above, using well-known personas to advertise products, services and brands can have multiple advantages for companies. Ohanian (1991) presents the positive influence of celebrities on individuals' purchasing intentions. The positive feelings and associations created with public figures further improve the buying behavior of customers (Petty et al., 1983; Choi & Rifon, 2012). Especially when consumers feel a strong connection to endorsers because of similarities, the acceptance and absorption of details presented in ads by famous people are higher (Erdogan et al., 2001).

Celebrities' different personalities and characteristics can be used to change a company's representation and to direct the brand image in a desired direction (McCraken, 1989). Keller (1993) adds an increase in brand equity to the list of positive side effects. Another benefit of using international and prominent megastars in an advertisement is their worldwide recognition making it easier for brands to promote and communicate their messages on a global level (Erdogan, 1999). Compared to anonymous models, well-known faces make it easier for customers to recognize, remember and associate a brand which increases the overall brand awareness (Petty et al., 1983). With their perceived trustworthiness, famous endorsers also have the power to change customers' beliefs and opinions about a brand or a product (McGinnies & Ward, 1980). Furthermore, the promotion effectiveness is higher when using well-known faces compared to other endorsers like CEOs or experts because they are associated with trustworthiness, credibility, and sympathy (Freiden, 1984; Silvera & Austad, 2004).

Overall, celebrity endorsement assists as a beneficial marketing tool, can positively influence a company's profit and sales, and even has the potential to impact stock prices (Agrawal & Kamakura, 1995). However, a well-thought-out endorsement strategy that considers the connection and fit of the endorser, product, brand, and advertisement topic is crucial for a company to be believable, successful, and effective (Friedman & Friedman, 1979).

2.2.4 Disadvantages

The most discussed pain points of celebrity endorsement in literature are the effects of unpredicted events, unforeseeable life choices, and bad media of prominent figures on a brand's image (Till & Busler, 1998; Till & Shimp, 1998; Erdogan, 1999). In their research, Till and Shimp (1998) explored that especially for young and new brands, negative news about their celebrity endorsers can have harmful associations and destructive impacts since they are more dependent on endorsers than brands that are more established. To be prepared and secure for such events Erdogan (1999) suggests purchasing insurance as well as including provision clauses in contracts. However, even though famous personalities like Michael Jackson and Madonna created bad press in the past, the companies they worked for (e.g., Pepsi) still managed to grow sales.

Famous personalities are used because they are known and recognized worldwide which makes international marketing easier (Erdogan, 1999). However it has to be kept in mind that celebrity endorsement and commercialism differ from country to country. For example, McCracken (1989) argues that particularly Americans connect with famous personas and

therefore absorb and trust their words more than other cultures. Thus the acceptance as well as skepticism of celebrity endorsement differs depending on the region and culture.

Even though Atkin and Block (1983) argue that celebrities' true intention to promote a product or service is the actual liking of the brand instead of monetary benefits, Mowen and Brown (1981) argue that the main reason for endorsing are the high amount of endorsement fees that celebrities earn which make the advertisement and true affection to the endorsed product doubtful and controversial. Especially with nowadays online search engines and press releases, information about the average earnings of celebrities is effortless for individuals to track and understand.

Furthermore, Tripp et al. (1994) discuss that if celebrities endorse more than one product and work for various brands the endorser seems untrustworthy which decreases the liking of ads. In such situations, the connection between a particular brand and a celebrity is not given anymore and customers have difficulties distinguishing and associating faces with products (Mowen & Brown, 1981). Additionally, high costs and expenses arise when working with celebrities, especially for global marketing campaigns (Erdogan, 1999).

Another potential obstacle when using megastars for advertising campaigns is called the Vampire Effect which was introduced by Evans in 1988. With this phenomenon, Evans (1988) describes that if there is no real connection between the endorser and the product, the focus of an advertisement is on the celebrity rather than the product meaning that the stars "suck out" all the attention. Other researchers also call this effect overshadowing and warn that viewers may only remember and focus on the featured stars and not the advertised good (Belch & Belch, 2001). Erfgen et al. (2015) empirically tested and proved the existence of the Vampire Effect and suggest a strong endorser-brand relationship in order to reduce or even avoid overshadowing. Showing once more the importance of the right match between product and celebrity for an effective advertisement.

All in all, some potential obstacles of celebrity endorsement have to be kept in mind when creating a successful marketing campaign but luckily, as presented, there are solutions to these issues.

2.2.5 Future Prospects

In 2004, Pringle predicted an increase in technology usage, which would simplify the connection and communication between fans and celebrities thanks to interactive tools. Back then, social media platforms like Instagram, Facebook, and Co. barely existed and traditional marketing like newspaper, radio, phone, mailing, billboards and world-of-mouth

had to be used to spread a message and promote a product or service (Carmicheal, 2019). Fasting forward 18 years to April 2022, five billion internet users worldwide were registered of which 4.65 billion were social media subscribers (Johnson, 2022). With the development of technology, conventional advertising adapted and shifted to a more digital approach that focuses on social media advertisement, pay-per-click, video ads, and influencer marketing (Carmicheal, 2019). With the convenience and advantages that smart devices and modern telecommunication brought along, not only the way marketers advertise their products and services changed but also the way customers make their decisions, obtain information, and determine their purchases (Roesler, 2016).

In 2020, two billion people worldwide bought goods and services online (Coppola, 2022). In addition, a survey of 14.000 U.S participants revealed that 30 percent of them prefer to buy products that are promoted by bloggers instead of celebrities (Collective Bias, 2016). These numbers show a need for brands and marketers to consider new and updated marketing methods as well as the shift from celebrity endorsers to social media influencers and bloggers. Influencers are defined as self-appointed experts in a particular field of interest like fashion, food, or fitness in which they share their opinions and self-generated content with others online (Schouten et al., 2019). In their research, Schouten et al. (2019) confirm that consumers nowadays have higher trust, similarities, sympathy, and connection with influencers than with celebrities. Furthermore, getting in touch and hiring non-celebrity endorsers is less complicated for businesses, less expensive and thanks to the wide range of different influencers the most suitable endorser-product fit is easier to select and achieve (Roesler, 2016). Wall (2019) adds the higher perceived authenticity and niche knowledge of social media influencers to the benefits of using online personalities over celebrities. Even celebrities themselves notice the threat that influencers pose to their work. In a recent interview, Hollywood star Jennifer Aniston explains that she is glad that she started her career before the era of social media and that nowadays everybody gets famous thanks to platforms like YouTube and Instagram, which reduces the appreciation for actors' work (Setoodeh, 2022). However, with the increasing use of influencer marketing, disadvantages like the need for stricter regulations, transparency, and ad declarations (Federal Trade Commission, 2017) arise.

Only time will tell if influencer marketing will become more popular and favorable than celebrity-endorsed advertisements. However, for now Carmicheal (2019) suggests a combination of traditional and digital marketing to attract a broad target audience and achieve successful communication.

2.3   Destination Marketing

Destination Marketing is a broad and much-researched topic that includes various channels, stakeholders, structures, frameworks, approaches, and definitions (Pike & Page, 2014). For the purpose of this thesis, the next part of the literature review will mainly focus on online destination marketing with attention to social media and short promotional videos. However, to give a quick overview of the development and the importance of destination marketing, some background information is provided. To answer the research question whether or not destinations should invest in celebrity endorsed marketing, the examples of Visit Dubai and My Switzerland are analyzed in this thesis. The following part will also present the role of destination marketing organizations (DMOs) in effective destination advertising. Lastly, existing research findings about celebrity endorsement in destination marketing are summarized so that current information and potential research gaps can be considered in the upcoming thesis experiment.

2.3.1 Destination Marketing Organizations

Depending on the perspective and point of view, the definition of a destination differs. A very early description implies that people who are leaving their resident country for a defined time period generate tourism flow in that place and therefore that location is becoming a tourist destination (Leiper, 1979). According to Buhalis (2000), destinations are composed of six A's, which are (1) attractions; (2) accessibility; (3) amenities; (4) available packages like special offers and deals; (5) activities and things to do; and (6) ancillary services that visitors can utilize during their stay. Managing and coordinating all these components is then defined as destination management (World Tourism Organization, 2007). Different categories of destinations include urban; seaside and resorts; alpine; rural; authentic and unique-exotic-exclusive locations, which all attract different types of travelers (Buhalis, 2000).

In order to market and promote such destinations and their resources and to appeal to tourists and provide them with desired experiences whilst taking into account geopolitical limits, destination marketing organizations (DMOs) are being employed (Pike & Page, 2014). The World Tourism Organization (WTO) (2004) divides DMOs into three categories: National Tourism Authorities (NTAs) or Organizations (NTOs); regional, provincial, or state DMOs (RTOs) and local DMOs for smaller cities. The category and their role depend on the region and whether DMOs are being funded with the help of public channels or private sources. In 2015, the Destination Marketing Association International Report stated that 88% of 246 participating DMOs located in the United States, Canada, and Bermuda were funded publicly

with the help of hotel room taxes, marketing fees, other country tax funds, special restaurant taxes or other national taxes. The remaining 12% were funded with the help of private revenue sources such as advertising revenue, membership dues, partnership revenues, corporate sponsorships, or event hosting (Destination Marketing Association International, 2015). Depending on these factors the company name can vary. Popular and most used titles for DMOs usually include terms like "Experience", "Tourism", "Visit", "Discover", "Information", "Tourism Board", "Destination", etcetera escorted by the promoted destination name. The variety of DMO names can be seen when looking at Austrian organizations like the Austrian National Tourist Office, Innsbruck Tourism, Styrian Tourist Board, and Salzburg State Board of Tourism.

The main focus of DMOs is to combine and promote available and unique destination resources with market opportunities that should attract travelers (Pike & Page, 2014). In his highly esteemed article, Barney (1991) presents that resources have to be valuable, rare, inimitable, and organized (V.R.I.O.) in order to achieve the goal of creating sustainable competitive advantages. Resources in the tourism industry are divided into primary, which naturally exist like landscapes, buildings and sights, and secondary resources, which are purposely being created, like casinos, accommodations, and theme parks (Burdett, 2017). One successful example is being presented by brand Manager Hartmann (2018) of Österreich Werbung. In her blog post, Hartmann describes ice hotel bungalows in Finland as a unique attraction and niche product of a destination. The special accommodation can be used as an exclusive marketing tool, which would not only benefit the operators of the hotel but also destinations and attractions nearby as well as help achieve the goals of DMOs of building a strong network, creating a destination brand, achieving a competitive advantage and establishing relationships with other stakeholders (Hartmann, 2018).

Tourism and hospitality marketing was extended from the four traditional marketing P's introduced by Borden (1964) to 8 P's (Morrison, 2010) and include (1) product; (2) price; (3) promotion; (4) place; (5) partnerships; (6) people; (7) programming and (8) packaging. However, with geopolitical limitations and lack of control, DMOs can only control one P, namely promotion (Pike & Page, 2014). The rapid growth and evolution in the tourism sector created various challenges and subjects for discussions like sustainability topics, online distribution, social media promotion and other new channels, low-cost carriers and last-minute offers, dark tourism, sharing economy, changing needs and modern types of travelers as well as the increase in terrorism and demand for security measurements (Pike & Page, 2014; WTO, 2019). However, such tasks and topics can not solely be managed and solved by DMOs because of their limited power, existing policies and dependence on

stakeholders like government and other authorities (Buhalis, 2000), which makes the range of duties, responsibilities and definition of DMOs controversial. To get a broad idea Pike (2004) summarizes some of their major tasks which include ensuring effective communication and coordination of the various DMO categories like city, state, communities, etc. within a destination; tracking service and quality standards to meet visitors' expectations; and strengthening community relationships by generating additional income, taxes as well as designing new and extra job positions. The World Tourism Organization (2019) predicts additional tasks for DMOs like strategic planning, coordination and management of activities with the help of the government and the inclusion of various stakeholders so that DMOs turn into a guiding organization that helps develop a place instead of solely promoting it.

In their framework Pike and Page (2014) present that organizations like DMOs can only reach their goal of sustainable destination competitiveness when destination management is effective, showing that powerful management and marketing go hand in hand but should still be viewed as separate tasks. Factors that contribute to effective destination management include considering and incorporating the environment, economy, travelers' experience, continuous investments, sustainability, and support by stakeholders like residents, employees and authorities (Pike & Page, 2014). On the contrary, major components that report a successful outcome of DMOs marketing activities cover "1. the proportion of visitors who have booked before receiving the marketing material; 2. the proportion of respondents who visited the destination; 3. influence of the marketing material; 4. visitor expenditures: a. per person per night expenditure, b. length of stay in the destination, c. party size, and 5. reach of the marketing campaign" (Pratt et al., 2009, p.189). The World Tourism Organization (2019) adds that ensuring and sustaining trustworthiness and reliability amongst all involved national and international stakeholders is another factor of successful destination marketing. Another crucial result of effective destination marketing is creating positive destination branding and attitudes. This topic will be discussed in more detail in the last section of this literature review.

In order to achieve these outcomes and to create a successful marketing strategy, the World Tourism Organization (2019) suggests including the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs) as important factors to keep up with competition and to ensure the sustainability of a location. The 17 Sustainable Development Goals were introduced by the United Nation in 2015 to jointly address and overcome global challenges like poverty, hunger, food and water waste, equal rights and chances, peace, justice, and climate change by the year 2030 (United Nations, n.d.). A further

recommendation by the WTO (2019) includes that every destination and its associated challenges, assets, features, goals, and priorities should be viewed and managed individually since there is no "one fits all" approach. A similar suggestion is being presented by Buhalis (2000), who mentions the importance of viewing every tourist independently since every traveler has different needs and wants and therefore chooses his or her location dependent on individual purposes and expectations. Therefore it is the DMOs task to know, consider and react to the various needs, wants and particularities of travelers, stakeholders as well as destinations. Mcloughlin (2021) the founder of SEO Travel, a digital marketing agency focusing on travel marketing, adds the understanding of a destination's target audience, working on potential customer pain points, recognizing a locations unique selling points (USPs), as well as inspecting competitors as further helpful strategies to achieve successful destination marketing.

According to their research findings, Pratt et al. (2009) suggest a broad marketing approach instead of specific niche marketing since the return of investment is higher because of a broader variety of targeted consumers. More than ten years have passed since this research and a lot has changed, especially when it comes to targeting and attracting consumers with the help of the Web, new technologies, and interactive online marketing tools.

2.3.2 Social Media Marketing

With the development of all expense tours, holiday catalogs, and air transport around the 1970s the marketing of destinations became more and more common and vital (Buhalis, 2000). Almost no other industry has developed and matured so rapidly in past years and is expected to grow even further in upcoming years than the travel sector (Stahl, 2022). In order to stand out in the highly competitive tourism industry, marketers are using various channels, tools, and approaches to target, inform and convince potential customers about goods, services, and products (Buhalis, 2000).

Especially with the introduction of Web 2.0, marketing strategies in most industries shifted from traditional print.-, radio.-, direct mail.- and telemarketing to online advertisement tools (Morrison, 2019). O'Reilly (2005) describes Web 2.0 not as a new technology or platform but rather as a new way of using and benefiting from the already existing sources of the World Wide Web. Web 1.0 was all about statistical information collection and provision, whereas Web 2.0 is more about the dependence of users and their contribution to information acquisition by creating, searching, sharing, consuming and interacting online via tools like reviews, blog posts, social media activities, website entries, cost per clicks and search engines (O'Reilly, 2005). Mazurek (2009) explains that Web 2.0 can be seen from three

perspectives: technology, information, and community and divides the roles of the new web into the publisher/creator and the reader. Showing that Web 2.0 can be used as a two-way communication tool that encourages online interactions and activities between the two roles.

In fact, the new way of web usage and the presentation of advanced technologies had a tremendous impact on the marketing and communication strategy of DMOs and other businesses (Buhalis & Law, 2008). In his research study Lopez Torres (2015) questioned 376 US DMOs about their most effective marketing channels and the research results mostly agree with the shift from conventional to digital marketing. According to participating DMOs their most successful marketing mediums include websites, word of mouth, search engine optimization, public relations, and social media. The least effective tools were traditional approaches like directory, telemarketing, direct mail, radio advertising, and sponsorships (Lopez Torres, 2015). A few years later, Morrison (2019) describes the most used digital marketing methods of DMOs as business websites, search engine marketing, content creation, applications, email, and social media.

Before Web 2.0, websites were mostly used for email exchange, file transfer (Lu & Yeung, 1998) as well as image and information publication (Mazurek, 2009). However, nowadays managers and marketers see the potential of advanced website use to create viral advertising campaigns, build a brand image and develop customer relationships (Mazurek, 2009). Furthermore, providing and operating a business website can be useful since it makes communication between stakeholders easier and extends the customer base and audience (Law et al., 2010). Based on Lu and Yeungs' (1998) early framework, the ease of use as well as functionality determine the usefulness of a website. Ease of use is divided into subjectively pleasing, ease of browsing and how easy the website content can be read (Lu & Yeung, 1998). According to Day (1997) it is the businesses' responsibility to provide a high-quality website in order to attract customers which is why the author came up with useful elements like knowing the customers, expressing the purpose of the site, offering relevant content, responding to users needs, including visual elements, incorporating call-to-actions as well as sticking to the promises made during these steps.

Considering these elements when designing a destination website can influence viewers' attitudes and emotions towards a location, especially when unique experiences offered by the destination are being promoted with convincing and strong visual descriptions (Lee et al., 2009). Further recommendations for successful DMO website design include basic navigation tools, contact details, activities and things to do for niche interests, the right amount of

information, clear and up-to-date data, linkage to social and shareable content, and advanced search engine optimization (SEO) (Archer, 2018). DMOs with the most appealing, creative and informative website layouts include Tourism Australia, Costa Rica Tourism Board, Destination Cleveland, Tourism Western Australia and Margaret River Busselton Tourism Association (Archer, 2018). Hays et al. (2013) add that society is already so technically advanced that simple tools like business websites are not enough to compete in today's digital era and that DMOs are strongly advised to consider and include additional tools like social media in their marketing in order to stay relevant and to attract and connect with travelers.

Social media platforms gained significant attention over the last years and have been subject of various research especially related to marketing (Dwivedi et al., 2015). Mazurek (2009) describes social media platforms as web community portals whose purpose is to connect users through content and dialogue creation with the help of tools like blogs, tags, wikis, or podcasts. Musser and O'Reilly (2005) add that the more users utilize and work with the Internet and new applications, the better the networks become. Supporting the definition of Filo et al. (2015), who describe the interactivity, co-creation and sharing of consumer-generated content (CGC) between different users as the unique characteristics of social media. Showing once more that Web 2.0 depends on individuals' online activities and contributions.

Consumer-generated content (CGC) or user-generated content (UGC) is being defined by Krumm et al. (2008) as the contribution of explanatory or entertaining data, information or media in the form of ratings, wikis, and videos which is being shared on purpose by ordinary people online. The most common UGCs include creating texts like blog posts, uploading photos, taking part in online discussions as well as designing websites (Daugherty et al., 2008). When looking at the definition of electronic World-of-Mouth (eWOM), a close connection between UGC and CGC can be detected. Henning-Thurau et al. (2004) describe electronic word of mouth as "any positive or negative statements made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" (p. 39). Such online recommendations have an immense influence on customers' shopping behavior and product choice (Senecal & Nantel, 2004) and should therefore not be underestimated by marketers.

Popular social platforms for communicating with others and for sharing CGC as well as expressing eWOM are summarized by Hays et al. (2013) and include amongst others blogs like Wordpress, social media platforms like Facebook, photo and video sharing networks like

YouTube as well as forums to express opinions like Tripadvisor. Further classifications include virtual social worlds, collaborative projects, and virtual game worlds (Kaplan & Haenlein, 2010).

The easy and constant availability of Internet access changed people's daily tasks in business.-, social.-, education.- and private life making social media one of the most successful and influential applications to date. The increasing use of Web 2.0 and the development of various social media platforms also influenced people's travel behaviors and changed the way of gathering information, organizing and purchasing trips as well as sharing memories experienced during vacation (Buhalis & Law, 2008; Mariani et al., 2016; Xiang & Gretzel, 2010).

When thoughts, experiences, reviews and other information about businesses, services or products are being exchanged online and provide advantages for involved parties, social media marketing is being practiced (Dwivedi et al., 2015). Incorporating social media campaigns into marketing activities can create various advantages for a firm like increased brand image, higher purchase intention as well as greater actual purchases (Duffett, 2015). Additionally, using social media platforms for business purposes can further increase customer communication (Maecker et al., 2016), influence electronic Word-of-Mouth (Teng et al., 2014) as well as attract potential new employees (Sivertzen, 2013). Firms like to increase social online interactions by encouraging users to like, comment, review or share content in order to achieve the mentioned advertising goals and advantages (Rodgers & Wang, 2011). Further interactive marketing tools to create higher interaction and communication with customers include quizzes, polls, puzzles, mini-games, and calculations (Hall, 2020).

Although, with the rapid development of the Web, new trends and applications that marketers need to keep an eye on are already in the pipeline and are called Web 3.0 (Rudman & Bruwer, 2016). It has been mentioned that Web 2.0 is about users generating content; now with Web 3.0 machines are producing such new information on an autonomous, blockchain-based and decentralized basis (Noone, 2021). First studies reveal that Web 3.0 applications like virtual reality (VR) can have positive effects on users' travel intentions, site recommendations, and information search about a destination (Marasco et al., 2018). Other advantages of VR in tourism marketing include the creation of deeper emotions towards the promoted destination and the formation of a stronger connection to the location and its offered activities thanks to advanced sentiment (Griffin et al., 2017). Marketers are increasingly using social media and interactive online tools however, it has to

be considered that the use of Web 2.0, Web 3.0 and social media networks also creates various disadvantages and challenges for DMOs.

In order to stay up to date and to fulfill customers demands, DMOs need to adjust their marketing strategies to constant technological changes and new ways of communication (von Bergner & Lohmann, 2013). Such tasks are time-consuming and expensive which is why DMOs are bothered with finding necessary resources like employees, time and financial means to stay up-to-date (Gretzel et al., 2006). However, in order to achieve a competitive advantage in today's digital, fast-moving and oversaturated market it is crucial for DMOs and other marketers to keep up with trends and include social media practices in activities and practices (Schegg et al., 2008). One of the main issues with UGC is that more and more Internet users believe what is being written and published online without questioning the sources, like Wikipedia entries (Kaplan & Haenlein, 2010). Furthermore, firms can not fully influence the content that is being posted online by consumers about their brand, products and services and that the published information can be viewed and accessed by an uncontrollable group of people, also competitors (Mazurek, 2009). Another disadvantage of Web 2.0 and especially search engines, is that negative information about a company or a destination can be looked up with just one click. This can be challenging for destination marketers since negative events like terror attacks, political issues or other unfavorable news that DMOs would normally not use to attract tourists are published and presented online and negatively affect the work and goal of travel organizations (Hays et al., 2013). Furthermore, negative statements about travelers' past experiences can unsympathetically influence the destination image of readers (Morgan et al., 2003). Other risks that firms associate with Web 2.0 include high numbers of customer complaints, out-of-control community discussions and that too much company information is being revealed (Mazurek, 2009).

With the influence and power of Web 2.0 as well as UGC everybody with Internet access is nowadays able to market a destination as well as form and develop destination images and brands in both negative and positive directions (Reino & Hay, 2011). Marketers need to be aware of the fact that their positions in social media networks are now the same as that of the users (Peters et al., 2013). With the contribution of UGC and the involvement of ordinary travelers in online marketing activities, the role and duties of DMOs become even more confounding and difficult to define than before.

2.3.3 Promotional Videos

Before social media platforms and UGC became prominent, movies and television shows acted as a successful method to inform, inspire and influence viewers about a destination (Riley et al., 1998). With their study, Tooke and Baker (1996) proved that locations that were featured in movies experienced a higher number of tourist visits. Destinations that undergo travelers' temporary stay and attention after being spotlighted in movies or TV shows are results of film-induced tourism (Busby & Klug, 2001).

In his paper, Dann (1977) describes the drivers for travelers to visit a destination as either being "pull" factors, which attract the travelers attention like a special environment, sights, weather or culture, or "push" factors, which are socio-psychological motives such as the need for quietness, relaxation or peace. Macionis (2004) includes these two factors in her framework to analyze the various motivations of a movie audience to participate in film-induced tourism. Since movies have the power to impact viewers' travel behavior (Macionis, 2004; Tooke & Baker, 1996), it is important for marketers to understand the various motives that influence a tourist so that identified factors can be incorporated into film marketing and other visual ads. The identified motivations are being summarized by Macionis (2004) in Table 2 and are divided into pull factors which are featured in the movie and split up into place, personality and performance and push factors which include personal drives like ego enhancement, status, fantasy, vicarious experience and the search for self identity. When looking at the pull factors we see the importance of personalities like celebrities who act as further motives to influence viewers' destination awareness and intention to visit the featured place.

Pull Factors (Film)			Push Factors (Internal Drive)
Place	Personality	Performance	
Location attributes	Cast	Plot	Ego enhancement
Scenery	Characters	Theme	Status/Prestige
Landscapes	Celebrity (stars)	Genre	Fantasy/Escape
Weather			Vicarious Experience
Cultural origin			Search for self identity
Social origin			
Activity origin			

Table 2. Push and Pull Motivation in Film Induced Tourism (Source: Macionis, 2004, p.90)

Further advantages of film-induced tourism besides an increase in tourist arrivals, enhanced destination image and growth in cultural value is that it can serve as a useful marketing tool to present and position a destination in a desired way which can convince travelers to visit less popular side-locations and off-seasons (Gjorgievski & Trpkova, 2012). However, Macionis

(2004) also emphasizes that film-induced tourism is very individual and personal since every consumer has their own way of understanding and consuming images and content presented in the media as well as has different needs, wants and expectations of a vacation.

As mentioned above, with the development of free social media tools and content-sharing platforms as well as the evolution of smart devices, marketing strategies and activities have changed (Henning-Thurau et al., 2013). Short promotional videos shared on social media now have similar power to influence viewers' awareness, quality, image and visit intention of a destination (Shani et al., 2009) as expensive Hollywood movies. In order to create a powerful and effective destination promo video, Moin et al. (2020) advise marketers to consider the importance of storytelling. Stories are the centerpiece of a brand which help them stand out and make them special and are therefore important when selling and promoting products (Bierman, 2010). In her paper, Mossberg (2008) describes two crucial factors that need to be included into a story when wanting to capture consumers. The first one is the requirement of hedonic benefits for the consumer, and the second is the creation of a servicescape that lets the consumer escape from daily life (Mossberg, 2008). People like to share their memories, exchange experiences as well as communicate with like-minded people about their interests and passions (Woodside et al., 2008). When Internet users take part in online content creation and sharing they are becoming storytellers (Lund et al., 2018) and the roles of DMOs and consumers become very similar again, since both parties have equal power to influence experiences with their shared stories, content and narratives (Chronis, 2012; Lund et al., 2018).

To provide people with a place that allows them to share their experiences, stories and narratives, YouTube was developed (Hosch, 2009). In 2020 1.78 billion YouTube users worldwide were registered, expecting to grow even further in upcoming years (Ceci, 2021), showing the huge potential that the video-streaming platform offers to marketers to attract people all over the world. Youtube was officially launched in 2005 by three former workers of PayPal to give ordinary individuals a voice and a platform to share their memories and "home videos" (Hosch, 2009). After the launch, the video-sharing website soon experienced major popularity and grew from over two million daily views in 2005 (Hosch, 2009) to almost five billion in 2022 and is now the second most visited homepage worldwide (Donchev, 2022). YouTube covers many different categories like music, personal blogs, gaming, and entertainment. According to Collective Bias (2016), 18% of respondents stated that their purchase behavior is being influenced by videos they see on YouTube, which makes the video platform one of the most convincing and effective social media marketing channels. The research results of Lopez Torres (2015) agree and show that the most effective social media

channels perceived by DMOs are Facebook, YouTube and Twitter. Shani et al. (2009) add that promotional videos can not only increase the audiences' purchase intentions but can also improve destination images which can further grow the intention to visit the advertised location. In their study, Wang et al. (2021) approve of the positive effects that short promotion destination videos have on viewers' visit intentions, especially when they are shared and sent by friends and people they know. Reino & Hay (2011) further explain that the main reasons for people to watch destination videos on YouTube are to get information about unique things to do, get opinions of like-minded people in the form of reviews as well as obtain guidance and answers to open questions. Khan (2017) adds that the reasons and motives for people to use YouTube as being information giving and seeking, self-status optimization, improving social interactions as well as to be relaxed and entertained. Lastly, the freedom of choosing which product or service to see and experience and to be part of the trip planning are further advantages and reasons for travelers to use YouTube before going on a vacation (Reino & Hay, 2011). Goldsmith & Horowitz (2006) investigated that consumers have higher trust in UGC and CGC shared on social platforms like Youtube than traditional advertisements. Reino & Hay (2011) add that tourists watching promotional destination videos on YouTube prefer to see actual travelers' experiences rather than clips produced by official marketing organizations, which creates another challenge for DMOs.

Nevertheless, with the high number of 81 percent of adult U.S internet users using Youtube (Dixon, 2022) as well as the mentioned advantages that promotional videos shared on online platforms can have, marketers need to come up with innovative and unique ideas to incorporate the popular medium into their marketing strategy. For example, when creating videos about a nature destination, Alamäki et al. (2022) suggest marketers not to include clips of human beings since they could distract from the landscape, peace and quietness travelers may look for. However, it has to be considered that the visuals and emotions used in videos have different effects on individuals depending on their gender, nationality, expectations, and experiences (Alamäki et al., 2022). Cao et al. (2021) further suggest using narrative in short promotional destination videos since destination brand attitude can be enhanced, especially when they are positioned in chronological order and include characters to which the tourist can relate. If marketers seek to increase interactions like the commenting, liking and sharing of videos by users on YouTube, Khan (2017) suggests producing entertaining content which provides information as well as has the potential to create social interactions and communication among viewers. Additional recommendations for successful YouTube marketing are given by Marquardt (2021) and include regular, persistent, current and valuable content publication; using short and lurid video titles; providing an adequate description as well as including video tags and hashtags. Lund et al.,

(2018) give five specific guidelines for DMOs in order to grow their social media presence which involve the inclusion of social media users into marketing campaigns so that they see that their involvement and contribution have an impact; letting users create stories and than picking and reusing the most appealing ones; being active when it comes to answering, commenting and listening to other users; coworking with other users and collaborating with the ones who fit to the brand; and lastly finding the role and image which the brand wants to be identified with.

Reino & Hay (2011) demonstrated that DMOs underestimate the power and potential of YouTube videos and that they are struggling to effectively work with this new medium. Moin et al. (2020) agree and talk about missed opportunities if destination marketers do not make use of storytelling in promotional videos. Paskova et al. (2018) suggest using celebrities like athletes in order to positively influence views and click rates and to create a sense of quality among viewers. Some tourism marketers and DMOs are already making use of famous people in marketing activities like the investigated tourism boards Visit Dubai and My Switzerland, which is why the next paragraph will now focus on celebrity endorsement in tourism advertising.

For an easier understanding and better overview, the key benefits of short promotional videos as well as the use of celebrity endorsers in destination marketing are provided in table 3.

Marketing Type	Benefit	Source
Promotional online videos including celebrities	Higher online interaction (e.g.: likes, comments, shares)	Paskova et al. (2018)
YouTube videos	Influence viewers buying behavior	Collective Bias (2006)
YouTube destination videos	Easy way of communication for DMOs as well as travelers	Reino & Hay (2013)
YouTube destination videos	Available reviews and feedback for DMOs as well as travelers	Reino & Hay (2013)

YouTube destination videos	Helps viewers with decision making & information acquisition	Reino & Hay (2013)
Destination promotion video	Increase in destination image	Leung et al. (2017)
UGC & CGC content on social media	Higher perceived trust than with conventional marketing	Goldsmith & Horowitz (2006)
Destination video marketing	Positive impact on destination image	Shani et al., (2009)
Destination video marketing	Increase and trigger in visit intention	Leung et al. (2017), Shani et al., (2009), Wang et al. (2021), Cao et al. (2021)
Narrative tourism short videos	Transports viewers to the destination	Cao et al. (2021)
Tourism advertisement videos	Trigger to gather more information about destination	Fong et al. (2017), Leung et al. (2017)
Destination video marketing including celebrities	Potential to go viral	Hürlimann (2022)
Destination video marketing with celebrities	Higher visits on destination website	Hürlimann (2022)
Destination video marketing with celebrities	Increased media coverage and international recognition	Hürlimann (2022)

Table 3. Key Benefits of destination marketing (Source: Scherf, 2022)

2.3.4 Celebrity Endorsement in Destination Marketing

Various explanations, advantages, disadvantages and challenges of celebrity endorsement as well as social media destination marketing have been presented so far in this literature

review. Now it is time to combine the two topics to see what has already been researched and found in this field and where there is still need for clarification and improvement.

As already discussed in previous paragraphs, much has been investigated about the use of celebrities in marketing activities, especially regarding products and services. On the other hand, only little has been investigated into using famous personalities in short promotional videos for destination marketing purposes. Even though van der Veen (2009) found an evident influence of celebrity endorsers on travelers' attitudes towards the advertised destination as well as the promotion itself, the author emphasizes the need for further research especially with regards to new and advanced technologies. Paskova et al. (2018) demonstrated how using celebrities like athletes in airline advertising can have a positive influence on views, click rates, and perceived brand quality when shared and watched on YouTube. Other airlines have seen the potential of including celebrities in TV- and digital campaigns as well. For example, Emirates Airlines hired Hollywood megastar Jennifer Aniston to endorse their economy class (Thompson, 2016), Turkish Airlines worked with Oscar-winning actor Morgan Freeman to promote the airline's massive network, connections and air routes (Notte, 2022), and Emirates regularly teams up with football club Real Madrid (Real Madrid, 2015).

However, not only are airlines making use of the recognition and fame of well-known personalities, but also DMOs increasingly involve celebrities in their marketing campaigns to promote their unique travel location. Very recent examples include Switzerland Tourism employing tennis superstar Roger Federer to convince Robert DeNiro (Madden, 2021) and Anne Hathaway to visit the Swiss alps (Levine, 2022); Tourism Australia working with native Chris Hemsworth (Marcus, 2021); and comedian Rebel Wilson promoting the reopening and happiness of Fiji islands in Visit Fiji's current ad campaign (Wilkinson, 2021). Most celebrities who work closely with tourism organizations and advertise their home country, like Roger Federer and Chris Hemsworth, are also called and appointed as brand and tourism ambassadors or spokespeople of their country of origin (Seminara, 2021; Tourism Australia, n.d.). According to Andersson and Ekman (2009), ambassadors are seen by organizations as "constituting a credible testimony of the distinctive character of the place and its attractiveness, and can through the word-of-mouth effect influence others through their networks and relationships." (p.43).

The broad reach of such online campaigns, including celebrities and well-known ambassadors, can be seen when looking at the views of tourism videos on YouTube. For instance, the mentioned Morgan Freeman clip generated 40 million views on Turkish Airlines'

official YouTube channel (YouTube, 2022a) and the advertising campaign of MySwitzerland featuring Roger Federer and Anne Hathaway reached 102 million views after being online for two months (YouTube, 2022b). Furthermore, the viral campaign developed by Tourism Switzerland led to increased global media coverage and higher website visits (Hürlimann, 2022). Lee et al. (2008) investigated that the presence of celebrities in destination advertisements positively affects consumers' perception of a destination like familiarity and visit intentions and can influence a traveler's needs and wants. The attractiveness of a location and the visit aspiration is higher if the destination is more familiar (Kim & Richardson, 2003), hence celebrities also affect the overall destination appeal. Yen and Teng (2013) confirm that the involvement and association of a celebrity with a tourist destination can increase the desire of travelers to visit the endorsed location. Especially among fans (Yen & Teng, 2013) and younger travelers aged between 16 to 30 years, celebrities in destination advertisements have a positive influence on the recollection, association and remembrance of locations (Jayanthi & Gosain, 2018). A positive attitude towards a destination can be achieved if a native celebrity is being used since they are connected with higher believability, authenticity and ideal "product fit" compared to non-locals, whereas celebrity attractiveness did not show any importance (van der Veen & Song, 2013). Jolly (2016) summarizes the major findings and benefits of using celebrities in destination marketing and comes up with the following recommendations for DMOs: the utilization of native celebrities to ensure an authentic match; not selecting celebrities after looks since attractiveness does not determine consumers decisions; targeting students and focusing on marketing tools that are being used by younger generations; considering charity and social causes that involve celebrities since they push publicity and GDP rate; as well as using stars with a good image since the acceptance of the endorsed product is than higher.

Similar to celebrity endorsement in product marketing, various obstacles and challenges can be observed in destination marketing and need to be considered when creating successful advertising campaigns. For example overtourism and crowded sights can be a result of destination marketing which features celebrities with a huge fan base like Justin Bieber. After the singer released a music video in 2015 which was partly filmed at the Fjaðrárgljúfur Canyon in South Iceland, visits to the scenic highlight escalated (Dickinson, 2019). On the one hand, trips to Iceland grew from 600.000 in 2011 to 2.3 million in 2018 (The Guardian, 2019), showing the huge influence famous personalities have on tourists' travel behavior. On the other hand, the area around the Canyon had to be closed because of environmental concerns, signs of wear because of high foot traffic, and a damaged ecosystem due to the masses that wanted to recreate the music video and undergo what Justin Bieber experienced (Dickinson, 2019). Even though the video was not intentionally meant to promote the

destination, the consequences, outcomes, influence, and social responsibility of celebrities in such clips must be kept in mind.

Van der Veen (2009) highlights the importance of tourists' individual emotions and desires when making travel decisions, which are hard to change, not even with famous personalities. Another issue that may arise when destination and celebrity ambassadors do not provide a coherent product fit is the release of negative news and press about the location as well as the endorsers like it recently happened with football players David Beckham and Lionel Messi. Even though Messi is already one of the highest-paid athletes worldwide, he still felt the urge to earn more money by accepting the offer of being Saudi Arabia's tourism ambassador, a country that is often connected with human rights abuse and racism (Zidan, 2022). A similar issue and allegations occurred with David Beckham signing a deal to become Qatar's tourism ambassador for the World Cup 2022 (Verri, 2021). To avoid and work on these topics, Glover (2009) recommends matching the destination image, celebrity image and tourists' perceptions to create a successful marketing strategy.

2.4 Destination Attitudes

As already mentioned, one advantage of using celebrities in destination advertisements is the changed destination attitudes that they can create (van der Veen, 2009). Um and Crompton (1990) argue that people who have not visited a place can only imagine and form attitudes about that destination and its characteristics and that these notions are determining and crucial when it comes to destination choice, no matter if the formed images are true and accurate or not. The World Tourism Organization (1979) adds that a little pre-knowledge and consciousness about the existence of a place are essential in order to be able to decide to visit a destination. Therefore, DMOs are eager to make potential travelers aware of their destination and to present it in the best possible way.

Morrison (2019) describes the promotion of a location's unique images within a target audience as brand positioning and emphasizes its importance when wanting to create a competitive advantage. Gallarza et al. (2002) argues that there are numerous definitions from various researchers when it comes to the meaning of product, place and destination image, however what they all agree on is the importance and relevance this topic holds since it influences consumers' behaviors and decisions. Kotler et al. (1993) define images about a travel destination as the total of all beliefs, ideas, thoughts, and opinions that a person has about a specific place. Capriotti (1992, as cited in Lopes, 2011) adds that images are strongly connected to attitudes since an image is created based on an individual's perceptions of a brand, emotions and behaviors. Buhalis (2000) additionally highlights the importance of

individual expectations and notions that a traveler holds about a place. One famous research conducted by Echtner and Ritchie (1993) emphasizes the inclusion of various aspects to measure destination image effectively. These elements are separated into attribute-based images, holistic impressions, and functional, psychological, unique, and common characteristics (Echtner & Ritchie, 1993). An example of these elements regarding the travel destination Dubai is presented in section 2.4.1 of this paper.

By these explanations it can be seen that destination image formation and attitudes are very subjective and personal topics, however DMOs and other marketers can influence these creations. Gartner (1994) explains that the formation of destination images can be influenced by a large variety of factors which are divided into: induced, autonomous and organic sources. In the digital and online area that we live in right now these factors cover conventional advertising created by official organizations and brands; independent and unofficial content created by writers, movie producers or Internet platforms as well as world of mouth, UGC and individual sharing of experiences (Reino & Hay, 2011). As mentioned previously, movies (Hudson & Ritchie, 2006) and short promotional videos (Wang et al., 2021) are further successful and effective tools to form and improve destination images. Pike (2004b) adds the power of slogans as an additional underrated yet valuable marketing tool to stay relevant and change and influence destination images.

With all the available websites, social media platforms, search engines and other digital tools, planning a trip becomes more and more enjoyable, social, emotional and interactive for potential tourists than ever (Decrop & Snelders, 2004). When potential travelers are searching and gathering information about a destination beforehand, they become part of the planning procedure and form specific images and mental illustrations (Crompton, 1979; Kotler et al., 1993) about what they hope their trip will look like. Therefore it is crucial for marketers to provide meaningful, helpful, accurate and convincing information about a destination as well as use mixed marketing methods to attract and intrigue customers and to meet formed expectations.

2.4.1 Destination Image & Attitudes towards Dubai

Dubai is perceived as a leisure travel destination amongst the European population and is being associated with luxury, shopping, high-end hotels, beaches, sand, sea, and heat (Govers et al., 2007). Reisinger (2009) describes the population of the United Arab Emirates (UAE) as very hospitable, social and liberal to other beliefs and nations. In their research Xesfingi et al. (2018) investigated that the main reasons and motives of individuals to visit Dubai for the first time are the location's attractions and facilities like malls, infrastructure,

and architecture. The city in the UAE is being presented online as a travel destination that provides consumer goods rather than actual experiences which may cause the formation of undesirable destination images and decrease travelers' expectations (Govers & Go, 2005).

Govers et al. (2007) tested a new way of measuring destination images and let 598 educated participants write a free text to express perceived destination images about different locations they have never visited before, and Dubai was one of them. The results show that Dubai is associated chiefly with desert, wealth, opulence, street life, different smells and fragrances, sand, oil, and camels (Govers et al., 2007). To show a connection to Echtner and Ritchie's (1993) research and to provide further associated elements conducted in Govers et al. (2007) experiment, Figure 2 summarizes some of the results. The majority of participants in Coombe and Melki's (2012) study confirm the image of Dubai amongst individuals as being opulent, luxury and modern and argue that these image formations are due to the increasing media coverage of Dubai in previous years and its modern, luxury and lifestyle-oriented presentation there.
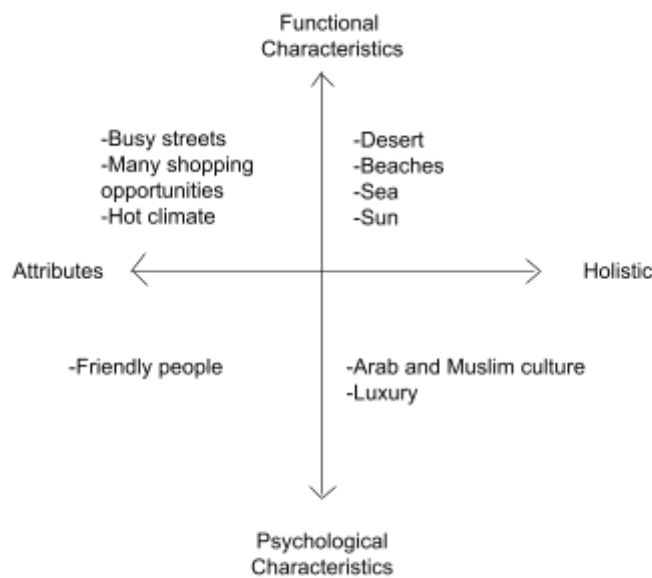
Figure 2. An Illustrative Example of four components of Destination Image (Dubai) based on Echtner and Ritchie's (1993) framework (Source: Scherf, 2022)

Furthermore some misbeliefs and stereotypes still exist especially regarding women in Dubai and the need for female travelers to wear a head covering, not being permitted to drive or that females are rarely spotted outdoors (Govers et al., 2007). Even though the UAE has the highest misproportion of males and females worldwide, both genders officially have the same entitlements (Reisinger, 2009).

According to Balakrishnan (2008), Dubai is connected with too many destination perceptions and should therefore develop a clear and allied brand promise as well as a few selected representative images to make the usage, association and recall easier and more successful. Furthermore, marketing should increase creativity to show actual cultural images and the richness of heritage that Dubai has to offer and should communicate these on specific marketing channels that fit best to the location's target groups (Coombe & Melki, 2012).

Because of the increasing popularity and rising number of tourist arrivals in Dubai Zaidan and Kovacs (2017) further describe the need to define a target audience and their desired services and expectations in order to avoid overtourism and annoyed inhabitants and to ensure sustainable development. Furthermore, the differentiation between short- and long-lived associations needs to be considered as well. For example, Dubai is often associated with terms like highest, richest and most unique, however such explanations are rather broad and inefficient when wanting to stand out, which is why Balakrishnan (2008) and Coombe and Melki (2012) suggest Dubai marketers build more specific and substantial images.

2.4.2 Destination Image & Attitudes towards Switzerland

European countries like Switzerland on the other hand are associated with their history and culture (Reisinger, 2009). Chen et al. (2021) questioned 200 people from France and 199 Italian inhabitants regarding their associations with Switzerland which the researchers then summarized in a destination imagery diagnosis model. The findings show a strong connection to nature, outdoor sports and landscapes. Further statements include "A country between mountain and lakes", "Safe", "Offers many outdoor activities", "Enjoy nature, connect with nature", "Beautiful landscape, scenic views", "Authentic untouched nature", "Fresh air, clear water, and clean environment", and "Quiet and discreet" (Chen et al., 2021). Similar imagery of Switzerland was found in Echtner's (1991) research and includes skiing, mountains, scenery and alps as well as more special associations like chocolate, cheese, chalets, and yodelers. According to Coman (1999) and Dann (2001, both cited in Bender et al., 2013) these are the stereotypes and associations that Switzerland wants to change and modernize by making use of well-known Swiss celebrities like Roger Federer.

The perceived atmosphere in Switzerland is described as friendly-hospitable, relaxing, happy and by some respondents expensive (Echtner, 1991). The results of Chen et al. (2021) research agree and add high costs, money and banks as other strong but negative associations to the destination image of Switzerland. Echtner (1991) further includes the cold

climate as another reason for not wanting to visit Switzerland. In order to work on some of these roadblocks, DMOs should think about introducing and promoting travel passes and alternative housing (Chen et al., 2021).

The main reasons for travelers visiting Switzerland are the scenery, skiing possibilities and first time visit (Echtner, 1991). Mussalam and Tajeddini (2016) emphasize the importance of differentiating between short and long duration of vacations when analyzing the reasons for visiting Switzerland. Motivations for travelers to choose Switzerland as a short holiday destination include the "well-organized infrastructure" and for longer vacations "location" (Mussalam & Tajeddini, 2016). The least important reason for people to travel to Switzerland is "shopping" which is consistent with the negative associations of being an expensive country (Mussalam & Tajeddini, 2016).

In order to provide a customized and emotional experience and create positive memories for Swiss tourists Al-Msallam (2020) suggest marketers to focus on advertising entertainment, culture and unique activities, directing visitors to local festivals and events as well as providing free-of-charge summer activities. Another initiative to provide tourists with an enhanced travel experience is made by Tourism Switzerland and is called Swisstainable. The sustainability programme was developed to provide travelers with a guidance and overview of sustainable offers and choices regarding mobility, housing, activities, and gastronomy around Switzerland (Schweiz Tourismus, n.d).

One constructed hypothesis of this research study will investigate if the official tourism boards Visit Dubai and Tourism Switzerland manage to impact destination attitudes with the help of their newly introduced marketing campaigns which feature well-known Hollywood celebrities.

2.5 Emerged Conceptual Framework

With everything that has been presented above, it can be concluded that celebrity endorsement in destination marketing provides various advantages when the destination image, celebrity endorser and customer expectation fit together. In order to create a destination image and location awareness various tools and methods have been presented like movies or the little cheaper and more accessible tool: short promotional online videos.

Some influential pull factors which motivate consumers to participate in tourism are celebrities featured in movies and other visual ads. Celebrities act as guides in videos and are used to connect with the viewers, build a relationship and keep the story of the clip flowing

and interesting (Moosberg, 2008). Choosing the most appropriate celebrity and providing entertaining and informative story and content in video marketing can increase a destination's awareness, image and visitor numbers.

Many DMOs and tourism marketers have recognized or experienced the advantages of celebrity endorsers. Visit Dubai and Switzerland Tourism are two of them and recently published new marketing campaigns featuring well-known personalities. These short video promotions aim to attract new and returning customers, create awareness as well as form fresh and creative images and attitudes about the advertised location. However, it has to be considered that achieving these goals partly depends on the chosen celebrity endorsers and their perceived credibility.

The above presented literature about important celebrity characteristics and their influence on destination marketing outcomes as well as impact on consumers' behavior, attitudes and feelings are the foundation of the following created conceptual framework and research hypotheses:

H1: Celebrity endorsed marketing by domestic celebrities is more trustworthy than marketing by international

H2: Domestic celebrities are perceived to fit better to the endorsed destination than international celebrities

H3: Domestic celebrities are perceived more credible when advertising a destination than international celebrities

H4: Domestic celebrities have higher perceived expertise about the endorsed location than international celebrities

H5: Domestic celebrities are more effective in creating higher visit intentions than international celebrities

H6: Domestic celebrities are more effective in generating positive destination attitudes than international celebrities

H7: Domestic celebrities are more effective in creating WOM about a destination rather than international celebrities
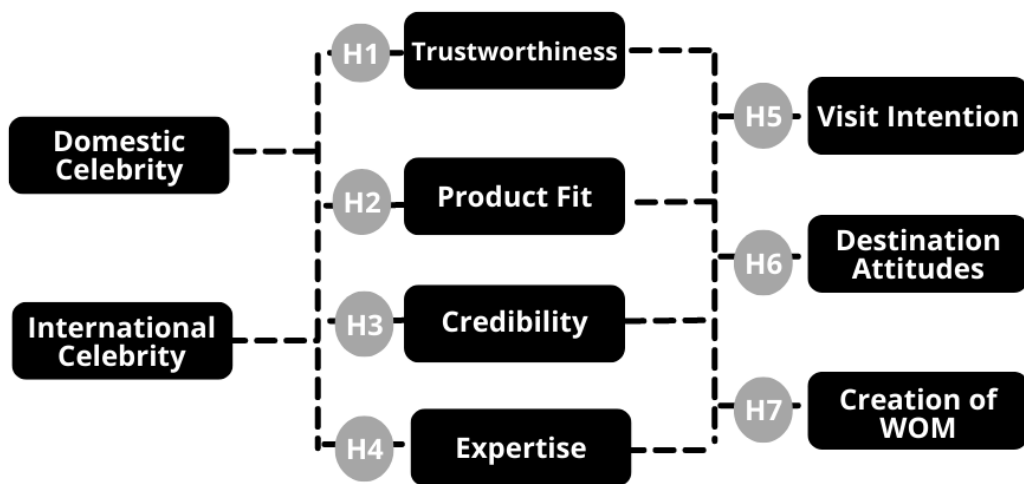
Figure 3. Conceptual Framework (Source: Scherf, 2022)

3 METHODOLOGY

The next part of this thesis outlines the most appropriate research methodology to answer the research question of whether or not the celebrity endorser's nationality changes consumers' destination attitudes towards a promoted location in online advertisement, affects the visit intention as well as impacts the creation of WOM. Choosing the most suitable information acquisition method, research approach and strategy assures more precise research outcomes which concludes in more accurate and useful predictions, results as well as added value. After providing some general information about different research designs, research approaches and research strategies, a justification of the selected method is being included. Afterwards an in-depth explanation of the chosen experimental design covering the data collection process, stimulus materials and treatments is presented.

3.1 Research Design

A carefully considered and comprehensive plan which directs research towards its defined goals is called a research design (Kumar et al., 2019). Depending on the research question and goal there are different approaches and methods to choose from to reach the desired and needed results. According to Sreejesh et al. (2014) there are three different classifications of business research: exploratory, descriptive and causal design.

Exploratory research is the most common research method and deals with discovering and collecting advanced and new concepts, insights and ideas based on existing but under-reported knowledge or problems (Sreejesh et al., 2014). Sreejesh et al. (2014) summarize the main reasons for performing exploratory studies as inspecting a complex situation, assessing different solutions, coming up with new suggestions and understanding a problem more precisely.

The descriptive research design on the other hand clarifies and studies people, products, circumstances or situations with predefined instructions usually in the form of already existing guidelines for surveys or interviews, without questioning causes (Sreejesh et al., 2014).

On the contrary, the goal of causal research design, as the name implies, investigates how one variable has an impact on a different variable, which is also defined as a cause-and-effect relationship (Sreejesh et al., 2014). This research type is also known as explanatory research. One important aspect to consider with this method is that researchers need to make sure that there is no other variable that causes or affects the relationship between these two

variables to avoid spurious correlations (Dudovskiy, 2016; Kumar et al., 2019). Another crucial factor that must be considered when choosing this research design is that the relationship between the variables must be systematic and temporal (Dudovskiy, 2016). A successful causal research can be achieved for example with the help of experiments.

3.2 Research Approach

Kumar et al. (2019) explain that choosing and creating a research study includes making various correlated conclusions and decisions and that the most important one is selecting how the needed data is going to be collected, which is also called picking a research approach.

Before choosing a method, the researcher needs to decide which form of data to use: secondary or primary. Information that has already been collected by researchers, organizations or companies which is accessible in print or online in the form of statistics, databanks, records, journals, books, figures, and others are called secondary data (Kumar et al., 2019). Primary data on the other hand is specifically accumulated by the researcher to answer a certain research question (Kumar et al., 2019).

Creswell (2014) presents three different types of research methods that can be used when collecting primary data namely: quantitative, qualitative, and mixed methods. Quantitative methods include questionnaires and experiments and are used to create numerical data followed by an in-depth analysis and comparison of results (Denscombe, 2001). The goal of quantitative research is to explain existing situations and investigate correlations and causal relationships between different variables (Denscombe, 2001). With this research method a larger number of research participants is favored since it makes the end results more significant and expressive (Denscombe, 2001). Qualitative research on the other hand is about using words and images rather than numbers. Usually, it includes observations, case studies and interviews with a limited and defined set of units to inspect (Denscombe, 2001). The mixed method combines quantitative and qualitative approaches to obtain even more insights into the research topic (Creswell, 2014).

3.3 Selected Research Design & Approach

In order to test the hypotheses formulated in section 2.5 a causal research design was chosen in this thesis. Since the defined hypotheses test the cause of one variable (origin of celebrity) on other variables (celebrity credibility, destination attitude, visit intention and participation in eWOM), a cause-effect-relationship between the different components is

being investigated. To do so, primary data was used which indicates that quantitative, qualitative or mixed research methods are most suitable. Since quantitative research focuses on specific and pre-defined factors and their relationship and impact on other fixed factors, this research method was most suitable to answer the stated research question and to test the defined hypotheses. More specifically, a quantitative method in the form of an experiment was chosen and the temporal, concomitant and non-spurious factors of the variables have been considered. A detailed description of the experiment development is presented in section 3.5 of this thesis.

3.4 Research Strategy

Depending on the research goal, available resources like time and finances as well as the amount of obtainable information, there are four basic research methods to choose from when conducting research: secondary data studies, surveys, experiments, and observations (Sreejesh et al., 2014). For the purpose of this thesis, the next paragraph will solely focus on summarizing and highlighting experiments as suitable research methods.

3.4.1 Experiment

"An experiment is an empirical investigation under controlled conditions designed to examine the properties of, and relationship between, specific factors."(Denscombe, 2001, p.65). This can be achieved by identifying, separating and scrutinizing variables in order to find new correlations or question current concepts, hypotheses, and beliefs (Denscombe, 2001). Since there is no defined and one-fits-all guide for collecting data, an experiment is often defined as a strategy instead of a method (Denscombe, 2001). When choosing an experimental method Creswell (2014) highlights four important components which need to be considered and explained: participants, materials, procedures, and measures.

Selecting participants for an experiment can be either random, called a true experiment, or nonrandom, defined as a quasi-experiment (Creswell, 2014). Other types of experiments include pre-experimental designs (Creswell, 2014) as well as statistical experimental designs (Sreejesh et al., 2014).

As previously mentioned, the main goal of experiments is to investigate cause-and-effect relationships. More specifically, if the dependent variable reacts to modifications in the independent variables (Denscombe, 2001). In order to identify the cause and relationship, experiments are conducted. Sreejesh et al. (2014) present three different types of possible relationships: symmetrical, reciprocal and asymmetrical. Either way, a distinction between

dependent and independent variables must be made to achieve reliable and valid results (Creswell, 2014).

Denscombe (2001) explains that the independent variable can be any number, dimension or other factor that exists autonomously without relying on the dependent variable. Any difference in the independent variable impacts the dependent variable but not the other way around. The dependent variable is the effect that results when the independent variable changes (Denscombe, 2001). After identifying the independent and dependent variables, variations and manipulations of the independent variable can be introduced in order to demonstrate how the dependent variable reacts and changes (Creswell, 2014).

In order to rule out any other possible factors that could cause a change, different options like introducing a new factor, eliminating one factor or holding the factor constant should be considered (Denscombe, 2001). Providing a detailed description of the specific treatments, controls and outcome variables makes the experiment more reliable and easier for readers to understand and comprehend (Creswell, 2014). Furthermore, researchers must consider and think about any possible threats like participants dropping out of the experiment, selecting only a specific type of respondents or a diffusion of treatments that could hinder or decrease the validity of the experiment (Creswell, 2014). Denscombe (2001) adds "the observer effect" where participants realize that they are being observed and therefore change their behavior as another possible threat that should be evaluated. Last but not least the ethical aspects of experiments need to be kept in mind and communicated by researchers to ensure research validity and confer participant rights (Denscombe, 2001). This can be achieved by keeping participation voluntarily, personal data anonymous and informing participants about the research purpose, possible risks and benefits (Bhandari, 2022).

When remembering all the above components, factors and threats experiments have many advantages like being easy to repeat, precise, cost and time efficient as well as credible (Denscombe, 2001).

3.5 Method

3.5.1 Research Method

As presented, the most appropriate research method to investigate a possible cause-effect relationship between the origin of celebrity endorsers and destination attitudes, visit intention and creation of eWOM is with the help of an experiment. More specifically, an

online experiment was chosen. That way not only safety standards concerning COVID were adhered but also a familiar environment for participants was created in order to overcome "the observer effect" (Denscombe, 2001) as well as prevent a diffusion of treatments. Other threats like drop out rates, the same type of participants as well as history (Creswell, 2014) were considered by making the experiment short and the selection of participants random.

3.5.3 Independent Variables

The between-subject study design of the experiment included two different Youtube videos followed by a questionnaire. Two treatment groups were created. One group received a link with a YouTube video showcasing Switzerland and Roger Federer (domestic celebrity), the other group was watching a YouTube clip featuring Zac Efron in Dubai (international celebrity). The independent variable was the origin of the celebrity endorser (domestic vs. international) since it exists autonomously and does not change when other variables change. Meaning that in this experiment the celebrity endorsers are the factors that are being manipulated by the researcher. After watching either the Dubai video or the Switzerland video, participants were given the same set of questions. Before watching the video, candidates had to answer the following filter question: "Do you know Switzerland/Dubai?", to get a feeling about the current attitude and relationship to the investigated destinations. After watching the video participants were checked for attention and manipulation by asking them to indicate how strongly they agree or disagree with the following statements: "This video was about Switzerland/Dubai", "I know the main characters in the video", "I saw Roger Federer/Zac Efron/Anne Hathaway/Jessica Alba in the video". That way, other possible causal variables that could create or impact a relationship were minimized and manipulation was checked.

3.5.4 Dependent Variables

The dependent variables of this experiment include attitudes towards the promoted destination, visit intention as well as the likelihood to participate in eWOM. All items were analyzed and measured with the help of existing scales based on literature which was presented earlier in this thesis as well as by using different Likert Scales and semantic differential scales to rate statements about celebrity endorsers in destination marketing.

Items measuring the attractiveness, expertise and trustworthiness of celebrity endorsers were based on Ohanian's (1990) source credibility scale. Participants rated the perceived attractiveness, elegance, honesty, trustworthiness, reliability and sincereness of Roger Federer or Zac Efron on a nine-item seven-point semantic differential scale:

attractive-unattractive, classy-not classy, handsome-ugly, elegant-plain, dependable-undependable, honest-dishonest, reliable-unreliable, sincere-insincere, trustworthy-untrustworthy.

The same seven-point semantic differential scale was used to measure the perceived expertise, knowledge, skills and qualifications of Roger Federer or Zac Efron as destination endorsers. Five items including expert-not an expert, experienced-inexperienced, knowledgeable-unknowledgeable, qualified-unqualified and skilled-unskilled were again adapted from Ohanian's (1990) research.

Afterwards congruence between celebrity and destination was rated based on Till and Busler's (2000) Match Up Hypothesis and by asking participants to rate the following statements: "As an endorser for Switzerland/Dubai, I think Roger Federer/Zac Efron is" using two items appropriate-inappropriate and effective-ineffective as well as the expression "I think the combination of Switzerland and Roger Federer/ Dubai and Zac Efron…" using three items belongs together-does not belong together, goes together-does not go together and fits together-does not fit together.

Overall attitude and feelings towards advertisements and brands that include celebrities in their marketing activities was adopted from the research of Wang et al. (2017) who investigated the airline sector and based their research design on McCracken's (1989) meaning transfer model. Participants were asked to rate various statements about the perceived endorser expertise, their attention span, buying behavior, trustworthiness, remembrance, recall and general attitude when well-known personas are involved in an ad on an eight-item five-point (strongly agree-strongly disagree) Likert scale.

Attitudes towards the promoted destinations as well as visit intention to Dubai and Switzerland after watching the videos were measured based on Veen and Song's (2013) and Shani et al. (2009) research. Firstly, attitude towards Switzerland or Dubai had to be described with a five-item seven-point semantic differential scale: good-bad, like-dislike,pleasant-unpleasant,positive-negative and favorable-unfavorable. Afterwards statements regarding the likelihood of future behavior like desire to visit, further information acquisition and visit intention had to be rated on a five-point (strongly agree-strongly disagree) Likert scale.

Additionally, perceptions and attitudes regarding short promotional destination videos on platforms like YouTube were surveyed based on Xiao et al.'s (2018) publication. Statements regarding the degree of believable/reliable/credible/trustworthy/accurate content in such

videos as well as the fun and entertaining aspects of such clips were rated by participants on a five-point (strongly agree-strongly disagree) Likert scale.

The last dependent variable of this experiment, the likelihood to practice eWOM after watching the videos, was measured with the help of Henning-Thurau et al. 's (2004) research and the social motivations for online users to articulate themselves on the Web. Experiment members had to rate their likelihood of telling others about the videos they just watched as well as their willingness to comment, share and like the clips online.

3.5.5 Stimulus Materials

As mentioned above, two different YouTube videos were selected as treatments for this experiment and randomly distributed to participants, who were instructed first to watch the video and afterwards fill out the questionnaire. One video is called "Dubai: A Romance to Remember" featuring Hollywood actors Zac Efron and Jessica Alba which was published by the destination marketing organization Visit Dubai in August 2021. The clip shown to the other sample group is named "No one upstages the Grand Tour of Switzerland" starring Swiss tennis pro Roger Federer and Hollywood actress Anne Hathaway and was uploaded to the video sharing platform by marketing organization MySwitzerland in summer 2022. Therefore, both videos feature one female and one male celebrity endorser. The Dubai video lasts 1 minute and 6 seconds and the Switzerland video has a length of 2 minutes and 10 seconds. Both clips present the name of the destination as well as mention the names of the appearing celebrities. The celebrity endorsers were the main attraction in both videos, however activities and characteristics of the promoted destinations like big resorts, desert and modern buildings (in the Dubai recording) as well as mountains, lakes and green valleys (in the Switzerland recording) are hinted at. Furthermore, it was important to choose two locations that recently had little to no negative media coverage like natural disasters or political conflicts to avoid prejudice (Echtner, 1991).

Visit Dubai

Visit Dubai the official tourism board of Dubai regularly makes use of celebrities in short promotional videos to advertise the location in the United Arab Emirates (UAE). After the tourism organization successfully released an eight-minute long promo video called "A Story Takes Flight" featuring Hollywood actresses Gwyneth Paltrow, Kate Hudson and Zoe Saldana in 2019, Visit Dubai recently published new short movies starring different yet familiar faces (Dubai Tourism, 2021). Zac Efron and Jessica Alba are the current endorsers of Dubai Presents latest production which consists of five short videos "Dubai: A Brand New You",

"Dubai: A Captivating Saga", "Dubai: A Riveting Mystery", "Dubai: A Romance to Remember" and "Dubai: The Five Star Mission" (Visit Dubai, 2021). The purpose of all clips is to showcase the broad range of experiences the destination offers. With the wide variety of video themes, Dubai wants to appeal to all different kinds of travelers and their distinct expectations whether it is a romantic getaway or an adventurous trip (Dubai Tourism, 2021). The clips were uploaded to YouTube between August and October 2021; last between 1 minute 3 seconds and 1 minute 36 seconds; and have generated between 6 to 65 million views on Visit Dubai's official YouTube channel. The campaigns have been broadcasted across more than 25 countries and 16 languages with the help of various marketing channels like cinema, social media and print.

Switzerland Tourism

A very similar marketing approach can be seen when looking at previous and current activities of the official tourism organization of Switzerland, Switzerland Tourism. After the success of the one and a half minute long clip featuring Roger Federer and Robert De Niro in 2021, the tourism board released another promo video in 2022. The newest collaboration shows Hollywood actress Anne Hathaway and Switzerland ambassador Roger Federer in a studio talking about the famous Grand Tour route and the stunning Swiss landscapes. The video was uploaded on YouTube in the summer of 2022 and hit over 100 million views in a very short time, resulting in a rank in the worldwide top 10 YouTube Ads Leaderboards (Hürlimann, 2022). According to Hürlimann (2022) the success was attributed to the perfect match between creative use of promotional tools and strategic implementation.

In order to advertise the Grand tour of Switzerland, a global marketing campaign called "No one upstages the Grand Tour of Switzerland" including the same-titled short movie as well as other material has been developed and released. Especially after the pandemic and the resulting travel restrictions, Switzerland wanted to get back on the global travel radar which is why they used international celebrity endorsers (Hürlimann, 2022). Thanks to the well-thought-out development, implementation, celebrity-product match as well as the social media presence of the endorsers, the campaign led to numerous international media reports, increased website visits, and an app release (Hürlimann, 2022).

3.5.6 Questionnaire

The online questionnaire of the experiment consisted of four main parts, was developed in English and was designed to take participants around 10 minutes to keep the attention span high and the dropout rate low (Creswell, 2014). Before starting the survey, the experiment's

purpose and anonymity of answers as well as personal data were ensured on the first page to overcome any ethical issues. For further questions contact details of the researcher were provided. All questions were worded closed-ended followed by a Likert Scale or semantic differential scale. There were no open questions except for feedback at the very end and participants had the opportunity to go back and forth. The online survey started with a 3-item manipulation check regarding respondents' awareness and current destination attitudes towards Dubai or Switzerland. On the next page, one of the two mentioned destination videos was shown. The third part consisted of questions that accumulated information regarding the dependent variables: celebrity credibility (trustworthiness, attractiveness, expertise, match up), visit intentions (to Dubai or Switzerland), destination attitudes (towards Dubai or Switzerland after watching the video), attitudes about the promo video as well as the likelihood of participating in online word of mouth (sharing, linking, commenting the destination videos). The last part of the questionnaire collected participants' demographic data like age, nationality, level of education, and gender. At the very end of the survey, participants had the chance to give voluntary and open end feedback. For paid clickworkers, a confirmation code was provided on the last page of the survey. The full questionnaire can be found in the appendix.

3.5.2 Sampling

The experiment was created and analyzed with the market research software Sawtooth. Sawtooth Software was founded in 1983 and is an online platform that helps with research data collection, analysis as well as conjoint analysis (Sawtooth Software, n.d.). After the experiment development, the finished surveys were posted on the author's social media accounts. In order to ensure a randomized study and an equal number of participants in both experiment groups, one survey link was published on Facebook and the other link was posted on Instagram. The first round took place on the 7th October 2022 and a total of 47 participants engaged in the online survey. The Switzerland link received 22 submissions and the Dubai link acquired 25 contributions. In order to speed up the data collection process, the online crowdsourcing platform Clickworkers was utilized. The platform was pre-tested on October the 13th 2022 with a small sample size of 20 participants. After a successful test round, 60 more orders have been placed on Clickworkers. In total 40 clickworkers participated in the Switzerland survey, and 40 other freelancers took part in the Dubai survey. To prevent double participation of clickworkers, blacklists were created which included participants who already took part in the test round and the other survey group. Furthermore, in order to get reliable and useful results, the age range of clickworkers was set between 18 and 50 years and participation was limited to English speaking countries like the

United States and the United Kingdom as well as regions with excellent English skills like Scandinavian countries. Furthermore, both survey links were reposted on the author's personal social media accounts as a reminder to collect additional data.

3.5.7 Participants

The experiment ended on the 21st of October 2022 and a total of 165 participants took part. After eliminating test runs as well as unreliable and incomplete contributions, a total sample of 148 contributors for data analysis remained. A summary of the sociodemographics of the validated experiment participants is provided in Table 4.

The gender distribution shows that the sample consisted of 51.53% male, 47.97% female and one participant who did not identify as either by answering with the option "other". Participants were also requested to disclose their level of education. Findings in Table 4 show that most participants had either a high school qualification or a Bachelor's degree. About a third of the participants reported to have completed high school (34.46%), while another third reported to have had a Bachelor's degree (33.11%). About a fifth completed a Master's degree (22.30%) and one person (0.68%) had Ph.D. or higher qualifications. Most participants were in the 25-34 age cohort. They comprised 35.81% of all respondents followed by those between 28 and 24 years at 17.57% of the sample. The least participants were below 18 years. All in all, the age of the participants was very mixed and well distributed across the sample. Lastly, participants' background was assessed on their occupation. Results show that most respondents were in full-time employment, which constituted about 44.5% of the sample. Students and self-employed participants had similar representation in the sample at 15.54% and 16.22% respectively. Part-timers and unemployed comprised 8.78% and 5.41% of the sample. 4.05% of participants were retired and 5.41% answered with the option "other".

When looking at the distribution of participant numbers, gender and age in both groups, we see that the goal of random allocation worked since the results are very well balanced.

Total sample	148 participants
Gender (%)	
Female	47.97
Male	51.35
Other	0.68
Education (%)	
Less than High School	4.72
High School	34.46
Bsc Degree	33.11
Msc Degree	22.3
Ph.D. or higher	0.68
Prefer not to say	4.73
Age (%)	
Below 18	1.35
18-24	17.57
25-34	35.81
35-44	12.84
45-54	16.89
55 and above	15.54
Occupation (%)	
Student	15.54
Self-Employed	16.22
Unemployed	5.41
Employed Full Time	44.59
Employed Part Time	8.78
Other	5.41
Retired	4.05

Table 4. Experiment Sample Characteristics

3.4 Data Analysis

After the data was collected, it was downloaded from Sawtooth and uploaded to an Excel sheet. In Excel the data file was cleared by eliminating unreliable and incomplete responses of participants. Furthermore, for easier use, information like used devices, time spent on survey, time spent on each page and other irrelevant numbers were removed. The cleared data was then uploaded to the statistical IBM software SPSS. In total, 148 valid data points were used, 66 from group Federer-Switzerland and 82 from the Efron-Dubai group, for the preliminary as well as the main data analysis.

4 RESULTS

In this thesis chapter, the results of the online experiment are being presented. Firstly, descriptive statistics are being provided to give an overview and comparison between the two experiment groups. Afterwards, a preliminary analysis including the reliability analysis are being summarized. The next part presents the outcomes of the hypothesis testing so that the research question and purpose of this thesis can be discussed. Lastly, to get additional insights into the subject and to give recommendations for DMOs, correlation analysis as well as regression models have been calculated.

4.1 Preliminary Analysis

4.1.1 Reliability Analysis

Field (2009) explains that ensuring the reliability and consistency of questionnaire scales and constructs is essential in order to provide valid data analysis. One common way to measure scale reliability is by computing Cronbach's alpha, α values (Field, 2009). When doing so, the author (2009) further presents that α values around 0.8 or 0.7 are adequate. However, the most important thing to consider and include is descriptives for "Scales if item deleted", which indicates what the value would be if that item was removed from the data set. The questionnaire is reliable when no item causes major changes in α values.

Cronbach's alpha analysis in this thesis was conducted in SPSS for all survey constructs. A summary of the results is being presented in Table 6. The survey was found to have excellent internal consistency across all measures since Cronbach's Alpha values were around 0.8 or 0.7.

Constructs	Alpha if Item Deleted	Cronbach's Alpha
Destination Knowledge		
I know some things about Switzerland/Dubai as a travel destination	0.459	**0.627**
I know people who have been to Switzerland/Dubai	0.552	
I have been to Switzerland	0.589	
Credibility Endorser I feel that Roger Federer/Zac Efron is…		
Attractive/Unattractive	0.934	**0.934**

Classy/Not classy	0.927	
Handsome/Ugly	0.926	
Elegant/Plain	0.925	
Dependable/Undependable	0.928	
Honest/Dishonest	0.925	
Reliable/Unreliable	0.925	
Sincere/Insincere	0.925	
Trustworthy/Untrustworthy	0.923	
Expertise Endorser I feel that Roger Federer/Zac Efron is…		
Expert/Not an Expert	0.920	**0.924**
Experienced/Inexperienced	0.905	
Knowledgeable/Unknowledgeable	0.906	
Qualified/Unqualified	0.901	
Skilled/Unskilled	0.906	
Endorser Match Up As an endorser for Switzerland/Dubai, I think Roger Federer/Zac Efron is:		
Appropriate/Inappropriate	0.917	**0.932**
Effective/Ineffective	0.935	
Knowledgeable/Not knowledgeable	0.924	
I think the combination of Switzerland and Roger Federer/Dubai and Zac Efron…		
Belongs with/Does not belong with	0.914	
Goes together/Does not go together	0.914	
Fits together/Does not fit together	0.912	

Trust in Celebrity		
I think advertisements with a celebrity endorser who has expertise is more respectable	0.868	**0.877**
I pay more attention to the advertisements using an expert celebrity	0.855	
I will buy a product or visit a place if the celebrity endorsing it is an expert	0.854	
I think a location that is being endorsed by an expert celebrity is more trustable	0.849	
I think the advertisements with a trustworthy endorser receives less negative recall	0.88	
I feel that advertisements with a trustworthy endorser push me to remember that advertisement and the product that is being endorsed	0.874	
A celebrity endorser is usually a trustworthy person	0.861	
I think a brand that is being endorsed by a trustworthy celebrity is more respectable and desirable	0.852	
Destination Attitude How would you describe your overall attitude towards Switzerland/Dubai?		
Good/Bad	0.941	**0.955**
Like/Dislike	0.944	
Pleasant/Unpleasant	0.944	
Positive/Negative	0.95	
Favorable/Unfavorable	0.946	
Video Usefulness		
These videos provide believable information	0.859	**0.882**
These videos provide reliable information	0.857	
These videos provide credible information	0.858	
These videos provide trustworthy information	0.86	
These videos provide accurate information	0.865	
These videos are fun	0.879	

These videos are entertaining	0.879	
Watching theses videos is a good pastime	0.885	
Visit Intention		
I intend to visit Switzerland/Dubai in one of my next holidays	0.904	**0.919**
I want to visit Switzerland/Dubai	0.887	
There is a likelihood that I visit Switzerland/Dubai	0.895	
I am aware of Switzerland/Dubai as a travel destination	0.931	
I have a desire to visit Switzerland/Dubai	0.894	
I am interested in getting more information about Switzerland/Dubai	0.904	
eWOM Intent		
I would tell family and friends about the video	0.900	**0.924**
I would share the video on social media	0.894	
I will talk about the video	0.907	
I would like, comment, share such a video	0.905	

Table 5. Results of Reliability Analysis

4.2 Descriptive Statistics

Descriptive statistics of the study variables were computed in SPSS to have a rough overview of respondent's attitudes regarding the featured celebrity endorsers Zac Efron and Roger Federer, the promoted locations Dubai and Switzerland as well as the overall opinion on short destination promo videos. Data were segmented and analyzed in domestic (Roger Federer) and foreign (Zac Efron) endorsers to bring to light any observable differences. Each of the study variables was measured using a set of constructs. Participants were required to select a rating that best represents their degree of agreement with the statement. A score of 1 was used to indicate the highest degree of agreement and higher scores the lowest degree of disagreement consistent with Likert Scales. The results are summarized and presented in Table 5.

On average, participants reported a higher degree of knowledge of the destination where the endorser was domestic (M_{FED} = 2.45 vs M_{EFR} = 3.00). Results regarding participants' attention and knowledge of the featured celebrities show positive outcomes in both experimental groups. 73 out of 82 respondents (89.02%) of the Dubai-Efron group stated that they strongly agreed or agreed with the statement that the video they just watched was about Dubai. Regarding the main character, 70 of 82 respondents (85.37%) strongly agreed or agreed with the survey statement that they saw Zac Efron in the provided YouTube clip. Similar results were gathered in the Switzerland-Federer group. Out of 66 experiment candidates, 60 (90.91%) indicated that they strongly agreed or agreed with the item that the destination video they just watched was about Switzerland. 84.85% of the Switzerland group strongly agreed or agreed with the statement that they had just watched a short video that showed Roger Federer. Participants watching the Switzerland video by Federer showed higher levels of video content awareness (manicheck) compared to their counterparts who watched the Dubai video featuring Efron (M_{FED} = 2.718 vs M_{EFR} = 3.826). On average, participants found Federer to be more credible (M_{FED} = 2.694, SD_{FED} = 1.233) in endorsing Switzerland than they found Efron (M_{EFR} = 3.17, SD_{EFR} = 1.54) in endorsing Dubai. Likewise, participants found Federer to demonstrate a greater level of expertise in promoting Switzerland (M_{FED} = 2.715, SD_{FED} =1.511) than they found Efron (M_{EFR} = 3.51, SD_{EFR} =1.79) in promoting Dubai. Participants found Federer to be more effective in promoting Switzerland and more trustworthy than they found Efron in the case of Dubai. Regarding destination attractiveness, most participants had a more favorable attitude towards Switzerland as a destination than they did toward Dubai, were more likely to visit Switzerland, and were more likely to recommend the Switzerland video.

		N	Minimum	Maximum	Mean	Std. Deviation
Federer-Switzerland	Destination Knowledge	66	1.00	5.00	2.4495	1.04839
	Manicheck	66	1.43	3.67	2.7179	.35940
	Credibility	66	1.00	6.11	2.6936	1.23314
	Expertise	66	1.0	7.0	2.715	1.5110
	Endorser Effectiveness	66	1.00	6.83	2.4697	1.57271
	Trust in Celebrity	66	1.000	4.250	2.49621	.702321
	Destination Attitude	66	1.0	6.0	2.355	1.2358

	Video Usefulness	66	1.000	3.625	2.38447	.555701
	Visit Intention	66	1.00	5.00	2.4040	.83413
	Recommend Video Intent	66	1.00	5.00	3.0379	1.10178
	Valid N (listwise)	66				
Efron-Dubai	Destination Knowledge	82	1.00	5.00	3.0000	.83805
	Manicheck	82	2.00	5.00	2.8258	.46927
	Credibility	82	1.00	7.00	3.1748	1.54119
	Expertise	82	1.0	7.0	3.510	1.7941
	Endorser Effectiveness	82	1.00	7.00	3.6829	1.64609
	Trust in Celebrity	82	1.000	5.000	2.63262	.902531
	Destination Attitude	82	1.0	7.0	3.554	1.7501
	Video Usefulness	82	1.000	5.000	2.75457	.890936
	Visit Intention	82	1.00	5.00	2.8638	1.05153
	Recommend Video Intent	82	1.00	5.00	3.1372	1.18579
	Valid N (listwise)	82				

Table 6. Mean values and standard deviation of both experimental groups regarding survey variables

4.3 Hypothesis Testing

4.3.1 Influence of Nationality on Perceived Trust (H1)

The first hypothesis predicted that celebrity-endorsed marketing by domestic celebrities is more trustworthy than marketing by international celebrities. An independent samples t-test was used to investigate the mean differences in participants' perception of trust for the two endorsers. Independent samples t-tests are common when comparing precisely two groups. When doing so, inferential statistical hypothesis testing is performed, which helps to understand the two investigated groups.

Results in Table 7 show that the mean difference in perceived trust of celebrity endorsers did not differ for domestic and international endorsers (t = -1.00, p > 0.05). Therefore, the hypothesis that endorsers' nationality influences perceived trust by viewers is rejected.

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Trust in Celebrity	Equal variances assumed	3.634	.059	-1.007	146	.316	-.136410	.135513	-.404230	.131410
	Equal variances not assumed			-1.034	145.851	.303	-.136410	.131937	-.397164	.124345

Table 7. Results of Independent Samples t-test of perceived trust

4.3.2 Influence of Nationality on Endorser Fit, Effectiveness, Credibility & Expertise (H2, H3, H4)

The second hypothesis states that domestic celebrities are perceived to fit better to the endorsed destination than international celebrities. Participants' perception of endorsers' fit based on the watched video was assessed using perceived endorser appropriateness, effectiveness, credibility, and knowledge as well as the match between destination and celebrity endorser.

Results in Table 8 show that the mean difference in perceived endorser-destination fit for Switzerland and Dubai was statistically significant (t = -4.56, p < 0.001). Showing that participants found Federer to be more effective in endorsing Switzerland than they found Efron in promoting Dubai.

Furthermore, results from Table 8 show that the mean difference between the perceived credibility of Federer and Efron's sensed credibility was also found to be statistically significant (t = -2.06, p < 0.05). Therefore, the mean difference observed in credibility score did not occur due to chance but participants found Federer to be more credible in promoting Switzerland than they found Efron in promoting Dubai.

Lastly, the endorser's perceived expertise about the subject matter was analyzed. Results demonstrate that participants found Federer to have a higher degree of expertise than Efron (t = -2.87, p < 0.01). Meaning that domestic endorsers are found to be more knowledgeable and experienced about a destination than international ambassadors.

Overall, findings suggest that endorsers' nationality influences perceived effectiveness, credibility and expertise. Therefore, domestic celebrities are perceived to fit better to the endorsed destination and create higher perceived credibility and expertise compared to international endorsers. Hence, hypotheses H2, H3 and H4 are accepted.

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Endorser Effectiveness /Match Up	Equal variances assumed	.281	.597	-4.546	146	.000	-1.21323	.26688	-1.74067	-.68579
	Equal variances not assumed			-4.569	141.734	.000	-1.21323	.26556	-1.73819	-.68827
Credibility	Equal variances assumed	2.561	.112	-2.060	146	.041	-.48119	.23356	-.94279	-.01960
	Equal variances not assumed			-2.110	145.997	.037	-.48119	.22805	-.93190	-.03049
Expertise	Equal variances assumed	1.356	.246	-2.870	146	.005	-.7946	.2768	-1.34017	-.2475
	Equal variances not assumed			-2.924	145.682	.004	-.7946	.2718	-1.33017	-.2575

Table 8. Results of Independent Samples t-test of perceived match up, credibility and expertise

4.3.3 Influence of Nationality on Visit Intention (H5)

The study further hypothesized that domestic celebrities would create higher visit intentions than international celebrities. An independent samples t-test was used to compare the difference in mean score between Federer and Efron to see whether the means occurred due to change. Results in Table 9 show that participants found domestic endorsers in the Switzerland example to generate greater visit intention than international endorsers in the case of Dubai (t = -2.894, p <0.01). Therefore, the hypothesis that domestic celebrity endorsers are more effective in creating higher visit intentions than international celebrities is accepted.

While results indicate that the differences between the two endorsers are statistically significant, the mean difference could be due to other factors besides their nationality. For instance, the majority of the participants were from Austria, which means that irrespective of the endorser, participants could be more willing to visit Switzerland than Dubai due to other factors such as geographic proximity and little cultural differences.

| | | Levene's Test for Equality of Variances | | t-test for Equality of Means | | | | | 95% Confidence Interval of the Difference | |
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Visit Intention	Equal variances assumed	6.689	.011	-2.894	146	.004	-.45978	.15889	-.77381	-.14576
	Equal variances not assumed			-2.966	145.976	.004	-.45978	.15500	-.76612	-.15344

Table 9. Results of Independent Samples t-test of visit intention

4.3.4 Influence of Nationality on Destination Attitudes (H6)

The sixth hypothesis states that domestic celebrities are more effective in generating positive destination attitudes than international celebrities. Participants were given questions that measured destination attitude where a scale of 1 showed a strongly positive attitude and higher scores resulted in more negative attitudes towards the promoted destinations. Again, an independent samples t-test was used to compare the mean difference between attitudes

towards Switzerland and Dubai. Results in Table 10 show that the mean difference between domestic and international endorsers is statistically significant (t = -4.875, p <0.001) with unequal variances not assumed. Therefore, the hypothesis that domestic celebrities are more effective in generating positive destination attitudes than international celebrities is accepted.

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Destination Attitude	Equal variances assumed	11.105	.001	-4.701	146	.000	-1.1991	.2551	-1.7032	-.6950
	Equal variances not assumed			-4.875	143.712	.000	-1.1991	.2460	-1.6853	-.7130

.Table 10. Results of Independent Samples t-test of destination attitudes

4.3.5 Influence of Nationality on eWOM (H7)

The last hypothesis formulates that domestic celebrities are more effective in creating eWOM about a destination than international celebrities. Participants were given a set of questions assessing their likelihood to share the viewed promo videos with family and friends or on social media. Results in Table 11 show that participants found the video promoting Switzerland more useful than the Dubai clip. On this metric, there is evidence that suggests that the endorser's nationality does influence the extent to which viewers find the content useful. However, participants' intentions to share the video on social media or recommend it to family and friends did not differ. Therefore, the mean difference in the mean score of intention to recommend the video did not differ for domestic and international endorsers (t = -0.523, p > 0.05). Hence the hypothesis that domestic celebrities are more effective in creating eWOM about a destination than international celebrities is rejected.

		Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Recommend Video Intent	Equal variances assumed	.392	.532	-.523	146	.602	-.09932	.19003	-.47489	.27625
	Equal variances not assumed			-.527	142.973	.599	-.09932	.18852	-.47197	.27333
Video Usefulness	Equal variances assumed	8.186	.005	-2.944	146	.004	-.370103	.125708	-.618546	-.121661
	Equal variances not assumed			-3.089	138.038	.002	-.370103	.119829	-.607041	-.133166

Table 11. Results of Independent Samples t-test on creation of WOM

4.4 Correlation Analysis

In order to investigate a possible association between two variables and to calculate the strength of a relationship, correlation analysis is being conducted (Schober et al., 2018). Two popular correlation coefficients are applied in research, Pearson coefficient and Spearman coefficient. The former is used for normally distributed data, whereas the latter is used "for non-normally distributed continuous data, for ordinal data, or for data with relevant outliers" (Schober et al., 2018, p.1763). Both correlation values scale from -1 to +1, depending on the relationship.

4.4.1 Influence of Endorser attributes on destination attitude, visit intention, and likelihood to participate in eWOM

As mentioned, experiments are conducted to determine cause and effect relationships. For this study, the cause-and-effect relationship between endorser attributes including nationality, effectiveness, trust, credibility, and expertise on three outcome measures including destination attitudes, visit intention, and intention to participate in eWOM was

additionally investigated. For that, a correlation matrix was computed to determine the association between the dependent and independent variables. In particular, a Spearman correlation coefficient was used to estimate the strength and direction of association between each of the variables.

As seen in Table 12, a weak positive association exists between knowledge of the destination and visit intention as well as intention to recommend the viewed promotional videos (eWOM). Therefore, participants who could tell that the video was about a certain destination and had some knowledge about the location were more likely to have higher visit intentions and were more likely to recommend the viewed video to family and friends.

Endorser's perceived credibility was found to correlate strongly with perceived expertise. Therefore, the more credible a celebrity is seen by viewers, the higher their perceived expertise on the subject. A moderate positive correlation was also observed between credibility and trust, effectiveness, destination attitude, and video usefulness. Credibility emerges as having a meager influence on visit intention and participation in eWOM. Expertise was strongly positively correlated with endorser effectiveness, meaning that users who find an influencer knowledgeable about a destination are likely to find their marketing effective as well. A moderate correlation was observed between expertise, trust in celebrities, destination attitude, and video usefulness. A positive and statistically significant correlation was detected between endorser effectiveness and trust in celebrity, destination attitude, video usefulness, and visit intention. Trust was positively associated with destination attitude, video usefulness, visit intention, and intent to recommend the video. A strong positive correlation was observed between video usefulness, visit intention, and eWOM.

		Destination Knowledge	Credibility	Expertise	Endorser Effectiveness	Trust in Celebrity	Destination Attitude	Video Usefulness	Visit Intention	Recommend Video Intent
Destination Knowledge	Correlation Coefficient	1.000	.040	.078	.109	.102	.160	.161	**.185**[*]	**.207**[*]
	Sig. (2-tailed)		.632	.344	.186	.216	.052	.050	.025	.012
Credibility	Correlation Coefficient		1.000	**.692**[**]	**.521**[**]	**.451**[**]	**.428**[**]	**.407**[**]	**.187**[*]	**.173**[*]

	Sig. (2-tailed)			.000	.000	.000	.000	.000	.023	.035
Expertise	Correlation Coefficient			1.000	**.730****	**.453****	**.448****	**.509****	**.291****	**.278****
	Sig. (2-tailed)			.	.000	.000	.000	.000	.000	.001
Endorser Effectiveness	Correlation Coefficient				1.000	**.276****	**.514****	**.418****	**.273****	.142
	Sig. (2-tailed)					.001	.000	.000	.001	.085
Trust in Celebrity	Correlation Coefficient					1.000	**.239****	**.577****	**.405****	**.467****
	Sig. (2-tailed)						.003	.000	.000	.000
Destination Attitude	Correlation Coefficient						1.000	**.446****	**.498****	**.165***
	Sig. (2-tailed)						.	.000	.000	.044
Video Usefulness	Correlation Coefficient							1.000	**.647****	**.652****
	Sig. (2-tailed)							.	.000	.000
Visit Intention	Correlation Coefficient								1.000	**.515****
	Sig. (2-tailed)									.000
Recommend Video Intent	Correlation Coefficient									1.000
	Sig. (2-tailed)									

*. Correlation is significant at the 0.05 level (2-tailed).

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

Table 12. Summary of Spearman Correlation Matrix

4.5 Regression Model

4.5.1 Effect on Destination Attitude

A regression model with destination knowledge, endorsers' credibility, endorsers' perceived expertise, endorsers' effectiveness, trust in celebrity, and video usefulness as independent variables and destination attitude as the criterion variable was further specified and analyzed. Estimates of the regression equation in Table 13 show that the regression model is statistically significant (F (6,141) = 12.07, R^2 = 0.339, p<0.001). This means that 33.9% of the changes observed in destination attitude could be accounted for by the model. However, only destination knowledge, endorsers' effectiveness, and video usefulness were found to be statistically significant predictors of destination attitude at a 5% level. The regression coefficient of credibility, expertise, and trust in the celebrity could not be ruled out to be statistically significant from zero.

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.142	.493		.288	.774
	Destination Knowledge	.254	.119	.150	2.144	**.034**
	Credibility	.213	.120	.185	1.779	.077
	Expertise	.018	.123	.018	.144	.885
	Endorser Effectiveness	.289	.104	.301	2.787	**.006**
	Trust in Celebrity	-.279	.188	-.139	-1.486	.140
	Video Usefulness	.501	.203	.237	2.473	**.015**

a. Dependent Variable: Destination Attitude
b. F(6, 141) = 120.7
c. R Square = 0.339

Table 13: Summary Regression Results with Destination Attitude as the Criterion Variable

4.5.2 Effect on Visit Intention

The study further investigated the extent to which knowledge of the destination and influencer attributes influenced the participant's intent to visit the endorsed location. Therefore, a regression model with destination knowledge, endorsers' credibility, perceived

expertise, endorsers' effectiveness, trust in celebrity, and video usefulness as independent variables and intention to visit as the criterion variable was implemented. Estimates of the regression equation in Table 14 show that the regression model is statistically significant ($F_{(6,141)} = 19.915$, $R^2 = 0.459$, $p<0.001$). This means that 45.9% of the changes observed in visit intention could be accounted for by the model. However, only endorsers' credibility and video usefulness were found to be statistically significant predictors of visit intention at a 5% level. The regression coefficient of destination knowledge, expertise, endorsers' effectiveness, and trust in the celebrity could not be ruled out to be statistically significant from zero. Therefore, countries seeking higher visit intentions should put more focus on the perceived credibility of the destination endorsers as well as the usefulness of their promotional videos.

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.372	.266		1.398	.164
	Destination Knowledge	.111	.064	.110	1.739	.084
	Credibility	-.159	.065	-.231	-2.457	**.015**
	Expertise	-.005	.066	-.009	-.075	.940
	Endorser Effectiveness	.056	.056	.097	.990	.324
	Trust in Celebrity	.085	.102	.070	.833	.406
	Video Usefulness	.801	.110	.634	7.316	**.000**

a. Dependent Variable: Visit Intention
b. $F_{(6,141)} = 19.915$
c. $R^2 = 0.459$

Table 14: Summary Regression Results with Visit Intention as the Criterion Variable

4.5.3 Effect on eWOM

Lastly, a regression model with destination knowledge, endorsers' credibility, perceived expertise, endorsers' effectiveness, trust in celebrity, and video usefulness as independent variables and intent to recommend and share the viewed video as the criterion variable was calculated. Results of the regression equation in Table 15 show that the regression model is statistically significant ($F_{(6,141)} = 21.636$, $R^2 = 0.479$, $p<0.001$). Meaning that 47.9% of the changes observed in intent to participate in eWOM could be accounted for by the model. However, only video usefulness was found to be a statistically significant predictor of

destination attitude at a 1% level. The regression coefficient of destination knowledge, expertise, endorser effectiveness, credibility, and trust in the celebrity could not be ruled out to be statistically significant from zero. Therefore, while factors such as credibility, perceived expertise and perceived trust may influence interactions with online content, the likelihood of sharing the videos with family and friends on social media is entirely dependent on its perceived usefulness. Meaning that if DMOs want to increase their online presence and marketing, they need to ensure that their content is beneficial and valuable to viewers.

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.349	.304		1.149	.252
	Destination Knowledge	.083	.073	.071	1.139	.257
	Credibility	-.073	.074	-.091	-.986	.326
	Expertise	.026	.076	.039	.344	.731
	Endorser Effectiveness	-.090	.064	-.135	-1.403	.163
	Trust in Celebrity	.194	.116	.139	1.677	.096
	Video Usefulness	.938	.125	.638	7.503	**.000**

a. Dependent Variable: Recommend Video Intent
b. $F_{(6,141)} = 21.636$
c. $R^2 = 0.479$

Table 15: Summary Regression Results with eWOM as the Criterion Variable

4.6 Conclusion

This thesis chapter gave in-depth insights into the data results of the thesis experiment. After assuring that the majority of participants paid attention during the experiment and recognized the featured destinations, as well as the celebrity endorsers, the reliability of the questionnaire scales and constructs was analyzed and tested valid. Afterwards, the defined hypotheses were evaluated. A summary of the hypotheses analysis results is provided in Table 16.

Hypotheses	Testing method	Result
H1 Celebrity endorsed marketing by domestic celebrities is more trustworthy than marketing by international	Independent Samples t-test	**rejected**
H2 Domestic celebrities are perceived to fit better to the endorsed destination than international celebrities	Independent Samples t-test	**accepted**
H3 Domestic celebrities are perceived more credible when advertising a location than international celebrities	Independent Samples t-test	**accepted**
H4 Domestic celebrities have higher perceived expertise about the endorsed location than international celebrities	Independent Samples t-test	**accepted**
H5 Domestic celebrities are more effective in creating higher visit intentions than international celebrities	Independent Samples t-test	**accepted**
H6 Domestic celebrities are more effective in generating positive destination attitudes than international celebrities	Independent Samples t-test	**accepted**
H7 Domestic celebrities are more effective in creating WOM about a destination rather than international celebrities	Independent Samples t-test	**rejected**

Table 16: Summary of Results of Hypotheses Analysis

After the defined hypotheses were tested, the strength of the relationships between the different variables were analyzed with a Spearman correlation coefficient analysis. The most relevant and strongest relationships of this analysis are summarized in Table 17.

Variables		Correlation Strength
Endorsers Credibility	Perceived expertise	Strong positive
Endorsers Expertise	Endorsers Effectiveness	Strong positive
Perceived Trust	Video usefulness	Strong positive
Video Usefulness	Visit Intention	Strong positive
	Intention to recommend Video	Strong positive

Table 17: Summary of the strongest variable relationships according to Spearman analysis

After providing information regarding the most powerful relationships between variables, a regression analysis was conducted in order to investigate how different variables affect each

other. The relationships with statistically significant (p<0.001) results of the regression analysis are shown in Table 18.

Independent Variable	Dependent Variable	Statistically significant (p<0.001)
Destination Knowledge	Destination Attitude	Yes
Endorser Effectiveness	Destination Attitude	Yes
Endorsers Credibility	Visit Intention	Yes
Video Usefulness	Visit Intention	Yes
Video Usefulness	Likeliness to participate in eWOM	Yes

Table 18. Summary of statistically significant (p<0.001) results of regression analysis

In the next chapter of this thesis the presented and investigated experiment results are used as fundament for further discussions, future research opportunities and to provide involved stakeholders like DMOs with suggestions and recommendations.

5 DISCUSSION & CONCLUSION

After providing the results of the data collection process in chapter 4, as well as the theory presented in chapter 2, it is now time to draw conclusions by comparing the results of the experiment with existing literature. By doing so, the research aim, the research question as well as the investigated hypotheses will be summarized so that implementations for relevant stakeholders, limitations, and suggestions for future research can be proposed.

5.1 Summary

Together with advanced technologies and improved digital devices, people's consumer-, purchase- and travel behaviors have changed over the last years. Therefore marketers are constantly adapting and updating their marketing activities according to digital trends and innovations to stay relevant and gain a competitive advantage. Right now, YouTube is one of the most popular and influential online marketing platforms worldwide which is why marketers make use of the video-sharing website to promote brands, products and destinations. One popular way to boost a company's YouTube performance is by including celebrities, well-known figures, and influencers in short promotional clips. Incorporating celebrity endorsers into marketing practices has been a popular marketing strategy for many years since it was proven to have various advantages like increased brand awareness, higher visit intentions as well as distinctive brand recognition (Cao et al., 2021; Leung et al., 2017; Shani et al., 2009; Wang et al., 2021). However, little has been investigated on the nationality of celebrity endorsers and their impact on viewers' destination attitudes, visit intention, as well as likelihood to participate in eWOM. Therefore this thesis aimed to analyze the cause-and-effect relationship between local and foreign celebrity endorsers who promote destinations in short online clips and their impact on viewers' behavior, thinking, intentions and attitudes.

To answer the research question of whether or not the nationality of a celebrity destination endorser impacts consumers' perceived endorser credibility, visit intention, destination attitude as well as likelihood to interact with the advertisement, the Source Credibility Scale (Ohanian, 1990), Meaning Transfer Model (McCraken, 1989) and Match Up Hypothesis (Till & Busler, 2013) were drawn on and built the fundament of the research framework. Additional constructs of the framework included and tested theory on information credibility (Xiao et al., 2018), behavioral intentions (Veen & Song, 2014), and motivations to participate in eWOM (Henning-Thurau et al., 2004). The theoretical framework was used to formulate seven hypotheses which were tested with the help of an online experiment that included a

questionnaire and two different destination YouTube videos (Dubai-international & Switzerland-local).

The aim of the first hypothesis (H1) was to test which type of celebrity (domestic vs. international) was more trustworthy when advertising destinations. The online experiment demonstrated that participants' perceived trust in celebrity endorsers did not differ for domestic and international endorsers, therefore H1 was rejected and Ohanian's (1990) Source Credibility Scale regarding trustworthiness was not supported.

Till and Busler's (2013) Match Up Hypothesis was used to formulate the second hypothesis (H2) and tested if domestic celebrities are perceived to fit better to the endorsed destination than international celebrities. The mean difference of the independent Samples t-test in perceived endorser-destination fit for Switzerland and Dubai was statistically significant (t = -4.56, p < 0.001). Showing that participants found domestic endorser Federer to be more effective in advertising Switzerland than they found international endorser Efron in promoting Dubai. Hence H2 was accepted and supports previous research by Till and Busler (2013) and Van der Veen and Song (2013).

Experiment members further perceived that Federer is more credible (t = -2.06, p < 0.05), and has more expertise (t = -2.87, p < 0.01) in endorsing Switzerland than Efron has in promoting Dubai, therefore H3 and H4 were also accepted and Ohanian's (1990) Source Credibility Scale was agreed on.

Further hypotheses state that domestic celebrities create higher visit intention (H5) and are more effective in generating positive destination attitudes (H6) than international celebrities. Results from the independent Samples t-test support both hypotheses by revealing that viewers found the domestic endorser in the Switzerland video to generate greater visit intention (t = -2.894, p <0.01) and more positive attitudes towards the location (t = -4.875, p <0.001) than the international endorser in the case of Dubai. These results support previous research from Van der Veen and Song (2013) to the extent that celebrities generally are more effective in creating favored destination attitudes and higher visit intent compared to non-celebrity endorsers. Even though the analysis indicates that the differences between the two celebrities are statistically significant, the mean difference could be due to other reasons besides their origin like the participants' individual characteristics, beliefs and consumer cosmopolitanism, which agrees with the research outcome of Roy et al. (2021).

The last hypothesis (H7) examined participants' willingness to create eWOM about the viewed content. Even though participants thought that the Switzerland clip with domestic

endorser Federer was more useful than the Dubai video with international celebrity Efron, results from the independent Samples t-test present that participants' willingness to share the video on social media and to recommend the material to others did not differ for domestic and international endorsers (t = -0.523, p > 0.05), hence H7 was rejected.

Although not all seven formulated hypotheses were accepted in this study, it can be concluded that using domestic celebrities in short promotional advertisements has various advantages and is partially more effective and credible than using international celebrity endorsers. The outcomes of this thesis mostly agree with previous research on celebrity endorsement. However, most of the current knowledge in this field is based on the analysis and comparison of celebrity-endorsed marketing versus generic marketing (Glover, 2009; Ohanian, 1990; Roy et al., 2015; Silvera & Austad, 2004; Veen & Song, 2013). Therefore, results from this study support not only existing expertise but also provide additional insights and contributions to current knowledge by looking deeper into the meaning and impact of the nationality aspect of famous endorsers.

5.2   Implications for relevant stakeholders

One of the main goals of this paper was to assist destination managers with their marketing decisions as well as to use available resources more beneficial in order to increase and improve reputation, destination image, number of visitors, and online presence. In the next section of this thesis, practical examples and suggestions according to the research results of chapter 4 are provided for DMOs .

Results from the online survey revealed that items like credibility, expertise, trustworthiness, destination attitude, visit intention as well as intent to recommend the video performance were higher in the domestic Switzerland group. Showing that marketers should consider the nationality of their endorsers when wanting to achieve higher results in these areas.

According to the correlation analysis of this thesis, endorsers' perceived expertise was strongly positively correlated with effectiveness, which indicates that users who find an endorser knowledgeable about a destination are likely also to find the marketing effective. Results of the online questionnaire as well as the hypothesis analysis revealed that viewers found that Federer in the Switzerland clip showed more expertise and credibility than Efron in the Dubai video. Therefore, in order to create effective and convincing advertisements, DMOs should work with local instead of international celebrity endorsers.

Results of the regression model further suggest that DMOs who want to increase their visit intention should put great emphasis on an endorser's credibility as well as the usefulness of the video content. Again, local celebrities are perceived as more credible, which is why DMOs should cooperate with natives. However, results present that the willingness to share promotional videos depends entirely on perceived usefulness. Many different strategies to create meaningful and practical video content like telling stories (Moin et al., 2020), providing entertainment (Khan, 2017) as well as using interactive tools (Lund et al., 2018) have been presented in this thesis and should be considered when wanting to stand out.

5.3   Limitations & Future Research

Although this study agreed with past research and contributed new insights to existing literature, limitations during the process occurred and need to be considered.

First of all, it has to be mentioned that online experiments provide many advantages like being inexpensive, low-risk, time- and resource-efficient, but they also allow for obstacles like not being able to monitor participants during the procedure. Especially with clickworkers their true commitment and motivations are questionable since they may just want to complete the task without properly reading the instructions and questions so that they are getting paid.

Regarding the experiment participants, the nationality of the sample size was somewhat mixed, thanks to clickworkers from abroad. However, the small number of participants makes it impossible to generalize the results on a broader level. Furthermore, the distribution could have been improved since there were slightly more valid answers in the Efron-Dubai group (82 participants) than in the Federer-Switzerland group (66 participants). For future research, it would be advised to concentrate on a much larger and even more mixed and randomized sample size.

The experiment in this thesis focused on two specific destinations with two different celebrities. Therefore, participation was limited to people who know Dubai or Switzerland as well as the endorsers Zac Efron or Roger Federer. The selection of the stimulus materials was solely based on the researchers' preference and interest and not on well-known and popular travel destinations and celebrities. For example, it can be argued that older people, especially the ones not living in the U.S., are not familiar with Hollywood actor Zac Efron. On the contrary, people from the U.S. may not know about the promoted Grand Tour of Switzerland or the nationality of Roger Federer. The majority of survey participants correctly stated that they recognize and know the featured travel location and endorser; however the

selection of the advertisements, the promoted destination and the involved endorsers could be more diverse and internationally recognized. Furthermore, individual preference and sympathy towards the endorsers need to be kept in mind when advertising any product, service, or destination, which McGuire already emphasized in 1985.

Schouten et al. (2019) presented that consumers nowadays have higher trust, similarities, sympathy, and connection with influencers than with celebrities, which is why future investigations should focus on comparing celebrities and influencers. Another suggestion for future studies includes the analysis of two endorsers, with one who has a worse reputation than the other, to investigate the actual impact of sympathy, familiarity, trust, and liking of endorsers on different factors like visit intention or destination attitude. The effect on eWOM would be fascinating to investigate since bad news travels fast in today's digital age and even bad press can have its advantages. The last suggestions regarding the stimulus materials and used endorsers include the consideration and comparison of minority groups like solely female, disabled, or same-sex celebrity endorsers with non-celebrity endorsers.

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APPENDICES

Appendix 1: Online Experiment (domestic endorsers-Switzerland)

Celebrity Endorsers

Dear Participant,

we conduct this study as part of a Master Thesis. We are interested in learning how you feel about destination advertisements.

The survey is conducted anonymously and your answers are handled strictly confidentially. We kindly ask you for 10 minutes of your valuable time. This will help us a great deal with finishing the thesis.
Should you have any questions please get in touch with us through 1611072@modul.ac.at.

Thank you for your support, it is highly appreciated!
Best regards,

Anna-Sophie Scherf

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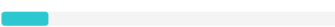
Celebrity Endorsers

Do you know Switzerland?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I know some things about Switzerland as a tourist destination	◯	◯	◯	◯	◯
I know people who have been to Switzerland	◯	◯	◯	◯	◯
I have been to Switzerland	◯	◯	◯	◯	◯

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Celebrity Endorsers

Please watch the following video. The next questions will be about the video.

For your convenience we also provide the link to the video here: https://www.youtube.com/watch?v=lyhpSZBuYoE

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Celebrity Endorsers

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
This video was about Switzerland	○	○	○	○	○
This video was about Dubai	○	○	○	○	○
I know who the main characters in the video are	○	○	○	○	○
I saw Roger Federer in the video	○	○	○	○	○
I saw Zac Efron in the video	○	○	○	○	○
I saw Anne Hathaway in the Video	○	○	○	○	○
I saw Jessica Alba in the video	○	○	○	○	○

Celebrity Endorsers

Please state how you feel about Roger Federer as an endorser.

I feel that **Roger Federer** is....

	1	2	3	4	5	6	7	
Attractive				○				Unattractive
Classy				○				Not classy
Handsome				○				Ugly
Elegant				○				Plain
Dependable				○				Undependable
Honest				○				Dishonest
Reliable				○				Unreliable
Sincere				○				Insincere
Trustworthy				○				Untrustworthy

Celebrity Endorsers

I feel that **Rogerer Federer** is....

	1	2	3	4	5	6	7	
Expert				○				Not an Exert
Experienced				○				Inexperienced
Knowledgeable				○				Unknowlegeable
Qualified				○				Unqualified
Skilled				○				Unskilled

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Celebrity Endorsers

As an endorser for **Switzerland**, I think **Roger Federer** is:

	1	2	3	4	5	6	7	
Appropriate				○				Inappropriate
Effective				○				Ineffective
Knowledgeable				○				Not knowledgeable

I think the combination of **Switzerland and Roger Federer**...

	1	2	3	4	5	6	7	
Belongs with				○				Does not belong with
Goes together				○				Does not go together
Fits together				○				Does not fit together

Please indicate how much you agree with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I think advertisements with a celebrity endorser who has **expertise** (skilled, qualified, knowledgeable, experienced) is more **respectable**	○	○	○	○	○
I pay more attention to the advertisements using an expert celebrity	○	○	○	○	○
I **will buy** a product **or visit a place** if the celebrity endorsing it is an expert	○	○	○	○	○
I think a location that is being endorsed by an expert celebrity is more **trustable**	○	○	○	○	○
I think the advertisements with a trustworthy (dependable, honest, sincere, reliable) endorser receive **less negative recall**	○	○	○	○	○
I feel that advertisements with a trustworthy **endorser push me to remember** that advertisement and the product that is being endorsed	○	○	○	○	○
A celebrity endorser is usually a **trustworthy person**	○	○	○	○	○
I think a brand that is being endorsed by a trustworthy celebrity is more **respectable and desirable**	○	○	○	○	○

Celebrity Endorsers

How would you describe your overall **attitude** toward **Switzerland**?

	1	2	3	4	5	6	7	
Good				◯				Bad
Like				◯				Dislike
Pleasant				◯				Unpleasant
Positive				◯				Negative
Favorable				◯				Unfavorable

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Celebrity Endorsers

Please indicate your agreement for the following statements on **such type of destination marketing videos**.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
These videos provide **believable** information	◯	◯	◯	◯	◯
These videos provide **reliable** information	◯	◯	◯	◯	◯
These videos provide **credible** information	◯	◯	◯	◯	◯
These videos provide **trustworthy** information	◯	◯	◯	◯	◯
These videos provide **accurate** information	◯	◯	◯	◯	◯
These videos are **fun**	◯	◯	◯	◯	◯
These videos are **entertaining**	◯	◯	◯	◯	◯
Watching these videos is a **good pastime**	◯	◯	◯	◯	◯

Please indicate how much you agree with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I **intend to visit** Switzerland in one of my next holidays	◯	◯	◯	◯	◯
I **want to visit** Switzerland	◯	◯	◯	◯	◯
There is a **likelihood** that I visit Switzerland	◯	◯	◯	◯	◯
I am very **aware of Switzerland** as travel destination	◯	◯	◯	◯	◯
I have a **desire to visit** Switzerland	◯	◯	◯	◯	◯
I am interested in **getting** more **information** about Switzerland	◯	◯	◯	◯	◯

Celebrity Endorsers

Please indicate your agreement with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I would **tell family and friends** about the video	◯	◯	◯	◯	◯
I would **share** the video on social media	◯	◯	◯	◯	◯
I will **talk about** the video	◯	◯	◯	◯	◯
I would **like, comment, share** such a video	◯	◯	◯	◯	◯

Please indicate your gender.

○ Male

○ Female

○ Other

Please indicate your level of education.

○ Less than high school

○ High school

○ Bachelor's Degree

○ Master's Degree

○ Ph.D. or higher

○ Prefer not to say

Please indicate in which age group you belong to.

○ below 18

○ 18-24

○ 25-34

○ 35-44

○ 45-54

○ 55 or above

What is your nationality?

What is your current occupation?

○ Student

○ Self-employed

○ Unemployed

○ Employed full time

○ Employed part time

○ Other

○ Retired

Celebrity Endorsers

Is there anything else you would like to share with us?

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Celebrity Endorsers

The confirmation code is XXXX. Thanks for being part of the survey!

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Appendix 2: Online Experiment (international endorser-Dubai)

Celebrity Endorsers

Dear Participant,

we conduct this study as part of a Master Thesis. We are interested in learning how you feel about destination advertisements.

The survey is conducted anonymously and your answers are handled strictly confidentially. We kindly ask you for 10 minutes of your valuable time. This will help us a great deal with finishing the thesis.
Should you have any questions please get in touch with us through 1611072@modul.ac.at.

Thank you for your support, it is highly appreciated!
Best regards,

Anna-Sophie Scherf

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Celebrity Endorsers

Do you know Dubai?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I know some things about Dubai as a tourist destination	○	○	○	○	○
I know people who have been to Dubai	○	○	○	○	○
I have been to Dubai	○	○	○	○	○

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Celebrity Endorsers

Please watch the following video. The next questions will be about the video.

For your convenience we also provide the link to the video here: https://www.youtube.com/watch?v=XBOSsH3Oy14

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Celebrity Endorsers

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
This video was about Switzerland	○	○	○	○	○
This video was about Dubai	○	○	○	○	○
I know who the main characters in the video are	○	○	○	○	○
I saw Roger Federer in the video	○	○	○	○	○
I saw Zac Efron in the video	○	○	○	○	○
I saw Anne Hathaway in the Video	○	○	○	○	○
I saw Jessica Alba in the video	○	○	○	○	○

Celebrity Endorsers

Please state how you feel about Zac Efron as an endorser.

I feel that **Zac Efron** is....

	1	2	3	4	5	6	7	
Attractive				○				Unattractive
Classy				○				Not classy
Handsome				○				Ugly
Elegant				○				Plain
Dependable				○				Undependable
Honest				○				Dishonest
Reliable				○				Unreliable
Sincere				○				Insincere
Trustworthy				○				Untrustworthy

Celebrity Endorsers

I feel that **Zac Efron** is....

	1	2	3	4	5	6	7	
Expert				○				Not an Exert
Experienced				○				Inexperienced
Knowledgeable				○				Unknowlegeable
Qualified				○				Unqualified
Skilled				○				Unskilled

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Celebrity Endorsers

As an endorser for **Dubai**, I think **Zac Efron** is:

	1	2	3	4	5	6	7	
Appropriate				○				Inappropriate
Effective				○				Ineffective
Knowledgeable				○				Not knowledgeable
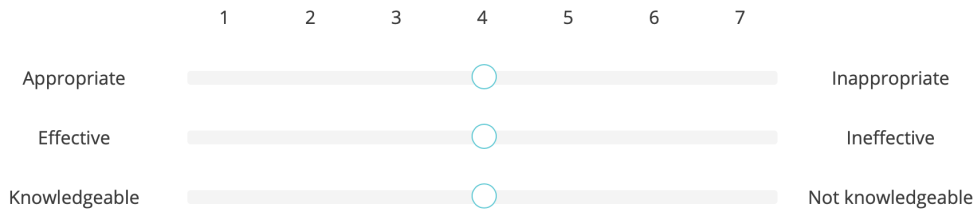
I think the combination of **Dubai and Zac Efron**...

	1	2	3	4	5	6	7	
Belongs with				○				Does not belong with
Goes together				○				Does not go together
Fits together				○				Does not fit together

Please indicate how much you agree with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I think advertisements with a celebrity endorser who has **expertise** (skilled, qualified, knowledgeable, experienced) is more **respectable**	○	○	○	○	○
I pay more attention to the advertisements using an expert celebrity	○	○	○	○	○
I **will buy** a product **or visit a place** if the celebrity endorsing it is an expert	○	○	○	○	○
I think a location that is being endorsed by an expert celebrity is more **trustable**	○	○	○	○	○
I think the advertisements with a trustworthy (dependable, honest, sincere, reliable) endorser receive **less negative recall**	○	○	○	○	○
I feel that advertisements with a trustworthy **endorser push me to remember** that advertisement and the product that is being endorsed	○	○	○	○	○
A celebrity endorser is usually a **trustworthy person**	○	○	○	○	○
I think a brand that is being endorsed by a trustworthy celebrity is more **respectable and desirable**	○	○	○	○	○

Celebrity Endorsers

How would you describe your overall **attitude** towards **Dubai**?

	1	2	3	4	5	6	7	
Good				○				Bad
Like				○				Dislike
Pleasant				○				Unpleasant
Positive				○				Negative
Favorable				○				Unfavorable

Celebrity Endorsers

Please indicate your agreement for the following statements on **such type of destination marketing videos**.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
These videos provide **believable** information	○	○	○	○	○
These videos provide **reliable** information	○	○	○	○	○
These videos provide **credible** information	○	○	○	○	○
These videos provide **trustworthy** information	○	○	○	○	○
These videos provide **accurate** information	○	○	○	○	○
These videos are **fun**	○	○	○	○	○
These videos are **entertaining**	○	○	○	○	○
Watching these videos is a **good pastime**	○	○	○	○	○

Please indicate how much you agree with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I **intend to visit** Dubai in one of my next holidays	◯	◯	◯	◯	◯
I **want to visit** Dubai	◯	◯	◯	◯	◯
There is a **likelihood** that I visit Dubai	◯	◯	◯	◯	◯
I am very **aware of Dubai** as travel destination	◯	◯	◯	◯	◯
I have a **desire to visit** Dubai	◯	◯	◯	◯	◯
I am interested in **getting** more **information** about Dubai	◯	◯	◯	◯	◯

Celebrity Endorsers

Please indicate your agreement with the following statements.

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
I would **tell family and friends** about the video	◯	◯	◯	◯	◯
I would **share** the video on social media	◯	◯	◯	◯	◯
I will **talk about** the video	◯	◯	◯	◯	◯
I would **like, comment, share** such a video	◯	◯	◯	◯	◯

Celebrity Endorsers

Please indicate your gender.

- ◯ Male
- ◯ Female
- ◯ Other

Please indicate your level of education.

- ◯ Less than high school
- ◯ High school
- ◯ Bachelor's Degree
- ◯ Master's Degree
- ◯ Ph.D. or higher
- ◯ Prefer not to say

Please indicate in which age group you belong to.

- ◯ below 18
- ◯ 18-24
- ◯ 25-34
- ◯ 35-44
- ◯ 45-54
- ◯ 55 or above

What is your nationality?

What is your current occupation?

- ◯ Student
- ◯ Self-employed
- ◯ Unemployed
- ◯ Employed full time
- ◯ Employed part time
- ◯ Other
- ◯ Retired

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Celebrity Endorsers

Is there anything else you would like to share with us?

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Celebrity Endorsers

The confirmation code is XXXX. Thanks for being part of the survey!

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