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The influence of celebrity reality show on audiences' travel intentions



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Abstract

This study fills the research gap and contributes to the extant literature about film-induced tourism through the introduction of the concept of production value in the communication sector used to examine the hidden power of celebrity reality shows. Four dimensions of production value and a mediator of enjoyment were tested. The quantitative method was applied. The results show that celebrity involvement, aesthetics effect and location attribute of the purposed reality show had a positive significant influence on the audiences' travel intention. The celebrity involvement of the reality show is mediated by perceived enjoyment and further lead to the travel intention.

Keywords: *film-induced tourism; celebrity reality show; production value; travel intention*

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1. Research Background

Scholars launched study on film-induced tourism in various directions, and achieved fruitful results. Much of these studies focus on how popular media products, including films and TV drama, affect tourists' travel motivation (Macionis & Sparks, 2009), destination choice or travel preference (Iwashita, 2008) and on-site experiences (Buchmann, Moore & Fisher, 2010), as well as destination marketing and branding (O'Connor, Flanagan & Gilbert, 2008), destination image and perception (Bolan & Williams, 2008) and tourism planning and development (Heitmann, 2010). These studies help us to understand the potential connection between media product and the film-induced tourism phenomenon that it propelled.

Although much attention has been paid to film-induced tourism, there are relatively few studies that focus on the connection between the TV programs and tourism, especially the reality show. It is filmed under the real living environments without any scripts. People act as themselves in the show instead of performing a role (Hall, 2009). Therefore, the impact of it on the audiences may not be the same as other media products (Barton, 2009).

Existing limited studies focus on how reality shows affect future travel intention by examining psychological attributes of the audiences (Tessitore, Pandelaere & Van Kerckhove, 2014). However, media products, as a key component, its visual, vocal and textual media representations and other values would directly affect audiences' watching experience, and then their intention to film-induced tourism experience (Kim, 2012).

Therefore, it is essential to understand the appreciation and evaluation of the production values of the media offering from the perspective of audiences.

The key purpose of this study is to investigate how production values of celebrity reality show affect the awareness of destinations depicted in the show among audiences and their interests to visit those destinations in the future. This paper plans to explore the possible relationship between the production values of a reality show, perceived enjoyment, and behavioral intention by adopting the quantitative research method with a data sample of audiences of a reality show - Viva La Romance. Based on these efforts, this paper attempts to contribute the existing limited understanding of the relationship between media products in communication sector and audiences' travel intentions in tourism sector in a cross-disciplinary investigation.

2. Literature review

2.1 Production values of a reality show and travel intention

Production values become the main attributes by which the audience expects to be entertained and educated from a consumption perspective. From the perspective of film making, the core attributes of production values include the aesthetically cinematic images, well-matched music, appropriate camera angles to better attract audiences' attention, charming color, amazing sound, gestures, visual enhancement, and celebrity icons. Those qualities can emotionally touch audiences' heart and thus promote their viewing experiences

of background settings or locations (e.g. Burch, 2002; Kim, Agrusa & Chon, 2014).

Several academic studies attempted to analyze the specific relationship between key production values of popular media and film tourism. Among the earliest studies on film-induced tourism, Riley and Van Doren (1992) propose that films, especially through the extraordinary landscape qualities shown, can act as “pull” factors for audiences to visit the shooting locations. They argued that if some parts of a movie are outstanding, they could serve as icons which are attachments the audiences generated to a location shown in the movie.

Similarly, Macionis (2004) argues that place, performance, and personality (3P) can act as pull factors to actively motivate media viewers to explore the locations that they have seen in media productions. The showcase of favorite stars in the films can act as a pilgrimage-motivating factor, which can encourage the viewers to visit a film-location. This paper plans to use this categorization to investigate film-induced tourism intention of the audiences, as it has highlighted these specific media attributes are significant to film tourists.

Based on the literature review, the film audiences may be eager to experience and relive some plots encountered in the film after viewing, so as to reinforce the feelings of mysterious and fantastic storylines the film demonstrated (Pham, Vo & Mai, 2015; Rajaguru, 2014). Therefore:

H1: Production values of a celebrity reality show positively impact the travel intentions of the audience.

2.1.1 Celebrity involvement and travel intention

Celebrities can act as an important bridge to generate and maintain the connection between their fans and film locations (Lee, Scott & Kim, 2008). In tourism industry, many destination marketing departments have used celebrities to promote and enhance the image of destinations (Agrawal & Kamakura, 1995; Silvera & Austad, 2004).

Audiences might show friendly and whole-hearted attitudes to their beloved celebrities when visiting the tourism attractions associated with them (Reader, 2007). By taking the Japanese as research target group, Kim, Long and Robinson (2009) found that audiences who are interested in famous Korean celebrities would have an additional desire to visit this country and discover related film backgrounds. Kim and Richardson (2003) demonstrated that audiences' perceptions of the destinations shown in the film have close relationship with empathic involvement with film celebrities.

The level of celebrity involvement has positive relationship with destination familiarity and visitation intentions of TV drama viewers (Kim & Kim, 2017; Lee et al., 2008; Yen & Croy, 2013). Also, the active celebrity attachments may add to tourists' travel intentions to visit the locations shown in the film, as they can lead to valuable meanings to the audiences (Wong & Lai, 2015). Since celebrity is believed to play a vital role in shaping audiences, especially fans' travel intention, the hypothesis 1a is developed:

H1a: Celebrity involvement in a celebrity reality show is positively related to travel intentions of audiences.

2.1.2 Shooting destination and travel intention

Spectacular destination attributes of “place” can inspire audiences to travel to famous sites seen on film (Macionis, 2004). When media products are shot on actual locations, impressions of some landscapes or surroundings of those locations can be created in audiences’ minds. Especially when they are presented with visual pleasures, audiences tend to be charmed by the vivid beauty and aesthetic pleasures (Iwashita, 2008; Kim, 2012; Kim et al., 2017; Kirillova et al., 2014). For example, the film entitled “Out of Africa” stimulated thousands of residents of the USA to visit the African continent because of the spectacular natural landscapes of this continent was exposed by this popular film (Coloccia, 1997). The attractive natural environments presented by the films are important motivations to the Americans, especially the ones who extremely admire the wilderness, may desire more to visit the destinations shown in those films (Riley et al., 1992).

Evidence from the previous studies show that the attributes of location, like nature beauty and heritage elements, can act as important promoters of travel intentions. The attractive filming destinations can motivate audiences to travel. Thus, the hypothesis 1b is developed:

H1b. Attractive filming locations of a celebrity reality show encourage audiences’ intention to visit.

2.1.3 Aesthetics effect and travel intention

The media products influence audiences’ sensory organs and associated sensations through amusement and entertainment, and these cheerful feelings can impact audiences’ decisions of

choosing tourism destinations (Rajaguru, 2014). It is common sense that when audiences consume the popular media, including films, TV drama and programs, two human sensory reactions are generated: visual, “the eye”, and hearing, “the ear”.

The visual information is a very important and useful tool for promoting destination, as it can present the actuality of the tourism attractions. Information provided by the visual media may increase the feelings of familiarity with the destination, which would contribute to creating the image of destinations in tourists’ minds (Baloglu, 2000; Fakeye & Crompton, 1991). People would recall more when they are exposed to highly intensive visual images compared to the situations that are less stimulating visually (LaBarbera, Weingard & Yorkston, 1998; Rossiter & Percy, 1980).

Further, the destination image may affect tourists’ decision in choosing travel destinations, on-site travel experience, even their behavior in the future (Chi & Qu, 2008; Styliadis, Belhassen & Shani, 2015). Under the help of visual information, media can serve as a specific “pull” factor (Riley et al., 1992) to deepen the impression and interest of tourism attractions among potential travelers (Kim, 2012). Thus, visual media associated promotion is viewed as a useful and positive tool for destination marketing organizations (O’Connor & Bolan, 2008). It would directly influence the viewing experience of the audiences, and further alter their post-viewing behaviors.

In addition to the visual effect, tourists’ perceptions of vocal representations also affect their judgement of the aesthetics of destinations. People’s expectations of the scene development

in the film are obviously impacted by the music it introduced (Vitouch, 2001). Additionally, different music tracks can modify the atmosphere and strengthen the narrative world of a scene (Berthold et.al, 2011). The songs and rhythm combined with the charming attractions presented by the media products can activate viewers' motivation and lead to actual exploration of Korean culture and screen-related attractions (Rajaguru, 2014). Cha and Kim (2011) also prove that the critical role of Korean popular music in spreading "Korean Wave" to the European countries. Their research confirms the significant power of music presented by the film in shaping audiences' perception and understanding of the content, which can further significantly stimulate audiences' positive attitude toward Korea.

Given the fact that both vocal effect and visual effect play important role in tourists' travel behavior, we can therefore develop the hypothesis 1c as:

H1c. Aesthetic effects perceived from a celebrity reality show encourage audiences' intention to visit tourism attractions

2.1.4 Performance and travel intention

Audiences who are impacted by storyline or narrations may have an escaping experience from the real world while immersing into a fascinating world by becoming a part of the storyline or screenplay (Gjorgievski & Mellers, 2012). The audiences were encouraged to travel to the shooting destinations because of the attractive thematic content of the film, rather than specific physical environmental attractions of the locations (Kim and Kim, 2017; Shani et al., 2009). Likewise, Soliman (2011) carried out a research study to

investigate whether media product (film in that paper) can encourage domestic tourism in Egypt. The result provides the evidence that the storyline can act as relatively positive elements that encourage audiences to visit the shooting locations.

Based on the demonstration above, it can be argued that people are encouraged to travel to the destinations not only because of the beautiful scenery featured in the films, but also some "performance" elements such as the experiences of the characters in the film, attractive storyline or narrations and the thematic ideas of the film. Audiences who once develop strong connection with the performance aspects of media products may desire to immerse themselves into the actual place in where the backdrops of the shows were created. Therefore, we can develop the hypothesis 1d as below:

H1d. Performance aspects of a celebrity reality show are positively related to travel intentions of audiences.

2.2 Production value and perceived enjoyment

Those media products which are consumed and enjoyed by the ordinary people are usually easily accessed and offer pervasive entertainment. They are the important source of the feeling of joy and pleasure for the viewers (Urry, 1990). Conceptually, the item "media enjoyment" was raised by many researchers in the context of communication sector, to indicate a general positive disposition toward and liking of media content (Oliver, 1993).

2.2.1 Celebrity involvement and perceived enjoyment

Celebrities are very important components of media products. This is because those individuals

are very influential and enable to effectively convey the significant information to the audiences from the roles, they assume in the film characterizations or other media productions (Hudson & Ritchie, 2006). For celebrity worshippers, once engaged with the media products that involve their favorite celebrities, they may generate passionate ties to the media products (Kim, Lee & Chon, 2010). Russell and Stern (2006) suggested that fans usually want to develop a parasocial attachment with their favorite celebrities. Such emotional attachment would contribute to constructive attitudes towards the media product (Lee et al., 2008). Thus, we can hypothesize that:

H2a. Celebrity involvement positively influences audiences' perceived enjoyment of the celebrity reality show;

2.2.2 *Shooting destination and perceived enjoyment*

Shooting destinations of media product have a style of expression and aesthetic on their own. They represent a special form of visual representations. They can provide extraordinary viewing experience for the audiences through expressive images, which may be beautiful, fascinating, shocking and dramatic (Ekström, 2000; Kang & Schuett, 2013). A charming picture is said to say more than a thousand words in a media product, reflecting the potential power that destination attractions can deliver to audiences. Therefore, we hypothesize that:

H2b. Charming shooting destinations positively influence audiences' perceived enjoyment of the show;

2.2.3 *Aesthetics effects and perceived enjoyment*

As mentioned before, successful media aes-

thetics effects can convey efficient, effective and fascinating messages to audiences, heightening the audiences' emotional experience (Nack, Dorai & Venkatesh, 2001). Researchers demonstrated that directors of a media product usually design and manipulate carefully film grammar, in order to increase emotional engagement of the audiences. In an interview on television, a talk show host admitted that they usually used dramatic elements, such as loud voices, shouting and applause when producing the programs, because they know that those elements have an alluring effect on viewers (Ekström, 2000). Kim (2012) also argued that background music and visual enhancement of some plots left a deep impression on film tourists. Those factors could promote their emotional attachment to the film. Therefore, a hypothesis can be developed as follows:

H2c. Aesthetic effects of celebrity reality show positively influences perceived enjoyment of the show;

2.2.4 *Performance and perceived enjoyment*

Raney and Bryant (2002) suggested that audiences' identification with the characters, their empathy attitudes toward the characters and also the themes encompassed in a storyline can clearly influence the enjoyment of viewing experience. "Transportation theory", which is raised by Green, Brock & Kaufman (2004) also explained why the feeling of enjoyment arises when consuming a media product. This theory argued that when people get involved in or transported into a virtual narrative world which is fascinated and attractive to them the feeling of enjoyment might raise. They conceptualized "transportation into a narrative world" as a distinctive mental process.

Based on social identity, uncertainty reduction, disposition, and uses and gratifications theories, Denham (2004) explored media enjoyment with a live football program acting as research case. The results suggested three factors can affect the feeling of media enjoyment: program content, viewing situations, and social norms. All those studies highlight the significance of content of a media product for inducing audiences' enjoyment. Therefore, we hypothesize that:

H2d. Performance aspects of a celebrity reality show positively influences perceived enjoyment of the show.

2.3 Perceived enjoyment and travel intention

People who have an enjoyable viewing experience of a media product may be in a cheerful mood which can positively contribute to their future behavior. Tourists are more likely to consult travel blogs which can subjectively meet their information needs to create destination images. And during this process, the perceived enjoyment which was aroused after watching the travel blog played an important part in shaping their travel intention, and enjoyment shows a direct influence on social media usage (Chen, Shang & Li, 2014; Chung & Koo, 2015). Therefore, a hypothesis 3

is developed as follow:

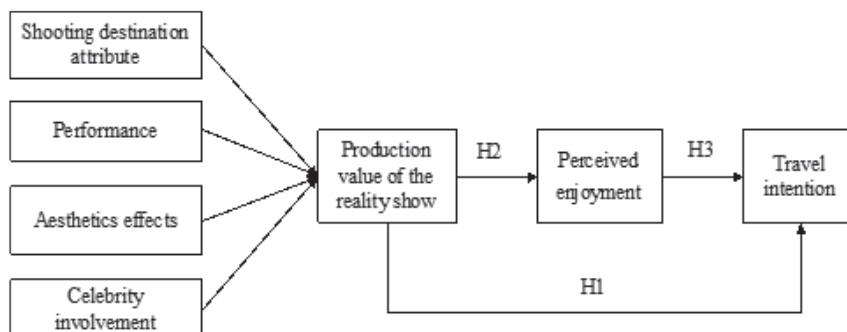
H3. Perceived enjoyment of watching a celebrity reality show positively influences audiences' intention to visit the shooting destinations.

2.4 Research framework

Different dimensions of production value have been well identified in previous literature. Based on the literature reviewed, each dimension of production value for media products is directly proposed as an important factor for the travel stimulations to the destinations displayed in the media products. Meanwhile, after a particular media experience, individuals who have generated "media enjoyment" feelings may have a cheerful mood and further induce some future behavior. Therefore, based on the above discussion, the model of this paper was developed and exhibited in Figure 1 to answer several questions: How do celebrity reality shows impact audiences' travel intention to visit the shooting destinations presented in the show and what dimensions of production value of celebrity reality show accomplish this? Meanwhile, can perceived enjoyment act as a mediating variable to further promote the travel intention of audiences of celebrity reality shows?

Figure1

Research framework of relationship among production value, perceived enjoyment and travel intention



3.Methodology

3.1 Questionnaire Design and Instrument development

The quantitative approach is employed in this study. The questionnaire consists of three major parts. A screening question was employed in part one. Respondents were asked to answer if they've watched "Viva La Romance" before. If they respond to this question with "yes", then they were allowed to continue with the questionnaire. Part two was divided into six sub-sections that measured the respondents' opinions of aesthesis

effect, celebrity involvement effect, and textual effect, shooting location attributes of the reality show, their perceived enjoyment and their intention to travel after watching the reality show. In part three, demographic data were gathered.

Measurements of all the constructs were developed based on the seven-point Likert-type scale, which ranges from strongly disagree (point one) to strongly agree (point seven). Items of each construct were adopted from the previous studies (see Table 1). The wording of the questions was modified in order to fit the present study setting.

Table 1*The measurements of six constructs*

Shooting destination attributes	
Item	player 1
1. The beautiful natural sceneries of shooting destinations attract me a lot.	Kim & Kim (2017); Shani et al., (2009); Whang et al., (2016); Hudson & Ritchie (2006); Macionis (2004); Kim (2012b)
2. The unique historical heritages of shooting destinations attract me a lot.	
3. The exotic cultural flavors of shooting destinations attract me a lot.	
4. A wide range of recreational activities of the shooting destinations attract me a lot.	
5. After watching this celebrity reality show, I developed personal attachment to the destinations.	
Performance	
Item	Sources
1. I admire the positive educational and moral themes convey by this reality show.	Kim & Kim (2017); Kim (2012b); Shani et.al., (2009);
2. The contents of this show are interesting and appeal to me.	
3. I admire the arrangement of the structure of narrative and plot in this reality show.	
4. Various and realistic topics in this reality show appeal to me.	
Aesthesis effect	
Item	Sources
1. I admire aesthetically pleasing visual images on this reality show.	Kim et al., (2010); Kim (2012b); Rajaguru (2014); Kim & O’ Connor (2011); Hall (2009)
2. I am impressed with theme song and background music in this reality show.	
3. I often want to hear theme song and background music of this reality show.	
4. I admire the rhythm of theme song and background music in this reality show.	
Celebrity involvement	
Item	Sources
1. The celebrities in this reality show attract me a lot.	Rajaguru (2014); Fu et al., (2016)
2. I feel that the reality show is more interesting because of appearances of celebrities.	
3. I am impressed with the celebrity participating interaction activities in the shooting destinations.	
4. If my favorite celebrities take part in another program, I will watch it.	
5. I really miss this reality show and my favorite celebrities when I can’t see them.	
6. If there is a story about the reality show or my favorite celebrities in a newspaper, magazine or on the Internet, I will read it.	

Perceived enjoyment	
Item	Sources
1. Watching this celebrity reality show provides me with enjoyment.	Chen et. al, (2014); Kang & Schuett (2013); Chung & Koo (2015)
2. Watching this celebrity reality show makes me feel relaxed and pleasant	
3. Watching this celebrity reality show makes me feel happy	
4. Watching this celebrity reality show is a fun experience.	
Travel intention	
Item	Sources
1. After consumed this reality show, I positively searched for more information about the shooting destinations.	Rajaguru (2014); Fu et.al, (2016); Chen et. al, (2014);
2. I have positive opinion about the shooting destinations because of this show I consumed.	
3. If I have a chance to travel, I intend to visit the destinations described in this celebrity reality show.	
4. When I go to a travel, the possibility that I visit the destinations mentioned in this celebrity reality show is high.	

3.2 Sampling and data collection

In this research, the targeted samples were the audiences who have watched the celebrity reality show. The popular Chinese reality show “Viva La Romance” was chosen because it was ranked as a Mega-popular Chinese reality TV show and the unmatched number of Chinese tourists the show has created (Fraser & Ison, 2019). The program takes the husband and wife dialogue as a model, allowing the wife group to embark on a romantic journey, while the husband group stays in the shed, remotely observing the wife on the trip and understanding the other side of their lives. The celebrity reality show has been wildly popular in China since the first season aired in 2018. The first episode of season two attracted more than 58 million views in its first 24 hours. The second season has been viewed by about 2 billion people on Hunan TV (Liang, 2018). After the broadcast, online searches on Ctrip, Qunar and other

online travel agencies for shooting destinations such as Brussels, Budapest and Mount Mogan increased significantly, and the program was voted "the most popular travel program" by the China National Tourism Administration in 2018 (Niu, 2019).

The pilot test was conducted before the main survey. The questionnaire was adjusted based on the results of pilot test. The main data were collected from December 1st to December 11th, 2019, followed with web-based survey method. Convenience sampling method was adopted. Web-based questionnaires were distributed through wenjuanxing (www.wjx.cn). This is a professional website for data collection in China. A total of 326 questionnaires were received. Among those, 18 questionnaires were screened out because of some doubtful or incomplete answers. Finally, 308 usable questionnaires were put into further data analysis.

4.Results and discussion

The majority of participants (72%) were female. Male respondents accounted for 28%. This result is consistent with the theme of “Viva La Romance”. Table 2 shows the detailed information about the participants. The reliabilities and validities of the constructs were examined by applying IBM-SPSS software 25 (See Table 3).

Table 2

Demographic Characteristics of Respondents (N = 308)

Variable	Category	Frequency	Percentage (%)
Gender	Male	86	27.9
	Female	222	72.1
Age	18-30	232	75.3
	31-40	41	13.3
	41-50	16	5.2
	51 or above	19	6.2
Medium of watching reality shows	Satellite TV channel	51	16.6
	Smartphone	193	62.7
	Laptop	59	19.2
	Others	5	1.6
Frequency of watching reality shows (weekly basis)	Less than 30 minutes	47	15.3
	30-60 minutes	92	29.9
	1.1 - 3 hours	88	28.6
	3.1 - 5 hours	47	15.3
	More than 5 hours	34	11.0

Table 3*Reliabilities and validities results*

Constructs	Cronbach's Alpha	KMO	Bartlett's Test (Sig.)	Total Variance Explained (%)
Production value	0.905	0.857	0.000	66.34
Perceived enjoyment	0.874	0.824	0.000	72.55
Travel intention	0.825	0.780	0.000	65.68

a. Confirmatory factor analysis (CFA)

By using the software – SmartPLS 3, CFA was undertaken to ensure that the structural model specified the posited relations of the examined variables to the underlying constructs. The AVE of the six constructs had exceeded 0.5 (see table 4), reflecting the fact that this model has a high level of convergent validity (Hair et al., 2009). The results of discriminate validity of this model met the criterion (<0.90) and it reflects the average correlations of the indicators across constructs (Henseler, Ringle & Sarstedt, 2015).

Table 4*Result of confirmatory factor analysis*

Constructs	CR	Cronbach's alpha (α)	AVE
Shooting destination attributes	0.840	0.840	0.569
Aesthesis effect	0.826	0.827	0.614
Performance	0.807	0.808	0.512
Celebrity effect	0.868	0.870	0.528
Perceived enjoyment	0.872	0.874	0.632
Travel intention	0.825	0.825	0.543

b. Hypotheses Test

The VIF values range are from 1.194 to 1.725, which are significantly lower than 5, reflecting the fact that our structural model does not have any lateral collinearity issues (Hair, 2014). The results of Path-coefficient analysis show that seven hypotheses are supported and two hypotheses are rejected. The variables of location attribute (Path coefficient = 0.253, $t=4.539$, $p<0.005$), aesthetics effect (Path coefficient = 0.150, $t=2.348$, $p<0.005$) and celebrity effect (Path coefficient = 0.207, $t=2.761$, $p<0.005$) exhibited a positive relationship with respondents' travel intention. H1a, H1c, and H1d are supported.

Subsequently, location attribute (Path coefficient =0.191, $t=3.872$, $p<0.005$), performance (Path coefficient =0.187, $t=3.177$, $p<0.005$) and celebrity effect (Path coefficient =0.338, $t=5.835$, $p<0.005$) exhibited a positive connection with perceived enjoyment, therefore H2a, H2b, H2d were supported. However, an irrelevant association between performance of the reality show and travel intention (Path coefficient =0.018, $t=0.295$, $p=0.768>0.005$) was found, as well the relationship between aesthetics effect and perceived enjoyment (Path coefficient =0.092, $t=1.787$, $p=0.074>0.005$), consequently H1b and H2c were rejected (see Table 5).

Table 5*Path-coefficient Assessment*

Hypotheses	Relationship	Path coefficient	Std. Error	t-value	p-value	Result
H1a	S - B	0.253	0.056	4.539	0.000	Supported
H1b	P - B	0.018	0.062	0.295	0.768	Rejected
H1c	A - B	0.150	0.064	2.348	0.019	Supported
H1d	C - B	0.207	0.075	2.761	0.006	Supported
H2a	S - E	0.191	0.049	3.872	0.000	Supported
H2b	P - E	0.187	0.059	3.177	0.002	Supported
H2c	A - E	0.092	0.052	1.787	0.074	Rejected
H2d	C - E	0.338	0.058	5.835	0.000	Supported
H3	E - B	0.172	0.081	2.117	0.035	Supported

(Note: S=Shooting destination attributes, P=Performance, A=Aesthetics effect, C=Celebrity effect, E=Enjoyment, B=Travel intention)

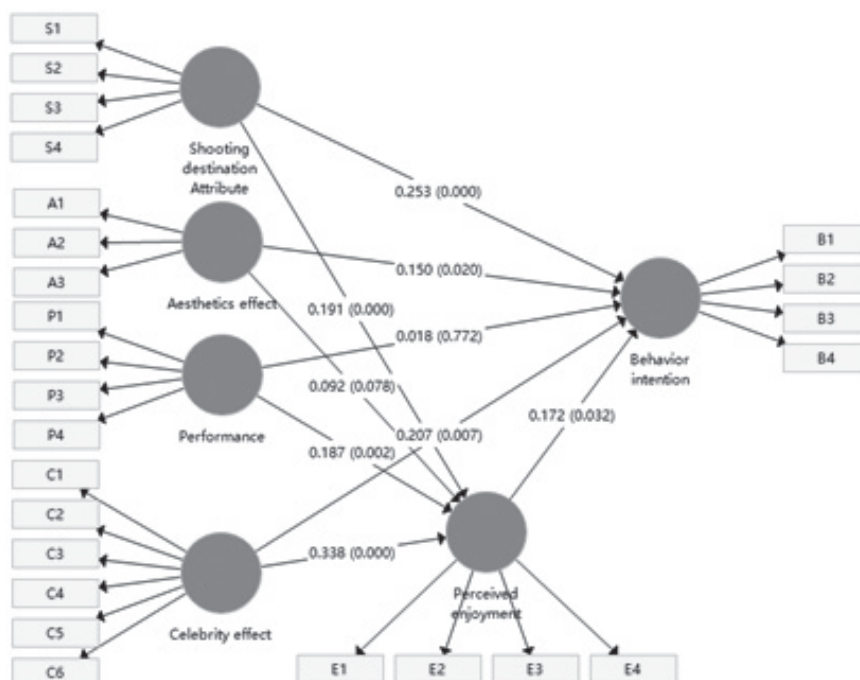
The indirect effects among the variables were also tested with the purpose of examining the mediating role of the perceived enjoyment among the relationship between production values and travel intention. As Table 6 demonstrates, only the mediated effect of perceived enjoyment on the relationship between celebrity involvement and travel intention was found. This relationship results in an indirect effect of $t\text{-values}=2.087$ with $p=0.037<0.05$. Meanwhile, the mediated effect of perceived enjoyment on the relationships between aesthetics effect and shooting destination attributes and travel intention are rejected ($P=0.215>0.05$, $P=0.098>0.05$ respectively).

Table 6*Hypothesis Testing for Indirect Relationship*

Relationship	Path coefficient	Std. Error	T-value	p-value	Result
A - E - B	0.016	0.013	1.221	0.222	Not supported
C - E - B	0.058	0.028	2.087	0.037	Supported
S - E - B	0.033	0.019	1.703	0.089	Not supported
P - E - B	0.032	0.017	1.905	0.057	Not supported

(Note: S=Shooting destination attributes, P=Performance, A=Aesthetics effect, C=Celebrity effect, E=Perceived Enjoyment, B=Travel intention)

To sum up, the production values of a celebrity reality show - i.e., shooting destination attributes, aesthetics effect, performance and celebrity effect influence audiences' travel intention. The statistical results also show the evidence that perceived enjoyment can play an important role. It is a consequence of celebrity involvement of the reality show and determinant of travel intention for the audiences (see Figure 2).

Figure 2*Results of Hypothesis Testing*

c. Discussion

The celebrity involvement, aesthetics effect and location attribute have positively significant relationships with respondents' travel intention, and the celebrity involvement, performance and location attribute also lead to the perceived enjoyment of audiences. However, the performance aspect of the reality show, which includes the elements such as content, theme, and topics was proved to have an irrelevant association with audiences' travel intention of travel (H1b was rejected finally). As well, the results indicate perceived enjoyment has not occurred because of the aesthetics effect presented in the show (H2c was rejected). Furthermore, according to the hypothesis testing results for indirect relationship, only celebrity involvement of the reality show was mediated by perceived enjoyment of audiences and further lead to the travel intention. Perceived enjoyment was proved to have no mediating effect in shaping the relationship between performance aspects, aesthetics effect and location attribute of the reality show and travel intention of the audiences.

Secondly, in detail, it was found that the most influential factors on the respondents' travel intention which was inspired by the reality show, were those excellent destination attributes: beautiful landscapes, amazing natural scenery and unique culture. The path coefficient score of the relationship between locations attribute and travel intention was highest (0.253). This result has confirmed some previous findings emphasizing the fact that many places that provide locations for popular media products, such as films, TV dramas and programs, have become popular tour-

ist destinations (e.g., Fu et al., 2016; Kim et al., 2014; Macionis, 2004; Rajaguru, 2014).

Celebrity involvement in this reality show was also influential in explaining respondents' perceived enjoyment and post-viewing travel intention, with 0.207 score of path coefficient, which follows just the path coefficient score of the relationship between locations attribute and travel intention. This result was consistent with the argument that the participation of celebrity can be an important facilitator for people's motivation to travel to the destinations associated with the celebrity (Lee et al., 2008). People, who has a high sense of identification with the celebrity may be affected in their perceptions of destination image (Lee & Bai, 2010). For the fans of celebrity, behaviors such as buying some relevant items and discussing relevant topics, identifying with the country's history and culture through the TV drama are not enough. Those celebrity worshippers are also eager to experience some things in person, such as visiting the shooting destinations (Yen et al., 2013). Thus, celebrity plays a significant part in shaping the relationship between audiences and film-induced tourism.

The performance of the reality show, such as the contents, various topics and a positive theme could well appeal to the audiences, enhance their feeling of enjoyment and also induce their travel intention (path coefficient=0.018, 0.187 respectively). It is true that this reality show featured some carefully designed contents and topics so as to arouse audiences' attention. The earlier research had a similar argument, demonstrating that the higher level of audience involvement in a TV program, the more likely it would improve their

impression of the destination (Fu et. al, 2016).

Meanwhile, statistical results of hypothesis analysis also explained the mediating role of perceived enjoyment. It was found that, after watching the reality show, audiences would go through a process of psychological activity – perceived enjoyment. And three factors: celebrity involvement, performance aspects and shooting destination attributes were proven to affect this psychological activity. However, they did not show a high-level desire to travel to the shooting destinations immediately after viewing the TV programs even though they found the experience enjoyable. Perceived enjoyment didn't show a significant role as a mediator. It means that there may be some hidden factors that affect audiences' travel intention instead of perceived enjoyment.

5. Conclusion

This paper carried out a research to explore the possible connection between the media products and travel intentions of the audiences. The findings of the study may help to reveal the structural relationships between production values, perceived enjoyment and behavioral intention, which can provide meaningful information to related industry parties, such as destination marketers, government officials of tourism bureau, so as to develop customer-exploitation strategies. For example, the destination marketers must realize that there is a significant development potential of TV program-induced tourism, especially the reality show. The destination marketers should positively cooperate with the producers or directors of the TV shows to figure out how to present the

destination or introduce it into a TV program in a more suitable way and make full use of these attributes when developing efficient ways to appeal customers. This is because the results indicated that beautiful natural sceneries, amazing historical and cultural heritages displayed in the reality show can attract audiences. Further, popular promotional tools such as various social media platforms, TV advertisements, and official website of the local destinations should be put into use. Because the application of promotional materials can remind and attract potential tourists when incorporated into the related TV episodes.

Given the fact that cheerful music rhythms and aesthetically pleasing visual images can affect the audiences' viewing experiences and travel intention, it is imperative not only for media products makers, but also for destination marketers to pay more attention to combine stimulating music with visual effects while marketing the e-destinations through TV. The positive stimulation of consumers' visual and vocal senses through product placement would help them achieve valuable marketing benefits.

In addition, Destination promoters may benefit from developing and communicating strong "celebrity effect" via marketing campaigns, since the celebrities can cause a significant ripple effect. The results have reflected the fact that celebrity involvement and worship can positively induce audiences' intention to travel after viewing the reality show. Some strategies can be conducted. For example, they can design and introduce some souvenirs which contain emotional meaning and are associated with the celebrities. Further-

more, as the popularity of social media platforms among Chinese are on the increase, creating some hit topics through the Internet and stirring up discussions that are related to celebrities and the TV programs can be a good idea for destination marketers.

There are some limitations of this study we need to point out. As the study focused on travel intention, it's uncertain whether the high mean score of audiences' travel intention will be transformed to actual behavior in further. Therefore, in future, a research that investigate the process of transforming the potential intention to travel of the tourists to their actual visitation, as well the possible factors that affect this process, can be carried out. Secondly, this study only selected one of the most popular Chinese reality shows *Viva La Romance*, as the research case study. The reality show is just one kind of media product. Many other different kinds of media product are also important channels for tourist to be introduced to the potential visiting destinations. Thus, it is crucial to carry out more research to investigate the underlying structure or mechanisms in the relationships between those media productions and its associated film tourism phenomena.

In addition, the research data were collected unintentionally from the female audiences (79%). It is not suitable to generalize the findings of this study to other reality shows in China, since the audience profiles may be different on each TV program. Additional researches with new directions need to be conducted in the future. Finally, this paper proposed that production value of the media products and perceived enjoyment were

two main determinants of travel intention of the audiences. In future, various factors like interpersonal factors or structural factors may also be taken into consideration with the purpose of fully understanding the antecedents of audiences' travel intention.

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