

# From Scroll to Stay: A Literature Mapping of Short Video Platforms in Hospitality

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## ABSTRACT

Short video platforms (SVPs) such as TikTok and Instagram Reels are reshaping how travelers discover and engage with accommodations, yet academic understanding of this trend remains limited. This study conducts a bibliometric analysis of Scopus-indexed publications to explore how SVPs are represented in hospitality literature, particularly in relation to hotel booking behavior. After manual screening for relevance, 11 articles were analyzed for publication trends, author keywords, abstract content, and citation impact. Results indicate that while research is still emerging, key themes include influencer marketing, content structure, and brand perception. The study offers a structured overview of the current discourse and highlights directions for future inquiry.

**Keywords:** Short video platforms (SVP); TikTok; Instagram Reels; Hospitality Trends

## 1. INTRODUCTIONS

The hospitality industry's distribution channels have undergone significant transformations over the decades. Initially, hotel bookings were made directly via in-person visits, phone calls, or through travel agents. With the digital revolution, Online Travel Agencies (OTAs) like Expedia and Booking.com became the dominant intermediaries, allowing users to browse, compare, and book accommodations online with ease (Y. Wang & Kracht, 2010). While OTAs expanded market reach, they also brought concerns over high commission rates and reduced brand control, prompting hotels to reemphasize direct bookings through loyalty programs and user-friendly websites (EHL, 2022). Recently, Short Video Platforms (SVPs) such as TikTok, Instagram Reels, and YouTube Shorts have emerged as influential channels in the hospitality marketing ecosystem. These platforms allow for highly engaging, bite-sized content showcasing hotel facilities, guest experiences, or surrounding attractions. Research shows that short-form video content can significantly shape tourists' behavioral intentions, particularly among Gen Z and Millennials who are highly responsive to such formats (C. Liu, Jiang, & Muhammad, 2024). For instance, the Equinox Hotel's campaign using TikTok yielded an 81:1 return on ad spend, highlighting the potential of SVPs as performance-driven marketing tools (C. Liu et al., 2024). This emergence of SVPs as travel inspiration hubs marks a conceptual shift in consumer behavior. Traditionally, the idea to travel precedes the search for accommodations. In contrast, today's short video content often plants the seed of desire before the user has a destination or booking intention in mind. Platforms like @hotel even enable direct booking through the app, transforming passive viewers into active bookers via embedded links and promotions. This model suggests a "push" rather than "pull" approach to intention formation—users don't search for hotels; hotels appear in their feeds and inspire action (Shi, Wang, Liu, & Gull, 2023; Y. Wang & Kracht, 2010).

This study explores how the growing influence of short video platforms is reflected in academic literature on hospitality. While recent developments suggest that platforms like TikTok and Instagram Reels are shaping how accommodations are discovered and booked, little is known about how this trend is being conceptualized or assessed in scholarly work. To address this gap, a bibliometric approach is used to map existing research, identify key themes, and highlight publication trends. This analysis offers an overview of how the intersection between short-form video content and booking behavior is emerging within hospitality studies.

## 2. MATERIALS AND METHODS

This study adopts a bibliometric approach to explore how short video platforms (SVPs) have been addressed in the context of hotel booking behavior within hospitality research. Bibliometric methods are widely used to map scientific landscapes, identify patterns in publication trends, and analyze intellectual structures within a field. In this study, the method is applied to uncover how the integration of platforms such as TikTok, Instagram Reels, and YouTube Shorts

is reflected in hospitality-related academic literature. Data were retrieved from the Scopus database, a leading abstract and citation index commonly used in bibliometric studies. The search query was designed to capture publications that referenced both short video platforms and various forms of accommodation. Specifically, the search used the following string:

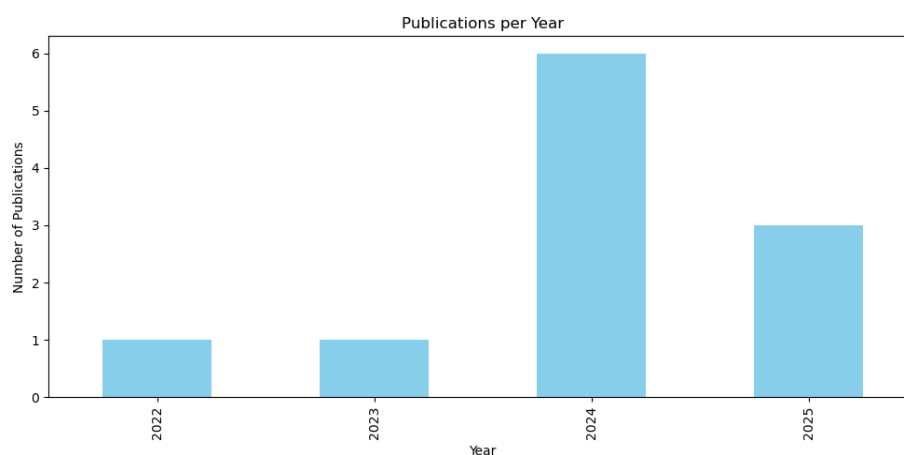
TITLE-ABS-KEY ( "short video" OR "TikTok" OR "Instagram Reels" OR "YouTube Shorts" ) AND TITLE-ABS-KEY ( "hotel" OR "guesthouse" OR "resort" OR "staycation" OR "lodging" OR "accommodation" OR "motel" OR "hostel" OR "boutique hotel" OR "inn" OR "villa" OR "B&B" OR "serviced apartment" OR "homestay" ).

The search returned a total of 35 documents indexed in Scopus as of April 2025, with no restriction on year, document type, or language. While keyword-based searches allow for efficient retrieval of potentially relevant studies, they are also limited in their ability to assess contextual relevance. As such, each document was reviewed manually based on its title, abstract, and, when necessary, full text, to determine whether it meaningfully addressed the relationship between SVPs and hospitality or booking behavior. This manual filtering process reduced the dataset to 11 articles deemed directly relevant to the research focus. The exported metadata—including title, abstract, author keywords, publication year, and citation count—were processed in CSV format. Basic data cleaning was performed to remove duplicates and handle missing entries. Text-mining techniques were applied to the abstract data using unigram to trigram models to identify frequently mentioned concepts and phrases. Author keywords were analyzed separately to examine common descriptors used by researchers. Both sets of terms were used to generate frequency tables and visual visualizations, including bar plots and word clouds.

Citation data were analyzed to identify the most influential publications in the dataset. Additionally, publication years were aggregated to examine temporal patterns and assess the evolution of interest in this topic over time. All analyses were conducted using Python, leveraging libraries such as Pandas for data handling, Matplotlib for visualization, and Scikit-learn's CountVectorizer for natural language processing. The outputs—including figures and tables—form the basis of the Results and Discussion section, offering a structured overview of how SVPs are emerging as a topic within hospitality research.

### 3. RESULTS AND DISCUSSIONS

As illustrated in Figure 1, scholarly interest in the intersection of short video platforms and hospitality services has grown significantly in recent years. While only one publication was identified in each of 2022 and 2023, the number increased sharply to six in 2024, marking the start of a noticeable upward trend. The partial data from 2025 already shows three publications, suggesting continued momentum. This pattern reflects the relatively recent emergence of short-form video as a serious subject of academic inquiry in the context of hotel booking and tourism behavior. The jump in 2024 may be attributed to a lag in research output following the mainstream adoption of platforms like TikTok during the pandemic, as well as increased recognition of their influence in marketing and consumer decision-making. The rise of TikTok as a search engine alternative and source of travel inspiration likely contributed to this academic response. The temporal distribution supports the notion that this is a fast-developing research niche, with more publications expected in the coming years as marketing practices and consumer behavior continue to evolve.



**Figure 1.** Publications per Year

Table 1 lists the only keywords that appeared more than once among the 11 filtered publications. The limited repetition emphasizes the early and exploratory stage of research linking short video platforms to hospitality contexts.

Most keywords were used only once, highlighting a lack of shared terminology or established frameworks in this emerging topic. The presence of terms such as “TikTok platform” and “hotel booking intentions” suggests growing interest in how specific platforms influence consumer decisions. Meanwhile, “online celebrity brand equity” and “lifestyle congruence” indicate that influencer marketing and viewer-content alignment are also relevant considerations. While few in number, these recurring keywords point to early thematic patterns that could guide future studies in structuring this niche research area.

**Table 1.** Most Frequent Author Keywords

Keyword	Frequency
Online celebrity brand equity	2
Lifestyle congruence	2
TikTok platform	2
Hotel booking intentions	2

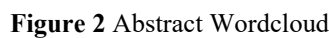
The n-gram analysis in Table 2 reveals common patterns and key concepts across the abstracts. At the unigram level, terms like “hotel,” “study,” “social,” and “TikTok” dominate, indicating the general thematic focus on accommodation and social media—particularly TikTok—as central to the discourse. Bigrams such as “social media,” “online celebrity,” and “leisure travelers” suggest that much of the literature frames SVPs in the context of influencer engagement and audience segmentation. This is further reinforced in the trigram results, where phrases like “short video content,” “video content structure,” and “hotel booking intentions” point to the mechanics of how content is constructed and its influence on decision-making. Notably, trigrams such as “business leisure travelers” and “resort brand attitude” indicate a layered focus—not just on media effects, but also on guest typologies and brand perception. These findings show that while the topic is emerging, researchers are already beginning to look at psychological and contextual dimensions within hospitality settings. The frequent mention of “content structure” and “online celebrity brand” also suggests an interest in how message design and influencer branding shape consumer responses—underscoring the potential impact of SVP formats on traveler behavior.

**Table 2.** n-grams

1-gram	Frequency	2-gram	Frequency	3-gram	Frequency
hotel	27	social media	10	short video content	4
study	22	online celebrity	9	video content structure	4
social	21	leisure travelers	6	business leisure travelers	4
tiktok	16	content structure	5	online celebrity brand	4
brand	14	short video	5	hotel booking intentions	4
online	14	social platforms	5	resort brand attitude	3
service	13	cognitive affective	5	content structure type	3
media	10	hotel booking	5	luxury hotel managers	3
information	10	booking intentions	5	physical environment encounter	3
content	10	hospitality industry	4	environment encounter service	3

Figure 2 presents a word cloud generated from the abstracts of the filtered articles. The visualization highlights dominant terms based on their frequency, offering a quick overview of recurring concepts and focal points within the literature. Prominent terms such as “customer,” “service,” “brand,” and “information” suggest that much of the discussion is centered on how SVPs contribute to shaping service perceptions, brand communication, and the flow of information between providers and travelers. The prominence of “social media” and “short video” reaffirms the relevance of platform-based content delivery mechanisms.

Additionally, words like “experience,” “loyalty,” “influencer,” and “booking” signal that researchers are starting to examine behavioral outcomes and psychological responses associated with SVP exposure—particularly in the context of hospitality decision-making. Terms related to “tourism,” “travel,” and “resort” further anchor the studies within the tourism and accommodation sectors. The word cloud complements the earlier n-gram analysis, providing a visual summary of abstract content and reinforcing the observation that this research area blends branding, customer experience, and social media influence in hospitality contexts.



It is important to note that one article originally included in the dataset—"Feelings and Scenes of Rural Homestay Inns in China" by Si et al. (2022)—has since been retracted by the publisher due to concerns regarding systematic manipulation of the peer-review process. While it was initially part of the analysis, its findings can no longer be considered reliable, and it has been excluded from interpretive discussions.

Title	Authors	Year	Cited by
Narrative or non-narrative? The effects of short video content structure on mental simulation and resort brand attitude	(X. Wang, Lai, Lu, & Liu, 2023)	2023	11
Service Experience and Customers eWOM Behavior on Social Media Platforms: The Role of Platform Symmetry	(X. Liu, Ren, Lv, & Li, 2024)	2024	11
The pathways of increasing online celebrity brand equity and followers' hotel booking intention: a serial multiple mediation model	(Ho-Mai et al., 2024)	2024	4
Feelings and Scenes of Rural Homestay Inns in China: A Perspective of Service Encounter	(and Communication Networks, 2023)	2022	2
Hotel booking intentions in the TikTok era: the role of online celebrity brand equity	(Nations, 2023; Tran et al., 2024)	2024	2

#### 4. CONCLUSIONS

This study examined how short video platforms (SVPs), such as TikTok and Instagram Reels, are being addressed in hospitality research, particularly in relation to hotel booking behavior. Through a bibliometric analysis of 11 carefully selected Scopus-indexed publications, the study identified emerging trends, recurring concepts, and thematic patterns across abstracts, keywords, and citation data. The findings suggest that while academic attention to SVPs in hospitality is recent, interest is rapidly growing. Common themes include brand perception, content structure, influencer roles, and customer engagement. However, the diversity and low repetition in author keywords highlight a lack of consolidation in the field. This study contributes to a clearer understanding of how the academic community is responding to the rise of short-form video in hospitality marketing. It also underscores the importance of refining keyword strategies and maintaining rigorous inclusion criteria in bibliometric work, especially in fast-evolving topics. Future research could build on these findings to develop more coherent theoretical frameworks and explore specific mechanisms linking SVPs to booking behavior.

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