

Study On the Influence of Short Video on Tourism Behavior Intention

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Abstract: Tourism short video has a huge impact on the development of the tourism industry. More and more individual tourism industry, enterprises and institutions have entered the short video platform and use short video to carry out marketing and publicity. Based on the heart flow theory, this study studied the influence of short video on tourism behavior intention by questionnaire survey. The results show that the information and entertainment of short tourism video positively influence the intention of tourism behavior through the mediation effect of happiness, and the interactivity and customization have a direct positive influence on the influence of tourism behavior. Finally, this study proposes corresponding countermeasures based on the results.

Keywords: Tourism; Short Video Platform; Marketing Publicity

1. Introduction

With the rise of new media, tourism short video has a huge impact on the development of the tourism industry. More and more individual tourism industries, enterprises and institutions have entered the short video platform and use short video for marketing publicity.

At present, domestic and foreign scholars on short video and tourism mainly focuses on the definition of short video, tourism marketing value, user behavior and so on. In terms of short video definition, there is no unified concept definition in China. In terms of marketing value, Deng Zhaoming (2018) analyzed the marketing value of TikTok to tourism destinations, and put forward tourism marketing suggestions from the aspects of improving content quality and making good use of marketing channels [1]. Miao Bowen (2019) took Lanzhou as an example, studied

the positive effect of short video on the development of urban tourism in Lanzhou, and believed that short video is conducive to shaping and spreading a good city image [2].

The tourism academic circle has been focusing on the intention of tourism behavior, and has made a lot of academic achievements in recent years.

Foreign research on tourism behavior intention began in the 1970s. Litvin et al. (2001) studied Singaporean tourists. They analyzed the factors affecting their tourism in Macao through controlling variables, and concluded that Singaporean tourists would be influenced by their own feelings and attitudes of local residents to some extent [3]. Mohammad et al. (2013) found that e-of-mouth positively influenced tourists' attitudes towards Islamic destinations and willingness to travel [4].

Domestic scholars study the intention of tourism behavior mainly focusing on the formation of the intention and influencing factors. Li Li et al. (2013) found that tourist information participation behavior plays a partial intermediary role between network information evaluation and travel decision-making [5]. In addition to the research network media on the direct influence of tourism behavior intention, some scholars found that cognitive or emotional factors in social media and travel behavior intention between intermediary role, such as Lv Ting (2018) to trust as intermediary variables, to explore the "WeChat friends" the electronic word of mouth influence on rural tourism behavior intention [6].

To sum up, short videos have huge user value and have attracted a lot of attention from the business and academia. In existing studies, psychological variables such as perceived value, pleasure and perceived trust are generally taken as intermediary variables to study the intention of tourism behavior. This paper takes the happiness of heart flow theory

as one of the variables to explore the content characteristics of short tourism videos and how to influence the tourism behavior intention of short video users through the heart flow experience.

2. Research Hypothesis

2.1 Analysis of Information Influence on Travel Behavior Intention and Relationship Hypothesis

Information refers to the richness, accuracy, speed of update and intelligibility of the content conveyed by short travel videos. Generally speaking, the human body vision than other senses, can be more intuitive, more dynamic to accept external information. Similarly, college students can also receive the relevant information of tourist destinations more comprehensively and vividly through short videos, which is more "immersive" than the graphic information. Li Tao et al. (2021) said that short video, a carrier for spreading information, has a strong attraction and contains rich information, which can perfectly combine the audio-visual experience, which can maximize the perception and stimulation of the public, and then generate interest in travel. Therefore, the following assumptions are proposed:

H1a: the information of travel short video has a positive impact on the generation of happiness;

H1b: the information of tourism short video has a positive impact on tourism behavior intention.

2.2 Analysis and Relationship Hypothesis of the Influence of Entertainment on Tourism Behavior Intention

Entertainment means that the "travel short video" can meet the needs of college students to relax, relax, and entertainment, and bring psychological pleasure to users. Fang Xin (2021) found that the mass dance for the purpose of entertainment can also increase the opportunity of interpersonal communication, and further improve the users' attention to the dance and enjoy the happiness brought by the dance. Chi Haojie et al. (2021) said that the rapid development of media and the accelerating pace of people's life gradually make people's acceptance of information to "fragmentation", so whether the image of

tourism destination can bring users pleasant experience in a short time will affect users' attitude and willingness to tourism destinations. Thus, the following assumptions are made:

H2a: the entertainment of short video has a positive impact on happiness;

2.3 Analysis of the Influence of Interactivity on Tourism Behavior Intention and the Relationship Hypothesis

Interactivity refers to the interactive perception of college students through thumb up, attention, comments, comments and forwarding. Lai et al. (2009) believe that interactivity can stimulate consumers to produce emotional excitement and make them feel excited and happy. Thus, the following assumptions are made:

H3a: the interactivity of short travel videos has a positive impact on the generation of happiness;

H3b: the interactivity of the tourism short video has a positive impact on the tourism behavior intention.

2.4 Analysis of the Influence of Customization on Tourism Behavior Intention and Relationship Assumptions

Customization refers to the customization of suitable products for users, catering to the pursuit of quality and personality of users, that is, the greatest satisfaction of the needs of users, with the characteristics of strong targeted and obvious personalized. For the short tourism videos, customization is a way of tourism marketing, which can not only meet the needs of users, but also stimulate their potential tourism intention, thus affecting their tourism behavior intention. Xue Yang (2017) believes that in WeChat marketing strategy, customization can improve the communication efficiency, realize timely marketing, which is conducive to attracting users' attention and realizing more effective information dissemination, so that users can be better immersed in it and improve their happiness, thus affecting the decision of tourists. Thus, the following assumptions are made:

H4a: the customization of short travel videos has a positive impact on the generation of happiness degree;

H4b: the customization of short tourism videos has a positive impact on the intention of tourism behavior.

2.5 Analysis of the Influence of Happiness on the Intention of Travel Behavior and the Relationship Hypothesis

Happiness comes from the heart source theory, which refers to the heart flow generated when a person focuses on something and a certain thing. Specifically, it is manifested as the concentration of attention, ignoring the passage of time, and producing a sense of enjoyment and pleasure. the best state of heart flow is an experience that can bring great satisfaction and joy, and it helps to get more happiness and produce positive emotions. Zhang Ke et al. (2022) shows that consumers' happy or happy state will change the situation they are in, which will affect their own decisions, thus leading to the change of tourism behavior intention. Thus, the hypothesis:

H5a: Happiness has a positive impact on the travel behavior intention;

H5b: Happiness plays an intermediary role between the content characteristics of the short travel videos and the travel behavior intention.

3. Research Methods

A combination of stratified sampling and random sampling was used. With the undergraduates of Huanggang Normal

University as the research object, three colleges were randomly selected according to the student number. Each college collected 125 questionnaires, totaling 375, and 293 valid questionnaires, with an effective rate of 78.1%. the reliability coefficient of the six dimensions of tourism short video content characteristics is 0.917, which is greater than 0.8, indicating that the data reliability quality of this survey is high. KMO value of 0.891, suitable for factor analysis. Finally, the hypothesis.

4. Research Results

The results showed that about 75% of the respondents were female and 25% were male, with the ratio between men and women, which is relatively consistent with the ratio of teachers and students in Huanggang Normal University.

4.1 Regression Analysis of the Characteristics and Happiness of Travel Short Videos

The four dimensions of information, entertainment, interactivity and customization were used as the independent variables of the study, and happiness was used as the dependent variable for simple linear regression analysis, and the results are detailed in Table 1.

Table 1. Regression Analysis of the Characteristics and Happiness of Travel Short Videos

model	Unstandardized coefficients		Standardization coefficient	t	Conspicuous-ness	
	B	standard error	Beta			
1	(constant)	3.748	0.23		16.316	0
	sex	0.085	0.087	0.057	0.972	0.332
	specialty	-0.082	0.094	-0.051	-0.878	0.381
2	(constant)	0.292	0.295		0.992	0.322
	sex	0.037	0.067	0.025	0.554	0.58
	specialty	-0.037	0.072	-0.023	-0.517	0.605
	informedness	0.164	0.061	0.147	2.673	0.008
	entertainment	0.288	0.063	0.262	4.567	0
	interactivity	0.216	0.055	0.208	3.963	0
	Custom sex	0.275	0.058	0.249	4.743	0

b. Dependent variable: Happiness level

From Table 1: (1) the value of t corresponding to information is 2.673, Its standard regression coefficient is 0.147, the P-value is less than 0.05 at 95% confidence, This suggests that this dimension has a positive effect on happiness, Suppose that H1 is established; (2) the value of t corresponding to the entertainment is 4.567, Its standard regression coefficient is 0.262, the

P-value is less than 0.05 at 95% confidence, This suggests that this dimension has a positive effect on happiness, Suppose that H2 is true; (3) the value of t corresponding to the interaction is 3.963, Its standard regression coefficient is 0.208, the P-value is less than 0.05 at 95% confidence, This suggests that this dimension has a positive effect on happiness, Suppose

that H3 is established; (4) the value of t corresponding to the customization is 4.743, Its standard regression coefficient is 0.249, the P-value is less than 0.05 at 95% confidence, This suggests that this dimension has a positive effect on happiness, Suppose that H4a holds.

4.2 Regression Analysis of Happiness and Intention to Travel Behavior

Information, entertainment, interactivity, customization and happiness were used as independent variables and travel behavior intention as dependent variables, and the regression results are detailed in Table 2.

Table 2. Regression Analysis of Information, Entertainment, Customization, Interactivity, Happiness and Tourism Behavior Intention

model		Unstandardized coefficients		Standardization coefficient	t	conspicuousness
		B	standard error	Beta		
1	(constant)	3.617	0.201		17.950	0.000
	sex	0.148	0.077	0.113	1.937	0.054
	specialty	-0.085	0.082	-0.060	-1.029	0.304
2	(constant)	0.831	0.263		3.167	0.002
	sex	0.103	0.060	0.078	1.729	0.085
	specialty	-0.026	0.064	-0.019	-. 414	0.679
	informedness	0.080	0.055	0.081	1.448	0.149
	entertainment	0.050	0.058	0.052	0.871	0.385
	interactivity	0.160	0.050	0.175	3.217	0.001
	Custom sex	0.141	0.053	0.145	2.630	0.009
	Happy degree	0.322	0.053	0.365	6.124	0.000

a. Dependent variable: tourism behavior intention

From Table 2: (1) the value of t corresponding to information is 1.448, Its standard regression coefficient is 0.081, the P-value is greater than 0.05 at 95% confidence, Suggests that this dimension has no positive effect on tourism behavior intention, Suppose that H6 is not valid; (2) the value of t corresponding to the entertainment is 0.871, Its standard regression coefficient is 0.052, the P-value is greater than 0.05 at 95% confidence, This dimension has no positive effect on tourism behavior intention, Suppose that H7 is not valid; (3) the value of t corresponding to the interaction is 3.217, Its standard regression coefficient is 0.175, the P-value is less than 0.05 at 95% confidence, This

dimension has a positive effect on the tourism behavior intention, Suppose that H3b is true; (4) the value of t corresponding to the customization is 2.630, Its standard regression coefficient is 0.145, the P-value is less than 0.05 at 95% confidence, This dimension has a positive effect on the tourism behavior intention, Suppose that H4b is true; (5) the value of t corresponding to happiness is 6.124, Its standard regression coefficient is 0.365, the P-value is less than 0.05 at 95% confidence, This dimension has a positive effect on the tourism behavior intention, Suppose that H5a holds.

Table 3. Regression Analysis of Happiness Levels

model		Non-standardized coefficients		Standard coefficient	t	Sig.
		B	standard error	trial version		
1	(constant)	0.997	0.225		4.437	. 000
	Travel short video content characteristics	0.743	0.061	0.582	12.223	. 000
2	(constant)	0.912	0.212		4.303	. 000
	Travel short video content characteristics	0.434	0.076	0.340	5.720	. 000
	Happy degree	0.326	0.053	0.369	6.209	. 000

b. Dependent variable: tourism behavior intention

4.3 Test of Intermediary Effect

According to Table 3, the results of model 2 show that the standard regression coefficient is 0.582, and the corresponding p is below 0.05 at

95% placement confidence, satisfying the conditions; model 3 shows that the regression coefficients of the two independent variables are 0.340 and 0.369 respectively, and the

corresponding p are below 0.05 at 95% confidence. In addition, through the mediating role of the dimension of happiness, the regression coefficient of travel short video content characteristics is reduced from 0.582 to 0.340, so it can be found that it plays a mediating role between these two overall variables, assuming that H5b is true.

In addition, the travel short video content characteristics of the direct effect of tourism behavior intention and happiness mediation

effect of bootstrap95% confidence interval, lower limit do not contain 0 (Table 4), shows that travel short video content characteristics can not only directly affect the tourism behavior intention, and can through the mediation of happiness influence travel behavior intention. the direct effect (0.434) and the mediation effect (0.309) accounted for 58.38% and 41.62% of the total effect (0.743), respectively.

Table 4. Breakdown of Total Effects, Direct Effects and Mediation Effects

	Effect value	Boot standard error	Boot CI lower limit	Boot CI superior limit	Relative effect value
The Mediator effect of the attentional control	0.309	0.098	0.115	0.489	41.62%
direct effect	0.434	0.444	0.125	0.191	58.38%
gross effect	0.743	0.072	0.595	0.882	

5. Revelations and Suggestions

The results show that the short travel video positively affects users' travel behavior intention through its four characteristic dimensions and the intermediary effect of happiness. Tourism behavior intention is the prediction of tourists' future behavior and has important reference value for the marketing management of tourism destinations. Therefore, the results of this study have great significance for short video marketing in tourist destinations, and propose tourist destination tourism short video marketing strategies from the following aspects.

5.1 Improve the "Information" and Design High-Quality Tourism Short Video Content

It is found that the information of the short tourism video has little direct influence on the intention of tourism behavior, but it will strengthen the influence of tourism behavior intention through the intermediary effect of happiness. Therefore, tourist destination government and enterprises in the design, production, release travel short video to ensure that the travel short video information is accurate, timely, complete and rich, constantly enrich the short video content and content should be easy to understand, at the same time for college students users improve the attraction of tourism short video, make it when browsing tourism short video can produce happiness. Use the limited duration of short

video to convey rich and complete information elements to users, and the short video production team needs to work together and concentrate on development.

5.2 Introduce "Entertainment" to Enhance the Attractiveness of Short Tourism Videos

It is found that the entertainment of the short tourism video has little direct influence on the intention of tourism behavior, but it can strengthen the influence on the intention of tourism behavior through the intermediary effect of happiness. Therefore, on the basis of ensuring the information of video content, more interesting and innovative elements should be injected, such as special effects and background music, so as to enhance the artistic sense of art and scene of short videos, and have more entertainment characteristics.

5.3 Precise "Customization" to Strengthen the Users' VIP Service Experience

It is found that the customization of short tourism videos has a direct effect on the tourism behavior intention. Short video marketing only cause user entertainment experience is not enough, should be according to the college students usually watch or search a short video in the formation of the user's personal needs and preferences and content recommendation, using big data to recommend students users may like or need content, reduce recommended students' users not interested in

or may make the dislike content, for college students accurate custom exclusive travel short video recommendation. In addition, the target group should be accurately targeted, the market segmentation of other groups of users who have been concerned, and the information and behaviors of users' age, region, and liked short video types should be identified through label and big data text mining, so as to judge their potential needs and behavior intentions. So that every user can feel the "VIP" tour experience, to promote the occurrence of tourism behavior.

5.4 Strengthen the "Interactivity" and Enhance the Loyalty of Tourism Short Video Users

It is found that the information of the short tourism video has a direct effect on the behavior intention of tourism, and further affects the behavior intention of tourists through the intermediary effect of happiness. Short travel video channels should be used, and activities should be carefully designed to create more opportunities to interact with potential and real tourists, and encourage them to like, comment or forward short tourism videos. First, we should pay attention to the interaction in the comment area, which will affect the users' value judgment of the tourism product. Second, we should create a topic interaction with the participation of the whole people. We should attract users' attention through customized city theme challenges, in-depth experience activities and set prizes, so that they are willing to actively like, comment, forward or even actively participate in it. Through diversified and three-dimensional interaction, it provides users with valuable information and interesting experience, improve user interaction, cultivate user stickiness, and stimulate tourism behavior intention.

5.5 Improve the "Happiness Degree", and Strengthen the User's Use and Satisfaction

Based on the positive influence of happiness on tourism behavior intention extracted from heart current theory, this study proposes to make good use of collective "irrationality",

namely sensibility, absorb existing research to measure the correlation between heart flow experience and brand, attitude, loyalty and other aspects, and focus on the influence of heart flow on tourism behavior intention. Take perceptual happiness as a liberating force, make proper use of "emotional resonance" and "relationship identity", treat the tourism short video flow well, avoid excessive marketing, so that the value of the tourism destination can gain greater vitality in the medium and node society through the heart flow.

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