



# The Impact of Short Video Content on Users' Tourism Intentions



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**Abstract:** The rapid development of the short video industry has provided a powerful platform for content creators to promote their work while offering users interactive opportunities. In the context of tourism, the rise of short videos has introduced unprecedented opportunities for industry growth. This study, grounded in the 5W communication theory and the Stimulus-Organism-Response (SOR) model, categorizes short video characteristics into two key dimensions: content and creator attributes. Using Partial Least Squares-Structural Equation Modeling (PLS-SEM), the study examines the influence of short video dissemination on tourism intentions. The findings reveal that the informativeness and entertainment of short video content, along with the visibility and interactivity of the creators, significantly enhance users' intentions to travel. However, the professionalism of short video creators does not significantly impact the shaping of destination images or the stimulation of tourism intentions. Moreover, the perception of destination image fully mediates the relationship between the visibility and interactivity of short video creators and tourism intentions, while partially mediating the effect of content informativeness and entertainment on tourism intentions. These conclusions not only broaden the research perspective within the field of tourism-related short videos but also offer practical guidance for destination marketing strategies leveraging short videos.

**Keywords:** Short videos; Tourism intention; Destination image; Stimulus-organism-response model; 5W theory

## 1. Introduction

With the rapid advancement of mobile internet, big data, and social media technologies, social media has become a crucial channel for communication, information dissemination, and content sharing among users. These technological developments have not only altered lifestyles and consumption preferences but have also driven the swift rise of new media formats, such as short videos and live streaming. Particularly, short videos have emerged as the primary means for users to acquire information and engage in social interaction during fragmented periods. According to data from China Internet Network Information Center (CNNIC), as of December 2023, the number of short video users in China has reached 1.05 billion. The explosive growth of short videos has provided new avenues and opportunities for the transformation of the tourism industry, with the vast user base offering significant potential for the application of short videos in tourism marketing (CNNIC, 2024). The 2023 Summer Cultural Tourism Data Report released by Tiktok revealed that over 400 million users engaged in tourism-related check-ins during the summer, with more than 500 million searches for tourism-related content, marking a year-on-year increase of 147%. Additionally, 500,000 users published tourism videos, garnering a total of 30.83 million likes. Tiktok's research found that 35% of users visited a location after watching a short video about it (Hospitality.today, 2023). These statistics indicate that short videos not only enhance the visibility and popularity of tourism destinations but also effectively stimulate users' tourism intentions, thereby contributing to the development of the tourism industry. However, the process through which users watch tourism-related short videos, experience emotional responses triggered by the information, and ultimately develop an intention to travel is a complex cognitive reaction. In the current context, where an overwhelming number of tourism-related short videos are vying for attention, it is imperative for tourism destinations to understand the mechanisms through which short videos influence users' tourism intentions to gain a competitive edge in the market.

Previous studies have acknowledged the profound impact of short video marketing on the tourism industry and have analyzed tourism-related short videos from the perspectives of content, creators, and dissemination platforms. Tourism short videos can generally be categorized into two main types based on content: information-oriented and emotion-oriented (MacInnis & Jaworski, 1989; Tellis et al., 2019). Research has demonstrated that the informativeness (Munaro et al., 2021) and entertainment (Jiang et al., 2022) of short videos promote users' information search and travel intentions towards a destination. From the perspective of creators, users' tendency to develop attachments to celebrities is a key factor driving their interest in watching short videos produced by well-known creators (Zhu et al., 2023; Zhu et al., 2024). Simultaneously, the professionalism of tourism-related short videos, defined by the creator's expertise in the subject matter, plays a crucial role in deepening users' understanding of destinations and enhancing their tourism intentions (Li & Sun, 2024; Qiu et al., 2024). Additionally, interactivity is a distinctive feature that sets tourism-related short videos apart from other media; the interaction between creators and viewers is a key factor in deepening viewers' perceptions of destinations and stimulating their desire to travel (Li & Zhang, 2023; Wang et al., 2022b). In the research on dissemination platforms, most scholars have primarily focused on how perceived ease of use and perceived usefulness influence tourists' acceptance of short video content and its impact on the conversion of tourism behaviour (Fong et al., 2024; Wang et al., 2022a).

Although short videos, as an emerging communication tool, have demonstrated significant potential in the field of tourism marketing, existing studies largely focus on how the content of tourism-related short videos facilitates the conversion of tourism behaviour (Wu & Ding, 2023), or combine multiple content characteristics with the technology acceptance model (Wang et al., 2022a) to explore the impact of short video content and dissemination platforms on tourism behaviour intentions. These studies have, to some extent, overlooked the complex interdependent and interactive relationship between short video content and creators. While short video platforms have matured technologically, and users face no significant barriers regarding the ease of use of these platforms, the intricate relationship between creators and content remains an area that warrants deeper exploration. In light of this, this study comprehensively considers the characteristics of short video content and creator attributes, and, based on the 5W communication theory and the SOR model, introduces destination image perception as a mediating variable. A conceptual model was constructed to examine the impact of tourism-related short videos on users' tourism intentions, aiming to provide empirical evidence supporting the role of short videos in promoting tourism development and offer theoretical guidance for the production and marketing of tourism-related short videos.

## **2. Literature Review**

### **2.1 Tourism-Related Short Videos**

Since the introduction of short video functionality by Viddy in April 2011, this emerging medium has rapidly gained popularity worldwide, attracting a vast number of users. Short videos, typically defined as videos under five minutes in length, allow users to record, edit, and upload content on short video platforms (Chi et al., 2024; Wang et al., 2022a) to share their insights and life experiences. Tourism-related short videos are those created with a focus on tourism destinations, sharing relevant knowledge and elements, and conveying creators' personal experiences and perceptions of these destinations (Liao et al., 2020). The widespread adoption of tourism-related short videos has significantly increased attention to tourist sites, historical landmarks, traditional customs, and cultures, especially when these videos are widely disseminated (Song et al., 2021). A key factor in the rapid rise of short videos is their ability to stimulate interest and curiosity about travel through vivid visual content and the interactive nature of the platforms (Fang et al., 2023). Short videos not only showcase the scenic beauty of tourism destinations but also leverage user-generated content to present authentic travel experiences, thereby enhancing potential tourists' intentions to visit these destinations.

### **2.2 Tourism Intentions**

The concept of tourism intentions originally evolved from purchase intentions (Liu et al., 2023), primarily focusing on potential travellers' plans and desires and describing the likelihood of their visiting future destinations (An et al., 2021; Fu & Wang, 2021). Woodside & Lysons (1989) identified tourism intentions as an indicator of the likelihood that tourists would visit a particular destination. Some scholars have posited that tourism intentions are influenced by both internal factors, such as hedonic motivation (Wang et al., 2020), attitudes (Lin et al., 2024b), psychological states (Zhang et al., 2021), and perceived risks (Lee et al., 2022), as well as external factors, such as destination image perception (Liao et al., 2023), destination reputation (Wang et al., 2022a; Zhou et al., 2022), and tourism capital (Bae et al., 2023). Additionally, the objective conditions of the tourism destination, such as distance (Kah et al., 2016) and environment (Wang et al., 2024), are also significant factors influencing tourism intentions. These internal and external factors intertwine to collectively shape tourists' intentions to travel.

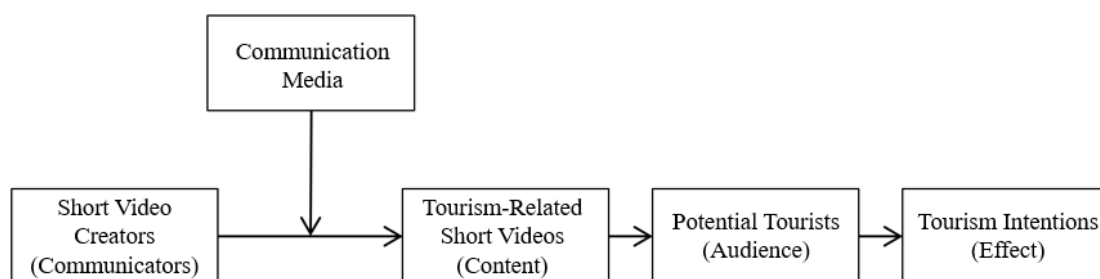
### 2.3 Destination Image

Destination image is a multidimensional concept encompassing tourists' perceptions and cognitions of a destination, including their overall evaluations of its natural environment, cultural characteristics, social environment, and tourism services (Huang et al., 2002). The shaping of this image is crucial as it not only enhances tourists' expectations but also increases their satisfaction and stimulates their intention to travel (Lu et al., 2020; Stylos et al., 2016; Zhang et al., 2014). To construct a positive and appealing destination image, tourism destinations strive to influence tourists' perceptions through various channels and methods, including direct experiences, word-of-mouth, and media promotion, thereby increasing tourists' familiarity with the destination (Ashfaq et al., 2022; Jalilvand, 2017). These efforts not only help establish a unique image of the destination in the minds of potential tourists but also enable destinations to stand out in a competitive market. Therefore, destination image plays a significant role in influencing tourists' decision-making and destination choice (Luvsandavaajav et al., 2022).

### 2.4 5W Communication Theory

The 5W communication theory, first proposed by American scholar Harold Lasswell, explicitly divides the communication process into five fundamental elements: who (the communicator), says what (the content), in which channel (the medium), to whom (the audience), and with what effect (the effect). These elements are interconnected and mutually influential, collectively forming the entirety of the communication activity. In the 5W model, communication effect is the core, with the other four elements serving the goal of achieving optimal communication outcomes. The essence of the 5W model lies in guiding communicators to clarify communication objectives, accurately understand audience needs, and deliver appropriate information through the most suitable channels to maximise communication effectiveness. This model provides a theoretical foundation for an in-depth exploration of how short videos influence users' tourism intentions, allowing researchers to comprehensively analyse the role and effects of short videos in tourism communication from multiple dimensions.

In the dissemination of tourism-related short videos, the communicators are typically official destination accounts, travel influencers, or ordinary tourists. By creating and sharing tourism-related short videos, these communicators convey relevant information about the destination, such as natural scenery, cultural features, and tourism facilities, to potential tourists (Lin et al., 2024a). Short video platforms, serving as the medium, provide a convenient and efficient channel for the dissemination of tourism information. Potential tourists, as the audience, receive and process this information through activities such as watching, liking, commenting, and sharing, which in turn influence the formation of their tourism intentions (Han et al., 2022). Through the application of the 5W model, researchers can more systematically explore the characteristics of tourism-related short videos, the selection of short video platforms, the reception attitudes of potential tourists, and the effectiveness of converting these into tourism intentions. This approach provides theoretical guidance and strategic recommendations for tourism communication practices. In this study, the operational model of Lasswell's 5W communication theory in the context of tourism-related short video dissemination is illustrated in Figure 1.



**Figure 1.** The operational model of the 5W communication theory in the dissemination of tourism-related short videos

### 2.5 SOR Model

The SOR theory was first introduced by environmental psychologists Mehrabian and Russell. It serves as a framework for analysing the cognitive or psychological responses individuals generate when exposed to external and internal stimuli, as well as how these responses predict their behaviour (Robert & John, 1982). External stimuli (S) represent the external environmental factors an individual might encounter; the organism (O) reflects the internal changes in the individual's psychological state in response to these stimuli; and the response (R) denotes

the behavioural reactions that occur as a result of the interplay between external stimuli and internal perceptions (Robert & John, 1982). In this study, the content characteristics of tourism-related short videos and the attributes of the creators are considered external stimuli, while the perception of the destination image is viewed as the internal cognitive state of the individual. Tourism intention is then regarded as the behavioural response resulting from the combined influence of these external and internal factors. When users watch tourism-related short videos, they are subjected to visual and content-based stimuli, which evoke their imagination and emotional connection to the destination, thereby influencing their tourism intentions (Gan et al., 2023; Jiang et al., 2022). The SOR framework has been widely applied in exploring tourism intentions (Chen & Cheng, 2023; Liang et al., 2024b; Muhamad et al., 2022; Yang et al., 2022b; Ye et al., 2022), providing a robust theoretical foundation for understanding consumers' psychological and behavioural processes in tourism decision-making.

Based on the SOR theoretical framework, this study categorises the stimuli of tourism-related short videos into content and creator dimensions, constructing a conceptual model that explores the impact mechanism of tourism-related short video characteristics (informativeness, entertainment) and creator attributes (professionalism, visibility, and interactivity) on tourism intentions, as illustrated in Figure 2.

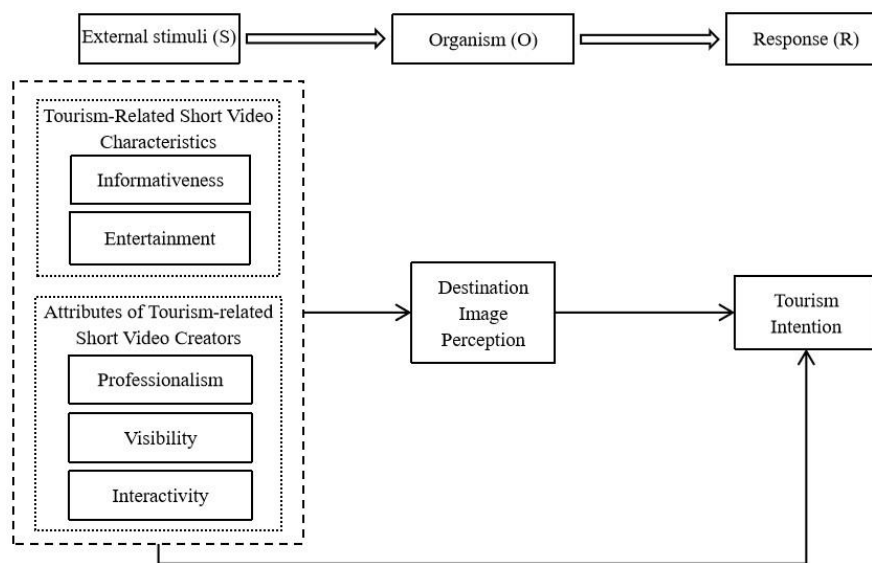


Figure 2. Conceptual model

### 3. Research Hypotheses

#### 3.1 Characteristics of Tourism-Related Short Videos

Although previous studies have explored the impact of tourism-related short videos on tourists' behavioural intentions, further research is needed to understand the attractiveness of short video content and its underlying mechanisms (Chi et al., 2024). Informativeness refers to the richness, usefulness, completeness, accuracy, and comprehensibility of the information conveyed to users through tourism-related short video content (Luo, 2002). During the process of destination exploration by potential tourists, short videos serve as one of the channels for information acquisition (Du et al., 2022), and their informativeness can significantly influence users' tourism decisions (Li & Hayes, 2024). High-quality tourism-related short videos, characterised by originality, vividness, and ease of use, are capable of providing comprehensive and accurate information to users, thereby rapidly shaping a positive image of the tourism destination and stimulating their tourism intentions (Duan & Yoon, 2021). The stronger the informativeness of a tourism-related short video, the more likely it is to influence viewers' perceptions of the destination image and their tourism intentions (Li & Sun, 2024). Therefore, the following hypotheses were proposed:

*H1a: The informativeness of tourism-related short videos positively influences the perception of the destination image.*

*H1b: The informativeness of tourism-related short videos positively influences tourism intentions.*

Short videos have gained widespread popularity due to their exceptional entertainment, surpassing that of traditional media. Entertainment refers to the ability of tourism-related short videos to evoke pleasant emotions in viewers, thereby fulfilling their emotional needs for relaxation, leisure, and enjoyment. This entertainment not only attracts users to continue watching but also provides immediate emotional satisfaction and pleasurable experiences through the combination of visual and auditory elements (Jiang et al., 2022). Humorous dialogues,

interesting scenarios, and captivating moments within the videos can resonate emotionally with the audience (Liu et al., 2023), thereby enhancing user engagement (Fei & Koo, 2020). This, in turn, helps to shape a positive perception of the destination image and facilitates the transformation of users' curiosity into actual travel actions. The entertainment of tourism-related short videos not only directly influences users' perceptions of the destination image but may also indirectly promote tourism intentions through social interaction. Therefore, the following hypotheses were proposed:

*H2a: The entertainment of tourism-related short videos positively influences the perception of the destination image.*

*H2b: The entertainment of tourism-related short videos positively influences tourism intentions.*

### 3.2 Attributes of Tourism-Related Short Video Creators

Professionalism is reflected in the creator's possession of sufficient expertise and experience, with video content offering valuable and practical travel information and recommendations that significantly influence user evaluations and perceptions (Liu et al., 2023). Research has indicated that users are more inclined to watch highly professional short videos (Li & Tu, 2024). Creators with a high level of professionalism can provide in-depth travel knowledge, greatly assisting potential tourists, fostering a positive construction of the destination image, and stimulating their tourism intentions (Liu et al., 2023). Therefore, the following hypotheses were proposed:

*H3a: The professionalism of tourism-related short video creators positively influences the perception of the destination image.*

*H3b: The professionalism of tourism-related short video creators positively influences tourism intentions.*

Visibility refers to the recognition and attention garnered by certain individuals or teams in the process of short video promotion, achieved through their skills, charisma, experience, and the professional knowledge and value demonstrated in the creation and sharing of short videos. These renowned creators, with their established reputations and professional images, are more effective in capturing audience attention (Li & Sun, 2024). Through the dissemination of video content, they not only shape the appeal of tourism destinations but also convey their inherent value. The psychological mechanism of social identification leads people to follow the footsteps of well-known individuals, with travel recommendations from famous creators often being regarded as a social trend or reference standard, which significantly influences tourism decision-making (Yang et al., 2022a; Zhu et al., 2024). Therefore, the following hypotheses were proposed:

*H4a: The visibility of tourism-related short video creators positively influences the perception of the destination image.*

*H4b: The visibility of tourism-related short video creators positively influences tourism intentions.*

In today's digital age, tourism-related short videos stand out on new media platforms due to their unique interactivity (Jiang et al., 2022). Interactivity refers to the exchange, communication, and feedback that occur between the communicator and the receiver during the dissemination of tourism-related short videos (Thorson & Rodgers, 2006). Users express their emotional responses to video content through actions such as liking, saving, and commenting. This emotional expression is not merely a one-way feedback mechanism but also a form of communication that anticipates a response. Users may pose questions or share their experiences during the viewing process, and timely responses from the short video creators can deepen the users' understanding of the tourism destination, thereby influencing their tourism intentions. Additionally, high interactivity facilitates the bidirectional flow of information, enhancing users' sense of participation and belonging, which may positively impact their perception of the destination image and their tourism intentions (Ye et al., 2022). Therefore, the following hypotheses were proposed:

*H5a: The interactivity of tourism-related short video creators positively influences the perception of the destination image.*

*H5b: The interactivity of tourism-related short video creators positively influences tourism intentions.*

### 3.3 Perception of Destination Image

Cognitive image refers to the preliminary perception users form of a destination after watching tourism-related short videos, encompassing various factors such as local society, culture, public transportation facilities, and the quality of services at tourist sites. Given the inability to physically experience a destination before travelling, the shaping of the destination image is crucial in stimulating tourism intentions (Han et al., 2022). Creating a positive and optimistic destination image is key to attracting tourists. When travellers hold a more favourable impression of a destination, they are more likely to consider it as their first choice when planning a trip (Quintal & Phau, 2015). Previous research has repeatedly validated the impact of perceived destination image on tourism intentions (Aburumman et al., 2023; Han et al., 2022; Liang et al., 2024a). Therefore, the following hypothesis was proposed:

*H6: The perception of the destination image positively influences tourism intentions.*

### 3.4 The Mediating Role of Destination Image Perception

The destination image plays a crucial role in shaping tourists' behavioural intentions. It not only serves as the starting point for tourism decisions but is also influenced by a variety of factors (Han et al., 2022). The cognitive process of perceiving a destination image involves three stages: information acquisition, cognitive processing, and element variation. In today's digital age, social media tools, especially short video platforms, have quietly become key channels through which tourists acquire information and shape their perception of destination images. These short videos, with their unique content appeal, stimulate tourists' imaginations about the destination. Simultaneously, the professionalism, visibility, and interactivity of short video creators subtly deepen the destination image in the minds of tourists, thereby influencing their tourism intentions and decisions. Therefore, the following hypothesis was proposed:

*H7: The perception of the destination image positively mediates the impact of tourism-related short video characteristics and creator attributes on users' tourism intentions.*

## 4. Research Methodology

### 4.1 Measurement

**Table 1.** Measurement items

Variable Names	Codes	Measurement Items	References
Informativeness (I)	I1	The content of the tourism-related short videos allows me to quickly and effectively understand tourism-related information about Harbin.	Gao & Bai (2014); Zhao et al. (2018)
	I2	The content of the tourism-related short videos is comprehensive, accurate, and clear.	
	I3	The content presented in the Harbin short videos is rich and diverse.	
Entertainment (B)	B1	Browsing Harbin's short videos is enjoyable.	Ducoffe (1996)
	B2	Browsing Harbin's short videos makes me feel relaxed.	
	B3	The content presented in Harbin's short videos is exciting.	
	B4	The content presented in Harbin's short videos is enjoyable.	
Professionalism (PC)	PC1	The creators of Harbin tourism-related short videos have extensive travel experience.	Bansal & Voyer (2000); Netemeyer & Bearden (1992); Ohanian (1990)
	PC2	The creators of Harbin tourism-related short videos possess extensive professional knowledge in the field.	
	PC3	The creators of Harbin tourism-related short videos are experts in the field.	
Visibility (ZM)	ZM1	The short video creators have a high number of followers on the platform.	Chen et al. (2021); Zhou (2023)
	ZM2	The short video creators have high visibility on the platform.	
	ZM3	The short video creators hold a leading and influential position in the tourism sector.	
Interactivity (HD)	HD1	The short video creators frequently reply to fan comments on the platform.	Coursaris et al. (2012); Ridings et al. (2002)
	HD2	The short video creators respond quickly to my questions on the platform.	
	HD3	I can actively engage with the questions initiated by the short videos on the platform.	
Perception of destination image (F)	F1	I am aware of tourism-related information about Harbin, such as accommodation, shopping, entertainment, and travel guides.	Baloglu & McCleary (1999); Echtner & Ritchie (1993)
	F2	I like the image of Harbin as a tourist destination presented in the short videos.	
	F3	After browsing Harbin's tourism-related short videos, I pay more attention to Harbin.	
Tourism intention (TI)	TI1	I would travel to Harbin, especially to the tourist attractions featured in the short videos.	Chen et al. (2014)
	TI2	I would visit the tourist sites or check in at the attractions shown in the short videos.	
	TI3	I would recommend travelling to Harbin to friends and family.	

The questionnaire for this study was developed based on established items from previous research. Tourism-related short videos of Harbin, a city in Northeast China, were used as a case example, with adaptations made to

suit the specific needs of this study. A total of 22 items were designed, and all items were measured using a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). Detailed information regarding the measurement items is presented in Table 1.

## 4.2 Data Collection

The formal survey was conducted online. The questionnaire was created using Questionnaire Star and distributed via social platforms such as WeChat and Douban. The online questionnaire consists of two parts. In the first part, screening questions were included to determine whether respondents had watched tourism-related short videos of Harbin. Responses from users who had not viewed Harbin tourism short videos were excluded. Additionally, demographic information of respondents was collected, including gender, age, income, tourism spending, and education level. The second part comprises the main survey of this study, covering variables such as tourism-related short video characteristics, attributes of short video creators, destination image perception, and tourism intentions.

A total of 370 questionnaires were collected. After excluding questionnaires with a completion time of less than 70 seconds and those with five consecutive identical responses, 332 valid questionnaires were retained, resulting in an effective rate of 90%. The sample size exceeds ten times the number of paths to the most complex structure in the model, meeting the minimum sample size requirement for PLS-SEM (Hair Jr et al., 2021). Demographic information is presented in Table 2.

**Table 2.** Demographic variables

Variables	Sample Characteristics	Frequency	Percentage (%)	Variables	Sample Characteristics	Frequency	Percentage (%)	
Gender	Male	60	18.07	Frequently used apps (multiple choices)	Douyin	254	76.51	
	Female	272	81.93		Kuaishou	52	15.66	
	Under 18	6	1.81		Tencent Video	68	20.48	
Age	18-25 years	242	72.89		Bilibili	286	86.14	
	26-30 years	74	22.29		WeChat Video	122	36.75	
	31-40 years	4	1.20		Others	56	16.87	
	Over 40	6	1.81		3 times or fewer per week	38	11.45	
Education	High school or below	10	3.01		Frequency of using short video apps	4-6 times per week	32	9.64
	Junior college	8	2.41			Once per day	50	15.06
	Bachelor's degree	190	57.23			2-3 times per day	84	25.30
	Master's degree or above	124	37.35	More than 3 times per day		128	38.55	
	3,000 RMB or less	236	71.08	Less than 30 minutes		84	25.30	
Monthly income	3,001-5,000 RMB	46	13.86	Average duration of using short video apps	31-59 minutes	104	31.33	
	5,001-8,000 RMB	28	8.43		1-2 hours	68	20.48	
	Over 8,000 RMB	22	6.63		2-3 hours	40	12.05	
					More than 3 hours	36	10.84	

## 5. Data Analysis and Conclusions

PLS-SEM was employed for data analysis in this study for several reasons. First, it is well-suited for exploratory research, which aligns with the nature of this study. Second, it is more flexible and robust when handling small sample sizes. Finally, in situations where the model is relatively complex, the covariance-based (CB)-SEM approach often struggles with convergence issues, whereas PLS-SEM typically offers better convergence performance (Hair Jr et al., 2021).

### 5.1 Reliability and Validity

Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) were used to ensure the internal consistency and stability of the measurement model. The evaluation results are presented in Table 3. Cronbach's alpha ranges from 0.677 to 0.834, indicating an acceptable level of consistency across all measurement

items. Additionally, all CR values exceed the threshold of 0.7, further confirming the robustness and reliability of the model. Moreover, AVE values range from 0.58 to 0.751, surpassing the 0.5 threshold (Fornell & Larcker, 1981), demonstrating that the model possesses good convergent validity.

**Table 3.** Structural reliability and validity

	Item	Loading	Cronbach's $\alpha$	$\rho$	CR	AVE
Informativeness	I1	0.802	0.692	0.693	0.83	0.619
	I2	0.789				
	I3	0.769				
Entertainment	B1	0.74	0.759	0.768	0.847	0.58
	B2	0.704				
	B3	0.793				
	B4	0.807				
Professionalism	PC1	0.843	0.834	0.839	0.9	0.751
	PC2	0.902				
	PC3	0.853				
Visibility	ZM1	0.841	0.807	0.808	0.886	0.722
	ZM2	0.865				
	ZM3	0.843				
Interactivity	HD1	0.877	0.75	0.805	0.854	0.664
	HD2	0.868				
	HD3	0.685				
Destination image perception	F1	0.709	0.677	0.697	0.822	0.607
	F2	0.834				
	F3	0.789				
Tourism intention	TI1	0.833	0.709	0.714	0.837	0.632
	TI2	0.746				
	TI3	0.804				

Discriminant validity, a form of construct validity, ensures that different dimensions of a scale measure distinct concepts independently, thereby distinguishing them from other dimensions. This study employs the square root of AVE method to test discriminant validity. As shown in Table 4, the standardized correlation coefficients between the dimensions are generally lower than the square roots of their respective AVEs, indicating that each dimension possesses good discriminant validity.

**Table 4.** Discriminant validity

	Informativeness	Entertainment	Professionalism	Visibility	Interactivity	Destination Image Perception	Tourism Intention
Informativeness	<b>0.787</b>						
Entertainment	0.712	<b>0.762</b>					
Professionalism	0.58	0.543	<b>0.866</b>				
Visibility	0.583	0.533	0.631	<b>0.85</b>			
Interactivity	0.449	0.45	0.553	0.506	<b>0.815</b>		
Destination Image Perception	0.624	0.67	0.435	0.544	0.486	<b>0.779</b>	
Tourism Intention	0.69	0.771	0.536	0.536	0.469	0.718	<b>0.795</b>

## 5.2 Structural Model

The conceptual model and research hypotheses were tested using SmartPLS 4.0. The results are presented in Table 5 and Figure 3. The findings indicate that the informativeness of tourism-related short videos contributes to users' perception of the destination image ( $\beta=0.223$ ,  $p<0.01$ ), thereby promoting tourism intentions ( $\beta=0.223$ ,  $p<0.01$ ), supporting *H1a* and *H1b*. The entertainment of tourism-related short videos significantly enhances both the perception of the destination image ( $\beta=0.399$ ,  $p<0.001$ ) and tourism intentions ( $\beta=0.521$ ,  $p<0.001$ ), supporting *H2a* and *H2b*. The visibility of tourism-related short video creators has a positive impact on shaping the destination image ( $\beta=0.194$ ,  $p<0.05$ ) but does not significantly stimulate tourism intentions ( $\beta=0.063$ ,  $p>0.05$ ), thus supporting *H4a* while not confirming *H4b*. Active interaction by tourism-related short video creators promotes users' perception of the destination image ( $\beta=0.183$ ,  $p<0.05$ ) but has no significant effect on tourism intentions ( $\beta=0.081$ ,  $p>0.05$ ), validating *H5a* but not *H5b*. This may be caused by the mediating role of destination image perception

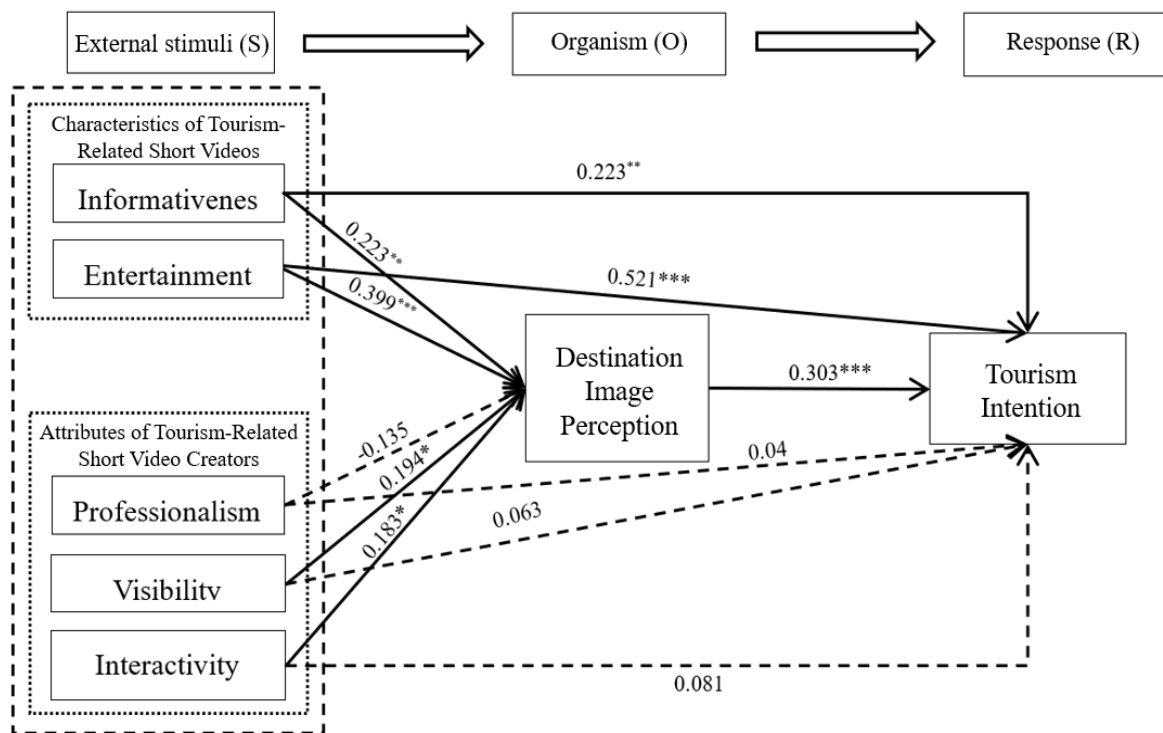


in the relationship between visibility, interactivity, and tourism intentions. Interestingly, although the professionalism of tourism-related short video creators is considered an important factor, it does not significantly influence the shaping of the destination image ( $\beta=-0.135$ ,  $p>0.05$ ) or the stimulation of tourism intentions ( $\beta=0.04$ ,  $p>0.05$ ). Furthermore, the perception of the destination image effectively stimulates users' tourism intentions ( $\beta=0.303$ ,  $p<0.001$ ).

**Table 5.** Hypothesis testing results

Hypotheses	$\beta$	T-Values	Remark
Informativeness -> image perception	0.223**	2.661	Supported
Informativeness -> tourism intention	0.223**	2.621	Supported
Entertainment -> image perception	0.399***	4.43	Supported
Entertainment -> tourism intention	0.521***	6.665	Supported
Professionalism -> image perception	-0.135	1.56	Not supported
Professionalism -> tourism intention	0.04	0.553	Not supported
Visibility -> image perception	0.194*	2.325	Supported
Visibility -> tourism intention	0.063	0.853	Not supported
Interactivity -> image perception	0.183*	2.495	Supported
Interactivity -> tourism intention	0.081	1.211	Not supported
Image perception -> tourism intention	0.303***	4.09	Supported

Note: \* indicates  $p<0.05$ ; \*\* indicates  $p<0.01$ ; and \*\*\* indicates  $p<0.001$



**Figure 3.** Structural model analysis results

Note: \* indicates  $p<0.05$ ; \*\* indicates  $p<0.01$ ; and \*\*\* indicates  $p<0.001$

### 5.3 Mediation effect testing

Following the method recommended by Nitzl et al. (2016), this study employs the bootstrapping technique, which involves randomly sampling with replacement from the original data set to generate 5,000 subsamples. A 95% confidence interval was then established to test the significance, thereby further elucidating the potential mechanisms by which tourism-related short videos influence users' tourism intentions (Nitzl et al., 2016). As shown in Table 6, the informativeness and entertainment of tourism-related short videos, as well as the visibility and interactivity of the creators, can indirectly influence tourism intentions through the shaping of the destination image. However, the indirect effect of the professionalism of tourism-related short video creators on tourism intentions is not significant.

**Table 6.** Mediation effect testing results

	$\beta$	T-Values	95% BC-CI	Remark
Informativeness -> image perception -> tourism intention	0.068*	2.231	[0.023, 0.122]	Supported
Entertainment -> image perception -> tourism intention	0.121**	2.918	[0.058, 0.194]	Supported
Professionalism -> image perception -> tourism intention	-0.041	1.514	[-0.082, -0.006]	Not supported
Visibility -> image perception -> tourism intention	0.059*	2.176	[0.013, 0.101]	Supported
Interactivity -> image perception -> tourism intention	0.055*	2.041	[0.015, 0.103]	Supported

Note: \* indicates  $p < 0.05$ ; \*\* indicates  $p < 0.01$ ; \*\*\* indicates  $p < 0.001$ ; and BC-CI means bias-corrected confidence interval

## 6. Conclusion

This study, grounded in the SOR theory, explores the mechanisms through which tourism-related short videos influence tourism intentions. Using Harbin as the destination, questionnaire data from individuals who had watched tourism-related short videos of Harbin was collected in this study, confirming the significance of these videos in shaping the destination image and influencing tourism intentions.

Firstly, the informativeness and entertainment of tourism-related short videos were found to have a positive impact on tourism intentions. Specifically, short videos that are rich in content and high in information quality provide comprehensive and accurate tourism information, enabling users to quickly understand the destination, thereby promoting the formation of tourism intentions. Moreover, short videos with high entertainment attract more viewers, enhancing the viewing experience and stimulating users' desire to travel.

Secondly, the shaping of the destination image was shown to significantly stimulate tourism intentions. The vivid imagination of the destination evoked in users can inspire a strong desire to explore, as users wish to personally experience the destination and verify whether the reality aligns with their perceived image. This drive to explore not only deepens users' emotional connection to the destination but also significantly catalyses the conversion of intention into actual travel actions.

Additionally, it was found in this study that the professionalism of tourism-related short video creators does not have a significant impact on the perception of destination image or tourism intentions. Several factors may contribute to this phenomenon. First, it is challenging for average users to assess the professionalism of the creators when watching tourism-related short videos. Lacking relevant knowledge, viewers may be unable to discern whether the content is truly professional. Second, users often browse tourism-related short videos without having first-hand experience of the destination, leading them to approach the content with a sense of curiosity and trust, regardless of the creator's professional level. Furthermore, users tend to prefer videos that offer comprehensive information and entertainment over strictly professional content.

Finally, this study reveals the mediating role of destination image perception in the relationships between the informativeness and entertainment of tourism-related short videos, the visibility and interactivity of the creators, and tourism intentions. With the rise of tourism short video marketing, users are increasingly inclined to obtain travel information through short videos. In this process, videos that are richer in information and higher in entertainment are more likely to attract viewers, effectively enhancing the attractiveness of the destination, deepening tourists' perception of the destination image, and consequently promoting tourism intentions. Given the general tendency of people to follow authority figures and opinion leaders, users are more inclined to watch tourism-related short videos created by well-known authors. These famous creators are often viewed as experts or opinion leaders within their field, and their endorsements can significantly increase the content's appeal and persuasiveness, thereby deepening users' perception of the destination and stimulating their tourism intentions. Moreover, the interaction between creators and users, such as the timely response to comments, can enhance users' immersive experience and satisfaction, helping them to form a positive and appealing perception of the destination image. Therefore, to more effectively utilize short videos for marketing purposes, it is recommended that destination managers collaborate with highly recognized and interactive influencers while also focusing on enhancing the informational value and entertainment elements of short video content. This approach is likely to attract and retain users' attention, achieving the goals of tourism short video marketing.

## 7. Research Significance

### 7.1 Theoretical Significance

Firstly, a theoretical model was constructed in this study to examine the impact of tourism-related short videos on tourism intentions, categorizing the characteristics of short videos into two dimensions: video content features and creator attributes. Through empirical analysis, the mechanisms underlying these influences were elucidated, thereby deepening the understanding of how tourism intentions are formed. Secondly, by introducing the perception of destination image as a mediating variable in the conceptual model, this study innovatively links the online promotional effects of short videos with the actual influence of tourism destinations, thereby expanding the

boundaries of research on tourism-related short videos. Furthermore, by exploring how tourism-related short videos stimulate potential tourists' intentions to travel, the study analyses the changes in users' perceptions of the destination after viewing these videos. This not only enriches the theoretical foundation of social media and short video marketing but also offers a new theoretical perspective for understanding the formation mechanisms of tourism intentions.

## 7.2 Practical Significance

The empirical analysis in this study confirms the significant role of tourism-related short video promotion in tourism development and provides theoretical guidance for the creation and marketing of short videos. In terms of content creation for tourism-related short videos, the study emphasizes the importance of enhancing the informativeness and entertainment of the content to attract and retain users' attention. Additionally, this study offers valuable recommendations for destination managers, helping them to better utilize short videos as a medium for destination marketing and promotion. The study suggests that, when selecting collaborators, destination managers should prioritize short video creators who are well-known and highly interactive, as their engaging content is more likely to enhance users' tourism intentions. Lastly, by applying knowledge from psychology and marketing theory to the field of tourism-related short videos, this study provides practical insights to support the sustainable development of the tourism industry. Through these findings, the tourism sector can more precisely tailor its marketing strategies, leveraging short videos as a medium for communication and promotion to achieve more effective market penetration and brand building.

## 8. Research Limitations and Future Directions

Firstly, this study primarily focuses on the role of destination image perception as a mediating variable. Future research could further expand the scope of mediating variables by exploring other potential psychological mechanisms. Factors such as immersive experience, sense of presence, social presence, motivation, destination reputation, and emotional perception of the destination could be incorporated into the model to further validate the mechanisms through which tourism-related short videos influence tourism intentions. Secondly, due to limitations in sample size and source, the generalizability and stability of this study's findings need to be enhanced. Future research could explore these issues with larger samples, including audiences from different regions, cultural backgrounds, and age groups. Additionally, demographic variables could be introduced as moderating variables to investigate whether significant differences exist in the psychological and behavioural responses of different user groups after watching tourism-related short videos, thereby uncovering deeper insights for personalized marketing strategies.

### Data Availability

The data used to support the research findings are available from the corresponding author upon request.

### Conflicts of Interest

The authors declare no conflict of interest.

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