Factors affecting Generation Z tourist visit intention in Nanchang Jiangxi province, China: Attitude towards short videos as a mediator

Xie Huimin[1,2*], Rosman Bin Karim[3], Norhidayah Binti Azman[4]

[1,3]Management and Science University, University Drive, off. Persiaran Olahraga, Section 13,40100, Selangor, Malaysia; hm_sky@163.com (X.H.).
[2]Business School, Jiangxi Institute of Fashion Technology, Nanchang, 330201, jiangxi, China.
[4]Post Graduate Centre, Management and Science University, University Drive, Off Persiaran Olahraga, Section 13,40100, Selangor, Malaysia.

Abstract: In the era of rapid digitalization and advancements in information technology, short video platforms have become a crucial medium for marketing tourism destinations, significantly influencing tourists' perceptions and decision-making processes. This study explores the impact of short video quality factors (perceived trustworthiness, perceived enjoyment, perceived usefulness, and perceived ease of use) on tourists' intention to visit and examines the mediating role of tourists' attitudes toward short videos in this process. A conceptual model was developed to investigate the relationships, and a quantitative research approach was adopted, employing a structured questionnaire to collect data among Generation Z individuals, particularly university students aged 19 to 24 from thirteen public universities in Nanchang, Jiangxi Province. The population of the study is 150,000, with a simple random sampling technique. The data were analyzed using SPSS and AMOS statistical programs. The findings reveal that short video quality factors have a significant direct impact on tourists' intention to visit, while tourists' attitudes toward short videos play a crucial mediating role. This indicates that a positive attitude not only directly boosts visit intention but also amplifies the influence of short video content factors. This study recommends that tourism destination managers and marketers focus on enhancing the trustworthiness, enjoyment, usefulness, and ease of use of short video content to effectively attract and engage Generation Z tourists.

Keywords: Generation Z tourists, Short video quality factors, Tourist visit intention, Tourists' attitudes toward short videos.

1. Introduction

The global tourism industry has experienced unprecedented growth, becoming a key driver of economic development in many countries [1].In order to enhance the competitiveness of the tourism industry, China is focusing on optimizing tourism infrastructure, improving the reception capacity and visitor experience of tourist attractions, solving problems such as congestion and overload, and ensuring the quality and efficiency of tourism services.Importantly, the rise of short video platforms like TikTok and Kuaishou has prompted tourism businesses and attractions to leverage these platforms for promotional purposes, aiming to capture the attention of potential visitors and enhance brand recognition. The Generation Z (Gen Z), typically referring to individuals born between the mid-1990s and early 2010s, grown up in an era dominated by the internet, mobile technology, and social media are currently significant tourists in tourism marketing research. In addition, existing researches indicate that tourists' attitudes towards short videos are influenced by a variety of factors, including the quality of the video contents, the credibility of the source, the viewing experience, and emotional resonance [2]. These elements not only determine whether tourists develop a positive attitude towards the videos but

also influence their decision to visit the destinations featured in the videos. Given the significant impact of short video marketing on vacation choices, it is crucial to explore how these platforms influence the decision-making processes of Generation Z tourists. This study aims to bridge this knowledge gap by thoroughly examining the complex relationship between short videos of tourist attractions.

However, the existing research mainly focuses on the first-tier cities or well-known Internet celebrity cities and scenic spots in China, Beijing and Shanghai, and the research is still insufficient for the second-tier and lower-tier cities, especially the areas with rich cultural heritage but not yet phenomenal-level tourism attraction [3]. Besides, previous studies fail to adequately reflect the impact of emerging technologies like short videos, virtual reality, and generative AI on user behavior. The fragmented structure of short video content presents information in a non-linear fashion, potentially impacting decision-making efficiency. What's more, tourists may be required to view an extensive number of short videos to compile comprehensive travel information, thereby challenging the overall usability and effectiveness of short videos as an informational tool. Lastly, the tension between entertainment-oriented expression and the dissemination of serious cultural content may lead to cognitive conflicts, further exacerbating the attitude-behavior gap. Therefore, understanding how short video quality factors—such as entertainment value, authenticity, usefulness, and ease of use—influence Generation Z's attitudes and, in turn, shape their travel intentions is a critical issue this study aims to address.

1.1. Purpose of the Study

This study aims to systematically explore the mechanisms by which short video quality influences the attitudes and destination visit intentions of Generation Z tourists and seeks to uncover how factors such as perceived trustworthiness, perceived enjoyment, perceived usefulness, and perceived ease of use affect tourist behavior through their attitudes toward videos. To guide this research, the following research questions are proposed:

1. How do short video quality factors influence Generation Z tourists' visit intentions to attractions?
2. How do short video quality factors affect Generation Z tourists' attitudes toward short videos?
3. What is the relationship between Generation Z tourists' attitudes toward short videos and their visit intentions to attractions?
4. Does Generation Z tourists' attitude toward short videos mediate the relationship between short video quality factors and their visit intentions to attractions?

2. Literary Review

2.1. Definition of Terms

Short Video Marketing:In a narrow sense, Short video marketing refers to all marketing activities on the specialized short video platform, In a broad sense, short video marketing refers to all short video-based marketing activities that exist on various Internet platforms, including not only specialized short video platforms (such as Tiktok, Kuaishou, Xiaohongshu, Wecha, etc.), but also other extensive content platforms (such as Weibo, Zhihu, Tencent video, etc.), as well as e-commerce platforms (such as Taobao)[4].

Perceived trustworthiness, as defined by Hovland, et al. [5] trustworthiness is "the degree of confidence in the communicator's intent to communicate the assertions he/she considers most valid". Described with terminologies like well-intentioned, truthful, unbiased, among others, the concept captures the "perceived goodness or morality of the source"[6]. In this study, perceived trustworthiness means that the information provided by short travel video content and short video platform is trustworthy.

Perceived Enjoyment : In the social media context, Perceived Enjoyment as the extent to which the social media-related activities are supposed to be fun and enjoyable apart from any performance consequences that may be anticipated [7, 8]. In this study, perceived enjoyment means the sense of fun, entertainment and pleasure that users feel when browsing, watching or interacting with short videos.

Perceived Usefulness ： Davis [9] defined perceived usefulness as the degree to which a person believes that the use of a particular system enhances his or her work. Ayeh, et al. [10] points to perceived usefulness describes travelers' expectations that using consumer-generated media will enhance their travel planning. In this study, the perceived usefulness emphasizes that the content of tourist short video viewed by tourists is very useful, and the information provided on short video platform is very valuable.

Perceived Ease of Use : It is referred to as the extent to which a tourist believes that social media sites would be easy to operate [8]. For instance: for obtaining information to choose a travel destination, the individual will be more likely to use the social media site which would be easier to use [10].In this study. In this study, perceived ease of use refers to the fact that tourism short videos of Jiangxi Province in China are very easy for tourists to understand, and the operation of short video platforms is simple and easy to use.

Attitudes : Attitude has been defined by Ajzen as an individual's "disposition to respond favorably or unfavorably to an object, person, institution, or event"[11].In this study, attitude refers to tourists' attitude towards short videos

Tourist Visit Intention: represent the planned behaviors related to visiting a tourist destination, including expressing a desire to visit, recommending destinations to other travelers, and highlighting positive aspects of the destination [12]. In this study, tourists' visit intention refers to the psychological tendency of tourists who watch short travel videos of Jiangxi Province, China, whether they are willing to go to the tourist destination.

2.2. Empirical Review
2.2.1. Quality of Short video and Tourist Visit Intention

The informative and entertaining nature of short video content, as well as the visibility and interactivity of creators, can significantly enhance users' travel intentions [13].

High-quality short videos can provide tourists with rich, accurate and attractive travel information. Such information includes the scenery, culture, activities, transportation, accommodation and other aspects of the tourist destination, which helps tourists to have a comprehensive understanding of the tourist destination and thus stimulate their willingness to travel [14]. With its unique visual and auditory effects, short videos can vividly show the charm of tourist destinations. High-quality short videos tend to have higher appeal and attraction, which can deeply move the audience and make them have a strong desire to travel [15]. Through short videos, tourists can intuitively see the actual situation of the tourist destination, including the real appearance of the scenic spot, the real experience of tourists, etc. This intuitiveness helps to increase tourists' trust in the destination and thus their willingness to travel.

Chenchen, et al. [16] empirically studied the impact of Douyin on tourists' destination image perception and travel intention from the perspective of tourists' perception. The results show that short videos on Douyin affect tourists' perception of destination image and travel intention. Yue and Li [13] studied the influence of short video propagation on travel intention and took Harbin as the destinatio. The results show that the information and entertainment of short video content, as well as the visibility and interactivity of creators, significantly enhance users' willingness to travel. Yang, et al. [17] tested the decision-making process of Korean tourism under the influence of short videos of Korean food and the results found that there was a positive correlation between short food videos and travel decision-making process. Zhu, et al. [18] aimed to study how attachment to TikTok celebrities and celebrity travel videos enhance tourists' willingness to visit. The results showed that celebrity attachment positively predicted feelings of presence and presence. There is a significant correlation between celebrity travel videos and tourists' willingness to visit.

Islam, et al. [19] used a structured, self-administered survey that collected feedback from 231 Bangladeshi residents to determine the impact of travel videos on tourists' travel intentions. It is found

that tourists believe that the value and credibility of tourism video depend on the quality of tourism video information and the credibility of video bloggers, which will further affect the adoption of tourism video information by tourists and the willingness of tourism video bloggers to travel. Li and Sun [20] used the information source credibility theory and matching hypothesis to construct a conceptual model to investigate the impact of celebrity endorsement on audience's access intention. Through the questionnaire survey collected 649 samples, the results show that the credibility and professionalism of Internet celebrities significantly affect the audience's willingness to visit.

Huang, et al. [21] established a model that included the moderating, mediating and allocating effects of the travel-related content (TRC) dimension on TikTok to predict enjoyment and behavioral intention. A mixture of structural equation model (SEM) and fuzzy set qualitative comparative analysis (fsQCA) was used in 319 participants. Research shows that perceived enjoyment has a positive impact on the intention to visit. Perceived enjoyment plays a completely mediating role between content comprehensibility and access intention. Biswas [22] used a structural equation model to assess travelers' willingness to book online after the second wave of COVID-19 outbreak in India. The results show that online hotel reviews, perceived scarcity, and perceived enjoyment enhance travelers' perceived value quotient and increase their willingness to book online.

Zaky and Mafruhah [23] explored the impact of social media comments as a mediator of perceived usefulness and trust on willingness to visit Yogyakarta beaches. Quantitative methods were used to collect data from 168 respondents via an online survey distributed by Google Forms. Structural equation model (SEM) was used to analyze the data, and the survey found that there was a significant relationship between perceived usefulness, trust, social media comment intensity, and willingness to visit. Zhu, et al. [18] explored the effects of photo quality on visual attraction, perceived usefulness and tourists' travel intentions from the perspectives of rationality and irrationality. The experimental research method was adopted. It is found that visual attraction and perceived usefulness significantly affect the visitors' travel intention. Tourism experience positively moderates the effects of visual attraction and perceived usefulness on tourists' travel intention.

Xiong and Zhang [24] studied the effects of digital literacy, perceived ease of use, perceived autonomy, virtual content consistency and visitor participation on visitors' visit intention. The empirical test of structural equation model shows that digital literacy of tourists affects their participation and perceived ease of use, and perceived ease of use has a positive impact on tourists' intention to visit. Mohammed, et al. [25] studied how short video narratives increase the dimension of brand equity from the perspective of tourists, thereby leading to visit intention. The mixed method of sequential interpretation is adopted. An empirical study was conducted in the first phase with a total of 1119 participants. In the second stage, 9 respondents were interviewed in depth. The results show that the "tourism consciousness" and "tourism value" of short video narration have a significant impact on tourists' intention to patronize tourist destinations.

2.2.2. Quality of Short Video and Attitudes Toward Videos

Choi and Lee [26] studied the impact of vlogger attributes (i.e. attractiveness, expertise, trustworthiness) by investigating the impact of the rapidly growing vlogger attributes perceived by vlogger viewers on content sharing intentions, product attitudes, and purchase intentions. Research has shown that trustworthiness and attractiveness have a significant impact on product attitudes, and displaying fashion products in vlog has a positive impact on product attitudes and purchase intentions. Chapple and Cownie [27] explored the credibility of lifestyle vloggers, viewers' attitudes towards paid endorsements and disclosures, using a qualitative approach and finding that lifestyle vloggers are perceived by viewers as highly credible and influential people. Making information public is believed to increase the credibility of vloggers and increase the acceptance of endorsed messages. The study ultimately showed that disclosure does not actually hinder the effectiveness of lifestyle vloggers' paid endorsements, but rather enhances them by presenting a sense of honesty and transparency.

Nguyen, et al. [28] developed a comprehensive conceptual model to study the impact of VR technology features on tourist psychology, and thus on their willingness to visit destinations. Structural equation models were used to test and validate survey data collected by 311 VR users after experiencing a virtual tour designed for destinations in Vietnam. It is found that virtual tourism will affect the psychological pleasure of tourists, and the psychological pleasure of tourists also has a positive impact on travel attitude. Park, et al. [29] compared the effects of video-based virtual tourism on post-VR attitudes and behavioral visit intentions of cultural sites, and applied it through film-induced tourism. The aim is to determine how broadcast content can be effectively delivered as a storytelling medium during the virtual reality journey. The experiment proves that the video-based virtual experience can improve the positive attitude and willingness of tourists more effectively than the basic virtual tour.

Nguyen, et al. [30] conducted a systematic review of existing publications on the use of user-generated video (UGV) for travel planning to explore developments related to the use of UGV for travel planning. It is found that more studies believe that there is a positive correlation between the perceived usefulness of short videos and the attitude towards short videos. Yan, et al. [31] explored the factors affecting online travel intention. The study invited tourists to participate in online travel experiences and collected 536 data points. Using structural equation model, it is found that using attitude and perceived usefulness positively predicts behavioral intention. Perceived ease of use, perceived usefulness and subjective norms significantly predict usage attitudes.

Berakon, et al. [32] investigated the factors that determine the intention of Muslim tourists to use halal travel apps. An online survey was conducted among 205 Muslim millennial and Gen Z travelers. Research has shown that perceived ease of use and perceived usefulness have a positive impact on attitudes. Gabriel and Park [33] explored the relationship between consumers' perceived usefulness and perceived ease of use in choosing travel destinations on social networking sites (SNS). Data was collected from 413 respondents via an online questionnaire. Descriptive statistics are used to describe descriptive data. According to the findings, users' attitudes towards social networking sites (SNS) are related to their assessment of perceived usefulness and ease of use.

2.2.3. Attitudes toward Videos and Tourist Visit Intention

Ferreira, et al. [34] analyzed the determinants of tourism word-of-mouth. For this purpose, a quantitative cross-sectional survey was conducted, using Smart PLS software to collect data from 906 tourists through questionnaires. The results show that the degree of familiarity with the region and the attitude towards the region are crucial to the tourist intention. Chi, et al. [35] examined the effectiveness of short videos in promoting food tourism. The study found that viewers' attitudes significantly affected their willingness to share videos and visit destinations. Information-centered videos and emotion-centered videos influence viewers' attitudes in different ways. Yersüren and Özel [36] explored the impact of virtual reality experience quality on destination visit intention and virtual reality travel intention. The data of 198 interviewees were collected through questionnaires and analyzed by PLS-SEM method. The study found that the quality of virtual reality experience affects users' perception and willingness. Virtual reality travel intention was only affected by perceived risk. Perceived ease of use affects perceived usefulness. Virtual reality travel intention is affected by attitude.

2.2.4. The Mediating Role of Attitudes Toward Videos Between Quality of Short Video and Tourist Visit Intention

Sharma and Arora [37] set out to examine how visitors glean information from YouTube clips and its impact on their intentions to use it to select ecotourism destinations. Through questionnaire survey, 374 questionnaires were collected, and partial least squares structural equation model (PLS-SEM) was used for data analysis. The results show that attitude has a significant mediating effect between short video quality and access intention, and involvement has a significant moderating effect between information source credibility and information usefulness.

Nechoud, et al. [38] examined the process by which ewom sensitivity regulates the indirect association strength between the perceived trustworthiness of ewom information and the intention to visit a destination through attitudes towards short travel videos, as well as the perceived usefulness of such information. The structural equation model and Hayes program were used to test the research hypothesis, and the results showed that attitudes towards short travel videos played a mediating role between perceived credibility and travel intention.

Xiong, et al. [39] based on the stimulus-body-response model, revealed the emotional mechanism behind the travel intention of social network service users when they participated in the content generated by tourists on the "wechat Moments" platform. PLS-SEM was used for analysis. The results show that there is a significant positive correlation between perceived enjoyment and travel intention. The attitude towards generated content plays a positive mediating role between perceived enjoyment and travel intention.

Qiu, et al. [40] examined the effectiveness of senior service providers in smi source credibility and the quality of senior service providers in inducing travel intentions through attitude. The analysis of a sample of 454 respondents shows that the perceived usefulness and enjoyment of short travel videos have a positive impact on attitudes. The attitude towards short video platform mediates the relationship between short video and travel intention.

Teng, et al. [41] explained the relationship between consumers' intention to participate in VR tourism by investigating perceived usefulness, perceived ease of use, attitude and other factors. Data were collected from 252 participants and the study model was evaluated using partial least squares structural equation modeling. The results show that perceived ease of use and perceived usefulness are significantly related to attitude. Perceived ease of use and perceived usefulness influence VR travel intention through the partial mediating effect of attitude.

3. Method

In this study, the conceptual framework as depicted in figure 3.2, is based on the findings of a comprehensive investigation. It provides a detailed depiction of the potential relationships among individual variables. By extensively reviewing relevant literature and studies (refer to 2.2 Empirical Review), these connections between variables can be validated, thereby elucidating the theoretical underpinnings of the proposed framework hypothesis and ensuring its rationality. These relationships are further analyzed to formulate pertinent hypotheses for this study.
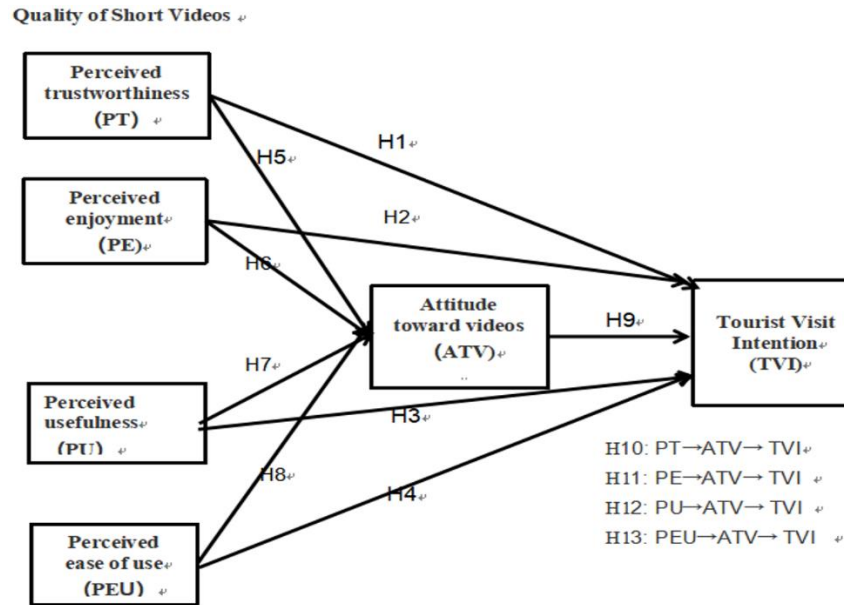
Figure 1.
The conceptual framework of the study.

According to Figure 1, the conceptual framework shows that there are six variables in the conceptual framework, including the independent variables, dependent variable and mediating variable. The Independent variable includes perceived trustworthiness (PT), perceived enjoyment (PE), perceived usefulness (PU) and perceived ease of use (PEU). The dependent variable is tourist visit intention (TVI), and the mediator is attitudes toward videos (ATV). According to the literature review in chapter two, this research investigates a conceptual framework for the analysis of how the quality of short videos affect the Generation Z tourists' attitude and visit intention.

3.1. Population and Sample

In this study, the target population consists of Generation Z individuals, particularly university students aged 19 to 24, who are likely to be influenced by short videos and have an intention to visit tourist attractions in Jiangxi Province. Since Generation Z university students constitute the primary user base of short video platforms and typically exhibit a strong interest in travel, this study focuses on potential tourists within this demographic. To enhance the representativeness of the sample, the research aims to include Generation Z university students from thirteen public universities in Nanchang, Jiangxi Province, who meet the specified criteria. According to official university statistics, these institutions collectively enroll over 150,000 students. Therefore, the study population is set at 150,000. According to Krejcie and Morgan [42] the sample size is 375 in this study.

3.2. Data Collection

The questionnaire survey method was employed and the simple random sampling technique is adopted in this study. Questionnaire links were disseminated through online surveys, emails, WeChat groups, and other channels to facilitate the conduction of online surveys. As the researcher of this study is a lecturer in a university in Nanchang Jiangxi Province, China, it is possible for the researcher to do the questionnaire among 13 public universities and send the link to the targeted university students. The data collection tool consists of six parts. The first part includes "Perceived Trustworthiness Scale", the second part includes "Perceived Enjoyment Scale", the third part includes "Perceived Usefulness Scale". The fourth part includes "Perceived Ease of Use Scale", the fifth part includes "Attitudes Towards Video Scale", the six part includes "Tourist Visit Intention Scale".

3.3. Data Analysis

The data obtained from the participants were analyzed using SPSS and AMOS with 42 items in this study. The data analysis process consists of the data preparation conducted by importing the dataset into SPSS and ensuring its proper formatting. Subsequently, a data cleaning process is performed using SPSS software. Then, reliability analysis, an exploratory factor analysis (EFA), confirmatory factor Analysis (CFA), path analysis and correlation analysis were conducted to analyze the data and acquire the necessary results from this process. Figure 1 also provides a detailed depiction of the potential relationships among individual variables. Therefore, the hypothesis below were developed in this study.

H_1: There is a statistically crucial influence of perceived trustworthiness on Generation Z tourist visit intention.

H_2: There is a statistically crucial influence of perceived enjoyment on Generation Z Tourist visit intention.

H_3: There is a statistically crucial influence of perceived usefulness on Generation Z tourist visit intention.

H_4: There is a statistically crucial influence of perceived ease of use on Generation Z tourist visit intention.

H_5: There is a statistically crucial influence of perceived trustworthiness on Generation Z's attitudes toward videos.

H_6: There is a statistically crucial influence of perceived enjoyment on Generation Z's attitudes toward videos.

H_7: There is a statistically crucial influence of perceived usefulness on Generation Z's attitudes toward videos.

H_8: There is a statistically crucial influence of perceived ease of use on Generation Z's attitudes toward videos.

H_9: There is a statistically crucial influence of attitudes toward videos and Generation Z tourist visit intention.

H_{10}: There is a mediating effect of attitudes toward videos in the relationship between perceived trustworthiness and Generation Z tourist visit intention.

H_{11}: There is a mediating effect of attitudes toward videos in the relationship between perceived enjoyment and Generation Z tourist visit intention.

H_{12}: There is a mediating effect of attitudes toward videos in the relationship between perceived usefulness and Generation Z tourist visit intention.

H_{13}: There is a mediating effect of attitudes toward videos in the relationship between perceived ease of use and Generation Z tourist visit intention.

4. Findings

4.1. Assessment of the Measurement Model

The advancement of structural models has introduced an alternative approach to structural equation modeling (SEM), enabling rigorous hypothesis testing and validation [43]. The subsequent sections present the measurement model of the research, along with analyses of validity, reliability, and discriminant validity. According to Figure 2, the measurement model evaluates covariance relationships among all variables (both independent and dependent) using seven fit indices: CMIN/DF, RMR, GFI, CFI, RMSEA, CR, and AVE. The measurement model comprises 21 items. Based on the measurement results, it can be summarized that CMIN = 843.293, Chi-square/df = 1.462, GFI = 0.918, AGFI = 0.905, NFI = 0.930, and RMSEA = 0.029. All these values meet the standard requirements. Consequently, the findings indicate a robust alignment between the measurement model and the conceptual framework established in this study.
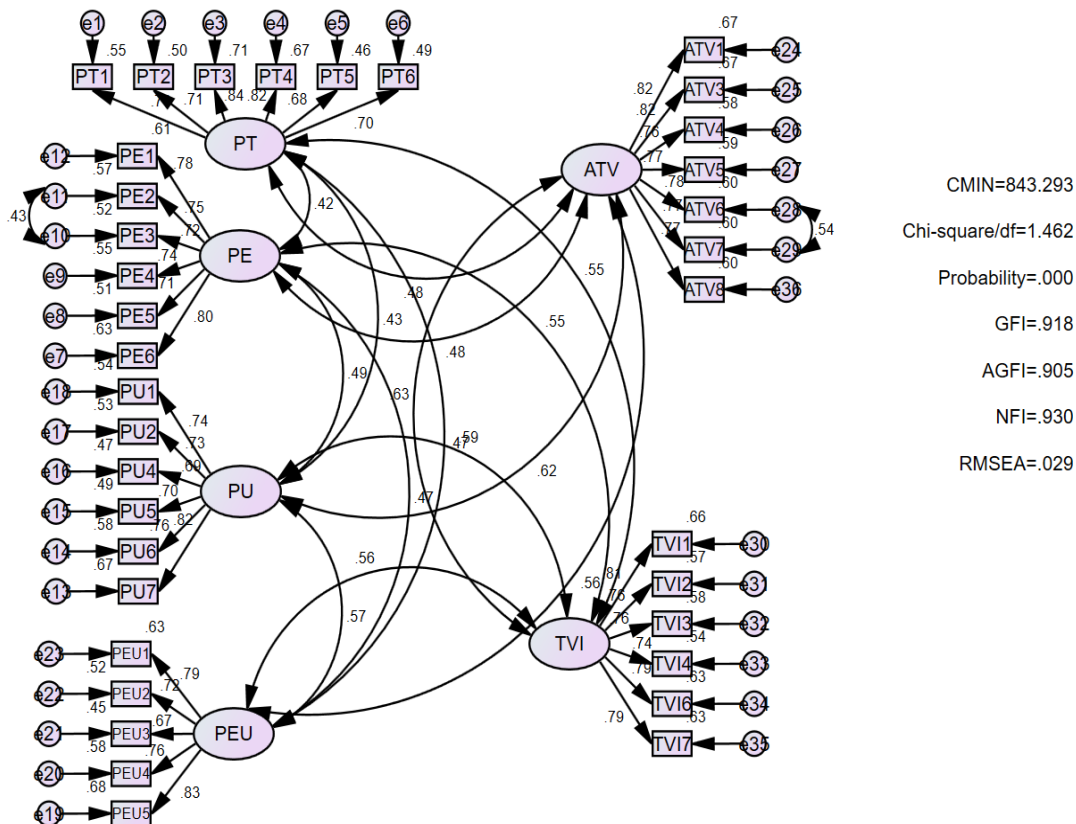
Figure 2.
The integrated measurement model fit.

4.2. Reliability and Validity

According to table 1, each item's standardized factor loading values for its underlying variables exceeded 0.6, indicating high significance and convergence across all items. Additionally, AVE values derived from the mean variance of each variable ranged from 0.547 to 0.610 - all surpassing the threshold of 0.5 - thereby demonstrating favorable structural validity in this research. Lastly, construct reliability values for composite reliability ranged from 0.868 to 0.917 - all exceeding the minimum criterion of 0.7, thus affirming reliable construct reliability levels obtained by this scale.

Table 1.
The Measurement of Validity and Reliability.

Validity				
Variable	Item	Loading (Convergent Validity)	Construct Reliability	AVE (Construct Validity)
PT	PT1	0.742	0.885	0.565
	PT2	0.708		
	PT3	0.844		
	PT4	0.821		
	PT5	0.68		
	PT6	0.701		
PE	PE6	0.795	0.885	0.564
	PE5	0.714		
	PE4	0.741		
	PE3	0.72		
	PE2	0.753		
	PE1	0.781		
PU	PU7	0.816	0.878	0.547
	PU6	0.762		
	PU5	0.702		
	PU4	0.685		
	PU2	0.731		
	PU1	0.736		
PEU	PEU5	0.825	0.868	0.571
	PEU4	0.764		
	PEU3	0.667		
	PEU2	0.718		
	PEU1	0.794		
ATV	ATV1	0.816	0.917	0.61
	ATV3	0.816		
	ATV4	0.763		
	ATV5	0.771		
	ATV6	0.775		
	ATV7	0.774		
	ATV8	0.772		
TVI	TVI1	0.81	0.9	0.6
	TVI2	0.756		
	TVI3	0.76		
	TVI4	0.736		
	TVI6	0.792		
	TVI7	0.792		

The criterion for discriminant validity is that the square root of the Average Variance Extracted (AVE) for each factor should exceed the correlation coefficients between that factor and all other factors. As shown in Table 2, the square root of AVE for each construct surpasses its respective correlation coefficients, thereby confirming adequate discriminant validity among all constructs. The correlation coefficients between latent variables ranged from 0.33 to 0.984, all of which are lower than the square roots of their corresponding AVE values, further supporting the robust discriminant validity among these constructs [43].

Table 2.
Discriminant validity.

Variable	PT	PE	PU	PEU	ATV	TVI
PT	0.663					
PE	0.506	0.984				
PU	0.429	0.526	0.882			
PEU	0.446	0.579	0.503	0.872		
ATV	0.398	0.429	0.396	0.411	0.799	
TVI	0.396	0.418	0.388	0.352	0.33	0.783
Note: The diagonal value is the square root of the AVE						

4.3. Path Analysis Tests

Table 3.
Hypotheses Results of the Direct Relationships tests.

Structural equation path test results							
Hypothesis	**Path**	**Estimate**	**Standardized Estimate**	**S.E**	**CR**	**P**	**Result**
H1	PT→TVI	0.200	0.164	0.041	4.885	***	Supported
H2	PE→TVI	0.171	0.134	0.042	4.113	***	Supported
H3	PU→TVI	0.146	0.366	0.046	3.155	0.002	Supported
H4	PEU→TVI	0.115	0.215	0.044	2.627	0.009	Supported
H5	PT→ATV	0.183	0.164	0.051	3.623	***	Supported
H6	PE→ATV	0.131	0.134	0.052	2.856	0.004	Supported
H7	PU→ATV	0.149	0.366	0.056	6.927	***	Supported
H8	PEU→ATV	0.389	0.215	0.055	4.138	***	Supported
H9	ATV→TVI	0.227	0.253	0.043	4.800	***	Supported

Table 4.
Summary of the mediating effects.

Relationship	PT→ATV→TVI					PE→ATV→TVI					PU→ATV→TVI					PEU→ATV→TVI				
		CI		P	R		CI		P	R		C I		P	R		CI		P	R
		LB	UB				LB	UB				LB	UB				LB	UB		
IE	0.207	0.155	0.269	0.006		0.186	0.139	0.238	0.01		0.204	0.162	0.272	0.003		0.197	0.15	0.251	0.011	P
DE	0.31	0.221	0.414	0.009	PM	0.268	0.199	0.339	0.01	PM	0.257	0.184	0.352	0.007	PM	0.24	0.157	0.32	0.01	M
TE	0.517	0.416	0.613	0.013		0.454	0.377	0.535	0.01		0.461	0.396	0.545	0.005		0.437	0.352	0.51	0.012	

(IE=Indirect Effect, DE=Direct Effect, TE=Total Effect, CI=Confidence Interval, P=p value, R=result, LB=Lower Bound, UB=Upper Bound, PT=perceived trustworthiness, PE=perceived enjoyment, PU=perceived usefulness, PEU=perceived ease of use, ATV= attitudes toward videos, TVI=tourist visit intention, PM=Partially Mediation).

4.4. Findings Related to the Hypotheses
4.4.1. Direct Effects

According to the results in table 3 and the direct relationship test, there is a relation between perceived trustworthiness, perceived enjoyment, perceived usefulness, perceived ease of use, attitudes toward videos and tourist visit intention.

By conducting regression analysis to estimate the CR value and p value, the findings indicate that perceived trustworthiness significantly influences tourist visit intention. The standardized estimate yielded a coefficient of 0.164 with a critical ratio (CR) of 4.885, demonstrating statistical significance at the 0.001 level of significance. The findings of the CR value of the estimate and P-value on the relationship between perceived enjoyment and tourist visit intention was 0.134 and 4.113 respectively, and the P-value was 0.001 level of significance, indicating a positive and significant impact on the relationship. The hypothesis 3 was tested according to the CR value of the regression estimate and P-value, to determine if there is a positive impact of perceived usefulness on tourist visit intention. The result indicated that the standardized estimate was 0.366 and CR=3.155 with significance at the 0.002, indicating a supporter of H 3. Besides, by conducting regression analysis to estimate the CR value and p value, the findings indicate that perceived ease of use significantly influences tourist visit intention. The standardized estimate yielded a coefficient of 0.215 with a critical ratio (CR) of 2.627, demonstrating statistical significance at the 0.009 level of significance. By conducting regression analysis to estimate the CR value and p value, the findings indicate that perceived trustworthiness significantly and positively influences attitudes toward videos. The standardized estimate yielded a coefficient of 0.164 with a critical ratio (CR) of 3.623, demonstrating statistical significance at the 0.001 level of significance. The hypothesis statement of H6 was tested according to the CR value of the regression estimate and P-value, to determine if there is a positive influence of perceived enjoyment on attitudes toward videos. The results showed that the standardized estimate was 0.134, CR=2.856, and P value was 0.004, indicating the positive and significant relationship. On the relation between perceived usefulness and attitudes towards videos. The standardized estimate yielded a coefficient of 0.366 with a critical ratio (CR) of 6.927, demonstrating statistical significance at the 0.001 level of significance, indicating that perceived usefulness significantly influences attitudes towards videos. The findings on the relationship showed that perceived ease of use significantly influences attitudes toward videos with the standardized estimate of 0.215 and a critical ratio (CR) of 4.138, demonstrating statistical significance at the 0.001 level of significance. In addition, the findings on the relationship between attitudes toward videos and the tourist visit intention yielded a standardized estimate coefficient of 0.253 with a critical ratio (CR) of 4.80, demonstrating statistical significance at the 0.001 level of significance, reflecting the positive and significant of the relationship.

4.4.2. Mediating Effects

According to the results in table 3 and the indirect path test, which estimated the mediating effect of attitudes toward videos in the relationship between perceived trustworthiness, perceived enjoyment, perceived usefulness, perceived ease of use, and tourist visit intention.

The findings in table 3 are the deviation-corrected percentile link analysis. It shows the values for indirect effect, direct effect, and total effect of the intermediary relationship among the variables. The results of the mediating effect on the relationship between perceived trustworthiness and tourist visit intention showed that the indirect effect size is 0.207, with a lower bound confidence interval of 0.155 and an upper bound confidence interval of 0.269, indicating a significant indirect effect due to the absence of a zero. Additionally, it is also observed that the direct effect value is 0.310, with a lower

bound confidence interval of 0.221 and an upper bound confidence interval of 0.414. Consequently, the total effect amounts to 0.517 with a lower bound confidence interval range of 0.416 to an upper bound range of 0.613. There is no zero between perceived trustworthiness (PT) and tourist visit intention (TVI), which shows significant direct effects. The P values of indirect effect, direct effect and total effect were 0.006, 0.009, and 0.013 (<0.05) respectively, indicating that attitudes toward videos (TVI) plays an intermediary role between perceived trustworthiness (PT) and tourist visit intention (TVI).

The findings in table 3 also showed the deviation-corrected percentile link analysis on the mediating effect on the relationship between perceived enjoyment and tourist visit intention. The indirect effect size is 0.186 with a lower bound confidence interval of 0.139 and an upper bound confidence interval of 0.238. Since the confidence interval excludes zero, the indirect effect shows the significance. Furthermore, it can be observed that the value of direct effect is 0.268 with a lower bound confidence interval of 0.199 and an upper bound confidence interval of 0.339. There is no zero between perceived enjoyment (PE) and tourist visit intention (TVI), which shows significant direct effects. Hence, the total effect amounts to 0.454 with a lower bound confidence interval of 0.377 and an upper bound confidence interval is 0.535. Importantly, the P values of indirect effect, direct effect and total effect were all less than 0.05, indicating a significance of indirect effect, direct effect and total effect of attitudes toward videos on the relationship between perceived enjoyment and tourist visit intention. Therefore, it can be concluded that attitudes toward videos mediate the relationship between perceived enjoyment and tourist visit intention.

The findings in table 3 also showed the deviation-corrected percentile link analysis on the mediating effect on the relationship between perceived usefulness and tourist visit intention. The value of indirect effect is 0.204, with a lower bound confidence interval of 0.162 and the upper bound is 0.272. Since there is no zero between perceived usefulness and tourist visit intention., it shows significant indirect effects. Besides, it can also be seen that the value of direct effect is 0.257, with a lower bound confidence interval of 0.184 and the upper bound is 0.352. Since there is no zero between the Confidence Interval, which shows significant direct effects. Therefore, the total effect is 0.461, with a lower bound confidence interval of 0.396 and the upper bound is 0.545. The P values of indirect effect, direct effect and total effect were 0.003, 0.007, and 0.005 (<0.05) respectively, showing that attitudes toward videos partially mediate the relationship between perceived usefulness and tourist visit intention.

Lastly, the findings in table 3 also showed the deviation-corrected percentile link analysis on the mediating effect on the relationship between perceived ease of use and tourist visit intention. The value of indirect effect is 0.197, with a lower bound confidence interval of 0.15 and the upper bound is 0.251. Since there is no zero between perceived ease of use and tourist visit intention, it shows significant indirect effects. Besides, it can also be concluded that the value of direct effect is 0.24, with a lower bound confidence interval of 0.157 and the upper bound is 0.32. Since there is no zero between the Confidence Interval, which shows significant direct effects. Therefore, the total effect is 0.437, with a lower bound confidence interval of 0.352 and the upper bound is 0.51. The values of 0.011 at the intersection of perceived ease of use and tourist visit intention shows the Two Tailed Significance and the p-value of direct effect and the total effect were less than 0.05. Hence, it can be concluded that attitudes toward videos partially mediates the relationship between perceived ease of use and tourist visit intention.

In conclusion, the results revealed that attitudes toward videos partially mediated the relationship between perceived trustworthiness, perceived enjoyment, perceived usefulness, perceived ease of use, and tourist visit intention.

5. Conclusions and Implications

Based on the path analysis results from the structural equation model discussed earlier, all path coefficients between the independent variables (perceived trustworthiness, perceived enjoyment, perceived usefulness, and perceived ease of use) and the dependent variable (tourist visit intention) are positive and statistically significant. These findings confirm that the independent factors positively

influence Generation Z tourists' visit intentions, validating Hypotheses 1 to 9 in Section 3.3. Mediation effect tests, including analyses of direct, indirect, and total effects with P-value assessments, confirm that video attitude mediates the relationships. Specifically, perceived credibility has a significant indirect positive effect on tourist visit intention, supporting Hypothesis 10. Perceived enjoyment, perceived usefulness, and perceived ease of use also show significant indirect positive effects on tourist visit intention, validating hypotheses 11, 12, and 13 respectively.

The quality of short videos has significant theoretical and practical implications for tourism marketers, tourism industries, tourism management department and society. The findings of this study help to enhance tourism promotion effectiveness as high-quality short videos have the potential to significantly enhance the effectiveness of tourism promotion. When the tourist perceives the trustworthiness, enjoyment, usefulness and ease of use, they will hold a positive attitude toward short videos and thus make their visit intention according to what they have gain from the short videos. By showcasing the unique attributes and attractions of a destination in a visually appealing and engaging way, these videos can attract more tourists and increase their willingness to visit. This is particularly effective in the digital age, where social media and online platforms play a pivotal role in shaping travel decisions.

For the tourism marketer, they should master the opportunities to provide innovation and customization services to attract more tourists. The quality of short videos presents opportunities for innovation and customization in tourism marketing by leveraging the latest technology and creative storytelling techniques. Second, it provides the influence of quality of short videos on tourists' behavior and preferences. These findings provide valuable insights for tourism marketers in designing and producing short videos, for example, investing in high-quality video production, optimizing video content to match tourists' interests, and leveraging social media platforms for effective dissemination. From the perspective of tourism management department, it is important to boost the image of tourism destination, and raises the awareness of the measurement of improving the quality of short videos. From the perspective of society, it can drive the tourism revenue and economic growth. The impact of high-quality short videos on tourist visit intention can translate into tangible economic benefits for the tourism industry.

Although this study has broadened the perspective of explaining the relationship between short travel videos and travel intentions, there are still some limitations. Firstly, since the data were collected only in China, the generalizability of the findings may be limited. Additionally, collaborating with short tourism video platforms, such as YouTube and TikTok, to analyze real consumption data at different stages of tourism consumption can further expand this study's scope. Thirdly, measuring customers' psychological state regarding their travel intention through questionnaires may introduce certain subjective biases. Finally, while this research has focused on short video content as a factor affecting travel intention in this study, other factors such as short video characters and experience may also influence potential tourists' decision-making processes. Future studies can delve deeper into exploring how marketing strategies for short video content promote tourism intention formation through in-depth interviews and focus groups to enhance our understanding.

Transparency:
The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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