The Effect of Tiktok on Tourists' Travel Intention
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Abstract
Tiktok is a short video social software that is active in contemporary young people. It was launched in September 2016. As of August 2020, its active users have exceeded 600 million, becoming a national phenomenological mobile application. The huge flow of tourists and self-produced tourism short videos have contributed to the birth of a number of "red spots on the Internet". To a certain extent, it has changed the traditional way of tourism marketing and access to tourism information, and affected tourists' choice and travel intention. Based on Tiktok theory, the three core features of short video of shaking are extracted from SOR (stimulus body response) theory, namely, vividness, ease of use and usefulness as independent variables. The core concept of flow theory, the experience of flow is used as the mediator variable, and a model is built to explore the influencing factors of the short duration video on the tourists' travel intention, and the corresponding assumptions are also put forward. In this paper, the Hongya Cave Scenic Area of Chongqing is used as a research case. The analysis of 244 valid samples is made by using linear regression and Bootstrap interval estimation. The results show that: (1) the vividness, ease of use and usefulness of Tiktok short videos have a positive impact on the travel intention. Vividness has the greatest impact on travel intention. (2) flow experience plays a mediating role in the relationship between vividness, ease of use, usefulness and travel intention Tiktok short videos, and all of them are partially mediated.

Keywords
TikTok; Flow Experience; Travel Intention; SOR Theory.

1. Introduction
In September 2016, a short video music software called APP was launched, which was popular Tiktok with its rich special effects, strong rhythm background music and extremely low operating threshold. Kwai officially announced that its DAU has reached 600 million in August 2020, and that DAU, including short and Tiktok, including DAU, has been over 900 million. In Tiktok, users can create videos that are between a few seconds and 3 minutes by collocation music, controlling the speed of video shooting, filtering, special effects and scene switching.

In 2018, Tiktok city of Chongqing, xi'an; an Yongxing Fang "bowl throwing wine" and Shandong JiNan; nan "Kwun Li" video were booming rapidly in the year of the year, and led Chongqing, xi'an; an and JiNan; nan to become "net red city". The snowball like crazy communication not only makes these cities gain unprecedented network popularity, but also brings real increase in tourists and income. These short videos have quietly become the sharp tools of tourism marketing, and play an increasingly important role in tourists' travel intention and decision-making behavior. Tiktok Tiktok is mainly focused on three aspects: the characteristics of short video, the research on the problems of short video transmission, the trend of development, and the construction and dissemination strategy of city image. Tiktok Tiktok video is based on the characteristics of short video. This study further explores the impact of the vividness, ease of use and usefulness of the short video on the traveling intention of tourists,
and what role the flow experience plays in the impact of the short video characteristics on the travel intention.

2. A theoretical basis and the definition of research variables

2.1. SOR theory

John Watson, founder of famous behavioral psychologist [1], it is proposed that behavior is a normal response of brain to stimulation, and all complex human behaviors can be explained and understood by stimulation and reaction. Although the theory indicates that human behavior response changes or emerges due to stimulation, it ignores human inner activities. Based on this theory, in 1969, the scholar Mehrabian and Russell put forward the extended consumer stimulus response model, namely S-R model, in his book the theory of shopping behavior. The model consists of four parts: external factors, stimulation or input factors, internal factors and reaction output factors, which are used to explain consumers' shopping behavior.

With the development of psychology and the deepening of research, scholars Mehrabian and Russell revised and improved the S-R model and formed the S-O-R model after adding a mediating variable, as shown in Figure 1. S (stimulus variables) is the stimulus variable, which represents the external environmental stimulus; O (Organization variables) is the organism variable, which represents the psychological response of the subject or organism when stimulated; R (response variables) is the response variable, which represents the various behaviors of the subject caused by the stimulus [2]. The principle of SOR model is: when the stimulation of external environment acts on the subject, the subject's psychology will react, and the psychological reaction will eventually make the subject produce behavior. Figure 1. The S-O-R model is considered as a classic theoretical model to explain consumer behavior, which can be widely applied to the study of psychological and behavioral changes when individuals are stimulated. Belk (1975) proposed that S-O-R model can be applied to the analysis of marketing activities [3]. Bitner (1992) pointed out that the SOR model can also explain consumer behavior and psychological activities in the service activity environment [4]. With the development of the Internet and the diversification of consumption scenarios, SOR model has also been applied to the virtual e-commerce shopping environment.

![Figure 1. S-O-R model](image)

2.2. Tiktok short video feature as stimulus factor

Tiktok is a vivid, short video, which gives people a strong sense of involvement, namely personally on the scene. Compared with the traditional graphic marketing mode, tourism has a natural advantage in short video communication, namely visualization, which can give people an intuitive impression. In the short video of tourism, tourists can more vividly and comprehensively understand the panorama of the scenic spot, which makes them feel more "involved" than graphic information. It makes up for the defect that traditional travel notes and strategy websites rely on graphic description, which can not guarantee the intuitive experience of tourists.

Tiktok is a simple operation, short message search, easy to understand and easy to understand, and easy to use. Tiktok short video simple product design and interaction mode, greatly reducing the user's learning and use threshold. Compared with long, structured Tiktok
and travel notes, the content and form of the short video are naturally easier to understand and have lower thresholds.

Usefulness is Tiktok short video content to what extent can help tourists, including the provision of destination information, screening tourism destinations, auxiliary travel decisions and overall perception is very useful. The Tiktok video is short and exquisite, providing abundant and useful information in limited time, and can help tourists make better travel decisions.

2.3. **Flow experience of potential tourists**

Csikszentmihalyi (1978) first introduced the concept of flow experience. He defined it as "the overall experience that people feel when they are fully involved" [5]. This definition shows that flow experience includes four components: control, attention, curiosity and intrinsic interest. When people are in the state of flow experience, they will concentrate on their activities. Their consciousness is reduced to the activity itself, they lose self-consciousness, and they feel that they can control their environment. We think that the application of Tiktok short video is a technology for entertainment and relaxation. Therefore, here, flow experience is defined as a very pleasant experience, in which tourists have the characteristics of time distortion, enjoyment and high concentration when using short video applications.

2.4. **Travel intention**

Although there is no unified definition of travel intention in academic circles, most scholars regard travel intention as a kind of travel tendency, so this paper defines travel intention as the possibility of tourists visiting a certain tourism destination in the future. During the short video watching, the vivid, easy to use and useful features of short Tiktok are the factors that influence the flow experience of the potential tourists, and ultimately affect the individual's behavior intention, that is, whether the potential tourists will have the intention of going out.

3. **Model and research hypotheses**

3.1. **Model construction**

Tiktok is used as the framework of SOR mode. The tourism experience is taken as the body, and the travel intention as the response of tourists' behavior is built. The impact model of short video on the tourists' travel intention is constructed (Figure 2). In the whole model, the independent variables are the three major characteristics of short Tiktok, namely vividness, ease of use and usefulness. The dependent variable is the travel intention, and the intermediary variable is the tourist's experience of flow.

![Figure 2. Impact model of Tiktok short video on tourists' travel intention](image-url)
3.2. Research hypothesis

3.2.1. Tiktok short video features and flow experience

1) Vividness and travel intention

Animesh et al. (2011) research on 3D virtual world users' purchase of virtual products shows that vividness significantly affects users' purchase intention. LV Chenyan (2013) takes Ma bee hive’s travel notes as the research object, and points out that the more vivid the travel notes are, the more willing the tourists are to travel. Tiktok video as a high social media, supports information that can transmit more visible and short music forms, gives users dual sensory stimulation of vision and hearing, and helps users experience the poetry and distance that others show in the process of watching, making potential tourists "not moving and moving away". In conclusion, the following hypotheses are put forward:

H1: the vividness of short video Tiktok is positively related to the tourists' travel intention.

2) Ease of use and travel intention

People always prefer to use convenient information systems, and ease of use has always been one of the basic dimensions of website information services. Lack of ease of use is the key factor for many websites to fail, because even if the quality of information content is very high, the website with complicated operation will also be rejected by users. Eunjung and Kim (2013) found in the research on the adoption factors of tourism information services on smartphones that ease of use will affect the users' intention to use, and then affect the user's travel intention and tourism planning behavior. Huang et al. (2017) found that ease of use is a relatively important factor in the study of using mobile information services to assist in tourism planning. In conclusion, the following hypotheses are put forward:

H2: there is a positive correlation between the ease of use of Tiktok and the willingness of tourists to travel.

3) Usefulness and travel intention

Usefulness is also the basic dimension of website information service, and information content is considered to be the most important design object of tourism information technology. Vogt and fesenmaie (2015) found that the most important reason for tourists to collect information is to choose the destination and plan the travel information to the destination. Hanna and Millar (1997) found that the combination of text content with pictures, graphics, video and audio is more effective in transferring and shaping the destination image, which has a positive impact on travel intention and travel decision-making. In conclusion, the following hypotheses are put forward:

H3: the usefulness of Tiktok short video is positively related to the willingness of tourists to travel.

3.2.2. The mediating role of flow experience

1) Vividness and flow experience

Vivid websites with rich colors and high image quality are good at using various charts, audio and video to display commodity information, which helps to attract consumers' attention and make them linger in them, resulting in a strong flow experience. Based on the perspective of flow experience, Zhang Chenglin (2020) deeply explored the influence path of tourism website characteristics on tourists' travel intention under the user flow state, and confirmed that the vividness of the website has a positive impact on tourists' travel intention, and flow experience plays a partial intermediary role between the vividness and travel intention. Imperceptibly short Tiktok has natural advantages in vividness, and gives people a vivid and vivid impression, which enables users to immerse themselves in it and enjoy happiness within it.
2) Ease of use and flow experience

Cong Fang (2008) found that the ease of use of websites has a positive impact on online consumers' flow experience [16]. Liu Lu (2012) took microblog as a case study to verify that the ease of use of social software has a significant positive impact on users' flow experience [17]. Li Ying and Xiao Shan (2019) take the active users of Baidu know community as the survey objects, and find that the higher the ease of use of community tools, the stronger the flow experience generated by users, and the stronger their willingness to continue to participate in community knowledge sharing [18].

3) Usefulness and flow experience

Chen Jie (2009) studied online consumers' purchase behavior from the perspective of flow experience, and found that usefulness has a positive impact on online consumers' flow experience, and flow experience plays a mediating role between usefulness and online purchase intention [19]. Due to the time-space gap between tourists and tourism service providers, decision-making behaviors such as destination and accommodation selection, travel route formulation and product purchase need to be completed through the usefulness of information. The short video of jitter Tiktok can provide high quality tourist information for potential tourists, reduce reading threshold, and capture the attention of potential tourists and improve their information collection efficiency. It can feel light Matsu Etsu, hope and experience in the short video watching.

4) Flow experience and travel intention

In the field of information systems, many studies have shown that flow experience can bring positive behavior. O’cass and Carlson believe that flow experience is a positive result of individual cognitive processing of previous experience, and find that consumers in the state of streaming experience will be more satisfied with the website. Chen Xi et al. (2019) took Qianhu Miao village in Xijiang, Guizhou Province as the research object, and confirmed that tourists had flow experience in the process of engaging in tourism activities in ancient villages, and the experience proved in this paper will make tourists focus on activities, and it is easy to be satisfied with the results of recreation [20]. In addition, the study also found that flow experience can improve online shopping intention and mobile payment willingness [20]. The Tiktok short video flow product design and quality content will allow users to immerse themselves in the flow state, indulge in the "poetry and distance" presented in short videos, and generate intention to travel to the destination.

In conclusion, the following hypotheses are put forward:

H4: there is a mediating effect between the vividness of the experience of the flow experience and the willingness of tourists to travel Tiktok.

H5: there is a mediating effect between the ease of use of Tiktok experience and the willingness of tourists to travel.

H6: there is a mediating effect between the experience of the flow experience and the willingness of tourists to travel Tiktok.

4. Research design

This study adopts the method of questionnaire survey to collect data. In order to ensure the validity of the results to the greatest extent, all the initial scales are from the mature scales which have been confirmed in previous literature. The measurement items of "vividness" refer to kleijnen et al. (2004) [21]; "ease of use" measurement items draw lessons from tarasewich (2008) [22]; "usefulness" measurement items draw lessons from Chase and Dou (1998) [23]; "flow experience" measurement items draw lessons from koufairs et al. (2003); "travel intention" measurement items draw lessons from Gefen and strau [24]. Then according to the specific content of this paper, the wording is adjusted.
This article selects the representative scenic spot, Chongqing Hongya Cave Scenic Area, which is popular through short Tiktok videos. Tiktok was selected to enter the keyword "Hongya cave" on the Tiktok short video platform in October 2020 to simulate the situation of tourists watching the short video of the short duration video in the real network environment. The author chose the top 4 short video in the Hongya cave topic to 6s-50s. From the perspective of the main content, it includes the appearance and internal environment of Hongya Cave Scenic Spot, two videos each; from the perspective of the creator of short videos, it includes two short videos shared by ordinary tourists, one short video released by the official organization of the tourism destination, and one short video strategy released by the travel talent, covering the best punch in place, transportation, dining, shopping, shopping, etc. Entertainment activities, daily play and other information.

The questionnaire was conducted in October 2020. The main respondents were college students. The questionnaire was mainly distributed through the online community to expand the scope of the survey. Before filling in the questionnaire, place the links of the selected 4 short videos of Hongya cave. After watching the short video, the subjects were asked to fill in the questionnaire. Considering the validity of data, the questionnaire with less than 30 seconds was removed, and Tiktok was set up in the questionnaire, excluding data that had not been used in short and short videos. Finally, 291 questionnaires were collected and 244 were valid.

5. Data analysis and hypothesis testing

5.1. Data analysis

The first step is reliability analysis. Using spss22.2 software analysis, the results show that: the Cronbach values of vividness, ease of use, usefulness, flow experience and travel intention are 0.927, 0.719, 0.790, 0.720 and 0.925 respectively, the overall Cronbach value is 0.937, the coefficient of each variable and the total reliability coefficient are greater than 0.700, indicating that the reliability of the questionnaire is good, which can be used for subsequent analysis.

The second step is exploratory factor analysis. Using spss 22.2 software analysis, the results show that: kmo value is 0.853, Bartlett spherical test significance is 0.000, indicating that there is a correlation between the design variables, indicating that the group of data is suitable for factor analysis, the following start factor analysis. Most of the load values of each item in the dimension are above 0.6, only a few are between 0.5-0.6, which indicates that the overall indicators and variables have a good correlation. In addition, the cumulative variance interpretation rate after rotation is 72.752, more than 50%, which contains most of the factor information. At the same time, the five variables can be extracted, indicating that the structural validity of the questionnaire is good, which can be further analyzed.

The third step is correlation analysis. Only when there is correlation between variables can there be regression relationship. Therefore, before the hypothesis test analysis, it is necessary to analyze the correlation between the variables. In this paper, Pearson correlation analysis method is selected to measure the relationship between variables, and the correlation test of five variables is carried out. As shown in the correlation coefficient matrix of Table 1, vividness and travel intention (r =0.652, P <0.01), ease of use and travel intention (r =0.644, P <0.01), usefulness and travel intention (r =0.596, P <0.01), vividness and flow experience (R =0.633, P <0.01), ease of use and flow experience (r =0.625, P <0.01), usefulness and flow experience (r =0.498, P <0.01), flow experience and travel intention (r =0.633, P <0.01), ease of use and flow experience (r =0.625, P <0.01), usefulness and flow experience and travel intention (r =0.498, P <0.01), which provided the basis for the subsequent hypothesis test.

The fourth step is regression analysis. The hypothesis of this study has been preliminarily verified, and preliminary exploration of the correlation between variables has been made. In order to further explore the relationship between variables, there is a definite relationship
between variables. The next step is to use regression analysis to verify the causal relationship between two or two Tiktok variables, and further verify the independent variable, the short video feature of jitter and the change of the characteristics. Quantity: the influence of tourists' travel intention.

Table 1. Correlation coefficient of each research variable

<table>
<thead>
<tr>
<th>Variable</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
<th>8</th>
<th>9</th>
<th>10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>-</td>
<td>0.004</td>
<td>-</td>
<td>0.055</td>
<td>0.014</td>
<td>-</td>
<td>0.066</td>
<td>0.122</td>
<td>0.047</td>
<td>-</td>
</tr>
<tr>
<td>Gender</td>
<td>0.014</td>
<td>-</td>
<td>0.008</td>
<td>-</td>
<td>0.069</td>
<td>0.071</td>
<td>-</td>
<td>0.068</td>
<td>0.071</td>
<td>-</td>
</tr>
<tr>
<td>Education</td>
<td>0.047</td>
<td>0.067</td>
<td>-</td>
<td>-</td>
<td>0.028</td>
<td>0.012</td>
<td>0.067</td>
<td>0.067</td>
<td>0.067</td>
<td>-</td>
</tr>
<tr>
<td>Number of trips</td>
<td>0.066</td>
<td>0.047</td>
<td>-</td>
<td>0.057</td>
<td>-</td>
<td>0.071</td>
<td>-</td>
<td>0.068</td>
<td>0.071</td>
<td>-</td>
</tr>
<tr>
<td>Tiktok usage time</td>
<td>0.034</td>
<td>0.057</td>
<td>0.047</td>
<td>0.067</td>
<td>-</td>
<td>-</td>
<td>0.015</td>
<td>0.097</td>
<td>0.566**</td>
<td>0.590**</td>
</tr>
<tr>
<td>Vividness</td>
<td>-0.047</td>
<td>-0.023</td>
<td>-0.068</td>
<td>0.068</td>
<td>0.071</td>
<td>-</td>
<td>-</td>
<td>0.068</td>
<td>0.071</td>
<td>-</td>
</tr>
<tr>
<td>Ease of use</td>
<td>0.015</td>
<td>0.008</td>
<td>-0.027</td>
<td>0.063</td>
<td>0.012</td>
<td>0.582**</td>
<td>0.590**</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Usefulness</td>
<td>-0.089</td>
<td>-0.069</td>
<td>-0.062</td>
<td>-0.015</td>
<td>0.007</td>
<td>0.566**</td>
<td>0.590**</td>
<td>-</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Flow experience</td>
<td>-0.026</td>
<td>0.018</td>
<td>0.021</td>
<td>0.068</td>
<td>0.021</td>
<td>0.633**</td>
<td>0.625**</td>
<td>0.498**</td>
<td>-</td>
<td></td>
</tr>
<tr>
<td>Travel intention</td>
<td>-0.051</td>
<td>0.018</td>
<td>-0.072</td>
<td>-0.021</td>
<td>0.011</td>
<td>0.652**</td>
<td>0.644**</td>
<td>0.596**</td>
<td>0.588**</td>
<td>1</td>
</tr>
</tbody>
</table>

Table 2. Regression analysis results of independent variables and travel intention

<table>
<thead>
<tr>
<th>Model</th>
<th>Nonstandardized coefficient</th>
<th>Standardization coefficient</th>
<th>t-Value</th>
<th>Sig</th>
<th>Collinearity statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>(constant)</td>
<td>-0.080</td>
<td>.351</td>
<td>-.228</td>
<td>.820</td>
<td>Tolerance VIF</td>
</tr>
<tr>
<td>Age</td>
<td>-.006</td>
<td>.058</td>
<td>-.110</td>
<td>.912</td>
<td>0.108</td>
</tr>
<tr>
<td>Gender</td>
<td>.018</td>
<td>.026</td>
<td>.031</td>
<td>.702</td>
<td>0.973</td>
</tr>
<tr>
<td>Education</td>
<td>-.017</td>
<td>.026</td>
<td>-.656</td>
<td>.513</td>
<td>1.014</td>
</tr>
<tr>
<td>Tourism experience</td>
<td>-.064</td>
<td>.048</td>
<td>-.131</td>
<td>.185</td>
<td>0.962</td>
</tr>
<tr>
<td>Tiktok usage time</td>
<td>-.009</td>
<td>.031</td>
<td>-.122</td>
<td>.280</td>
<td>1.017</td>
</tr>
<tr>
<td>Vividness</td>
<td>.328</td>
<td>.053</td>
<td>6.217</td>
<td>.000</td>
<td>1.732</td>
</tr>
<tr>
<td>Usefulness</td>
<td>.250</td>
<td>.069</td>
<td>3.609</td>
<td>.000</td>
<td>1.776</td>
</tr>
<tr>
<td>Ease of use</td>
<td>.481</td>
<td>.087</td>
<td>5.525</td>
<td>.000</td>
<td>1.799</td>
</tr>
</tbody>
</table>

R = 0.563, adjusted R = 0.548, f = 99.554 (P < 0.01)

The regression results of vividness, ease of use, usefulness and travel intention are shown in the table above. Analysis of table 2 shows that the tolerance of collinearity diagnostic statistics is greater than 0.5, and the maximum value of variance expansion factor Vif is 1.779. Within a reasonable range, the model has passed the multicollinearity test. The short video characteristics of Tiktok have a significant impact on the travel intention (F=99.554, p<0.01), and the adjusted R side is 0.548, indicating that the regression equation is better fitted. The regression results are as follows:

1) Vividness had a significant positive effect on travel intention (β =0.353, P <0.01), and the hypothesis H1 was supported. Tiktok is personally on the scene. The result shows that the more vividness of short video is, the more likely the short video will bring people flow experience.

2) Ease of use had a significant positive effect on travel intention (β =0.207, P <0.01), and H2 was supported. The Tiktok video is more easily used, Tiktok and video are easier to operate and the easier to understand, the more willing the tourists to travel.

3) Usefulness had a significant positive effect on travel intention (β =0.319, P <0.01), assuming H3 was supported. The Tiktok video is more useful, that is, the more help Tiktok short video can get to tourist destination information, the higher the willingness of tourists to travel.
The fifth step is mediating effect analysis. In this paper, the Tiktok is the dependent variable, the experience of the flow is the mediator variable, the vividness, ease and usefulness of the short video are used as predictors. The Process program developed by Hayes in 2013 is used. The Bootstrap interval estimation method is used to set the sample size to 5000 and the confidence level is 95%.

Table 3. The mediating effect of flow experience between vividness and travel intention

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Standard error</th>
<th>Lower limit</th>
<th>Upper limit</th>
<th>Effect proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flow experience</td>
<td>0.1740</td>
<td>0.0489</td>
<td>0.0701</td>
<td>0.2627</td>
<td>27.88%</td>
</tr>
<tr>
<td>Direct effect</td>
<td>0.4501</td>
<td>0.0836</td>
<td>0.3104</td>
<td>0.6384</td>
<td>72.13%</td>
</tr>
<tr>
<td>Total effect</td>
<td>0.6240</td>
<td>0.092404</td>
<td>0.456812</td>
<td>0.818546</td>
<td></td>
</tr>
</tbody>
</table>

It can be seen from table 3 that the direct effect of vividness on travel intention and the mediating effect of flow experience do not include 0 in the upper and lower limits of bootstrap 95% confidence interval, indicating that vividness can not only directly predict travel intention, but also predict travel intention through the mediating effect of flow experience. The direct effect (0.4501) and mediating effect (0.1740) accounted for 72.13% and 27.88% of the total effect (0.6240), respectively. This shows that the influence of the lively characteristics of Tiktok short video on tourists’ travel intention is 27.88% of the mediating variable, which is mediated by the experience of flow. The experience of the living experience has some mediating effect between the vividness and the traveling intention, assuming that H4 is established.

Table 4. The mediating effect of flow experience between ease of use and travel intention

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Standard error</th>
<th>Lower limit</th>
<th>Upper limit</th>
<th>Effect proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flow experience</td>
<td>0.2908</td>
<td>0.1011</td>
<td>0.0739</td>
<td>0.4739</td>
<td>29.77%</td>
</tr>
<tr>
<td>Direct effect</td>
<td>0.6861</td>
<td>0.1211</td>
<td>0.4627</td>
<td>0.9419</td>
<td>70.23%</td>
</tr>
<tr>
<td>Total effect</td>
<td>0.9769</td>
<td>0.0868</td>
<td>0.8103</td>
<td>1.1507</td>
<td></td>
</tr>
</tbody>
</table>

It can be seen from table 4 that the direct effect of ease of use on travel intention and the mediating effect of flow experience do not include 0 in the upper and lower limits of bootstrap 95% confidence interval, indicating that ease of use can not only directly predict travel intention, but also predict travel intention through the mediating effect of flow experience. The direct effect (0.6861) and intermediary effect (0.2908) accounted for 70.23% and 29.77% of the total effect (0.9769), respectively. This shows that the impact of the characteristics of Tiktok short video usability on tourists’ travel intention is 29.77%, which is mediated by the experience of the intermediary. The experience of the flow has some mediating effect between the ease of use and the travel intention. Suppose H5 is established.

Table 5. The mediating effect of flow experience between usefulness and travel intention

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Standard error</th>
<th>Lower limit</th>
<th>Upper limit</th>
<th>Effect proportion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flow experience</td>
<td>0.2382</td>
<td>0.0552</td>
<td>0.1198</td>
<td>0.3383</td>
<td>32.79%</td>
</tr>
<tr>
<td>Direct effect</td>
<td>0.4882</td>
<td>0.1224</td>
<td>0.2660</td>
<td>0.7361</td>
<td>67.21%</td>
</tr>
<tr>
<td>Total effect</td>
<td>0.7264</td>
<td>0.1297</td>
<td>0.4737</td>
<td>0.9789</td>
<td></td>
</tr>
</tbody>
</table>

It can be seen from table 5 that the direct effect of usefulness on travel intention and the mediating effect of flow experience do not contain 0 in the upper and lower limits of bootstrap 95% confidence interval, indicating that usefulness can not only directly predict travel intention, but also predict travel intention through the mediating effect of flow experience. The direct effect (0.4882) and mediating effect (0.2382) accounted for 67.21% and 32.79% of the
The total effect (0.7264) respectively. This shows that the impact of the short duration video’s usefulness on travel intention is due to the mediating variable of the experience of the flow. The experience of the H6 has some mediating effect between the usefulness and the traveling intention, assuming that the Tiktok is established.

5.2. Hypothesis testing

This chapter uses correlation analysis, linear regression analysis model and Bootstrap interval estimation to conduct regression analysis on the effective data of the sample. 6 hypotheses have been verified, which verify the impact of Tiktok short video on travel intention. The specific hypothesis test results are shown in table 6.

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Content</th>
<th>Validation results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>The vividness of short video Tiktok has a positive impact on consumers; travel intention.</td>
<td>verified</td>
</tr>
<tr>
<td>H2</td>
<td>The ease of use of short video Tiktok will have a positive impact on consumers; travel intention.</td>
<td>verified</td>
</tr>
<tr>
<td>H3</td>
<td>The usefulness of Tiktok short video affects the willingness of consumers to travel.</td>
<td>verified</td>
</tr>
<tr>
<td>H4</td>
<td>There is a mediating effect between the vividness of the Tiktok experience and the willingness of tourists to travel.</td>
<td>verified</td>
</tr>
<tr>
<td>H5</td>
<td>There is a mediating effect between the ease of use of Tiktok experience and the willingness of tourists to travel.</td>
<td>verified</td>
</tr>
<tr>
<td>H6</td>
<td>There is a mediating effect between the Tiktok experience and the travel intention.</td>
<td>verified</td>
</tr>
</tbody>
</table>

6. Conclusions and Enlightenments

6.1. Conclusions

Based on the SOR model theory, this study builds a model of impact of short video Tiktok on tourists’ travel intention. The empirical results are as follows:

1) The Tiktok short video’s vividness has a significant positive impact on tourists’ traveling intention. The vividness of the flow experience in short Tiktok video plays an intermediary role between tourists; travel intention.

2) Tiktok has a significant positive impact on tourists’ travel intention. The ease of use of the experience of the short duration video plays an intermediary role in the tourists’ travel intention.

3) The Tiktok’s usefulness has a significant positive impact on tourists’ travel intention. The usefulness of flow experience in short duration video plays an intermediary role in tourists;traveling intention.

6.2. Enlightenments

1) From the perspective of tourism destination marketing organization management Tiktok is the most influential factor in the travel intention. The destination marketing agencies should pay attention to the collocation of background video and special effects when they are running the official account. When they are making short video content, they will focus on strengthening the vividness of short video content and enhancing the appeal of video content. In terms of usefulness, they should strive to dig out the highlights of tourist destinations and try to make the video as short as possible. Changnei provides high-density tourism information, improves the usefulness of short video content as far as possible, helps tourists to better collect
tourism information and make tourism decisions; in terms of ease of use, makes some grounded short videos with simple content and form as far as possible, so as to cover a wider audience.

2) Tiktok short video platform angle

Strengthen the strategic cooperation with online tourism enterprises, especially the tourism UGC platforms such as Ctrip, wasp nest and qiongyou.com, improve the usefulness of tourists’ short video content, create a closed loop of "sprouting business wishes - Planning itinerary -purchasing travel products -sharing travel experience", and improve tourists’ experience. Furthermore, the short video platform can use machine learning and artificial intelligence recommendation algorithm to scientifically estimate the vividness, usability and usefulness of short tourism videos by modeling, and give more weight and flow support to the short videos with high liveliness, high usability and high usefulness, and create video of exploding money, and enhance the influence of Tiktok in the tourism content ecology. Sound power. Finally, the Tiktok short video platform should use 4K HD, VR, AR and other technologies to create flow experience for users, and further stimulate potential tourists’ travel intention.

References


