| Research Article

Factors Affecting Tourist Visit Intention: Theoretical Review

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Abstract: Short video platforms have become a significant medium for advertising tourism destinations due to rapid improvements in information technology and digitalization, influencing travelers' cognitive formation and decision-making. This study examines how short video content qualities affect travelers' visit intentions to Jiangxi Province tourism locations. Also examined is how tourists' views of short videos affect this process. The study uses the Stimulus-Organism-Response (SOR) theory, the Technology Acceptance Model (TAM), and the Source Credibility Theory to develop a four-dimensional theoretical model to assess tourists' visit intentions based on perceived trustworthiness, enjoyment, usefulness, and ease of use. A structured questionnaire survey and Structural Equation Modeling were utilized to collect and analyse data from potential visitors in this quantitative investigation. The results suggest that short video content directly affects tourists' visit intentions, with tourists' judgments on short films mediating this effect. Trustworthiness and utility enhance short movie ratings, increasing tourists' likelihood to visit. Enjoyment boosts travelers' emotional resonance and visit intentions. Perceived simplicity of use indirectly enhances interest and visit intentions by simplifying information acquisition and understanding. The study also indicated that tourists' opinions strongly mediate short video content attributes and visit intentions. This study shows that a positive attitude boost visit intentions and enhances short video content characteristics. The study advises that destination managers and marketers improve short video content's trustworthiness, enjoyment, utility, and usability to attract tourists and increase visit intent. This research not only provides empirical support for marketing strategies of tourism destinations in Jiangxi Province but also offers theoretical and practical guidance for the future application of short videos in tourism promotion. By deeply understanding the complex relationship between short video content factors and tourists' visit intentions, this study offers practical strategies to enhance the competitiveness of tourism destinations in the digital era.

Keywords: short video content factors; visit intention; tourists' attitudes; Jiangxi Province; tourism marketing.

Introduction

The extensive utilization of electronic media has rendered the tourist sector an essential component of the global economy. The promotion of tourist destinations via short videos has become a potent instrument, transforming how people select their destinations. Technological innovations have significantly contributed to unparalleled expansion in the tourism business. In recent years, the utilization of short videos in digital marketing has attracted significant attention, since tourists can easily access a plethora of free internet resources to organize their itineraries. Applications like as Kuaishou and TikTok have effectively captivated a substantial audience of prospective tourists with their succinct and compelling short films. These platforms provide a novel method for disseminating travel-related information, enabling viewers to quickly experience the distinctive allure of a location, thus igniting their trip aspirations.

Short video marketing captivates people with constrained attention spans by effectively encapsulating the spirit of a tourism destination in a brief duration. The stunning natural landscapes, delectable cuisine, intriguing cultural exchanges, and endearing relationships with locals are distilled into readily digestible content. Consequently, short movies have emerged as a formidable marketing instrument, adeptly captivating and swaying the choices of prospective visitors. The influence of particular elements in short video marketing on tourists' propensity to consume has increasingly garnered attention from both scholars and practitioners, as these elements directly shape tourists' perceptions of trip destinations and their purchasing choices.

The global tourism sector has undergone remarkable expansion, emerging as a pivotal catalyst for economic advancement in many nations (Zhao, 2023). Tourism in China has become a crucial economic pillar, stimulating growth in other sectors and enhancing employment opportunities. The swift advancement of China's economy and the escalation of household incomes have consistently augmented domestic tourist demand, thereby enhancing the general vitality of the Chinese tourism sector. Data from the Ministry of Culture and tourist indicates that China's tourist sector has experienced significant expansion over the previous decade. In 2022, the quantity of domestic tourists reached 3.458 billion, reflecting a 7.0% year-on-year growth, while domestic tourism revenue amounted to 2.88 trillion yuan, indicating a 5.0% increase. Notwithstanding the obstacles presented by the COVID-19 pandemic to the global tourist sector, the Chinese tourism market has exhibited a robust ability to recover (Harchandani & Shome, 2023). In 2023, as pandemic control restrictions were progressively relaxed, the domestic tourism market exhibited substantial development. During the May Day vacation, domestic visitor numbers reached 274 million, reflecting a 70.8% year-on-year increase, and generated 148.056 billion yuan in domestic tourism revenue, representing a 128.9% year-on-year increase.

Jiangxi Province, a prominent tourist destination in China, features rich natural and cultural resources, including notable sites such as Mount Lushan, Mount Sanqing, and Wuyuan. In recent years, Jiangxi's tourist sector has undergone swift advancement, bolstered by national tourism policy and robust local government activities. In 2019, the province received 715 million domestic and international tourists, resulting in tourism income of 817.843 billion yuan, with year-on-year gains of 18.2% and 20.3%, respectively. The COVID-19 pandemic momentarily affected the tourism business in Jiangxi, but the economy rapidly recovered in 2021. Data from the Jiangxi Provincial Department of Culture and Tourism indicates that the province welcomed 510 million tourists in 2021, reflecting a 20.6% increase compared to the previous year, while total tourism earnings amounted to 632 billion yuan, representing a 21.7% rise. Moreover, Jiangxi has vigorously advanced the development of integrated tourism and rural tourism, leveraging the tourism sector as a driver for local economic and social advancement. The rapid expansion of Jiangxi's tourist industry is due to the province's extensive allure as a holiday locale, propelled by

its breathtaking natural scenery and profound cultural legacy. As a result, Jiangxi is increasingly emerging as a favoured tourist destination for both domestic and international travellers, propelled by significant expansion in the local market (Liu & Li, 2021). China, with a population surpassing 1.4 billion, is the most populous nation globally, and its swiftly enhancing living standards have generated substantial demand for products and services, rendering it a very appealing market for global enterprises.

Jiangxi Province, renowned for its scenic natural landscape and rich ecological resources, has been vigorously advancing the growth of eco-tourism and rural tourism. The establishment of ecological parks, wetland parks, and unique rural tourism areas has drawn a significant influx of tourists interested in ecology and leisure activities. The province is enhancing its transportation infrastructure to improve tourism accessibility. The proliferation of high-speed rail systems and the development of expressways have facilitated access for tourists to several destinations. The expansion of routes at Nanchang Changbei International Airport and Jingdezhen Airport has enhanced the convenience of air travel. Jiangxi Province is actively promoting the development of smart tourism by using technology such as big data and the internet to improve the visitor experience. Numerous picturesque locations have implemented intelligent navigation systems, online ticketing platforms, and advanced management systems, enhancing service quality and tourist happiness. The tourism sector in Jiangxi Province has achieved notable advancements in recent years regarding resource development, infrastructure construction, market promotion, and service improvement. It is anticipated to sustain a favorable developmental trajectory in the future and emerge as a significant growth catalyst in China's tourist sector.

The Poyang Lake Wetlands has been officially declared as a Ramsar site due to its exceptional representation of the natural beauty in the Jiangxi region (Sun et al., 2014). The wetlands serve as a refuge for migratory birds and environment enthusiasts, offering a pastoral setting ideal for contemplation and reestablishing one's bond with nature. Observers of diverse avian species cohabiting harmoniously in an aesthetically pleasing wetland environment are likely to experience profound sentiments of amazement and wonder. Lushan Mountain's pristine natural beauty and considerable cultural importance establish its prominence among the treasures of Jiangxi province. Hikers, history enthusiasts, and individuals seeking tranquillity are among the groups that frequent the mountain. The mountain's historical significance as a sanctuary for luminaries like as poets, philosophers, and emperors enhance its appeal as a tourist attraction. In addition to its stunning landscapes, Jiangxi Province possesses a rich and distinguished cultural heritage. The province has a long history, and its numerous museums and monuments illuminate China's intricate past. Jingdezhen, recognized as the global capital of porcelain, exemplifies the cultural richness of Jiangxi province (Zhang et al., 2020). The city's enduring allure as a ceramic's destination is enhanced by historic kilns, ceramics galleries, and a vibrant community of contemporary porcelain artists. Visitors can engage with the ancient and contemporary techniques involved in the production of Chinese porcelain at Jingdezhen.

Short video marketing has swiftly ascended in recent years, establishing itself as an essential element of digital marketing. The concise nature and potent expressiveness of short video material correspond with contemporary viewers' fragmented viewing patterns, fulfilling their need for customized, video-centric expression (Kaye et al., 2022). The extensive utilization of social media and the increasing desire for immediate sharing and engagement have propelled the popularity of short films. Short films feature a variety of themes, including skill sharing, humor, fashion trends, and social issues, appealing to broad user demographics. The emergence and advancement of platforms such as TikTok and Kuaishou have markedly facilitated the development of short video content (Wei & Wang, 2022). These platforms employ algorithmic suggestions to facilitate the swift distribution of high-quality content, drawing a substantial audience of users and authors.

As per the most recent official data published by the China Internet Network Information Centre (CNNIC) on February 25, 2022, internet coverage in China continues to grow. As of December, of the preceding year, the internet penetration rate attained 73.0%, with the number of internet users in China rising to 1.032 billion, reflecting a rise of 42.96 million from December 2020. Short video consumers totalled 975 million, with a consumption rate of 94.5% (China Consumer News, 2022). The expansion of internet scale has catalysed the swift development of various online applications and novel shopping methods, particularly propelling the growth of short videos (Su, 2023). The expansion of the internet user base and the pervasive utilization of the internet have expedited information distribution, now defined by rapidity, magnitude, and fragmentation. Consumers have transitioned from passively absorbing marketing communications from companies to actively pursuing pertinent information that enhances their decision-making in the extensive information landscape (TAŞKAN & TUNÇ, 2024).

Short video has emerged as a preferred platform for consumers and a popular medium for information distribution due to its capacity to transcend temporal and spatial constraints, along with its minimal entry barrier, high engagement levels, and succinct, dynamic structure (Hughes et al., 2024). Data indicates that by January 2020, the monthly count of independent devices utilizing short video applications surpassed 900 million, with a user penetration rate of 64.2% in February. The short video format exhibited the highest average daily usage duration per individual. In 2021, the short video business attained a market size of 288.49 billion yuan, with projections estimating 386.07 billion yuan for 2022. As of June 2021, the Cyberspace Administration of China reported that there were 888 million short video consumers in China, or 87.8% of the overall internet user population. This signifies that the practice of "viewing short videos" has become strongly entrenched among consumers. The short video market has evolved, with its traffic value seeing significant expansion, establishing short films as a crucial online marketing tool for organizations (Qian, 2021).

Since the inception of China's inaugural short video platform in 2013, the nation's short video business has undergone swift advancement, resulting in a proliferation of such platforms throughout the sector. With the evolution and maturation of these channels, a novel business model has arisen short video marketing. This marketing strategy emerges from the mobile short video era, wherein the rise of short video applications and platforms has generated extensive marketing prospects for enterprises (Zeng, 2021). Utilizing the extensive user base amassed by these platforms, corporations and brands have adeptly adapted their marketing methods, employing short films to directly or indirectly convey product-related information to users, engage consumers, and eventually enhance sales.

In contrast to conventional marketing techniques, the burgeoning domain of short video marketing is more focused on the consumer. Consumers have transitioned from passive, unilateral viewing to active, bilateral interaction while engaging with short films (Zhang & Landicho, 2024). They interact with the content consistently, enabling platforms to comprehend their preferences and provide tailored product recommendations. Consumers may also become short film creators, sharing their shopping experiences and fostering deeper engagement. This participative aspect enhances consumers' sense of engagement in the marketing process. Furthermore, the varied styles, substantial substance, and comedic aspects of short films augment the consumer's purchasing experience (Kasilingam & Ajitha, 2022).

Theoretical Review

SOR Theory

The S-O-R hypothesis derives from behaviourism and environmental psychology, cantering on the concept of "Stimulus-Organism-Response." The stimulus (S) denotes particular circumstances or events in the external environment that can elicit psychological and emotional responses in an

individual. The organism (O) signifies the individual's interior condition, including emotions, attitudes, cognition, and motivation—fundamentally, the psychological interpretation of the stimuli. The response (R) is the observable behaviour or attitude modification displayed by the individual following the internal processing of the stimuli. Mehrabian and Russell (1974) were pioneers in applying this theory to investigate how physical environmental factors—such as lighting, temperature, and noise—impact an individual's emotional state (e.g., pleasure, tension), subsequently influencing their behavioural reactions.
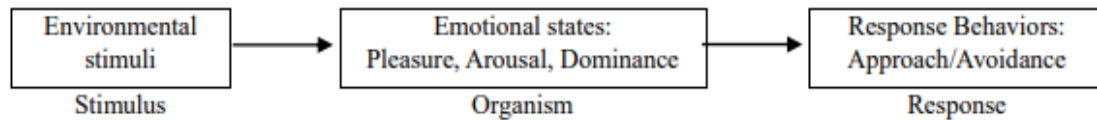

Figure 1: S-O-R model (Mehrabian and Russell,1974)

The S-O-R hypothesis is extensively utilized in traditional marketing and consumer behaviour research to examine how elements like shopping surroundings, advertising design, and brand image affect customer purchase decisions. Donovan and Rossiter (Robert & John, 1982) discovered that environmental variables at retail establishments, including lighting, music, and layout, serve as triggers that influence customers' emotional states (e.g., pleasure, excitement), hence impacting their buying behaviour. Eroglu, Machleit, and Davis (2001) found that design components of online shopping environments, including page layout and colour schemes, act as stimuli that affect consumers' emotional responses and, therefore, their purchasing decisions.

As digitalization progresses, scholars have increasingly concentrated on the implementation of the S-O-R theory in virtual settings. Richard and Chandra (2005) discovered that the visual attractiveness and interactivity of websites, as stimuli, impact users' emotional states (e.g., pleasure, excitement), thereby affecting their purchasing intentions. Cheung et al. (2021) discovered that in social media short video marketing, the innovativeness and entertainment value of video content serve as triggers that augment customer emotional involvement, hence considerably increasing brand loyalty and buy intention.

The proliferation of social media and short video platforms has considerably broadened the use of the S-O-R paradigm in digital marketing. Short videos, as a burgeoning marketing instrument, swiftly engage consumers by leveraging rich visual and audio cues, thereby affecting their emotional and cognitive states to modify behavioural intentions. Gardan et al. (2022) discovered that in their investigation of the influence of user-generated content on travel decisions, the aesthetic quality and informational reliability of short videos serve as triggers that shape users' attitudes and emotional reactions, consequently augmenting their intentions to travel.

The S-O-R hypothesis is extensively utilized in tourism marketing to comprehend tourists' behavioural decisions. Xiong et al. (2022) revealed that user-generated information on social media impacts travellers' emotional states and attitudes, hence influencing their travel selections. Guo, Yang, and Gao (2024) discovered that on the Doyin platform, the visual allure and informational credibility of travel short videos serve as stimuli that substantially augment viewers' travel intents by affecting their emotional responses and attitudes.

The S-O-R theory offers a robust framework for comprehending how short video material in tourism marketing influences visitors' travel behaviour intentions by impacting their emotional and cognitive states. Tourism short movies, characterized by high-quality visuals and profound emotional expression, can substantially impact viewers' emotional reactions. The emotional responses, integral to the organism's processing, subsequently influence tourists' attitudes, including their perceptions of videos and tourist attractions, ultimately shaping their travel decision intents.

Source Credibility Theory

The source credibility theory was initially proposed by Hovland and his associates in the 1950s, asserting that the effectiveness of a communication is mostly contingent upon the source's credibility. In their foundational study "Communication and Persuasion" (Hovland et al., 1953), the authors proposed that source credibility is fundamentally comprised of two essential dimensions: Expertise and Trustworthiness. Expertise denotes the recognition of a source's adequate knowledge, abilities, and competency to address a particular subject; Trustworthiness assesses the source's perceived honesty, objectivity, and fairness in delivering credible information.

The theory of source credibility has been widely utilized in advertising, public relations, and communication studies within traditional media contexts. Research conducted by McGinnies and Ward (1980) indicated that in advertising, a reputable source is more effective in altering consumer attitudes and buy intentions than a less credible source. Ohanian's (1990) study similarly indicated that when celebrity endorsers exhibit high credibility, the businesses they represent are more likely to achieve customer approval, hence increasing purchase intentions. The proliferation of the internet and social media has drastically altered the contexts in which source credibility theory is applied. The variety and decentralization of information sources in the digital media landscape render the legitimacy of these sources increasingly intricate and essential. Flanagin and Metzger (2000) found that consumers' evaluations of online source credibility depend not only on conventional competence and trustworthiness but also on aspects like interaction and transparency of the source.

Assessing source trustworthiness within the realm of social media is considerably more complex. Luca and Michael (Luca, 2015) observed that user-generated content (UGC) on social media, devoid of professional editorial oversight, complicates the assurance of information reliability. Consequently, users depend more on social indicators (such as the quantity of likes and comments) and the social standing of the source (including the influencer's influence and follower count) when evaluating source reliability. Sun and Zhang (2019) further posited that in online contexts, elements such as visual design and user experience of the information source influence consumers' assessments of source credibility. Muda and Hamzah (2021) discovered in their study on brand marketing on short video platforms that the legitimacy of information sources in short videos, including influencers and bloggers, greatly influences viewers' attitudes and behavioural intentions. When the information source is regarded as highly knowledgeable and capable of delivering trustworthy travel information, audiences are more inclined to develop favourable sentiments and enhance their intention to visit.

The notion of source credibility offers a comprehensive framework for comprehending the efficacy of information dissemination. In digital marketing, particularly within travel short video marketing, the credibility of the source significantly influences attitudes and actions by impacting viewers' emotional, cognitive, and behavioural responses. Integrating the S-O-R theory and the Technology Acceptance Model enhances the theory of source credibility, elucidating the intricate mechanisms through which short video content affects tourist behaviour, thereby offering significant theoretical support for the digital marketing strategies of tourist attractions.

Technology Acceptance Model

The Technology adoption Model (TAM), introduced by Davis in 1989, serves as a prominent theoretical framework in information systems research to elucidate user adoption and utilization of novel technology systems. The Technology Acceptance Model (TAM) is centred on two primary cognitive variables—Perceived Usefulness and Perceived Ease of Use—that forecast and elucidate user behaviour toward technology acceptance (Davis et al., 1989). This study will utilize the model to examine the influence of short video advertisements at tourist attractions in Jiangxi

Province, China, on travellers' perceptions and inclinations to visit these destinations. TAM offers substantial theoretical support for comprehending how tourists adopt and utilize these short videos as informational resources.

The Technology Acceptance Model (TAM) is an extension of the Theory of Reasoned Action (TRA) within the field of psychology. Davis (1989) posited in his foundational study that a user's intention to utilize a technology is predominantly influenced by two cognitive beliefs: Perceived Usefulness and Perceived Ease of Use. Perceived Usefulness denotes the degree to which users believe that utilizing a specific technology would improve their job or life efficiency; Perceived Ease of Use signifies the extent to which users perceive the effort necessary to operate the technology as negligible. TAM asserts that these ideas shape consumers' attitudes, subsequently impacting their intentions to utilize the technology. In the technological adoption paradigm, perceived usefulness and perceived ease of use positively influence usage attitude and behavioural intention. The effects have been substantiated through numerous investigations. Kawal Kapoor and other scholars have demonstrated that perceived utility and system quality positively influence user attitude, whereas user attitude and system quality considerably impact the utilization of RFID services. Kapoor et al. (2014).

In recent decades, TAM has been widely utilized in multiple fields, such as information systems, e-commerce, educational technologies, and health information systems. In the domain of information systems, Venkatesh and Davis (2000) augmented the Technology Acceptance Model (TAM) into TAM2 by incorporating external variables, including subjective standards, image, and work relevance, to more effectively elucidate user technology acceptance behaviour. In 1992, Davis and colleagues posited that Perceived Enjoyment is a crucial determinant of user behaviour. This framework was integrated into expanded iterations of the Technology Acceptance Model (TAM), particularly in the analysis of entertainment applications such as video games and social media, where it serves as a crucial determinant of user acceptance and usage intention (Ariffin et al., 2017).

In recent years, the extensive implementation of information technology in the tourism sector has led to the gradual utilization of the Technology adoption Model (TAM) to assess visitors' adoption of new technologies. Morosan and Jeong (2008) examined the relevance of the Technology Acceptance Model (TAM) in elucidating travellers' intents to utilize mobile booking platforms for hotel reservations. Their research identified Perceived Usefulness as the predominant element affecting tourists' intentions to utilize, but Perceived Ease of Use exerts an indirect influence on intentions via Perceived Usefulness.

In tourism marketing, the Technology adoption Model (TAM) has been employed to examine travellers' adoption of online travel information platforms and mobile applications. Kim, Park, and Morrison (2008) established that tourists' Perceived Usefulness and Perceived Ease of Use of online travel information platforms greatly affect their intents to utilize these platforms, hence influencing their travel decision-making behaviours. Xu, Qiao, and Hou (2023) found that Perceived Usefulness significantly influences visitors' decisions to utilize short video platforms for travel information, whereas Perceived Ease of Use impacts their overall attitude toward these platforms. Their research demonstrated that the enjoyment and interaction of short videos can augment consumers' Perceived Usefulness, consequently elevating their intentions to utilize them. The amalgamation of the Technology Acceptance Model with Stimulus-Organism-Response theory and source credibility theory has also escalated. Research indicates that the reliability of information sources can substantially improve users' Perceived Usefulness and Ease of Use, hence influencing their attitudes and intentions about utilizing short films (Xu & Liu, 2021). Furthermore, SOR theory offers a more extensive explanatory framework by elucidating how external stimuli, such as brief video material, affect users' emotional and cognitive states, which

are subsequently interpreted by TAM to demonstrate how these cognitive states further impact users' intentions to engage.

Discussion

Short videos provide advantages over typical word or image-based communication, including conciseness and a diverse range of content. QuestMobile's "2021 Internet Advertising Semi-Annual Report" indicates that short video advertising revenue in China surpassed all other online advertising revenues, totalling 50.37 billion yuan. The significant marketing influence of short videos has rendered them exceptionally appealing to advertisers. In the context of the rapid expansion of short video platforms, short video marketing has emerged as a prominent trend. Since 2015, short video marketing has consistently advanced, especially in 2020 when the COVID-19 pandemic significantly affected conventional retail sectors. This disruption created a chance for short video marketing to progress, steadily gaining consumer approval. Today, it has emerged as a pivotal arena for e-commerce and a significant catalyst for the advancement of China's internet economy. Both established and rising firms have swiftly adopted short video marketing, initiating new marketing paradigms and heralding the onset of the short video marketing age (Tuten, 2023).

The advent of short video platforms has created new growth potential for the tourism industry. Platforms like as TikTok and Kuai Shou vividly present tourist places and experiences, drawing a substantial audience of prospective travellers and serving as essential avenues for tourism marketing. The "China Tourism Market Development Report (2022-2023)" indicates that over 60% of participants reported that short video material affected their travel choices. This is especially applicable to younger generations, for whom short movies have emerged as a significant method for discovering and selecting travel places (Cao et al., 2021). The "White Paper on Short Videos and Urban Image Research" indicates that the propagation of China's urban image has progressed through three phases: the pre-mobile internet phase, the mobile text and picture phase, and the mobile short video phase.

In the age of contemporary internet media, online traffic has progressively transitioned from microblogs to short video platforms. The confluence of elements including elevated traffic, a substantial user demographic, minimal entry hurdles, varied content, and a youthful audience has prompted some enterprises, particularly in e-commerce, to see short video platform advertising as an innovative marketing avenue and instrument. Nonetheless, not all tourist locations in China have attained the level of innovative marketing exemplified by short videos. Numerous individuals continue to depend on conventional marketing techniques, resulting in geographically limited marketing initiatives that frequently lack innovation and creativity, hence causing significant disparities in marketing efficacy.

Concise movies, via meticulous production and editing, can effectively highlight aspects such as natural landscapes, cultural landmarks, and regional cuisine of a tourist location, thereby igniting viewers' interest and curiosity. Short videos present destinations in a direct and authentic manner, allowing the audience to feel as though they are experiencing the location firsthand, thereby enhancing their awareness and desire to visit. Additionally, short videos exhibit significant interactivity and social connectivity, fostering closer connections with the audience (Munaro et al., 2021). Viewers may engage by like, commenting, and sharing the content, thereby articulating their ideas and emotions while communicating with the authors. This engagement not only amplifies the audience's sense of involvement and community but also furnishes more immediate feedback and recommendations to tourist destinations, aiding in the enhancement of service quality and the elevation of visitor satisfaction. Moreover, the cost-effective and efficient characteristics of short video distribution render it a vital instrument for the promotion of tourist destinations.

In recent years, the extensive proliferation of mobile internet and the emergence of short video platforms have prompted numerous tourist destinations to utilize short videos for marketing and promotion, aiming to attract a greater influx of visitors. This innovative marketing strategy not only enhances the visibility of tourist locations but also significantly impacts tourists' decision-making processes (Halkiopoulos et al., 2022). The process by which tourists select a destination is intricate and shaped by various elements. Conventional study on destination decision-making predominantly emphasizes the appeal of tourism resources, the caliber of tourism services, and the destination's image. Nonetheless, the emergence of social media and influencer marketing has markedly transformed tourists' information acquisition methods and decision-making processes. As a direct and engaging medium for information dissemination, short videos provide tourists with a more authentic and credible preview of the travel experience (Y. Zhou et al., 2022). Through these short videos, tourists can attain a more vivid comprehension of the destination's natural landscapes, cultural landmarks, and local customs, thereby igniting their interest and aspiration to visit. The impact of social media influencers on these videos is significant. The personal charisma and impact of these influencers can draw a substantial audience, motivating many to emulate their actions and stimulating an increase in tourism to the location.

User interactions, including comments and sharing on short video platforms, furnish vacationers with essential destination insights and references. Through the examination of reviews and shares from fellow travellers, tourists can acquire insights regarding the true state of the place, the caliber of tourism services, and the entire travel experience. This enables a more thorough assessment of a destination's appeal and viability. The aforementioned information and feedback are essential for visitors in their destination selection process. In the realm of influencer marketing, the influence of short films on tourists' destination choices is significant. Concise videos offer a direct and vivid representation of the destination while impacting decision-making through the allure and sway of influencers, alongside user comments and shares (Du et al., 2022). Destination managers and marketers ought to capitalize on the medium of short videos by meticulously crafting and promoting high-quality content to elevate the destination's visibility and attractiveness, consequently drawing more tourists to visit and experience it. Moreover, it is crucial to emphasize the quality and authenticity of short video content to prevent deceptive advertising and mislead tourists (Y. Zhou et al., 2022).

Tourism short video marketing provides a more immersive and emotionally resonant experience than conventional advertising formats. Tourists do not merely passively engage with their virtual experiences; they actively influence what they observe and undertake. Short videos facilitate audience engagement with tourism sites through comments, likes, shares, and other interactions, enabling potential visitors to preview their experiences and igniting their curiosity to initiate trip planning. This offers a significant opportunity for destination marketers and enterprises to engage a wider audience via their products. The interdependent interaction between travellers and advertising platforms is transforming the selection of vacation destinations (Yuan et al., 2022).

Concise commercial videos immerse viewers in envisioned exotic locales including rare antiques and gourmet cuisine. Aesthetically attractive narratives can substantially affect the decisions of potential visitors (Zhou et al., 2021). Concise videos serve as an exceptional platform for individuals that Favor readily comprehensible travel information. These films effectively encapsulate the essence of a whole region in only minutes. Within moments, viewers may be immersed in the ancient temples of Jingdezhen, where incense permeates the atmosphere, or in the vibrant markets of Nanchang, where the enticing scent of delectable local street cuisine lures them. These instances illustrate the efficacy of commercials consisting of brief video segments. They evoke striking mental imagery, inciting viewers to seek further knowledge and fostering a yearning for firsthand experience.

These media have demonstrated a transformative impact in highlighting Jiangxi's distinctive natural beauty and cultural richness. These brief commercial videos vividly depict the marshes of Poyang Lake, the tranquillity of Lushan, and the historical allure of Jingdezhen. Modern media has facilitated the global exposure of Nanchang's street cuisine and its teahouses, renowned for their innovative pastry creations. Each movie provides an insight into the captivating sights, sounds, and aromas anticipated in Jiangxi.

Considering the substantial effect of short video advertisements on travel decisions, it is essential to investigate how these platforms affect tourists' decision-making processes. This study seeks to address the information gap by meticulously analysing the intricate relationship between short films of tourist destinations in Jiangxi Province and the travel intentions of Chinese visitors, specifically emphasizing Jiangxi. In the competitive tourism sector, the implementation of efficient advertising methods is crucial. Digital short video marketing allows organizations to engage with prospective clients in unparalleled manners. Similar to several other prominent tourist locales, Jiangxi can utilize captivating short videos to entice guests.

This study's findings regarding the correlation between short films and consumers' plans to visit tourist destinations will elucidate the characteristics that attract tourists to Jiangxi. We seek to comprehend the progression of events, beginning with viewing these brief movies, assimilating new information, establishing new relationships, and ultimately coordinating trip arrangements. In an era characterized by information saturation, brief videos function as an effective promotional instrument for travellers (Zhang et al., 2024). Viewers are likely to be enthralled by these clips showcasing Jiangxi's stunning attractions and experiences. The difficulty resides in utilizing the advice and recommendations provided in these concise movies to efficiently organize a tourist vacation. This research is both intellectually compelling and will have practical ramifications for the province's tourism sector. The findings from this study may aid Jiangxi in enhancing its promotion as a tourism destination. This may assist businesses in fulfilling the demands of tourists influenced by video marketing to visit a specific destination.

Furthermore, the research outcomes may inform the formulation of regulations and policies that optimize the advantages of short video advertising while upholding the tourism sector's dedication to social responsibility and environmental sustainability. In a time characterized by congested tourist destinations and ecological issues, comprehending the influence of short video advertising on travellers is essential (Manthiou et al., 2022). This study addresses both theoretical and practical aspects of tourism marketing development in Jiangxi, China. Due to its pervasive presence, it is essential to examine the impact of short movies on tourists' intents to visit. Thus, we aim to furnish pertinent information to stakeholders in the tourist sector. Despite the prevalent use of short videos in contemporary tourism marketing, substantial gaps remain in the current study, especially concerning the influence of short video content elements on tourists' intents to visit sites.

While research indicates that visitors' opinions towards short films may influence the connection between these videos and visiting intentions (C. Wang et al., 2022), the expression and intensity of this mediation effect in certain circumstances remain inadequately examined. In the context of tourist attractions in Jiangxi Province, the existence of mediating effects, their nature, and potential variations among different types of short videos (such as promotional films, travel diaries, and user-generated content) require additional examination. The presence of these study gaps indicates a necessity for additional empirical investigations to elucidate how short video content elements impact the tourism decision-making process via tourists' attitudes.

Most current research concentrates on global markets or worldwide contexts, with insufficient attention to specific regional studies. In the distinct cultural milieu of China, travellers' impressions of short video material and their behavioural responses may markedly diverge from those in other markets. The attributes of natural landscapes and cultural assets in tourist

destinations within Jiangxi Province may necessitate tailored content strategies (Cai et al., 2021). At now, there is an absence of systematic research regarding the efficacy of short video content elements and their influence on tourists' visitation intentions in places characterized by distinctive natural and cultural resources, such as Jiangxi Province (X. Zhou et al., 2022).

Conclusion

Short films are essential in tourism. These brief but engaging films use visual and audio to evoke emotion and travel desires. In this visually oriented age, short travel movies have a big impact on visitor behaviour. Brief films' brevity, clarity, and ease of sharing have made them a popular information communication tool. Short films have many advantages over text and image ads. Their succinctness makes them suited for modern audiences who manage their time in chunks, delivering extensive travel information quickly. Second, short videos enhance the audience's sensory experience by combining images and audio to show tourist destinations' beauty, culture, and atmosphere. Finally, platforms like TikTok (Douyin) and Kuaishou allow user participation via likes, comments, and shares, expanding video content distribution (Kaye et al., 2022). Tourist short videos' perceived trustworthiness affects viewers' acceptance of the content and their willingness to act on it. Short videos, an emerging media, boost tourist trust due to its authenticity, credibility, and positive user response. Content makers affect passengers' credibility by engaging with the material. Real, believable short video material boosts tourists' trust, increasing their awareness of the site and their likelihood of visiting. Short video influencers can gain followers and start trends by sharing their travel experiences and advice, boosting tourist traffic. If the content is overdone, inauthentic, or misleading, especially in influencer advertising, it might damage tourists' trust and reduce their likelihood of visiting. Thus, tourism short video quality and influencer credibility are vital for tourist confidence. Quality travel content should provide useful information, boost efficiency, and propose places through immersive experiences. When travellers accept short video footage from reliable sources, it raises their awareness of the destination and increases their likelihood of visiting. Short video influencers can gain followers and start trends by sharing their travel experiences and advice, improving tourist destinations' popularity and traffic. If the content is overstated, inauthentic, or misleading, especially in influencer promotions, it might damage tourists' trust and reduce their likelihood of visiting. Therefore, tourism short video content and influencer reputation are crucial to building tourist trust. Quality travel content should improve efficiency, give relevant information, and propose destinations through immersive experiences.

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