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Short Video Affecting Young People's Intention to Travel To Sichuan as a Destination

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Abstract:
Background. With the proliferation of short video platforms such as Douyin, digital media has become a powerful tool for destination marketing, particularly among younger generations.
Aims This study investigates the impact of short video attributes—perceived usefulness, perceived ease of use, perceived price, and emotional experience—on young people's attitude toward travel and their intention to visit Sichuan, a culturally rich and economically significant tourist destination in China.
Methods. Using a quantitative approach, data were collected via an online questionnaire distributed through social media platforms. A total of 417 valid responses were obtained using stratified random sampling targeting Chinese Douyin users aged 18–35. Structural Equation Modeling (SEM) was employed to test the hypothesized relationships and mediating effects.
Result. The results show that perceived ease of use, usefulness, and emotional experience significantly affect both travel attitude and intention, with travel attitude serving as a key mediator. However, perceived price was not a significant direct predictor of intention.
Conclusion. These findings offer theoretical contributions to digital tourism research and practical insights for enhancing destination promotion strategies through short video platforms.
Implication. Tourism authorities in Sichuan and similar destinations should consider integrating interactive short video strategies with localized cultural elements, optimize pricing information presentation, and engage users through storytelling formats that elicit positive emotions

Keywords: digital media, emotional experience, short video, technology acceptance model, digital tourism

INTRODUCTION

The widespread adoption of mobile Internet has transformed how tourism destinations are promoted and consumed, with short video platforms such as Douyin and Kuaishou playing a central role in influencing travel behavior. These platforms allow users to experience destinations visually and emotionally, bridging the gap between physical travel and digital exploration (Li et al., 2023; Liu et al., 2024). Through dynamic storytelling and immersive content, short videos not only present stunning landscapes but also convey cultural atmosphere, thus generating strong travel interest and destination engagement (Ahmed et al., 2024).

Recognizing the economic and cultural potential of digital tourism, China's State Council in 2023 launched measures to deepen the integration of culture and tourism, emphasizing new formats such as "performance + tourism" and "festivals + tourism." Sichuan Province—renowned for its natural wonders and heritage—has emerged as a key beneficiary, with tourism contributing nearly 25% of its GDP and achieving a strong post-pandemic rebound. However, despite rich resources, Sichuan's tourism promotion still struggles to fully exploit short video platforms for destination branding (Chen & and Gong, 2025; Cong et al., 2022; Yang, 2022; Zafar, 2023).

This study investigates how short video content influences young people's intention to travel to Sichuan. Specifically, it explores the effects of perceived usefulness, perceived ease of use, emotional experience, and perceived price on attitudes and travel intention, offering new insights into digital tourism marketing and consumer behavior.

LITERATURE REVIEW

The Technology Acceptance Model (TAM), proposed by Davis (1989), provides a foundational framework for understanding how individuals accept and use new technologies. At its core, TAM suggests that two primary perceptions—perceived usefulness and perceived ease of use—influence users' attitudes toward a technology, which subsequently shape their behavioral intentions and actual usage. Perceived usefulness refers to the extent to which a person believes that using a particular technology will enhance performance, while perceived ease of use relates to the degree of effort required to use the system (Malik & Annuar, 2021).

In tourism research, TAM has been widely applied to understand user behavior in contexts such as online travel guides, online tourism product purchases , and online travel agencies (Lim et al., 2022; Sujood et al., 2024). Zhang et al. (2020) extended the TAM model by integrating perceived price and emotional experience to analyze how online travel UGC influences students' travel intentions. These studies collectively validate TAM's adaptability in the tourism domain, providing a robust foundation for analyzing digital media's effect on travel decisions.

Perceived usefulness and perceived ease of use are the cornerstones of TAM. In the tourism context, users perceive online content—including short videos—as useful if it enhances their understanding of destinations, facilitates travel planning, or reduces uncertainty. Several studies confirm that these perceptions directly influence users' attitudes and intentions to travel or purchase tourism-related services (Chen et al., 2022; Nguyen et al., 2023; Yu et al., 2024; Zhou et al., 2023).

Attitude is defined as an individual's evaluative disposition toward an object, behavior, or idea (Fawehinmi et al., 2022). In tourism, travel attitude represents one's affective and cognitive responses toward potential travel experiences. Empirical studies have shown that travel attitude significantly influences decision-making. Attitude not only acts as a direct predictor of intention but also serves as a mediating variable between perceptions and behavior (Alyahya & McLean, 2021; Liao et al., 2023; Tajeddini et al., 2021).

In tourism behavior research, the consumer decision-making process has long been recognized as complex, nonlinear, and heavily influenced by psychological perceptions. One of the most influential models is the five-stage tourism consumption model proposed by Mathieson and Wall (1982), which outlines the stages of need recognition, information search, evaluation, decision, and post-travel assessment. Within this framework, attitude formation plays a critical role during the evaluation and decision stages, bridging external stimuli (such as marketing messages) and behavioral intention.

Attitudes are formed based on cognitive assessments and emotional responses to destination-related information, including price perceptions, user experience, and digital

content engagement (Bigne et al., 2024). In particular, tourism attitude serves as a mediator that channels users' interpretation of promotional stimuli—such as short videos—into behavioral outcomes. Research has shown that when potential tourists perceive a positive destination, they are significantly more likely to develop stronger intentions to visit , regardless of economic or practical barriers (Leung et al., 2025; Shukla et al., 2024). Thus, travel attitude is not only a direct predictor of intention (H9), but also a mediating factor that connects multiple antecedents to final decision-making (H10–H13).

Perceived price refers to an individual's subjective assessment of the monetary cost of travel and the value received in return. In tourism, this perception is shaped not only by actual costs (e.g., ticket prices, accommodation) but also by how much costs are communicated through marketing content. Importantly, perceived price is a psychological construct , influenced by framing, affordability judgments, and cost-benefit evaluations (Huang, 2023; Steller et al., 2024; Wang et al., 2025).

Studies have consistently found that perceived price significantly impacts both attitude and intention in travel-related decisions. When tourists believe that the travel experience offers good value for money—or when discounts, promotions, or low-cost signals are perceived—they are more likely to develop a positive attitude toward the destination. This, in turn, increases their travel intention , as confirmed in both online tourism purchasing and mobile tourism apps (Fakfare & Manosuthi, 2023; Kim et al., 2022; Wang & Li, 2022).

In the case of short videos, pricing cues embedded in content—such as showcasing budget travel options or luxury experiences—can shape the viewer's pricing schema and influence perceived affordability. Thus, perceived price is hypothesized to affect both attitude (H5) and intention (H6), as well as serve as an antecedent in an indirect pathway mediated by travel attitude (H12).

Emotional experience refers to the affective responses evoked during a consumer's interaction with media content, especially digital formats like short videos. Emotions such as joy, excitement, nostalgia, and awe can shape users' mental representations of a judgment destination and influence their evaluatives. In digital tourism marketing, emotional resonance

is a critical factor in capturing attention, enhancing memory, and stimulating action (Fu et al., 2024; Tuerlan et al., 2021).

Research in consumer behavior indicates that positive emotional states enhance individuals' receptiveness to promotional messages and increase the likelihood of engagement and conversion (Guo & Jiang, 2023; Wu & Long, 2024). In tourism specifically, emotional experiences during virtual interactions —such as watching a Douyin short video—can simulate the pleasure of travel, resulting in stronger attitudinal responses and higher intentions to travel (Nguyen et al., 2023). Emotional design in video content (eg, soundtracks, editing style, storytelling) has been shown to significantly amplify such responses, particularly among younger users who are highly emotionally engaged with digital media (Nguyen et al., 2023; Rejer et al., 2024).

Thus, emotional experience is posited to influence attitude (H7) and intention (H8), and to exert indirect effects on intention through the mediation of attitude (H13).

Perceived price refers to a consumer's assessment of the financial costs involved in travel. It includes both price visibility (awareness of costs) and price acceptability (perceived value). Prior research highlights its influence on both attitude and behavioral intention in contexts such as online shopping, vaccination behavior, and tourism consumption (Alam et al., 2023; Ofori et al., 2022; Seow et al., 2022). In this study, perceived price is examined as a key determinant influenced by the content and pricing cues embedded in short tourism videos.

Emotional experience is the affective response evoked when consumers interact with engaging content. In the case of Douyin, elements such as music, editing, and visual design amplify emotional responses like excitement, joy, or curiosity. Emotional experience has been confirmed to influence satisfaction, image perception, and tourism intentions (Berger et al., 2021; Li et al., 2021; Zheng, 2023).

Based on the literature reviewed, the following hypotheses are proposed to explore the relationships among perceived usefulness, ease of use, price, emotional experience, travel attitude, and travel intention:

H1: Perceived usefulness positively influences attitude to travel to Sichuan.

H2: Perceived usefulness positively influences intention to travel to Sichuan.

H3: Perceived ease of use positively influences attitude to travel to Sichuan.

H4: Perceived ease of use positively influences intention to travel to Sichuan.

H5: Perceived price positively influences attitude to travel to Sichuan.

H6: Perceived price positively influences intention to travel to Sichuan.

H7: Emotional experience positively influences attitude to travel to Sichuan.

H8: Emotional experience positively influences intention to travel to Sichuan.

H9: Travel attitude positively influences intention to travel to Sichuan.

H10: Travel attitude mediates the relationship between perceived usefulness and intention to travel to Sichuan.

H11: Travel attitude mediates the relationship between perceived ease of use and intention to travel to Sichuan.

H12: Travel attitude mediates the relationship between perceived price and intention to travel to Sichuan.

H13: Travel attitude mediates the relationship between emotional experience and intention to travel to Sichuan.

Figure 1 illustrates the empirical model, which developed from the hypothesis development.

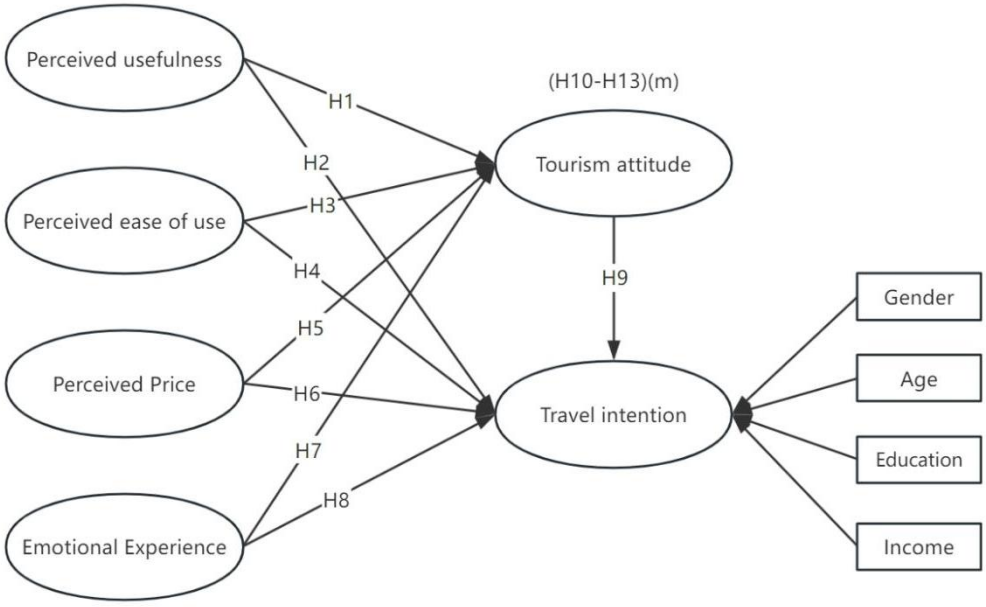

Figure 1. Empirical Model Hypothesis Development

METHODS

Sample and Data Collection

This study employed a quantitative survey method targeting young Chinese users aged 18 to 35, who are active on Douyin and possess prior tourism experience. This demographic is

highly engaged with short video content and represents a core segment of digital tourism consumers. To ensure representativeness, a stratified random sampling technique was applied, covering variations in gender, age, and income level. Data were collected via an online questionnaire distributed through major platforms including WeChat, QQ, and Weibo. A total of 417 valid responses were obtained using the Wenjuanxing platform, a widely accepted tool for academic surveys in China. The final sample size exceeded the minimum threshold recommended for structural equation modeling, ensuring statistical adequacy and model stability.

Measurement Instruments

All constructs in this study were measured using multi-item scales adapted from previously validated instruments, tailored to the context of Douyin short videos and tourism intention. A 5-point Likert scale (1 = strongly disagree, 5 = strongly agree) was used for consistency and ease of interpretation. The independent variables included perceived usefulness, perceived ease of use, perceived price, and emotional experience, each measured with 3 items. The mediating variable travel attitude and the dependent variable travel intention were also assessed using 3 items each. The measurement items were drawn from established studies in technology acceptance, consumer behavior, and tourism marketing (Davis et al., 1989; Moon & Kim, 2001; Woodside & Lysonski, 1989). Each construct was operationalized as a latent variable, and a pilot test was conducted to ensure internal consistency, clarity, and content validity.

Data Analysis Procedures

Data analysis was conducted using a multi-stage analytical approach. First, descriptive statistics were used to examine sample characteristics and assess data normality. Reliability analysis using Cronbach's alpha tested internal consistency for each construct. Next, Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA) were performed to establish construct validity, examining factor loadings, composite reliability (CR), and

average variance extracted (AVE). Finally, Structural Equation Modeling (SEM) was employed to test the hypothesized relationships among constructs, including both direct and mediating effects. Fit indices such as CFI, TLI, RMSEA, and χ^2/df were used to assess the model's goodness of fit. Mediation effects of travel attitude were tested using bootstrapping methods with bias-corrected confidence intervals.

RESULTS

In this survey, a total of 417 respondents participated. It can be seen in Table 1 that 215 of them were male, accounting for 51. 56%, and 202 were female, accounting for 48. 44%. From the perspective of gender ratio, the number of male and female surveys is not much different, showing a more balanced distribution. As can be seen from Table 2, the proportion of people aged 18-25 is 45. 80%, accounting for the highest proportion.

Table 1. Frequency analysis results

Categories	Item	Frequency	Percent
Gender	female	202	48. 44
	male	215	51. 56
Age	18 - 25	191	45. 80
	26 - 30	115	27. 58
	31 - 35	111	26. 62
Education level	Junior college	144	34. 53
	Undergraduate	54	12. 95
	Master's degree and above	35	8. 39
	High school (technical secondary school) and below	184	44. 12
Monthly disposable income	<2,000 yuan	27	6. 47
	2001 - 4,000 yuan	104	24. 94
	4001 - 6,000 yuan	212	50. 84
	6001 —8,000 yuan	45	10. 79
	>8,000 yuan	29	6. 95
Total		417	100. 0

It can be seen from Table 3 that more than 40% of the samples in terms of education level choose "high school (technical secondary school) or below", and 34. 53% of the samples are

junior colleges. It can be seen from Table 4 that for the monthly disposable amount, "4001-6000 yuan" accounts for the highest proportion of 50. 84%.

Demographic differences found: The group aged 18-25 has the highest intention to travel (45. 80%) , the group with a monthly income of 4001-6000 yuan accounts for the largest proportion (50. 84%) , and the short video is more attractive to the group with low education level (44. 12% for high school and below) . Mount Emei (16. 79%) and Jiuzhaigou Valley (14. 87%) become the most advantageous scenic spots for communication.

Reliability and validity analysis

In this survey, Cronbach's α values were above 0. 7 for all variables, showing good internal consistency, Among them, perceived usefulness (0. 767) , perceived ease of use (0. 761) , perceived price (0. 77) , emotional experience (0. 765) , travel attitude (0. 778) and travel intention (0. 754) all reliably measured their respective concepts, especially perceived price and travel attitude. α values of 0. 77 and 0. 778, respectively, showed the highest consistency. This indicates that the questions in the questionnaire or test have a high reliability in measuring the respective concepts. Table 2 shows the measurement tools are valid and can be relied upon for further analysis of these variables.

Table 2. Cronbach Reliability analysis

No. Items	Variable	Cronbach α□
3	Perceive usefulness	0. 767
3	Perceive ease of use	0. 761
3	Perceive price	0. 77
3	Emotional experience	0. 765
3	Travel attitude	0. 778
3	Intention to travel	0. 754

Table 3 uncovers the KMO value of the scale is 0. 844, greater than 0. 7, and the approximate chi-square value is 2447. 526, corresponding to the P-value significance is 0, and the significance level is Sig. 0 indicates that Chi-square test is significant ($p < 0. 05$), indicating

that the scale is suitable for factor analysis.

Table 1. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0. 844
Bartlett's Test of Sphericity	Approx. Chi-Square	2447. 526
	df	153
	Sig.	0

In this study, confirmatory factor analysis (CFA) was used to verify the structural validity of the research measurement model (figure 2). In this study, the maximum likelihood method is used to estimate the relevant parameters of the model. Convergence validity reflects the degree to which each measurement item is closely integrated into the corresponding dimension. Generally speaking, when the correlation coefficient between the items is higher, the easier they are aggregated together, the more significant the convergence effect of the items under the corresponding dimension will be. In this paper, standardized factor load, combined reliability, mean variance extraction rate and arithmetic square root are used to measure the convergence validity of the sample. Statistically, samples with good convergent validity should meet the standardized factor load ≥0. 6, and the combined reliability, AVE and the square root of AVE should be greater than 0. 5.

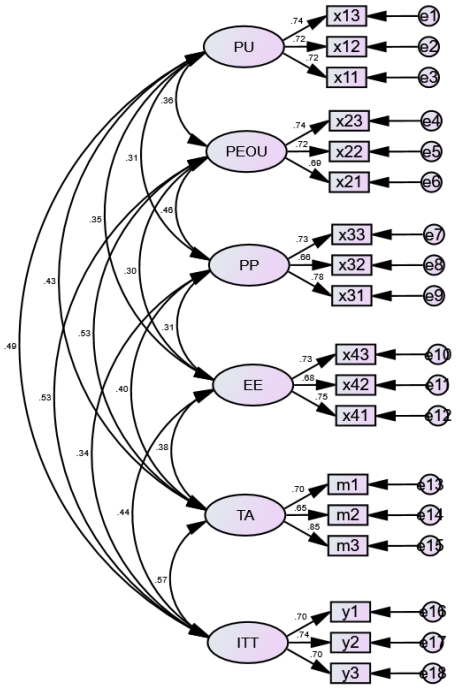

Figure 2. Measurement model

Correlation analysis

The correlation coefficient between perceived usefulness and perceived ease of use is 0. 276, with significant positive correlation () .

The correlation coefficient between perceived usefulness and travel intention is 0. 374, indicating a significant positive correlation.

The correlation coefficient between emotional experience and travel attitude is 0. 293, indicating a significant positive correlation.

The correlation coefficient between emotional experience and travel intention is 0. 333, indicating a significant positive correlation.

The correlation coefficient between travel attitude and travel intention is 0. 438, which is a strong correlation and significant positive correlation.

Significance results: The table is marked with "", indicating that the correlation between these variables is significant at the significance level (usually $p < 0.01$) . For example, the correlation coefficient between "emotional experience" and "travel intention" is 0. 333 and significant, indicating that emotional experience has a positive impact on travel intention.

The relationship among key variables: perceived usefulness, perceived ease of use, perceived price, etc. , have a certain positive correlation with travel intention. Emotional experience and travel attitude are important factors affecting travel intention, and the correlation of travel attitude is the strongest (0. 438) . Table 4 illustrates the relationship among variables as a whole and supports the view that "emotional experience has a positive impact on travel intention".

Table 4 Descriptive statistics and correlation matrix

	Mean	Std. Deviation	Perceive usefulness	Perceive ease of use	Perceive price	Emotional experience	Travel attitude	Intention to travel
Perceive usefulness	3. 374	1. 041	1					
Perceive ease of use	3. 477	1. 071	0. 276	1				
Perceive price	3. 713	0. 982	0. 232	0. 346	1			
Emotional experience	3. 405	0. 99	0. 267	0. 228	0. 248	1		
Travel attitude	3. 548	1. 058	0. 333	0. 396	0. 301	0. 293	1	
Intention to travel	3. 378	1. 082	0. 374	0. 407	0. 256	0. 333	0. 438	1

Path analysis

The structural equation model testing hypothesis (SEM) was established with software (figure 3). In the path analysis, two aspects should be considered to test whether the model and the data fit, namely, the overall model fit index and the model internal structure fit index. The judging criteria of the overall model fit test are mainly based on the model fit index, including: adjusted Chi-square value (CMIN/DF) , comparative fit index (CFI) , standard fit index (NFI) and approximate root mean square error (RMSEA) .Table 5 uncovers the detail of the model fitting.

According to the model and hypothesis, the structural equation model is constructed using as follows：

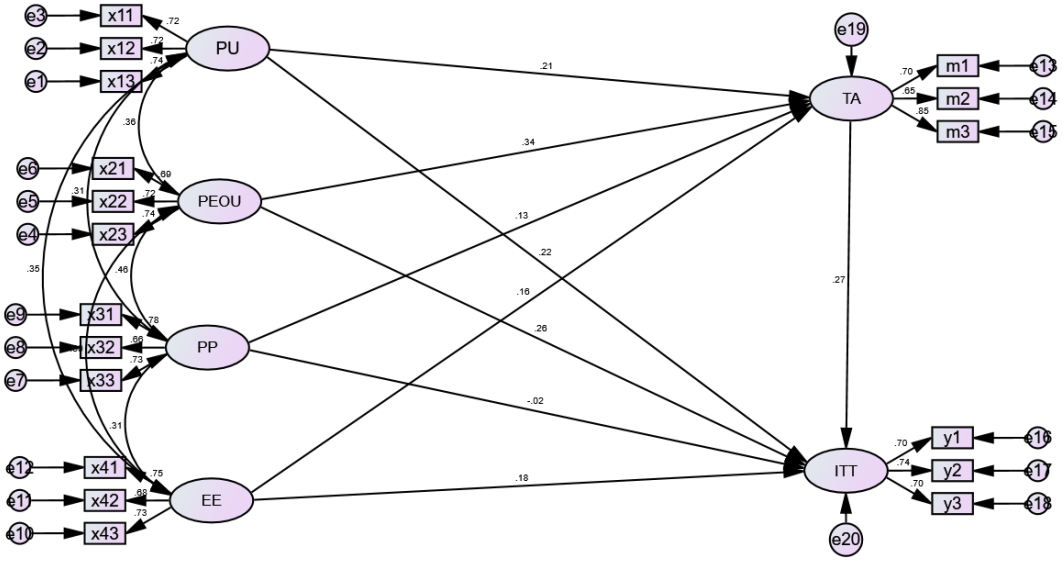

Figure 3. Structural Equation Model (SEM) Path Diagram

Table 5 Goodness of fit index for structural equation model (SEM)

χ2/df	RMSEA	RMR	GFI	NFI	RFI	IFI	TLI	CFI
1. 068	0. 013	0. 046	0. 968	0. 949	0. 934	0. 997	0. 996	0. 997

Table 5 states that all indexes of the structural equation model have reached the excellent standard. Chi-square freedom ratio is less than 3, RMSEA value is less than 0. 08, RMR is less than 0. 05, GFI, RFI, CFI, NFI, TLI, IFI and other index values are greater than 0. 9, reaching the excellent standard. It shows that the data can fit the model well. Based on the figure 3, the data results of the summary operation are shown in the following table: From these data, it can be seen that perceived usefulness, perceived ease of use, emotional experience and travel attitude all have significant positive effects on travel intention. However, the perceived price has no significant effect on travel intention, and its path is rejected. This suggests that improving a product's perceived usefulness, ease of use, and providing a positive emotional experience may be more effective than lowering its price when it comes to boosting Intention to travel. The standardized path coefficient of Travel attitude's Intention to travel is 0. 273, and the corresponding p value is less than 0. 05. It shows that Travel attitude has a significant positive impact on Intention to travel, and the hypothesis is valid (table 6).

Table 6 . Results of path analysis in structural equation modeling (SEM)

Hypothsis	Path			Path coefficient	Standardized path coefficien	S. E.	C. R.	P	Result
H1	Travel attitude	<---	Perceive usefulness	0. 206	0. 211	0. 063	3. 262	0. 001	Supported
H3	Travel attitude	<---	Perceive ease of use	0. 313	0. 343	0. 066	4. 754		Supported
H5	Travel attitude	<---	Perceive price	0. 139	0. 132	0. 07	1. 991	0. 046	Supported
H7	Travel attitude	<---	Emotional experience	0. 166	0. 163	0. 064	2. 596	0. 009	Supported
H2	Intention to travel	<---	Perceive usefulness	0. 229	0. 218	0. 07	3. 27	0. 001	Supported
H4	Intention to travel	<---	Perceive ease of use	0. 254	0. 259	0. 074	3. 418		Supported
H6	Intention to travel	<---	Perceive price	-0. 018	-0. 016	0. 075	-0. 238	0. 812	Non-Supported
H8	Intention to travel	<---	Emotional experience	0. 203	0. 185	0. 071	2. 877	0. 004	Supported
H9	Intention to travel	<---	Travel attitude	0. 293	0. 273	0. 081	3. 611		Supported

Indirect effect test

In this study, Bootstrap method owas used to test the intermediary effect, and the sample was set to 5000 times (usually more than 1000 times are required). The confidence level of the interval is set to 95% (usually set to 90%, 95%, 99%) , and the upper and lower limits of the biased corrected confidence interval are observed. When the biased corrected confidence interval for indirect effects does not include 0, it indicates that there is an intermediate effect.

The final mediation effect test results are summarized in the following table.

Based on the intermediary effect value of the table and the corresponding 95% confidence interval of bootstrap, table 7 reveals perceived usefulness of the intermediary path model => travel attitude => travel intention, perceived ease => travel attitude => travel intention, emotional experience => travel intention => travel intention. The 95% confidence intervals corresponding to direct effects and indirect effects do not include 0, indicating that the above mediation paths are valid, and the type of mediation is partial mediation. The 95% confidence interval corresponding to perceived price => travel attitude => travel intention includes 0, and the P-value is greater than 0. 05, so this intermediary is not established.

Table 7 Results of the mediation effect analysis

Mediation path	Effect type	Estimate	Lower	Upper	P value	Result
Perceive usefulness=>Travel attitude=>Intention to travel (H10)	direct effect	0. 229	0. 06	0. 412	0. 008	Supported
	indirect effect	0. 06	0. 018	0. 132	0. 002	
	total effect	0. 29	0. 122	0. 475	0. 001	
Perceive ease of use=>Travel attitude=>Intention to travel (H11)	direct effect	0. 254	0. 08	0. 461	0. 006	Supported
	indirect effect	0. 092	0. 039	0. 189	0. 001	
	total effect	0. 346	0. 185	0. 538	0	
Perceive price=>Travel attitude=>Intention to travel (H12)	direct effect	-0. 018	-0. 184	0. 149	0. 813	Non-Supported
	indirect effect	0. 041	-0. 001	0. 112	0. 055	
	total effect	0. 023	-0. 147	0. 205	0. 787	
Emotional experience=>Intention to travel=>Intention to travel (H13)	direct effect	0. 203	0. 035	0. 388	0. 012	Supported
	indirect effect	0. 049	0. 008	0. 123	0. 017	
	total effect	0. 252	0. 076	0. 442	0. 002	

According to the results, there are significant differences in the degree of influence of each variable on "travel attitude" and "travel intention". In terms of influencing travel attitude, perceived ease of use has the largest standardized path coefficient ($\beta = 0.343$, $p < 0.001$), indicating that users' perception of the convenience of short video platform operation is the most critical factor in forming a positive travel attitude; followed by perceived usefulness ($\beta = 0.211$), emotional experience ($\beta = 0.163$), and finally perceived price ($\beta = 0.132$). In terms of influencing travel intention , the most influential factor is travel attitude itself ($\beta = 0.273$, $p < 0.001$), followed by perceived ease of use ($\beta = 0.259$), perceived usefulness ($\beta = 0.218$) and emotional experience ($\beta = 0.185$), while the direct effect of perceived price on travel intention is not significant ($\beta = -0.016$, $p > 0.05$), indicating its marginal role in the decision-making process. In the mediation effect analysis, the most significant path is " perceived ease of use → travel attitude → travel intention ", with an indirect effect of 0.092 (95% CI: 0.039–0.189, $p = 0.001$), and a total effect of 0.346, indicating that users' perception of the convenience of short video platforms not only directly increases their willingness to travel, but also further strengthens their behavioral intentions through positive attitudes, which is the most critical psychological path to promote tourism decisions.

DISCUSSION

Discussion of Key Findings

This study investigated how Douyin short videos influence young people’s intention to travel to Sichuan by integrating the Technology Acceptance Model (TAM) with constructs such as perceived price, emotional experience, and travel attitude. The findings provide valuable insights into the cognitive and emotional mechanisms underlying tourism decision-making in a short video context.

First, among the four antecedent variables, perceived ease of use had the strongest impact on travel attitude ($\beta = 0.343$), suggesting that young users’ perception of Douyin’s operational simplicity significantly shapes their favorable evaluations of traveling to Sichuan. This supports TAM theory and aligns with previous findings indicating that technological accessibility encourages information processing and engagement (Hanaysha et al., 2023).

Similarly, perceived usefulness (β = 0.211) and emotional experience (β = 0.163) also positively influenced attitude, highlighting that both functional value and affective resonance contribute to tourism attitude formation.

In terms of travel intention, the most influential factor was travel attitude (β = 0.273), confirming its central mediating role in the decision-making process. Perceived ease of use (β = 0.259), perceived usefulness (β = 0.218), and emotional experience (β = 0.185) also significantly contributed to intention. Notably, perceived price had no significant direct effect on travel intention, although it slightly influenced attitude (β = 0.132), indicating that pricing signals in short videos may not independently motivate intention among young users, who may prioritize convenience, usability, and emotional appeal.

Mediation analysis further confirmed that travel attitude significantly mediates the effects of perceived usefulness, ease of use, and emotional experience on travel intention. Among them, the most prominent pathway was perceived ease of use → attitude → intention, with the highest total effect (0.346), underscoring the strategic importance of content accessibility and platform functionality in shaping tourism behavior.

Theoretical Contributions

This research expands the traditional Technology Acceptance Model by incorporating emotional experience and perceived price as additional predictors, offering a richer understanding of how multimedia content influences tourism behavior. It reinforces the role of attitude as a central mediator, consistent with both TAM and consumer behavior theories (Hanaysha et al., 2023). Moreover, by situating the study in the cultural and digital context of Douyin short videos, the findings extend TAM into the realm of destination marketing and media-based tourism promotion, contributing to the literature on digital tourism and short video influence.

Practical Implications

For tourism marketers and content creators, the findings suggest that enhancing the ease of navigation, emotional appeal, and perceived informational value of short videos can

significantly boost destination attractiveness among young audiences. Douyin videos that are well-structured, emotionally engaging, and easy to interact with are more likely to stimulate favorable attitudes and behavioral intentions.

Tourism authorities in Sichuan and similar destinations should consider integrating interactive short video strategies with localized cultural elements, optimize pricing information presentation, and engage users through storytelling formats that elicit positive emotions. While price was not a decisive factor in intention, it remains relevant in shaping perceptions and should not be ignored in content planning.

Limitations and Future Research

This study is limited by its cross-sectional design and reliance on self-reported data, which may not capture changes in perception over time or actual behavioral outcomes. The use of convenience sampling, though adequate for exploratory modeling, may limit generalizability. Future studies could adopt longitudinal or experimental designs, investigate the role of user-generated content versus professional content, and compare different platforms (e.g., Douyin vs. Xiaohongshu) to explore cross-platform behavior differences.

CONCLUSION

In conclusion, this study demonstrates that short video platforms such as Douyin play a significant role in shaping young people's travel intentions through both functional and emotional mechanisms. Perceived ease of use, usefulness, and emotional engagement all contribute to the formation of positive travel attitudes, which in turn drive intention. By offering a validated model linking multimedia exposure to tourism behavior, this research provides both theoretical enrichment and practical guidance for leveraging digital media in destination marketing.

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