

Article

# Transitioning from green screens to green scenes: Exploring how short videos influence Gen Z's choice of eco-conscious travel destinations

Zhao Xue<sup>1,\*</sup>, Noor Hazarina Hashim<sup>2</sup>, Nur Balqish Hassan<sup>1</sup><sup>1</sup> Faculty of Management, Universiti Teknologi Malaysia, Johor 81310, Malaysia<sup>2</sup> Department of Marketing and Entrepreneurship, Faculty of Management, Universiti Teknologi Malaysia, Johor 81310, Malaysia\* **Corresponding author:** Zhao Xue, [xue20@graduate.utm.my](mailto:xue20@graduate.utm.my)

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**Abstract:** The digital era has brought immense attention to the tourism industry through the pervasive influence of social media. Social media content profoundly shapes travel aspirations among the Chinese Generation Z, mainly through short videos. This study aims to unravel the intricate dynamics between short videos and Gen Z's travel preferences, shedding light on their motivations, environmental consciousness, and adoption of sustainable tourism practices. Three regression models were applied in this study to shed light on this correlation. The initial model examines factors influencing the general travel intentions of Chinese Gen Z. The subsequent model delves into determinants affecting the adoption of responsible tourism practices among Gen Z. Then, the last model identifies factors contributing to tourism-related environmental awareness among this population. Through empirical analysis conducted via a structured questionnaire administered to 506 Chinese Gen Z individuals, this study's findings confirm that well-crafted short videos significantly impact the travel intentions of Chinese youth, thereby fostering responsible tourism practices and increasing environmental consciousness. This highlights the pivotal role of argumentation quality and source credibility in shaping Gen Z's travel intentions, underscoring the importance of credibility in promoting responsible tourism practices and environmental awareness. Furthermore, this study analysis reveals that females exhibit greater susceptibility to the influence of short video content on travel decisions than males. In conclusion, this study emphasizes the critical role of integrating short video content into marketing strategies within the tourism sector, particularly in the Gen Z demographic.

**Keywords:** short video; travel intentions; Chinese Gen Z; environmental awareness

## 1. Introduction

Tourism is one of the world's most thriving industries, propelled to unprecedented heights by the modern era of digitalization, especially through the pervasive influence of social media (Choe and Kim, 2018; Xie et al., 2019). This influence is particularly pronounced among the younger demographic, with Chinese youth exemplifying a distinct blend of environmental consciousness and digital fluency that shapes their travel aspirations and behaviors (Wei and Yan, 2023). Against this backdrop, this study delves into the nexus between short video consumption and the eco-travel preferences of these digitally savvy young individuals, using three econometric models to gauge the impact of short videos on travel intentions, environmental awareness, and sustainable tourism actions within Generation Z (Gen Z) in China.

The evolution of social media, notably the emergence of platforms like Twitter and Weibo, initially transformed how travelers accessed information and planned their

holidays (Sotiriadis, 2017; Litvin et al., 2018). However, the landscape has witnessed a seismic shift in recent years, with short video platforms emerging as the new frontier for sharing travel experiences and insights (Gretzel et al., 2020). In China, particularly, the explosive growth of these platforms has reshaped societal perspectives, including those about travel and tourism. The data released by the China Internet Network Information Center (CNNIC) (2022) show that, as of June 2022, the scale of Internet video (including short video) users had reached 995 million, accounting for 94.6% of Internet users as a whole. Among them, the number of short video users reached 962 million, accounting for 91.5% of Internet users.

This digital revolution has propelled tourism into new realms, with social media platforms serving as indispensable tools for shaping travel perceptions and experiences (Dedeoğlu et al., 2020; Casalo et al., 2010; Dolan et al., 2019; Dastjerdi et al., 2019; Mehmood et al., 2018). Short videos, in particular, have emerged as powerful motivators and validators for Gen Z travelers, offering a dynamic and visually engaging alternative to traditional travel planning sources (Li and Hayes, 2023). In this research, harnessing theoretical frameworks from consumer behavior research and digital marketing unravel the intricate dynamics between short videos and Gen Z's travel preferences, shedding light on their motivations, environmental consciousness, and adoption of sustainable tourism practices.

By bridging theory with empirical data, this research seeks to provide a holistic understanding of how short videos influence Gen Z's travel behaviors in the Chinese context. This research aims to offer actionable insights for stakeholders, marketers, and policymakers in the tourism sector through meticulous analysis of linkages, trends, and patterns. Drawing upon hypotheses from internet marketing and consumer behavior research, this study delves into the nuanced impact of short videos on Gen Z's travel choices, underscoring their emotional resonance and potential to shape travel desires and decisions through a primary dataset comprising 506 Chinese respondents (Tussyadiah and Fesenmaier, 2009; Kim and Richardson, 2020).

In addition to examining the influence of short videos on travel intentions, this study also explores their potential to promote sustainable tourism practices among Chinese Gen Z. As the travel industry grapples with sustainability challenges, this research aims to uncover the role of short films in fostering environmentally conscious tourism behaviors, thereby contributing to the broader discourse on sustainable tourism development (Higham and Miller, 2018). Through a multifaceted approach encompassing environmental impact reduction and support for local economies, this study aims to demonstrate the transformative potential of short video content in promoting sustainable tourism practices among Gen Z travelers (Buckley, 2012; Moyle et al., 2020).

The tourist sector is changing, especially with the digital age and Generation Z's rise. This research is necessary for a more diversified understanding to reach decisive outcomes. Digital media platforms and concise video material have changed how people, especially Generation Z, consume information and plan trips. This transition requires a deeper understanding of how short movies affect travel habits and environmental awareness, especially among young Chinese, an essential portion of Generation Z. Understanding how short films affect Chinese Generation Z travel and sustainability is essential for various reasons. First, it fills a vacuum in the research on

this demographic's digital media consumption, travel behavior, and environmental concerns. Our research will address this gap and advance tourism studies scholarship. Second, understanding the relationship between short films and travel choices affects tourism stakeholders. This research may help marketers create Generation Z traveler-friendly marketing strategies. Destination managers may customize marketing and infrastructure development to this demographic's sustainability preferences. This research may help policymakers create regulatory frameworks and educational programs to encourage sustainable tourism among young travelers.

The study used mixed methods to analyze quantitative and qualitative data. It used social learning, source credibility, and cultivation theories. The research used theoretical views and empirical data to examine how short movies affect Chinese Generation Z travel choices and environmental awareness. Regression models and a structured questionnaire for Chinese Gen Z were also used in the research. In conclusion, the present research addresses the digitalization of the tourist sector and gives significant insights for academic and industry stakeholders. The study advances tourism studies by examining how short videos affect Chinese Generation Z travel behavior and sustainability practices. It also has implications for marketing, destination management, and policymaking.

The study suggests that short films impact Gen Z's travel decisions. Social media platforms are helpful for travel material. This study uses satisfaction studies of media content selectors to examine how short videos affect Gen Z travel preferences, environmental awareness, and sustainable tourism engagement. Gen Z values short movies for entertainment, inspiration, and travel insights (Liu et al., 2023). Social learning theory states that humans learn by observing and emulating others. Short movies show young people practicing sustainable tourism and being environmentally conscious. Understanding how environment and information affect behavior and attitudes is critical. Compact films about eco-friendly locations and practices may change Gen Z's view of sustainable travel (Zhu et al., 2024; Ge, 2024). Source Credibility Theory emphasizes the importance of the source's credibility in influencing persuasion and trust in travel-related details presented in short videos by the younger generation, which may be determined by the creators' reliability and impact on their travel intentions and environmental knowledge (Qiu et al., 2023). The Cultivation Theory implies that media exposure powerfully shapes people's worldviews. Gen Z's travel choices and conceptual views may be influenced by viewing short movies about diverse experiences and places (Seyfi et al., 2023). This research seeks to illuminate the complicated relationship between short films, Gen Z's travel habits, and environmental awareness. The theoretical approach will aid the empirical investigation of digital media's impact on Chinese travel behavior.

The study examines how short videos affect Chinese Generation Z's travel plans and sustainable tourism behaviors. A need for more theoretical inquiry into the psychological, emotional, and socio-cultural factors that mediate the observed impact exists in this exploration. The research successfully links brief video viewing to travel behavior, but it needs to explain the complex cognitive processes and socio-cultural factors that underlie this association. Understanding these processes is essential for constructing a more sophisticated theoretical framework that explains how, why, and when short movies impact travel choices. A comparison investigation across age

groups or cultural settings might help the research's generalizability and application beyond Chinese Generation Z. Future studies may strengthen the theoretical framework for understanding how digital media affects travel and tourism consumer behavior by addressing these shortcomings.

Given the theoretical gap, the study's theoretical contribution is significant. The study shows that well-crafted short films affect travel plans and sustainable tourism practices among Chinese Gen Z, emphasizing the relevance of digital media consumption in understanding tourism consumer behavior. However, it also emphasizes the need for a better theoretical understanding of the processes behind this impact. The study shows that argumentation quality and source trustworthiness influence travel intentions, but further theoretical research might explain how these aspects work. Gender disparities in short video content susceptibility suggest subtle socio-cultural processes that require further study. The study acknowledges the theoretical gap and emphasizes the need to fill it. It lays the foundation for subsequent studies to establish a deeper conceptual structure considering the complex nature of media utilization and travel behavior.

## **2. Literature review and research hypotheses**

### **2.1. Literature review**

Kim and Stepchenkova (2020) examined how social media, especially short videos, has dramatically shaped the way individuals from different generations to come, including Gen Z traveling the younger generation, commonly referred to as Gen Z, heavily depend on social networking platforms for inspiration regarding traveling and planning that brief videos on popular social media platforms have gained significant influence in shaping choices regarding travel (Xie et al., 2021). The study on the impact of social media on scheduling trips and experiences (Xu et al., 2017). The user-generated content plays a significant role in influencing people's travel preferences. Wang and Li (2019) determined a strong interest in authentic and captivating travel experiences, often driven by the desire to document and share their adventures on the internet short videos, with their ability to provide involvement, are a perfect match for these goals. Ulfy (2021) explored the potential of social media to enhance advertising effectiveness for eco-tourists. From 395 Malaysian visitors from the Klang Valley, the Technology Acceptance Model (TAM) program showed that social media announcements for environmentally responsive travel positively affect the perceived utility and ease of use and the quality of the service provided. Firmana et al. (2023) thoroughly analyze how eco-innovation, which includes organizational, process, and product innovations, eco-tourism policies, and the strategic utilization of social media, might promote sustainable tourism growth in Indonesia. Primary data-collecting techniques, such as questionnaires, were employed in this study to get information from the chosen respondents. They show that tourism businesses' interaction with stakeholders on social media helps provide them with knowledge content that may help maintain their creative tourism practices and compliance with stakeholder standards.

Social media gives travelers a platform for two-way engagement and connection. They can look up and use other people's trip evaluations when making their judgments

and instantaneously share their positive vacation experiences with others (Cao et al., 2017). Cao et al. (2017) conducted a random survey of 1100 tourists in Urumqi, China, to investigate individual variability and assess the impact of social media characteristics on tourists' intention to adopt travel. The findings indicate that consumer adoption intention for tourism is significantly positively influenced by interactivity, service quality, information effectiveness, convenience, and participation; consumers are more likely to pay attention to sharing and connectivity when their education level is higher (Monroe et al., 2019); similarly, when their income level is higher, they are more likely to pay attention to service quality and information effectiveness. Dai et al. (2021) examined the yearly increase in international students studying in China, making the foreign student market a significant part of the country's tourism industry. Their findings demonstrate that social media has a major impact on international students' intentions to visit China. Using data from 340 respondents, Matikiti et al. (2017) found that subjective norms, perceived behavioral control, and perceived benefits influence attitudes toward using social networking sites (SNSs) for trip planning. Fernandez (2021) examined the connection between social media use, destination image, and travel intention in the case of Thailand. The study showed that social media use significantly and favorably predicted travel intention. Additionally, travel intention was favorable and predicted considerably by destination image. Gössling et al. (2018) study how social media helps promote sustainable tourism practices by influencing people's behavior in choosing environmentally friendly options. They find that short videos promote responsible tourism actions among Chinese Gen Z (Dredge and Gyimothy, 2015).

Moise (2015) concluded that demographic factors are needed to develop precise marketing strategies. After observing the short videos, the female participants altered their travel-related perspectives compared to males. It shows that tailoring marketing strategies based on gender could more effectively influence travel preferences. The influence of short videos on travel decision-making, particularly among the tech-savvy people of Gen Z, has been widely acknowledged in academic conversations. The comprehensive review of the relevant literature related to the research on the impact of short videos on Gen Z's destination of choice choices (Xu et al., 2023). The level of awareness of the environment and sustainable tourism through social media, specifically short videos, on travel behavior. The influence of brief videos on travel habits, principally among the younger generation in China (Du et al., 2022). These studies highlight the significance of social media websites as influential destinations for travel inspiration, data about, and validation. Short videos are crucial in influencing destination choices, raising responsiveness about the environment, and promoting sustainable tourism practices. This study provides important insight into the connection between short videos and travel behavior.

In the literature review, Social Learning Theory explains the complex relationship between short films and Generation Z's travel choices and environmental awareness. Social Learning Theory states that people learn attitudes, behaviors, and cognitive processes by watching, imitating, and modeling others. In the research, this idea is crucial to understanding how Generation Z, as digital natives, use short films to educate and inspire their travel selections and sustainable tourism behaviours. Generation Z internalizes ideas and behaviors from appealing short films on travel and

environmental sustainability. Observational learning is crucial in the digital age when social media platforms spread such material. Social Learning Theory also illuminates how peer influence, online groups, and digital role models impact Generation Z's travel goals and eco-consciousness. The literature review uses Social Learning Theory to explain how short videos socialize, change travel preferences, and raise environmental awareness among youth.

Fang et al. (2023) and Gan et al. (2023) discovered that well-made short films influence travel inclinations. This research supports the social learning idea that people learn by watching and copying others. High-quality, compelling short films from reliable sources influence travel preferences. According to Li and Tou (2023) and Xu et al. (2023), the source credibility hypothesis influences travel intentions by establishing creator credibility and information dependability in short movies. Thus, Generation Z's aspirations for traveling should improve after seeing high-quality short films.

## 2.2. Research hypotheses

Based on the recent literature, the following research hypotheses were speculated:

- **Hypothesis 1:** High-quality short films increase Chinese Generation Z travel inclinations.

According to Seyfi et al. (2023), media exposure influences people's beliefs and behaviours. Eco-friendly short videos on sustainable tourism help raise Generation Z's environmental awareness. Liu and Wang (2023) found that short movies influence travel intentions and responsible tourism. Given the growing emphasis on environmental sustainability in the tourism industry, environmental consciousness may mediate the relationship between eco-friendly short video content and sustainable tourism practices among Chinese Generation Z. Thus, the second study's hypothesis is as follows:

- **Hypothesis 2:** Environmental awareness positively modulates the association between eco-friendly short video content and sustainable tourism among Chinese Generation Z.

Ballester et al. (2023) found that females are more engaged with media material. In addition, Cheng et al. (2024) discovered that brief video content influences travel choices more strongly in women than men. According to social learning theory, observation and imitation shape behavior. The association between short video content and travel aspirations in Chinese Generation Z is moderated by gender, with females being more susceptible to influence than men. Hence, the final hypothesis of the study is as follows:

- **Hypothesis 3:** Short video material influences Chinese Generation Z travel aspirations, with females more susceptible than men.

The literature review underscores two critical observations. Firstly, there is a noticeable research gap concerning the correlation between social media usage and tourism intentions. Secondly, comprehending tourism intentions, particularly within the realm of green tourism, is a multifaceted subject that requires extensive qualitative and quantitative examination.

### 3. Data and methodology

This section outlines the dataset's characteristics employed in the study and describes how the variables were constructed. Also, it elucidates the rationale behind the chosen estimation technique for the econometric model.

#### 3.1. Sampling technique and sample size

It is clear from the study's objectives that the study analysis mainly focuses on Gen Z. Therefore, this study targeted population comprises all the Gen Z in China. We have calculated the sample size using the following formula presented by Cochran (1977).

$$n_o = \frac{Z^2 pq}{e^2} \quad (1)$$

$e$  is the desired level of precision (i.e., the margin of error);  $p$  is the (estimated) proportion of the population that has the attribute in question;  $q$  is  $1 - p$ ; \* The  $z$ -value is found in a  $Z$  table.

This study wants 95% confidence and at least 5 percent—plus or minus—precision. A 95% confidence level gives us  $Z$  values of 1.96, per the normal tables, so we get  $((1.96)^2(0.5)(0.5))/(0.05)^2 = 385$ .

$$\frac{(1.96)^2 \times (0.5)^2}{(0.05)^2} = 385$$

A random sample of 385 individuals in this study's target population should be enough for the confidence levels this study needs. The researcher used a mixed technique for data collection to keep the sample as representative as possible. The researcher distributed almost 3000 questionnaires using different mediums, which included all the social media apps available in China. The researcher randomly sent this questionnaire to 3000 people and received around 530 questionnaires filled. Out of these 530 questionnaires, 506 were filled entirely, so the final sample consists of 506 individuals from various parts of China.

Data gathering used WeChat and Weibo platforms to cover and reflect the target population, and survey distribution channels were used to conduct a structured questionnaire. These platforms were selected for their vast reach and accessibility among younger respondents, enabling rapid data gathering from a varied sample (Song, 2020). Typically, this research collected data from 12 June 2023 to 19 August 2023. During this time, prospective survey participants were contacted to urge participation. Finally, WeChat collected data accounted for 52%, Weibo collected data accounted for 48%. The data-gathering procedure was monitored and adjusted periodically to reduce biases and limits. This study maintains methodological rigor by disclosing data-collecting platforms and timelines, boosting research credibility. It also makes the study reproducible and allows future researchers to improve its technique.

#### 3.2. Econometric model

The study's overall objective is to analyze the possible role that watching short videos may play in shaping the tourism intentions of Gen Z in China, particularly in the wake of eco-tourism and sustainable tourism practices. Therefore, this study has

estimated three econometric models to provide comprehensive insights into the underlying research question. The dependent and independent variables in the models are chosen considering the extant literature and relevant theories. Overall travel intentions are more general compared to sustainable tourism practices and environmental awareness, that is the model for overall travel intentions includes more independent variables. The first model explains individuals' different socioeconomic and demographic characteristics and how social media consumption, particularly short videos, shapes the overall intention to travel in Chinese Gen Z.

$$Travel\ Intentions = \beta_0 + \beta_1 Argument\ Quality + \beta_2 Source\ credibility + \beta_3 Social\ media\ frequency + \beta_4 Engagement\ type + \beta_5 SV\ watch\ time + \beta_6 travel\ content\ type + \beta_7 Nicely\ edited\ SV + \beta_8 age + \beta_9 female + \beta_{10} education + \beta_{11} income\ level + \beta_{12} married + \beta_{13} region + \beta_{14} preferred\ channell + \mu \quad (2)$$

The model is dedicated to capturing the factors affecting the promotion of responsible tourism in Chinese Gen Z. Particularly, the model focuses on the role of social media and short videos in promoting responsible tourism.

$$Responsible\ Tourism\ Promotion = \beta_0 + \beta_1 Argument\ Quality + \beta_2 Source\ credibility + \beta_3 SV\ watch\ time + \beta_4 Nicely\ edited\ SV + \beta_5 Age + \beta_6 Female + \beta_7 Income\ level + \beta_8 Region + \mu \quad (3)$$

The following model tries to comprehend the factors affecting tourism-related environmental awareness in Chinese Gen Z. Particularly, the model focuses on the role of social media and short videos in spreading tourism-related environmental awareness in Gen Z of China.

$$Environmental\ Awareness = \beta_0 + \beta_1 Argument\ Quality + \beta_2 Source\ credibility + \beta_3 SV\ watch\ time + \beta_4 Nicely\ edited\ SV + \beta_5 Age + \beta_6 Female + \beta_7 Income\ level + \beta_8 Region + \mu \quad (4)$$

**Table 1** explains the variables and their construction used in the above-presented models.

**Table 1.** Definitions and construction of variables.

| Variable                | Definition  | Construction and range of variable  |
|-------------------------|---|---|
| Travel intentions       | Index that shows the overall intentions of an individual to travel  | The index is constructed using PCA on the following three variables recorded on 5 points the idea is convived from the scholarly work of Kilipiri et al. (2023) and Yilmazdoğan et al. (2021). Likert scale ranging from strongly disagree to agree strongly.<br>1. Short videos on social media affect my travel intentions.<br>2. I am more willing to visit a place featured in short videos.<br>3. Tourist-generated short videos strongly influence my likelihood of traveling to the destination.<br>Range: -3.09 to 2.57 |
| Tourism promotion       | This variable shows the perception of individuals on if the short videos on social media promote responsible tourism    | Proxied by the following question asked to the individuals on a 5 points Likert scale ranging from strongly disagree to agree strongly, i.e., Short Videos are very effective in promoting responsible tourism practices. The idea is extracted from the scholarly work of Chen and Cheng (2023).<br>Range: 1 to 5  |
| Environmental awareness | This variable shows the perception of individuals on if the short videos on social media spread environmental awareness | Proxied by the following question asked to the individuals on a 5 points Likert scale ranging from strongly disagree to agree strongly, i.e., Short Videos have greatly impacted my Perceptions of Tourism's Environmental Impact. The idea is taken from the scholarly work of Lim et al. (2012).<br>Range: 1 to 5   |



**Table 1.** (Continued).

| Variable            | Definition   | Construction and range of variable   |
|---------------------|--|--|
| Argument quality    | Measures the persuasive strength of arguments embedded in an informational message in short videos | The index is constructed using PCA on the following three variables recorded on a 5-point Likert scale ranging from strongly disagree to agree strongly, i.e.,<br>1. Content of short videos on social media is relevant.<br>2. The image of a typical tour of the destination in short videos on social media is consistent with mine.<br>3. I am willing to recommend the destination to the others.<br>The idea is extracted from the scholarly work of Youk et al. (2024).<br>Range: -3.14 to 2.84                       |
| Source credibility  | Measures the credibility of information source   | The index is constructed using PCA on the following three variables recorded on a 5-point Likert scale ranging from strongly disagree to strongly agree.<br>1. Content of short videos on social media is relevant.<br>2. The image of a typical tour of the destination in short videos on social media is consistent with mine.<br>3. The information presented in tourist-generated short videos on social media is credible.<br>The idea is derived from the scholarly work of Ge et al. (2023).<br>Range: -3.03 to 2.55 |
| SM Freq.            | Measures how frequently someone uses social media  | The following question determines the frequency of social media usage.<br>Frequency of Social Media Usage:<br>A. Several times a day; B. Once a day; C. Several times a week; D. Once a Week; E. Even Less.<br>Range: 1 to 5   |
| Engage type         | Shows the type of engagement in short videos   | Engagement type is proxied by the following question.<br>Type of your engagement activities with Travel Short Videos:<br>A. Liking; B. Sharing; C. Commenting; D. Saving.<br>Range: 1 to 4 (Categorical variable)  |
| SV watch time       | The measure of short video watch time  | Watch time is measured using the following question.<br>Average Time Spent Watching Short Videos Daily:<br>A. Less than 1 hour a week; B. 1–2 hours a week; C. 2–5 hours a week; D. Less than 1 hour daily; E. 1–2 hours daily; F. 2–5 hours daily.<br>Range: 1 to 6   |
| Travel content type | Type of travel content one usually watches   | Types of Travel-Related Content you usually watch:<br>A. Destination reviews; B. Cultural insights; C. Adventure travel; D. Luxury travel; E. Budget travel<br>Range: 1 to 5 (Categorical variable)  |
| Nicely Edited SV    | Measures the perception of people on nicely edited videos affect the travel intention of people    | This is constructed using the following question on a 5-point Likert scale ranging from strongly disagree to agree strongly. Nicely edited and presented short travel videos that influence the perception of travel information.<br>Range: 1 to 5   |
| Age                 | Age of respondent in years   | Range: 18 to 26  |
| Female              | Gender of the respondent   | A dummy takes a value of “1” if the respondent is female and “0” otherwise.  |
| Education           | Education of the respondent  | Education is measured using the following questions.<br>Education level (Years completed):<br>A. Elementary Education (Typically 6–8 years); B. Secondary Education (Typically 9–12 years); C. Higher Education-Undergraduate (Typically 13–16 years); D. Graduate Education and above (More than 17 years)<br>Range: 1 to 4 (categorical variable)  |
| Income level        | Income level of the respondent   | The following question determines income level.<br>Please choose reasonable income brackets according to Chinese standards.<br>A. \$0–\$1000; B. \$1001–\$3000; C. \$3001 above<br>Range: 1 to 3 (categorical variable)  |
| Married             | Marital status   | A dummy takes a value of 1 if the respondent is married and 0 otherwise.   |
| Region              | Type of region where the respondent resides-Rural or Urban   | A dummy takes a value of 1 if the respondent lives in an urban area of China and 0 otherwise.  |
| Preferred channel   | Social media application which the respondent mostly uses.   | Your preferred Social Media Platform (You can choose more than one):<br>a. TikTok; b. Weibo; c. Wechat; d. Little Red Book; e. Other _____<br>Range: 1 to 5 (categorical variable)   |

The study provides a methodical method to examine the factors influencing travel intentions, environmentally conscious tourism practices, and environmental awareness among Gen Z in China. It focuses primarily on the influence of short videos on social media. The grouping of each variable is done by considering its definition, development, and range, offering an exhaustive structure for the statistical evaluation of the study. The variables involve “Travel Intentions,” which are determined by analyzing responses to Likert scale questions about the impact of short social media videos on travel desires. The range of responses indicates the level of agreement or disagreement. “Responsible Tourism Promotion” and “Environmental Awareness” assess how individuals perceive the impact of short videos in promoting responsible tourism and environmental consciousness. These perceptions are measured through single questions on a Likert scale. The content’s persuasive nature and the trustworthiness of the information source in these videos are evaluated through factors such as argument quality and source credibility.

Meanwhile, “Nicely Edited SV” assesses how the quality of videos influences people’s perceptions of travel. Demographic information such as age, gender, level of education, income level, status in marriage, and region offer a complete profile of respondents. Lastly, “Preferred Channel” identifies selected platforms for travel content, showcasing the wide range of media consumption choices. The careful organization and detailed specifications provide a firm basis for a thorough examination of the impact of digital content on the travel habits and environmental views of Gen Z in China.

### 3.3. Construction of indices

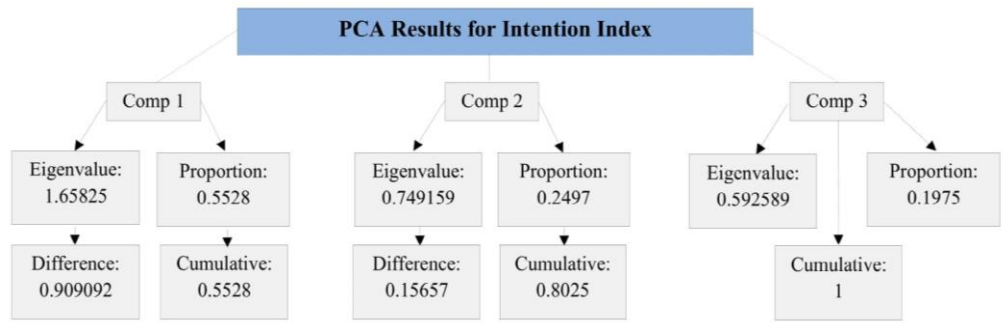
As presented in **Table 1**, this study constructed three indices using Principal Component Analysis (PCA); the PCA for Intention index, Argument quality, and source credibility were presented in **Tables 2–4**, and **Figures 1–3** respectively. As a rule of thumb, this study chose the components having Eigen value of more than 1. That is why all the above indices comprise one (first) component.

**Table 2.** PCA results for intention index.

| Component | Eigenvalue | Difference | Proportion | Cumulative |
|-----------|------------|------------|------------|------------|
| Comp1     | 1.65825    | 0.909092   | 0.5528     | 0.5528     |
| Comp2     | 0.749159   | 0.15657    | 0.2497     | 0.8025     |
| Comp3     | 0.592589   | -          | 0.1975     | 1          |

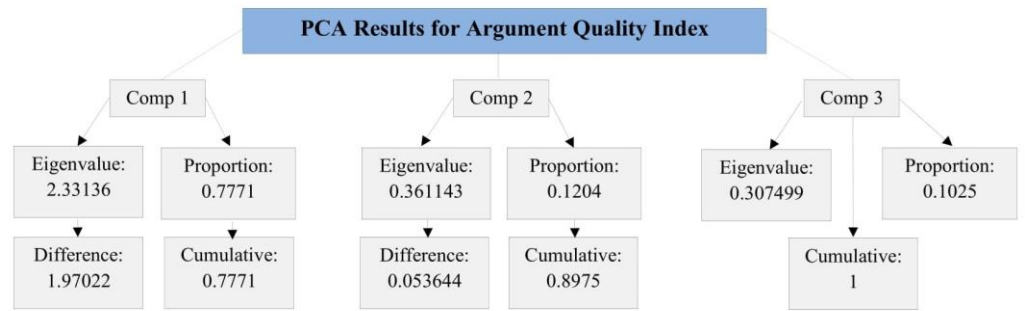
**Table 3.** PCA results for argument quality index.

| Component | Eigenvalue | Difference | Proportion | Cumulative |
|-----------|------------|------------|------------|------------|
| Comp1     | 2.33136    | 1.97022    | 0.7771     | 0.7771     |
| Comp2     | 0.361143   | 0.053644   | 0.1204     | 0.8975     |
| Comp3     | 0.307499   | -          | 0.1025     | 1          |



**Figure 1.** PCA results for intention index.

Note: The PCA results for the Intention Index present a graphical representation of the (PCA) output. It demonstrates each principal component’s eigenvalues, differences, percentages, and accumulated values. Source: Researcher’s own construction (2024).

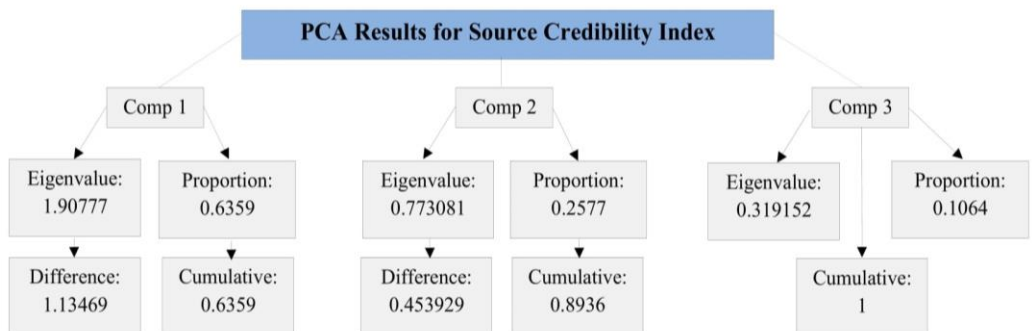


**Figure 2.** PCA results for argument quality index.

Note: The PCA results for the Argument Quality Index offer an easy-to-understand and structured visual representation of the principal component analysis output related to the argument quality metric. Source: Researcher’s own construction (2024).

**Table 4.** PCA results for source credibility index.

| Component | Eigenvalue | Difference | Proportion | Cumulative |
|-----------|------------|------------|------------|------------|
| Comp1     | 1.90777    | 1.13469    | 0.6359     | 0.6359     |
| Comp2     | 0.773081   | 0.453929   | 0.2577     | 0.8936     |
| Comp3     | 0.319152   | -          | 0.1064     | 1          |



**Figure 3.** PCA results for source credibility index.

Note: The diagram illustration for the PCA results for the Source Credibility Index effectively communicates the principal component evaluation effects, particularly those of the source credibility metric. Source: Researcher’s own construction (2024).

#### 4. Results and discussion

The regression analysis findings are presented in **Table 5** and **Figure 4**, which summarizes how several socioeconomic and psychological elements impact the overall travel intentions of people in the Gen Z population in China. Considering that the coefficient of argument quality is both positive and statistically significant, it can be implied that the quality of the arguments that are given in short videos has a substantial effect on the overall traveling intentions of Gen Z. This is demonstrated by the magnitude of the coefficient, which indicates that an increase of one unit in the index value of argument quality results in an increase of around 0.16 units in the index of traveling intents of Gen Z. According to Bhattacharjee and Sanford (2006), argument quality is defined as “the persuasive strength of arguments embedded in an informational message.” The results indicate that arguments of higher quality presented in short videos related to travel significantly influence Gen Z’s intentions to travel. When addressing Gen Z, social media and other communication modalities within social media, such as short videos, are of utmost importance. This is because Gen Z has an intense connection to social media, and the amount of time that Gen Z spends in front of a screen on social media is substantially more extensive than earlier generations (Taber et al., 2023).

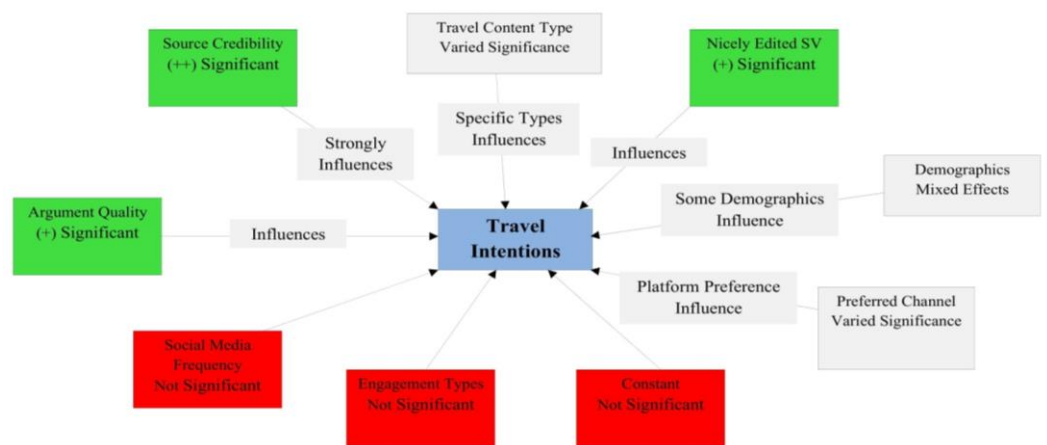
**Table 5.** Determinants of travel intentions in Gen Z in China.

| Travel intentions                         | Coefficient | Std. Err. | t     | P > t | 95% Conf. Interval |  |
|---|-------------|-----------|-------|-------|--------------------|--|
| Argument quality                          | 0.156008    | 0.041107  | 3.8   | 0     | 0.075237 0.23678   |  |
| Source credibility                        | 0.479498    | 0.046788  | 10.25 | 0     | 0.387564 0.571432  |  |
| Social media freq.                        | 0.01826     | 0.034339  | 0.53  | 0.595 | -0.04921 0.085732  |  |
| Engagement type (Liking)                  |             |           |       |       |                    |  |
| Sharing                                   | -0.02121    | 0.086433  | -0.25 | 0.806 | -0.19104 0.148628  |  |
| Commenting                                | -0.02587    | 0.137196  | -0.19 | 0.851 | -0.29545 0.243707  |  |
| Saving                                    | -0.24679    | 0.126719  | -1.95 | 0.052 | -0.49578 0.002203  |  |
| SV watch time                             | -0.00046    | 0.028859  | -0.02 | 0.987 | -0.05716 0.056249  |  |
| Travel content type (Destination reviews) |             |           |       |       |                    |  |
| Cultural insights                         | -0.06054    | 0.118222  | -0.51 | 0.609 | -0.29284 0.171758  |  |
| Adventure video                           | 0.015649    | 0.116478  | 0.13  | 0.893 | -0.21322 0.244519  |  |
| Luxury travel                             | 0.00808     | 0.118955  | 0.07  | 0.946 | -0.22566 0.241817  |  |
| Budget travel                             | -0.12963    | 0.114306  | -1.13 | 0.257 | -0.35424 0.094968  |  |
| Nicely edited SV                          | 0.142948    | 0.029416  | 4.86  | 0     | 0.085147 0.200748  |  |
| Age                                       | 0.005938    | 0.022295  | 0.27  | 0.79  | -0.03787 0.049746  |  |
| Female                                    | 0.185769    | 0.077118  | 2.41  | 0.016 | 0.034238 0.337299  |  |
| Education (Elementary)                    |             |           |       |       |                    |  |
| Secondary                                 | -0.0784     | 0.154968  | -0.51 | 0.613 | -0.3829 0.226099   |  |
| Higher                                    | -0.07228    | 0.159368  | -0.45 | 0.65  | -0.38543 0.240862  |  |
| Graduate and above                        | -0.19947    | 0.215346  | -0.93 | 0.355 | -0.6226 0.22367    |  |
| Income level (Low)                        |             |           |       |       |                    |  |
| Middle                                    | 0.023115    | 0.089349  | 0.26  | 0.796 | -0.15245 0.198679  |  |

**Table 5.** (Continued).

| Travel intentions           | Coefficient | Std. Err. | t     | P > t | 95% Conf. Interval |  |
|-----------------------------|-------------|-----------|-------|-------|--------------------|--|
| High                        | 0.033642    | 0.095126  | 0.35  | 0.724 | -0.15327 0.220557  |  |
| Married                     | 0.000747    | 0.138524  | 0.01  | 0.996 | -0.27144 0.272934  |  |
| Regions (Urban)             | 0.039141    | 0.10312   | 0.38  | 0.704 | -0.16348 0.241764  |  |
| Preferred channel (Tik Tok) |             |           |       |       |                    |  |
| Weibo                       | -0.09004    | 0.1052    | -0.86 | 0.392 | -0.29675 0.116666  |  |
| WeChat                      | -0.17785    | 0.101588  | -1.75 | 0.081 | -0.37747 0.021759  |  |
| Little red book             | -0.30771    | 0.156093  | -1.97 | 0.049 | -0.61442 -0.001    |  |
| others                      | -0.25942    | 0.162004  | -1.6  | 0.11  | -0.57774 0.05891   |  |
| Constant                    | -0.50534    | 0.449041  | -1.13 | 0.261 | -1.38767 0.37699   |  |
| R <sup>2</sup>              | 0.61        | -         | -     | -     | -                  |  |
| N                           | 506         | -         | -     | -     | -                  |  |

This is consistent with the Media Richness Theory (Daft and Lengel, 1986), which holds that messages can be more persuasively conveyed through richer media formats. Furthermore, the results are consistent with studies on how consumer behavior is affected by material quality, as shown by Xiao and Liu (2014), who discovered that the quality of their content highly influences social media users’ behavioral intentions. This study also shows that people in China who belong to Gen Z spend significant time watching short videos. For instance, in the sample, around 55% of people watch short videos for 1 to 5 h daily. This fact clarifies that tourism-related short videos with relevant, relatable, and effectively articulated messages may shape Gen Z’s travel intentions in China.



**Figure 4.** Travel intentions and its key factors.

Note: This diagram presents a simplified representation of the intricate connections between different factors and how they impact travel intentions. The diagram emphasizes the positive impact of important influencers, such as Argument Quality and Source Credibility. It also acknowledges that other factors like Social Media Frequency, Engagement Types, and Preferred Channels may have non-significant or varying significance. Source: Researcher’s own construction (2024).

Results show that source credibility is one of the most important determinants of Gen Z’s traveling intentions in China. This study’s results reveal that as the credibility of the source of short videos on social media improves, the intentions to travel on Gen

Z increase. The magnitude of the coefficient shows that one one-unit increase in the source credibility index causes a 0.48-unit increase in the overall traveling intention index of Gen Z in China. As a result of social media influencers adding phony content to their short videos to make their movies more appealing and attract the maximum number of views, likes, and shares, most of the content shared on social media raises questions about its authenticity. In light of this, locating anything on social media that may be trusted is difficult (Zhang et al., 2023). Based on the outcomes of this research, it can be concluded that the overall travel intentions of Gen Z in China are substantially influenced by the presence of short videos on social media platforms that provide more trustworthy, reliable, and rich content. This shows that more credible sources can help promote tourism in China. This study supports the Source Credibility Theory, which holds that reliable sources are more convincing (Hovland et al., 1953). For example, Lou and Yuan (2019) investigated how influencer reputation on social media platforms influences followers' intentions, particularly in the context of travel.

This study discovers no discernible relationship between Gen Z's travel aspirations in China and how frequently they use social media. This result is contrary to the expectations but not completely surprising. As this research sample consists of Gen Z people in China and almost everyone in Gen Z intensively uses social media, the sample is relatively homogenous. Within the sample, around 55% of the population belonging to Gen Z dedicate 1 to 5 hours per day to viewing short video content. Hence, it is evident that the amount of time devoted to social media has no substantial impact on the travel aspirations of Gen Z individuals in China. It is partly consistent with research indicating a saturation point in media consumption efficacy, as addressed by Nelson-Field et al. (2013). Among the various kinds of engagement with short videos on social media (such as liking, sharing, commenting, and saving), those from Gen Z who primarily save these movies exhibit less desire to travel than those who predominantly like the videos.

The other people sharing and commenting on videos exhibit nearly identical travel aspirations as the primary video enthusiast. Surprisingly, this study find that the amount of time consumed in watching short videos does not correlate to the traveling intentions of Gen Z in China. The observed results can be attributed to the influence of video quality, rather than quantity, on individuals' travel inclinations. This notion is further supported by this study second finding, which indicates that the nature of the material in the short video had no impact on Gen Z's travel intentions. Nevertheless, the subsequent outcome offers an alternative viewpoint to consider in a different significant aspect. The subsequent outcome demonstrates that well-crafted videos positively and substantially impact the travel intentions of Gen Z individuals in China. This lends credibility to the idea that aesthetic and production quality may influence content engagement and persuasion, consistent with Johnson and Mayer's (2009) study on multimedia learning theory, highlighting design's role in educational material efficacy.

This study analysis reveals that the respondents' ages had no substantial impact on the general travel aspirations of Gen Z individuals in China. The observed outcome might be attributed to the limited scope of the sample, which exclusively comprises individuals from the Gen Z demographic in China. Consequently, the level of variability in the variable under study is inherently reduced. Consequently, this study

discovered that all individuals belonging to Gen Z share nearly identical travel aspirations. This study’s findings indicate that females in the Gen Z population in China exhibit a higher propensity for travel than males. This indicates that Gen Z females have a greater affinity for tourism than Gen Z males. This speculation is reinforced by research revealing gender variations in travel preferences, such as the study by Gibson and Yiannakis (2002), which found that females value travel experiences differently than males. This study further discovered that education, income level, marital status, and the respondents’ region do not affect the traveling intentions of Gen Z individuals in China. The last result in the table shows that the people who mostly use WeChat and Little Red Book have relatively lower intentions to travel than those using TikTok to watch short videos.

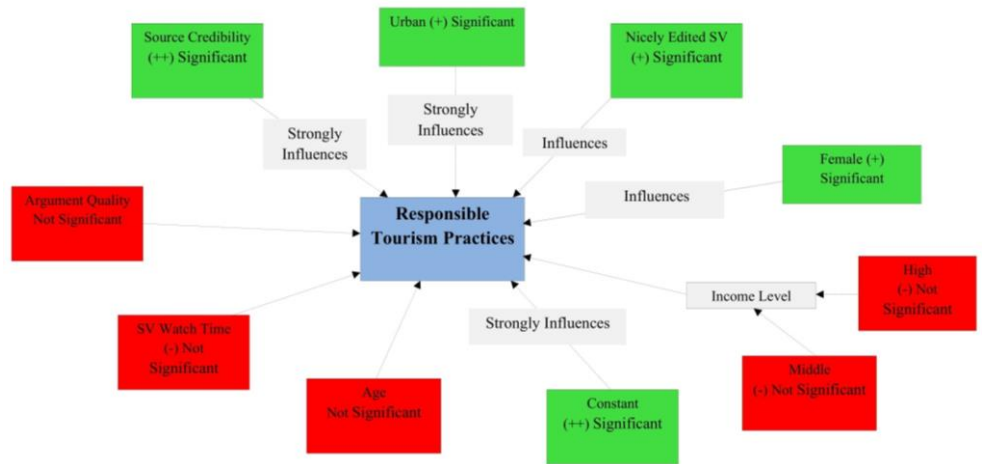
Regression results in **Table 6** and **Figure 5**, summarize how some relevant socioeconomic and psychological factors may help promote responsible tourism among the people who belong to Gen Z in China. Interestingly, some results differ from those of the previous model. As seen from **Table 6** and **Figure 5**, the argument quality does not help promote responsible tourism in Gen Z in China. However, the source’s credibility plays a positive and significant role in promoting responsible tourism in China. These results are coherent since the overall motivations for travel are more general than specifically focused on responsible tourism. Hence, it is comprehensible that the source’s credibility is significant in fostering responsible tourism among Gen Z in China. This study’s findings indicate that urban Gen Z in China are less inclined than their rural counterparts to believe that short videos have a substantial impact on promoting responsible tourist practices. This is because Gen Z living in urban China may already possess a heightened awareness of responsible actions due to the abundance of diverse sources of information accessible in urban China.

**Table 6.** Determinants of Responsible Tourism Practices in Gen Z in China.

| <b>Resp. tourism promotion</b> | <b>Coef.</b> | <b>Std. Err.</b> | <b>t</b> | <b>P &gt; t</b> | <b>95% Conf. Interval</b> |  |
|--------------------------------|--------------|------------------|----------|-----------------|---------------------------|--|
| Argument Quality               | -0.01156     | 0.048879         | -0.24    | 0.813           | -0.1076 0.084471          |  |
| Source Credibility             | 0.278941     | 0.055204         | 5.05     | 0               | 0.170479 0.387404         |  |
| SV watch time                  | -0.00045     | 0.034286         | -0.01    | 0.99            | -0.06781 0.066914         |  |
| Urban                          | 0.10009      | 0.112395         | -2.81    | 0.005           | -0.53617 -0.09452         |  |
| Nicely edited SV               | 0.106002     | 0.034343         | 3.09     | 0.002           | 0.038527 0.173477         |  |
| Age                            | 0.001751     | 0.017604         | 0.1      | 0.921           | -0.03284 0.036338         |  |
| Female                         | 0.200824     | 0.091963         | 2.18     | 0.029           | 0.020138 0.38151          |  |
| Income level (Low)             |              |                  |          |                 |                           |  |
| Middle                         | -0.10259     | 0.106086         | -0.97    | 0.334           | -0.31102 0.105845         |  |
| High                           | -0.19198     | 0.114169         | -1.68    | 0.093           | -0.41629 0.032335         |  |
| Constant                       | 2.751222     | 0.431414         | 6.38     | 0               | 1.903599 3.598845         |  |
| R <sup>2</sup>                 | 0.21         | -                | -        | -               | -                         |  |
| N                              | 506          | -                | -        | -               | -                         |  |

Moreover, this study found that nicely edited short videos on social media significantly influence the promotion of responsible tourism practices in China. This

validates the main research question: In the modern era, social media has become an imperative tool to influence youth. Short videos are particularly in the limelight as a policy tool. Females of Gen Z in China demonstrate a higher inclination than their male counterparts to concur that short videos effectively promote responsible tourist practices in China. Additionally, the affluent segment of Gen Z exhibits a lower level of agreement than the lower-income segment on the impact of short videos in promoting responsible tourism practices. The other factors in the model did not influence the promotion of responsible tourist behaviors among Chinese Gen Z.



**Figure 5.** Factors affecting responsible tourism practices.

Note: The following graph presents the different factors that impact environmentally friendly tourism practices among the Gen Z population in China. Notable factors influencing responsible tourism practices include Source Credibility, Urban status, Nicely Edited SVs, and being Female. Source: Researcher’s own construction (2024)

The regression results in **Table 7** summarize how some relevant socioeconomic and psychological factors may help promote environmental awareness among the people who belong to Gen Z in China. The regression results in **Table 7** show the argument that quality does not help promote responsible tourism in Gen Z in China; however, source credibility significantly influences the promotion of environmental awareness in China. This study’s findings indicate that urban Gen Z individuals in China are less inclined to agree with the notion that short videos have a substantial impact on promoting environmental consciousness compared to their rural counterparts. Gen Z in urban China may possess a heightened understanding of environmental issues due to regular seminars and campaigns focused on environmental awareness in this region. Furthermore, this study discovered that well-crafted short videos on social media substantially impact the advancement of environmental consciousness in China. The other variables in the model were shown to have minimal impact on promoting responsible travel habits among Chinese Gen Z.



**Table 7.** Determinants of responsible tourism practices in Gen Z in China.

| Environment awareness | Coefficient | Std. Err. | t     | P > t | 95% Conf. | Interval |
|-----------------------|-------------|-----------|-------|-------|-----------|----------|
| Argument Quality      | -0.0076     | 0.046378  | -0.16 | 0.87  | -0.09872  | 0.083526 |
| Source Credibility    | 0.243679    | 0.05238   | 4.65  | 0     | 0.140766  | 0.346592 |
| SV watch time         | -0.03014    | 0.032532  | -0.93 | 0.355 | -0.09406  | 0.033776 |
| Urban                 | -0.39377    | 0.106644  | -3.69 | 0     | -0.6033   | -0.18424 |
| Nicely edited SV      | 0.06635     | 0.032586  | 2.04  | 0.042 | 0.002327  | 0.130372 |
| Age                   | 0.010972    | 0.016703  | 0.66  | 0.512 | -0.02185  | 0.04379  |
| Female                | 0.111998    | 0.087258  | 1.28  | 0.2   | -0.05944  | 0.28344  |
| Income level (Low)    |             |           |       |       |           |          |
| Middle                | -0.03861    | 0.100658  | -0.38 | 0.701 | -0.23638  | 0.159155 |
| High                  | -0.09344    | 0.108328  | -0.86 | 0.389 | -0.30627  | 0.119402 |
| Constant              | 2.843174    | 0.409341  | 6.95  | 0     | 2.038917  | 3.647431 |
| R <sup>2</sup>        | 0.19        | -         | -     | -     | -         | -        |
| N                     | 506         | -         | -     | -     | -         | -        |

## 5. Conclusion and policy suggestions

Digitalization has brought about a significant transformation in various industries, including the tourism sector. The rapid digitalization over the past two decades has enabled the efficient promotion of tourism destinations at dramatically reduced costs compared to before. China is at the forefront of digital adoption, emphasizing the younger generation’s daily use of modern digital devices. The widespread adoption of digital technology, particularly smartphones, among young people in China has resulted in social media being a crucial instrument that greatly impacts Chinese youth’s habits, behaviors, and decision-making processes. The short videos on social media have garnered significant public attention mostly due to their visual attractiveness, surpassing other sources of social networking platforms.

The Chinese Gen Z, actively engaged in both tourism and social media, presents an intriguing opportunity to explore the interplay between social media usage and tourism preferences. Therefore, this study is dedicated to investigating the potential correlation between the consumption of short video content and the tourism intentions of Chinese Gen Z. The current findings hold significance for marketers and government entities alike. The research suggests that marketers can effectively leverage short videos as a reliable marketing tool to attract Chinese Gen Z. Furthermore, this study’s findings indicate that, in pursuit of sustainable development goals, promoting awareness through short videos can serve as an additional effective tool for local and national Chinese government initiatives. Given that source credibility emerges as a significant determinant of Chinese youth’s tourism intentions, establishing short video channels by the Chinese government to disseminate environmental awareness among the youth appears imperative, as government channels are widely perceived as the most credible platforms in China.

The current research has significant theoretical and practical outcomes for academic discourse and tourist business practice. This research should help us comprehend Generation Z’s complicated relationship between short videos, travel

choices, and environmental concerns. This study uses social learning, source credibility, and cultivation theories to explore how digital media affects travel and sustainability consumer behavior. Discovering characteristics, including argumentation quality, source legitimacy, and gender variations in media impact, helps explain Generation Z's travel choices and sustainable tourism practices. Marketers, destination managers, and politicians in the tourist sector may also benefit from this research. The results emphasize the necessity of using high-quality short videos in Generation Z marketing. Marketers may influence young travelers' travel inclinations and promote responsible tourism by creating exciting and trustworthy short movies about eco-friendly places and sustainable tourism. These data help destination managers customize marketing campaigns and infrastructure development to Generation Z's tastes and values, improving competitiveness and sustainability. Policymakers may also utilize the data to create regulatory frameworks and educational programs to promote environmental awareness and sustainable tourism among the young. The theoretical and practical implications of this study advance tourism studies and provide actionable insights for industry stakeholders to engage better and serve Generation Z travelers in a digital and environmentally conscious era.

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## Appendix

### Part 1: Respondent Demographics

1. Age in 2023:
2. Gender:
  - A. Male
  - B. Female
3. Education level (Years completed):
  - A. Elementary Education (Typically 6–8 years)
  - B. Secondary Education (Typically 9–12 years)
  - C. Higher Education - Undergraduate (Typically 13–16 years)
  - D. Graduate Education and above (More than 17 years)
4. Employment Status:
  - A. Student
  - B. Employed
  - C. Unemployed
5. Current Occupation:
  - A. Full-time Employee
  - B. Self-employed/Entrepreneur
  - C. Student/Intern
6. Monthly Income Bracket:

(Please choose reasonable income brackets according to Chinese standards)

  - A. \$0–\$1000
  - B. \$1001–\$3000
  - C. \$3001 above
7. Marital Status:
  - A. Single
  - B. Married
  - C. In a relationship
  - D. Divorced
  - E. Widowed
  - F. Separated
8. Type of your town where you live:
  - A. Urban
  - B. Rural

### Part 2: Social Media and Short Video Consumption

9. Frequency of Social Media Usage:
  - A. Several times a day
  - B. Once a day
  - C. Several times a week
  - D. Once a Week
  - E. Even Less
10. Your preferred Social Media Platform (You can choose more than one):
  - A. TikTok
  - B. Weibo
  - C. WeChat
  - D. Little Red Book
  - E. Other\_\_\_\_\_
11. Your preferred Social Media Platforms for Watching Short Videos (You can choose more than one):
  - A. TikTok
  - B. Weibo
  - C. WeChat
  - D. Little Red Book
  - E. Other\_\_\_\_\_
12. Type of your engagement activities with Travel Short Videos:
  - Liking
  - Sharing
  - Commenting

**13. Average Time Spent Watching Short Videos Daily:**

- A. Less than 1 hour      B. 1–2 hours daily      C. 2–5 hours daily      D. Less than 1 hour a week  
E. 1–2 hours a week      F. 2–5 hours a week

**14. Types of Travel-Related Content you usually watch:**

Destination Reviews

Cultural Insights

Adventure Travel

Luxury Travel

**Part 3: Travel Intentions and Influences**

**15. Your frequency of Travelling:**

- A. Never                      B. Once a month              C. More than once a month      D. Once a year  
E. More than once a year      F. once in two years      G. Even less

**16. Choose the most important factor that influences your travel intentions:**

- A. Cost    B. Reviews    C. Short Videos on social media    D. Company (Friends/Family)

**17. Do you agree that Short Videos on social media affect Travel your intentions:**

- A. Strongly disagree      B. Disagree              C. Neutral              D. Agree              E. Strongly agree

**18. Nicely edited and presented travel short videos influence the perception about travel Information.**

- A. Strongly disagree      B. Disagree              C. Neutral              D. Agree              E. Strongly agree

**Part 4: Perception and Behavior (please give your level of agreement)**

**19. The tourism-related videos on social media are trustworthy:**

- A. Strongly disagree      B. Disagree              C. Neutral              D. Agree              E. Strongly agree

**20. Mostly become start willing to visit a place featured in short videos:**

- A. Strongly disagree      B. Disagree              C. Neutral              D. Agree              E. Strongly agree

**21. The tourist generated content in short videos is authoritative:**

- A. Strongly disagree      B. Disagree              C. Neutral              D. Agree              E. Strongly agree

**Part 5: Perception of Travel Trends and Influencers**

**22. Your sources of Travel Information other than social media:**

Travel Agencies

Friends/Family

Books

23. Are you well aware of current travel trends?  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
24. On a scale of 1 to 5 (where 1 means no influence at all and 5 means maximum influence), how much is the Impact of social media Influencers short videos on you Perception of Travel Destinations:  
1-----2-----3-----4-----5

Part 6: Show Your Level of Agreement with Following Statements

25. Content source of short videos on social media is authoritative.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
26. Content of short videos on social media is reliable.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
27. Content of short videos on social media is relevant.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
28. Content of short videos on social media is rich.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
29. The image of a typical tour of the destination in short videos on social media is consistent with mine.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
30. People with a similar image to mine tend to go to the destination.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
31. The destination image in short videos on social media is consistent with my image.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
32. I can rely on the destinations in short videos on social media.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
33. I would feel a sense of loss if I could not visit the place.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
34. This is a responsible destination.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
35. I have a good knowledge of the tourist destinations.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
36. I am familiar with the tourist destinations.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
37. Compared to others, I know the travel destinations much better.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
38. People around me think I am familiar with the destination.

- A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
- 39.** After browsing tourist-generated short videos on social media, I have great possibility of traveling to the destination.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
- 40.** I am willing to pay more money to go to the destination.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
- 41.** I am willing to recommend the destination to the others.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree

Part 7: Environmental Awareness and Sustainability in Travel

- 42.** I have great awareness of Environmental Issues at Destinations.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
- 43.** Short Videos on social media have great influence on the “Environmental Consciousness” in Travel Choices?  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
- 44.** I prefer Eco-Friendly Travel Destinations Highlighted in Short Videos.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
- 45.** Short Videos have great impact on my Perceptions of Tourism's Environmental Impact.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
- 46.** Short Videos are very effective in Promoting Responsible Tourism Practices.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
- 47.** Short videos on social media have great impact on Adopting Sustainable Travel Practices.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
- 48.** Willingness to pay for Sustainable Travel Options is greatly influenced due to relevant Short Videos on social media.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
- 49.** Short video content on social media provides the travelers with essential cost related information.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
- 50.** Short video content on social media provides the travelers with affordable and residing options at destination.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree
- 51.** Through short video the content creators significantly influence the travelers to choose the affordable traveling and staying options.  
A. Strongly disagree      B. Disagree      C. Neutral      D. Agree      E. Strongly agree