

# The impact of TikTok short videos on tourist destination choice

Valeriya Savelyeva  
University of Twente  
P.O. Box 217, 7500AE Enschede  
The Netherlands

## **ABSTRACT,**

*As one of the major growing social media platforms, TikTok has massive influence on our daily lives, and traveling is no exception. This study examines the impact of TikTok short videos, in combination with initial travel knowledge, on the motivation to choose a destination and how this motivation affects the actual destination choice. Using a quantitative approach, data was collected through an online survey distributed to active TikTok users within Generation Z and Alpha. The results indicate a positive significant relationship between initial knowledge and motivation for destination choice, as well as between TikTok short videos and motivation. Additionally, the study confirms that motivation plays a crucial role in the final decision to travel to a particular destination. These findings suggest that TikTok's personalized and engaging content significantly enhances the destination image by influencing user motivation, thereby driving destination choice.*

## **Graduation Committee members:**

**Dr. Hatice Kizgin**

**Dr. Agata Leszkiewicz**

## **Keywords**

Initial knowledge, destination choice, motivation, TikTok short videos, SOR theory, social media

# 1. INTRODUCTION

With the ability to access the internet with unlimited amounts of information, potential tourists have a large selection of easily accessible sources for deciding on a destination choice. In the last 15 years, experience and feedback shared on social media by other travelers have become one of the most popular sources of information among tourists (Buted et al., 2014).

TikTok is one of the main social media platforms and by October 2023 out of 4.95 billion social users, it achieved 1.218 billion users aged 18 and above, which is 24.65%. It has still growing popularity, since 2018, globally by 1,157,76% more monthly users (Dean, 2024). One of the formats of videos in TikTok is short videos, usually 15 to 60 seconds long, which are increasingly popular recently. The research by Cao et al. (2021) showed that narrative in short videos transports prospective tourists into the place and helps to reduce criticism about the destination. Moreover, since the short format of the videos was used, the stronger perception of the video was highlighted additionally. Moreover, earlier it was concluded by the School of Tourism in the UK as well, that there is a strong correlation between social media usage and destination choice (Fotis et al., 2012). In the research from Zhou et al. (2023), the study found that there is an impact on decision making from TikTok, however, the research cannot be generalized globally and it does not include the effect of initial knowledge of the traveler.

## 1.1 The research objective and question

Based on the knowledge gap, social media in those researches was observed as a whole, which includes all social media such as Instagram, Facebook, and more, and far too little attention has been paid to the impact of the usage of TikTok short videos in combination with tourist initial knowledge on tourist choice of destination and what role does it play on the motivation of the destination choice, as the TikTok is one of the growing social media platforms and did not exist when one of the research was made. Therefore, it leads to a research question:

*How does the usage of TikTok short videos affect the tourist's choice of destination?*

# 2. LITERATURE REVIEW

## 2.1 Destination image and narrative transportation

In tourist research, a destination image is one of the main parts of the research. The definition of the destination image is an individual's impressions that also include the beliefs, ideas, and emotions about a place (Phelps, 1986). Palau-Saumell et al. (2016) confirm that Country Image or Destination Image in our case has an impact on travelers attitudes and could influence certain beliefs about a place. Since short travel videos are part of the destination image, travelers share their impressions and experiences in TikTok, which can change to a positive or negative motivation to choose a certain destination. As it was already previously mentioned in the introduction, short videos in TikTok that have a narrative character could increase the perceived value of the destination, which might be one of the motivational aspects, and can impact decision making,

especially for individuals that are traveling for the first time (Amaro et al., 2016).

## 2.2 SOR theory

One of the main concepts of TikTok that increases the interest and number of users is the ease-to-use. Algorithms on the "for you" page are based on your location and content individual engagement, such as likes, shares and comments (Anderson, n.d.), this way individuals start seeing the content that they might be interested in, unlike YouTube and Instagram reels, where algorithms show videos based on what you follow. In SOR (Stimulus-Organism-Resource) theory, stimulation from the external environment (stimulus) an individual's emotions, and cognitive processes (organism) affect the individual's behavior (resource) (Mehrabian and Russell, 1974). Therefore, the individual reacts in a certain way, by being mentally affected by stimulators (Jacoby, 2002; Sohaib et al., 2022). The adaptation of this theory is deemed appropriate for this research since TikTok short videos are considered a stimulus factor that stimulates and makes people more involved with content by using its algorithms (Li, 2021). Those algorithms could also help to find the relevant information quickly, which makes the application's usefulness high. Those videos stimulate and trigger the motivation of the destination choice by increasing the trust and perception of the location (Cao et al., 2021). The motivation in turn affects the traveler's behavior, which should be a destination choice in the following research model.

## 2.3 Theoretical framework

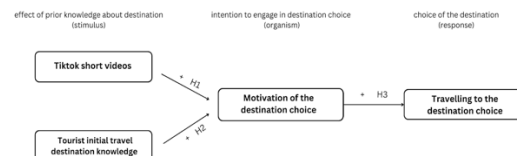


Figure 1: Theoretical framework

## 2.4 Hypothesis development

### 2.4.1 Hypothesis 1

Country image or destination image is one of the important factors that creates the informational and descriptive understanding of the country (Martin & Eroglu, 1993). Choudhary & Gangotia (2017) stated that the young generation likes to gather as much information as possible before the upcoming trip. Nowadays, short videos as Tiktok travel content have become a significant stimulation effect on the destination image, using the algorithms and increasing followers' desire to travel, affects the choice of destination for the young generation (Du, Liechty, Santos, & Park, 2020). Hyun, Lee & Hu (2009) also concluded that destination images help people to "taste" the place before visiting it, moreover, through video create an emotional attachment to a destination (Dubé & Morin, 2001).

In the research from Zhou et al. (2023), the study found that there is an impact on decision making from TikTok, however it cannot be generalized globally since the research was conducted with only Chinese participants, moreover it should be explored more to have comprehensive image of the effect of short travel videos

in TikTok in combination with initial knowledge about destination in the context of the motivation of the destination choice, which is the main knowledge gap that the research is based on. Thus, the following has been hypothesized:

**H1: TikTok short videos will be positively related to the motivation of the destination choice after reading a DBA.**

#### 2.4.2 Hypothesis 2

Using the 5-step vacation general consumer decision-making model by Raaij et al. (1984) the research is based on the first phase, which is pre-trip: the tourist's initial destination knowledge affects the motivation of the destination choice, which in turn affects the choice of destination (Amaro et al., 2016). In the research conducted by Woodside and Sherrell (1977), the initial knowledge about the travel destination has a positive correlation with a motivation of visiting the destination. The absence of the initial knowledge has a negative effect on the intention to choose the travel destination. For some individuals knowledge about the destination helps to justify and rationalize the travel decision (Raaij et al., 1984), which proves again the positive correlation between initial knowledge and motivation of the destination choice. However, it should be tested to have a more comprehensive picture, whether by having the initial knowledge with a combination of stimulation by TikTok short videos, travelers will start having internal thoughts about upcoming trips. Thus, the following has been hypothesized:

**H2: Tourist initial travel destination knowledge will be positively related to a motivation of the destination choice after reading a DBA.**

#### 2.4.3 Hypothesis 3

In 1975 Nahab concluded internal thoughts that could lead to the action, motivation can be considered one of the main roles in the destination choice. Travel motivation or an attitude towards traveling is considered one of the triggers of the destination choice (Mansfeld, 1992). The actual behavior is positively impacted by the motivation as a "strong predictor" and has a positive relationship with it (Moura, Gosling, Christino, & Macedo, 2017). That leads us to the last hypothesis, which states:

**H3: Motivation of the destination choice will be positively related to traveling to a destination choice after reading a DBA.**

### 3. METHODOLOGY

#### 3.1 Research design

In this paper quantitative analysis was chosen as a precise and effective tool to analyze, and quantify dependability of the variables, their relationships, and correlation by testing the hypothesis (Alam, 2024). The chosen research design will help to reach a large audience for a numeric representation of the users of TikTok that have been impacted in the choice of the destination.

Based on the literature review the research will be done by online survey via Qualtrics XM, which will help to collect the responses and transform them into the data (Statistical Analysis Methods for Surveys | Qualtrics, 2022). The first paragraph of the survey will state that the research is designed to understand and study the impact of TikTok short videos on tourist destination choice

and inform participants about the confidentiality of the answers. Moreover, at the end of the research, the data will not be stored and will be deleted.

Participants will not be asked to provide names and the data from the questionnaire will only be used for the thesis. Published data will remain anonymous and all the responses will be processed anonymously. The survey will have a Likert scale and multiple choice questions, and take about 5 minutes to fill in. The email of the researcher will be provided for additional questions and feedback. The first question of the survey will confirm the age and consent of the participants.

To recruit the participants, links with the survey in English will be distributed via online social media platforms such as TikTok, Instagram, additionally Whats app, and more. By using the social media platform as a recruitment tool, it would be easier to reach a potential active TikTok user and the recruitment method that will be used is convenient sampling, which is based on the availability of the subject (Suen, n.d.).

#### 3.2 Sample description

Participation in the survey required people from Generation Z and Alpha, all genders, and active users of TikTok since the research analyzed the impact of TikTok short videos that should be watched on a long-term basis. However, it is important to mention that there will be a requirement of 18 and above years old, as for traveling purposes such as booking accommodations and excursions it might be difficult if the person is below legal age.

It can be concluded that 136 participants filled in the survey and 103 of them completed it fully. Bullen and Bullen (2022) confirm that a minimum of 100 participants is necessary for meaningful results, therefore having 103 responses ensures that the analysis will be done as accurately as possible with sufficient representation of the key demographic groups.

There is a slightly higher proportion of female participants by 21.3% than male participants. The main group of people are mostly University students (44.7%) and at the age of 22-27 years old (45.6%), which is a great representation of active TikTok users.

Table 1 below shows the socio-demographic characteristics of the participants by their gender, age, and education level.

**Table 1 - Socio-demographic characteristics ( N = 103)**

	Frequency	Percent
Gender		
Female	61	59.2%
Male	39	37.9%
Other	3	2.9%
Age		
18-22	41	39.8%
22-27	47	45.6%
28+	15	14.6%

Education		
Student at University	46	44.7%
Employed or self-employed	25	24.3%
Unemployed	22	21.4%
Student at school	10	9.6%

### 3.3 Method

The questionnaire is divided into four main sections. In Section A participants will be asked questions regarding initial travel destination knowledge. Questions in this section will help to identify if by having the initial knowledge, travelers start having internal thoughts about upcoming trips. The next section will include questions regarding TikTok short videos. This set of questions will help to identify the usability and effect of TikTok short videos on motivation to travel. Section C in its turn will have questions regarding motivation of the destination choice. The following questions will help to understand how motivation to choose a travel destination influences the choice of the destination. In the end, section D respondents will be asked questions regarding destination choice. This will show how information research can affect on the actual choice of destination.

In the table below all the borrowed questions are presented. Sections A, and B have the 5-point Likert scale only, where 1 is strongly disagree and 5 is Strongly agree. Sections C and D have 2 Likert scales: 5-point and 7-point, where 1 is strongly disagree and 7 is Strongly agree. This type of scale allows respondents to show the degree of agreement/disagreement with the statement, and it makes the data analysis optimized (SurveyMonkey, n.d.).

**Table 2 - Operationalization table**

Variable	Source	Number of items
Initial Knowledge (IV)	Amaro, S., Duarte, P., & Henriques, C., 2016	4
	Bai, W et al., 2023	2
TikTok Short Videos (IV)	M.K.O. Lee et al., 2005	1
	J.-W. Moon, Y.-G. Kim., 2001	2
	P.C. Verhoef, F. Langerak., 2001	1
	Bai, W et al., 2023	2
Motivation of the Destination Choice (DV)	Martín, H. S., & Herrero, Á., 2012	3
	Bai, W et al., 2023	1
Destination Choice (DV)	Bai, W et al., 2023	4
	Martín, H. S., & Herrero, Á., 2012	1

### 3.4 Data Analysis

After collecting the responses from the questionnaire, received responses were summarized and transferred into the suitable data for R studio, where the conceptual model will be analyzed. Initial filtration was made by removing responses from participants who did not consent to participation or/and are not an active user of TikTok. Next were removed the unnecessary columns until the gender to ensure the accuracy of the data. The control variables were considered as follows: gender, age, and education. Howarth (2024) confirms that 47.4% of TikTok users are younger than 29 years old, therefore there are several control variables to avoid the appearance of any third variables. Next, the table with descriptive statistics was created with variables: Initial Knowledge (IK), TikTok Short Videos (TSV), Motivation of the destination choice (MDC), and Destination choice (DC). Mean, standard deviation, Cronbach's alpha, and loading factor were used to evaluate the variables and see if the set of measurements was reliable (Meridian, 2024). Creation of aggregated next data helped to make data and links between variables clearer and more usable (Recker, 2024). Correlation analysis will help to show the relationships between the variables and regression analysis will provide the information significance of the relationships between variables and help to decide if the hypothesis is rejected or not. At the end of the data analysis, control variables will be analyzed to see if the demographic characteristic will influence the decision making to travel to a specific destination.

## 4. RESULTS

### 4.1 Descriptive analysis

After completing the descriptive statistics, in table 3 it can be found four main categories, such as Initial Knowledge, TikTok Short Videos, Motivation of the Destination Choice, and Destination Choice. For each item of the data mean, standard deviation, Cronbach's alpha, and loadings factor was found.

The range of the mean was between 1.93 and 5.84. It is important to mention that TSV3 was a negative question about TikTok usage, hence it has a low number. Moreover, questions MDCQ1-MDCQ3 and DC5 are measured on a 7-point Likert scale, therefore the highest answer was 7, unlike the 5-point Likert scale, where 5 is the highest number. Since 5 or 7 is the complete agreement with the statement, a higher mean will mean a higher agreement with each statement from the survey. A high standard deviation among the items that vary from 0.65 to 1.40 confirms that there is great variability in the responses. Cronbach's alpha for each category is around 0.84, which confirms that the data is reliable and consistent.

**Table 3 - Descriptive statistics**

	Mean	SD	$\alpha$	loading
Initial Knowledge			0.82	
IK1	4.33	1.11		0.647
IK2	4.38	1.06		0.633
IK3	4.29	0.85		0.561
IK4	4.09	0.85		0.766
IK5	4.33	0.84		0.219
IK6	4.16	0.94		0.277

TikTok short videos			0.85	
TSV1	4.45	0.76		0.625
TSV2	4.26	0.70		0.597
TSV3	1.93	1.08		-0.218
TSV4	4.27	0.76		0.620
TSV5	4.24	0.75		0.556
Motivation of the destination choice			0.84	
MDCQ1	5.81	1.28		0.578
MDCQ2	5.83	1.33		0.339
MDCQ3	5.84	1.28		0.483
MDCQ4	4.45	0.65		0.610
Destination choice			0.842	
DC1	4.19	0.82		0.55
DC2	4.19	0.74		0.420
DC3	4.18	0.92		0.572
DC4	4.31	0.79		0.621
DC5	5.80	1.40		0.373

\* MDCQ1-MDCQ3 and DC5 are measured on a 7-point Likert scale, the rest on a 5-point Likert scale

Aggregated data was created to have a broader look at the data and create it into centralized source, where standardized data will be easier to analyze for general patterns. In Table 4 for each variable descriptive analysis was made, where mean, standard deviation, Cronbach's alpha, and loading factor was found as well.

**Table 4 - Descriptive statistics with aggregated data**

	Mean	SD	$\alpha$	loading
IK	4.24	0.692	0.82	0.244
TSV	3.83	0.867	0.85	0.564
MDC	5.48	0.479	0.84	0.784
DC	4.54	0.662	0.842	0.655

#### 4.1.1 Mean

In the questionnaire, first 11 statements under two main categories such as Initial Knowledge and TikTok Short videos had a 5-point Likert scale. By having means of 4.24 and 3.83, it can be confirmed that participants mostly agreed with the statements of usage of TikTok and collection of initial knowledge about the destination. The next nine statements under the other two main categories, such as Motivation of the destination choice and Destination Choice, had a 5-point Likert scales as well and a 7-point Likert scales. That leads to a higher than 5 mean and confirmation of the agreement of participants with the statements about motivation of the travel destination and its choice.

#### 4.1.2 Standard deviation

Standard deviation is a number that represents the variability of results (Frost, 2021). TSV has the biggest standard deviation (0.867), which can be explained by the fact that TSV3 was the negative question, which collected the most answers that disagreed with the statement. It means that there was a wide range of the answers. IK (0.692) and DC (0.662) has a moderate

spread of the answers and MDC has the smallest standard deviation in the table, which means that respondents mostly answered 4 or 5 (6 or 7), and that led to a low variability of the results.

#### 4.1.3 Cronbach's Alpha

A greater value of alpha indicates a better reliability, Tavakol & Dennick (2011) confirm that values above 0.7 are generally considered acceptable for reliability. It can be clearly seen that all the variables have a good level of internal consistency from 0.82 to 0.85, which confirms the reliability of the data, and that the items are likely to measure the same underlying concept and validity of the scale.

#### 4.1.4 Loading

The loadings represent the degree of the correlation of each variable with each of the factors (Xue et al., 2016). MDC (0.784) is the highest loading, suggesting that MDC is very strongly associated with its underlying factor, making it a good measure of the construct. TSV (0.564) and DC (0.655) are moderate loadings, indicating that TSV and DC are reasonably well-associated with their underlying factor, but not as strongly as other variables. IK 0.244 is the low loading suggests that IK may not be strongly associated with the underlying factor it's intended to measure, or it may indicate that it is weakly represented by the factor.

## 4.2 Correlation

To represent more general trends and reveal the true relationship between the variables, a correlation matrix with aggregated data was made. Table 5 demonstrates the correlation between variables such as Initial Knowledge (IK), Tiktok Short Videos (TSV), Motivation of the destination choice (MDC), and Destination Choice (DC).

It is confirmed that there are several positive moderate relationships between variables: IK and MDC (0.63), TSV and MDC (0.6), TSV and DC (0.64), and MDC and DC (0.7). MDC and DC confirm that if the person is motivated to choose a specific country, it is more likely that he will choose it in the end. The relationship between TSV and DC shows that exposure to TikTok short videos influences the decision of the traveler. Together IK and TSV are positively related to MDC, which means that more knowledge and exposure to appealing content in TikTok motivates people to choose specific countries to travel. Moreover, if one increases, the other will most likely increase too. IK and DC (0.54) relationships are moderately positive too, however, it is less strong than the relationship between other variables that were mentioned earlier. The relationship between TSV and IK (0.37) is moderately positive likewise, however, they are the weakest relationship in the matrix.

**Table 5 - Correlation matrix with aggregated data**

	IK	TSV	MDC	DC
IK				
TSV	0.374			
MDC	0.628	0.602		
DC	0.541	0.638	0.703	

### 4.3 Hypothesis testing

Table 6 shows the regression analysis that was made to check the hypothesis. By using the coefficient, SE, and p-value, it can be stated whether the hypothesis is rejected or not. The test confirms that all of the variables that were checked have positive relationships between the items.

**Table 6 - Regression analysis**

	Coefficient	SE	p-value	Significance
MDC~IK	0.786	0.097	<0.001	***
MDC~TSV	1.090	0.144	<0.001	***
DC~MDC	0.538	0.054	<0.001	***

#### 4.3.1 Hypothesis 1

It was suggested that Initial Knowledge about the destination will be positively related to Motivation of the destination choice. After the regression analysis H1 can be confirmed that higher initial knowledge will lead to a higher motivation to choose the destination. P-value is extremely low, which confirms the high significance and there is enough evidence to support H1. As a result, it can be concluded that Initial Knowledge is positively related to Motivation of the destination choice.

#### 4.3.2 Hypothesis 2

As Table 6 states, after the regression analysis, TikTok short videos can positively stimulate the motivation of the destination choice. A low p-value in turn confirms the significance of the relationships of the variables and it allows to confirm that TikTok Short Videos are indeed positively related to the Motivation of the destination choice.

#### 4.3.3 Hypothesis 3

Lastly, it was stated in H3 that the motivation of the destination choice will be positively related to traveling to a destination choice. Regression analysis shows that the higher motivation to choose will more likely increase the chances to choose the destination. The H3 can be confirmed, since that p-value is low, which means that the relationship is significant.

### 4.4 Control variables

Table 7 shows the result of the regression analysis of socio-demographic values. During the observation of the control variables, none of the Age, Gender, and Education variables significantly affect the Destination Choice, as their p-values are more than 0.05. Therefore, control variables do not influence the destination choice.

**Table 7 - Control variables**

	Coefficient	SE	p-value
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Gender (Reference: Female)

Male	0.016	0.219	0.913
Other	0.559	0.404	0.170

Age (Reference: 18-22)

22-27	-0.183	0.156	0.245
28+	-0.074	0.242	0.760

Education (Reference: Employed or self-employed)

Student at school	0.089	0.293	0.763
Student at University	-0.147	0.197	0.458
Unemployed	0.130	0.198	0.514

### 4.5 Summary of results

It can be concluded that by using descriptive statistics with aggregated data, participants mostly agreed with all statements, therefore mean is high, and standard deviation is low. Cronbach's alpha confirmed that all the variables have good internal consistency and can be reliable (0.82 and higher). Correlation analysis showed that there a moderate positive relationship between Initial Knowledge and Motivation of the destination Choice (0.63), TikTok Short Videos and Motivation of the destination Choice (0.6), TikTok Short Videos and Destination Choice (0.64), and Motivation of the destination Choice and Destination Choice (0.7). Initial Knowledge and Destination Choice (0.54) and TSV and IK (0.37) have moderately positive relationships too, however, their relationships are weaker in the matrix. The regression analysis highlighted the significant relationship between Initial Knowledge and Motivation of the destination Choice, TikTok Short Videos and Motivation of the destination Choice and Motivation of the destination Choice and Destination Choice. Therefore, all hypotheses were accepted. The regression analysis of the control variables demonstrated that there is no significant effect.

## 5. DISCUSSION

This paper researchers how the usage of TikTok short videos in combination with initial knowledge affects the tourist choice of destination.

The first hypothesis suggested that Initial Knowledge will affect the motivation of the destination choice. Initial knowledge provides travelers with an understanding of what to expect from a destination. This knowledge can reduce uncertainty and anxiety, which are significant barriers to travel (Sirakaya & Woodside, 2005). When tourists are informed about a destination's attractions, culture, and logistics, they are more likely to feel confident in their decision to visit, which in turn will increase their motivation to choose that destination. Analysis showed that there is indeed a relationship, where Initial Knowledge has a positive effect: higher initial knowledge leads to a higher motivation to choose the destination.

Initial knowledge can serve as well as a foundation for TikTok content usage, potentially reinforcing or reshaping tourists' perceptions and motivation. For example, a tourist with some knowledge about a destination might be more interested in the emotional and visual appeal of a TikTok video, which can strengthen their motivation to visit the place.

The second hypothesis suggested that TikTok Short Videos affect on the Motivation of the destination Choice. TikTok's ability to deliver content that resonates with users on a personal

level could further enhance its impact on destination choice. Zhou et al. (2023) had a similar conclusion but using other stimulating variables. Du, Liechty, Santos, & Park (2020) highlighted that TikTok has a great stimulating effect on travel as well. Analysis confirmed that there is a positive significant relationship between TikTok short videos and Motivation of the destination choice, which supports that higher usage of TikTok will lead to a higher motivation of choosing the destination for traveling.

Lastly, the third hypothesis proposed that the Motivation of the destination choice affects Destination choice. Moura, Gosling, Christino, & Macedo (2017) confirmed that motivation is a strong predictor for traveling. Pearce & Lee (2005) stated that emotional connection (through TikTok videos for example) to a destination can be a powerful motivator and a critical factor in decision making. Analysis showed that motivation has indeed a positive significant relationship with destination choice, which confirms that higher motivation can lead to a higher chance of the destination choice.

The control variables analysis showed that Age, Gender, and Education do not have a significant relationship with destination choice and do not impact it.

## 6. CONCLUSION

The present study was designed to answer the question: “How does the usage of TikTok short videos affect the tourists’ choice of destination?”. It can be concluded that together with initial knowledge usage of TikTok short videos has a significant effect on the motivation of the destination choice, which in its turn has a significant effect on a destination choice. Therefore, people who are active TikTok users and have some initial knowledge about a specific country will have a higher chance of choosing it.

### 6.1 Implications

The evidence from this study suggests that there are several implications that can be used. The main one is that country governments and hotels/excursions, that want to increase the number of visitors, can promote themselves in TikTok, as it is proven earlier that the destination image can increase the interest of the traveler and inspire them to choose a specific destination. Adding the user-generated short content will expand the marketing strategy and reach a new potential audience.

Moreover, via TikTok, people can popularize some unknown destinations that could create spontaneous travel decisions. By following TikTok content creators who specialize in travel, users can gain insights into accommodations, local must-visit places, and even budget-friendly travel hacks. This knowledge can significantly improve the overall travel experience, making the journey more fulfilling and increasing the chances of the traveler to come back. Through personalized algorithms, TikTok can keep travelers connected to their past experiences and introduce them to new, similar destinations, thereby maintaining their interest in future travel.

### 6.2 Limitations

Finally, a few important limitations need to be considered. First, the sample size. Since current research has a size of 103 participants, future research could have a greater sample size to remove the limitations of the conclusions. Obtaining more participants could lead to the expansion of the control variables with possible relationships change and increasing the number of different countries’ residents for a better result. Since the research was mostly conducted with people from Europe, it could

be different with non-European participants. Some countries have a harder document procedure, such as obtaining a visa, which could affect the destination choice. Additionally, although there were several tests to check the reliability of the data since the data collection was through an online survey, there could be some sampling errors.

Secondly, there are several stimulating factors that can affect the destination choice. In this paper we showed TikTok short videos in combination with the initial knowledge, however social influence or facilitating conditions in combination with TikTok videos might have a better outcome and effect on the destination choice.

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## Appendix

You are invited to participate in a research study conducted by Valeriya Savelyeva from the Faculty of Behavioral, Management and Social Sciences at the University of Twente.

The research is designed to understand and study the impact of Tiktok short videos on tourist destination choice. Your feedback in this questionnaire will contribute to academic study and analysis. Completion of this questionnaire is voluntary.

You will not be asked to provide your name and the data from the questionnaire will only be used for my thesis. Published data will remain anonymous and all the responses will be processed confidentially and anonymously. In the end of the research the data will not be stored and will be deleted.

The questionnaire should take no longer than five minutes of your time. Thank you for taking your time to complete the questionnaire. Your feedback is valued and appreciated.

If you have any questions or concerns, please feel free to contact Valeriya at [v.savelyeva@student.utwente.nl](mailto:v.savelyeva@student.utwente.nl)

By continuing with the survey, you confirm that you are at least 18 years old and indicate your consent to participate in the research.

- Yes, I agree to participate
- No, I do not agree

Do you use TikTok?

- Yes
- No

If the answer is "no", please stop with the survey.

What is your gender?

- Male
- Female
- Other, please specify

What is your age?

- 18- 22
- 22- 27
- 28+

Education

- Student at school
- Student at university
- Unemployed
- Employed or self-employed
- Other, please specify

### Section A: Initial travel destination knowledge

In this section you will be asked questions regarding initial travel destination knowledge. For some individuals knowledge about the destination helps to justify and rationalize the travel decision. Following questions help to identify if by having the initial knowledge, travelers start having internal thoughts about upcoming trips.

IK1 - I read reviews from other traveler on TikTok
IK2 - I searched for travel information on TikTok
IK3 - I looked at activity/attractions reviews of other travelers
IK4 - I read other travelers' experiences and tips
IK5 - I predict I will visit the destination that I knew about in the future
IK6 - I would visit destination that I knew about rather than any other tourism destination

Using 5-point Likert scale from 1 = "Strongly disagree" to 5 = "Strongly agree."

### Section B: TikTok short videos

In this section you will be asked questions regarding TikTok short videos. Nowadays, short videos as TikTok travel content have become a significant stimulation effect on the destination image, using the algorithms and increasing followers' desire to travel, it affects the choice of the destination for the young generation. Next section of questions helps to identify the usability and effect of TikTok short videos on motivation to travel.

TSV1 - Using TikTok short videos for travel purposes is enjoyable
TSV2 - Using TikTok short videos for travel purposes is fun
TSV3 - Using TikTok short videos for travel purposes stimulates my curiosity
TSV4 - I consider the use of TikTok short videos for travel purposes a big hassle
TSV5 - I feel a positive image of the destination I want to travel after watching the TikTok short videos

Using 5-point Likert scale from 1 = "Strongly disagree" to 5 = "Strongly agree."

### Section C: Motivation of the destination choice

In this section you will be asked questions regarding motivation of the destination choice. Travel motivation or an attitude towards traveling is considered one of the triggers of the destination choice. The actual behavior is positively impacted by the motivation as a “strong predictor” and has a positive relationship with it. Therefore, the following questions will help to understand how motivation to choose a travel destination influences the choice of the destination.

MDC1 - Watching short travel videos on TikTok makes me feel good
MDC2 - I find TikTok useful in searching for travel information
MDC3 - I would like to continue to use TikTok to make destination decisions in future travel

Using 7-point Likert scale from 1 = “Strongly disagree” to 7 = “Strongly agree.”

MDC4 - If everything goes as I think, I plan to visit destination that I knew about in the future
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Using 5-point Likert scale from 1 = “Strongly disagree” to 5 = “Strongly agree.”

### Section D: Destination choice

In this section you will be asked questions regarding destination choice. It could be stated that social media could be the information research that can impact the decision making, especially for individuals that are traveling for the first time.

DC1 - I'd like to read articles or news items concerning the destination I want to travel on a TV program or the Internet after watching the TikTok short videos
DC2 - I'd like to search responses to destination I want to travel on the Internet after watching TikTok short videos
DC3 -I'd like to talk with people who traveled to destination I want to travel after watching Tiktok short videos
DC4 -I become interested in destination I want to travel after watching TikTok short videos

Using 5-point Likert scale from 1 = “Strongly disagree” to 5 = “Strongly agree.”

DC5 - I'm going to use TikTok for destination decision making
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Using 7-point Likert scale from 1 = “Strongly disagree” to 7 = “Strongly agree.”