

Short Video Influence on Food Tourism: Examining the Role of TikTok in Shaping City Image and Travel Intentions of Chinese Gen Z

Zong-Yi Zhu, Ph.D.¹, Sun Congxi², Hyeon-Cheol Kim, Ph.D.^{3†}

¹Assistant Professor, Department of Graduate School of Business Administration, Business Administration, Kook-Min University, Seoul, Korea

E-mail: joeyzhu@kookmin.ac.kr

²Department of Cultural and Arts Management, Graduate School, Chung-Ang University, Seoul, Korea

E-mail: sherry0342@gmail.com

^{3†} Professor of Marketing, School of Business Administration, College of Business and Economics, Chung-Ang University, Seoul, Korea

E-mail: hckim@cau.ac.kr

Abstract

Food tourism has gained great traction and popularity in recent years. Against this backdrop, we aimed to understand the formation process of visit intentions among Chinese social media users who subscribe to TikTok's Korean traditional food channel. We adopt the stimulus-organism-response (S-O-R) model to achieve this research objective. Data were collected from 312 unmarried female TikTok users born after 00s in China. Analytical tools such as SPSS 26.0 and Amos 24.0 were employed for data analysis. We identified the characteristics of TikTok and the quality of food tourism information and examines their impact on the users' travel intention of visiting Korea by observing differences in audience perception of the destination image during cognitive information processing. In addition, we also confirmed the moderating effect of subjective knowledge in the process of TikTok characteristics and food tourism information quality influencing the perceived city image. Finally, recommendations are provided on how to better integrate food tourism with short videos, thereby creating high-quality food tourism content that helps boost the tourism market in both China and Korea.

Keywords: Food tourism information quality; TikTok characteristic; City image; Future visit intention; Subjective knowledge

1. INTRODUCTION

Among forms of tourism, food tourism has garnered considerable attention since the term was coined [1]. Experiencing local cuisine has become one of the most effective strategies for promoting tourist destinations that are rich in food or food-related culture [2]. Culinary experiences have a significant impact on tourists'

Manuscript Received: April. 2, 2025 / Revised: April. 11, 2025 / Accepted: April. 27, 2025

^{3†}Corresponding Author: hckim@cau.ac.kr

Professor of Marketing, School of Business Administration, College of Business and Economics, Chung-Ang University, Seoul, Korea

perceptions of the local images of tourist destinations and their decision-making before their trips [3]. Although traditionally gained through cultural and tourism consumption [4], the travel experience has shifted dramatically from only entertainment to experience co-creation in food tourism, emerging as a key factor in repeated destination visits. This encourages the further investigation of this topic, with a particular focus on identifying specific video framing styles that could most effectively benefit food tourism marketers in social media marketing. Therefore, it is necessary to understand how specific local food video enhance tourists' travel intention.

Previous studies have explored the impact of influential online travel information on online users' tourism purchase intention, visit intention, and word-of-mouth, all of which contribute to the image of a tourism destination [5, 6]. Lots of studies have established that online content is a key factor influencing tourist behavior [7, 8], there have been few studies on how tourism content, formed through destination imagery, affects users' intention to visit the destination. Social media is now a new marketing tool for tourism destinations, and the mechanism by which online tourism information influences the formation of a destination image has attracted attention from both the tourism industry and the academic community [7]. Building on this context, this study seeks to determine the importance of the quality of food tourism information, as it can shape the tourism destination image in the minds of users, thereby influencing their intention to travel.

Tourism organizations in various countries and regions create travel-related content on different social media platforms, such as Facebook, Instagram, YouTube, etc., to enhance the image of their tourist destinations. Notably, the most popular social media platform in China recently is TikTok [9]. Short videos have replaced traditional information styles and have become the mainstream information style of viral marketing [10]. The emergence of short videos has broadened marketing channels, rendering this form essential in reshaping the relationship between merchants and consumers.

Despite the growing attention from tourism researchers on the tourism information on social media and its impact on various beliefs and behaviors of tourists [11], there is still a lack of research on the effect of content/information quality of videos and short video platform characteristics on user destination intentions. Previous studies have primarily focused on the impact of TikTok on the development of tourism destinations, the influence of travel video bloggers on short video sharing, the effect of short videos on customer attitudes towards destination brands, and the impact of food video blogs on destination image [12]. Most of these studies have concentrated on the impact of short video content on destinations and tourists, with only a few exploring the relationship between TikTok platform characteristics and destination or user behavior [13]. Previous studies have extensively investigated the influence of food experiences on consumer behavior [14] and psychological well-being [15]. There has been limited examination of these relationships from the perspective of experiencing similar cuisines across different countries or regions. To bridge this research gap, we examined the impact of food experience on consumer decision-making and its contribution to the gastronomic reputation of the food's country of origin. Specifically, it delves into the factors and mechanisms that shape consumers' travel intentions to the country of origin of food cuisine (TICO), particularly in the context of its global presence and appeal.

We aim to understand the formation process of urban tourism intentions of post-00s generation unmarried female users who subscribed to the Chinese TikTok Food channel. Firstly, we apply the stimulus-organism-response (S-O-R) model to determine the influence of TikTok characteristics and food tourism information quality on perceived city image and visit intention. In addition, we determine the moderating effect of subjective knowledge in the process of TikTok and tourism information characteristics influencing a city's image. The results have expanded the knowledge base of the gastronomic tourism literature. The contribution

also extends to providing new implications for gastronomic tourism marketing strategies, helping destination marketers design more effective promotional videos for culinary tourism.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

2.1. Literature Review

2.1.1 S-O-R model

Russel & Mehrabian (1974) [16] built a stimulus-organism-response (S-O-R) model based on environmental psychology. The S-O-R model consists of three factors that affect consumer behavior: stimulus, organism, and response. It posits that outside stimuli lead to internal responses, which then manifest externally through the person's behavior. Stimuli refer to external environments that typically represent uncontrollable factors, such as politics, economics, marketing activities, and product models. Next, when an organism is stimulated by these stimuli, the internal responses of the individual are elicited, and the responses manifest in behaviors that reflect the individual's inner thoughts, i.e., actions that the organism should take when stimulated. In the setting of social commerce, stimulus factors include the content of a website or platform and the nature of user interactions. These factors are considered external environmental stimuli. The organism, in this context, refers to the emotional state and internal perceptions, such as attitudes, values, the perception of social or related tastes, as well as emotions [17]. Response, on the other hand, involves the consequent behaviors that result from different scenario factors, including search, evaluation, purchase intention, and purchase behavior [18]. Moreover, the model provides a deep understanding of how humans respond to social environment cues [19]. These internal states are expressed through cognitive and emotional appraisals of stimuli, including a person's joy, arousal, and attitude toward an object of interest.

2.2 Hypothesis Development

2.2.1 Food tourism information quality and city image

The tourism information provided on social media breaks away from the traditional one-sided way of information dissemination, as it incorporates multimedia elements such as text, images, and videos, thereby more vividly and effectively conveying the experiences and information of creators. This directly affects the tourists' satisfaction and decision-making processes [20]. Researchers have focused on studying the effect of quality characteristics of tourism content on tourism behavior. Zhang Huijun (2021) [21] measured the information quality evaluation factors of food YouTube channels from four dimensions, which are value, relevance, timeliness, and loyalty. And the study conducted by [22] on Chinese users of TikTok short video applications, perceived quality of tourism information was divided into four dimensions which are simplicity, vividness, diversity, and gaminess, all of which positively impact information credibility and visit intention. [11] explored trending information content on social media, defining value-added, relevance, timeliness, completeness, interest, and design as the quality dimensions. Based on the previous studies, this study roughly categorizes the information quality of TikTok tourism content into four dimensions, namely, "playfulness", "vividness", "completeness" and "value-added".

Previous studies have investigated that tourism information quality positively affect destination image. Kim et al. (2017) [23] categorized the quality of tourism information on social media into the contextual quality and representational quality, highlighting dual value provision, suitability, completeness, fun, design, and illustrated that quality as important factors affecting destination image. Popular platform TikTok study, which investigated by [24] they empirically analyzed the structural impact relationship between destination familiarity, destination image, and visit intention under various quality dimensions. Based on the previous

studies, this study developed the hypotheses as follows.

H1: Tourism information quality positively influences cognitive city image.

H1-1: Playfulness positively influences cognitive city image.

H1-2: Vividness positively influences cognitive city image.

H1-3: Completeness positively influences cognitive city image.

H1-4: Value-added positively influences cognitive city image.

H2: Tourism information quality positively influences emotional city image.

H2-1: Playfulness positively influences emotional city image.

H2-2: Vividness positively influences emotional city image.

H2-3: Completeness positively influences emotional city image.

H2-4: Value-added positively influences emotional city image.

2.2.2 Tiktok characteristic and city image

TikTok is a social network platform developed by ByteDance, a Chinese company. Since its launch in 2016, TikTok has become one of the most popular SNS among the MZ generation in China. Compared to other types of social media, the visual narrative of short video media (e.g., TikTok) provides tourists with more information than mere text and pictures. Social media information provides various media richness contents, which affect destination image [25]. In China, TikTok has significantly boosted the popularity of specific tourism destinations. Drawing insights from previous research, this study roughly divides TikTok characteristics into two dimensions which are connectivity and ease of use.

Therefore, the following hypotheses are proposed.

H3: TikTok characteristics positively influence cognitive city image.

H3-1: Connectivity positively influences cognitive city image.

H3-2: Ease of use positively influences cognitive city image.

H4: TikTok characteristic positively influences emotional city image.

H4-1: Connectivity positively influences emotional city image.

H4-2: Ease of use positively influences emotional city image.

2.2.3 City image and visit intention

The destination image can be seen as the sum of the impression, cognition, emotion, and other psychological perceptions of the destination based on various information that tourists encounter on a trip [23]. Tourists can image potential destination in various ways, and this image serves as a criterion for selecting tourist destinations. tourism marketing through TikTok videos has been demonstrated to positively impact tourists' destination image and tourism intention [26].

H5: City image positively influences visit intention.

H5-1: Cognitive city image positively influences visit intention.

H5-2: Emotional city image positively influences visit intention.

2.2.4. The moderating effect of subjective knowledge

Information consistent with an individual's level of understanding is processed more effectively, resulting in positive evaluations [27]. Subjective knowledge refers to consumers' perception of the amount of information stored in memory, which is related to their level of confidence [28]. Moreover, subjective knowledge is more effective than other types of product knowledge in predicting and guiding consumer behavior and predicting purchase decision satisfaction [28]. Prior knowledge is the foundation of subjective knowledge, and its formation is influenced by explanatory cognitive information, which significantly influences food experiences. Furthermore, subjective knowledge can moderate the relationship between perception and attitude towards food [29]. Based on previous studies, the following hypothesis is proposed.

H6: Subjective knowledge has differential effect on the path

3. METHOD

3.1 Measurement Development

A questionnaire survey is based on preliminary research and selected supplementary items that are suitable for this study. A total of 16 questions regarding the quality of tourism information. All measurements were revised from [30]. Secondly, 6 questions regarding the tiktok characteristics, connectivity, and ease of use. All measurements were revised from [30] and [31] 8 questions about cognitive and emotional city image which were adapted from [30] and [11]. There are 4 questions about visit intention. The measurements were adapted from [30], [32]. 3 questions about subjective knowledge, the measurements were adapted from [33] and [34]. Variables of demographic characteristics, including gender, age, marital status, education level, income, and average travel cost, and 2 questions including daily TikTok usage time and nominal daily food and influencer followed or not, forming a scale of 9 questions. Excepting the demographic variable, all the other variables were measured by Likert's 5-point scale.

3.2 Data Collection and Sample Characteristics

This study surveyed TikTok's female audience aged 20-29 in the Chinese Z generation who subscribed to at least one of the top 10 Korean traditional food influencers, ensuring our study reflects the tiktok platform's primary user demographic. Food plays an important role in a tourist's travel experience. The traditions, culture, and history of the region are expressed through food, so tourists can escape their mundane surroundings and have an authentic food experience [35]. Therefore, in this study, Chinese user who are interested in Korean traditional food were selected as the subject of the survey.

On the TikTok platform, food videos are largely categorized into mukbang, cooking, and food exploration, and this study selected 10 channels that produce food exploration videos according to the research theme and intended to use them in the survey. As for the selection method, as of February 2024, the 10 influencers with the highest ranking among individual channels that mainly produce content for exploring Korean traditional food were selected in the food influencer ranking of the Tiktok data analysis platform.

As a survey method, a daily survey was conducted from May 4 to May 13, 2024 using the offline questionnaire method through self-assessment filling, collected 323 questionnaires, excluding 10 questionnaires outside the scope of the survey, and obtain a total of 312 questionnaire sand the final part was used as a sample.

4. DATA ANALYSIS AND RESULTS

4.1 Measurement Model Assessment

Reliability analysis evaluates the reliability of a questionnaire. The primary criterion is to assess whether the data obtained from the questionnaire are stable and reliable, typically through the widely recognized Cronbach's Alpha (α). An α value of 0.6 generally signifies that the internal consistency of the measurement dimension is minimally acceptable [36]. the internal consistency coefficient of the scale in this study is 0.947, and the reliability indicators of all dimensions are above 0.7. As the Table 1 shown that these results indicate high stability and strong reliability of the scale.

Exploratory factor analysis (EFA) was conducted on the dimensional items. EFA requires data KMO (Kaiser Meyer Olkin) measuring of sampling adequacy to be greater than 0.6, Bartlett's test of sphericity to be significant, factor loading ideally exceeds 0.5 after factor analysis, and there should be no significant cross-loading. Also, the cumulative explained variance ratio should exceed 40%. The results showed that the KMO value of the scale items was 0.917 and Bartlett's test of sphericity was significant ($p < 0.001$), indicating that the data was suitable for exploratory factor analysis. The maximum variance method for rotation, the results showed that the lowest factor loading was greater than 0.5, and there was no significant cross-loading. The structure between factors was clear and consistent with expectations, demonstrating good structural validity.

Based on the results of the exploratory factor analysis, confirmatory factor analysis (CFA) was conducted using AMOS 24 to validate scale measurement tools. In CFA, the factor loading of the items should be higher than 0.6, and the model's fit must meet the corresponding standards [37]. The factor loading of the measurement terms for each potential variable ranged from 0.60 to 0.8, all exceeding the theoretical value of 0.50, and were significant at the $p < 0.001$ level. As shown in Table 1, the CR values were mostly greater than 0.80, higher than the threshold of 0.70, and the AVE value was greater than 0.50 [37]. Thus, it can be seen that the observation indicators have all met the basic requirements for testing, indicating that the survey scale has strong convergent validity.

Table 1 Confirming factor analysis results

	AVE	CR	Cronbach's Alpha
Value added	0.831	0.952	0.946
Vividness	0.719	0.911	0.917
Playfulness	0.712	0.908	0.915
Completeness	0.721	0.911	0.908
Connectivity	0.634	0.839	0.880
Ease of use	0.710	0.880	0.823
Cognitive	0.764	0.928	0.922
Emotional	0.865	0.962	0.961
Visiting intension	0.799	0.941	0.940
Subjective knowledge	0.636	0.840	0.839

This study employed a more rigorous AVE method to evaluate discriminant validity. As shown in Table 2, the result show that the correlation coefficients between any two dimensions are smaller than the square root (diagonal) of the AVE of each dimension itself. This demonstrates sufficient discriminant validity between different dimensions and the ability to distinguish concepts well [38].

Table 2 Discriminant validity

	VID	PLA	COM	VAL	CON	EAS	COG	EMO	VIS
VID	0.848								
PLA	0.406	0.844							
COM	0.207	0.256	0.849						
VAL	0.450	0.399	0.250	0.912					
CON	0.425	0.375	0.313	0.479	0.796				
EAS	0.114	0.074	0.130	0.121	0.201	0.843			
COG	0.525	0.370	0.318	0.456	0.445	0.205	0.874		
EMO	0.467	0.431	0.257	0.442	0.476	0.246	0.446	0.930	
VIS	0.555	0.474	0.294	0.530	0.432	0.196	0.552	0.647	0.894

Note: VAL=Value added, VID=Vividness, PLA=Playfulness, COM=Completeness, CON=Connectivity, EAS=Ease of use, COG=Cognitive, EMO=Emotional, LIK=Likability, VIS=Visting intention

4.2 Structural Model

According to path analysis, it can be observed that vividness has a significant positive impact on cognition ($\beta=0.34$, $t=5.573$, $p<0.05$), supporting H1-2; Playfulness did not show significant positive impact on cognitive abilities ($\beta=0.077$, $t=1.335$, $p>0.05$), so H1-1 is not validated; Completeness has a significant positive impact on cognitive abilities ($\beta=0.147$, $t=2.781$, $p<0.05$) supporting H1-3; Value-added has a significant positive impact on cognition ($\beta=0.162$, $t=2.69$, $p<0.05$), supporting H1-4; Vividness has a significant positive impact on emotional well-being ($\beta=0.226$, $t=3.809$, $p<0.05$), supporting H2-2; Playfulness has a significant positive impact on emotional well-being ($\beta=0.193$, $t=3.34$, $p<0.05$), supporting H2-1; Completeness has a significant positive impact on emotional well-being ($\beta=0.027$, $t=0.527$, $p>0.05$), supporting H2-3; Value added has a significant positive impact on emotional outcomes ($\beta=0.152$, $t=2.55$, $p<0.05$), supporting H2-4; Connectivity has a significant positive impact on cognition ($\beta=0.136$, $t=2.103$, $p<0.05$), supporting H3-1; Ease of use has a significant positive impact on smooth operation ($\beta=0.119$, $t=2.247$, $p<0.05$), supporting H3-2; Connectivity has a significant positive impact on emotional well-being ($\beta=0.19$, $t=2.974$, $p<0.05$), supporting H4-1; Ease of use has a significant positive impact on emotional well-being ($\beta=0.158$, $t=3.006$, $p<0.05$), supporting H4-2; Cognition has a significant positive impact on viewing intensity ($\beta=0.356$, $t=7.201$, $p<0.05$), supporting H5-1; Emotion has a significant positive impact on viewing intensity ($\beta=0.519$, $t=10.315$, $p<0.05$), supporting H5-2.

4.3 Testing of Moderation Effects

Using the SPSS plugin provided by [39], we applied Model 1 in Process for analysis. The Bootstrap method was used for 5000 simulation analyses at a 95% confidence level, and the mean values of variables were centralized. The calculation method utilized maximum likelihood estimation. Subjective knowledge has a significant regulatory effect on vividness to cognitive city image, $\beta=0.095$, $t=2.072$, $p<0.05$, 95% CI=[0.005, 0.185]; Subjective knowledge has a significant regulatory effect on playfulness and cognitive abilities, $\beta=0.242$, $t=5.121$, $p<0.05$, 95% CI=[0.149, 0.334]; Subjective knowledge has a significant regulatory effect on compliance and cognitive abilities, $\beta=0.235$, $t=4.153$, $p<0.05$, 95% CI=[0.124, 0.347]; Subjective knowledge has a significant regulatory effect on value added and positive, $\beta=0.235$, $t=4.885$, $p<0.05$, 95% CI=[0.14, 0.33]; Subjective knowledge has a significant regulatory effect on connectivity and cognition, $\beta=0.203$, $t=4.092$, $p<0.05$, 95% CI=[0.106, 0.301]; The regulatory effect of subjective knowledge on ease of use and cognitive is not significant, $\beta=0.055$, $t=0.826$, $p>0.05$, 95% CI=[-0.076, 0.186]; The regulatory effect of subjective

knowledge on vividness and emotion is not significant, $\beta=0.052$, $t=1.143$, $p>0.05$, 95% CI=[-0.038, 0.143]; The regulatory effect of subjective knowledge on playfulness and emotion is not significant, $\beta=0.031$, $t=0.672$, $p>0.05$, 95% CI=[-0.059, 0.12]; The regulatory effect of subjective knowledge on compliance and emotion is not significant, $\beta=0.076$, $t=1.354$, $p>0.05$, 95% CI=[-0.035, 0.187]; Subjective knowledge has a significant regulatory effect on value added and emotional, $\beta=0.142$, $t=3.01$, $p<0.05$, 95% CI=[0.049, 0.235]; Subjective knowledge has a significant regulatory effect on connectivity and emotion, $\beta=0.100$, $t=2.107$, $p<0.05$, 95% CI=[0.007, 0.194]; The regulatory effect of subjective knowledge on ease of use and emotion is not significant, $\beta=-0.040$, $t=-0.633$, $p>0.05$, 95% CI=[-0.163, 0.084].

5. IMPLICATIONS

This study provides several theoretical and managerial insights. The results indicate that both content quality and TikTok platform characteristics have a positive impact on user perception of city image. This study also explored the perceived city image, the popularity of Korean food, and the intention to revisit the country. In addition, subjective knowledge was used as a moderate variable for analysis. Based on the results, most of the hypotheses were supported. But playfulness of tourism information did not show significant effect on emotional image and complete. This is a plausible result as playfulness is supposed to be more related to an individual's feelings and emotions rather than destination knowledge. Complete information helps users from a more cognitive side of destination image, providing comprehensive information about tourism activities and choices. This study also reveals that different subjective knowledge can be formed after viewing food tourism short videos, thus affecting Chinese female users' perception of different city images. But subjective knowledge only affected cognitive image. Because subjective knowledge consumer refers to consumers' perception of the amount of information stored in memory. The amount of information only enhances consumer perception towards the destination. All the results are supported by the previous studies.

The research findings can provide useful insights for tourism marketers to attract and retain new customers by creating videos that ensure the vividness, playfulness, value, and completeness of tourism content, all of which influence the intention of users to revisit Korea. For example, instead of simply providing information, content creators should focus on enriching user experiences through stories or performances, thus providing interesting and fresh content. In practice, the results regarding TikTok's connectivity and usability offer a basis for determining which aspects TikTok should focus on as a tourism marketing and promotional tool. With the advancement of technology and its widespread application, the quality of food tourism content is gradually improving and the variety is becoming more diverse. In this context, tourists often find it difficult to make reasonable decisions through correct information and wise judgment alone. Tourism providers urgently need information and content production that attracts tourists' interest and attention in the information flood. In this case, understanding the factors proposed in this study and developing marketing strategies accordingly can help enhance the quality of TikTok tourism content and develop effective programs to maximize the users' awareness of Korea's city image. For instance, collaborating with influential KOLs to create food tourism videos can evoke emotional connections and inspire people to travel to their destinations mentioned in the videos. Moreover, the emotional response to experiencing different cuisines like spicy fried rice cake - joy or excitement - helps to form a positive attitude or sentiment. These emotional reactions may stimulate people's interest in exploring the true origins of food or cuisine [39]. Finally, the findings demonstrate the moderating effect of subjective knowledge.

The role of subjective knowledge may be influenced by various factors, such as tourist characteristics, dietary cultural background, and negative emotions arising from differences between actual food experiences

and their expectations (e.g., finding food "too inconsistent" or "too unfamiliar"). Social media users with lower subjective knowledge of Korean food tourism may struggle to develop a perceived city image by watching related videos, thereby compromising their intention to visit the city or country. On the contrary, users with a higher subjective knowledge of Korean food tourism can easily gain cognitive resonance through related content, enhancing their perception of the city image and fostering a positive impression of Korean cuisine, thereby increasing the intention to visit. The Korean Tourism Administration could leverage video traffic to identify which traditional Korean foods are currently more appealing to Chinese audiences. Accordingly, this guides the creation of targeted food tourism short videos to attract more potential tourists and promote cultural exchanges between China and Korea.

6. CONCLUSION

In this study, we investigated the influence of TikTok food videos on the tourism intention of post-00s generation unmarried Chinese females to visit Korea, providing valuable insight for developing tourism marketing strategies in both China and Korea. Previous studies mainly focus on one dimension - content quality - but this study considers two factors that affect online users' intention to visit Korea. We focused on the more popular short videos in recent years and innovatively applies the S-O-R model to the short video platform (TikTok). Given these findings, creating vivid and valuable food tourism content on the TikTok platform can positively influence the perceived city image in the minds of users. Meanwhile, we also partially confirmed the moderating effect of subjective knowledge, indicating that higher subjective knowledge has a strong moderating effect on cognitive city image, despite its limited effect on emotional aspects. Therefore, when creating food tourism content, consideration should also be given to the recognition and public sentiment towards Korean food in China. This study has several limitations. Firstly, the survey subjects are unmarried women born after 00s. Therefore, these results cannot be applicable beyond this demographic, as age and gender differences can affect user behavior online [40]. Therefore, future research should broaden the sample to include different gender and age groups, and focus on users who have not been to Korea to compare their preferences.

References

- [1] Meneguel C. R. de A., Mundet L., & Aulet S, "The role of a high-quality restaurant in stimulating the creation and development of gastronomy tourism," *International Journal of Hospitality Management*, Vol. 83, pp. 220–228, 2019.
- [2] Luković, M., Kostić, M., & Dajić Stevanović, Z, "Food tourism challenges in the pandemic period: getting back to traditional and natural-based products," *Current Issues in Tourism*, Vol. 27, No. 3, pp. 428-444, Jan 2023.
- [3] Chi, C.G.-Q., Chua, B.L., Othman, M., & Karim, S.A, "Investigating the Structural Relationships between Food Image, Food Satisfaction, Culinary Quality, and Behavioral Intentions: The Case of Malaysia," *International Journal of Hospitality and Tourism Administration*, Vol. 14, No. 2, pp. 99-120, May 2013.
- [4] Ramkissoon, H., & Uysal, M. S, "Authenticity as a value co-creator of tourism experiences. In *Creating experience value in tourism*," Wallingford UK: CAB International. pp. 98-109, Jun 2018.
- [5] Hateftabar, F, "Analyzing the adoption of online tourism purchases: Effects of perceived tourism value and personal innovativeness," *Current Issues in Tourism*, Vol. 26, No. 11, pp. 1861-1877, May 2022.
- [6] Cheng, L., & Zhang, J, "Is tourism development a catalyst of economic recovery following natural disaster? An analysis of economic resilience and spatial variability," *Current Issues in Tourism*, Vol. 23, No. 20, pp. 2602-2623, Jan 2020.
- [7] Lam, K. L., Chan, C. S., & Peters, "M. Understanding technological contributions to accessible tourism from the perspective of destination design for visually impaired visitors in Hong Kong," *Journal of Destination Marketing & Management*, Vol. 17, pp. 100434, Sep 2020.

- [8] Majeed, S., Zhou, Z., Lu, C., & Ramkissoon, H, "Online tourism information and tourist behavior: a structural equation modeling analysis based on a self-administered survey," *Frontiers in Psychology*, Vo. 11, pp. 599, Jan 2020.
- [9] Liu, J., Zhao, J., Wei, W., & Yang, T, "Captivating the crowd: unraveling sentiments in tourism short videos for effective destination marketing on social media," *Current Issues in Tourism*, pp. 1-28, Feb 2025.
- [10] Ecklar P., & Bolls P, "Spreading the virus—Emotional tone of viral advertising," *Journal of Interactive Advertising*, Vol. 11, No. 2, pp. 1–11, Jul 2011.
- [11] Wang, X., Wang, X., & Lai, I. K. W, "The effects of online tourism information quality on conative destination image: The mediating role of resonance," *Frontiers in Psychology*, No. 14, pp. 1140519, Mar 2023.
- [12] Wengel, Y., Ma, L., Ma, Y., Apollo, M., Maciuk, K. & Ashton, A.S, "The TikTok effect on destination development: Famous overnight, now what?" *Journal of Outdoor Recreation and Tourism*, Vol. 37, pp. 100458, Mar 2022.
- [13] Wang, K., Yu, Y., Wang, X., & Zheng, H, "Walk your reputation: The impact of corporate social responsibility decoupling on the hospitality and tourism firm value in the time of crisis," *Tourism Economics*, Vol. 30, No. 6, pp. 1580-1599, Dec 2024.
- [14] Brune, S., Knollenberg, W., Stevenson, K. T., Barbieri, C., & Schroeder-Moreno, M, "The influence of agritourism experiences on consumer behavior toward local food," *Journal of Travel Research*, Vol. 60, No 6, pp. 1318-1332, Jul 2021.
- [15] Su, Y. W., & Lin, H. L, "Analysis of international tourist arrivals worldwide: The role of world heritage sites," *Tourism Management*, Vol. 40, pp. 46-58, Feb 4.
- [16] Zhu, Z. Y., & Kim, H. C. "Antecedents and consequences of flow experience in online movie information sharing behavior: An empirical study of young Chinese moviegoers living in Korea," *International Journal of Advanced Smart Convergence*, Vol. 9, No. 1, pp. 141-153, Mar 2020.
- [17] Wang, J., & Kim, Y. S. (2019), "A study on the effect of service recovery through mediating customer forgiveness on customer behavior intention of online shopping mall-based on the SOR model," *Journal of Korean Society for Quality Management*, Vol. 47, No.3, pp. 615-630, Sep 2019.
- [18] Eroglu, S. A., Machleit, K. A., & Davis, L. M, "Empirical testing of a model of online store atmospherics and shopper responses," *Psychology & Marketing*, Vol. 20, No. 2, pp. 139-150, Jan 2003.
- [19] Jacoby, J. (2002), "Stimulus-organism-response reconsidered: an evolutionary step in modeling (consumer) behavior," *Journal of Consumer Psychology*, Vol. 12, No. 1, pp. 51-57, Jan 2002.
- [20] Rojas-de-Gracia, M. M., & Alarcón-Urbistondo, P, "Couple's decision-making process and their satisfaction with the tourist destination," *Journal of Travel Research*, Vol. 58, No. 5, pp. 824-836, Jul 2019.
- [21] Zhang, X., Balaji, M. S., & Jiang, Y. (2022), "Robots at your service: Value facilitation and value co-creation in restaurants," *International Journal of Contemporary Hospitality Management*, Vol. 34, No. 5, pp. 2004-2025, 2022.
- [22] Song, M. K., & Yoon, H. H. (2013), "A study on the differences in restaurant visit intention and information credibility based on e-WOM for restaurants and directions of replies," *Culinary science and hospitality research*, Vol. 19, No. 2, pp. 190-202, 2013.
- [23] Kim, S. E., Lee, K. Y., Shin, S. I., & Yang, S. B. (2017), "Effects of tourism information quality in social media on destination image formation: The case of Sina Weibo," *Information & Management*, Vol. 54, No. 6, pp. 687-702, Sep 2017.
- [24] Jeong, M., & Shin, H. H, "Tourists' experiences with smart tourism technology at smart destinations and their behavior intentions," *Journal of Travel Research*, Vol. 59, No. 8, pp. 1464-1477, Nov 2020.
- [25] Wu, S., Wong, I. A., & Lin, Z. C, "Understanding the role of atmospheric cues of travel apps: A synthesis between media richness and stimulus–organism–response theory," *Journal of Hospitality and Tourism Management*, Vol. 49, pp. 226-234, Dec 2021.
- [26] Tan, W. K., & Wu, C. E, "An investigation of the relationships among destination familiarity, destination image and future visit intention," *Journal of destination marketing & management*, Vol. 5, No. 3, pp. 214-226, Sep 2016.
- [27] Liviatan, I., Trope, Y., & Liberman, N. (2008), "Interpersonal similarity as a social distance dimension: Implications for perception of others' actions," *Journal of Experimental Social Psychology*, Vol. 44, No. 5, pp. 1256-1269, Sep 2008.

- [28] Alba, J. W., & Hutchinson, J. W., "Dimensions of consumer expertise," *Journal of Consumer Research*, pp. 411-454, 1987.
- [29] Zhang, H., Li, L., Yang, Y., & Zhang, J. (2018), "Why do domestic tourists choose to consume local food? The differential and non-monotonic moderating effects of subjective knowledge," *Journal of Destination Marketing & Management*, Vol. 10, pp 68-77, Dec 2018.
- [30] Zhu, Z. Y., & Kim, S., "Traveling to the Hangang River via Metaverse: Interaction Effects between Avatar Self-Congruence and Digital Age Type," *International Journal of Internet, Broadcasting and Communication*, Vol. 15, No. 4, pp. 21-30, Nov 2023.
- [31] Liu Wen & Youngki Choi, "A study on the effect of SNS tourism information quality on perceived value, city image, and satisfaction," *International Journal of Tourism and Hospitality Research*, Vol. 38, No. 12, pp. 81-95, Dec 2022.
- [32] Li, D., & Xie, L., "Country-of-origin cues: effects of country-related affect and product association on consumer responses to hospitality firms," *International Journal of Contemporary Hospitality Management*, Vol. 33, No. 5, pp. 1789-1809, 2021.
- [33] Flynn, L. R., & Goldsmith, R. E., "A short, reliable measure of subjective knowledge," *Journal of Business Research*, Vol. 46, No. 1, pp. 57-66, Sep 1999.
- [34] Pu, B., Du, C., & Phau, I., "Effects of food experience on travel intention to the country of origin of food cuisine: A cross national study," *Journal of Hospitality and Tourism Management*, Vol. 58, pp. 476-494, Mar 2024.
- [35] Baek, U., & Lee, S. K., "Pandemic Dining Dilemmas: Exploring the Determinants of Korean Consumer Dining-Out Behavior during COVID-19," *Sustainability*, Vol. 15, No. 10, pp. 8323, May 2023.
- [36] Moon, G. S., "Relationship Between Taekwondo Information Website attributes, Website Immersion, and Website Attitude," *International Journal of Advanced Smart Convergence*, Vol. 12, No. 4, pp. 344-352, Dec 2023.
- [37] Kim, S. (2022), "The Effects of Social Media Engagement of e-Sports Broadcasting Viewers on Viewing Commitment, Viewing Satisfaction and loyalty," *International Journal of Internet, Broadcasting and Communication*, Vol.14, No. 3, pp. 213-221, Aug 2022.
- [38] Bibigul, B., & Lee, E. J., "A Study on Fashion Brand Metaverse Experience and Store Visit Intention: The Experience Economic Theory Perspective," *International Journal of Advanced Smart Convergence*, Vol. 13, No. 3, pp. 234-242, Sep. 2024
- [39] Hayes, A. F., Montoya, A. K., & Rockwood, N. J., "The analysis of mechanisms and their contingencies: PROCESS versus structural equation modeling," *Australasian Marketing Journal*, Vol. 25, No. 1, pp. 76-81, Feb 2017.
- [40] Jackson, L. A., & Wang, J. L., "Cultural differences in social networking site use: A comparative study of China and the United States," *Computers in Human Behavior*, Vol. 29, No. 3, pp. 910-921, May 2013.