

A Case Study on the Influence of Short Video and Live Broadcast on Tourists' Behavior Decision-making in China

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Abstract. In recent years, short video and live broadcast, as emerging ways of information dissemination, have had a profound impact on the tourism industry. In the context of the rapid development of new media, short videos can effectively stimulate tourists' willingness to travel. They are able to quickly spread local culture and attract tourists, but they can also lead to risks such as negative public opinion. This study takes "hyperthyroidism brother China tour" as an example to explore the dual effects of short video and live broadcast on tourist behavior decision-making in tourist destinations. The study uses a case study method to collect data through multiple channels such as social media platforms, news reports, and tourism statistics to analyze the performance of short videos and live broadcasts in cultural communication and risk prevention and control. The results show that short videos and live broadcasts have significant advantages in enhancing the popularity of tourist destinations and enhancing cultural identity, but there are also negative risks caused by information bias or fan fanaticism. Based on this, this study puts forward corresponding management suggestions for tourism destinations, in order to effectively avoid potential risks while using short videos and live broadcasts to promote tourism development.

Keywords: Short video, Live broadcast, Tourist behavior decision-making, Cultural communication, Risk prevention and control.

1. Introduction

In recent years, short videos and live broadcasts have become an important way for mass entertainment, which makes the flow of information faster, so that distance is no longer a shackle that restricts people from learning about places. In the tourism industry, short videos and live broadcasts have both positive and negative impacts on the spread of tourist destinations and local culture[1]. For culture, this method can promote local customs and culture faster, let the world have a more comprehensive understanding of local characteristics more quickly, and improve the sense of local cultural identity; At the same time, as far as tourist destinations are concerned, fully excavating their national culture, historical culture, folk customs, and local characteristics, and taking the rich cultural resources of the destination as a strong support for their brand cultural connotation, will inevitably produce a first effect[2], coupled with the live broadcast effect of Internet celebrities, can bring strong publicity to the local area, so as to attract more tourists to come. However, while increased users traffic brings higher risks, short videos and live broadcasts can rapidly disseminate positive information; they can also obscure negative news. The negative public opinion brought about by information deviation will make tourists subconsciously hesitate or reject the local area when choosing a tourist destination. This paper analyzes the two-sided nature of this new model from three aspects: the performance comparison of fanatical fans in various places, the breaking of cognitive barriers on the Internet, and the analysis of local risks, and further puts forward suggestions and improvements for tourist destinations.

2. Literature Review

2.1 The Impact of Short Video and Live Streaming on the Decision-making of Tourist Destinations

2.1.1 The Value of Short Videos

"Short video live + tourism" refers to the production of a video with a recording duration of one to two minutes by using a smartphone and uploading it to a short video platform, so as to promote the uniqueness of local tourism development and share the emotional value that local characteristics can bring to tourists, so as to attract tourists to visit the local area. Short video marketing has inherent advantages in terms of speed and breadth of communication, and has attracted a large number of audiences to actively participate and provide feedback with its unique content presentation and strong interactive attributes. With the explosion of short videos, more and more people have regarded short videos as a part of their daily lives, using short videos to understand the tourist attractions in various places, and short videos have also become a major means of promoting local tourist attractions. Short videos can show tourists the essence of the destination more intuitively and vividly, so that tourists can generate the motivation to travel more quickly, so as to generate the idea of traveling. And before going to a tourist destination, people will also use social media such as Xiaohongshu to check the local characteristics, and in this step, short videos also play a role in further attracting tourists, bringing more tourists to the local area. Tourists who are interested in this place will be more willing to visit the site and choose the right features and services according to different interests. To a certain extent, this effect can reduce the negative impact of overly comprehensive information, so that tourism consumers can choose to continue to travel to the destination out of interest [1]

2.1.2 The Benefits Brought by Live Broadcasting

Influencer live streaming is an emerging way of tourism communication and interaction, and it is a cross-regional communication to attract followers by sharing daily life and providing emotional value to others. On the one hand, due to the development of science and technology and the expansion of live broadcast platforms, more platforms have launched live broadcast viewing methods, anchors can start live broadcasts on different platforms at the same time, no matter how far or near the distance, people can watch live broadcasts in different places and watch their favorite anchors live broadcast. The whole of China and even the world have seen the beauty of China, let the Chinese people see how great the market potential of China is in front of the world, let us have a stronger sense of identity with our own culture, and can enhance our cultural self-confidence. For foreign countries, they have seen the most real side of China, and Brother Hyperthyroidism used the most authentic way - live broadcast, without a little modification to show the world China's strength and tolerance. According to Ctrip data, after the live broadcast of hyperthyroidism brother in China, the number of American tourists to China soared by 65%, and the number of Japanese tourists surged by 112%. 7.15 million people watched the live broadcast of Shaolin Temple. It has triggered a fierce discussion of Chinese culture in foreign countries. This is the most direct role of live streaming, which can bring great traction.

2.1.3 The Two-sided Nature of Live Broadcasting

The benefits of live streaming are obvious. For example, in the live broadcast of Harbin ice and snow culture on New Year's Day in 2024, Harbin received a total of 3.0479 million tourists, a year-on-year increase of 441.4%; Then the total tourism revenue was 5.914 billion yuan, a year-on-year increase of 791.92%. In the process of the anchor's live broadcast, you can directly show the most attractive face of the local area, and the real feedback is the most satisfying point for the audience, and people will think that what they see and hear in the live broadcast is what they can see in their next trip. In addition, travel live streaming can realize real-time broadcast from tourist destinations, which has a stronger sense of remote presence and social presence than other forms, thus providing travel consumers with more clues about travel destinations that other social media cannot match [4].

But at the same time, there will be a lot of uncertainty on the way to the live broadcast, which will cause the local area to fall into negative public opinion, such as the long wait caused by improper pre-arrangement during the live broadcast, which is not only a test of the audience's patience, but also makes some viewers leave the live broadcast room, have concerns about the local ability to act, and reduce people's interest in going.

3. The Positive Impact and Risks of Short Videos and Live Broadcasts on Tourists

3.1 Increase the Head-turning Rate

When people habitually search for local features and attractions before going to a destination, the short video platform will push relevant videos to people, but if people arrive at the local area, only to find that the content of the short video does not match the actual object, or is too different from the description, it is likely that they will not choose the destination again, leaving a more serious negative impression than other situations, and these travelers who have experienced a poor experience may pass on this gap to relatives and friends, or upload it to social platforms. This is a huge hidden danger to the local image. At the same time, if short videos of the destination start to circulate on the Internet, it will make more people who don't know about it, or even just want to "rub traffic", follow the trend, resulting in a snowball effect of black traffic that will become bigger and bigger, thus forming a huge impact on the wind evaluation of the destination.

3.2 Intermittent Hits

If tourists have already visited all the attractions during one trip, some will not choose to return to this place in a short time. But for those who have just finished their visit, the familiarity and emotional connection to a destination increase dramatically after their first visit. At this time, the launch of influencer activities or events in tourist destinations can further extend and enhance the travel experience of tourists, so as to more effectively stimulate their willingness to return. It can be seen that the promotion and construction of tourist destinations cannot always be aimed at only one tourism product. A single campaign can cause tourists to become bored after just one visit, making the destination a second choice rather than their first option for future trips. And live broadcasts can become a major support point for the continuous promotion and construction of the destination. With no distance restrictions, live streaming has become the most convenient and fast way to get the word out, and people are more likely to have the idea of going again when they see a new event held in a place they've been to on any platform. Based on the experience of previous tours, people have more accurate expectations of local travel and culture, and have a lower sense of unfamiliarity, which can better attract tourists to return. If you choose the destination again, you still have a good experience, and then you will pay more attention to the place, and if there is an activity of interest, it will attract them to come back again.

3.3 Risk Confirmation

Before he came to China, he had already traveled to many countries for live broadcasts, including the positive performance of some impressive fanatical fans. For example, in Norway, Brother Hyperthyroidism is surrounded by fanatical fans, and there are people who jump directly from the crowd and jump on Brother Hyperthyroidism's face, in India, Brother Hyperthyroidism is also grabbed by fans and put a lot of hair on the Internet for sale, this behavior has seriously affected Brother Hyperthyroidism's itinerary and personal safety, and has brought negative public opinion to the local area. Internet celebrities coming to the local live broadcast can indeed greatly enhance the local popularity, and have a significant positive effect on the local tourism industry, but such results must be based on the local excellent professionalism and adaptability. Such fanatical fan behavior will only bring a negative impact on the local area, for the Internet celebrity with an extremely large

fan base, his team before coming to the local area should be in effective communication and coordination, so that the locals can arrange and manage various affairs, If traffic control measures are arranged in some busy areas, it is very likely to bring serious social incidents, such as stampedes, traffic accidents, etc. Brother Hyperthyroidism's trip to China has well controlled all kinds of risky behaviors, and there has been no bad fan behavior such as the one found during live broadcasts in foreign countries. Along the way, the team and the local reception team loved to shoot in an orderly manner, ensuring that the local culture was displayed and the interesting program effect continued, so that the audience's viewing experience was upgraded to a higher level. Under this reasonable arrangement, the local culture can also be naturally integrated into the live broadcast content of Brother Hyperthyroidism, allowing the world to realize the uniqueness and novelty of Chinese culture.

4. Discussion

This study analyzes the case of "hyperthyroidism in China" to explore the interactive effect of short video and live broadcast on tourist behavior decision-making in tourist destinations. The discussion will provide an in-depth analysis of how these new media tools affect the decision-making process of tourists, and propose strategies to boost the economic development of tourist destinations.

First of all, short videos and live streams greatly enhance the attractiveness of tourist destinations by providing immediate, vivid content. The way visitors access and use information has changed dramatically, not only quickly disseminating the beauty and culture of a destination, but also creating a sense of social identity through instant feedback and interaction from viewers, which in turn sparks interest in potential visitors.[5]However, there is also a risk that this type of communication will distort information and over-hype, which may lead to a mismatch between travelers' expectations and actual experiences, affecting the long-term reputation of the destination. Second, the popularity of short videos and live broadcasts has provided new marketing channels for tourist destinations. Social media marketing campaigns (SMMA) have become an indispensable tool for shaping travel behaviour, as they significantly influence how potential travelers perceive and choose destinations[6]. By partnering with influencers, destinations can more effectively reach their target audience and increase brand awareness. However, this also requires destination managers to have the ability to screen partners and content to ensure that the information disseminated is authentic and reliable, and to avoid damage to the image of the destination due to inappropriate content[7].

5. Conclusion

The purpose of this study is to explore the dual impact of short video and live broadcast on tourists' decision-making about tourism destinations, and to conduct an empirical study on the "hyperthyroidism brother China tour" as an example. Through a case study approach, social media platforms, news reports, and tourism statistics are used to answer the research questions raised in the introduction. The findings suggest that while short-form videos and livestreams significantly increase the visibility and cultural appeal of tourist destinations, they also pose risks such as misinformation and negative public opinion due to fan frenzy or content differences. The question of how to improve long-term brand building through a new way of live streaming marketing is crucial. Limitations of the study included focusing only on a single case study, which may have limited the general applicability of the findings. Future research can broaden the scope of research by including multiple case studies or conducting longitudinal studies to look at long-term effects. In addition, research can also benefit from more quantitative methods, such as surveys or experiments, to complement qualitative analysis. Future research should focus on developing strategies to mitigate the risks associated with short videos and live streaming while maximizing their benefits. This includes exploring ways to verify content, enhancing interactions between influencers and local tourism authorities, and developing guidelines to manage fan interactions. In addition, studying the impact of these media on different types of tourism, such as ecotourism or cultural tourism, can provide a broader understanding of their

impact on the tourism industry. In conclusion, short videos and live streams are powerful tools for tourism promotion, but they need to be carefully managed to ensure that they contribute positively to the tourism ecosystem. By addressing the limitations of this study and focusing on the proposed future research directions, the tourism industry can make better use of these media to enhance the visitor experience and economic growth.

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