The Influence of Thailand Tourism User-generated Content on Chinese Tourists' Behavioral Intentions

Chenicha Praphruetmon[1] and Wang Yang[2,*]

Abstract

With the advancement science and technology, there are increasingly more methods for people to access information through the Internet. For tourists, user-generated content (UGC) is more reliable than other forms of new media promotion tools because it contains objective and empathetic representations from other visitors. This study explores the relationship between user-generated (content attractiveness, product reviews), destination attractiveness, and intention to travel in order to develop a model of the influence of Thai UGC on Chinese tourists' behavior intention. The goal is to strengthen the dissemination of Thai tourism user-generated content and its validity.

This study is grounded in the planning theory and the SIPS consumer demand theory to deduce the relationship between user-generated, destination attractiveness, and intention to travel in order to develop a hypothetical model. Finally, 214 valid questionnaires were returned, and data analysis was performed using AMOS software. It is found that videos of UGC have a significant positive effect on Thailand's destination attractiveness, that product reviews from other tourists have a significant positive impact on the attractiveness of Thai destinations. Negative comments are given greater weight. The attractiveness of Thailand's destinations has a positive and significant impact on the intention of Chinese tourists to travel.

Keywords: destination attractiveness, content attractiveness, product reviews, intention to travel, user-generated content (UGC)

---

[1] Chinese International College, Bangkok University

[2] Office of Siam Global Innovation Academy, Siam University

* Corresponding author. E-mail: 0917760187annie@gmail.com

ศึกษาอิทธิพลของเนื้อหาที่ผู้ใช้สร้างขึ้น ต่อความตั้งใจเชิงพฤติกรรม ของนักท่องเที่ยวจีนในการท่องเที่ยวไทย

เจนิชา ประพฤทธิ์มล[1] **และ Wang Yang**[2,*]

บทคัดย่อ

ความก้าวหน้าและการพัฒนาของวิทยาศาสตร์และเทคโนโลยี ทำให้ผู้คนสามารถรับข้อมูลผ่านทางอินเทอร์เน็ตได้หลากหลายวิธีมากขึ้นเรื่อย ๆ โดยเฉพาะนักท่องเที่ยว หาข้อมูลผ่านเนื้อหาที่ผู้ใช้สร้างขึ้น และร่วมแสดงความเห็นจากนักท่องเที่ยวด้วยกันเอง ซึ่งเห็นว่ามีความน่าเชื่อถือกว่าข้อมูลจากสื่ออื่น ๆ ผู้วิจัยได้สร้างโมเดลอิทธิพลของ เนื้อหาที่ผู้ใช้สร้างขึ้น ต่อความตั้งใจของนักท่องเที่ยวชาวจีน โดยสำรวจความสัมพันธ์ระหว่างเนื้อหาที่ผู้ใช้สร้างขึ้น (ความน่าดึงดูดของเนื้อหา เนื้อหาการรีวิว) ความน่าดึงดูดใจของจุดหมายปลายทาง และความตั้งใจที่จะไปท่องเที่ยว ความถูกต้องของเนื้อหาในการเผยแพร่

การศึกษานี้ใช้ทฤษฎีการวางแผนและแบบจำลองทฤษฎีความต้องการของผู้บริโภค SIPS เพื่ออนุมานความสัมพันธ์ระหว่าง เนื้อหาที่ผู้ใช้สร้างขึ้น ความน่าดึงดูดใจของจุดหมายปลายทาง และความตั้งใจที่จะไปท่องเที่ยว โดยผู้ตอบแบบสอบถามทั้งสิ้นจำนวน 214 คน และใช้โปรแกรม AMOS ในการทดสอบสมมติฐานผลการวิจัยนี้ พบว่า เนื้อหาวิดีโอของที่ผู้ใช้สร้างขึ้น (เนื้อหาที่ผู้ใช้สร้างขึ้น) มีความน่าดึงดูดใจของจุดหมายปลายทางในประเทศไทยโดยมีในนัยสำคัญทางสถิติ การแสดงความคิดเห็นของนักท่องเที่ยวรายอื่น ส่งผลกระทบอย่างมากต่อความน่าดึงดูดใจของจุดหมายปลายทางของการท่องเที่ยวในประเทศไทยอย่างมีนัยทางสถิติและพบว่า ความคิดเห็นเชิงลบมีผลต่อความน่าดึงดูดใจของจุดหมายปลายทางในประเทศไทยมีนัยทางสถิติด้วยเช่นกัน ซึ่งพบว่า ส่งผลดีต่อความตั้งใจของนักท่องเที่ยวจีนที่จะมาเที่ยวประเทศไทยด้วย

คำสำคัญ: ความน่าดึงดูดใจของจุดหมายปลายทาง เนื้อหาที่น่าดึงดูดใจ การแสดงความคิดเห็น ความตั้งใจที่จะไปท่องเที่ยว เนื้อหาที่ผู้ใช้สร้างขึ้น (UGC)

---

[1] วิทยาลัยนานาชาติจีน มหาวิทยาลัยกรุงเทพ

[2] Office of Siam Global Innovation Academy มหาวิทยาลัยสยาม

* Corresponding author. E-mail: 0917760187annie@gmail.com

Introduction

As a typical representative of UGC, TikTok has over 700 million daily active users in 2022. (Chen, 2023) Against this background, this study takes TikTok APP as an example to analyze the relationship between user-generated attractiveness and consumer behavior intention. Discover the influencing factors of Thailand's UGC on Chinese tourists' intention to travel to Thailand, logically deduce the dimensions of the above factors, construct a model of Thailand's UGC on Chinese tourists' behavior intention to travel to Thailand, and give suggestions for future development.

The content in the TikTok comment area is not only created by users but also benefits from a large volume of contributions. This type of APP can identify the user's preferences based on the keywords searched by the user, and then push content that the user may be interested in. These changes have become the "New normal" in our lives. This "New normal" is a new order centered on the Internet industry, forming a new value chain, and it is also the result of positive changes in the passive user group in the past internet environment. As textual content on the internet shifts towards from text to pictures and videos, blogs, etc., we-media sharing sites are becoming the main sharing platform (Corrêa, Soares, Christino, de Sevilha Gosling, & Gonçalves, 2020).

At the end of 2019, the global epidemic broke out and the tourism industry was hit hard. Thailand's tourism industry is an important pillar of the country's economic development. Thailand is also a world-famous tourist country, receiving tens of millions of foreign tourists every year. Tourism contributes about 20% to Thailand's gross domestic product (GDP), and tourism employment is about 4.4 million people, accounting for 11.7% of the total labor force (Interface news, 2020). China has been Thailand's largest tourist source country for six consecutive years. According to the survey, there are still many Chinese tourists who say that Thailand is the first choice if they can travel.

In 2022, with the improvement of the epidemic situation, Thailand has also begun to actively prepare for tourism promotion to Chinese tourists. Thai plan to use the Internet to promote tourism information is currently the most direct and effective means of publicity. Compared to previous traditional media promotions, video UGC is more vivid, expands the scope of daily content created by users, and develops faster and wider than traditional media. (Katsikeas, Leonidou, & Zeriti, 2019).

In the online media industry, since the user-generated video is the foundation of the entire digital content market, user-generated video in Thailand is also the main target of user-generated

video searches not only in Thailand but also globally, automatically forming a prosperous scene of video portals and film blogs (Katsikeas et al., 2019). Especially during the outbreak of the epidemic, the development of the global Internet, and the explosive growth of the use of SNS, it can be seen that the influence of Internet media is huge. (Kim, Kandampully, & Bilgihan, 2018). The famous short video "TikTok APP" is the most popular UGC short video platform for Chinese youth, and TikTok has established its status as a tourism brand globally (Meng & Leung, 2021). So Thai companies and government agencies have also started searching for TikTok as a promotional tool for Social Networking Services (SNS).

This study combines UGC to analyze the influence factors of Chinese tourists on the attractiveness of Thai destinations, and to deduce Thailand UGC on Chinese tourists' behavior and intention to travel to Thailand model. Solve the following three problems at the same time (1) To understand the influence of UGC on the attractiveness of Thai destinations on Chinese tourists' behavioral intentions. (2) To analyze the influence of other users' comments on the attractiveness of Thailand's destinations on Chinese tourists' behavioral intentions. (3) Exploring the impact of Thailand's tourist destination attractiveness on Chinese tourists and the extent to which they intend to visit.

Literature Review and Research Hypotheses

User-generated content

User-generated content (UGC) is currently the most representative information resource creation mode and information interaction mode. It strengthens the initiative and ability of individual Internet users in the field of information dissemination and gradually establishes their core position in Internet media (Zhao, Yang, & Liu, 2021).

Scholars' definition of UGC has at least three main characteristics: 1. Consumers are also producers (Wibowo, Chen, Wiangin, Ma, & Ruangkanjanases, 2020); 2. Consumers who use passively transform into producers of active content (Liu, Min, & Han, 2020; Xu & Chen, 2006); 3. UGC is the result of the integration of users and media production processes and is mass media-oriented content. First, it can be created by an ordinary person rather than a media professional. Second, it contains content that the media cannot handle. Content publishing is kept in an open space so that people can easily browse through the web (Wibowo et al., 2020). Tourism-related UGC shared through social networks can influence SNS tourism information as a tourist's final destination choice (Dedeoğlu, Taheri, Okumus, & Gannon, 2020). UGC tourism information

broadens the scope of information sharing through various knowledge and experiences (Meng & Leung, 2021). Tourists can collect information from various SNS tourist information providers, and then make a choice.

Based on the above research, this study defines UGC as the voluntary participation of individual users, the use of personal devices to create and share UGC, the pursuit of enjoyment of personal and public values through Internet publicity, and the emphasis on personalized content, mainly including two aspects. One is the content of the comments itself, including both positive and negative comments. The Second is UGC's comments are directly related to the popularity and influence of the APP. These are composed of the following three factors: 1. Large network coverage; 2. Consumers can anonymously comment on the ease of use and usefulness; 3. A large number of consumers give positive or negative comments on a single tourism product. (Cheung, Sia, & Kuan, 2012; Ruiz-Mafe, Chatzipanagiotou, & Curras-Perez, 2018).

(1) Positive Reviews

Cognitive assessment theory points out that positive reviews can promote intrinsic motivation to experience the same process (Chong, Khong, Ma, McCabe, & Wang, 2018). An effective review with compliments and complaints communicates product usage information and details in clear text. Unhelpful comments are overly emotional or biased and lack effective information (Ruiz-Mafe et al., 2018; Xu, Ye, Hong, & Sun, 2022).

(2) Negative Comments

Negative information has more weight than positive information (Daowd et al., 2020). Evidence shows that negative reviews are more likely to be paid attention to in overall information, and are more likely to be valued than positive ones (Chong et al., 2018). Negative evaluations usually exist on the website for a long time, such as: having a lasting impact on the reputation of enterprises (Ruiz-Mafe et al., 2018); When buyers do not have a channel to fully understand the condition of a product, or when they believe that purchasing an item involves great risk, they rely heavily on UGC review information (Corrêa et al., 2020).

The above research shows that negative information is easier to remember than positive information, so negative information has a greater influence on consumers' purchasing decisions, that is, there is a negative bias effect because online consumers usually think that negative IWOM (Internet word-of-mouth) information is more important than positive information. IWOM information

has more judgmental value. The measurement indicators about the polarity of IWOM mainly include the absolute number of negative IWOM, the proportion of negative IWOM information, and the proportion of extreme comments.

Destination Attractiveness

Attraction is the power of tourists to attract and go to a destination, and it is the behavior that allows tourists to stop, watch, taste, and experience things in the destination (Taecharungroj & Mathayomchan, 2019). Attraction is the overall belief and feeling a visitor feels through any form of travel to a local attraction. (McCabe & Qiao, 2020). Attraction is the power of the object to be attracted by some type of information that the subject distributes intentionally or unintentionally so that it produces a desire to approach actively and takes means to be satisfied. At the same time, the factors affecting the attractiveness of tourist attractions include nature, culture, environment, traditional factors, and service facilities (Taecharungroj & Mathayomchan, 2019).

The attractiveness of a region depends on the number of tourist resources and how tourists learn about and evaluate these resources (Łapko, Panasiuk, Strulak-Wójcikiewicz, & Landowski, 2020). Based on the above, the attractiveness of a destination is the fact that tourists are attracted to a certain destination, and the establishment of an emotional connection is based on real and objective feelings after the summary and analysis of the reviews. Tourists can judge whether the positive and negative information on the online platform is objective through their own experience. Under the influence of some comment information, they can attract a certain tourist destination and think that it matches their values, destination property planning actions, or intentions.

SIPS Model

The planning behavior theory believes that consumers' attitudes, evaluations, and external factors construct consumers' purchase intentions and are the key elements to be able to predict consumer behavior (Ajzen, 1991). Consumers will follow their experiences, preferences, external factors, and environment to gather information, evaluate alternatives, and make purchasing decisions (Zeithaml, 1988).

Short video platform marketing based on the SIPS model can attract users' attention by creating emotional resonance, using big data to accurately confirm and strengthen user needs, and then stimulating their desire to participate, prompting users to implement purchase behavior in the interactive process and spontaneously share word-of-mouth, so achieve better marketing

effects. The SIPS models are Sympathize, Identity, Participate, Share & Spread, based on the digital media platform's marketing concept and public affairs strategy, bringing a new interactive relationship to the platform and communication methods. Through emotional resonance, users' needs are triggered, which in turn arouses their desire to buy.

The tourists actively and spontaneously evaluate and share, In the whole process, the user's demand performance and behavior have broken through the traditional one-way consumption model, and more emphasis has been placed on two-way communication between all levels, which to a certain extent highlights that consumers are the receivers and disseminators of information. It is derived from this: UGC-destination attraction-behavioral intention model.

Attractiveness Content and Destination Attractiveness

Attractive content is the influence of the number of posts, opinions, and comments of UGC on the we-media platform on the perceived credibility, and the usefulness of the UGC (Zhao et al., 2021). There are five key propositions in the model: speed and quality of access, ease of browsing, visual appeal of the website, and quality of the informational content on the website (Shivakoti, Kibria, Cep, Pradhan, & Sharma, 2021).

They not only have an impact on the quality of the website but also the presentation of the content. (Meng & Leung, 2021). Through a practical survey of consumers' attitudes about using UGC and their behavioral decision-making intentions, the influence of the content of travel blogs and travel behavior intentions is analyzed. The results show that the novelty, understandability, and interest in blog content can influence behavior intention (Corrêa et al., 2020). Users have a positive impact on the credibility and practicability of the content (number of posts, opinions, and comments) generated by users on the we-media platform. It also indicated that credibility and practicality have a positive impact on consumers' attitudes toward UGC on we-media platforms. Therefore, the following hypothetical is made:

H1: Attractive content has a significant positive impact on Chinese tourists' perceptions of the attractiveness of Thailand's best destinations.

Product Reviews and Destination Attractiveness

Through the research on the relationship between product information search and user experience (search and experience), it found that the IWOM effect was constructed by evaluation orientation (positive vs. negative) and website reputation (established vs. not established).

(Gvili & Levy, 2018), It is concluded that in the IWOM effect, the negative effect will be greater than the positive effect, and the official website is greater than the non-official website. The product is greater than the product that cannot be experienced. Furthermore, it illustrates the relationship between the IWOM evaluation point-website reputation-IWOM effects. Therefore, the following hypothetical is put forward:

H2: Other tourist reviews have a significant positive impact on Chinese tourists' perceptions of the attractiveness of Thailand's destinations.

Destination Attractiveness

According to the theory of reasoned action Grosser, Obstfeld, Labianca, and Borgatti (2019) and Theory of planned behavior (TPB), the model framework of destination attractiveness and intention to travel is constructed (Bosnjak, Ajzen, & Schmidt, 2020; Ng, 2020). Aiming at IWOM, the researchers found a causal relationship between tourists' decision-making attitude toward tourist destinations and their intention to travel (Cheung, Leung, Cheah, & Ting, 2022). The empirical results of the structural model show that IWOM has a positive impact on tourists' attitudes and intentions to travel. The hypothetical is as follows:

H3: The attractiveness of Chinese tourists to Thailand's destinations has had a significant positive impact on their intention to travel after the epidemic.

This study will try to generate "content attractiveness" and "product reviews" from UGC based on Chinese subjects, and whether it can increase the intention to travel to Thailand through "destination attractiveness". Therefore, the following theoretical hypothetical model is proposed.
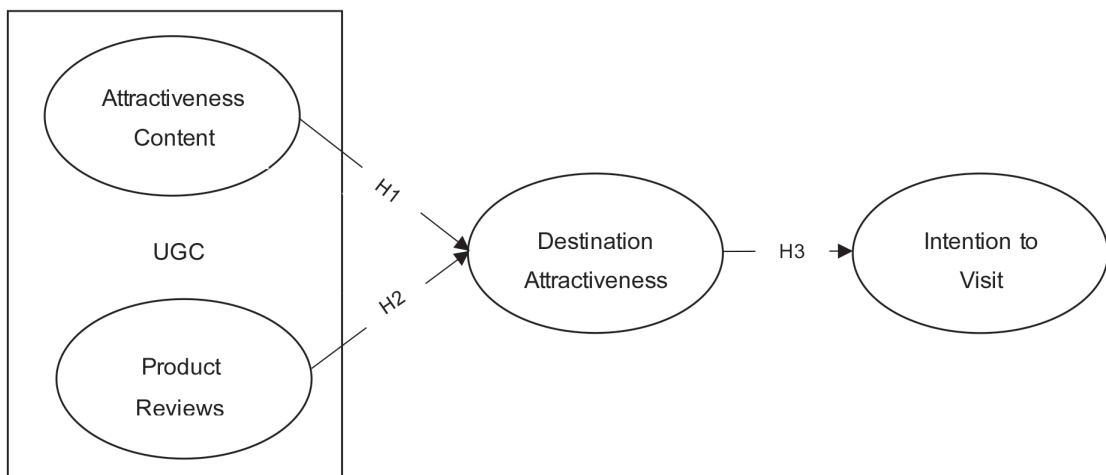

Figure 1 The Theoretical Framework of the Research

Research Methodology

Research Design and Variable Measurement

This questionnaire is measured using Likert's five-point scale method, and the points from one to five equal points indicate "strongly agree", "agree", "generally", "disagree" and "strongly disagree". Selection of scales: For attractiveness content, refer to (Chen, 2014) to sort out 5 items; for product reviews, Xu & Chen (2006) and (Ruiz-Mafe, 2018)refer to sort out 3 items; 3 items are sorted out concerning the Thailand destination attractiveness attribute scale of Lu et al. (2020); Finally, for the intention of potential Chinese tourists to travel to Thailand refer to the consent process of Chong et al. (2018), the scale has 3 items.To understand whether the attractiveness of the destination in Thailand affects the subject's intention to travel to Thailand. The questionnaire was initially developed in English and then translated into Chinese using the back-translation method to ensure that the equivalent meaning was presented.

To improve the validity of the questionnaire, a pre-test survey was carried out. There were 33 valid questionnaires in the pre-test. Therefore, the 33 valid questionnaires were analyzed and tested by items. Through the analysis of high grouping and low grouping, the non-discriminatory items were deleted, and the attractiveness content of the result retained 5 items, destination at tractiveness retained 3 items, in addition, the topics of intention to travel and product reviews are all reserved (Table 1).

Samples & Data Collection

TikTok users were recruited for this research. Although WeChat and QQ are the two most popular social APP in China, users use instant messaging apps to connect with acquaintances. Thus, users rely considerably on these apps in their daily lives. TikTok has the third largest number of users among Chinese social media and is the largest Chinese short TikTok platform (Siwei, 2023). TikTok is short video content marketing, and most contacts are strangers in real life, which increases the difficulty of identifying adverse information-related incidents. Thus, TikTok is a representative platform for investigating the antecedents of social media behavior intention in China. Lu, Lu, and Liu (2020) and Siwei (2023) 's previous studies researched, using Tiktok users as a target sample for social media.

Table 1 Confirmatory Factor Analysis (*N*=214)

Variables	Measuring item	Mean	Std.	Factor loading	SMC	α
Attractiveness content						
AC1	There is a lot of new information in this UGC.	3.91	.83	.63	.40	.76
AC2	This UGC has tons of unique information that I haven't seen before.	3.75	.96	.76	.49	
AC3	Through this UGC, I discovered a new travel destination.	3.96	.98	.62	.38	
AC4	Through this UGC, I learned about the culture and way of life of the tourist destination.	3.70	.91	.60	.36	
AC5	Through this UGC, I have satisfied my curiosity about this destination.	3.94	.96	.56	.31	
Product review						
PR1	I think these comments are true.	3.87	.80	.89	.79	.85
PR2	I think these comments are accurate.	4.13	.92	.80	.64	
PR3	I consider these reviews to be credible.	4.14	.78	.81	.66	
Destination attractiveness						
DA1	Overall, I am very impressed with this place.	3.51	.99	.72	.52	.77
DA2	This place has high tourist value and attractiveness	3.63	1.06	.73	.53	
DA3	This place made me more impressed with Thailand.	3.68	1.04	.72	.52	
Intention to visit						
IV1	Because this TikTok makes it easier for me to make travel decisions.	3.71	.88	.83	.69	.87
IV2	Because this TikTok has improved the efficiency of my travel decisions.	3.50	.91	.78	.61	
IV3	Because of the reviews on this TikTok, I have a high intention to travel to Thailand.	3.63	.90	.82	.67	

This study adopts convenience sampling and publishes it in various WeChat groups of higher education in China through the online survey platform (wjx. cn). To collect enough samples within a limited time, this study contacted friends who are teachers in China and forwarded questionnaires. During this process, the researchers did not provide any incentives for the sample to participate in this study. The screening question "Have you used TikTok?" excluded ineligible participants who had never used TikTok, and those who answered "no" were told to stop answering the question. In addition, omitting missing entries, multiple answers from the same person, and the same answer to the same questionnaire, and incomplete answers were eliminated. A total of 214 valid responses were collected.

Table 2 Profile of Respondents (*N*=214)

Basic information	Frequency	Percentage
Gender		
Male	100	46.7
Female	114	53.3
Age		
Below 20	23	10.7
21-30	114	53.3
31-40	60	28.1
Above 41	17	7.9
Education		
High school	3	1.4
Undergraduate	180	84.1
Master	19	8.9
Doctor	12	5.6
Monthly income (THB)		
Below 3,500	51	23.8
3,501-6,000	49	22.9
6,001-8,000	45	21.1
Above 8,001	69	32.2
Do you want to go abroad after the epidemic?		
No	63	29.4
Yes	119	54.2
Not sure	35	16.4
Have you ever been to Thailand		
never	172	80.4
1-3 times	34	15.9
Above 4 times	3.7	3.7

Table 2 basic information analysis and results: Among all the subjects, 114 were female and 100 were male, and the distribution was roughly average. Among them, more than 114 people (53.3%) were between the ages of 21-30 years old, followed by 60 people (28%) between 31 and 40 years old and 23 people (10.7%) under the age of 20, this distribution can show that the respondents are mainly the younger 21-30-year-old group. Besides, whether they have experienced the attractiveness of any UGC shared, 144 respondents have experienced any UGC, reaching 67.3%, and 70 respondents have not experienced any UGC (32.7%).

It shows that the groups that use the Internet in China today are not limited to young people, and UGC has been widely used on the Internet in China. Among the number of potential Chinese tourists who want to travel abroad after the epidemic, 119 people (54.2%) want to go abroad, accounting for the highest proportion, 63 people (29.4%) do not want to travel abroad; 35 people (16.4%) who do not sure whether want to travel abroad. The number of potential Chinese tourists who have never been to Thailand is the largest, with 172 (80.4%), only 34 (15.9%) who have been there 1-3 times, and 8 (3.7%) who have been more than 4 times (Table 2). Most of the respondents have not been to Thailand, and most of them may not be familiar with Thailand. It shows the growth trend of Chinese tourists in recent years, but the Chinese tourist market is still very promising

Analytical Techniques

To achieve the research purpose, a total of six steps were performed to analyze the collected data. First, the preliminary tests, including outliers and normality, fit indices, convergent validity, reliability, discriminant validity, and standard method bias, were used to evaluate the measurement model. Second, covariance-based SEM (performed using AMOS) is more suitable for testing exploratory models and hypotheses and evaluating predictive models (Gudergan, Ringle, Wende, & Will, 2008), hence, it was applied to analyze the net effects of the independent variables (i.e., attractiveness, product reviews, destination attractiveness) on the dependent variables (intention to visit). Third, Confirmatory factor analysis, CFA, is used to test hypothetical factors' structural fit.

Research and Discussion

Results of Preliminary Tests

This study uses SPSS for statistical analysis. The Cronbach's α value of the overall reliability analysis of the scale is 0.76 for "attractiveness content", 0.85 for "product reviews",

0.85 for "reviews from other tourists", 0.94 for "destination attractiveness", "intention to travel" was 0.85 (Table 2), and the combined CR values were all greater than the standard of 0.70, indicating good reliability. The discriminant validity was measured by the average variation extraction amount AVE. Except for the attractiveness content value of 0.39; other values were greater than the standard of 0.5, indicating good validity (Table 3). Meanwhile, the normalized loadings of the 13 indicators on the 4 factors ranged from 0.56-0.89. In terms of discriminant validity, the variables for each concept demonstrated correlations that were less than the square root of the average variance extracted (See Table 3). Accordingly, these results verified discriminant validity (Fornell & Larcker, 1981).

This study utilized confirmatory factor analysis to evaluate the measurement model in terms of convergent validity, reliability, and discriminant validity before using SEM to test the hypotheses. The results show that the model has a good fit fitness level: chi-square (χ^2 = 84.46, χ^2 /df = 1.19, GFI = 0.95, AGFI = 0.93, NFI = 0.94, TLI = 0.99, IFI = 0.99, CFI = 0.99, RMSEA = 0.03, SRMR = 0.04). According to these results, the probability of there being common method bias was acceptable range.

Table 3 Correlation Coefficient Table (*N*=214)

	1	2	3	4	CR	AVE
Intention to visit	.81				.85	.66
Attractiveness content	.51**	.62			.76	.39
Destination attractiveness	.58**	.48**	.72		.77	.52
Product review	.51**	.37**	.39**	.83	.87	.70
Mean	3.61	3.85	4.05	3.61		
S.D.	.90	.66	.69	.80		

Note: *. Correlation is significant at the 0.05 level (2-tailed)

    **. Correlation is significant at the 0.01 level (2-tailed);

      the value of the diagonal is the square root of AVE.

Results from SEM

This study utilized confirmatory factor analysis to evaluate the measurement model in terms of convergent validity, reliability, and discriminant validity before using SEM to test the hypotheses. The results show that the model has a good fit fitness level: chi-square (χ^2 = 84.46, χ^2 /df = 1.19, GFI = 0.95, AGFI = 0.93, NFI = 0.94, TLI = 0.99, IFI = 0.99, CFI = 0.99, RMSEA

= 0.03, SRMR = 0.04). According to these results, the probability of there being a common method bias was acceptable range. Baumgartner and Homburg (1996) suggested that AGFIs and GFIs lower than 0.9 indicated adequate model fit. Thus, all results in this study demonstrated adequate fitness.

As shown in Table 4, the SEM results indicated that all 3 hypotheses were supported. Specifically, attractiveness content significantly influenced destination attractiveness (H1: β = .553, p = 0.000, p < 0.05) products reviews had positive and significant effects on destination attractiveness (H2: β = .793, p = 0.000, p < 0.001). Destination attractiveness positively correlated to intention to visit (H3: β = .308, p = 0.000, p < 0.01).

Table 4 Structural Paths

Hypothesis	Estimate	p	Results
Destination attractiveness <—— Attractiveness content	.553	0.000	Supported
Destination attractiveness <—— Product reviews	.793	0.000	Supported
Intention to visit <—— Destination attractiveness	.308	0.000	Supported

The SEM results agreed with those of other studies. It proves that negative information-related factors are the main factors in the formation of Internet IWOM (Gvili & Levy, 2018). However, the significance of each factor differs according to users' information needs (Liu et al., 2020).

Specifically, attractiveness content is the most critical factor affecting destination attractiveness, and it is also the main reason for the continued use of social media. Consistent with previous studies, attractiveness content, and destination attractiveness is direct determinants of tourism intentions (Chen, Shang, & Li, 2014; Sultan, Sharmin, Badulescu, Stiubea, & Xue, 2020). Moreover, SEM results highlighted that attractiveness contents are the center of destination attractiveness status.
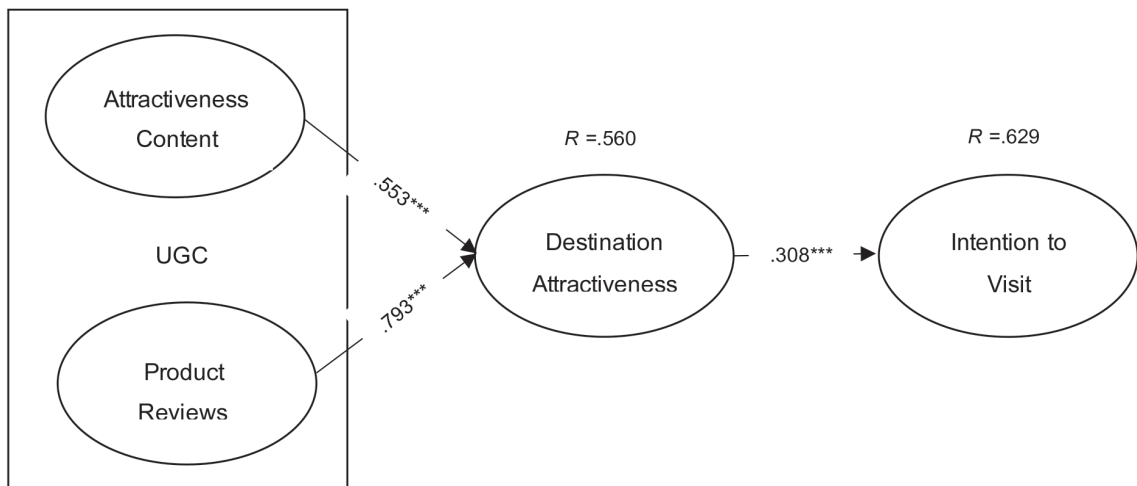
Figure 2 We-Media Platform UGC Influences Tourist Behavior Intention Model

Summary and Discussion

The purpose of this study is to explore the relationship between content attractiveness, other users' comments on products, destination attractiveness, and intention to travel. It is hypothesized that Chinese tourists begin to experience the attractiveness of Thailand's destinations after watching videos with UGC. The test results show that UGC has a positive impact on Thailand's destination attractiveness, and it reaches a significant level, which is consistent with the expected direction.

The results of the article are consistent with the research results of (Li & Chen, 2019), and the results all show that the novelty, comprehensibility, and interestingness of blog content can affect the willingness to act. Therefore, H1 attractive content has a significant positive impact on Chinese tourists' perceptions of the attractiveness of Thailand's best destinations is established.

Assuming that other tourists' comments will have a positive impact on Thailand's destination attractiveness, the test results show that the impact of other tourists' comment dimensions is consistent with the expected direction and reaches a significant level, This result is consistent with the findings of (Le & Ha, 2021) and (Gvili & Levy, 2018) that the association between word count and usefulness is only valid for reviews with fewer words.so H2 other tourist reviews have a significant positive impact on Chinese tourists' perceptions of the attractiveness of Thailand's destinations is established.

Assuming that the Thai destination attractiveness of Chinese tourists will have a positive impact on Thailand's travel intention, the test results show that Thailand's destination attractiveness has a positive correlation coefficient with the intention to visit, and it reaches a significant level, which has a positive direct impact. According to the research results of (Cheung, Ting, Cheah, & Sharipudin, 2020), it is known that there is a causal relationship between tourists' decision-making attitude towards tourist destinations and intention to visit, which fully shows that our research results are consistent. The H3 the attractiveness of Chinese tourists to Thailand's destinations has had a significant positive impact on their intention to visit after the epidemic is established.

From the above research results, it is found that the logical relationship between UGC-destination attractiveness-behavioral intention is established, Chinese tourists will be more likely to understand the tourism information related to Thailand through UGC, and if they think that the content of the user-generated video is consistent with the actual situation, they can also learn more about new travel information through the video. Attractive video content includes strong visual color impact, a rigorous and clear storyline, distinctive national cultural characteristics, distinctive personalized attractions, specific price tags, and other factors. It is necessary to attract attention to Thailand's tourist attractions through video content. For unfamiliar Chinese tourists, the fullness of the content is particularly important. For promoters who plan to promote Thailand's tourist attractions, it is necessary to strengthen this aspect.

In addition, Chinese tourists not only like to collect travel information and discover more new tourist attractions through UGC videos and reviews of other tourists but also use reviews to deepen the impression of tourist attractions. Other people's comments are an important way for potential Chinese tourists to understand the destination and their first impression. The results of the study found that, in the vast majority of reviews, negative reviews are the key part that is valued by Chinese tourists. Negative reviews are mainly reflected in the fact that factors such as weather, eating habits, language, and services in Thailand's tourist attractions are not satisfied. The negative emotions of the relevant bloggers or the official did not explain the first time, resulting in a poor experience and a deep negative impression. Regarding this issue, the Tourism Authority of Thailand has set up a Chinese version of the website and invited Chinese artists to film and introduce more videos of Thailand's tourist attractions publicly released on platforms such as TikTok and Little Red Book.

Limitation

When selecting UGC first, the time of UGC videos on the Internet will be limited to effectively allocate time for the subjects to complete the questionnaire. During this process, the contents of the questionnaire were not sufficient to be fully included in the film. Therefore, the questionnaire may be biased when filling in the answers, which is the limitation of this study. Therefore, the questionnaire may be biased when filling in the answers, which is a limitation of this study.

Theoretical Implications

Marketing activities through UGC can give Chinese tourists a better travel experience. Users mainly participate in Thailand's tourism promotion through the Internet environment, and UGC is considered to be the value of Thailand's tourist attractions. The study found that the more Chinese tourists refer to UGC and other tourists' viewing comments, the higher their intention to travel, which predicts the influence of these factors on Chinese tourists' intention to travel to Thailand. Therefore, UGC and other tourist reviews can be given more marketing value. This study has learned that Thailand's destination attractiveness positively impacts the intention to travel. The SIPS theory is enriched by the factors that affect the behavioral intention of the quality of UGC and the quantity of evaluation.

Practical Implications

When UGC is selected first, there are restrictions on the UGC videos on the Internet that will be used to effectively allocate time for respondents to fill out the questionnaire. During this process, the content of the questionnaire was insufficient to be fully included in the video.

Secondly, the scales of attractiveness content, comments of other tourists, destination attractiveness, and intention to travel used in the research refer to the scales of foreign scholars. Although there is empirical support for reliability and validity, it is based on foreign empirical research. The scale is yet to be tested. The English scale may have translation errors, so it is inevitable that there will be errors in the application of the scale. Finally, in this study, after observing UGC, the subjects filled in the online questionnaire, so there is a difference from the actual real situation.

Recommendations

Thai officials can use various we-media platforms, such as cooperation with UGC travel communities or famous KOLs, or through tourism-related competitions tourism exhibitions, and promotions used to match Thailand's characteristic tourism itineraries to promote tourism business opportunities. In addition to the normal Bangkok itinerary, it also develops and promotes novel itineraries in the north and south.

To understand the demand and interests of Chinese users, first, find a marketing method that meets the core tourism value demands of Thailand, and make well-made UGC to achieve precise marketing purposes. It should be noted that the weather and language communication is one of the main factors that cause Chinese people to evaluate Thailand's attractiveness as low, and the abundant food, fruit, and beautiful natural landscape are the most attractive elements. It is therefore recommended to develop tourism products that reinforce these advantages and complement the disadvantages.

To understand the demand and interests of Chinese users, first, find a marketing method that meets the core tourism value demands of Thailand, and make well-made UGC to achieve precise marketing purposes. It should be noted that the weather and language communication is one of the main factors that cause Chinese people to evaluate Thailand's attractiveness as low, and the abundant food, fruit, and beautiful natural landscape are the most attractive elements. It is therefore recommended to develop tourism products that reinforce these advantages and complement the disadvantages.

The above points have important implications for the marketing strategies of Thai travel agencies and Thai tourism agencies. UGC and comments from other tourists influence the influence of Thailand's destination attractiveness on intention to visit. Therefore, it is very important to ask tourists who have come to Thailand for suggestions and actively improve it, to maintain efficient two-way communication between tourism supply and demand.

References

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50*(2), 179-211. doi: 10.1016/0749-5978(91)90020-T

Baumgartner, H., & Homburg, C. (1996). Applications of structural equation modeling in marketing and consumer research: A review. *International Journal of Research in Marketing, 13*(2), 139-161. doi: 10.1016/0167-8116(95)00038-0

Bosnjak, M., Ajzen, I., & Schmidt, P. (2020). The theory of planned behavior: Selected recent advances and applications. *Europe's Journal of Psychology, 16*(3), 352-356. doi: 10.5964/ejop. v16i3.3107

Chen, Y.-C., Shang, R.-A., & Li, M.-J. (2014). The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination. *Computers in Human Behavior, 30*, 787-799. doi: 10.1016/j.chb.2013.05.019

Chen,Z.-F.(2023). *Market research and analysis of China's short video industry in 2023*. https://my5353.com/qWAmJ

Cheung, C. M.-Y., Sia, C.-L., & Kuan, K. K. (2012). Is this review believable? A study of factors affecting the credibility of online consumer reviews from an ELM perspective. *Journal of the Association for Information Systems, 13*(8), 336-344. doi: 10.17705/1jais.00305

Cheung, M. L., Leung, W. K., Cheah, J.-H., & Ting, H. (2022). Exploring the effectiveness of emotional and rational user-generated contents in digital tourism platforms. *Journal of Vacation Marketing, 28*(2), 152-170. doi: 10.1177/13567667211030675

Chong, A. Y. L., Khong, K. W., Ma, T., McCabe, S., & Wang, Y. (2018). Analyzing key influences of tourists' acceptance of online reviews in travel decisions. *Internet Research, 28*(3), 564-586. doi: 10.1108/IntR-05-2017-0212

Corrêa, S. C. H., Soares, J. L., Christino, J. M. M., de Sevilha Gosling, M., & Gonçalves, C. A. (2020). The influence of YouTubers on followers' use intention. *Journal of Research in Interactive Marketing, 14*(2), 173-194. doi: 10.1108/JRIM-09-2019-0154

Daowd, A., Hasan, R., Eldabi, T., Rafi-ul-Shan, P. M., Cao, D., & Kasemsarn, N. (2020). Factors affecting eWOM credibility, information adoption and purchase intention on Generation Y: A case from Thailand. *Journal of Enterprise Information Management, 34*(3), 838-859. doi: 10.1108/JEIM-04-2019-0118

Dedeoğlu, B. B., Taheri, B., Okumus, F., & Gannon, M. (2020). Understanding the importance that consumers attach to social media sharing (ISMS): Scale development and validation. *Tourism Management, 76*(2), 1-16. doi: 10.1016/j.tourman.2019.103954

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research, 18*(1), 39-50. doi: 10.1177/002224378101800312

Grosser, T. J., Obstfeld, D., Labianca, G., & Borgatti, S. P. (2019). Measuring mediation and separation brokerage orientations: A further step toward studying the social network brokerage process. *Academy of Management Discoveries, 5*(2), 114-136. doi: 10.5465/amd.2017.0110

Gudergan, S. P., Ringle, C. M., Wende, S., & Will, A. (2008). Confirmatory tetrad analysis in PLS path modeling. *Journal of Business Research, 61*(12), 1238-1249. doi: 10.1016/j.jbusres.2008.01.012

Gvili, Y., & Levy, S. (2018). Consumer engagement with eWOM on social media: The role of social capital. *Online Information Review, 42*(4), 482-505. doi: 10.1108/OIR-05-2017-0158

Interface news.(2020,05,08). *Tourists haven't come for months, Thai elephants walk 150 kilometers back to their hometown.* https://my5353.com/qaSDK

Katsikeas, C., Leonidou, L., & Zeriti, A. (2019). Revisiting international marketing strategy in a digital era: Opportunities, challenges, and research directions. *International Marketing Review, 37*(3), 405-424. doi: 10.1108/IMR-02-2019-0080

Kim, S., Kandampully, J., & Bilgihan, A. (2018). The influence of eWOM communications: An application of online social network framework. *Computers in Human Behavior, 80*, 243-254. doi: 10.1080/10510974.2020.1726427

Łapko, A., Panasiuk, A., Strulak-Wójcikiewicz, R., & Landowski, M. (2020). The state of air pollution as a factor determining the assessment of a city's tourist attractiveness—based on the opinions of Polish respondents. *Sustainability, 12*(4), 1466. doi: 10.3390/su12041466

Liu, X., Min, Q., & Han, S. (2020). Understanding users' continuous content contribution behaviours on microblogs: An integrated perspective of uses and gratification theory and social influence theory. *Behaviour & Information Technology, 39*(5), 525-543. doi: 10.1080/0144929X.2019.1603326

Lu, C., Weng, H., Chen, S., Chiu, C., Ma, H., Mak, K., & Yeung, T. (2020). How port aesthetics affect destination image, tourist satisfaction and tourist loyalty?. *Maritime Business Review*, *5*(2), 211-228. doi: 10.1108/MABR-12-2019-0056

Lu, X., Lu, Z., & Liu, C. (2020, July 19–24). *Exploring TikTok use and non-use practices and experiences in China.* Paper presented at the Social computing and social media. Participation, user experience, consumer experience, and applications of social computing: 12th international conference, SCSM 2020, held as part of the 22nd HCI international conference, HCII 2020, Copenhagen, Denmark. doi: 10.1007/978-3-030-49576-3_5

McCabe, S., & Qiao, G. (2020). A review of research into social tourism: Launching the annals of tourism research curated collection on social tourism. *Annals of Tourism Research, 85*, 1-19. doi: 10.1016/j.annals.2020.103103

Meng, K. S., & Leung, L. (2021). Factors influencing TikTok engagement behaviors in China: An examination of gratifications sought, narcissism, and the big five personality traits. *Telecommunications Policy, 45*(7), 102-172. doi: 10.1016/j.telpol.2021.102172

Ng, K. Y. N. (2020). The moderating role of trust and the theory of reasoned action. *Journal of Knowledge Management, 24*(6), 1221-1240. doi: 10.1108/JKM-01-2020-0071

Ruiz-Mafe, C., Chatzipanagiotou, K., & Curras-Perez, R. (2018). The role of emotions and conflicting online reviews on consumers' purchase intentions. *Journal of Business Research, 89*, 336-344. doi: 10.1016/j.jbusres.2018.01.027

Shivakoti, I., Kibria, G., Cep, R., Pradhan, B. B., & Sharma, A. (2021). Laser surface texturing for biomedical applications: A Review. *Coatings, 11*(2), 1-15. doi: 10.3390/coatings11020124

Siwei, Z. (2023). The promotion usic education through social media in China: A case study of TikTok platform. *Journal of Modern Learning Development, 8*(2), 397-404. Retrieved from https://so06.tci-thaijo.org/index.php/jomld/article/view/259127

Sultan, M. T., Sharmin, F., Badulescu, A., Stiubea, E., & Xue, K. (2020). Travelers' responsible environmental behavior towards sustainable coastal tourism: An empirical investigation on social media user-generated content. *Sustainability, 13*(1), 56. doi: 10.3390/su13010056

Taecharungroj, V., & Mathayomchan, B. (2019). Analysing tripAdvisor reviews of tourist attractions in Phuket, Thailand. *Tourism Management, 75*, 550-568. doi: 10.1016/j.tourman.2019.06.020

Wibowo, A., Chen, S.-C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2020). Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience. *Sustainability, 13*(13), 1-18. doi: 10.3390/su13010189

Xu, D., Ye, Q., Hong, H., & Sun, F. (2022). Emotions for attention in online consumer reviews: The moderated mediating role of review helpfulness. *Industrial Management & Data Systems, 122*(3), 729-751. doi: 10.1108/IMDS-07-2021-0473

Xu, Y., & Chen, Z. (2006). Relevance judgment: What do information users consider beyond topicality? *Journal of the American Society for Information Science and Technology, 57*(7), 961-973. doi: 10.1002/asi.20361

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of marketing, 52*(3), 2-22. doi: 10.1177/002224298805200302

Zhao, H., Yang, Q., & Liu, Z. (2021). Impact of online customer reviews and deep learning on product innovation empirical study on mobile applications. *Business Process Management Journal, 27*(6), 1912-1925. doi: 10.1108/BPMJ-12-2020-0542