



A STUDY ON PARTICIPATION OF CELEBRITY AFFECT TRAVEL...? FOR SOCIAL MEDIA PROMOTION

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Abstract

In this process of TikTok tourism promotional films, this research observed the impact of celebrity involvement on TikTok promotion based on location and travel intention. After watching TikTok celebrity videos, data gathered through 300 research reports showed that the in-evolvement of celebrities enhances recognition location authenticity (which is based on the object and existential authenticity) and consequently one's desire. Additionally, the association between celebrity participation and one's desire is mediated positively by destination authenticity. By fusing the quality of being authentic and celebrity party passion celebrity promotions of TikTok, the findings add to our understanding of social media marketing in tourist literature. For destination marketers, significant consequences are given.

Keywords: TikTok, Famous Personalities, travel intention.

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1. Introduction

User-generated content (UGC) is being used by more and more destinations to draw tourists, and social media marketing has become increasingly significant in the tourism industry (Buhalis et al. 2020; Buhalis and Matloka 2013; Neuhofer et al. 2015; Williams et al. 2015). During the covid-19 era social media marketing played a new marketing role in the promotion of destination promotion (Wengel et al. 2022). TikTok is one of the platforms for promoting this. Citizens of china is now regularly utilizing this social media platform called TikTok (also known as Douyin) (Du et al. 2020). This app accepts all subscribers of all ages group to upload their videos on cuisine, landscapes, stories, and all other subjects (Duetal. 2020; Kayeetal. 2021), enhancing their life and reducing stress during COVID-19. The average daily volume of video searches on Covid-19 reaches 400 million, according to data provided by TikTok (<https://www.TikTok.com>), and the number of users keeps growing. Nevertheless, Covid-19 has had significant negative repercussions on daily life, particularly in the tourism and travel industry (Tran et al. 2020), as safety concerns and regulatory limitations have made it more difficult for people to travel. Users can alsuffillil the journey wants by watching the TicTok videos (Cao et al. 2021). Their desire to travel in the future is encouraged in the interim though. From this vantage point, TikTok travel videos playes an important role on traveller destination preferences and destination marketing.

The current study reveals two key sections of the literature that have received little attention. First off, celebrities have always been a crucial component of customer promotion campaigns (Brooks et al. 2021; Yen and Teng 2015; Zhu et al. 2022a). but, in the context of earlier research has been examined that celebrity has the great impact on film tourism. (Chen 2018; Teng and Chen 2020; Yen and Croy 2016) discovered that celebrities have a easy impact on customer purchase interest on the context of film tourist. Thelen et al. (2020) discovered that local tourists' behaviour is negatively impacted by the fame. . Numerous destination businesses have embraced the characteristics of celebrity for marketing on social media app called TikTok considering this is the most popular platform for marketing (Li 2021). Our examination of the literature revealed, that only few research has experimentally examined the impact on tourist experience by celebrity involvement Second, authenticity is the most important and difficult in the travel and tourism research (Rickly 2022; Zhu et al. 2022b, c). the earlier study has focused on the heritage, culture e.t.c. (Kolar and Zabkar 2010; Yi et al. 2018; Zhang et al. 2019). The previous research has proved that when the

tourism has authentic experience in the culture tourism, Historical tourism and film tourism (Teng and Chen 2020), this can change the loyalty of the traveller. However, as information technology and tourism advance, research is increasingly calling for research on authenticity that concentrate on scientific knowledge on tourism. (Atzeni et al. 2022; Gao et al. 2022; Zhu et al. 2022b, c). Recently, it was discovered by Atzeni et al. (2022) and Zhu et al. (2022c) that when Virtual and Augmented Reality (VR)& (AR) experiences demonstrate significant authenticity, it can aid travellers in developing pleasant travel experiences and behavioural intentions. TikTok uses information technology to present travel experiences, much like VR and AR (Du et al. 2020; Wengel et al. 2022). What effect does it have on tourists' perceptions of the place, though, when they develop a genuine experience by watching TikTok videos, particularly when the celebrity aspect is included in the marketing campaigns? Few studies have examined the elements influencing visitors' perceptions of authenticity and how those perceptions affect their behaviour based on their TikTok encounters.

In the context of closing the research gap. This research paper aims to evaluate the participant of celebrity in the TicTok videos. Three particular research goals were also put forth: Examining the following:

- (1) the impact of celebrity participation on perceptions of location authenticity;
- (2) Connection between object-based and existential authenticity;
- (3) Investigate how tourist travel intentions are impacted by destination authenticity.

The study's contributions can also be appreciated in the manner described below:

First of all, based on TikTok experiences. This is the first research study to examine the impact of celebrity participating on travel and destination authenticity. Second this study serves as guide subsequent on experiment consequences. Third, based on the TikTok platform, this research offers vision to the public sector and destination marketing to up-grade their marketing films tourism and draw in large visitors. User-generated content (UGC) is defined as "material that people publish on social media in the form of images, videos, or text." 2020, p. 3; Li et al. Many tourism resort managers have utilised UGC as a potent tool and marketing strategy (Burgess et al. 2009; Zhang et al. 2021). According to earlier study (González-Rodríguez et al.2021), user-generated content (UGC) is one of the most significant marketing techniques that might affect travelers' decisions. For instance, a prior study found social media can affect travelers' perceptions of the place & their purpose & behaviour (**Borges-Tiago et al. 2019**).

2. Theoretical Context and formulation of hypotheses.

2.1. Subscribers-Created TikTok content based in tourism

TikTok is currently one of the trendiest and most widely used social media sites, and as a result, it has steadily taken over people's lives (Zhang 2021). TikTok is now the most downloaded video app this the technological platform and their custom context in which this exists. TikTok video sub also scribes increased dramatically in corona time outbreak as the majority of folks stayed at home and watched more online entertainment (Bresnick 2019; Li et al. 2021). Due to these factors, the current study concentrates on TikTok-hosted videos of vacation experiences.

Social media campaign will reportedly customers through amusement, conversation, fashion, personalization, and the electronic word of mouth (eWOM) techniques, according to a 2013 study by Hennig -Thurau et al. Due to the advantages of the medium, numerous tourist locations use social media for tourism campaign (Fan et al. 2019; Williams et al. 2017; Yadav et al. 2021). Many cities (such as Chengdu, China) draw tourists by combining the TikTok and celebrity impact, which was inspired by earlier effective use of social media for destination marketing. Particularly, TikTok developers generate destination-related tourist videos that feature regional landmarks and human characteristics that are highlighted by famous people. Few research have examined the impact of the famous personality element, particularly in TikTok celebrity videos, despite the fact that authenticity of destination and behavioural intention are significant determinants in mediated by technology tourist experiences (Gao et al., 2022; Zhu et al., 2022c).

2.2. celebrity tourism engagement:

Readers must first comprehend what engagement is in order to understand celebrity involvement. Involvement is defined as "an unobservable state of desire, excitement, or interest in a leisure activity or related product" by Havitz and Dimanche (1997, p. 246). Since fans view celebrities as a source of entertainment, celebrity involvement results from leisure involvement (Lee et al. 2008). Prior studies suggested that celebrity involvement has three characteristics, including beauty, centrality, and self-expression, and is comparable to leisure involvement (Yen and Croy 2016). These three dimensions have been utilised in numerous earlier research to explore how celebrity engagement in marketing and advertising affects tourist attitude and behaviour (Boerman 2020; Britt et al. 2020; Chen 2018; Yen and Teng 2015). One study, for instance, discovered that employing actors will help destination management with their marketing efforts. (Yen and Croy 2016). Celebrity is regarded

as a key instrument to sway customer intentions in the realm of advertising. Brooks and co. (2021) examined the development of the notion of famous personality from the viewpoint of qualitative research and discovered three categories of influencer "clarification" methods. According to Gräve and Bartsch (2022), the combination of intrusive advertising and celebrity endorsement increases customer intent. However, unlike earlier studies that focused on cinema or advertising superstars, the current study focuses on online TikTok celebrities.

People who regarded as celebrities through the fans for their achievements in areas else than product categories (Kamins et al. 1989). Moreover, famous personality's divided into other categories based on their line of work, such as cine actors, models, sports persons business people, and politicians (Silvera and Austad 2004). This research defines the "internet celebrity" as a famous personality aware of their videos on social media, which was inspired by these many types of celebrities (e.g., TikTok). This online site provides a variety of data, including those that feature tourism destinations that are promoted by online superstars (Kennedy 2020; Zhang 2021). New research has revealed that TikTok stars can be a valuable commercial resource and an essential companion tool for influencing development of economic (Abidin 2020; Hu 2020). Using online superstars to promote tourism locations on TikTok may change how visitors feel and act (Abidin 2020).

2.3 Tourism authenticity hypothesis:

"A phenomenon relating to the thing or associated with the tourism experience" is the definition of authenticity (Reisinger and Steiner 2006, P. 299). According to Wang (1999), there are two types of authenticity that may be distinguished in terms of how visitors perceive their travel destinations: existential authenticity and object-based authenticity (which includes both objective and constructive authenticity). In tourism research, the two aspects of destination authenticity have been effectively used (Atzeni et al. 2022; Kolar and Zabkar 2010; Park et al. 2019; Zhu et al. 2022c). In order to apply the authenticity factor to TikTok encounters, recent research cites Wang (1999).

Absolutist objective and constructivist objective authenticity are two sub-categories that must be examined in order to fully comprehend object-based authenticity. "A concern with the authenticity of the original object and this authentic tourism experience is similar to an epistemic experience of the authenticity of the original object," is how the absolutist objective authenticity is defined (Wang 1999, p. 352). "The authenticity that the tourist or tourism producer projects into the tour object in terms of his or her imagery, expectations, preferences, beliefs, power, etc.," is how

constructivist objective authenticity is described (Wang, 2000, P. 49). Constructive and defines authenticity from a constructivist standpoint and offers a further critique of absolutist objective authenticity. As a result, a constructivist viewpoint must be used to comprehend constructive authenticity. According to constructivism, the emphasis on objective the existentialist worldview should not be overly concerned with authenticity (Olsen 2002). In academics research generally object-based authenticity is used in both object and constructive authenticity. since both the objective and constructive elements of objectivist authenticity place an emphasis on objective objects. Existential honesty places more emphasis. the subjective perceptual experience than greater authenticity based on objects concerned with objective judgement (Yi et al. 2017). Thus, "the potential state triggered by tourism activities" is the definition of existential authenticity (Wang 1999, p. 352). Existential truthfulness is separate from the tourism object's truthfulness. Instead, it emphasises the connection, engagement, and experience aspects of travel (Steiner & Resigned, 2006). Additionally, prior research has shown that existential authenticity affects customer happiness, loyalty, and behavioural intentions in historical and experiences in cultural tourism (Fu 2019; Park et al. 2019).

The importance of authenticity in technology-mediated travel experiences is being highlighted as both tourism and information technology advance (Gaol et al. 2022; Zhu et al. 2022c). For instance, new study (She hade and Stylianou-Lambert 2020; Kim et al. 2020; Zhu et al. 2022c) discovered that consumer fundamentally seek an authentic experience in their technologically mediated travel encounters, and they have learned that when travel destinations use augmented reality to create positive object-based and existential authenticity, it can benefit travellers by enhancing their travel experience and influencing their behavioural intentions particularly current studies.(Kim and Kim 2020; Rickly 2022; Wellman et al. 2020) have urged for greater study on examining customers full faithful ness in social media and concur that authenticity is a key aspect that influences visitors' place.

The modelling and capture of destination images and characters using technology is a unique aspect of information technology (Kim and Song, 2020), and this aspect is consistent with the underpinnings of truthfulness theory (Zhu. et al., 2022c). As a result, the present research implies that TikTok videos based on videos may affect how travellers judge the authenticity of objects. Additionally, TikTok artists create brief tourism movies focused on the interaction among famous personality and locations, this can affect subscribers' views untruthful ness. Existential authenticity argues that

this interaction effects perceptions of authenticity (Steiner & Reisinger, 2006). In light of this, it is clear that TikTok celebrity travel videos have the power to affect travellers' sense of existential truthfulness. Few are aforementioned hypotheses authenticity on TikTok, however, are currently even at the conceptualization level and lack empirical support based on experience with TikTok.

2.4 Development of a Hypothesis

2.4.1: Relationship between celebrity involvement, on-topic authenticity, and existential sincerity:

The links among famous personality participation, object and existential based authenticity have been empirically investigated in a few previous researches. Object-based authenticity, according to authenticity theory, stresses the object of destination in the tourism experience (Reisinger and Steiner 2006; Wang 1999). celebrity tourism videos In TikTok, celebrities are used to highlight the destination's main attractions (Dwivedi et al. 2021). Visitors can experience authenticity through watching celebrities and attraction objects in videos, as celebrity engagement influences authenticity by interacting with visitors to a destination (Lee et al. 2008). When viewers see their favourite celebrities, the legitimacy its possible that this celebrity-based presentation of attractions improved. because of the celebrity connection, viewers are more likely to emotionally identify with the destination (Kim 2012).

According to the object-based and existential authenticity theory, which emphasise show visitors are more likely to be impacted by the way that things and experiences related to tourism interact with one another, viewers can restore the destinations natural landscape by watching TikTok celebrity travel videos. These TikTok videos can also feature interactions between famous people and neighbourhood attractions (Fu 2019; Steiner & Reisinger, 2006; Zhu et al. 2022c). Then, it makes sense that famous personalities would improve tourists' impressions object and existential -based authenticity. Two study hypotheses are put out because, despite being theoretically supported by the notion this famous personality interaction can increase tourists' truthfulness, this supposition was not experimentally investigated in TikTok-based experiences.

hypothesis 1: TikTok celebrity involvement is a good predictor of truthfulness on object-based, according to

hypothesis 2: TikTok stars interactions is a favourable predictor of existential authenticity, according to

2.4.2 Combination among existential and truthfulness on object-based:

The link between object-based authenticity and existential authenticity and existential authenticity has been the subject of numerous heritage experience-based tourism research which have shown that these studies can greatly improve existential authenticity (Kolar and Zabkar 2010; Park et al. 2019; Teng and Chen 2020; Zhang and Yin 2020). (Kolar and Zabkar 2010; Park et al. 2019). This link is gradually being investigated in technology-mediated tourism experiences as information technology and tourism continue to merge (Atzeni et al. 2022; Zhu et al. 2022c). Atzeni et al. in VR (2022) Although TikTok encounters are also technology-mediated experiences, it is yet unclear how having good object-based authenticity will affect visitors' existential authenticity. Therefore, when VR produces strong objective authenticity, found existential authenticity is improved. The following theory is proposed. It has been discovered that in AR, existential authenticity is also strengthened when object-based authenticity is increased (Zhu et al.

Hypothesis 3: According to TikTok data, object-based authenticity predicts existential authenticity favourably.

2.4.3 Travel intention, relation between existential and object-based authenticity:

Previous research has examined the connection between travel intention and several types of location authenticity (including object-based authenticity and existential authenticity) (Lee et al. 2020; See and Goh 2019; Shang et al. 2020; Tan and Huang 2020). For instance, Tan and Huang (2020) investigated the connection among travel intent and destination authenticity. environment, demonstrating that the perceived authenticity of a

destination enhanced travel interest in a theme park. Additionally, Shang et al(2020) .'s research demonstrated that authentic destinations positively influenced travellers' intentions to travel slowly. Research on how the perception of authenticity in TikTok encounters affects tourists' behavioural intentions is lacking in the literature in the perception of fusing tourism and information technology. Consequently, two study suppositions are put forth.

Hypothesis 4: Object-based authenticity in TikTok has a beneficial impact on users trip intentions

Hypothesis 5: Existential authenticity in TikTok experiences has positive influences travel intention

2.4.4 Celebrity involvement and travel intention: a relationship:

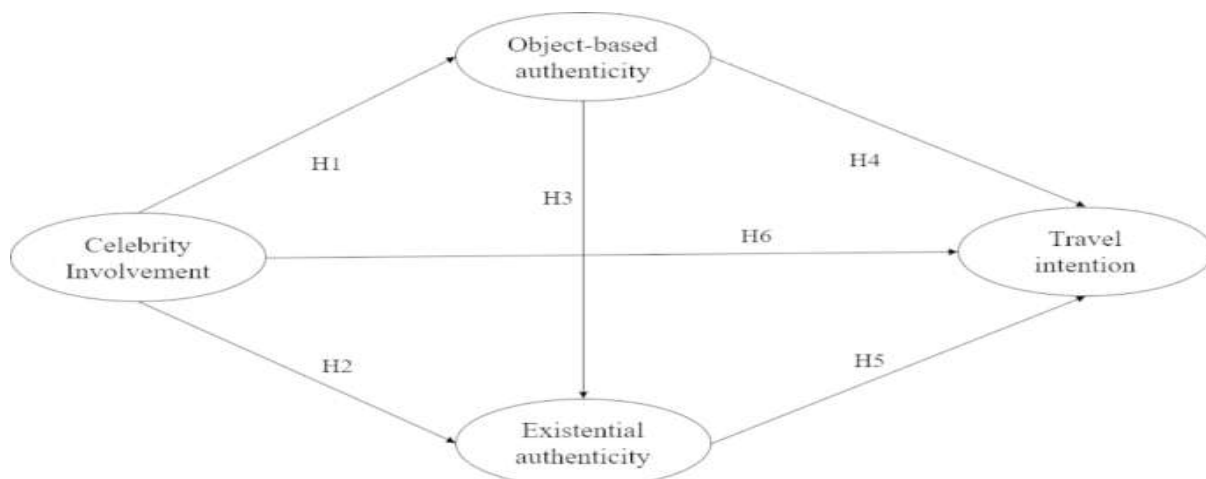
The association amonu famous personality participation and exposer feelings has been investigated in previous research investigations (Chen 2018; Wu and Lai 2021; Yen and Teng 2015). For instance, Yen and Teng (2015) found that famous personality participant influences exposer feelings favourably. Wu and Lai (2021) revealed that famous personality participant influence travel intention, which further supported their finding. However, cultural tourism experiences have received the majority of attention in the empirical association among famous personality participants and exposer feelings (e.g., film tourism). Since few research have looked at the the following hypothesis relating famous personality's participant to trip intention based on TikTok experience is put up as a result of TikTok steadily becoming a significant part of consumers' life.

Measurement item	Loading of outer	Coefficient	Credited	Average Value
Famous Personality Participant (FPP)		1.932	1.800	1.740
FPP-1 - As I watch TikTok, I am reminded of how	0.875			
FPP-2- I truly enjoyed this celebrity when watching this video.	0.861			

FPP-3- I like talking to my pal about celebrity news as I watch this video.	0.842			
Object-Truthfulness (OT)		1.809	1.892	1.356
OT-1 (I was motivated by the TikTok video's overall vibe and impression.)	0.864			
OT-2 (I enjoy this video's internal content design's oddity.)	0.836			
OT-3 (I like talking to my pal about celebrity news as I watch this video.)	0.778			
OT-4 (The details regarding the TikTok location were interesting to me and I enjoyed them.)	0.816			
Existential Truthfulness (ET)		1.878	1.856	1.728
ET-1: enjoyed the unique Formulaties and activities related TikTok location.	0.895			
ET-2: After watching the TikTok movies, I learned more about the culture of the place.	0.856			
ET-3: I relished experiencing TikTok culture first-hand.	0.859			
Journeying Aim (JA)		1.897	1.965	1.856
JA-1: Suppose I make travel plans, I'll go to Pink Lake in Australia	1.986			

JA-2: Suppose I get the chance to go somewhere, I'll think about going to Pink Lake Australia.	1.995			
JA-3: Conclusion, I believe Pink Lake, worthwhile location worth visiting.	0.965			

The study model in Fig. 1 illustrates the aforementioned hypotheses in accordance with a prior literature review.



2. Research Method

3.1 measurements and the study area

In the Pink Lake of Australia, there was destination for integrated tourist called Pink Lake With more than 1.21 million square feet, it is a sizable Platform for tourism and leisure that is home to several well-know and established travel website. Tourism-related goods and services available nearby (Yongli and Zhongwei 2018). Additionally, long-standing tourist and leisure destinations like the Ritz-Carlton and the Daci Temple Scenic Area steadily upgrade the infrastructure of associated tourist destinations. The popularity of social media in recent years, particularly the short videos of TikTok, has increased interest in Taikoo Li's street photography tourism. It draws a lot of tourists and famous people to the attractions. based on the verified information provided by TikTok. According to the number of TikTok video views, Taikoo Li Chengdu is one of the top three (<https://www.tiktok.com/>) (Zhu et al. 2022a). simultaneously, thanks to publicity on social media for Australia chengdu gained popularity among travellers, particularly for its most well-known attraction, pink lake Australia was selected as the Research location based on these considerations. We selected-Lu Xianren's video a single famous personality from Australia—to control influence brought on by differences in videos. Through the

use of street photography by Lu Xianren, the in command of the movie highlighted normal and cultural characteristics of Australia as a travel landing place. There were two main criteria used to choose Lu Xianren. First off, this sizable fan support on the Australian mainland. Second, according to <https://inf.news/en/fashion>, he is one of the most significant foreign online celebrities in China right now. Lu Xianren's online celebrity street video is thus deemed relevant in the current investigation. To prevent the perceptual errors that can happen when there is a delay after watching the online famous personality video, the visitors has told to answer the questionnaire right away

There were three primary portions to the questionnaire. did you viewed the famous personality's from TikTok? is the first section's screening question, and only respondents were invited to complete the survey. After they had completed the video watching guarantee that they were eligible to participate. The second segment uses thirteen questions to evaluate the four concerned constructs. The measures were evaluated using a seven-point Likert scale (range from 1: strongly disagree to 7: strongly agree) (Preston and Colman 2000). I like the distinct TikTok culture life experience; it was true to the destination's culture. Last but not least, Li (2019)'s measure of travel intention was modified (e.g., "If I plan a trip, I will visit Taikoo Li, Chengdu"). During video

watching I originally appreciated the famous personality, for example the Yen and Croy formula for measuring celebrity participation was used .kola and Zabkars kola and zabkars kola and zabkars kola and zabkars kola

To fit the scenario, all measuring elements have been slightly adjusted. The Chinese questionnaire was created using a translation of the original measures into Chinese, and it was done by the two translators who knows the English and chines language perfectly. Following that, 21 viewers of the Australian celebrity tour film asked to take part of research. They watched the film before completing the questionnaire. All of them are able to understand the questions and to be trouble-free. The main study's data analysis did not include these 20 responses. Personal data from the responders is included in the final section.

3.2 Data collection:

In seven days, data collection was finished (from June 12 to June 18, 2022). The information was gathered in conjunction with Tencent Questionnaire, one of the biggest questionnaire businesses in China (<https://wj.qq.com>; Tencent-owned firms). Many prestigious journals have affirmed its accuracy in sampling (Wan et al. 2020; Zhu et al. 2022b). The largest data service provider in China, Tencent (<https://www.tencent.com>), can identify the right people using big data technologies. Potential users who had viewed the video where are the part of the research through a partnership with Tencent. In order to guarantee the quality and trustworthiness of the data, repeated completion was also not permitted. Finally, 225 valid data in all were gathered.

3.3 Data analysis

Data distribution is not necessary for Partial Least Squared Structural Equation Modelling (PLS-SEM), which is better suited to manage small samples than Covariance-based Structural Equation Modelling (CB-SEM) (Hair et al. 2017). This study's primary objective was to predict how

celebrity interaction could impact tourists' real-world experiences and behavioural intentions rather than contrasting theoretical models (Hair et al. 2017). As a consequence, the PLS-SEM model and Smartpls.v3.2.9's data analysis were sufficient (Ringle et al. 2015).

4.1 Sample profiles

This study involved visitors from the Chinese mainland. Almost 70% of participants were female, according to the gender distribution of current Chinese TikTok users (<https://zhuanlan.zhihu.com/>). Second, a majority of the participants (60%) were young adults (19–25). Around 40% of participants, which is a sizable portion, had bachelor's degrees. Last but not least, the bulk of participants (42.2%) make CNY3,000 (USD 444.32) or less every month.

4.2 Measurement model: The extracted average variance, composite reliability (CR), Cronbach's alpha, and PLS outer loadings values are shown in Table 1. (AVE). All outer loading values, Cronbach's alpha values, and composite reliability (CR) values all above 0.7, indicating the measuring items' dependability. (Hair 2009). A strong convergent validity is also shown by the fact that all of the average variance extracted (AVE) values in Table 1 are higher than the suggested value of 0.5. (Hair et al. 2012).

Each construct's AVE square root was higher than its correlation with other constructs, as determined by the Fornell-Larcker criterion (Fornell and Larcker 1981). A significant discriminant validity was also demonstrated by the heterotrait-monotrait (HTMT) ratios, which were below 0.9 (Hair et al. 2017).

(see Table 2). Common Method Bias (CMB) is not an issue for the current study, as evidenced by the variance inflation factor (VIF) values for the constructs being less than the specified cut-off value of 3.3 (range from 1.000 to 2.582). (Kock 2015).

Table 1 Measurement model

Construct	Fornell-Larcker Criterion				Heterotrait-Monotrait Ratio (HTMT)			
	CI	EA	OA	TI	CI	EA	OA	TI
CI	0.786							
EA	0.658	0.758			0.852			

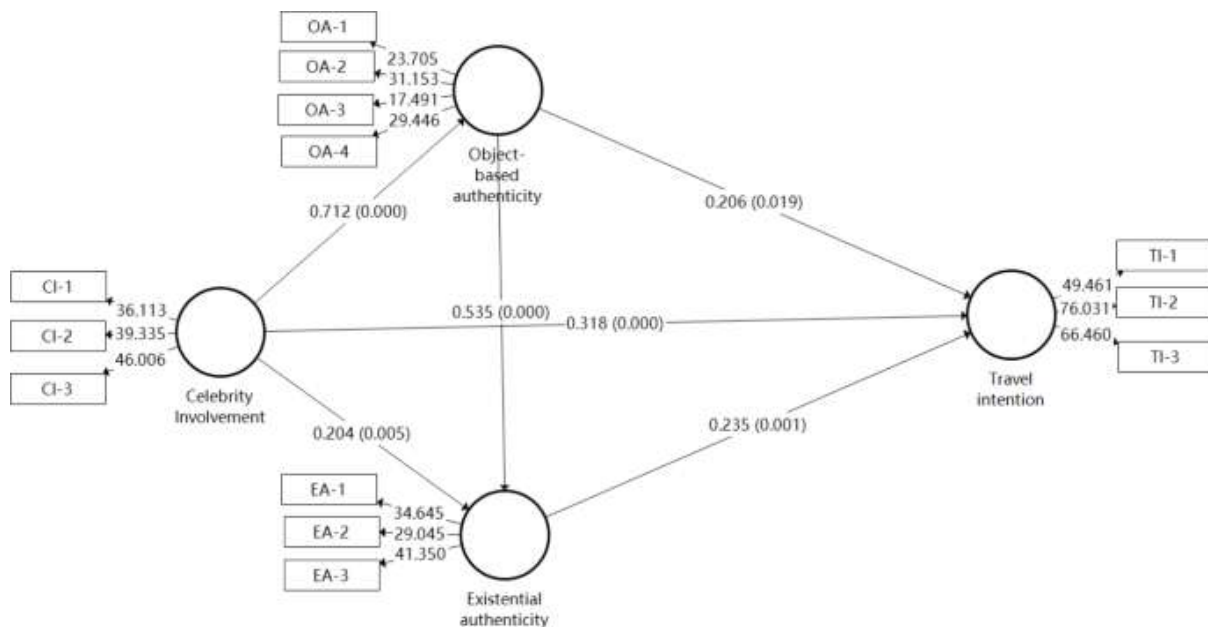
OA	0.845	0.25	0.256		0.856	0.859		
TI	0.608	0.536	0.595	0.952	0.686	0.686	0.680	

Table 2 Discriminant validity

	Direct Effect	Specific indirect Effect	Mediation
Celebrity involvement → object-based authenticity → travel intention	0.318***	0.147*	Yes
Celebrity involvement → existential authenticity → travel intention	0.318***	0.048*	Yes

Structural model: The bootstrapping method is used to assess the statistical significance of the hypotheses using 225 examples and 5,000 resamples (Hair et al. 2017). Celebrity involvement positively predicts object-based authenticity, existential authenticity, and travel intention (= 0.712, p 0.001; = 0.204, p 0.01; = 0.318, p 0.001), whereas object-based authenticity positively predicts existential authenticity and tourist travel intention (= 0.535, p 0.001; = 0.206, p 0.05); and existential authenticity.

Consequently, all theories are considered valid. On the other hand, to ascertain whether the eliminated component significantly affects the endogenous, effect sizes (f-square values) are computed. Significant routes had f-square values between 0.030 and 1.029, indicating a range of effect sizes from small to high (Cohen 1988). Also, the study model was strong, with R-square values of 50.7%, 48.3%, and 44.7% for the variation explained by existential authenticity, object-based authenticity, and travel intention, respectively (Hair Jr et al. 2017).



3. Discussion and conclusion

The importance of TikTok in destination marketing as well as the app's growing influence in the travel industry must be examined by academic research and destination management. This study demonstrates the enormous impact of TikTok in destination marketing from two main research

perspectives: celebrity involvement and destination authenticity. This study found that celebrity-filled TikTok short films can give tourists a more authentic sense of their holiday destinations (H1, H2).

The importance of TikTok in destinations must be examined in academic studies and by destination managers. We are aware of no earlier studies that

have unbiasedly examined the relationship between celebrity participation and destination authenticity. Including famous people in TikTok short films can increase their depth and interactivity given that the tourist object and the tourist experience have an impact on authenticity (Reisinger and Steiner 2006; Steiner & Reisinger 2006; Wang 1999). Both types of object-based authenticity will be significantly impacted by their participation, especially if shoppers value the celebrity. A strong sense of object-based authenticity is undoubtedly fostered by celebrities as objective beings since object-based authenticity emphasises the absolutist object (Gao et al. 2022; Reisinger and Steiner 2006). genuineness for the visitor The richness and interaction of the travel experience are highlighted by existential authenticity, which is more subjective (Steiner & Reisinger, 2006).

This study found a significant, although not very significant, impact of celebrity engagement on existential authenticity. This might be because TikTok's current short video production has to have its content developed and improved because it gives destination managers useful, actionable advice. The recent study also found that when consumers are strongly involved with celebrities, their desire to travel significantly increases (H6). This finding supports past studies that looked at the connection between celebrity involvement and travel intention based on other people's travel experiences (Yen and Croy 2016; Yen and Teng 2015). One explanation for this could be that Lu Xianren, a worthy internet sensation in mainland China, is featured in the most recent TikTok short video. He worked hard to establish himself worldwide despite coming from a tiny town, which may have contributed to his ability to gain the respect of a sizable number of people. This may assist to explain why viewing Lu Xianren films significantly boosts viewers' behaviour intentions.

The relationship between existential and object-based authenticity is also examined in the current study. The findings show that tourists' acquisition of object-based authenticity (H3) significantly increases their existential authenticity. TikTok and earlier studies by Atzeni et al. in 2022 and Kolar and Zabkar in 2010 also confirm this conclusion. According to one understanding, object-based authenticity forms the basis for existential authenticity even though it comes from the subjective world and is firmly objective (Zhu et al. 2022c). TikTok will inevitably increase users' subjective experiences by evoking objective perceptions. For instance, consumers would focus on the richness and involvement of the TikTok experience when they feel authenticity through the addition of real celebrities, according to the current study, which will increase existential authenticity. This further explains why the current study found that object-based authenticity more strongly relates

celebrity involvement with travel intention than existential authenticity. Last but not least, the study found that, in line with earlier research, visitors' behavioural intentions were considerably greater when they gave the destination's authenticity a favourable rating (H4,H5) (Lee et al. 2020; See and Goh 2019). Important theoretical and practical contributions are also made by the current work.

Theoretical implications: The recent investigation has important theoretical repercussions. Secondly, by looking at the TikTok phenomenon, the findings contribute to our knowledge of UGC. Multiple earlier research have shown that UGC-based social media is one of the most effective marketing tactics currently being deployed (Gaffar et al. 2021; Zhang 2021). According to past study, effective social media marketing can enhance tourists' perceptions of their place, which in turn influences their behavioural objectives (Bahtar and Muda 2016). 2021); Borges-Tiago et al. 2021); González-Rodríguez et al. This study supports prior research that TikTok is essential for Covid-19 promotion (Wengel et al. 2022). Recent research suggests (Li 2021; Li et al. 2021; Zhu et al. 2022a) Sadly, TikTok tourism study is still in its early stages. In order to close the research gap and advance understanding about TikTok in tourism research, this study focuses on the significant role TikTok plays in tourism experiences and destination marketing.

The new study also increases our understanding of celebrities. There are many types of celebrities, according to celebrity studies (Silvera and Austad 2004). The most common of these is a film celebrity, and prior research has found that using a film celebrity as a marketing tool helps destinations and advertising campaigns improve the visitor experience and behavioural intention (Lee et al. 2008; Teng and Chen 2020; Chen 2018), which found that when film destinations use the celebrity factor, tourists' place attachment is strengthened. So, celebrities can be viewed as a crucial marketing tool in destination marketing research. Despite the convergence of TikTok and tourism, few studies have concentrated on online celebrity study in the TikTok experience (Abidin 2020; Lejie 2021), and this theoretical gap is filled by the current work. The study finds that incorporating online celebrities into TikTok video creation has a significant impact on tourists' experiences and behavioural intentions, validating earlier celebrity studies focused on various types of tourism as well as TikTok internet celebrity studies.

Extensive research on internet stars on TikTok. Finally, the current study contributes to the body of knowledge on destinations where authenticity is seen as a crucial element of the tourist experience (Rickly 2022). Prior research have shown that when choosing locations for information

technology tourism experiences, authenticity is a key factor in tourists' decisions (Kim and Kim 2020; Shehade and Stylianou-Lambert 2020). Little is known about how celebrity involvement affects the credibility of a destination and the ensuing travel intentions based on TikTok destination marketing, despite the fact that authenticity has been extensively studied and is thought to influence satisfaction and behavioural intentions (Atzeni et al. 2022). This study contributes to a better understanding of the role of destination authenticity in TikTok encounters. According to our study, travel aspirations are influenced by existential and object-based authenticity. Also, it was found that object-based authenticity increases destination existential authenticity based on watching TikTok videos. The findings have important implications for future authenticity studies in the context of technology-mediated travel because they support the idea that existential authenticity and object-based authenticity play distinct roles in travellers' intentions to travel (Atzeni et al., 2022; Fu, 2019; Zhu et al., 2022c).

Practical implications: The latest study has important practical implications for tourist managers. The findings first show how improving visitor experiences and behavioural intents might help venue management by using celebrity endorsement in TikTok marketing. This finding supports past research on the significance of celebrities in film-inspired advertising efforts and demonstrates that they can have a big impact on the TikTok experience. For tourist managers, the most recent study has significant practical ramifications. The results first demonstrate how employing celebrity endorsement in TikTok marketing could improve visitor experiences and behavioural intentions and aid venue management. This finding shows that celebrities can have a significant impact on the TikTok experience and validates previous studies on the importance of celebrities in film-inspired advertising campaigns.

Destination managers might therefore consider promoting destination marketing in the future through collaborations with some internet celebrities. For example, use celebrities connected to their location to promote TikTok (e.g., local origin). Finally, given TikTok's meteoric development, incorporating an online celebrity component as a marketing tool is a great idea.

The results of the current study show that TikTok authenticity, when considered as a critical element of the TikTok visitor experience, significantly affects celebrity involvement and behavioural intention. Importantly, object-based authenticity plays a larger role in mediating celebrity involvement and behavioural intentions. To maintain as much of the place as possible, destination administrators, for instance, can create

stories about the location using reputable advertising companies. Possibly the neighbourhood and locals. The legitimacy of an object-based system is significantly influenced by specific objective objects. Additionally, in order to increase the tourists' existential authenticity and accomplish the goal of drawing more visitors, the creation of TikTok short movies may include some vibrant interactive activities.

TikTok is an essential tool for venue managers to promote tourism. While the authenticity of the experience and the celebrity factor are important research areas for TikTok, destination managers also need to consider other factors that could influence visitors' behavioural intentions and enhance TikTok's short video-based destination marketing. Hence, TikTok is a powerful tool for destination promotion for destination managers as well as a new platform for tourism experiences. It gives considerable market in opportunities for promoting future tourism destinations.

Limitations and future study:

There are a couple of limitations to this research. Taikoo Li is a relatively representative tourist destination in China, however, it is necessary to exercise caution when extending the effects to other places. The conceptual model should be reviewed in a future study with various goals in mind. Second, because all of the respondents were Chinese, the findings might not apply to tourists from other nations. This study can be repeated in future studies with volunteers from various cultures. An online poll served as the investigation's third technique. No conclusions about causes can be formed. Other methods like experimental design may be considered in future studies. Finally, the sample size is insufficient to permit meaningful comparison of demographic differences in the model testing; future studies with larger sample sizes can explore different comparison methodologies.

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