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SCHOOL OF ECONOMICS AND BUSINESS

MASTER THESIS

**THE IMPACT OF CONTENT SHARED BY INTERNET CELEBRITIES ON
TRAVEL INTENTIONS OF CHINESE MILLENNIALS**

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YANGJIAJI LI

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LIST OF ABBREVIATIONS

sl. – Slovene

SNS – (sl. strani socialnih omrežij); social networking sites

CNNIC – (sl. Kitajski informacijski center za internetno omrežje); China Internet Network Information Center

MCN – (sl. Večkanalno omrežje); Multi-Channel Network

KOL – (sl. ključni vodja mnenja); key opinion leader

KOC – (sl. potrošnika ključnega mnenja); key opinion consumer

IE – (sl. internetni strokovnjak); internet expert

INTRODUCTION

Increasing trends of foreign and domestic travels and development of internet celebrity economy is reshaping the travel market in China. Millennials, especially those born in the 1990s, are playing an important role in driving up travel spending. They increased their travel spending by 80% in 2017 and spent a higher percentage of their income on travel than any other age group (Hotels, 2018). Chinese millennials are the generation that grew together with the development of the internet. They are confident, independent minded, and determined to display that independence through their consumption, they are less brand-loyal when comparing to previous generations, and eager to trade up and try new products. Young Chinese consumers have a strong desire for a quality lifestyle (Baan et al., 2017). There is growing demand for high-value goods and services, such as health food, education and travel, that can boost one's sense of well-being, rather than commodities. They are also more selective in their spending and more willing to pay for quality. This group is most likely to prefer independent travel and they are the first generation to plan their trip (Skift research institution, 2013), meanwhile, they are more desire adventure new things and intercultural experience when traveling.

Internet celebrities in tourism field is raising, they active on different platforms in different ways. Brands and destinations cannot underestimate the importance of social media for Chinese consumers, especially the growing class of young netizens that are more likely to plan their own trips. Acknowledging the argument that user consumption trends are changing from the beginning verbal content to pictures, and now the most popular content is short-form mobile videos and live-streaming videos (Weibo Data Center, 2016). All the contents published by internet celebrities, such as travel vlogs and microblogs, have an impact on tourists especially those who spend a lot of time online and follow their posts. Stakeholders in tourism sector have realized the tourism prospect in the context of internet celebrity economy. Bigger players on the market took action already, Live-streaming and internet celebrities' experience sharing become a part of the marketing process. The cooperation with internet celebrity makes the intangible tourism products more concrete. Brands can create a customized advertising experience that focuses on what they want and what drives their decisions (Skift research institution, 2020).

It is found that the rise of social media has affected such things as work, politics and political deliberation, communications patterns around the globe, as well as the way people get and share information about health, civic life, news consumption, communities, teenage life, parenting, dating and even people's level of stress (Perrin, 2015). Internet celebrity economy and internet celebrities appeared along with the evolution of social media. The content posted by internet celebrities, including its travel experiences, enables people to have a certain definition of their travel experience before go on a trip, which will influence tourists' travel decision and intention, actual experience and the gap between expectation and actual

experience to a certain extent. Personal posts have become an important source for acquiring travel information (Lin & Huang, 2006; Singh, Veron-Jackson & Cullinane, 2008; Yoo & Gretzel, 2012). However, the effects of travel blogs have received relatively little attention (Yoo & Gretzel, 2012). Internet celebrities who have established their self-branding (Khamis et al., 2017) and have a significant number of followers, including loyal followers, are more likely to attract people's attention to the information they spread. Determining which characteristics of the contents published by internet celebrities attract tourists' attention and influence their travel intentions now becomes an interesting question.

Internet celebrities on different social media have become new intermediaries in interacting with social networking sites (SNSs) users, they are recognized as internet celebrities, "Wang Hong" in Chinese. The development of internet and other technologies accelerated the rise of China's internet celebrity economy. Internet celebrities are becoming more and more important in marketing process, they are new intermediaries to reach customers and communicate with them. Internet celebrities are important drivers of brand awareness and consumer consideration across platforms in China (Flora, 2019), which has been seen in e-commerce industry.

The purpose of this thesis is to analyse the impact of contents posted by internet celebrities on travel intentions of Chinese millennials. It will help people more rationally refer to the information shared by internet celebrity. Furthermore, a lot of people would like to involve internet celebrities in their marketing strategies, but not all of them have the knowledge to understand 'how'. Unlike western internet celebrities, Chinese internet celebrities are socialites, columnists, and short video creators. Aside from cultural differences, the Chinese digital landscape is also relatively unknown to foreign marketers. In this case, the dominance of operating a social media accounts are easily controlled by Chinese cooperative partner side, and there will be many challenges when making strategies for multi-channel marketing due to the lack of knowledge. The purpose is important for stakeholders to understand the impact of contents posted by internet celebrities on Chinese millennials' travel intentions to visit a destination, choose a hotel or a restaurant and other things that might be included in their travel plans, and further to better define their marketing strategy.

The structure of the paper is as follows: beginning with the economy background, the paper presents the internet celebrity economy research and findings in tourism up to now, identifying the research gap and motivation for addressing it. The methodology section identifies the difference among internet celebrities accounts, traditional travel provider accounts and travel marketing accounts, to find out the content publishing preference among them. Hence, understand the advantage of the content posted by internet celebrities, and defined the variables and measurements. This section also explains the way in which questionnaire is defined and data collected. The following section shows how data analysis and hypotheses testing were done. This section shows the impact of contents posted by internet celebrities on travel intentions of Chinese millennials by presentation of positive influential factors.

Finally, we summarize the findings of this study, main contribution, limitations and future researches.

1 LITERATURE REVIEW

1.1 General view of internet celebrity economy and definition of internet celebrity in tourism field

Internet celebrity economy and internet celebrity itself are unacquainted concepts for people who do not know Chinese culture and are not familiar with China's current economic status. This study is processing under an internet celebrity economic background, in order to grab the basic knowledge of the economic status and the principal part 'internet celebrity', we will go through the relevant researches.

1.1.1 The evolution of internet celebrity

Internet celebrities appeared along with the development of "Wang Hong Economy", also called "Internet Celebrity Economy", which has been first discovered in the field of e-commerce, due to the development of social media landscape, which has reached a state of rapid development and gradual saturation. The consumers' consumption custom has also changed with the evolution of internet celebrity. Generally, Chinese researchers tend to agree that the original internet celebrity refers to a person who becomes popular in real or online life because he or she attracts wide attention from netizens (Wu, 2017, p. 8). They have established credibility in a specific industry, and have access to a large amount of audience on Social Networking Sites (SNSs), where users with uniquely identifiable profiles can publicly articulate connections and can consume, produce and interact with streams of user-generated content provided by their connections on the site (Ellison & Boyd, 2013). The rapid growth of social networking sites such as Weibo and Tiktok has revealed a new trend in internet use. In addition to using existing relationships to help users maintain and expand their circle of friends, they also provide internet celebrities a platform to develop themselves. Internet celebrity is able to convince others through their authenticity and influence.

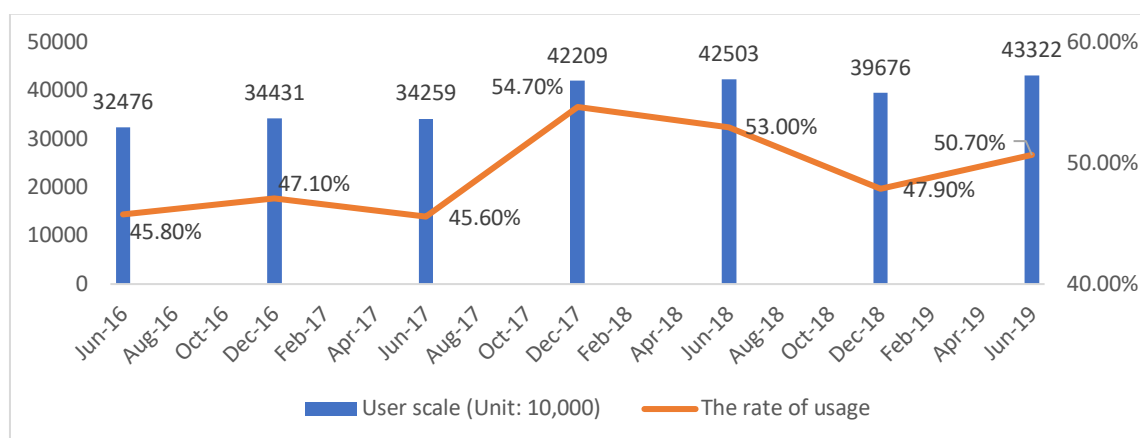
The meaning of internet celebrity is also continuously developed and extended. Han Xu and Chen Shouze defined internet celebrity as a person who has a certain amount of social assets on a social platform and is capable of cashing them out. The Key Opinion Leaders and Internet Experts on social networking platforms, such as Weibo, active in various vertical fields, including games, animation, food, pets, fashion, photography, and so on (Han & Chen, 2016). China Internet celebrity economic development insight report gave the total number of Chinese Internet Celebrities had reached 588 million in May 2018 (iResearch & Weibo, 2018). They also mentioned 53.9% of internet celebrity followers were under the age of 25. Internet celebrities of the post-80s and 90s generations seems to be prevailing the market with a high education. Individuals of the post-80s account for 54 percent of internet celebrities, followed by the 90's generation, which accounts for 31.8 percent (iResearch & Weibo,

2018). The majority of internet celebrities has completed junior college, have a bachelor's degree or masters. The proportion of people with a bachelor's degree or above reached 77.6%, among which those with a master's degree or above accounted for 13% (IRResearch & Weibo, 2018), showing that higher education levels are prominent among internet celebrities. Most of them are mainly developing the topic 'Funny Gags', 'Fashion', 'Superstar' and 'cuisine'. Related tourism topics, for example 'Travel' and 'Photography', are rising and attracting. Internet celebrity also relies on the individual contribution by past efforts, and develop a collaborative teamwork industry trends (Yi, Wang, & Gong, 2017).

Internet celebrities, 'wang hong' in Chinese, are Key Opinion Leaders. However, it is also important to know that there is a differentiation between the two. Internet celebrities are product and service oriented and popular because of their appearance, whereas KOLs are attitude oriented, often popular for their opinions (Mitchell, 2019). The expression internet celebrity will be used throughout the whole study.

Since most internet celebrity groups are young people, and their followers are also young, internet celebrity culture has formed a "subculture" different from the mainstream culture. To facilitate the understanding, Tencent research institute introduced the concept of "dimension" to analyze the evolution of internet celebrity, and defined the evolution of internet celebrity in different dimensional eras (Tencent research institute, 2016). By combing through the 20-year evolutionary history of internet celebrity, Tencent research institute found that the development of internet celebrity has a seven-year transition phenomenon: that is, about 7 years for a cycle, internet celebrity will evolve once. From the one-dimension era represented by network writers to the two-dimension era represented by grassroots celebrities, and then to the three-dimension era of various types such as e-commerce models, famous IDs, funny jokers, social celebrities, and the most prominent network anchors, has experienced three evolution. As of June 2019, the number of Chinese network anchor users reached 433 million (CNNIC, 2019), accounting for nearly a third of the population. Network anchor is also the most common form of internet celebrity. The growth of network anchor in China can be seen in figure 1.

Figure 1: User scale and the rate of usage of network anchors from June 2016 to June 2019



In this paper, internet celebrity mainly refers to the group that becomes popular through network platforms and is carrying out certain commercial practices. They seek fame and benefits, aiming to realize personal value through the internet. It also includes industry experts or key opinion leaders (KOLs) in various vertical fields on various social platforms dominated by microblog on the Internet, including some influential internet celebrities in the fields of game, animation, food, stimulation, photography, stock, and pet. The latest trend is entrepreneurship. Once you have an internet celebrity status, you can stop looking for a busy job and start your own business. With the help of the “sharing economy”, the loss of fixed jobs and the emergence of a large number of job opportunities and temporary work status have had a major impact on the traditional employment model.

1.1.2 Internet celebrity’s business income is attributed by its followers

Internet celebrity itself is the core of internet celebrity economy. Internet celebrity economy cash conversion based on the number of followers. Followers are internet celebrity’s personality, taste and speech attractors. Internet celebrity and followers establish emotional identity. Internet celebrities play the mediating role of customer imitation behavior in the relationship between customer buying behavior and determinants of effective celebrity endorsement advertisements, similar to the traditional celebrity effect. However, they are very different in production form, transmission mode, and the way to convert cash which signifying earn some money (Yuan & Xie, 2016).

Compared with the celebrities, such as actors/actresses and singers, the number of followers of internet celebrities mostly is not large, but to a certain extent, it satisfies the demand of “birds of a feather flock together” and can achieve precision marketing in specific circles. As a promotional tool, internet celebrity, like the traditional celebrity, is usually shaped to be a perfect type of consumer behavior and consumption by media (Sun & Wang, 2019). Internet celebrity is mostly ordinary people, so-called ‘the grass-roots people’, the threshold of entry is relatively low, no outstanding performance or musical talent, and no need for talent training, as long as there is a way to show their own personality (Yuan, & Xie, 2016). Internet celebrity is active on different social platforms, and its interaction with users is diversified. Meanwhile, the way to convert cash is also showing a trend of diversification. The birth of internet celebrity realized the “brand premium” in marketing, that is, under the premise of the same quality and existing technology, the product and brand of more soft commercial value, at the same time, the use of its followers to solve the problem of sales channels (Luo, 2016).

1.1.3 Internet celebrity marketing channels for converting cash

The development of internet and other technologies accelerated the rise of China’s internet celebrity economy. According to the last data from China Internet Network Information Center (CNNIC) in 2019, China boasts more than 800 million internet users and 788 million

people are mobile users, a whopping 99.1 percent of the country's total user base (CNNIC, 2019). This makes Chinese social media more immediate and dynamic. Member customized design and follower rewards are the most basic source of income for internet celebrities (Sun, 2016). Meaning, users reward internet celebrity for user-generated contents (UGCs), or buy VIP membership for related services. In this way cash conversion comes true. Through ordinary accumulation, internet celebrity can obtain data on customers' consumption behavior: target price of consumers, channels of product selection, types of preferred products, personal consumption view and values, etc. Through the statistics and data analysis to grasp the consumer behavior, interests, preferences and the status of the product's market reputation and word-of-mouth, according to the summary of behavior, interests, and product reputation status to develop a targeted marketing plan and marketing strategy, focus on consumer preferences, so its marketing effect was palpable. Researchers generally agreed on internet celebrity marketing channels for converting cash are e-commerce, selling of intellectual property rights, signing up for rewards and advertising entertainment, including commercial activities, advertising, film, and television variety shows (Shi, 2016; Zheng, 2017; Liu & Xia, 2019).

1.1.4 Internet celebrity in tourism field

Internet Celebrity Economy is raising, it is very interesting to know how it conducts in other fields. Internet celebrity economy in tourism sector is already booming, and pioneers are already moving ahead. 'Internet celebrities' appeared very early in tourism industry in China, at the time there's no live streaming, they have another title: Travel Expert, it's called 'Da Xia' or 'Da Ren' in Chinese (Niu, 2016). With the change of the concept in tourists mind and upgrade consumption, it is normal to follow the way how celebrity travels. Social media has fundamentally changed the way travellers plan and spend their money (Presti & Raj, 2014; Hudson & Thal, 2013). Online social networks (OSNs) have had a significant influence on the travel industry (Xiang & Gretzel, 2010).

Internet celebrities in tourism field have become a key factor affecting tourists. A lot of research institutions and universities have entered the field and studied the topic of Internet celebrity endorsement effects regarding marketing approaches, celebrities as destination spokespersons is another marketing strategy to stimulate tourists' arrivals and boost destinations' image (Xu (Rinka) & Pratt, 2018). Social media marketing in tourism is more towards cocreation and sharing. In China, approximately 40% of youth products adopt celebrity endorsement in their advertisements to strengthen their marketing influence (Chan, Leung, & Luk, 2013). Social media has a significant impact over the tourism industry, the user generated content is most of the time more important than any official information, so it's crucial for any company to develop a solid and effective social media strategy (Nikjoo & Ketabi, 2015).

When it comes to cash conversion of internet celebrities in tourism field, Cui Yuqing (2020) gives the latest view on internet celebrity and tourism: Li Ziqi spreads traditional Chinese farming culture to the public through a new peasant narrative. She works with local tourism

departments to produce high-quality videos related to local tourism products and promote local cultural elements in the videos. People get a sense of experience and healing from watching her videos. The tourism publicity mode incorporating cultural elements and new media mode will attract more tourists to visit the experience. Internet celebrity provides a free space to show their deep thinking about life, travel and being in public areas. Through this knowledge transformation process, a series of interpretations and understandings of travel are created and recreated (Wang & Li, 2018).

1.2 Existing research of value of external information and the influencer hierarchy in China

With the rapid development of the internet and other technologies, consumers can have more freedom in searching and exchanging information without the limitation of time and space. The external information tourists use for plan a trip affects its expectation before experiencing, in turn, it will influence the experience. Checking internet celebrities' posts become one of the ways for gaining information. Influencer hierarchy in China is different from the western world due to the effects of internet celebrity economy.

1.2.1 Value of external information

The consumption and experience of tourism products are happening together at the same time and influenced by external factors. Excepting the intangible part, tourism products also includes the physical plant (Smith, 1994), which tourists can search and study ahead of time. The pre-purchase information search is one of the most critical stages where marketers can significantly influence individuals' travel decisions (Gursoy, Del Chiappa, & Zhang, 2016). To identify the external information sources that are most frequently used by different groups of travelers can play critical roles in the development of effective marketing communication strategies (Gursoy & McCleary, 2004). In China, content shared by internet celebrities is one of the popular sources that users obtain product information. Characteristics of internet celebrity content marketing information have been studied by Liu Yuqi (2018), but not limited: a. Diversified content formats, including text, pictures, short-formed mobile videos, audio, live broadcast, and so on; b. Diversity of platforms, such as Weibo, WeChat, TikTok, Xiaohongshu; c. It has characteristics of precision, personification, interactivity and experience. Internet has become an important source for information searching for customers (Park et al., 2016). Tourists information searching behavior is mainly for trip planning, it is a process in which users have recognition of some certain needs and search information for their target needs (Wilson, 2000).

Content shared by internet celebrities are based on their personality. Social media is different from the virtual network based on the anonymous system. Its real-name system enables users to show their real selves in the network world. Therefore, internet celebrity no longer simply presents itself through role-playing. Instead, internet celebrity uses rich approaches to modify its image created on social media platforms while expressing a more authentic self. Therefore, in the use of social media, internet celebrity tends to show a better self in the hope

of leaving a good impression on others and gaining more recognition. They show the public the values they believe, the way they travel, the experience they had. As we mentioned before, internet celebrities can easily create a self-branding (Khamis et al., 2017), and attracts people of the same taste. These SNS users are loyal followers or potential loyal audiences. The interaction effect of strong tie strength is significantly related to the visiting intention of positive posts (Bitter, S. & Grabner-Krauter, S., 2016). Interaction with users on social media helps users and internet celebrities to develop their relationships. Users like to check posts that they enjoyed. Experience shared by internet celebrities offers audience clues on product judgment. Travel consumption experience shared by internet celebrities, working in the same way as reviews, the major extrinsic cues that consumers search for when purchasing experience products (Zhao et al., 2015). This information of high values is exactly the one that tourists need most before they go on a vacation. Electronic word of mouth in the form of user-generated content (UGC) in social media plays an important role in influencing customer decision-making and enhancing service providers' brand images, sales, and service innovations (Lee, 2020).

1.2.2 Influencer hierarchy in China

Chinese tourism consumers tend to shun crowded hot attractions in favor of an in-depth understanding and experience of local culture, and they are willing to spend more in order to get experiential service. "The most expensive tour we've sold costs about \$200,000 per person per trip, and it only took us about 17 seconds to sell these packages." Jane Sun, CEO of Ctrip, mentioned it in an interview with McKinsey senior partner Daniel Zipser (McKinsey, 2019). Stakeholders need to be aware that high-spending Chinese travelers are an important consumer segment. McKinsey researchers found out that Chinese consumers are becoming more selective about where they spend their money, shifting from products to services and from mass to premium segments, and a rising proportion of Chinese consumers focus on a few brands, and some are becoming loyal to single brands (Zipser, Chen, & Gong, 2016). Chinese consumers today are earning much more money and are spending that money on a wider variety of higher-quality and pricier goods and, increasingly, on services (Baan et al., 2017). Brands working with internet celebrities, they are tapping into both social and commerce channels to turn shoppers into not only loyal return customers, but also vocal advocates who contribute to social mention and review numbers (Flora, 2019). The emergence of key opinion consumers (KOCs) is the most visible feature of China's internet celebrity economy. With exploding costs, declining consumer trust, and risks of fake traffic, stakeholders in tourism industry working with internet celebrities, in search of more cost-effective, conversion-based influence mechanisms. In this way, they are able to develop KOCs through cooperation with internet celebrities.

In the past few years, travel websites have been regarded as central models of online marketing and e-commerce in the travel industry (Wang & Fesenmaier, 2004). With the popularity of live broadcasts, travel websites and traditional agencies are facing the challenges and opportunities. Tourism staffs start to realize the power of internet celebrities. Some of

them have already included internet celebrities, in the forms of KOLs and Internet Experts, into their marketing strategy. Ctrip, a One-Stop Travel Service Platform, has included top brand intellectual properties (IPs), such as top hotel chains, destinations, and travel agencies, and 2000 KOLs, they communicate with users by means of graphic travel notes, video shootings, live broadcasting, and their profiles affect users' love for the brand (Ctrip, 2019). Stakeholders not only operate their own official social media accounts, but also work with other brand intellectual properties and internet celebrities.

1.3 The content production mode and Social media platforms

Content on social media is different from traditional media in terms of content generation. In the traditional media era, traditional media such as newspapers and TV are all based on the professional generated content (PGC) model, but in social media, user-generated content (UGC) has become the main core content. However, with the increasing number of social network users and the continuous development of technology, the content production mode of social media is also shifting to the professional generated mode of traditional media.

1.3.1 The content production mode

The Internet provides a wealth of information, and there are obvious differences in the way people get information. Traditional media is based on professional generated content model. User-generated content is widely used in social media. This is an unprecedented story of community and collaboration. Traditional media editors are paying tribute to the millions of anonymous web users who have contributed their ideas to the booming web culture. Many volunteers are populating so-called user-generated content (UGC) platforms. With the emergence of Web 2.0 applications, most prominently UGC platforms, the qualification of 'user' gradually enters the common parlance of media theorists (Livingstone, 2004).

Comparing with professional generated content model, user-generated content model has the following features:

- The main producers of UGC are all amateurs, who are involved in content production for personal interests, public interest and other reasons. Most UGC producers don't have expertise or qualifications.
- The content produced by users is characterized by mass, fragmentation, and high timeliness. The quality of UGC is influenced by different factors, Including the user's own personality, the environment and the cultural influence, as well as social demands, moral requirements (Liu et al., 2018).
- The main demographic of UGC, whose producers are mostly amateurs, is also amateurs, who browse for relevant information mostly to satisfy their entertainment needs and personal interests (Xu et al., 2018). Interests mean different thing for different person, so the needs of UGC users are personalized.
- In the production process of UGC, the content producers in UGC have some common characteristics among themselves, for example, they may have the same interests. With

the use of convenient social tools, users can achieve smooth communication with each other, so the content they produce will have a certain kind of commonality. After the commonality content is delivered through a certain channel, the community culture of this group will be formed (Han & Chen, 2016).

A large amount of user-generated content requires lots of auditors, in addition, loose review by auditors and loopholes in auditing standards can affect the quality of content, and making some content that is not completely true and reliable enter the market. Moreover, some producers expect to attract attention through fake content, for example, the fake news and faked fans on social media are a manifestation. Audiences will not only select better quality content from mass content according to their own needs, but also directly give feedback to other users of production content. Users as producers can timely adjust the content they produce according to the feedback. When quality content is selected, it will not only spread within the community, but also spread outside the community naturally. When high-quality content reflecting the platform style and platform values are spread outside the community, they will naturally be regarded as a card of the community by users outside the community. When users identify with the values reflected in the content, they may also join the original platform to become a part of UGC content production.

Traditional media and social platforms based on user-generated content coexist, which together accelerate the development of internet celebrity economy in China. Unlike traditional media, this study is based on user-generated social media platforms. Internet celebrities are more active on UGC social media. Top-tier internet celebrities also show up in traditional media by attending different shows and television program or working with TV series/movie program groups

1.3.2 Social media platforms in China

The development of user-friendly, low-cost online content management tools like Weibo, Tiktok, WeChat, and Xiaohongshu helped fuel the rapid growth and popularity of independent publishing sites. There are various marketing modes of internet celebrity economy, and different internet celebrities on media platforms need different propagation modes. Social media platforms equip different functions and orient to different audiences. From the perspective of function, social media platforms are divided into different categories: Comprehensive social platform such as Weibo, WeChat; Graphic social platforms, for example Baidu, Tieba and Zhihu; Audio social platform such as Ximalaya; Video recording and broadcasting platform like youku, tudou; Broadcast platforms like Tiktok, Kuaishou, Meipai. The form of content includes: text, picture, short-formed mobile video, live broadcasting video, audio and so on.

In order to adapt to the needs of internet celebrity multi-platform and multi-form communication, internet celebrity personal studio and Multi-Channel Network (MCN) institute appeared in public's vision. At present, there is no strict definition of MCN institute. The multi-channel network, which is used for serial release of information throughout the Internet.

combines PGC content, guarantees the continuous output of content with the support of capital, and finally realizes the stable cash conversion of business (Ma, 2018). Generally speaking, China's MCN provides technical support, traffic support and commercial cooperation to the creators of short video content, and correspondingly, the short video broadcasting mainly shares its advertising revenue with MCN. In other words, MCN institutions assume a role similar to that of internet celebrity "brokerage firms". Working with MCN organizations has also become the choice for most short video platforms to improve their content quality.

1.3.3 Internet celebrities' travel content presentation mode on social media

The internet and social media have given us access to a wealth of information, and there has been a shift in the way text is generated. The traditional description of professionals is now complemented by user-generated content. There is no doubt that those who traditionally consume online information are increasingly willing to provide content. Internet celebrities post content and attract people's attention. There are a few terms used or associated with internet celebrities and the internet celebrity market in China:

- Planting the grassland & pulling up the grass, meaning put on & delete from my "shopping list", "to do list".
- Niche and off the beaten track
- 'sales' queen.

The above terms appear along with the latest form of sale. Internet celebrities introduce products to consumers based on their consumption and usage experience and through the content they post. At the same time, they give audiences the opinion of the products by sharing their experience and judgement. When they give positive comments, audiences would like to have the same thing, so-called "planting the grassland". "Pulling up the grass" happens when audiences receive a negative comments from internet celebrities. In addition to regular content meaning the theme of the content internet celebrities upload usually, internet celebrities also offer niche and off the beaten track content. Novel content is easier to get attention from audiences. The 'sale' king/queen means internet celebrities of a large number of followers or audiences, has a good reputation on the market, and social media platforms and the audience has a high acceptance of the products used and recommended by them. Live broadcasting for goods sale craze has penetrated internet celebrity economy, appeared in various industries. The typical representative of this phenomenon are Li Jiaqi and Viya. The Coronavirus situation in 2020 accelerated this live broadcast sales boom.

Traditional and professional media also provide opportunities for users to participate. The spread of internet celebrities is not restricted to social media platforms, they also participate in traditional media activities and working with top celebrities. Content shared by internet celebrities is getting into people's life, researches on related topics is more meaningful, especially about tourism industry. This study mainly focuses on the content published by

internet celebrity on social media platforms and do not conduct in-depth research on traditional media, but it will be mentioned.

1.4 General view of the lifestyle and travel consumption of Chinese millennials under internet celebrity economic background

The post-1990s millennials are the emerging powerhouse. The vanguard of China's urban middle-class spenders, they're a dynamic and digitally engrossed cohort (Kim, Luan, & Zipser, 2019). Chinese millennials don't remember the struggles their parents went through in the tumultuous decades under Mao Zedong. Unlike their parents, they are more optimistic about their future earning potential and less interested in saving for a rainy day. The lifestyle and travel consumption preference of Chinese millennials are different from previous generations. They are the first group to plan their own trip and the first internet celebrity influenced generation too.

1.4.1 Chinese millennials' lifestyle

Chinese millennials were born with three significant historical events: the reform, opening-up policy, and one-child policy. As witnesses of the rapid development of Chinese economy, the great influence of globalization, the rapid social change, the diversity of social culture, and the diversity of value system, they have many distinct characteristics compared with previous generations. They are characterized as being technologically savvy. According to a study from Pew Research Center, millennials were found to be far more likely to own technology devices and also to take advantage of a wider range of functions than previous generations (Zickuhr, 2011).

The post-90s generation grew up in a China unlike to their parents, one marked by extraordinary levels of wealth, exposure to Western culture, and access to new technologies (Baan et al., 2017). In the Internet age, Chinese millennials are so connected to each other that they have become more sophisticated under the influence of western culture and ideas, modern lifestyles and vast amounts of information at their fingertips. They have a high desire for a better life, not just for basic needs. When their basic needs are met, Chinese millennials are looking for unique products that give them a sense of superiority. Niche brands, limited edition products and customized products are increasingly popular in China. Whether it is high-end market, mass market and young market, customization is a trend.

Chinese millennials become new engine of worldwide growth in outbound tourism. The survey, jointly written by Marriott International and the Hurun Research Institute (2016), showed that the younger generation of high-end travelers went abroad an average of 3.3 times in 2015. The rise of millennials, a generation keen on consumer experiences, has driven the growth in demand for luxury and light luxury goods and prompted more companies to focus more on creating "personalized" purchases that offer consumers a more diverse consumer experience. The rapid growth of wealthy citizens, combined with a small but very wealthy coterie means there's much more income to spend on luxury goods and services

including high-end travel. The majority of these consumers will be doing their luxury spending overseas, a result of an increasing affinity for outbound travel. Among Chinese millennials, while still brand conscious, aren't loyal to brands in the same way that older cohorts were. They are more willing to take risks with new luxury experiences, and often grope through them faster than older, more loyal consumers do. Content shared by internet celebrities plays a role in guiding consumption.

1.4.2 Travel consumption preference of Chinese millennials

Sociocultural factors have many influences on tourism patterns, motivations and preferences. The larger cultural distance between the destination and the target tourism market will be more attractive to tourists (Aktas, Aksu, & Cizel, 2007). However, unfamiliar culture will cause uncertainty, anxiety, communication barriers, and may even become a limiting factor for outbound tourism (Lepp & Gibson, 2003, Li et al., 2011). For many "English as a second language" millennials, there's no language challenges for them to go out of the country. Chinese millennials as the best educated and most culturally diverse generation in history, which makes them more tolerant and open to different values and cultures (Benckendorff et al., 2010). These trajectories significantly shape the travel patterns of Chinese millennials, who travel more frequently; spend more money on travel; more online booking services; information hunger and experience hunger. Many millennials prioritize spending on multi-sensory experiences and events over product ownership. Millennial consumers want to shop for experiences as well as products (Ram, 2017). Rising demand for cooking classes of local food when visiting a destination means that tourists now are looking for experience the most. What they want is not just pass by a hot attraction, take photos, and share it on social media. As a way of life, they want different range of experiences and are willing to interact with local people.

Chinese travelers prefer self-guided tours, small and high-end group tours as well (Ho et al., 2019). Chinese millennials are experienced and influential tourists and are the first generation that starts to plan their own trip. Even if they rely on a travel agent for flight and hotel bookings, independent tourists choose where to go, eat and shop on their own, rather than follow an omnipresent tour leader. More and more high-level millennial tourism consumers pursue higher quality, personalized, diversified, meticulous and private tourism services.

Chinese millennials are multitaskers, collaborative, connected, and social. The life of millennials is 24-7. Thus, the use of the internet without any time and space limitations is integrated into their lives and the way to travel too. Chinese tourists including Chinese millennials is increasingly focused on socializing their experiences and digitizing their choices. The experience is getting important when traveling. Experience shared by internet celebrities would be good materials to study for planning a trip. Travelers who are comfortable with digital tools are planing trips and sharing experiences online, they often post updates on social media. The shopping frenzy isn't as intense as it used to be. What drives Chinese travelers now is social experience (Williams & Yang, 2019). Sightseeing and entertainment are the most common drivers of tourism. A key requirement for Chinese tourists to travel is

to construct “shareable” memories. For example, sharing photos of authentic local food, or taking photos with a partner in front of a famous tourism spot. Travelers spend an average of 2.8 hours a day on social media platforms (Accor Asia Pacific hotel group & ORC International, 2014). Nearly two-thirds (60%) of visitors post three to five updates a day, and 16% post more than five updates a day (Hotels, 2018). Chinese millennials are used to taking selfies to record their travels, so they can set up their own profiles on social platforms and get likes from others. In the tourism industry, social media platforms play an important role, directly influencing tourists’ decisions and changing their travel behaviors (Xiang & Gretzel, 2010; Hudson & Thal, 2013). When searching for travel information, the younger generation relies heavily on social platforms such as WeChat for travel tips from friends, brands and professional travel consultants. Third-party apps on mainstream platforms such as ctrip, qunar and tuniu are also seen as important information channels (Marriott International & the Hurun Research Institute, 2016). Chinese millennial travel consumption is influenced by information shared on SNS, including information from internet celebrities.

Travel consumption preferences of Chinese millennials that have been studied include, but are not limited to:

- Group Tours are no longer the main form of outbound travel for Chinese millennials. Instead, the main force was free, independent travelers.
- Chinese millennial travelers are keen to travel to long-haul destinations, and this year the trend is even more pronounced. Europe, North America, Latin America and Australia are all popular destinations for tourists. They aspire to travel the whole globe.
- Chinese millennials like high-end technology and are going digital, such as one-stop online booking websites, Alipay and WeChat pay.
- Chinese millennials have dramatically increased their travel spending, and they spend a higher percentage of their income on travel than any other age group.
- Chinese millennials seek local experiences, and love to ‘do in Rome as Romans do’. They also look for more different travel experiences. At the same time, they want a variety of in-store services and are willing to pay for them and are increasingly keen to experience local accommodations rather than focus on star quality.
- Chinese millennial tourists are going social, social media and movies are driving travel trends.

Chinese millennials are the witness of the internet celebrity economy arise, start being loyal audiences to internet celebrities they follow. Tencent owns WeChat, China’s biggest social media platform, with more than 1 billion monthly active users (Internet Society, 2019). They spend most of the time online. According to a report by the Chinese academy of Social Sciences and the Tencent research institute, 73 percent of those born in the 1980s and 1990s log on to social media apps such as WeChat and QQ every 15 minutes (Zhao et al., 2017). Young peoples’ experience of social relationships, information gathering, and interaction with the world is increasingly being shaped through the use of social media (Correa et al., 2010).

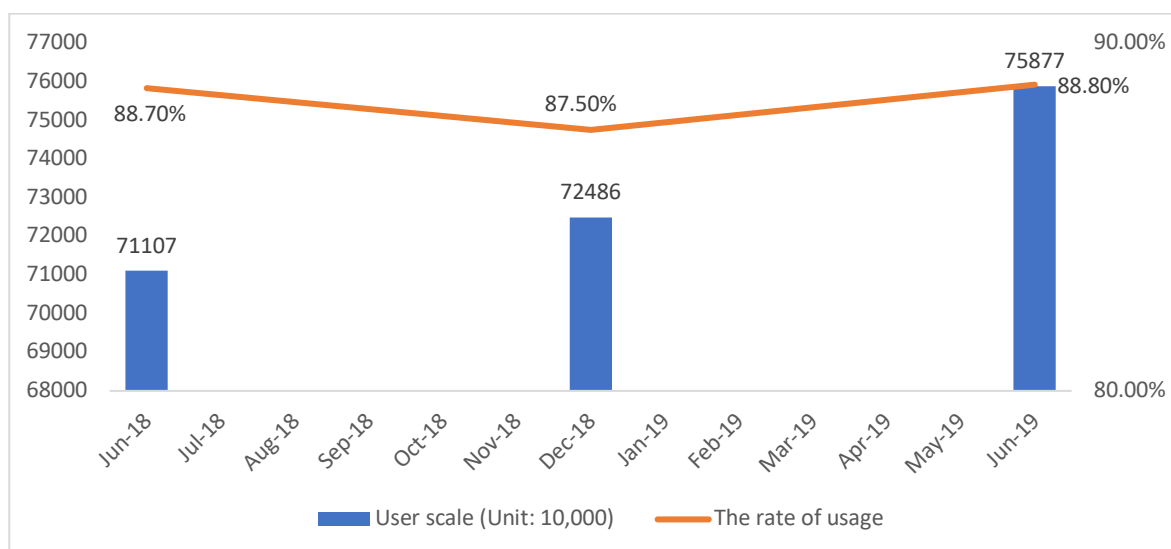
Early work in the understanding of internet celebrity economy and Chinese millennial tourists tended to focus on the relationship between tourists and social media references and the new travel trend for Chinese millennials. Internet celebrity economy has long been a topic of concern among researchers, and permeates to the major industries. Internet celebrity-led consumption has become a trend in China. It is seen that internet celebrities and social media have effects on tourists. Many researchers have incorporated social media into new travel trends in China, but that's not enough for those who don't know the inner workings of Chinese tourism. This study aims to help most people understand internet celebrity economy and tourism in China, understand tourists' opinions on the information released by internet celebrity, and deeply understand the impact of such information on Chinese millennials' travel intention. In this study, internet celebrity is defined based on reviewing other studies. At the same time, it is found that Chinese consumers have different trust in information from different sources, so the influencer hierarchy is different from that of consumers from other cultural backgrounds. In the study of Chinese millennials' lifestyle and travel consumption patterns, their travel consumption preferences are summarized and defined in previous section.

2 OVERVIEW OF THE FORMATS AND THEMES OF THE CONTENT POSTED BY INTERNET CELEBRITY

2.1 Overview of content formats

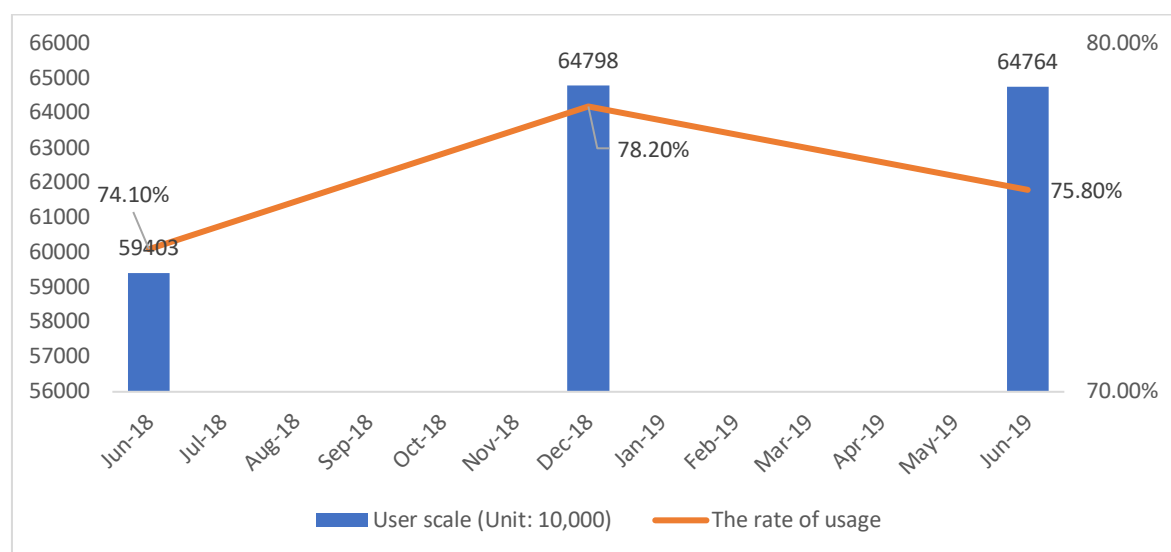
Internet celebrities are active on different platforms, and they publish content with a variety of themes and formats. Social media and content on social media, especially content posted by internet celebrities, have significant influence on users. Stakeholders need to focus on reaching digital-native, Chinese millennial consumers who embrace new types of fashion, engaging video content, internet celebrities, and mobile platforms like Weibo, Xiaohongshu, WeChat, and Tiktok. Most social media platforms allow users to post pictures, text, videos and more. With a limited number of words, the content is easily supplemented by pictures, videos, and links to web pages. All content allows users to add in favourite, forward/repost, share and clicking 'like' button, which is also one of the criteria to judge the popularity of a content. Internet celebrities are active on a variety of platforms. The platforms they commonly use are Weibo, WeChat, Tiktok, Xiaohongshu, and so on. The short-formed mobile video content and live broadcasting video content have already stand out from the numerous contents. By June 2019, the number of online video users in China had reached 759 million, an increase of 33.91 million from the end of 2018, accounting for 88.8 percent of the total internet population. Among them, the user scale of long-formed video is 639 million, accounting for 74.7% of the total netizens, and the user scale of short-formed video is 648 million, accounting for 75.8% of the total netizens (CNNIC, 2019). It is seen in figure 2 and figure 3, nearly a second of the population are using online video, short-formed videos accounted for 85%.

Figure 2: User scale and the rate of usage of online video (including short-formed video) from June 2018 to June 2019



Source: China Internet Network Information Center, 2019, p. 51

Figure 3: User scale and the rate of usage of short-formed video from June 2018 to June 2019



Source: China Internet Network Information Center, 2019, p. 52

In the field of tourism, the short-formed video platform strengthens cooperation with major scenic spots or cities, packages and promotes tourism resources, and launches themed video activities in conjunction with attractions and cities to help create “internet hot attractions” and “internet hot cities”. In all kinds of short videos, it can be found that not only beautifully produced and creative videos will receive likes, many simple to produce, boring video content also has a very high like volume. In the short video stage of mobile terminal, the tourism product marketing strategy is more creative than the graphic stage, which can not only enhance the interaction with users, but also provide users with a stronger sense of experience. It is also worth mentioning that some functions of Chinese social media are different from

other foreign media, such as articles and mini-programs on WeChat, and spread figure. WeChat mini-programs have more functions and is more different in the way of propagation. Mini Programs are a new open source, and may be easily accessed and disseminated in WeChat (WeChat, 2020). Mini Programs are more used by institutions and companies. The spread figure is used as a leaflet template when sharing the content with others. It consists of sharer's personal information such as profile picture, account name and your QR code, and the content for sharing. The most basic way to spread the content of WeChat official account is to publish articles on WeChat public platform, which is commonly used by internet celebrities. In addition, internet celebrity also publishes articles of the same content theme in different formats on various platforms, such as Tiktok publishing content in the form of a video, and Weibo and Xiaohongshu publishing content in the form of 'pictures + text' or 'video + text'. This also requires internet celebrity to make corresponding adjustments in content editing and video editing for different social media platforms.

2.2 Overview of the content themes in regard to tourism topic on social media

Young tourists are more interested in "Punch-in travel" in China. When young Chinese tourists go on a tour and do socialize, it's mostly through social media. From the beginning of collecting travel preparation information, there will be internet content intervention, they will be attracted by all kinds of eye-catching, and content that makes you want to travel while browsing, to put it another way, "planting the grassland". In order to satisfy the appeal of their content on social media, they will also spend effort on pictures and texts. How to take nice photos while traveling, and the guideline for writing text are all popular online because they want to highlight their individuality and avoid traditional tourist photos. Visiting of attractions, restaurants and other things that spread online by internet celebrities become more popular around them. Adding tags and topics to the content can make it easier to spread, internet celebrities have noticed it too. Through browsing and summarizing the content about tourism on Weibo and Xiaohongshu, it is found that most of the content themes are tourism guides/itineraries; destination theme; must punch in places/things and punch in places/things popular around internet celebrities (including hot and popular attractions and off the beaten track attractions); projects/activities (e.g. outdoor activities); guesthouses or hotels; restaurants and cafes; the best filming location; photography guide for taking traveling pictures; travel text for posting. All content is posted as recommendations and promotions. What can be seen at the same time is that the content of the most likes is provided with pictures or videos with a strong visual impact.

In the development period of social media, followers are relatively easy to get jokes, content that encourages and motivates people, and funny videos. However, with the growth of social media, more and more users, and the emergence of many marketing accounts, the requirements for the theme and quality of the content have also increased. In the early years, when the concept of internet celebrity first appeared, it was popular to publish travel notes and travel guides online. The emergence of social media allows internet celebrities to show more, and the content themes have expanded. Now internet celebrity is more likely to post their

own travel vlogs. Travel vlogs have become a new way for people to record their travel experiences. For internet celebrity in tourism, in addition to the travel vlog, they also publish their recommended travel itineraries, activities, hotels, restaurants and other things. Furthermore, cooperation with platforms and enterprises as well as promotional content can also be frequently viewed. This is a sales performance of internet celebrity on social media in the tourism industry. Internet celebrity attracts social media users in these ways, which is also a common way for tourism internet celebrity to convert cash.

2.3 Interesting formats and content themes for Chinese millennials

Social media has two main functions: user-generated content and private social communication. With millions of holidaymakers increasingly sharing holiday snaps and experiences online, social media has become the hub for travellers around the world to view and comment on their holiday experiences. With data showing that 80% of social media users make at least one domestic or outbound trip a year, travel marketers have plenty of opportunities to influence consumer decisions (Valentine, 2019). In social media, identifying interesting and useful content from large text streams is a key issue, as many users struggle with information overload. Getting to know the popular and interesting content posted by internet celebrities will help users to know better about audiences, especially for those who want to get attention from users. It also enables people of different cultural backgrounds to understand the basic information of internet celebrity content marketing.

Tourism internet celebrity is different from other internet celebrity in content selection. Tourism generally has strong seasonal attributes, such as cherry blossoms, flower-sightseeing is popular, autumn is the maple leaf. Content about hot destinations can also become popular, such as Wuhan. Specific travel-related hot topics will receive attention, so tourism internet celebrities in the production of content will try to “click on the hot topics”. A hot topic can be a place where celebrities get married, where a new hotel has opened, and it’s easy to judge the content related to these as hot. The hot content is the current hot topic degree is very high, internet celebrity has related to the topic of tourism content to produce, then to release the content about this hot topic to improve the attention and topic degree of its own content. To find content published by internet celebrity that is of interest to a large number of users, it is important to consider the popularity of the content among the content published by internet celebrity, not the popularity of internet celebrity. The functions of reposting, sharing, adding in favorite and, clicking ‘like’ button play an important role in the dissemination of information. The amount of reposting, sharing, adding in favorite and, clicking ‘like’ button reflects the popularity of a post. The main reasons users make these moves may be limited to personal interest and satisfaction. However, it helps to be more aware of the attention internet celebrities’ posts receive, and moreover help to define content.

The identification of interesting content posted on internet celebrity is not clear, and no one has studied it specifically. “Interesting” is a particularly subjective term, and everyone has a different definition of it. Therefore, defining interesting content standards can help us better identify the content posted by internet celebrity and better understand the preferences of

users and followers. Researchers have suggested interesting content on Twitter, interesting in social media means that the content may be of potential interest to not only the authors and their followers but a wider audience (Yang & Rim, 2014). The definition for interesting content also applies to content posted online by internet celebrities on Chinese social media. But this definition of interesting content is broad and far from sufficient in the study. In order to further define the interesting content standard, the information of tourism internet celebrities on social media platform Weibo was captured and analyzed. More information will be provided in measures under the research method section.

2.4 Inherent enjoyment: intrinsic motivation to follow internet celebrities' posts

Intrinsic motives have been argued to play an important part in social media usage. In the early 1970s, several studies were the first to illustrate intrinsic and extrinsic motivation, they agreed that a person is intrinsically motivated if he performs an activity for no apparent reward except the activity itself. Extrinsic motivation, on the other hand, refers to the performance of an activity because it leads to external rewards (Berlyne, 1966; Hunt, 1965; White, 1959). People may stick to the information on SNSs because they genuinely enjoy it. Researcher also found that users were primarily motivated by "acquiring knowledge" and "searching for information", in addition, there are more motivations such as "have fun", "find like-minded people", "know about other life" (He, 2007). The information posted by internet celebrity is a useful medium to meet their cognitive needs, not just a new way to pass the time. Information searching usually happens when planning a trip. However, the content published by internet celebrities can not only help tourists prepare for their trips but also inspire them, it is not just happened in the excursion and when you travel. In daily life, the content released by Internet celebrities can also give users advice and inspiration on their next travel plan. The action of users receiving these suggestions and inspirations is a process of learning and acquiring knowledge. Users themselves in view of the content, get some information, and produce the same cognitive, are more prone to focus on the content of the publisher. They are more likely to be curious about other content posted by the same publisher and begin to look forward to the next one from publishers.

Apart from the motivation of learning and searching for information mentioned before, the subjective well-being, psychological well-being and sense of belonging obtained by users when viewing the content published by internet celebrity will motivate users to pay attention to this internet celebrity and start to subscribe. Subjective well-being refers to people's overall assessment of their quality of life according to internal standards. It is also a comprehensive assessment of people's satisfaction with life and its various aspects, from which positive emotions prevail (Diener, et al., 1999). Most of the content published by tourism internet celebrity provides positive energy to the audience. Positive information will improve the audience's positive emotions. The more positive emotions and less negative emotions, the stronger the individual happiness will be. Users are increasing their subjective well-being when browsing through the content, and making them more likely to feel the urge to "follow" the internet celebrity. Psychological well-being mainly refers to six dimensions: self-

acceptance, positive relationships with others, functional autonomy, environmental control, life goals, and personal growth (Ryan & Deci, 2001). It is an act of self-acceptance for the audience to receive information shared by internet celebrity. They can find a desired state or obtain satisfaction in the content shared by internet celebrity, and find themselves in the process of interaction with other social media users. In terms of network relationships, life goals, and personal growth, users who get positive information from content shared by internet celebrities, are more likely to rely on internet celebrities and their content. The interaction mechanism of social media also satisfies users' happiness and attribution requirements to a certain extent.

3 RESEARCH METHOD

3.1 Research framework

Many variables that influence tourists' travel intentions have been identified in previous literature. From tourists' perspectives, information about tourism on the Internet, such as official information issued by tourism agencies and travel notes written by tourists, is a source of information collection. However, the information obtained by the viewer is given to the individual's subjective consciousness. The content released by internet celebrity based on its own subjective consciousness and social needs is also the source of information collection. Most of these contents show internet celebrity's attitude towards travel and their experience to audiences, including potential tourists. It has been mentioned in previous literature that internet celebrity economy in China is currently affecting various industries, and the entertainment content ecology of social media has been formed. The emergence and popularity of short-formed videos have accelerated the integration of e-commerce, tourism and other fields with the social media industry, forming new business models in the process of exploration. Chinese millennials are the first generation of "Internet addicts" with different lifestyles, consumption and travel preferences, they are different from their predecessors. They grew up in an era that coincided with the development of internet celebrity and internet celebrity economy, and their reliance on internet celebrity and its published information is also evident, especially when it comes to tourism. The study was conducted with a particular focus on the reliance of Chinese millennials on content published by internet celebrity. At the same time, it is noted that social media users have different sensitivities to different topics and content, as well as different levels of engagement and interest in the content.

Exactly as what the researcher found the influencer hierarchy is different in the e-commerce sector, both celebrities and key opinion leaders (KOLs) are important drivers of brand awareness (Flora, 2019). Internet celebrities are product consumers and experiencers, they are 'expertise' in a certain field, the feedback from them is influencing SNS users, where people are also more receptive to information. Institutions, such as tourism boards, DOMs and travel service providers, are also active on SNS platforms. Comparing to the official content from institutions, users are more likely to participate in the content shared by internet celebrities

since it gives more empirical feedback. User-generated content sources have an indirect impact on tourist satisfaction, as most user-generated content sources have an impact on tourist expectations (Kaosiri et al., 2019). UGC content is better at resonating and gaining user trust. Therefore, the following hypothesis is offered:

H1. Chinese millennials have higher engagement in content posted by internet celebrities than they have in regular content posted by DMOs / travel providers/ etc.

Instead of posting pictures with content, now people turn to post live videos (Weibo Data Center, 2016). Short-form mobile videos can not only enhance the interaction with users, but also provide users with a stronger sense of experience (Hu & Guo, 2020). Video content is more popular and widely spread. Hence, the following hypothesis is offered:

H2. Travel video content posted by internet celebrities have a higher engagement than other forms of content.

Interesting content can be defined as the appealing effect of an activity on an individual that emerged from person-activity interaction leading to a positive psychological state and sense of delight (Chen et al., 1999). Interesting content provides a person with a positive sense of fascination and attraction and a positive perception of travel expectations. Browsing travel contents shared by internet celebrities can be regarded as an activity where one learns of others' experiences. It hence refers to the audience's cognitive resonance to the information conveyed. From individuals' viewpoints, resonance is a cognitive engagement in which an audience participates in media (Russell, 2009). When people are interested in a topic, they are more likely to discuss and share information and gain experience from it, thus may influence more on travelers' behavioral intention.

Interesting is a subjective word. The meaning of interesting content differs for individuals. By analysing top 10 posts of tourism internet celebrities with 10 million, 1 million and 100 thousand followers on Weibo, the following criteria set for content to be defined as interesting: a) content involves current top trending topics, for example, current top destinations/ top attractions; b) number of participants in social interactions are significantly higher than other posts of the same kind; c) number of 'views, likes, comments, reposts, adding in favourite and shares' are significantly higher than other posts of the same kind. Therefore, the following hypothesis is offered:

H3. Chinese millennials have higher engagement in interesting contents shared by internet celebrities.

Internet celebrities offer reliable information to their followers because they have built a connection and a trust relationship with them. Social interactions can motivate followers to visit a place or to consume a service they had not originally intended to do (McKinsey, 2019). The travel decision of followers is also a result of trust in content and their providers. Hence, the following hypothesis is offered:

H4. Perceived trust in content posted by internet celebrities has a positive influence on Chinese millennials regarding their decision of travel.

In the previous literature study, it was found that most of the researchers focused on internet celebrity economy in e-commerce and other fields. There were some studies on internet celebrity and internet celebrity economy in tourism, but they were not comprehensive, at least the in-depth study on the details of the content released by internet celebrity was missing. The purpose of this thesis is to analyse the impacts of contents posted by internet celebrities on travel intentions of Chinese millennials. By studying the impacts of contents posted by internet celebrities on travel intentions of Chinese millennials, it helps people, especially those who are not familiar with internet celebrity economy and its development in the tourism field, to understand the impact of internet celebrity content on tourism consumers and to understand the role of Chinese social media and internet celebrity in promoting tourism. Hence, the following goals are offered:

1 – Getting to know internet celebrity economy in tourism sector.

Getting to know the research, this study will give a brief introduction of internet celebrity economy, to understand the economic background. Researcher agreed to internet celebrity economy has entered a golden era (Cai, 2016), internet celebrity types are increasingly diversified, internet celebrity economic structure is also increasingly complex. Internet celebrity in tourism appeared very early, now their impact on social media users, travel consumers, is clear. Stakeholders are spreading their products and service through internet celebrities on different SNS platforms. Some researchers have already seen internet celebrities' impact in tourism sector, but there are limited sources about how they affect tourists. One of the research goals of this paper is to introduce internet celebrity economy and the tourism industry under the economic situation of internet celebrity in China in the academic research field by integrating the current research.

2 – To understand the lifestyle and travel consumption of Chinese millennials under internet celebrity economic background.

Millennials defined as the people born between 1980 and 1994 (Weiler, 2005), are characterized as being technologically savvy. People now live in the digital age and are barraged not only by more mass marketing than ever before (Twenge, 2014). Chinese millennials spend most of the time online. They are the witness of the internet celebrity economy arise, start being loyal audiences to internet celebrities they follow. They are the first generation that start to plan their own trip and more and more high-level tourism consumers are not satisfied with the original consumption model of mass tourism, but pursue higher quality, personalized, diversified, meticulous and private tourism services (Tang, 2019), experience is getting important when travelling. Tencent owns WeChat, China's biggest social media platform, with more than 1 billion monthly active users (Internet Society, 2019). Young people's experience of social relationships, information gathering and interaction with the world is increasingly shaped by the use of social media (Correa, Hinsley, & De Zuniga,

2010). Experience shared by internet celebrities would be good materials to study for planning a trip. In addition, among consumers with low trait self-esteem, luxury travel experiences shared by similar others stimulate focal consumers' own intentions to visit the same destination (Liu, Wu, & Li, 2018). Chinese millennial travel consumption is influenced by information shared on SNS, including information from internet celebrities.

3 – To understand the contents of interesting formats and themes posted by internet celebrities

The format is changing from the verbal contents at the beginning, now short-form mobile videos are popular spread. In addition to different formats, the theme of each content is different. Each post has specific content in concrete format and target audience, it also allows different models of communication depends on the social media platform. Contents posted by internet celebrities on social media have similar functions but are different from other travel blogs. On the one hand it trends to share travel experience in a story-telling format. Advancement of media technologies has also allowed publishers to include multimedia materials like photos and videos. On another hand, all the contents are displayed under related topics on social media, which means a wider audience and greater distribution power, and the more diverse the interactions users can participate in. High user engagement and contents of interesting formats and themes are more noteworthy.

The first goal is linked to the theoretical framework of the use of internet celebrity economy in tourism by comparing it in e-commerce. While explaining the development and application of internet celebrity and internet celebrity economy in other fields, to explore and understand its application in the field of tourism. The second goal is to build a framework for the relationship between internet celebrity economy and Chinese millennial tourists while understanding the lifestyle, consumption and travel preferences of Chinese millennials. The final goal is based on the audience's sensitivity to the content posted by internet celebrity. In order to facilitate stakeholders to better understand the interesting and popular content published by internet celebrity.

3.2 Variable measurements

The higher engagement in content posted by internet celebrities than they have in regular content posted by institutions are defined as the willingness of a person to interact with the content posted by internet celebrities is higher than regular content posted by institutions. Internet celebrities' content is easier to get attention from audiences on same social media platform. Internet celebrities' accounts on social media with the exception of travel marketing accounts, usually have a higher number of followers than other travel institution accounts such as DMOs, travel agencies. Travel marketing accounts and top internet celebrity accounts on Weibo usually have over 10 million followers. The number of followers of internet celebrity varies greatly. The top internet celebrity accounts of a large number of followers are generally operated for a long time and are related to their content and marketing methods. The official accounts of DMOs, tourism boards, and travel agencies usually have a low

number of followers, they usually publish regular content. Mafengwo is a travel networking site, and travel provider as well. What differentiates it from other providers is that its official account on other social media like Weibo has more followers and its content has a higher number of views. Mafengwo also cooperate with internet celebrities and share a lot of information on their own platform. Interesting content posted by internet celebrity and travel marketing accounts have higher number of ‘views, likes, comments, reposts, adding in favourite and shares’ than DMO, tourism boards, and travel agencies. This suggests more interaction between the content and social media users. It doesn’t rule out the possibility of internet celebrity and travel marketing accounts working on content marketing. Most of the interesting content comes from the high number of likes, but the large amounts of likes don’t really reflect the user’s behavior. The number of fake followers and fake likes on Weibo accounts is a phenomenon of marketing. In order to more truly reflect the participation of internet celebrity content, this research questionnaire was targeted at viewers, excluding the possibility of computer virtual data. It can also reflect a more real trust and dependence of users on the content published by internet celebrity.

To better define the interesting content shared by internet celebrities, content analysis will be used for checking available content posted by internet celebrities on Weibo. Table 1 summarizes the difference of Weibo tourism internet celebrities accounts and other accounts. Table 2 summarizes the standards set for the interesting content posted by tourism internet celebrities. All the detailed data is available in appendix 3. The tourism internet celebrity accounts with 10 million, 1 million, and 100,000 followers on Weibo was extracted, and the content released from February 15 to May 12, 2020 was recorded. The following criteria set for content to be defined as interesting: a) content involves current top trending topics, for example, current top destinations/ top attractions; b) number of participants in social interactions are significantly higher than other posts of the same kind; c) number of ‘views, likes, comments, reposts, adding in favourite and shares’ are significantly higher than other posts of the same kind. Interesting content meets at least two of these criteria.

The measurement for the variable “engagement in content posted by internet celebrities” can be viewed as:

- The degree to which a person is willing to interact with the content posted by internet celebrities, meaning a positive action intention from an individual on one of the “likes, comment, forward/repost, add favourites, and share” items.
- The degree to which a person prefers content shared by internet celebrity.

The measurement for the variable “engagement in travel video content posted by internet celebrities” can be viewed as:

- The degree to which a person prefers travel video content shared by internet celebrity.

- The degree to which a person is willing to interact with travel video content posted by internet celebrities, meaning a positive action intention from an individual on travel video content's one of the "likes, comment, forward/repost, add favourites, and share" items.

The measurement for the variable "engagement in interesting content" can be viewed as:

- The degree to which an individual perceives the content shared by internet celebrity as interesting to him/ her.
- The extent to which viewers are willing to share this content with others, such as their friends or family.
- The degree to which a person is willing to interact with interesting content posted by internet celebrities, meaning a positive action intention from an individual on interesting content's one of the "likes, comment, forward/repost, add favourites, and share" items.

Table 1: Difference of Weibo tourism internet celebrities accounts and other accounts

Accounts	Number of followers	Content publishing preference	Interaction with social media users
Internet Celebrity	Internet celebrity accounts have different numbers of followers according to the user's attention to internet celebrities	In addition to the regular content, the content published by internet celebrities have stronger interestingness.	The degree of interaction among internet celebrities, their content and social media users is higher. This is not only reflected in the high volume of likes but also in the number of reposts and comments on the content published by internet celebrities also have an advantage. And the number of reposts and comments reflect the degree of interaction with users more truly.
		Content is not only limited to the destination and other travel-related information sharing, internet celebrity will also post their own life, topics they are interested in, etc., to show users all aspects of themselves.	
		Internet celebrity posts more content than any other type of accounts. They may post more than one post a day.	

Table continues

Continued

Table 2 - Continue 1: Difference of Weibo tourism internet celebrities accounts and other accounts

Traditional Travel Provider (exclusive social media travel provider, such as Mafengwo)	Traditional travel provider accounts have a lower number of followers compared with internet celebrities	Traditional travel providers usually focus on regular content which has lower interestingness.	The degree of interaction among traditional travel providers, their content and social media users is low.
		Content usually related to the destination, travel activities, accommodations, and other travel-related information sharing.	
		Traditional travel providers post less content than internet celebrities.	
Travel Marketing Accounts	Travel Marketing accounts have a higher number of followers compared with other types of accounts, except top internet celebrity accounts with marketing effectiveness	Travel Marketing accounts usually focus on regular content which has lower interestingness. But they also create topics and share other people's travel experiences.	The degree of interaction among travel marketing accounts, their content and social media users is higher. This is reflected in the high volume of likes, but the number of reposts and comments is extremely low. Since the number of reposts and comments reflect the degree of interaction with users more truly, more evidence is needed to study the interactivity of content published by marketing accounts.
		Content usually related to the destination, travel activities, accommodations, other travel-related information sharing, travel photo-shooting, and travel experience from others.	
		Travel Marketing accounts post more content than any other type of accounts. They may post more than one post a day.	

Source: own work

Table 3: Summary of interesting content standards

Content Features	Standards
Relevance to current hot topics	Content involves current top trending topics, for example, current top destinations/ top attractions
Interactivity with users	Number of participants in social interactions are significantly higher than other posts of the same kind
	Number of ‘views, likes, comments, reposts, adding in favourite and shares’ are significantly higher than other posts of the same kind

Source: own work

Perceived trust in content posted by internet celebrities defined as the willingness of a person to trust in the content published by internet celebrities. The content released by internet celebrity is mainly based on their own travel views and preferences. They share their travel experiences, such as surfing and hiking, in their travel vlogs or other forms of content. If relevant companies and institutions are involved, they will also mention relevant service experiences, such as the experience of surfing lessons, accommodation and restaurants. As mentioned before, Internet celebrities cooperate with companies and institutions to help them achieve certain accurate publicity effects among their followers. There is no shortage of content released as a marketing tool. the measurement for the variable “perceived trust in content posted by internet celebrities” are viewed as:

- The degree to which an individual believes that the content shared by internet celebrity is trustworthy.
- The degree to which a person intends to carry out the information shared by the content published by internet celebrity.

Chinese millennials’ travel intention defined as the willingness to add information shared in the content posted by internet celebrities to their travel itinerary. Depending on the topics of the content posted by internet celebrity, the measurement can be expressed in more detail as examples “the willingness to visit the destination/restaurant/cafe mentioned in the content shared by internet celebrity”; “the willingness to stay in the hotel/accommodation mentioned in the content”; “the willingness to take pictures at the same spot in the same way that internet celebrity mentioned in the content”; “the willingness to experience the same activities/ facilities mentioned by internet celebrity in the content”. The measurement for the variable “travel intention” are designed as:

- The degree of which a person willing to add information shared in the content posted by internet celebrities to their travel itinerary.
- The degree of which a person willing to purchase/consume the same products shared in the content posted by internet celebrities.

Table 4: Operational definition and measurement

Variables	Operational definition	Measurement
The engagement in content posted by internet celebrities comparing with the content posted by DMOs and travel providers	The willingness of a person to interact with the content posted by internet celebrities	The degree to which a person is willing to interact with the content posted by internet celebrities
		The degree to which a person prefers content shared by internet celebrity
The engagement in travel video content posted by internet celebrities	The willingness of a person to interact with travel video content posted by internet celebrities	The degree to which a person prefers travel video content shared by internet celebrity
		The degree to which a person is willing to interact with travel video content posted by internet celebrities
The engagement in interesting content posted by internet celebrities	The willingness of a person to interact with interesting content posted by internet celebrities	The degree to which an individual perceives the content shared by internet celebrity as interesting to him/ her
		The extent to which viewers are willing to share this content with others, such as their friends or family

Table continues

Continued

Table 5 – Continue 1: Operational definition and measurement

		The degree to which a person is willing to interact with interesting content posted by internet celebrities
Perceived trust in content posted by internet celebrities	The willingness of a person to trust in the content published by internet celebrities	The degree to which an individual believes that the content shared by internet celebrity is trustworthy
		The degree to which a person intends to carry out the information shared by the content published by internet celebrity
Travel intention	The willingness to add information shared in the content posted by internet celebrities to their travel itinerary	The degree of which a person willing to add information shared in the content posted by internet celebrities to their travel itinerary
		The degree of which a person willing to purchase/consume the same products shared in the content posted by internet celebrities.

Source: own work

3.3 Subject and data collection

The questionnaire was designed for a Chinese millennial who has lurked on tourism content shared by internet celebrities on social media. In order to find participants, firstly family and friend of people who fulfill the condition were asked. Secondly, organizations or stakeholders who interested in this research and willing to help to spread the questionnaire were asked for help. Last, internet celebrities were asked to spread the questionnaire to their followers who meet the condition. A total of around 150 information providers will be involved in this study.

In order to prevent subjects from already following the information shared by internet celebrity to travel, and then searching for content posted by internet celebrities only to help improve the itinerary, this study this study restricted the subjects to those who were intending to take a trip but had no plans. Potential informants were made aware of this requirement, only the appropriate subjects were invited to participate.

Questionnaire for pretesting was published on One Click Survey, which is an open source for creating and conducting online surveys in Slovenia. Due to not familiar with this platform, participants also gave feedback that they misunderstood it as a fake information-gathering site. In this case, the official questionnaire survey was released in Chinese and conducted online by using Credamo, which is a research and modeling data platform in China, focusing on providing one-stop professional solutions of large-scale research, data collection, modeling and analysis, and business application for research institutions, enterprises, and individuals. Also, an invitation to the online survey was posted on the hot topics and contents of some well-known internet celebrities on different social media in China. The survey lasted for 1 week. A total of two hundred and eleven responses were obtained randomly in this period (185 from Credamo, 26 from social media). Thereinto, 153 valid questionnaires were received. The criteria for deletion depend on the age groups. The response amounts from different age of groups were 14% under the age of 26 years old, 50% in 26 - 30 years old age group, 33% in 31 - 35 years old age group, 3% in 36 - 40 years old age group. The research objects in this study range in age from 26 to 40. It can be seen that the respondents of generation Z also participated in the questionnaire. One reason is that the respondents did not understand the category of millennials, and they did not carefully read the definition in the cover letter of the questionnaire as well. In the following analysis, we will only analyze the data of the millennial generation.

3.4 Questionnaire design

In order to have a more specific view, a quantitative approach will be conducted. A structured online questionnaire with expected target population will be applied. To ensure content validity, the items selected for the constructs were primarily revised from prior studies. All constructs, except for the subjects' demographic variables, were measured on a seven-point bipolar adjective scale, recommended by Fishbein and Ajzen (1980), and ordinal scale. Two stages of pretests were used to develop the instruments. First, ten subjects were asked to

examine the meanings and correct the wordings of the items. Then, 150 subjects were invited that had frequently visited travel content shared by internet celebrities to fill out an online questionnaire. SPSSStatistic was used to analyze the factor structure of the principal components of variables.

All the questions in questionnaire (Appendix 2) were designed based on the objectives of the study. The questionnaire consists of 21 questions. The first part of the questionnaire included ten questions with semantic differential answers. Respondents were asked to mark their agreement level of each question on seven-point bipolar adjective scale (Strongly Disagree (1), Disagree (2), Slightly Disagree (3), Neutral (4), Slightly Agree (5), Agree (6) & Strongly Agree (7)). This part of the questions is trying to find out how much attention the content published by internet celebrities gets from audiences. Their interaction and consume impulsion in the context of interesting content posted online on social media. Of course, this study focuses on travel content published by internet celebrity compared to other travel content publishers, travel video content, as well as interesting content. The second part of the questionnaire included eight questions. This part of the questions is intended to ask respondents how much the content published by internet celebrity has influenced their life in terms of travel. And the questions require respondents to have a more insightful response to the content published by internet celebrity, which means to some extent respondents had already experienced the activities, experiences, or recommendations mentioned in the content posted by internet celebrity while traveling. Last, three demographic questions were designed for asking participants to define their gender, age group and education level.

The questionnaire doesn't include questions about general information on "how many tourism internet celebrities you follow/subscribe?". Respondents who participant in the pretest all gave the answer "Don't know". Each of them has followed over 1000 internet celebrities in terms of different fields on various social media. They don't actually remember the number of internet celebrities in each field they follow, they can only recall their favorites. Therefore, this question was eliminated from the questionnaire when officially publishing. The estimated time to fill the questionnaire is about 3 minutes. Internet celebrity in Chinese language is a commonly used word in life. Internet celebrity in this study is the same as the commonly used category in life. Hence, the explanation of internet celebrity is not offered in the questionnaire.

4 DATA ANALYSIS

4.1 Sample characteristics, descriptive statistics and correlations

A total of 153 samples were collected. About 41.2% of the sample agreed that they frequently browse travel-related content on social media platforms, beyond that more than 36% strongly agreeing. And more than 93% of them said they have subscribed to tourism internet celebrity channels, which means they follow tourism internet celebrities on different social

media. The samples collected were suitable for further analysis because most of them could relate to the questionnaire items.

Among the respondents, 61.4% were female and 38.6% were male. The survey respondents generally have a high degree, about 85% of the sample have a bachelor's degree, 4.6% of the sample have a master's degree, which also shows that the majority of people who follow internet celebrities have received a good education. This is also consistent with the information reviewed earlier in the literature review section. About 58% of the respondents were from the age group 26 – 30 years old, about 39% were from the age group 31 – 35 years old, about 3% were from the age group 36 – 40 years old. More than half of those who follow travel content and internet celebrities on social media are young people. On the whole, young people rated the content posted by internet celebrities more highly than those who were older than themselves. The younger the user is, the more attention they pay to travel information and internet celebrities on social media, meanwhile, they are more active too. There was no significant difference between men and women when it came to viewing travel content on social media, as they all agreed to view it regularly. Most of them have the habit of following tourism internet celebrities, only a few exceptions. In terms of gender and age, they also checked the travel content shared by internet celebrity, incorporated it into their travel itinerary, and experienced the activities and recommendations mentioned in the content. They consciously accept the information mentioned in the content posted by internet celebrities. Table 4 shows the statistics of male and female respondent samples in regards to browse travel-related content on social media and to follow tourism internet celebrities.

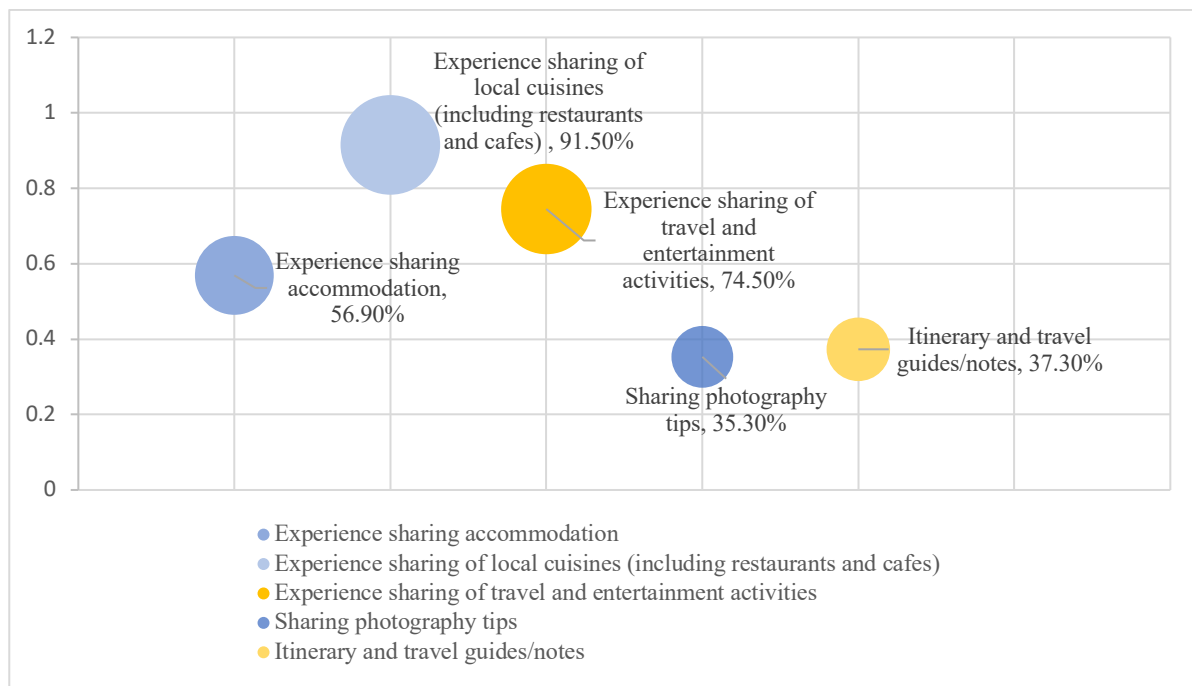
Table 6: Independent Samples Statistics

Variables	Please select your gender (Q19)	N	Mean	Std. Deviation	Std. Error Mean
You often browse travel-related content on social media platforms (e.g., Travel vlogs, travel guides, recommendation of guestshouses, internet celebrity punch-in places/activities, etc.) (Q1)	Male	59	6.14	0.991	0.129
	Female	94	6.09	0.771	0.080
Do you have a tourism internet celebrity (including travel bloggers/ tourism KOLs on social media) to follow on social media? (Q14)	Male	59	1.05	0.222	0.029
	Female	94	1.07	0.264	0.027

Source: own work

Respondents were asked “Which aspect of the travel experience content published by internet celebrity appeals to you more?” Most people gave multiple options at the same time, with the highest proportion of experience sharing of local cuisines and travel/entertainment, accounting for 91.5% and 74.5% respectively, indicating that people are more interested in food and leisure activities. In addition, the praise of accommodation sharing is also very high, which accounts for 56.9%, people have a strong demand for high-quality and cost-effective accommodation. Figure 4 shows the proportion of themes in travel experience content shared by internet celebrities.

Figure 4: The Proportion of Themes in Travel Experience Content Shared by Internet Celebrities



Source: own work

4.2 Hypotheses testing

This study conducted a confirmatory factor analysis to test the reliability and validity of the measurements. For testing the first three hypotheses, the focus will be on the degree of how much people get into the content published by internet celebrities. If respondents generally gave a high level of agreement on the semantic differential questions in the questionnaire, in other words, respondents generally choose “strongly agree” and “agree”. In this case, hypotheses were proved to be correct. The mean and mode values of the bipolar adjective scale points will be calculated and see if the mean and mode values are over the value 4 (the neutral value). To be able to show how much the extracted factors explain the overall variability in the original data, whether the means are significantly higher than the value 4, factor analysis will be conducted to test whether the hypotheses are acceptable. The last hypotheses about and perceived trust will be accepted if respondents give positive answers to the questions related, meaning respondents generally choose “Yes”, which shows they gave positive reactions to the content shared by internet celebrities. All the answers from respondents will

be counted and analyzed by using descriptive analysis. When the proportion of the "yes" option is close to 1, one sample t-test will be conducted to test if the hypothesis is accepted or not.

4.2.1 The engagement of Chinese millennials in content posted by internet celebrities

In the previous study, when capturing interesting content shared by internet celebrities, high engagement in content published by internet celebrities was observed. The number of daily readings and interactions of internet celebrities' content is significantly higher than the content published by other official accounts. The reason on internet celebrity side is clear. On the one hand, internet celebrity operates the account in two ways: first, the team helps the operation; second, it relies on MCN institutions, content editors and internet celebrity itself to respond to followers' online updates. On the other hand, in addition to regular content sharing, internet celebrity also publishes its own experience, which is more diversified and closer to the audience. All the information has been mentioned before, in this section, reason on the audience side will be studied.

In the questionnaire design part, "You prefer to check the travel-related content published by internet celebrity than to the official content published by the tourism board, DMOs and travel providers"; "Compared with the official content released by tourism board, destination management organizations, travel providers, etc., you are more likely to comment, add-in-favorite, and like the travel-related content published on internet celebrity" and "You are more likely to get the same or similar travel and consuming impulses by viewing the content posted by internet celebrity" are designed as relevant variables in regards to monitoring the audience participation. The answers to the seven-point bipolar adjective scale were provided, and the higher the number respondents chose, the higher the degree of agreement they gave. Descriptive analysis was used for analyzing each variable, more than half of the respondents chose 6 (6 = Agree) and 7 (7 = Strongly Agree) out of all values, this is seen in all three variables. Table 5 shows the results of factor analysis. As it seen in table 5, mode values of all three questions are 6. Mean value is around 6, but only one question' mean value over 6.

From the results of factor analysis, there is no enough evidence to reject the first hypothesis, since the significance is really small. Therefore, the first hypothesis is acceptable, but only one variable can explain it better. The variable "Compared with the official content released by tourism board, destination management organizations, travel providers, etc., you are more likely to comment, add in favorite, and like the travel-related content published on internet celebrity (Q3)" illuminates that audiences have a higher level of engagement in the content posted by internet celebrity. It's not hard to understand. First of all, travel content published by internet celebrities is more interactive than the content posted by DMOs and other travel providers, since internet celebrities know the language to talk to the audience, they offer the content which is closer to the audiences' psychological state. However, the content provided by DMOs and travel providers is more conventional and difficult to attract the attention of the audience. Secondly, netizens who are active on social media are easily influenced by other netizens, which is well explained by their tendency to focus on posts with high likes,

comments and add-in-favorites. But at the same time, that doesn't mean they only look at the content posted by internet celebrities. They scan all kinds of content that is interesting to them, no matter who the publisher is.

Table 7: Samples Statistics and Correlation

Variables	Sample Statistics			Correlation			Communalities	
	Mean	Mode	Std. Deviation	Preference to check the travel-related content published by internet celebrity (Q2)	you are more likely to comment, add in favorite, and like the travel-related content published on internet celebrity (Q3)	You are more likely to get the same or similar travel and consuming impulses by viewing the content posted by internet celebrity (Q5)	Initial	Extraction
Preference to check the travel-related content published by internet celebrity (Q2)	5.68	6	0.994	1.000	0.523	0.421	0.311	0.455
you are more likely to comment, add in favorite, and like the travel-related content published on internet celebrity (Q3)	6.01	6	0.963	0.523	1.000	0.483	0.358	0.601
You are more likely to get the same or similar travel and consuming impulses by viewing the content posted by internet celebrity (Q5)	5.76	6	1.134	0.421	0.483	1.000	0.272	0.388

Source: own work

It is worth noticing that people also responded positively to the "impulse to consume" generated by the content published by internet celebrity, 39.2% of total respondents chose 6 (6 = Agree), and 26.8% of total samples chose 7 (7 = Strongly Agree), higher values always indicate more positive sentiments. More than half of respondents said content posted by internet celebrities was more likely to fuel their travel and consuming impulses. The content released by internet celebrity is more likely to stimulate the audience's impulse to travel and consume, which is inseparable from the more interesting and interactive content released by internet celebrity.

4.2.2 The engagement of Chinese millennials in travel video content

In terms of the format of the content shared by internet celebrities, it usually goes through different forms. In other words, the content published by internet celebrities has no fixed form, but they prefer a combination of text and pictures or a combination of text and video to convey information to the audience. The content published by internet celebrities is in different forms on social media. In the previous research reviews, a large number of online video users were observed. It is worth to know that video formed content are more popular around audiences. In order to understand the degree of audience's engagement in travel video content, a series of questions in the questionnaire survey were conducted: You prefer travel content with video introduction when choosing to view content posted by internet celebrity; The travel video content released by internet celebrity is more convenient for you to understand the content; The travel video released by internet celebrity will give you a stronger visual impact; You are more likely to get the same or similar travel and consuming impulses by viewing travel video content posted by internet celebrity. A seven-point bipolar adjective scale answer were offered, higher values always indicate more positive sentiments.

From the results of factor analysis, there is not enough evidence to reject the second hypothesis, since the significance is really small. Therefore, the second hypothesis is acceptable, but only one variable "The travel video released by internet celebrity will give you a stronger visual impact" can explain it better. Table 6 summarizes sample statistics and correlation information. The mean value of this variable is 5.99 close to 6, which equals to "Agree". The mode value is 6. The variable illuminates that comparing to other forms of content, travel video content brings stronger visual impact to the audiences. Online content with a strong visual impact is more likely to stimulate the audience to check the content and participate in it. In turn, it enhances the possibility of interaction with audiences and improves the possibility of intrinsic pleasure, which is also one of the intrinsic motivations of audiences to look up the content. When it comes to browsing content posted by internet celebrities on social media, people prefer travel content with a video introduction. The mean value of this variable is 6.17, higher than value 6, the mode value of this variable is 6 as well. Respondents have a positive attitude towards travel video content. They are more willing and able to participate in travel video content than other forms of content published by internet celebrities, but it doesn't mean they only browse travel video content.

Table 8: Samples Statistics and Correlation

Variables	Sample Statistics			Correlation				Communalities	
	Mean	Mode	Std. Deviation	Preference for travel content with a video introduction (Q6)	Travel video content is easier to understand (Q7)	Travel video content provides stronger visual impact (Q8)	You are more likely to get the same or similar travel and consuming impulses by viewing travel video content posted by internet celebrity (Q9)	Initial	Extraction
Preference for travel content with a video introduction (Q6)	6.17	6	0.937	1.000	0.457	0.409	0.407	0.276	0.340
Travel video content is easier to understand (Q7)	6.03	6	0.881	0.457	1.000	0.493	0.432	0.336	0.426
Travel video content provides stronger visual impact (Q8)	5.99	6	1.000	0.409	0.493	1.000	0.579	0.419	0.588
You are more likely to get the same or similar travel and consuming impulses by viewing travel video content posted by internet celebrity (Q9)	5.90	7	1.044	0.407	0.432	0.579	1.000	0.383	0.516

Source: own work

Video content is also widely used by internet celebrities when uploading tourism information. On the one hand, it is to cater to the functions and social interaction of the social media application/platform. On the other hand, video content can reflect the information which internet celebrity wants to convey more truly, and at the same time, it can be more easily accepted by the audience. The receiver's interpretation of information has great influence on the effectiveness of information transmission. As a medium for internet celebrity to spread information, travel video content enables audiences to receive the information transmitted by internet celebrity more effectively and accurately. This also increases the engagement of audience in the content posted by internet celebrities.

Last, it is surprising that the mean value of variable "You are more likely to get the same or similar travel and consuming impulses by viewing travel video content posted by internet celebrity" is 5.90, but the mode value is 7 (7 = Strongly Agree). It is seen that respondents chose remarkably different value to this question. More respondents chose value 4 (4 = Neutral) and value 5 (5 = Slightly Agree) compared to the other questions, and more people chose value 7 (7 = Strongly Agree). Although travel video content is more likely to stimulate the audience's impulse to travel and consumption, that is not the reason why the audience has the intention to travel and consume.

4.2.3 The engagement of Chinese millennials in interesting content posted by internet celebrities

In the previous study, content analysis was used for analyzing the data gathered from different social media accounts on Weibo. The content published by internet celebrities usually with an extremely higher number of likes, comments, and reposts is obvious to see. But some regular content is also easy to be ignored by audience. Audience usually participants more in interesting content. The previous section also mentioned that "interesting" is an extremely subjective word, and to objectify it, the criterion of "interesting content" is mentioned in previous section, mainly including relevance to current hot topics; extremely higher number of interactions; extremely higher number of "likes, comment, forward/repost, add-in-favorite, and share". To see if millennials in China are more engaged in interesting content posted by internet celebrities, two variables were defined and analyzed by using factor analysis.

From the results of factor analysis, there is no enough evidence to reject the third hypothesis, since the significance is really small. Therefore, the third hypothesis is acceptable. Table 7 shows the sample statistics and correlation information. as it is seen in table 7, the mean value of both variables is over value 4 (4 = Neutral) and close to value 6 (6 = Agree). This suggests that most people agree that they are more interned to participate in interesting content with high levels of engagement published by internet celebrities. It is also seen that communality of both variables is low here. Both variables can explain the engagement of the Chinese millennials in interesting content, but cannot explain it well.

Table 9: Samples Statistic and Correlation

	Sample Statistics			Correlation		Communalities
Variables	Mean	Mode	Std. Deviation	You prefer to check the travel content with a large number of comments, adding in favorite, and likes that published by internet celebrity (Q4)	You are willing to share the tourism-related content published by internet celebrity with your friends and family (Q10)	Initial
You prefer to check the travel content with a large number of comments, adding in favorite, and likes that published by internet celebrity (Q4)	5.94	6	0.961	1.000	0.496	0.246
You are willing to share the tourism-related content published by internet celebrity with your friends and family (Q10)	5.90	6	0.994	0.496	1.000	0.246

Source: own work

The last variable in this part is the travel experience released by internet celebrity which has great attraction to the audience. Respondents were asked “Which aspect of the travel experience content published by internet celebrity appeals to you more?”. Most respondents are interested in experience sharing of local cuisines and travel/entertainment. More than 90% were interested in local cuisine and more than 70% were interested in local activities, travel/entertainment. Then experience sharing of accommodations is in the third place, accounting for over 50%. This is the most basic demand for a trip. People are more likely to have internal expectations before consuming such travel products. In order to narrow the gap between expectation and experience, and even create an opportunity for travel experience to be higher than intrinsic expectation, this kind of content has also become the main information for people to browse, and it is also the part where they most need external opinions. Meanwhile, this also reflects the demand of some people for travel guides and photo-shooting skills when traveling. When connecting to Chinese tourists travel preference, photo shooting is a distinctive feature that distinguishes them from people of other culture background. It is easy to understand this behavior by linking it to the functions of Chinese social platforms/applications and people’s habit of using Chinese social media. Social media is the main social tool for the Chinese millennials, and younger generation too. In order to stand out in this online social scene, every piece of content posted needs to be effective in engaging an audience in a short period of time. Amazing photos/videos, with compelling textual narratives became the focus of the release of a content. Socialized travel on social media is also an indispensable item for Chinese millennials, and younger generations, when traveling. Internet celebrities need to take different needs into account when publishing travel content. Although the number of audiences engage in interesting content published by internet celebrities is higher, it is actually difficult to know what “interesting content” is, just like seasonal tourism products, only a general idea can be known, but it is difficult to make it tangible. Therefore, interaction with the audience and relevance to the current hot topic become factors to consider when publishing content.

4.2.4 The influence of perceived trust in content posted by internet celebrities on Chinese millennials regarding their decision of travel

People browse travel information online, including travel content published by internet celebrities, mainly for the purpose of trip planning. After learning and obtaining useful information themselves from the content, travel experience will be enhanced by these useful suggestions. But the premise for people to adopt and practice this information is trust. Perceived trust of Chinese millennials in content posted by internet celebrities largely affects their acceptance of the information released by internet celebrity, which in turn has a certain influence on their travel intentions and decisions. To further investigate this factor, five variables were designed. According to the sample statistics shows in appendix 4, the majority respondents (148 samples) gave positive responses to this part questions in the questionnaire. This illustrates that it has become a normal state to learn and acquire useful information from the travel content published by internet celebrity.

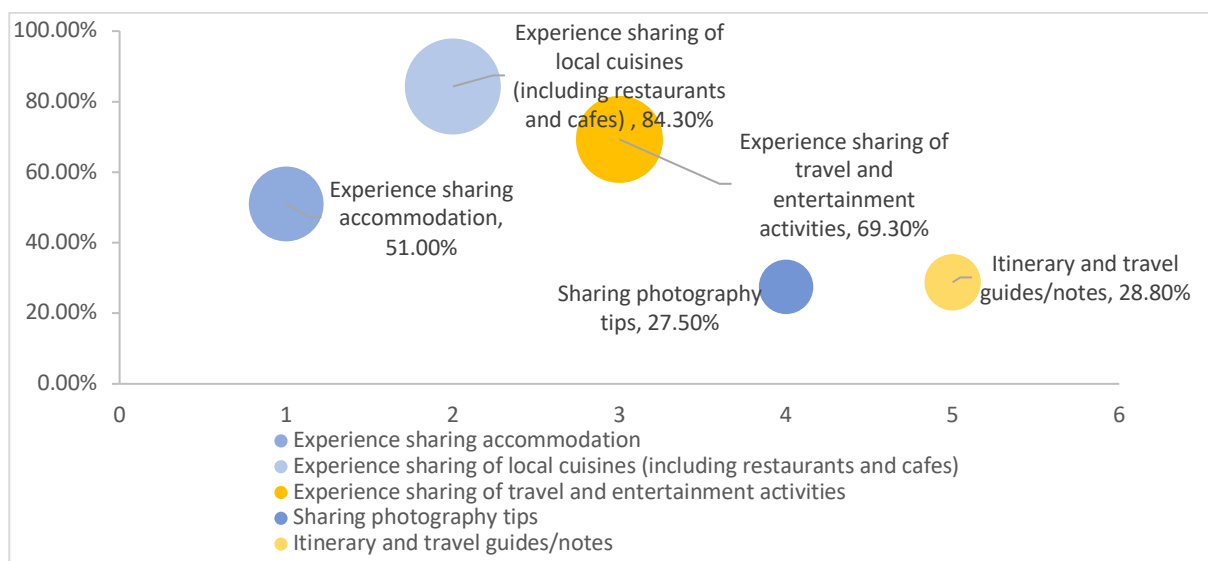
Table 10: One Sample T-test

Variables	Sample Statistics		One-Sample T-test		
	Mean	Std. Deviation	t	Sig. (2-tailed)	Mean Difference
Q12 Have you ever had the same or similar idea of traveling after looking up the travel-related content published by internet celebrity?	1.02	0.139	90.665	0.000	1.020
Q13 Have you ever included the tourism-related content published by internet celebrity in your travel itinerary?	1.04	0.195	66.006	0.000	1.039
Q15 How many times have you truly carried out the activities/recommendations mentioned on the travel-related content published by internet celebrity?	2.52	0.726	42.847	0.000	2.516
Q17 The content published by internet celebrity meets your expectations.	5.73	1.153	61.502	0.000	5.732
Q18 You have moments of disappointment after implementing the activities/recommendations mentioned in the travel-related content published by internet celebrity.	4.41	1.616	33.722	0.000	4.405

Source: own work

The testing of the fourth hypothesis is based primarily on one sample t-test of the first two variables. The last three variables are not used as test variables for the fourth hypothesis, but provide more in-depth information. From the results of one-sample t-test, the mean value of first two variables is close to 1 (1 = Yes), and the significance is really small. Therefore, the fourth hypothesis is acceptable. 150 respondents answered “Yes” to the question “Have you ever had the same or similar idea of traveling after looking up the travel-related content published by internet celebrity?”. And 147 respondents gave equally positive answer to the question “Have you ever included the tourism-related content published by internet celebrity in your travel itinerary?”. The results were striking, with 98% of respondents said they had the same or similar idea to going on a trip after viewing an internet celebrity’s post. When providing insight into the answers given by respondents, more than 95% included information they got from viewing the content posted by internet celebrity in their travel itineraries. When asked about the actual number of times to implement the activities/recommendations mentioned in the travel-related content published by internet celebrities in 2019, 52% of respondents chose one or two times, and 34% chose three or four times. That’s close to the number of trips (1-5 times) most people plan to take (Marriott International and the Hurun Report, 2016). It can also be seen that 10% of respondents have carried out activities/recommendations mentioned in the travel content shared by internet celebrities more than 5 times during their trip, and about 3% did not carry out anything. The degree of perceived trust of Chinese millennials in the content published by internet celebrities is remarkable. Figure 5 illustrates the proportion of implementing the information in travel content shared by internet celebrities. It is seen that most respondents carried out the activities/recommendations relating to local cuisine, travel and entertainment. Compared to what they had previously chosen to focus on, implementing the content refer to local cuisine is decreasing, travel and entertainment is increasing. And it maintains a basic balance, when it comes to accommodations, photography skills and travel guides.

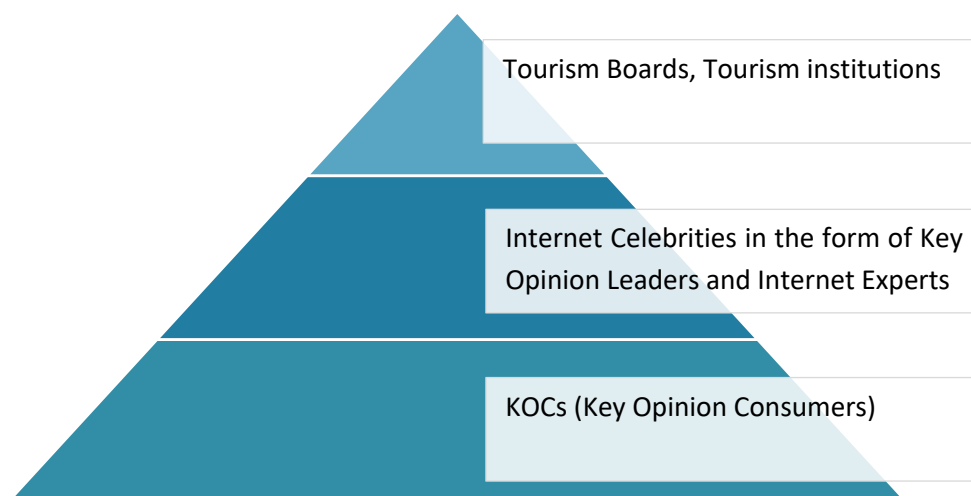
Figure 5: The Proportion of Implementing the Information in Travel Content Shared by Internet Celebrities



Source: own work

People's trust in content posted by internet celebrity can be explained in two ways. One is internet celebrity itself. Internet celebrity has built a trustful relationship with its followers by creating self-branding. The content they publishing is the media to talk to the audience, including their followers. They create believable characters. They usually offer reliable information and publish it in a way that easy for audiences to accept. The experience storytelling has to be real. The partner's products have been selected and experienced. In this case, part of the trust from partner brand, but also counts more on the influence of internet celebrity itself. The feedback/recommendations from them has to be real and reliable. The second aspect is the interaction between audiences. Feedback and comments from audience are able to influence others. The tendency of people to view posts with a high number of comments, likes, and reposts indicates that the audience has a great influence on the dissemination of content published by internet celebrity to a large extent. People usually think that the official content published by authoritative organizations, such as tourism boards, DMOs and brands, is highly credible, but such content is rarely spread. Internet celebrities' intervention can quickly increase the content views. Internet celebrities' own word of mouth as well as the word of mouth of brands and authoritative institutions are the evaluation criteria of credibility. Meanwhile, the audience's evaluation of the corresponding content and the feedback also become the gist for people to judge the credibility. Figure 6 shows the online influencer hierarchy in China in regard to tourism industry. It illustrates the way people think about the content released by different parties. The authoritative institutions such as tourism boards are on the top of the pyramid. The content they post is the main gist for people to judge the credibility. The content published by internet celebrities, including Key opinion leaders, is at the second place. While helping to spread information widely, internet celebrities' good reputation brings high credibility to the audience. Key opinion customers are at the bottom, the feedback they give becomes the gist for people to judge the information, but it is not the main one.

Figure 6: Online influencer hierarchy in China in regard to tourism industry



Source: own work

It is shown in table 8 that the mean value of the fourth variable is close to 6 (6 = Agree). The majority of respondents, who implement the information recommended by internet celebrities, the experience met their expectations. However, close to 30% of respondents said there is a moment of disappointment after implementing the activities/recommendations mentioned in the travel-related content published by internet celebrity. 16% of the respondents chose neutral, and nearly 27% gave only a slight agree rating. After implementing the activities and recommendations mentioned in the internet celebrities' post, not everyone was satisfied.

5 DISCUSSION

5.1 Summary of findings

The rise of internet celebrity economy has driven the development of various industries in China. The cooperation between tourism industry and internet celebrity, compared with the monotonous publicity mode of tourism units, the addition of internet celebrity traffic is obviously more conducive to the expansion of the publicity surface. Moreover, since all these social media platforms are mainly aimed at young people, the audiences of tourism product publicity are more targeted. The cooperation between internet celebrity and tourism stakeholders has become increasingly inseparable. As a way of marketing, the content released by internet celebrity has achieved the effect of precision marketing in a large range. With the popularity of short videos and the development of live network broadcast sales, online sales of products have entered a new stage. Internet celebrities have become conductors who lead audience to consume and influence their behavioral intentions. In the process of experiential tourism, the content released by internet celebrity can be targeted for publicity, internet celebrity live broadcast can promote and sell the products they participate in to tourists at a certain price, because in the experiential tourism, the products contain more experiences and feelings of the experiencers than the products themselves.

Most Chinese millennials are the only child in their family. The environment they grew up is different, which makes their lifestyle and consumption different. The internet has become a part of younger people's life. The development of intelligent technology and social media has gradually exposed the lives of ordinary people to the public's vision. Some people become internet celebrity and some are audiences. User-generated content is increasingly popular online in different forms, and liked by audiences. Content posted by internet celebrities on social media has become part of the daily and social lives of Chinese millennials. The content has caught the attention of Chinese millennials and influences their decisions and intentions to varying degrees. As it mentioned before, people look up information online mainly because of the need to learn and plan a trip. It is also one of the reasons people look up content posted by internet celebrities. The content published by internet celebrity can not only provide information about travel demand, but also offer people comments and feedback on relevant information through experiential sharing. In order to achieve a certain marketing

effect, it does not exclude the exaggerated part. However, internet celebrity is running its own business and creating its own brand while publishing content, so providing reliable information to the public and providing objective feedback and evaluation are also factors that they consider. It is found in this study that most people follow tourism internet celebrities on different social media. The content published by internet celebrities has had an impact on their travels. They chose to try out the activities or recommendations mentioned in the content posted by internet celebrities.

In this research, it is found that people who follow internet celebrities and browse the content posted by internet celebrities on social media tend to be younger. They are generally well educated, with essentially all holding a bachelor's degree and above. Both men and women, most of people have a tendency to follow tourism internet celebrities, check the travel-related content they post, and implement the activities or recommendations mentioned in the content. Compared to the content published by other travel institutions, such as DMOs, tourism boards, the content published by internet celebrities is more likely to attract them and stimulate their travel and consuming impulses. Experiential content shared by internet celebrities is more interactive than regular content. People are usually more interested in the content of experience sharing of local cuisine, excursions and accommodation for the sake of basic needs, and the degree of implementation is higher. After experiencing the items recommended by internet celebrities, most people said that the experience was basically in line with expectations, but there were also moments when they felt disappointed after the experience. It illustrates that people trust the information posted by internet celebrities, and content that is highly interactive and interesting is easy to get noticed, included in audiences' travel plans, and even experience it. Social media provides a platform for people to travel socially. People comment, like, and repost the content posted by internet celebrities, and through these interactions, they can find like-minded people in the comment and repost section. For social media users, they are the viewers of online content and the producers of it. Posting travel content on social media has become part of travel socialization. The emergence of a variety of themes and forms of content that are eye-catching in a short period of time, and sincere content that is sufficiently engaging to reflect the character's setting is a social necessity. In addition to direct socialization with the people you travel with, socialization through social media has become an integral part of travel socialization.

It is also suggesting that people prefer the content with video presentation. People are more likely to understand the message conveyed by the video, while the video content provides a stronger visual impact. After watching video content, people are more likely to consume impulses, which is also reflected in the rapid growth and popularity of online selling through live streaming. The development of video and online live streaming provides a more direct interaction between internet celebrities and audiences. Promoting the integration of the internet celebrity economy and the tourism industry, and cooperation between internet celebrities and tourism stakeholders for promotional marketing has become a norm. It all stems from a focus on video content.

5.2 Main Contribution

This study complements the existing researches in the field of internet celebrity economy and connection with tourism. It is mainly for people who do not understand the role of the internet celebrity economy in the Chinese tourism industry. This study briefly describes the integration of Chinese internet celebrity economy and tourism industry, illustrating the perceptions of tourists and the behaviors triggered by the content posted by internet celebrities from the perspective of tourists who the audience is. This study starts with the internet celebrity economy and gradually delves into the role of internet celebrity in tourism, introducing the current marketing methods and advantages of cooperating with internet celebrities. By understanding the impact of the content posted by internet celebrities on the Chinese millennial generation, more people can learn about the travel preferences and travel social behavior of Chinese millennials and younger travelers. This research provides a brief and useful insight into internet celebrity on social media and tourism field, which can be taken into consideration by relevant stakeholders when entering Chinese market and doing tourism promotion and marketing.

In this study, it is also found that the group of people who follow internet celebrities on social media tend to be younger and well educated. They rely on social media for the social aspect of travel, on the one hand, they get the useful information they need through the content posted by internet celebrities, and they interact with the internet celebrity and other users in the community as well. On the other hand, they are also producers of content on social media. In addition, their consumption proposition is different, they are easily “grassland planted” by the popular word-of-mouth things, and they focus on niche content.

In addition to testing the hypotheses, this research also found that audiences, while receiving information posted by internet celebrities, are also prone to influencing decisions due to community comments from other users. Influencers on social media have different levels of influence on travelers’ decisions. With the rapid development of online broadcast selling, this study is intended to help tourism consumers take a more objective look at what internet celebrities offer.

5.3 Limitations and further research

This study was conducted based on quantitative methodology. Descriptive statistic and factor analysis were conducted for analyzing data collected by a structured questionnaire. It provides a brief understanding of Chinese millennials’ perspectives regarding the perception of content published by tourism internet celebrities. All the findings are based on the sample, the opinions from non-respondents and respondents who younger than 26 years old are expected to affect the findings. However, it has set a tone for future researches on Chinese tourism internet celebrities and their audiences to use a wider sample size in order to explore the younger generation of users.

It also does not provide a deep insight into each respondent. Therefore, many objective observations in the study were not explained. The combination between qualitative and quantitative research methodology could have benefited to strengthen the findings and is more useful for this study. Combining a hybrid approach through potentially in-depth interviews with top tourism internet celebrities and active audiences will help clarify some of the findings and obtain more comprehensive results. During the proposal development for this study, both methods were taken into consideration. The quantitative approach is more appropriate for this study as the tourism internet celebrities are difficult to reach in interviews.

This study was based on researching Chinese millennial generation, but in doing so, it was found that those who follow internet celebrities tend to be younger. This also lays the foundation for future research on the emerging generation Z. Generation Z will gradually become the main tourist group on the market, and their travel style will be more personalized. Their demand for travel social contact will be higher. The study of generation Z in the field of tourism internet celebrity is the main direction of future research.

The internet celebrity marketing in tourism field and live streaming operations and sales are also briefly elaborated in this study. This is not the main research objective of this study, but it is an integral part of understanding tourism, Chinese internet celebrity economy, and reaching out to relevant audiences, but research is scarce. The rise of online live sales, internet celebrities' live goods selling becomes the latest craze. The online live sales of tourism internet celebrities in tourism industry are also reaching consumers with this boom. Research in this area can help provide a more integrated and refined understanding.

CONCLUSION

The internet celebrity economy in China is growing at a rapid pace, covering the entire market and integrating into a variety of industries, including tourism. The content shared by internet celebrities has become an integral part of people's social lives. The travel-related content posted by internet celebrities becomes a resource for people to learn and plan their trips when they are on the go. Empirical shared content provides useful information is received favorably, and it is selectively executed with relevant activities and recommendations. The posts from internet celebrities have been incorporated into people's travel activities.

This research is an analysis of the impacts of content shared by internet celebrities on Chinese millennials' travel intentions. A quantitative research methodology is applied in order to measure the engagement of Chinese millennial generation in the content published by internet celebrities and to know the impact of the content posted by internet celebrities on their travel intentions, including consumption and preferences. Results indicate that the content posted by internet celebrities on social media has a positive impact on the Chinese millennial generation in terms of travel intentions. Chinese millennials acquire information from the content posted by internet celebrities and get some inspiration for trip planning. By interacting with internet celebrities and other community users, the content shared by internet

celebrities within the community becomes a part of people's social life. Secondly, it also reflects the fact that socializing through social media when traveling has become an important part of travel socialization for Chinese millennial generation. However, the research process did not have an in-depth understanding of each of the respondents, nor did it have an understanding of internet celebrities. Finally, it is worth mentioning the multi-channel marketing of brands through internet celebrities. Stakeholders can consider partnerships with internet celebrities when conducting multi-channel marketing on social media and reach more consumers with greater precision.

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APPENDICES

Appendix 1: Povzetek (Summary in Slovene Language)

Trg spletnih zvezdnikov na Kitajskem zelo hitro raste in se vključuje v različne panoge, vključno s turizmom. Vsebina, ki jo delijo spletni zvezdniki, je postala sestavni del družbenega življenja ljudi. Turistične informacije, ki jih delijo spletni zvezdniki, postanejo vir tako za učenje kot tudi za načrtovanje potovanja, v času, ko turisti že potujejo. Rezultati empiričnega dela naloge zagotavljajo koristne informacije, vključno s priporočili. Deljene vsebine spletnih zvezdnikov so upoštevane in vključene v dejavnosti ljudi v času počitnic.

Ta raziskava analizira vpliv vsebine, deljene s strani spletnih zvezdnikov, na kitajske milenijce in njihove vedenjske namere. Za merjenje vpletenosti kitajskih milenijcev v vsebine, ki jih delijo spletni zvezdniki, je bila uporabljena kvantitativna raziskovalna metoda. S ciljem, da se ugotovi vpliv teh vsebin na vedenjske namere kitajskih milenijcev, vključno s porabo in preferencami. Rezultati kažejo, da vsebina, ki so jo na družabnih medijih delili spletni zvezdniki pozitivno vpliva na kitajske milenijce, kar se tiče njihovih vedenjskih namer, v okviru potovanja. Z interakcijo s spletnimi zvezdniki in drugimi končnimi uporabniki digitalnih platform, postane deljenja vsebina del družbenega življenja ljudi. Turistični deležniki lahko razmislijo o partnerstvu s spletnimi zvezdniki, še posebej, ko izvajajo trženje preko različnih kanalov družbenih omrežij.

Appendix 2: Questionnaire - cover letter

Dear Participant,

I am a graduate student at the School of Economics and Business, University of Ljubljana, Slovenia. My final project will study the impact of the content shared by internet celebrities on youth travel intentions. As you are a Chinese millennial (born from 1980 to 1994) who follows travel content shared by internet celebrity on social media, this survey needs your help and your participation is welcome.

It will take about 3 minutes to complete the following questionnaire. This survey is an anonymous survey. Please select the options honestly and submit the complete questionnaire. Participation is completely voluntary and you can quit at any time. A copy of the project will be provided to my supervisor at the School of Economics and Business, University of Ljubljana. The collected data will help people more rationally refer to the information shared by internet celebrity. If you would like a copy of the summary of this study, please send an "Request for information" email to my email: emmagatsuzi@gmail.com. The completion and submission of the questionnaire will indicate your willingness to participate in the study. If you need more information or have questions, please contact me by email.

Thank you for your participation.

Sincerely,

Student Name: YANGJIAJI LI

Email: emmagatsuzi@gmail.com

Supervisor: Prof., PhD Ljubica Knežević

Appendix 2 – Continue 1: Questionnaire – cover letter in Chinese language

问卷参与者您好，

我是斯洛文尼亚卢布尔雅那大学经济与商业学院的一名研究生。我的期末课题研究网红线上分享的内容对青年旅游选择的影响。由于您是中国的千禧一代（出生于 1980 年到 1994 年），关注着网红们在社交媒体上分享的旅游内容，这项调查需要您的帮助，欢迎您的参与。

完成下面的问卷需要大约 3 分钟。这份调查为不记名调查，请您如实选择选项，并提交完整的问卷。问卷参与是完全自愿的，你可以在任何时候退出。项目的副本将提供给我在卢布尔雅那大学经济和商业学院的导师。收集的数据将有助于人们更合理的参考网红分享的信息。如果您想要本研究的概要副本，请发送“信息请求邮件”到我的电子邮件:emmagatsuzi@gmail.com。问卷的填写和提交将表明您参与本次研究的意愿。如果您需要更多的信息或有问题，请通过电子邮件联系我。

感谢您的参与

学生姓名: 李杨加吉

邮箱: emmagatsuzi@gmail.com

导师姓名: Prof., PhD Ljubica Knežević

Appendix 2 – Continue 2: Questionnaire

Q1	您会经常浏览社交媒体平台上旅游相关的内容（如：旅行vlog，游记攻略，名宿推荐，网红打卡地/玩法推荐等）。You often browse travel-related content on social media platforms (e.g., Travel vlogs, travel guides, recommendation of guestshouses, internet celebrity punch-in places/activities, etc.)
	非常不同意 1 2 3 4 5 6 7 非常同意
Q2	比起旅游局、目的地管理机构、旅行服务供应商等官方发布的内容，您更喜欢查阅网红发布的旅游相关内容。You prefer to check the travel-related content published by internet celebrity than to the official content published by the tourism board, DMOs and travel providers.
	非常不同意 1 2 3 4 5 6 7 非常同意
Q3	比起旅游局、目的地管理机构、旅行服务供应商等官方发布的内容，您更有可能对网红发布的旅游相关的内容进行点赞、收藏、评论。Compared with the official content released by tourism board, destination management organizations, travel providers, etc., you are more likely to comment, add in favorite, and like the travel-related content published on internet celebrity.
	非常不同意 1 2 3 4 5 6 7 非常同意
Q4	您会更喜欢查看网红发布的评论、点赞和收藏量高的旅游内容。You prefer to check the travel content with a large number of comments, adding in favorite, and likes that published by internet celebrity.
	非常不同意 1 2 3 4 5 6 7 非常同意
Q5	网红发布的旅游相关内容会更容易让您产生相同或类似的旅游和消费冲动。You are more likely to get the same or similar travel and consuming impulses by viewing the content posted by internet celebrity.
	非常不同意 1 2 3 4 5 6 7 非常同意
Q6	你在选择查看网红发布的内容时更倾向于有视频介绍的旅游内容。You prefer travel content with video introduction when choosing to view content posted by internet celebrity.
	非常不同意 1 2 3 4 5 6 7 非常同意
Q7	网红发布的旅游视频内容更便于您对内容的理解。The travel video content released by internet celebrity is more convenient for you to understand the content.
	非常不同意 1 2 3 4 5 6 7 非常同意
Q8	网红发布的旅游视频内容带给您的视觉冲击更强烈。The travel video released by internet celebrity will give you a stronger visual impact.
	非常不同意 1 2 3 4 5 6 7 非常同意
Q9	查看网红发布的旅游视频内容更容易让您产生相同或类似的旅游和消费冲动。You are more likely to get the same or similar travel and spending impulses by viewing travel video content posted by internet celebrity.
	极不可能 1 2 3 4 5 6 7 非常同意
Q10	您会愿意将网红发布的旅游相关内容与朋友以及家人分享。You are willing to share the tourism-related content published by internet celebrity with your friends and family.
	非常不同意 1 2 3 4 5 6 7 非常同意

Q11

网红发布的旅游体验内容哪方面对您的吸引力更大？ Which aspect of the travel experience content published by internet celebrity appeals to you more?

[多选题]

☐ 住宿体验分享 Experience sharing accommodation

☐ 当地美食（包含餐厅、咖啡店）分享 Experience sharing of local cuisines (including restaurants and cafes)

☐ 游玩项目体验分享 Experience sharing of travel and entertainment activities

☐ 摄影技巧分享 Sharing photography tips

☐ 行程安排，出行攻略 Itinerary and travel guides/notes

Q12

您曾经有没有在查阅网红发布的旅游相关内容后产生了相同或类似的出游想法。 Have you ever had the same or similar idea of traveling after looking up the travel-related content published by internet celebrity?

☐ 有 Yes

☐ 没有 No

Q13

您曾经有没有将网红发布的旅游相关内容列入自己的旅游行程中。 Have you ever included the tourism-related content published by internet celebrity in your travel itinerary?

☐ 有 Yes

☐ 没有 No

Q14

您是否在社交媒体上有关关注的旅游网红（包括社交媒体上的旅游博主、旅游KOLs）？ Do you have a tourism internet celebrity (including travel bloggers/ tourism KOLs on social media) to follow on social media?

☐ 有 Yes

☐ 没有 No

Q15

网红发布的旅游相关内容中提到的活动/推荐，您在去年有实施过多少次？ How many times have you truly carried out the activities/recommendations mentioned on the travel-related content published by internet celebrity?

☐ 0次 (Times)

☐ 1-2次 (Times)

☐ 3-4次 (Times)

☐ 5次以上 (More than five times)

Q16

是哪方面的内容？ What is it about?

[多选题]

☐ 住宿体验分享 Experience sharing accommodation

☐ 当地美食（包含餐厅、咖啡店）分享 Experience sharing of local cuisines (including restaurants and cafes)

☐ 游玩项目体验分享 Experience sharing of travel and entertainment activities

☐ 摄影技巧分享 Sharing photography tips

☐ 行程安排，出行攻略 Itinerary and travel guides/notes

Q17

网红发布的内容符合您的预期。 The content published by internet celebrity meets your expectations.

☐ 非常不同意

☐ 不同意

☐ 稍微不同意

☐ 中立

☐ 稍微同意

☐ 同意

☐ 非常同意

☐ 不知道

Q18

在执行了网红发布的旅游相关内容中提到的活动/推荐后，您有感到失望的时候。 You have moments of disappointment after implementing the activities/recommendations mentioned in the travel-related content published by internet celebrity.

☐ 非常不同意

☐ 不同意

☐ 稍微不同意

☐ 中立

☐ 稍微同意

☐ 同意

☐ 非常同意

☐ 不知道

Q19

请选择你的性别

☐ 男

☐ 女

Q20

请选择你的年龄段

☐ 26岁以下（不包含26岁）

☐ 26-30岁

☐ 31-35岁

☐ 36-40岁

☐ 40岁以上（不包含40岁）

Q21

你的最高学历是什么？

☐ 高中以下学历

☐ 高中

☐ 本科

☐ 研究生

5

Appendix 2 – Continue 3: Questionnaire in English Language

Please answer the first 10 questions, Q17 and Q18 by choosing the appropriate option from a scale of Strongly Disagree to Strongly Agree. Questions 17 and 18 also provide the "don't know" option.

Strongly Disagree (1), Disagree (2), Slightly Disagree (3), Neutral (4), Slightly Agree (5), Agree (6) & Strongly Agree (7)

1. You often browse travel-related content on social media platforms (e.g., Travel vlogs, travel guides, recommendation of guestshouses, internet celebrity punch-in places/activities, etc.)

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

2. You prefer to check the travel-related content published by internet celebrity than to the official content published by the tourism board, DMOs and travel providers.

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

3. Compared with the official content released by tourism board, destination management organizations, travel providers, etc., you are more likely to comment, add in favorite, and like the travel-related content published on internet celebrity.

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

4. You prefer to check the travel content with a large number of comments, adding in favorite, and likes that published by internet celebrity.

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

5. You are more likely to get the same or similar travel and consuming impulses by viewing the content posted by internet celebrity.

1 2 3 4 5 6 7

Strongly Disagree Strongly Agree

6. You prefer travel content with video introduction when choosing to view content posted by internet celebrity.

1 2 3 4 5 6 7

Strongly Disagree							Strongly Agree
7. The travel video content released by internet celebrity is more convenient for you to understand the content.							
	1	2	3	4	5	6	7

Strongly Disagree							Strongly Agree
8. 网红发布的旅游视频内容带给您的视觉冲击更强烈。The travel video released by internet celebrity will give you a stronger visual impact.							
	1	2	3	4	5	6	7

Strongly Disagree							Strongly Agree
9. You are more likely to get the same or similar travel and consuming impulses by viewing travel video content posted by internet celebrity.							
	1	2	3	4	5	6	7

Strongly Disagree							Strongly Agree
10. You are willing to share the tourism-related content published by internet celebrity with your friends and family.							
	1	2	3	4	5	6	7

Strongly Disagree							Strongly Agree
11. Which aspect of the travel experience content published by internet celebrity appeals to you more?							
	<ul style="list-style-type: none"> - Experience sharing accommodation - Experience sharing of local cuisines (including restaurants and cafes) - Experience sharing of travel and entertainment activities - Sharing photography tips - Itinerary and travel guides/notes 						
12. Have you ever had the same or similar idea of traveling after looking up the travel-related content published by internet celebrity?							
	<ul style="list-style-type: none"> - Yes - No 						
13. Have you ever included the tourism-related content published by internet celebrity in your travel itinerary?							
	<ul style="list-style-type: none"> - Yes - No 						
14. Do you have a tourism internet celebrity (including travel bloggers/ tourism KOLs on social media) to follow on social media? What do you like most?							
	<ul style="list-style-type: none"> - Yes - No 						

15. How many times have you truly carried out the activities/recommendations mentioned on the travel-related content published by internet celebrity?
- 0 times
 - 1 – 2 times
 - 3 – 4 times
 - More than 5 times

(If the respondents chose more than 1 time, go to this question. If the respondents chose 0 times, go to the question No.16)

What is it about?

- Experience sharing accommodation
- Experience sharing of local cuisines (including restaurants and cafes)
- Experience sharing of travel and entertainment activities
- Sharing photography tips
- Itinerary and travel guides/notes

16. The content published by internet celebrity meets your expectations.

1 2 3 4 5 6 7 Don't Know

Strongly Disagree

Strongly Agree

17. You have moments of disappointment after implementing the activities/recommendations mentioned in the travel-related content published by internet celebrity.

1 2 3 4 5 6 7 Don't Know

Strongly Disagree

Strongly Agree

18. Gender

- Male
- Female

19. In which age group do you belong?

- Under the age of 26 (excluding 26 years old)
- 26 – 30 years of age
- 31 – 35 years of age
- 35 – 40 years of age
- Above the age of 40 (excluding 40 years old)

20. What is your highest level of formal education?

- Less than high school diploma
- High school
- Bachelor's degree
- Graduate degree

Appendix 3: The content published by tourism internet celebrity with 10 million, 1 million, and 100,000 followers on Weibo from February 15 to May 12, 2020 - Internet Celebrities

INTERNET CELEBRITIES					
Account name	旅游大表哥				
Profile link	https://weibo.com/7haoguan?profile_ftype=1&is_hot=1				
Number of followers	5163428				
Number of total published content	24820				
Link on Weibo	Time of publication	Device of publication	Number of repost	Number of comments	Number of likes
https://weibo.com/2930393003/J18emg-PiR?from=page_1005052930393003_profile&wvr=6&mod=weibotime	9.5.2020, 15:52	iPhone 8 Plus	217	111	556
https://weibo.com/2930393003/J0WSIDTnP?from=page_1005052930393003_profile&wvr=6&mod=weibotime	8.5.2020, 10:57	iPhone 8 Plus	214	106	517
https://weibo.com/2930393003/J104MdARt?from=page_1005052930393003_profile&wvr=6&mod=weibotime	8.5.2020, 19:06	iPhone 8 Plus	135	141	391
https://weibo.com/2930393003/J19i9dt1W?from=page_1005052930393003_profile&wvr=6&mod=weibotime	9.5.2020 18:34	Travel guide · video community	139	136	337
https://weibo.com/2930393003/J1pjacKj4?from=page_1005052930393003_profile&wvr=6&mod=weibotime	11.5.2020, 11:20	iPhone 8 Plus	69	45	108
https://weibo.com/2930393003/J0WJFxpI8?from=page_1005052930393003_profile&wvr=6&mod=weibotime	8.5.2020, 10:36	iPhone 8 Plus	40	30	125
https://weibo.com/2930393003/J1fnCvN9H?from=page_1005052930393003_profile&wvr=6&mod=weibotime	10.5.2020, 10:04	iPhone 8 Plus	39	33	95
https://weibo.com/2930393003/J0W4BkIqX?from=page_1005052930393003_profile&wvr=6&mod=weibotime	8.5.2020, 08:55	iPhone 8 Plus	33	31	64
https://weibo.com/2930393003/J1iJ1tpZk?from=page_1005052930393003_profile&wvr=6&mod=weibotime	10.5.2020, 18:35	iPhone 8 Plus	33	30	63

INTERNET CELEBRITIES					
Account name	我的旅行小马甲				
Profile link	https://weibo.com/u/2025994775?profile_ftype=1&is_hot=1				

Number of followers	5939114				
Number of total published content	5247				
Link on Weibo	Time of publication	Device of publication	Number of repost	Number of comments	Number of likes
https://weibo.com/2025994775/IAJR5ovGt?from=page_1005052025994775_profile&wvr=6&mod=weibotime	28.3.2020, 21:15	Popular game · video community	3598	2436	4930
https://weibo.com/2025994775/IvDWc8QYy?from=page_1005052025994775_profile&wvr=6&mod=weibotime	24.2.2020, 09:00	weibo.com	4208	2537	3973
https://weibo.com/2025994775/IDjlb-cAGC?from=page_1005052025994775_profile&wvr=6&mod=weibotime	14.4.2020, 20:13	Travel · video community	1740	2258	5171
https://weibo.com/2025994775/IyhVYBg71?from=page_1005052025994775_profile&wvr=6&mod=weibotime	12.3.2020, 18:30	weibo.com	1406	1583	3416
https://weibo.com/2025994775/Iv6EQcWhY?from=page_1005052025994775_profile&wvr=6&mod=weibotime	20.2.2020, 20:16	Daily · video community	958	1312	3794
https://weibo.com/2025994775/Ivmd3rcSI?from=page_1005052025994775_profile&wvr=6&mod=weibotime	22.2.2020, 11:52	Daily · video community	311	550	23879
https://weibo.com/2025994775/IDtdvpUAU?from=page_1005052025994775_profile&wvr=6&mod=weibotime	15.4.2020, 20:24	Sina Weibo super topic	81	214	19830
https://weibo.com/2025994775/IxolglvZa?from=page_1005052025994775_profile&wvr=6&mod=weibotime	6.3.2020, 21:55	Daily · video community	104	231	21570
https://weibo.com/2025994775/IwCTP-susY?from=page_1005052025994775_profile&wvr=6&mod=weibotime	1.3.2020, 20:11	Fashion beauty · video community	93	252	14352
https://weibo.com/2025994775/IB-rBK0Ji3?from=page_1005052025994775_profile&wvr=6&mod=weibotime	2.4.2020, 12:38	Sina Weibo super topic	58	160	15584
https://weibo.com/2025994775/IDVx4bVss?from=page_1005052025994775_profile&wvr=6&mod=weibotime	18.4.2020, 20:30	Travel · video community	1174	1200	3470
https://weibo.com/2025994775/IExl83MHR?from=page_1005052025994775_profile&wvr=6&mod=weibotime	22.4.2020, 20:45	weibo.com	1137	1352	3045
https://weibo.com/2025994775/IuljvAS4k?from=page_1005052025994775_profile&wvr=6&mod=weibotime	15.2.2020, 19:45	weibo.com	845	973	3039
https://weibo.com/2025994775/IB8Hi4xj3?from=page_1005052025994775_profile&wvr=6&mod=weibotime	31.3.2020, 12:30	weibo.com	238	477	1954

INTERNET CELEBRITIES					
Account name	旅游科长				
Profile link	https://weibo.com/208128999?profile_ftype=1&is_hot=1#_0				
Number of followers	5199339				
Number of total published content	21846				
Link on Weibo	Time of publication	Device of publication	Number of repost	Number of comments	Number of likes
https://weibo.com/1672345224/J0vcDrFTZ?from=page_1005051672345224_profile&wvr=6&mod=weibotime	5.5.2020, 12:30		143	19	197
https://weibo.com/1672345224/J16lad1Bq?from=page_1005051672345224_profile&wvr=6&mod=weibotime	9.5.2020, 12:00	weibo.com	140	15	164
https://weibo.com/1672345224/J18BMm8ah?from=page_1005051672345224_profile&wvr=6&mod=weibotime	9.5.2020, 16:49	Yunnan tourism strategy sina Weibo super words	127	17	169
https://weibo.com/1672345224/J1lw4r2Dh?from=page_1005051672345224_profile&wvr=6&mod=weibotime	11.5.2020, 01:41	Yunnan tourism strategy sina Weibo super words	122	0	164
https://weibo.com/1672345224/J0oXNgaSU?from=page_1005051672345224_profile&wvr=6&mod=weibotime	4.5.2020, 20:37		118	8	155
https://weibo.com/1672345224/J0ufg0tdE?from=page_1005051672345224_profile&wvr=6&mod=weibotime	5.5.2020, 10:04		116	4	160
https://weibo.com/1672345224/J0JaSlFc?from=page_1005051672345224_profile&wvr=6&mod=weibotime	7.5.2020, 00:04		109	3	164
https://weibo.com/1672345224/J0vNG-Firt?from=page_1005051672345224_profile&wvr=6&mod=weibotime	5.5.2020, 14:02	weibo.com	119	4	153
https://weibo.com/1672345224/J0N8Ac-mzk?from=page_1005051672345224_profile&wvr=6&mod=weibotime	7.5.2020, 10:10		116	7	151
https://weibo.com/1672345224/J0CQ0jewe?from=page_1005051672345224_profile&wvr=6&mod=weibotime	6.5.2020, 07:56		117	10	143

INTERNET CELEBRITIES					
Account name	旅游约吗				
Profile link	https://weibo.com/lvyouym?profile_ftype=1&is_hot=1#_0				
Number of followers	11721358				
Number of total published content	18887				
Link on Weibo	Time of publication	Device of publication	Number of repost	Number of comments	Number of likes
https://weibo.com/2153773471/IEIUbzUWI?from=page_1005052153773471_profile&wvr=6&mod=weibotime	21.4.2020, 15:38	Tourism integration · video community	3491	908	8123
https://weibo.com/2153773471/Izlw76564?from=page_1005052153773471_profile&wvr=6&mod=weibotime	19.3.2020, 17:27	Tourism integration · video community	1795	600	5075
https://weibo.com/2153773471/IyTrNiUZi?from=page_1005052153773471_profile&wvr=6&mod=weibotime	16.3.2020, 18:00	weibo.com	1164	815	2384
https://weibo.com/2153773471/Iyrais769?from=page_1005052153773471_profile&wvr=6&mod=weibotime	13.3.2020, 18:00	weibo.com	1177	732	1847
https://weibo.com/2153773471/Iw8GTgwb?from=page_1005052153773471_profile&wvr=6&mod=weibotime	27.2.2020, 15:17		1134	514	1913
https://weibo.com/2153773471/J0HeHsl5e?from=page_1005052153773471_profile&wvr=6&mod=weibotime	6.5.2020, 19:08		1045	671	1691
https://weibo.com/2153773471/IFRZS5802?from=page_1005052153773471_profile&wvr=6&mod=weibotime	1.5.2020, 15:10		1324	464	1475
https://weibo.com/2153773471/J0x63gkNM?from=page_1005052153773471_profile&wvr=6&mod=weibotime	5.5.2020, 17:20	weibo.com	1003	618	1500
https://weibo.com/2153773471/Iy8jj6g9h?from=page_1005052153773471_profile&wvr=6&mod=weibotime	11.3.2020, 18:00	weibo.com	834	618	1602
https://weibo.com/2153773471/IBbCYuawW?from=page_1005052153773471_profile&wvr=6&mod=weibotime	31.3.2020, 19:57	weibo.com	163	214	48599
https://weibo.com/2153773471/IAeKN4kt4?from=page_1005052153773471_profile&wvr=6&mod=weibotime	25.3.2020, 14:04	Weibo Video	959	643	1358
https://weibo.com/2153773471/IvYgQtiWV?from=page_1005052153773471_profile&wvr=6&mod=weibotime	26.2.2020, 12:45		974	357	1627
https://weibo.com/2153773471/IzNnYd6BC?from=page_1005052153773471_profile&wvr=6&mod=weibotime	22.3.2020, 16:24		949	601	1359
https://weibo.com/2153773471/Iz-ciP5IKd?from=page_1005052153773471_profile&wvr=6&mod=weibotime	18.3.2020, 18:00	weibo.com	786	553	1506

https://weibo.com/2153773471/ID9R44BZR?from=page_1005052153773471_profile&wvr=6&mod=weibotime	13.4.2020, 19:07		973	504	1295
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INTERNET CELEBRITIES					
Account name	旅游摄影师天浩 TH				
Profile link	https://weibo.com/2044957395?profile_ftype=1&is_hot=1#_0				
Number of followers	3839653				
Number of total published content	21872				
Link on Weibo	Time of publication	Device of publication	Number of repost	Number of comments	Number of likes
https://weibo.com/2044957395/IzsQ30zJK?from=page_1005052044957395_profile&wvr=6&mod=weibotime	20.3.2020, 12:05	iPhone 6s Plus	2	11	1948
https://weibo.com/2044957395/IwaFHfQfS?from=page_1005052044957395_profile&wvr=6&mod=weibotime	27.2.2020, 20:20	weibo.com	339	267	265
https://weibo.com/2044957395/Iz272Eq8D?from=page_1005052044957395_profile&wvr=6&mod=weibotime	17.3.2020, 16:03	weibo.com	1	15	1582
https://weibo.com/2044957395/J0GPPjiL0?from=page_1005052044957395_profile&wvr=6&mod=weibotime	6.5.2020, 18:07	weibo.com	206	217	1037
https://weibo.com/2044957395/IFC-coBOPo?from=page_1005052044957395_profile&wvr=6&mod=weibotime	29.4.2020, 22:57	HUAWEI Mate 20	630	192	365
https://weibo.com/2044957395/J0EV6CCdn?from=page_1005052044957395_profile&wvr=6&mod=weibotime	6.5.2020, 13:15	weibo.com	103	74	1016
https://weibo.com/2044957395/IEm-Rowi0q?from=page_1005052044957395_profile&wvr=6&mod=weibotime	21.4.2020, 18:04	Weibo Video	23	4	878
https://weibo.com/2044957395/IF7bE-yXoJ?from=page_1005052044957395_profile&wvr=6&mod=weibotime	26.4.2020, 16:00	HUAWEI Mate 20	187	64	478
https://weibo.com/2044957395/IELP4v5ik?from=page_1005052044957395_profile&wvr=6&mod=weibotime	24.4.2020, 09:37	HUAWEI Mate 20	1	0	1089
https://weibo.com/2044957395/IFfBJBYIb?from=page_1005052044957395_profile&wvr=6&mod=weibotime	27.4.2020, 13:26	HUAWEI Mate 20	0	0	1662

https://weibo.com/2044957395/IEEEfEkjQ?from=page_1005052044957395_profile&wvr=6&mod=weibotime	23.4.2020, 15:21	HUAWEI Mate 20	9	6	512
https://weibo.com/2044957395/IA5BHEvm3?from=page_1005052044957395_profile&wvr=6&mod=weibotime	24.3.2020, 14:47	Landscape travel photography · video community	7	4	30
https://weibo.com/2044957395/IE-OVv0QaO?from=page_1005052044957395_profile&wvr=6&mod=weibotime	24.4.2020, 17:31	HUAWEI Mate 20	8	2	39
https://weibo.com/2044957395/J0WDAd9dF?from=page_1005052044957395_profile&wvr=6&mod=weibotime	8.5.2020, 10:21	HUAWEI Mate 20	3	1	7
https://weibo.com/2044957395/J0Es77kS8?from=page_1005052044957395_profile&wvr=6&mod=weibotime	6.5.2020, 12:03	HUAWEI Mate 20	0	0	669

Appendix 3 – Continue 1: The content published by tourism internet celebrity with 10 million, 1 million, and 100,000 followers on Weibo from February 15 to May 12, 2020 – Travel Provider

TRAVEL PROVIDERS					
Account name	马蜂窝旅游				
Profile link	https://weibo.com/mafengwovip?profile_ftype=1&is_hot=1#_0				
Number of followers	3337593				
Number of total published content	40565				
Link on Weibo	Time of publication	Device of publication	Number of repost	Number of comments	Number of likes
https://weibo.com/1730714982/IDavz8whn?from=page_1006061730714982_profile&wvr=6&mod=weibotime	13.4.2020, 20:47	weibo.com	5	22	4321
https://weibo.com/1730714982/J1jLxeh7l?from=page_1006061730714982_profile&wvr=6&mod=weibotime	10.5.2020, 21:14	weibo.com	3	16	2408
https://weibo.com/1730714982/IFhMf0bin?from=page_1006061730714982_profile&wvr=6&mod=weibotime	27.4.2020, 18:58	weibo.com	7	12	2221
https://weibo.com/1730714982/IEZ4w38Qk?from=page_1006061730714982_profile&wvr=6&mod=weibotime	25.4.2020, 19:21	weibo.com	7	14	2011
https://weibo.com/1730714982/J0R6b9yF9?from=page_1006061730714982_profile&wvr=6&mod=weibotime	7.5.2020, 20:15	weibo.com	2	15	1910
https://weibo.com/1730714982/IDA3PBd0A?from=page_1006061730714982_profile&wvr=6&mod=weibotime	16.4.2020, 13:50	weibo.com	0	8	1871
https://weibo.com/1730714982/IE-wOXdlG0?from=page_1006061730714982_profile&wvr=6&mod=weibotime	22.4.2020, 19:25	weibo.com	2	10	1372
https://weibo.com/1730714982/IEh0XhivG?from=page_1006061730714982_profile&wvr=6&mod=weibotime	21.4.2020, 18:27	weibo.com	3	17	1325
https://weibo.com/1730714982/J1t5fhmJg?from=page_1006061730714982_profile&wvr=6&mod=weibotime	11.5.2020, 20:57	weibo.com	0	15	1192
https://weibo.com/1730714982/J03DDEKbt?from=page_1006061730714982_profile&wvr=6&mod=weibotime	2.5.2020, 14:20		0	12	1047
https://weibo.com/1730714982/IFGf4mb4M?from=page_1006061730714982_profile&wvr=6&mod=weibotime	30.4.2020, 09:15	weibo.com	228	118	283
https://weibo.com/1730714982/IF9MJ1v72?from=page_1006061730714982_profile&wvr=6&mod=weibotime	26.4.2020, 22:37		27	244	24

https://weibo.com/1730714982/IEFd9yYyM?from=page_1006061730714982_profile&wvr=6&mod=weibotime	23.4.2020, 16:47	weibo.com	97	16	53
https://weibo.com/1730714982/IE-VBpCuYm?from=page_1006061730714982_profile&wvr=6&mod=weibotime	25.4.2020, 10:31	weibo.com	53	23	13
https://weibo.com/1730714982/IDqTs9ncM?from=page_1006061730714982_profile&wvr=6&mod=weibotime	15.4.2020, 14:30	weibo.com	105	6	18
https://weibo.com/1730714982/IFg0XDkqn?from=page_1006061730714982_profile&wvr=6&mod=weibotime	27.4.2020, 14:28	weibo.com	21	4	73
https://weibo.com/1730714982/IDJa2A5c8?from=page_1006061730714982_profile&wvr=6&mod=weibotime	17.4.2020, 13:00		9	7	46

Appendix 3 – Continue 2: The content published by tourism internet celebrity with 10 million, 1 million, and 100,000 followers on Weibo from February 15 to May 12, 2020 – Travel Marketing Accounts

TRAVEL MARKETING ACCOUNTS					
Account name	咱们去旅游				
Profile link	https://weibo.com/u/2219227283?profile_ftype=1&is_hot=1#_0				
Number of followers	5439616				
Number of total published content	15406				
Link on Weibo	Time of publication	Device of publication	Number of repost	Number of comments	Number of likes
https://weibo.com/2219227283/J170Jrd2T?from=page_1005052219227283_profile&wvr=6&mod=weibotime	9.5.2020, 12:45	weibo.com	500	203	10445
https://weibo.com/2219227283/J19WM0irJ?from=page_1005052219227283_profile&wvr=6&mod=weibotime	9.5.2020, 20:14	weibo.com	4	51	1567
https://weibo.com/2219227283/J1jmL0wrJ?from=page_1005052219227283_profile&wvr=6&mod=weibotime	10.5.2020, 20:13	weibo.com	6	9	1354
https://weibo.com/2219227283/J1aPT7ONs?from=page_1005052219227283_profile&wvr=6&mod=weibotime	9.5.2020, 22:30	weibo.com	276	133	681
https://weibo.com/2219227283/J10OI8mo?from=page_1005052219227283_profile&wvr=6&mod=weibotime	8.5.2020, 20:59	weibo.com	4	0	949
https://weibo.com/2219227283/J1apnAyg4?from=page_1005052219227283_profile&wvr=6&mod=weibotime	9.5.2020, 21:24	weibo.com	5	9	412
https://weibo.com/2219227283/J1b73cwXT?from=page_1005052219227283_profile&wvr=6&mod=weibotime	9.5.2020, 23:12	Pipi time machine	7	226	167
https://weibo.com/2219227283/J1pfFfNwY?from=page_1005052219227283_profile&wvr=6&mod=weibotime	11.5.2020, 11:12	weibo.com	209	17	85
https://weibo.com/2219227283/J15C04CWP?from=page_1005052219227283_profile&wvr=6&mod=weibotime	9.5.2020, 09:12	Pipi time machine	38	19	133
https://weibo.com/2219227283/J1jUtxWAc?from=page_1005052219227283_profile&wvr=6&mod=weibotime	10.5.2020, 21:36	Pipi time machine	42	17	96
https://weibo.com/2219227283/J1aWahcDp?from=page_1005052219227283_profile&wvr=6&mod=weibotime	9.5.2020, 22:45	Pipi time machine	42	7	75
https://weibo.com/2219227283/J17U20IJx?from=page_1005052219227283_profile&wvr=6&mod=weibotime	9.5.2020, 15:02	weibo.com	39	16	61
https://weibo.com/2219227283/J16SfoSZB?from=page_1005052219227283_profile&wvr=6&mod=weibotime	9.5.2020, 12:24	weibo.com	25	11	75

https://weibo.com/2219227283/J1kdWiUMS?from=page_1005052219227283_profile&wvr=6&mod=weibotime	10.5.2020, 22:24	Pipi time machine	34	2	67
https://weibo.com/2219227283/J16mm2Qvc?from=page_1005052219227283_profile&wvr=6&mod=weibotime	9.5.2020, 11:06	weibo.com	17	13	69
https://weibo.com/2219227283/J17lW25rA?from=page_1005052219227283_profile&wvr=6&mod=weibotime	9.5.2020, 13:38	weibo.com	12	4	21
https://weibo.com/2219227283/J177k8aYc?from=page_1005052219227283_profile&wvr=6&mod=weibotime	9.5.2020, 13:02	weibo.com	6	5	22
https://weibo.com/2219227283/J1gLUDeRn?from=page_1005052219227283_profile&wvr=6&mod=weibotime	10.5.2020, 13:36	Pipi time machine	5	4	19

TRAVEL MARKETING ACCOUNTS					
Account name	旅游、摄影				
Profile link	https://weibo.com/90tg?profile_ftype=1&is_hot=1#_0				
Number of followers	1871936				
Number of total published content	15236				
Link on Weibo	Time of publication	Device of publication	Number of repost	Number of comments	Number of likes
https://weibo.com/1760607222/J0Y4qahnU?from=page_1005051760607222_profile&wvr=6&mod=weibotime	8.5.2020, 14:00	weibo.com	530	184	779
https://weibo.com/1760607222/IFeTKhcsV?from=page_1005051760607222_profile&wvr=6&mod=weibotime	27.4.2020, 11:38	weibo.com	92	14	67
https://weibo.com/1760607222/J0IFeZuP?from=page_1005051760607222_profile&wvr=6&mod=weibotime	6.5.2020, 22:47	weibo.com	87	1	1921
https://weibo.com/1760607222/IvkJmcwx2?from=page_1005051760607222_profile&wvr=6&mod=weibotime	22.2.2020, 08:06	weibo.com	31	7	78
https://weibo.com/1760607222/ID5F3bQGq?from=page_1005051760607222_profile&wvr=6&mod=weibotime	13.4.2020, 08:26	weibo.com	11	4	584
https://weibo.com/1760607222/ICc2ubVRt?from=page_1005051760607222_profile&wvr=6&mod=weibotime	7.4.2020, 10:50	weibo.com	6	5	844
https://weibo.com/1760607222/IDU-qPkvx6?from=page_1005051760607222_profile&wvr=6&mod=weibotime	18.4.2020, 17:41	weibo.com	7	3	209

https://weibo.com/1760607222/IDhXueB36?from=page_1005051760607222_profile&wvr=6&mod=weibotime	14.4.2020, 15:45	weibo.com	8	4	260
https://weibo.com/1760607222/lxXBes1o?from=page_1005051760607222_profile&wvr=6&mod=weibotime	10.3.2020, 14:44	weibo.com	3	1	413

TRAVEL MARKETING ACCOUNTS					
Account name	环球旅游攻略咖				
Profile link	https://weibo.com/love263?profile_ftype=1&is_hot=1#_0				
Number of followers	3534495				
Number of total published content	27263				
Link on Weibo	Time of publication	Device of publishment	Number of repost	Number of comments	Number of likes
https://weibo.com/1273590234/J1jYGeVQT?from=page_1005051273590234_profile&wvr=6&mod=weibotime	10.5.2020, 21:46	iPhone 7 Plus	0	9	55525
https://weibo.com/1273590234/J1nDUjK0r?from=page_1005051273590234_profile&wvr=6&mod=weibotime	11.5.2020, 07:06	iPhone 7 Plus	2	5	55525
https://weibo.com/1273590234/J1jWq6oQv?from=page_1005051273590234_profile&wvr=6&mod=weibotime	10.5.2020, 21:40	iPhone 7 Plus	3	2	75947
https://weibo.com/1273590234/J1rzmlszV?from=page_1005051273590234_profile&wvr=6&mod=weibotime	11.5.2020, 17:06	iPhone 7 Plus	0	4	647485
https://weibo.com/1273590234/J1ryzj3jg?from=page_1005051273590234_profile&wvr=6&mod=weibotime	11.5.2020, 17:04	iPhone 7 Plus	1	2	382353
https://weibo.com/1273590234/J1rva6wBg?from=page_1005051273590234_profile&wvr=6&mod=weibotime	11.5.2020, 16:55	iPhone 7 Plus	0	1	28618
https://weibo.com/1273590234/J1jXJC6f6?from=page_1005051273590234_profile&wvr=6&mod=weibotime	10.5.2020, 21:44	iPhone 7 Plus	0	0	85778
https://weibo.com/1273590234/J1jX9DZmM?from=page_1005051273590234_profile&wvr=6&mod=weibotime	10.5.2020, 21:42	iPhone 7 Plus	0	0	28636
https://weibo.com/1273590234/J1rxvrf5W?from=page_1005051273590234_profile&wvr=6&mod=weibotime	11.5.2020, 17:01	iPhone 7 Plus	0	0	14990
https://weibo.com/1273590234/J19VL2MWD?from=page_1005051273590234_profile&wvr=6&mod=weibotime	9.5.2020, 20:11	iPhone 7 Plus	205	17	260
https://weibo.com/1273590234/J1h7unHyi?from=page_1005051273590234_profile&wvr=6&mod=weibotime	10.5.2020, 14:29	Sina Weibo super topic	2	8	13
https://weibo.com/1273590234/J1tn25Vgq?from=page_1005051273590234_profile&wvr=6&mod=weibotime	11.5.2020, 21:41	Weibo Video	5	7	8

https://weibo.com/1273590234/J1oGaezqk?from=page_1005051273590234_profile&wvr=6&mod=weibotime	11.5.2020, 09:44	Travel around the World Sina Weibo super topic	3	12	4
https://weibo.com/1273590234/J1sAew7fc?from=page_1005051273590234_profile&wvr=6&mod=weibotime	11.5.2020, 19:40	Pipi time machine	1	9	7
https://weibo.com/1273590234/J1eivoTBs?from=page_1005051273590234_profile&wvr=6&mod=weibotime	10.5.2020, 07:18	iPhone 7 Plus	0	5	139
https://weibo.com/1273590234/J1tQJhC2R?from=page_1005051273590234_profile&wvr=6&mod=weibotime	11.5.2020, 22:54	Pipi time machine	0	8	1

Appendix 4: Sample descriptive statistics

A) Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	94	61.4	61.4	61.4
	Male	59	38.6	38.6	100.0
	Total	153	100.0	100.0	

B) Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	26-30 years old	89	58.2	58.2	58.2
	31-35 years old	59	38.6	38.6	96.7
	36-40 years old	5	3.3	3.3	100.0
	Total	153	100.0	100.0	

C) Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor degree	130	85.0	85.0	85.0
	Master degree	7	4.6	4.6	89.5
	High school	12	7.8	7.8	97.4
	Less than high school diploma	4	2.6	2.6	100.0
	Total	153	100.0	100.0	

D) Browsing travel-related content on social media platforms

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Disagree	1	0.7	0.7	0.7
	Neutral	3	2.0	2.0	2.6
	Slightly Agree	30	19.6	19.6	22.2
	Agree	63	41.2	41.2	63.4
	Strongly Agree	56	36.6	36.6	100.0
	Total	153	100.0	100.0	

Frequency at which selecting Strongly Disagree = 0, Slightly Disagree = 0.

E) Actual situation of following internet celebrities on social media

		Frequency	Percent	Valid Per- cent	Cumulative Percent
Valid	Yes	143	93.5	93.5	93.5
	No	10	6.5	6.5	100.0
	Total	153	100.0	100.0	

F) Q12 Have you ever had the same or similar idea of traveling after looking up the travel-related content published by internet celebrity?

		Frequency	Per- cent	Valid Percent	Cumulative Percent
Valid	Yes	150	98.0	98.0	98.0
	No	3	2.0	2.0	100.0
	Total	153	100.0	100.0	

G) Q13 Have you ever included the tourism-related content published by internet celebrity in your travel itinerary?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	147	96.1	96.1	96.1
	No	6	3.9	3.9	100.0
	Total	153	100.0	100.0	

H) Q15 How many times have you truly carried out the activities/recommendations mentioned on the travel-related content published by internet celebrity?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 Times	5	3.3	3.3	3.3
	1-2 Times	80	52.3	52.3	55.6
	3-4 Times	52	34.0	34.0	89.5
	More than five times	16	10.5	10.5	100.0
	Total	153	100.0	100.0	

I) Q17 The content published by internet celebrity meets your expectations.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't Know	1	0.7	0.7	0.7
	Disagree	2	1.3	1.3	2.0
	Slightly Disagree	3	2.0	2.0	3.9
	Neutral	14	9.2	9.2	13.1
	Slightly Agree	26	17.0	17.0	30.1
	Agree	71	46.4	46.4	76.5
	Strongly Agree	36	23.5	23.5	100.0
	Total	153	100.0	100.0	

J) Q18 You have moments of disappointment after implementing the activities/recommendations mentioned in the travel-related content published by internet celebrity.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Don't Know	1	0.7	0.7	0.7
	Strongly Disagree	2	1.3	1.3	2.0
	Disagree	24	15.7	15.7	17.6
	Slightly Disagree	18	11.8	11.8	29.4
	Neutral	25	16.3	16.3	45.8
	Slightly Agree	41	26.8	26.8	72.5
	Agree	29	19.0	19.0	91.5
	Strongly Agree	13	8.5	8.5	100.0
	Total	153	100.0	100.0	

Appendix 4 – Continue 1: One Sample T-test

K) One-Sample statistic

	N	Mean	Std. Devia- tion	Std. Error Mean
Q12 Have you ever had the same or similar idea of traveling after looking up the travel-related content published by internet celebrity?	153	1.02	0.139	0.011
Q13 Have you ever included the tourism-related content published by internet celebrity in your travel itinerary?	153	1.04	0.195	0.016
Q15 How many times have you truly carried out the activities/recommendations mentioned on the travel-related content published by internet celebrity?	153	2.52	0.726	0.059
Q17 The content published by internet celebrity meets your expectations.	153	5.73	1.153	0.093
Q18 You have moments of disappointment after implementing the activities/recommendations mentioned in the travel-related content published by internet celebrity.	153	4.41	1.616	0.131

Value labels:

- 1 = Yes
- 2 = No

- 1 = 0 times
- 2 = 1-2 times
- 3 = 3-4 times
- 4 = more than five times

Appendix 4 – Continue 2: One Sample T-test

L) One-Sample Test

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Differ- ence	95% Confidence Interval of the Difference	
					Lower	Upper
Q12 Have you ever had the same or similar idea of traveling after looking up the travel-related content published by internet celebrity?	90.665	152	0.000	1.020	1.00	1.04
Q13 Have you ever included the tourism-related content published by internet celebrity in your travel itinerary?	66.006	152	0.000	1.039	1.01	1.07
Q15 How many times have you truly carried out the activities/recommendations mentioned on the travel-related content published by internet celebrity?	42.847	152	0.000	2.516	2.40	2.63
Q17 The content published by internet celebrity meets your expectations.	61.502	152	0.000	5.732	5.55	5.92
Q18 You have moments of disappointment after implementing the activities/recommendations mentioned in the travel-related content published by internet celebrity.	33.722	152	0.000	4.405	4.15	4.66