

Chapter 6

Influence of TikTok and Celebrity on Intention to Visit Tourist Destinations: Case Study in Ho Chi Minh City, Vietnam


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ABSTRACT

This chapter focuses on the role of TikTok and the influence of celebrities on tourists' intention to visit promoted tourist destinations. An online survey was conducted with over 240 young people aged 18 to 25 in Ho Chi Minh City, Vietnam. Participants were further exposed to celebrity TikTok videos promoting tourist attractions before answering a structured survey questionnaire. Results of quantitative analysis using SPSS research methodology found stronger attachment to TikTok celebrities positive-

DOI: 10.4018/979-8-3373-6701-9.ch006

ly predicted perceived social presence and higher state of presence. Furthermore, social presence and state of presence were positively correlated with enjoyment of travel content. Finally, enjoyment showed a positive relationship with intention to visit the recommended destinations. The findings contribute new evidence on how celebrity engagement and engaging viewing experiences on TikTok combine to drive travel intentions. Additionally the chapter helps highlight the importance of strategic social media market marketing partnerships in tourism promotion.

1. INTRODUCTION

Travel activities were restricted due to detrimental effects of COVID-19 (Gómez-Díaz, 2021; Yang & Wong, 2020). In particular, travelers' negative feelings have been exacerbated by the post-COVID-19 economic crisis (Gómez-Díaz, 2021; Yang & Wong, 2020). In light of this, travelers are progressively changing their viewpoint from field trips to short video experiences (Nabity-Grover et al., 2020). Short video tourist experiences are becoming more and more significant in destination development (Liu et al., 2025). For instance, travelers can enjoy a positive narrative transportation experience and so feel more present when the trip is conveyed through brief social media videos (Bai et al., 2023). In recent years, the video-sharing social media platform TikTok has exploded in popularity as a social media platform, especially among young people (Liu et al., 2024). It is estimated to have more than 1 billion monthly active users globally. With an entertaining video format and moderate capacity, TikTok has become a powerful marketing tool for destinations that want to attract tourists (Liu et al., 2024). Social media influencers and famous individuals have become key celebrities on TikTok, attracting a large number of followers. They share personal travel videos and attractive suggestions, create strong connections, and spread their passion for travel through this platform (Liu et al., 2025). At the same time, they have also cleverly used TikTok to bring followers sharing about their personal travel journeys (Huang et al., 2024; Zhao et al., 2022).

Furthermore, from the standpoint of a destination promoter, research supports the function that social media played in destination marketing since it can reinforce the behavioral intentions of customers (Arasli et al., 2021). Research shows that social media development in the hospitality and tourism industry is still in its infancy, despite the fact that social media has been used progressively for marketing (Nusair et al., 2019).

Two important research gaps in the existing literature are intended to be filled by this study. First of all, tourism research has thoroughly examined social media as a crucial information communications and digital marketing tool. It has been

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