

# Safety, security, clean air and intention to experience: Do TikTok short video narratives matter?

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## Abstract

Safety, security, and clean air have been given some appreciable attention in tourism research and practice. However, little is known about TikTok short video narratives of safety, security, and clean air of a tourism destination. To fill this knowledge gap, this study was guided by narrative transportation theory to examine the impact of TikTok short safety, security, and clean air video narratives on potential tourist intention to experience. The snowball sampling technique was employed to select 357 potential tourists, and the structural equation modelling analysis was utilised to analyse the survey gathered data. The results revealed that there were significant positive associations between short video narratives about safety, security, clean air, and intention to experience. Additionally, the moderating effects of TikTok short video narratives showed a significant positive impact between security, and clean air on intention to experience. Destination marketers and management could utilise TikTok short video narratives in promoting tourism sites through the perspective of tourists.

## Keywords

TikTok short video, safety, security, clean air, intention to experience, narratives

## Introduction

Social media platforms, like the fastest growing TikTok application recently (Du et al., 2022), are progressively

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influencing consumer behaviour in the tourism business. Thus, influencing travellers' opinions, feelings, and experiences as some tourists use them more frequently during on-site experience, and feedback stages (Weimann and Masri, 2020; Wengel et al., 2022). As a result, social media opinions and recommendations, especially those that support tourist video reviews and heighten interest in a specific location are becoming more important in the process of destination decision-making. The aim of this study is to examine how social media platforms like TikTok can affect potential tourists' concerns about safety, security, and clean air of a particular destination.

Importantly, the primary function of most destinations is marketing the destination as a safe and secure haven. Recommendation about a destination's safety, and security concerns largely influence potential tourist intention to visit (Mohammed et al., 2022), and many stakeholders within the tourism organisations could leverage TikTok to achieve this. For instance, previous research has established the impact of millennials production and sharing of short-form travel videos on TikTok (Du et al., 2022), spreading hate on TikTok (Weimann and Masri, 2020), destination short videos and customers' attitude (Cao et al., 2021), infra-structuralization of TikTok (Zhang, 2021). However, past studies have failed to pay attention to the role of TikTok short videos through tourist's narratives about safety, security, and clean air issues on potential tourist intention to experience.

This is because a narrative story is more likely to inspire people to envisage particular experiences they would have while travelling (Smith and Monforte, 2020; Taylor et al., 1998). That is, the experience of being overwhelmed in the narrative of the tourist experience about safety, security and clean air of a destination while reading or watching a video can be equal to the actual process of travelling. Unlike most previous studies (Yang et al., 2022; Zhu et al., 2022) that view TikTok short video narratives as an antecedent of intention to visit, this study postulates that TikTok short video narratives exert a vital moderating role on the potential tourist intention to experience a destination. As it has been established that, the scenario of narratives and narrative transportation is considered limited, and the strong effect of narratives indicate that it should be more applicable in future to enhance its impact (Cao et al., 2022). Furthermore, Carassa et al. (2005) suggested that the mental transportation provided by narratives may be able to act as a moderator for the hypothesised effects of navigability, that is, they may be able to reduce or increase the influence of technology-centric variables like TikTok on intention to experience. In achieving

this, this study makes valuable contributions in the following ways:

First, to the best of our knowledge, no study has tested the moderating role of TikTok short video narratives within the lenses of safety, security, clean air and intention to experience. Therefore, this study expands the scarce knowledge on the moderating role of TikTok short video narratives between safety, security, clean air and intention to experience, and provides valuable insights for destination marketers. Second, the current study investigates this phenomenon and broadens the narrative transportation theory by extending it to a visual storytelling style on TikTok, which could enhance self-connection (Lim and Childs, 2020) with a destination. Third, this study is the first of its kind to provide an understanding of TikTok short video narratives within the Ghanaian context. Despite Ghana being characterised with 8.8 million users of social media of the 17 million Ghanaians (Sasu, 2022), much is not known about the utilisation of social media platforms such as TikTok short video narratives in explaining intention to experience. Again, though scholars have acknowledged the use of social media in tourism (Preko et al., 2022; Osei et al., 2018), the concept of TikTok short video narratives is fairly limited. The remaining of the sections are organised as literature review, and hypotheses development, followed by methodology, presentation of results, discussion and implications, and recommendation for future studies is captured as well.

## Literature review

### *Theory of narrative transportation*

This current study is guided by the theory of narrative transportation because it is considered as a critical mechanism that underlies and shapes individuals' beliefs and attitudes (Green, 2021). The theory assumed that the manner in which narratives are processed can immerse people into a story (Green and Brock, 2000). In this regard, tourists appear to live in and become a part of the narratives' world, such that they feel it was real (Green and Brock, 2000; Cao et al., 2021). "The narratological paradigm regards the individual as the narrator and co-author of a story and emphasises that the individual is a complete participant in the creation of information" (Guo et al., 2022: p. 152). Literature (Green et al., 2004; Moscardo, 2020) have expressed that many people enjoy the pleasure involved in when they escape reality and lose themselves in the world of fiction. This pleasure of being immersed in a narrative is an explanation of why good narratives can change moods, beliefs and attitudes (Green et al., 2004).

Lundberg et al. (2018) noted that the long-term consumption of media strengthens the cognitive and emotional associations of viewers with the character they admire. Such associations are established on persuasive narratives (Irimiás et al., 2021) and are improved by the active engagement of viewers in narrative transportations (Gerig, 1993; Green et al., 2004). Within the lens of marketing, Tussyadiah et al. (2011) identified narratives as an effective tool for marketing products and services. Similarly, in the domain of tourism marketing, narratives have been used to examine immerse tourist experience (Back et al., 2020). In this study, short videos on TikTok are considered as narratives that integrate the tourist, the destination environment and all other events taking place around the destination (Fledkamp, 2021). As noted by Campos et al. (2018), tourists will experience destinations based on the feeling of being part and co-create the narrative, as there is a high probability that this could influence tourist mental-state of being immersed in the short video. In this way, when tourists view a short video about a destination, they may envision the destination to visit.

### *TikTok and tourism*

TikTok, known in China as Douyin is a social media platform that enables users to create, discover and share short videos (Wengel et al., 2022). The platform was launched in 2016 as Musical.ly and was renamed as TikTok in 2017 (Montag et al., 2021). TikTok departs from other social media platforms in that the platform is easy to use and rich in content (Al-Marroof et al., 2021) and its presents in over 100 countries (Li et al., 2021) and can boost over 800 million monthly active users, with over two billion downloads over (Li, 2021). The platform exceeded Facebook, YouTube and Instagram as the most downloaded mobile application (app) in 2018 and 2019. Zhu et al. (2022, p. 2) expressed that “these characteristics make TikTok a distinctive experience platform that cannot be ignored in tourism research”.

Accordingly, present-day tourists are utilising the TikTok platform before, on-site-experience and post-experience, as it serves as a guide to their behaviour (Fledkamp, 2021). Du et al. (2020) noted that TikTok enables on-site short videos to go viral, as a result, it attracts tourists to destinations. Similarly, Lv and Chen (2018) expressed that the platforms enable users to search for destinations using keywords, check hashtags that are trending and follow travel accounts as well. Based on this, the platform shapes tourist feelings, experiences and perceptions (Pop et al., 2021), and has become critical in their destination decision-making

process (Wengel et al., 2022). This has therefore become an important marketing strategy for destination managers as well (Chu et al., 2022). In this study, a potential tourist is defined as any individual who has watched the short video narratives and have not visited the destination before.

### *Safety and intention to experience*

Tourists, when exploring destinations, are noted to engage in dangerous activities (Wang et al., 2019), while their safety remains at risk (Cheng et al., 2018). Poku and Boakye (2020, p. 17) defined safety as “protecting people against unintended consequences”. In this study, safety is characterised by a situation where tourists are protected from risk or threats. Zheng et al. (2020) noted that safety is a requirement of tourism, since some of them are prone to injuries (Cheng et al., 2018). As a result, destination managers treat safety as a basic necessity for destination sustainability (Zheng et al., 2020). Therefore, it is expedient for potential tourists to be concerned about their safety in watching TikTok videos (Li et al., 2020). For instance, a narrative by a tourist about a destination’s safety within a shared TikTok video might be an antecedent for a potential tourist intention to experience the destination. Considering this propensity, the concept of safety issues by the narrative of TikTok from tourists remains unexplored. And this relationship continues to be missing in extant literature, despite the relevance of TikTok in explaining intention to experience. Therefore, we hypothesised that:

H<sub>1</sub>: Tourist short video narratives about safety will significantly influence intention to experience.

### *Security and intention to experience*

Tourist security has been identified as an important factor in tourism development (Amir et al., 2015). Within tourism, security is characterised as the prevention of tourists against events that may cause harm to the tourists (Mohammed et al., 2022). Also, security is defined as “protection against a person or thing that seeks to harm another” (Poku and Boakye, 2020: pp. 17-18). Based on the conceptualisation of security in this study, TikTok security short video narrative is about the destination being free of crime and the adequate protection of tourists. Security play’s important role in the tourist decision-making process. This is because most tourists are concerned about security issues (Poku and Boakye, 2019) surrounding destinations they intend to visit (Zou and Meng, 2020). Notably, Marine-Roig and Huertas (2020) revealed that destinations that are well secured are able to attract

tourists more than unsecured destinations. Particularly destinations that are shown on TikTok short video narratives will attract tourists to experience the destination. This means that the platform provides security related information of tourism destinations. [Zhu et al. \(2022\)](#) noted that TikTok has influenced more tourists to experience destinations than ever. Although the issue of security and tourist intentions to experience destinations have been explored, there appears to be a dearth of studies utilising TikTok security short video narratives to explain potential tourist intention to experience a destination. Therefore, this hypothesis was proposed:

H<sub>2</sub>: Tourist short video narratives about security will significantly influence intention to experience.

### *Clean air and intention to experience*

Literature ([Deng et al., 2017](#); [Chen et al., 2021](#)) has ranked clean air as one of the main factors that tourists consider when making travel decisions. According to [Su and Lee \(2022\)](#), tourists are expecting to witness beautiful scenery, gain memorable experiences, and enjoy the best of times. However, scholars such as [Atzori et al. \(2018\)](#) and [Dai et al. \(2021\)](#) have noted that changes in the environment negatively affects the natural sceneries, including the quality of air. As a result, there is a decline in tourist intentions to experience such destinations ([Carneiro et al., 2018](#); [Saura et al., 2018](#)). Tourists are able to feel the scenery and atmosphere of destinations while watching short video narratives on TikTok, an indication that they may be influenced by what they saw on the video ([Fan and Lin, 2022](#)). Despite the importance of clean air to tourist visitations, the issue of TikTok clean air short video narratives and tourist intention to experience destinations appears to be missing in literature. This study therefore hypothesised that:

H<sub>3</sub>: Tourist short video narratives about clean air will significantly influence intention to experience.

## **Moderating role of tiktok short video narratives**

### *Safety and intention to experience*

Safety is one of the basic needs of mankind ([Korstanje, 2020](#)). Under the lens of tourism, safety is seen as the probability of tourists meeting issues that are related to natural disasters, sexual assault, criminal activities and violence ([Arshad et al., 2018](#)). As a result, tourists avoid destinations they deem unsafe and resort to destinations that are safe ([Silva et al., 2010](#)). [Labanauskaitė et al. \(2020\)](#) expressed that tourism

success largely depends on promotional campaigns. Literature described TikTok as an important tool for marketing destinations as a result of its convenience and promotability ([Du et al., 2020](#); [Wengel et al., 2020](#)). This is because tourists in recent times are happily “creating and sharing” their destination experiences on the platform ([Du et al., 2020](#)). An indication that these destinations are safe. Prior studies have found that TikTok videos have a positive effect on tourist intentions to experience destinations ([Chenchen et al., 2020](#); [Wengel et al., 2022](#)). However, the issue of TikTok short video narratives moderating the relationship between tourist safety and their intention to experience destinations continue to be scantily addressed in the literature. This study therefore hypothesis that:

H<sub>4a</sub>: TikTok short video narratives significantly moderates the relationship between safety and intention to experience.

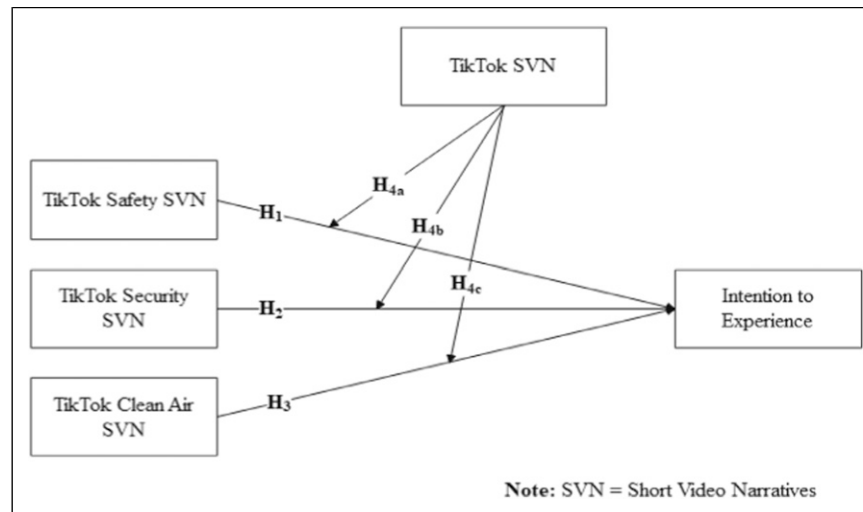
### *Security and intention to experience*

Tourists in preparing to experience destinations are mostly concerned with security, particularly after 9/11 attacks ([Mohammed et al., 2021](#)). The dilemma of tourist security has been a great concern for destination managers ([Korstanje, 2020](#)). As security concerns are a great factor that prevents tourists from experiencing destinations ([Chili, 2018](#)). Tourists prefer to travel to destinations that are free from insecurity ([Chebli, 2020](#)). According to [Liu and Pratt \(2017, p 404\)](#), “fear and insecurity are major barriers to international travel”. In 2015, tourists were compelled to cancel or shift their bookings to other destinations as a result of the killing of the 38 tourists in Tunisia in 2015 ([Fourie et al., 2020](#)). It is grounded in literature ([Pop et al., 2021](#); [Wang et al., 2022](#)) that videos on TikTok play a key role in destination management and tourist travel behaviours and their intentions to experience destinations. Based on these arguments, this current study hypothesised that:

H<sub>4b</sub>: TikTok short video narratives significantly moderates the relationship between security and intention to experience.

### *Clean air and intention to experience*

The tourism sector is described as a double edge sword as it contributes to economic development and at the same time inflicts severe damage on the natural environment ([Inchausti-Sintes, 2021](#)). Air pollution is identified as one of the negative effects of tourism activities ([Zeng et al., 2021](#)). Notably, air pollution affects



**Figure 1.** Conceptual framework.

the growth of tourism as tourists will stay away from destinations without clear air (Zhang et al., 2020). Tourists are focused on clean air because air pollution leads them to emotional and mental depression and also impair visibility (Hadley et al., 2018; Xu and Dong, 2020). This will drastically minimise the “aesthetic enjoyment and pleasure” tourists would have obtained, and further minimise their intentions to experience these destinations (Poudyal et al., 2013). As a result, it is anticipated that air pollution will negatively affect tourists’ intentions to experience destinations (Zeng et al., 2021). Wengel et al. (2022) noted that the use of TikTok in promoting destinations largely attracts tourists Figure 1. Managers must therefore employ TikTok to influence tourists to experience their destinations. Based on these arguments, this study hypothesised that:

H<sub>4c</sub>: TikTok short narrative video significantly moderates the relationship between air and tourist intention to experience (see Figure 1).

## Methodology

### Sampling

The sampling frame was made up of TikTok viewers who had watched the video, on the assumption that they would be readily transported by the narratives (Green, 2004). The study’s participants were recruited through snowballing, beginning from the authors own network; subsequently five research assistants with University of Ghana Business School were involved to assist in the data collection. All the research assistants were provided with detailed research protocols to ensure consistency. Based on the assumption that SEM requires a

minimum sample size of 100 (Hair et al., 2010), a practical sample size of 450 potential tourists were targeted. Conveniently, 357 Ghanaians indicated that they have watched the video and responded to the questionnaire respectively, constituting 79 percent (79%), which is free from response bias (Nulty, 2008). Two screening questions were asked (i.e., whether the potential tourist has watched the video? and whether they have visited the destination before?). Those who indicated that they have not watched the video and have visited the destination before were not further asked to respond to the online questionnaire.

Earlier, we selected a brief TikTok video with a high degree of narrativity that tells the story of a tourist’s visit to Mole National Park. This video was considered due to; one, its high density and narrativity about the destination. Second, it contained valuable information about safety, security, and clean air which is in line with the objective of the study than other videos. Third, this video is a real-world video which is free from studio editing and production (Cao et al., 2021). From the perspective of a tourist, a short video that recounts a female visitor in Africa textile style was used. The video was named “experiencing the scenery of Mole National Park” and lasted for 4 min which is within the recognised function of TikTok that have a video length of 15 seconds to 15 minutes. The narrative voice is as follows:

“I have found a destination that few people might be likely to have visited. I had a joyful vacation, with a serene atmosphere which is free from dust and scorching sun. In fact, this weather full of harmattan is an added experience. The safety issues are highly recommended. During my visitation to the adjoining communities within the destination, the community people are well coming, law abiding, and do not

**Table 1.** Demographic characteristics.

Profile	Frequency	Percent
<b>Gender</b>		
Female	175	49.0
Male	182	51.0
Total	357	100.0
<b>Age</b>		
18-29 years	102	28.6
30-39 years	125	35.0
40-49 years	80	22.4
50-59 years	50	14.0
Total	357	100.0
<b>Frequency of using TikTok</b>		
Once in a day	3	0.9
Twice in a day	4	1.1
Thrice in a day	150	42.0
More thrice and others	200	56.0
Total	357	100.0

harass tourists. The tour guards and the provision of adequate uniform security men are intact with valid identification numbers. It is worth it to experience this destination.”

After watching the short video, the respondents answered these statements (see. [Table 2](#)) which includes various measures about safety and security issues of the destination. All the items were measured on a five (5) point Likert scale which ranges from strongly disagree (1) to strongly agree (5). All the items were adapted from previous studies which includes TikTok short video narratives, safety, security, clean air, and intention to experience (see. [Table 1](#)). In all, a final 357 questionnaires were collected, and the demographic characteristics of the sampled respondents are captured in [Table 1](#). That is, [Table 1](#) revealed that most of the participants sampled (51.0%) are male. With reference to age, most (35.0%) of the respondents were between the age bracket of 30-39 years. With regard to frequency of using TikTok, 56.0% of the participants revealed that they used TikTok more than thrice and others in a day.

### Measurement model

A number of fit indices were computed to evaluate the measurement model as a whole. With a significant chi-square statistic (chi-square = 275.580), as well as other favourable indices as RMSEA (0.002), TLI (0.978), CFI (0.983), and SRMR (0.003), the outcome showed an adequate model fit ([Hair et al., 1998](#)). The measurement scale's reliability was evaluated using composite reliability (CR). All of the constructs' CR values

were high, exceeding the threshold of 0.8 ([Table 2](#)), demonstrating reliability ([Fornell and Larcker, 1981](#); [Nunnally, 1970](#)). To assess the convergent validity, average variance extracted (AVE) values were evaluated. The five instruments were above the recommended value of 0.5, as shown in [Table 3](#), suggesting good convergent validity ([Fornell and Larcker, 1981](#)). To assess discriminant validity, the correlation between factors and the square root of the AVEs were compared. As a result, a good level of discriminant validity was confirmed by the finding that the square roots of AVE values were greater than the correlations between factors.

### Structural model

To evaluate the hypothesis, structural equation modelling (SEM) analysis was performed. The outcomes showed an excellent model fit. The recommended value of three for the chi-square to degrees of freedom ratio was met (i.e., 0.001). Other fit indices showed satisfactory results as well, including RMSEA (0.001), CFI (0.989), TLI (0.989), and SRMR (0.002). ([Hair et al., 2010](#)). The findings (see. [Table 4](#)) revealed that safety had a significant positive (t-value = 7.080) impact on intention to experience, hence  $H_1$  was supported. Security had a significant positive (t-value = 5.700) effect on intention to experience, thus  $H_2$  was supported. Clean air significantly and positively (t-value = 5.480) affects intention to experience, therefore  $H_3$  was supported. With regards to the moderating effect,  $H_4$  negatively and significantly (t-value = -6.160) affected the relationship between safety and intention to experience, hence the hypothesis was not supported. However, there existed a positive significant impact of TikTok video between security, clean air, and intention to experience, thus  $H_{5\&6}$  were supported respectively.

### Discussion and implications

The current study contributes to literature by investigating safety, security, clean air and intention to experience tourist destination marketing and management perspective, responding to the scanty for these concepts' specific examination with TikTok video narratives. Secondly, due to the proposed conceptual model, this study developed the understanding of the role of TikTok short video narratives as the driver between safety, security, clean air and intention to experience. The study findings propose that in tourism destination marketing, safety, security, clean air narratives from the perspective of tourists are crucial in building potential tourist intention to experience. Thirdly, the study adds to the narrative transportation

**Table 2.** Measure.

Constructs	Code	Loading	CR
TikTok short video narratives (Cao et al., 2021)			0.940
I Watch videos shared on TikTok before taking decisions on the destination to visit	TSVN1	0.718	
Videos shared on TikTok enhances my prior knowledge about the destination	TSVN 2	0.882	
While watching the TikTok tourism videos, I felt the normal experience of being at the tourism destination	TSVN 3	0.805	
While watching the TikTok tourism video, the destination attraction was a reality for me	TSVN 4	0.768	
While watching the TikTok tourism video, I thought to myself I was actually part of the destination	TSVN 5	0.755	
TikTok safety short video narratives (Mohammed et al., 2022; Preko, 2021)			0.890
I Feel the local residents are friendly to tourist	TSFSVN1	0.823	
I Feel the local residents do not discriminate against tourist	TSFSVN 2	0.796	
I Feel the local residents are law abiding	TSFSVN 3	0.628	
I Feel the local residents do not harass tourist	TSFSVN 4	0.660	
TikTok security short video narratives (Mohammed et al., 2022; Preko, 2021)			0.900
I Did not see any crime or violence at the destination	TSCSVN1	0.664	
I Saw that there is adequate security (e.g., CCT cameras) at the destination	TSCSVN 2	0.687	
I Did not see any homicide attacks	TSCSVN 3	0.802	
I Did not witness any homicide attacks	TSCSVN 4	0.870	
TikTok clean air short video narratives (Wemgel et al., 2022)			0.910
I Feel the potential of good air quality free from dust at the destination	TCASVN1	0.809	
I Feel the weather is not dry	TCASVN 2	0.808	
I Feel the potential of less worsening air quality from dust	TCASVN 3	0.784	
I Feel the potential of less worsening air quality from heatwaves	TCASVN 4	0.651	
Intention to experience (Lee et al., 2018)			0.960
It will be joyful if I experience this destination	IE1	0.904	
It will be delightful if I experience this destination	IE2	0.881	
I Will have exciting times if I experience this destination	IE3	0.895	
Visiting this destination will give me a plausible experience	IE4	0.822	

**Table 3.** Discriminant validity.

Constructs	AVE	1	2	3	4	5
TSVN	0.620	<b>0.787</b>				
TSFSVN	0.535	0.209**	<b>0.731</b>			
TSCSVN	0.578	0.291**	0.406**	<b>0.760</b>		
TCASVN	0.587	0.399**	0.417**	0.458**	<b>0.766</b>	
IE	0.768	0.320**	0.419**	0.442**	0.543**	<b>0.876</b>

Note: The bolded diagonal values are the square root of AVE, and “\*\*p < .01 at 1%”.

theory by revealing how TikTok short video narratives enhance the understanding of safety, security, and clean air in explaining potential tourist intention to experience. Also, this study provided one of the novelties within the Ghanaian tourism context that shows that TikTok short video narratives explains potential tourist intention to experience, which have been neglected from previous (Preko et al., 2022; Osei et al., 2018) tourism literature.

The result of the study revealed that TikTok safety short video narratives had a positive significant impact

on intention to experience. Previous studies (Jeon et al., 2022; Moon et al., 2017) have established the impact of safety on behavioural intentions within tourism marketing and destination management; nevertheless, past research failed to establish the relationship between TikTok safety short video narratives and intention to experience which makes this result novel and compelling to the tourism industry. Due to the high patronage of TikTok in shaping destination’s demands (Wenggel et al., 2022), potential tourists are now utilising TikTok short video narratives about safety as a

**Table 4.** Hypotheses Path.

Hypotheses	Path	Coefficient	t-values	Decision
H <sub>1</sub>	TSFSVN → IE	0.337	7.080***	Supported
H <sub>2</sub>	TSCSVN → IE	0.342	5.700***	Supported
H <sub>3</sub>	TCASVN → IE	0.244	5.480***	Supported
<b>Moderators</b>				
H <sub>4</sub>	TSFSVN * TSVN	-0.186	-6.160***	Not-supported
H <sub>5</sub>	TSCSVN * TSVN	0.098	3.29**	Supported
H <sub>6</sub>	TCASVN * TSVN	0.104	2.930**	Supported

\*\*\* $p < .01$ ; \*\* $p < .05$ .

panacea for intention to experience a destination. Thus, tourist safety video narratives about friendly local residents, no discrimination, law abiding, lack of tourist harassment are items considered in shaping safety arguments on intention to experience.

Another key contribution of this study is the positive significant impact of TikTok security short video narratives on intention to experience. This is considered the first of its kind that such a relationship has been established. Departed from previous studies about security (Mohammed et al., 2022), and TikTok (Cao et al., 2021), this study showed that TikTok security short video narratives about a destination explains intention to experience. This could be attributed to the fact that the perspective of a tourist sharing a short video about his/her experience of security in terms of not observing any crime or violence at the destination, and homicide attacks could influence likely tourist intention to experience such a destination. Hence, TikTok short video narratives from the perspective of tourist experience might be shaping and serving as a source of information for potential tourists in searching for a destination to visit.

Our findings revealed that TikTok clean air short video narratives strongly support potential tourist intention to experience the destination. This supports the assertion of the narrative transportation theory (Escalas, 2004). Thus, likely tourists can be immersed by the narration of the tourist about how clean the air can be accommodative in relation to less worsening air quality from dust, and less heat waves, which could highly trigger intention to experience. This contributed to the highly neglected area of TikTok clean air short video narratives and intention to experience within destination marketing and management from the perspective of tourist experience.

Importantly, this research has demonstrated a unique perspective on the moderating role of TikTok short video narratives between security, clean air, and intention to experience. For instance, the positive significant moderation between security and intention

to experience shows the importance of TikTok short video narratives (Du et al., 2022) in defining marketing and promotion of destinations through the perspective of the tourist without sometimes the knowledge of destination marketers and managers. Again, the positive significant moderating role between clean air and intention to experience extends and adds to existing research about the importance of TikTok short videos in helping potential tourist decision-making to which actual destination to experience a feeling of clean air and serene environment (Wengel et al., 2022). This result could be attributed to the location and season in which the data was collected. As within that season the Northern part of the country specifically, the Savanna Region has been entangled with a weather that is perceived to be dry, dusty and tourist unfriendly. However, sharing a TikTok video narratives that shows otherwise is playing a role in shaping and strengthening the decision of potential tourists to experience the destination even within that season. Notably, TikTok short video narratives weaken the relationship between safety and potential tourist intention to experience. This could be attributed to the nature of the weather in the video, as it looks quite foggy due to the harmattan season that the video was taken. Therefore, the tourist might feel unsafe in visiting the destination. This result could not be referenced to other studies, as it is the first of its kind in examining this relationship.

### *Theoretical implication*

This study extends the theory of narrative transportation by clarifying the antecedents and consequent variables of narrative transportation to "TikTok short video narratives". First the study revealed that TikTok short video narratives from the perspective of potential tourists affect the intention to experience a tourism destination. Specifically, stronger cause and effect narratives, which are essential for intention to experience a destination. Notably this is distinct from previous studies (Cao et al., 2021). Secondly, the study

shed light on the moderating mechanism underlying the link between safety, security, clean air, and intention to experience, which has been neglected and considered missing in the literature. We extend and provided difference perspectives of safety, security (Moahammed et al., 2022), and clean air (Wengel et al., 2022) within the narrative transportation theory (Van Laer et al., 2019), which revealed that TikTok narratives about safety, security, and clean air short videos resulted in the intention of potential tourist to experience a destination.

Again, in this study TikTok short video narratives strengthen the relationships between security, clean air, and intention to experience. This is the first of its kind to contribute to the literature in this regard. For instance, the studies of safety, security, and clean air are highly concentrated on safety and security issues from the view of migrant tourists (Preko, 2021), sense of safety and trustworthiness (Preko and Gyepi-Garbrah, 2021). The current study extends and supports the concept of TikTok short video narratives in enhancing the issues of security, clean air, and intention to experience within tourist marketing and management from the perspective of tourists. Overall, the findings of TikTok short video narratives about safety, security, and clean air extend our knowledge of narrative transportation theory. Previous studies have investigated the role of destination narrative transportation (Cao et al., 2021), narrative element in online destination marketing (Pachucki et al., 2022), narrative transportation and travel (Irimiás et al., 2021), destination as product placement (Jung and Childs, 2020). The present results extend and support narrative transportation theory in the field of destination safety, security, and clean air within tourism marketing and management from the perspective of tourists in the context of TikTok short video narratives.

### *Practical implication*

The findings of this study can contribute to both destination marketers and management. Firstly, based on the findings, marketers and management of the destination should utilise TikTok video narratives that are shared by tourists as a strategy to promote the destination. That is, destination managers can co-create the videos with the tourist in order to achieve some mileage with it. This can be done in a form of sensitising the tourist and provision of free data at the destination. This could enable the tourist to share their wonderful narrative experiences about the destination through TikTok and other social media platforms. For instance, the management of the Mole National Park should advise and encourage their visitors to share live

or recorded videos in a form of narrative on TikTok, since it has been revealed to be an important tool in triggering potential tourist intention to experience.

Secondly, the TikTok safety, security, and clean air narrative videos can serve as a strategic tool for destination marketers, as these issues continue to hamper the tourism sector (Mohammed et al., 2022; Preko, 2021). Considering the recent happenings (i.e., the surge of insurgencies in Burkina Faso, Grand-Bassam attack in Ivory Coast) within the West African countries, safety, and security issues that promote a destination might have metamorphosed the destination into one of the most preferred. That is, these short video narratives are new ways to show potential tourists the landscape of safety, security, and clean air about the destination. This is the logical next stage in the historical development of information dissemination methods, which have ranged from written texts and reviews to visuals and images. Since short videos are an easy method for prospective tourists to learn more about a destination (Cao et al., 2021). Therefore, it can be beneficial for destination marketers and management to capitalise on tourists' sharing of short TikTok narrative videos. Thirdly, narrative TikTok short videos could be used in promotional activities by the destination to make it stand out and be more enticing. Additionally, a third party could be added to this by using the services of a destination evangelist. Given that visitor narratives could be more interesting than those from a destination.

### **Limitations and direction for future research**

A few limitations of this study present opportunities for future research. This study only utilised the narrative TikTok short video from the perspective of tourists with the absence of the destination's shared TikTok videos. While this study represents a first step towards understanding the effect of TikTok narrative short videos about safety, security, clean air in the tourism sector, further research should be conducted by exploring the confounding variables (e.g., gender, age, TikTok frequency), and other social media platforms (e.g., Facebook, Instagram) in order to confirm and contribute to the results. Additionally, it will be prudent for future studies to be longitudinal in nature to test whether the potential tourist would visit or have visited the destination based on the TikTok videos influence.

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