한국 장기체류 중국인 관광앱 사용경험: 샤오홍슈(Xiaohongshu) 앱 사례

Tourism Experience Sharing of Long-term Living Chinese in South Korea: Case of Xiaohongshu App (RED)

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─────────── 요   약 ───────────

본 연구는 샤오홍슈 앱(RED app)을 이용하여 한국에 장기간 체류하는 중국인을 대상으로 설문조사를 실시하여 중국인의 한국 관광행위를 조사하고 분석하였다. 기억할만한 관광경험(MTEs: Memorable Tourism Experiences) 모델을 기반으로 몇 가지 변수를 추가하여 한국에서 장기간 체유하는 중국인의 여행 행동을 분석합니다. 최근 사용자 수가 많은 모바일 앱: 샤우홍슈(RED)의 이용자를 대상으로 조사했다. 212개의 유효한 표본분석을 통해 몇 가지 결론을 도출하였다. (1) 경치, 오락 및 정보성이 사람들의 여행 경험 공유에게 긍정적 영향을 주지만 상호작용 요인이 그렇지 않다는 결론을 발견하였다. (2) 여행 경험을 공유하는 행위는 여행 만족도와 다른 목적지에 방문하는 의도에 긍정적인 영향을 미치고 여행 만족도는 한국에 있는 다른 목적지에 방문하는 의도에 긍정적인 영향을 파악했다. 이 연구는 기억할만한 관광경험과 사용자 생성 콘텐츠(UGC: User-Generated Content) 모델을 결합하여 관광에 대한 문헌을 확장하여 외국인의 한국 관광행위에 관련하는 연구를 파악할 수 있다.

키워드 : 사용자 생성 콘텐츠(UGC), 소셜 미디어 플랫폼, 체험관광, 기억할만한 관광경험 (MTEs)

Ⅰ. Introduction[1]

Since there is an abundance of information available on the Internet, search has become increasingly dominant among travelers (Nezakati *et al.*, 2015; Xiang and Gretzel, 2010). Travelers look to online social networks for advice, recommendations, and insights when planning a trip (Bilgihan *et al.*, 2016). Social networks normally provide richer information than other types of platforms, such as official websites or media sharing sites (Munar and Jacobsen, 2014). For example, the TripAdvisor website, which is widely used worldwide, can provide a large amount of information about user-generated content (UGC) to travelers from all

over the world (Chung and Koo, 2015; Munar and Jacobsen, 2014; Xiang and Gretzel, 2010). Increasingly, online reviews and testimonials are perceived as having higher credibility than traditional sources of visitor information. Extensive research on the authenticity of the content shared on online platforms has demonstrated that content posted online can be trusted as long as two key elements are met: (1) posted by an independent person and (2) reflects the real experiences of that independent person (Akehurst, 2009; Fotis *et al.*, 2012; Gretzel, 2008; Xiang and Gretzel, 2010).

An increasing number of people share their travel and life experiences on online platforms. The size of online travel users in China reached 430 million in 2020, an increase of 53.5% compared to 280 million in 2015, with an average annual growth rate of 8.9% (Leadleo, 2020). Among the popular platforms in China, Xiaohongshu (RED), one of the most popular of the life-sharing social platforms used by Chinese users in recent years, has successfully combined social media and e-commerce and has successfully established a product review community model (Ren, 2018; Wang *et al.*, 2022). Furthermore, Kim and Tussyadiah (2013) argue that different social circles create various forms of communication, where each experience sharer can become a creator and distributor of information (Yoo and Gretzel, 2011). Travel experiences can be formed by organizing and discussing previous travel experiences in order to summarize the experience while looking forward to the next trip (Boyd and Ellison, 2010).

Interaction is an increasingly significant issue in tourism and in the literature related to tourism information systems, marketing of social media (Chunyu Li *et al.*, 2017; Tatar and Eren-Erdoğmuş, 2016) and interaction between consumers are most frequently cited (Bouchet *et al.*, 2004; Fairley *et al.*, 2018; Rong *et al.*, 2012). The study by Xiang *et al.* (2009) emphasizes the understanding of tourists' information needs

and how online information search can be useful for destination image development and how tourists can use search engines to have a more authentic and insightful experience (Xiang *et al.*, 2015). User-generated content (UGC) is increasingly considered a credible form of eWoM, and online information sharing can be considered a further development of sharing behavior in the age of blogging communities (Choi *et al.*, 2018; Lee and Hyun, 2016; Stepchenkova and Zhan, 2013). In this regard, we believe that the mobile phone application is a very convenient tool that is currently widely used as an invaluable information system capable of providing and sharing rich, instant travel information at any time (Khaghaany *et al.*, 2019).

In a review study on memorable travel memories, Hosany *et al.* (2022) mentioned that papers related to cross-cultural research have significant deficiencies in terms of content and comparative studies. Kim and Ritchie (2014) investigated the memorable travel experiences scales (MTEs) again in Taiwanese respondents after investigating and validating them in the United States. Despite this, measurement invariance across multiple contexts and groups as an influencing factor was not considered. And most authors in studies on MTEs have focused only on the empirical nature of tourists' personal access to information, i.e., the impact of information that tourists actively post on social platforms on their recall of trip memories and other tourists has not received extensive attention (Kim, 2018; Sharma and Nayak, 2019). Numerous scholars have extensively discussed the relationship between tourism services, emotions, satisfaction, and behavioral intentions (Baker and Crompton, 2000; Clemes *et al.*, 2011; Hutchinson *et al.*, 2009; Olorunniwo *et al.*, 2006). Wong *et al.* (2020) conducted a study on tourists' sharing behavior on social platforms and willingness to visit other folklore sightseeing places in ethnic minority destinations. The results show that all factors have

a positive effect on sharing behavior and visit intention. This is except for the entertainment factor, which does not directly affect the intention to see others. Shared behavior also increases the likelihood of travelers stopping at a particular place (Clemes *et al.*, 2011; Wong *et al.*, 2020). However, there is still a paucity of research on whether these subjective evaluations of tourism services are effectively disseminated through social platforms. This is because they influence the consumption choices of others.

In summary, the research objectives of this study are to (1) verify whether experiencing at a destination has a positive impact on the sharing of travel experiences. (2) Measure whether sharing behavior on social platforms has an impact on satisfaction with the services provided by the destination and on visit intention to other destinations. (3) Explore whether services satisfaction have a direct impact on visit intentions to other destinations. (4) Examine whether there is a difference in intention to visit other destinations due to differences in user characteristics. Our study will investigate the behaviors that affect their sharing of Korean travel experiences on RED and the effect of this behavior on the intention of experiencers to visit other destinations in Korea, using Chinese people who are long-term residents in Korea.

Ⅱ. Research Background

2.1 Memorable Tourism Experiences (MTEs) and Cross-culture Tourism

Consumers today consider experience a non-negligible factor in their lives (Hosany *et al.*, 2022; Mehmetoglu and Engen, 2011). The development of the commodity economy has led consumers to place an increasing emphasis on the importance and referability of experiences. According to a study by Kim

et al. (2012), it was argued that travel experiences are actively remembered and recalled by participants after the travel event is forensically born. Also, experiences have become a focus of tourism industry-related research attention as an everyday contact behavior common in everyday consumer life (Carù and Cova, 2003; Kim and So, 2022; Kirillova *et al.*, 2017; Oh *et al.*, 2007). The findings of Stone *et al.* (2018) demonstrate that travel industry-related suppliers are able to create "stories" by creating impressive experiences to engage consumers and make them recall the consumption event more strongly and positively. In addition, current research findings suggest that tourists who have positive memorable experiences are likely to develop attachment to the destination (Cifci, 2022; Tsai, 2016) and revisit behavior (Coudounaris and Sthapit, 2017).

Tourists are looking for authentic, meaningful, absorbing new knowledge and engaging experiences when visiting attractions (Hosany *et al.*, 2022; Lee, 2015; Sie *et al.*, 2018). MTEs are widely considered to be important predictors of positive tourist behavior (Chen *et al.*, 2020; Kim and Ritchie, 2014; Tsai, 2016). However, the number of studies on cross-cultural memorable tourism experiences is still small and geographically biased (Hosany *et al.*, 2022; Kim and Ritchie, 2014). In the study by Kim *et al.* (2012), 85 items across 16 different dimensions were collated from previous research. The development of a parsimonious scaling instrument was supported after screening and measurement. This practice was reduced to a model with seven concepts in the study by Kim and Ritchie (2014). They are Hedonics, Novelty, Local Culture, Refreshing, Meaningfulness, Involvement, and Knowledge. The results of the measurement prove that tourists who travel cross-culturally do have a high level of behavioral intention to have a memorable travel experience through interaction with the local culture. This finding also supports related research on cultural tour-

ism (Morgan and Xu, 2009; Seyfi *et al.*, 2020; Yang *et al.*, 2013). The research by Wong *et al.* (2020) measured how visiting a unique folk culture destination stimulated sharing behavior on social platforms and the intention to visit other similar destinations. Scenic views, folklore entertainment and interaction were selected to be the factors that attract tourists to share and stimulate other visiting behaviors.

2.2 Sharing of Tourism Information

Tourism experiences become memorable through post-trip interactions that construct shared memories and meanings on a communal level (Fairley *et al.*, 2018). Garrigós-Simón *et al.* (2015) argued that tourism experiences are in most cases generated through communication and interactions with other people. Similarly, it is shown that different social interactions and the establishment of meaningful relationships are key components for tourism activities and that the need for interpersonal relationships is one of the driving forces to carry out tourism activities (Bouchet *et al.*, 2004; Danièle and Thomas, 2015). In fact, postmodern trends evolve in terms of community links (Breda, 2004). Consumers are always looking for social interactions through which individuals have the opportunity to establish relationships with strangers and share their service experiences with other consumers. According to Le *et al.* (2010), the most noteworthy development in marketing research is the understanding of the causal and logical sequence of interactions between customers. Therefore, it is pertinent to develop new research methods for the interaction between "customer - customer" and "customer - platform".

As a result of the growth of public information platforms, more and more people choose to search and share destination-related information on public social media platforms. The Web 2.0 era provides an opportunity for people with travel experience to digitize their experience and provide a platform for people seeking "real" information as a reference (Gretzel, 2018; Volo, 2010). According to Munar (2010), as digital content becomes more private, knowledge is shared with users worldwide through social platforms (social software or web pages). The information uploaded to the software in real time so that it can be disseminated as platform reviews. This information is collected and analyzed to understand and even predict tourist behavior (Munar and Jacobsen, 2013). Shih (2009) and Hsu *et al.* (2006) show that objectively the development of the Internet has had a significant impact on the ability of tourists to learn and consume information at the destination. The willingness to share knowledge online depends on personal perceptions and social influences from the perspective of subjective actions.

The reliability of tourism information is an important factor influencing subjective information acceptance (Munar and Jacobsen, 2013). In studies by Fotis *et al.* (2012) and Berhanu and Raj (2020), it is argued that social media reduces the information gap introduced by intermediaries (e.g., travel agents, etc.) as it connects organizations or destinations directly to tourists. Previous studies have shown that close friends (Lien and Cao, 2014), experienced people through first-person accounts (Fotis *et al.*, 2012; Grobler, 2014; Munar and Jacobsen, 2013) and platforms with many users or companies that are widely known by the public (Lien and Cao, 2014; Zeng and Gerritsen, 2014) are more likely to be trusted by the viewers. Although some researchers argue that the identity of the publisher and the authenticity of the content cannot be guaranteed. Some companies can open accounts to post positive information about their own company or they can intentionally post negative information about their competitors' companies

(Hensel and Deis, 2010; Hu *et al.*, 2012). Therefore, it is very important to be proficient in using social platforms and to have the ability to judge the information.

2.3 Tourism Satisfaction and Visiting Intention of other Destination

Pizam (1978) applied the concept of customer satisfaction to tourism and destination-related research. The study of "tourist satisfaction" is centered on the products and services offered by the destination and spreads to other tourism-related components, such as hotel stays and revisits (Enz and Siguaw, 2003; Law *et al.*, 2015; Pai *et al.*, 2020), accessibility and utilization of public transportation (Arcury *et al.*, 2005; Cho *et al.*, 2021; Pasaogullari and Doratli, 2004), and the attractiveness of the destination culture for tourists (Jansen-Verbeke and Van Rekom, 1996; Lee *et al.*, 2009; Van der Ark and Richards, 2006; Zaman and Aktan, 2021). Improving tourist satisfaction not only makes a positive impact on the reputation of tourism service providers and destinations, but also enhances tourist loyalty, reduces price elasticity, lowers future transaction costs and increases productivity. Tourism satisfaction is therefore measured at national and regional levels. The importance of services in a tourist destination is perceived differently by tourists from different countries. It is likely that they will have different levels of satisfaction with the same services. Therefore, understanding the cultural background of tourists will help destinations to program culturally oriented marketing and services (Chen *et al.*, 2013; Lee, 2006; Pizam *et al.*, 1999).

Yu and Goulden (2006) analyzed several dimensions of international tourists' satisfaction with tourist attractions. There were seven items included in the study: (1) Attractions (2) Prices (3) Services (4) Facilities (5) Perceptions of the destination (6) Revisit and (7) Intention to recommend. The results of the survey showed different ratings in terms of attractions related to tourist facilities, quality of service cultural history and night activities. Although a single destination may not represent a generalized result for all destinations. As Soutar pointed out in 2001, different destinations require very different tourism costs, so customer satisfaction can't be measured by a single indicator. Tourists' expectations regarding the tourism process (quality perception) and whether their consumption matches the services received (value perception). Studies have confirmed that tourists' perception of the services being provided is positively related to their level of satisfaction (González *et al.*, 2007; Hosany *et al.*, 2015). This means that when tourists perceive that the services they receive are equal in value to the time and money they spend, their overall level of satisfaction with the destination is likely to increase. Thus, this approach allows for a more comprehensive measure of tourists' overall satisfaction with the destination (Chen *et al.*, 2013; Cho *et al.*, 2021; Song *et al.*, 2010).

Therefore, this study will combine two dimensions to assess the intention of tourists to visit continuously. Firstly, the temporal dimension includes two stages: post-trip sharing and planning for the next trip. Similar approaches have been used in similar studies (Buhalis and Amaranggana, 2013; Wong *et al.*, 2020). Secondly, at the level of information acquisition and sharing, the comparison of online collection of information versus offline actual consumption behavior has also been widely explored by scholars (Ho *et al.*, 2012; Lee and Hallak, 2020; Tan and Tang, 2013). This study argues that the RED platform and the experience of seeing a tourist attraction together influence the desire to share travel experiences on RED. Consumers are more likely to visit other destinations as a result
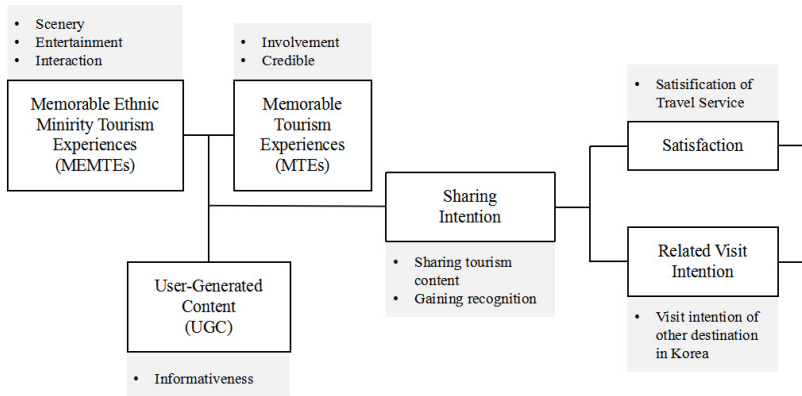
〈Figure 1〉 Conceptual Model

of this sharing behavior.

The development of the Internet and social platforms has made it possible for information to be shared and viewed more and more quickly and directly. And for travelers who are making short trips or long backpacking trips, it is important to be able to find information with authenticity, timeliness, and reference value of being on the platforms (Hosany *et al.*, 2017). If the travel information about a specific country or region can be displayed on the same platform, it will greatly enhance the convenience of information delivery. Combining theories related to sharing relevant travel information on social platforms, we propose a conceptual model in <Figure 1>. In this model, we try to identify the logical relationship between the factors that attract people to share travel experiences on the platform, the actual intention to share and the evaluation of the quality of the trip.

Ⅲ. Hypothesis Development and Research Model

3.1 Research Model

Based on prior research, we believe that it is essential to understand how the behavior of MTEs communicat-

ing through social platforms influences travel behavior. The factors influencing sharing behavior should include the usefulness of information from MTEs and social platforms (Kim and Ritchie, 2014; Wong *et al.*, 2020). When conducting sightseeing that is different from everyday culture, it is more appropriate to emphasize factors that have a high correlation with novelty and cultural differences. This is when considering the relationship between survey respondents and destinations. For example, Yang *et al.* (2013) and Wong *et al.* (2020) ethnic minorities and their cultures are the source of attraction for tourists and create the theory of memorable ethnic minority experiences (MEMTEs). The research model for this study is outlined in <Figure 2> by referring to the MEMTEs theory and by combining prior research. Based on prior research, we believe that it is necessary to understand how the behavior of MTEs' communication through social platforms has an impact on travel behavior. The factors that influence sharing behavior should include MTEs and the usefulness of information for social platforms. The model consists of the seven gist factors discussed above, which explain the impact of user-created content and memorable travel experiences on the intention to upload on the platform. Furthermore, it extends the relationship between sharing intentions for satisfaction with travel
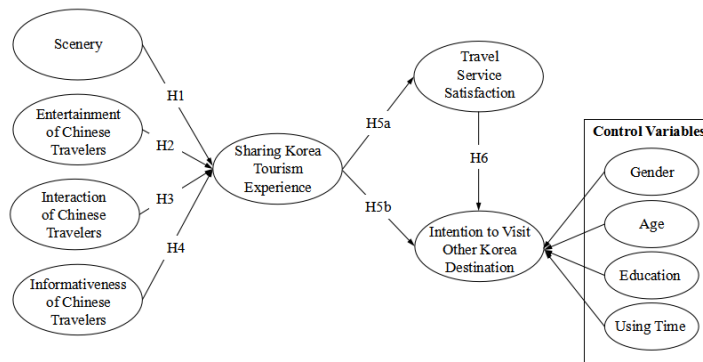
〈Figure 2〉 Research Model

services and visiting other places during trips. To ensure generalizability of the study model, we set three demographic variables (Gender, Age and Education) to ensure the ultimate purpose of this study - intention to travel to other destinations. Considering that the time spent on the experience sharing platform may affect the trust and loyalty of users, the time spent on the platform was also set as a variable.

3.2 The use of Travel Experience Sharing Platform and the Key Factors

Posting information about travel experiences on social platforms can be considered as a psychological behavior that encourages others to use the product that the sharer prefers (Prayag *et al.*, 2017). Research by Wirtz and Chew (2002) proved that customers' intention to recommend a product or service to surrounding customers is stronger if they have a pleasant experience while using the product or service. Also, social platform users who actually made a consumption have a stronger intrinsic motivation to talk about the product than those who did not. Travelers who are interested in the content provided by the experiencers tend to identify positively with this information and refer to it for trip planning (Berhanu and Raj, 2020).

As tourism has grown over time, many factors that

contribute to tourist travel satisfaction have been widely discussed. These factors include, but are not limited to picturesque scenery, quality of service, customs and culture, among others (Salleh *et al.*, 2013). Scenic enjoyment is the most prevalent experience among the dimensions of satisfaction regarding the inclusion of scenic scenery (Ghazvini *et al.*, 2020). Both natural and human scenery have different attractions for tourists. Improving the competitiveness of the tourism industry is imperative to attract national and even foreign tourists. The richness of natural attributes is a core competency for the long-term development of tourism (Al-Masroori, 2006; Wisnawa *et al.*, 2019). The scenery of a destination is generated by the emotional stimuli that people receive (Ghosh and Gilboa, 2014). And these emotions generated through various senses (sight, hearing, smell, touch, etc.) are an invaluable part of MTEs. When visitors are actively engaged in an activity or engaged with the environment, they are more likely to remember such experiences (Brewer, 2010; Coudounaris and Sthapit, 2017; Yu *et al.*, 2021). Consumers' perceptions of tourist destinations that impress them may directly influence their sharing habits (Coudounaris and Sthapit, 2017).

Entertainment is something that makes people look forward to and feel enjoyment, which is the fundamental reason why people seek it. Many entertainment venues

possess these characteristics (Chen *et al.*, 2012; Luo *et al.*, 2020). Generally speaking, entertainment refers to all factors associated with joy, pleasure, and even excitement. It can be either an item where consumers actively seek excitement and pleasure (Besciu, 2013; Luo and Lam, 2017; Minton, 1998) or an emotion experienced during a trip (not for the subjective purpose of entertainment) (Besciu 2013; Luo *et al.*, 2020; McKercher, 1993). Tourists can be considered recreational tourists when they actively pursue these activities, and these tourists may focus their trips on the exploration of recreational activities. Visitors who have been infected by the associated emotions can also experience the entertainment atmosphere at the attraction (Adeboye, 2012; Vogel, 2020; Wong and Rosenbaum, 2012).

Since the introduction of various theories of human and personal interaction into sociology and social psychology, some have been applied to tourism and leisure (Auld and Case, 1997). The most famous interaction-based theory in tourism is social exchange theory (Ap, 1992; Deccio and Baloglu, 2002; Jurowski and Gursoy, 2004; McGehee and Andereck, 2004). Based on key concepts in theories about transactions, social exchange theory combines sociology and social psychology (Alexander, 1990). Psychology researchers Emerson (1962) and Homans (1961) and economics researcher Blau (1968) summarized a social exchange theoretical framework for understanding tourism relationships, interactions, and transactions by observing the exchange of resources between groups and individuals in interactive contexts. Building on this theory, Perdue *et al.* (1987) introduced it to tourism because it could explain the different perceptions of residents about the impact of tourists coming to the area for sightseeing activities. Ap (1992) proposed a social exchange theory based on previous research. The basic premise of social exchange theory is that in order

to sustain interactions in a tourism setting, there must be at least a two-way flow of material, social and or psychological resources between individual actors or groups (Ap, 1992; Brinberg and Castell, 1982). The extent to which tourists agree with this information tends to be positive, and they will use this information to plan their trips (Berhanu and Raj, 2020). Therefore, based on the above studies, the hypotheses were set as follows:

H1: The scenery of tourism destinations have a positive effect on sharing Korea tourism experience on RED Platform

H2: The entertainment that Chinese travelers feel have a positive effect on sharing Korea tourism experience on RED Platform

H3: The interaction that Chinese travelers feel from the RED platform have a positive effect on sharing Korea tourism experience on RED Platform

H4: The informativeness that Chinese traveler feel have a positive effect on the sharing Korea tourism experience on RED Platform

Some travelers like to share their travel experiences at various stages of the trip (before, during and after). The contents shared on social platforms are important to inform other travelers' pre-trip decisions (Jung and Cho, 2015; Li *et al.*, 2016; Wong *et al.*, 2020). This behavior emphasizes tourists' use of social media, including gathering information, planning trips, sharing information, and interacting with others through live streaming, commenting, and private messaging features (Chan and Guillet, 2011; Usui *et al.*, 2018). The travelers who participate in the information posted on the platform can be broadly divided into two types: "publishers" who have a strong desire to share and "readers" who do not often actively share information but specify

their travel plans by referring to the subjective opinions of others. According to Jacobsen and Munar's (2012) comparative study of review sites like TripAdvisor, information shared on these platforms or software is highly credible, but the willingness of local travelers to contribute to these review sites is low. In fact, the credibility of information is more relevant to "readers" who only want to access information on social media sites than to "publishers" who actively upload content.

Search engines are different from these platforms for browsing and sharing via cell phone software (e.g. RED). In addition to bringing together digitized travel information, the subjective descriptions provided by the experiencers add much more depth to the experience (Hays *et al.*, 2013; Xiang and Gretzel, 2010). In the same way, each individual's perceptions will create their own understanding (Kim and Fesenmaier, 2017). People use commonly defined interpretations of events, which in turn are influenced by the availability and choice of media (Miranda and Saunders, 2003). Sharing experiences on social media is seen as a means of actively regenerating them (Jacucci *et al.*, 2007; Jansson, 2007). It has been argued that the overreliance on digital platforms for sharing and collecting information can limit the dissemination of information originally shared within close societal circles. The rich social experience consists of personal information (Lu and Stepchenkova, 2015; Schmallegger & Carson, 2008). Most studies still consider the rich social experience consisting of personal information as an invaluable travel planning and decision making source of information (Enoch and Grossman, 2010; Munar and Jacobsen, 2012; Singh and Srivastava, 2019).

Visitors compare their experiences in one place with their experiences in other places (Alegre and Juaneda, 2006; Giuliani and Feldman, 1993; Hosany *et al.*, 2017). That is, if people repeatedly travel within the same country or region, their cumulative travel experience

and impressions of the place will be relevant. Consequently, whether it is the subjective sharing of experiences or viewing the experiences of other travelers, this highly current information can help those who require it gain an objective understanding of the destination and avoid the psychological disparities and negative emotions of "ignorance". Therefore, based on the above studies, the hypotheses were set as follows:

H5a: Sharing Korea tourism experience on RED Platform has a positive effect on the satisfaction of travel service

H5b: Sharing Korea tourism experience on RED Platform has a positive effect on the intention to visit other Korea destination.

In addition to the facilities of the destination, tourism services play an instrumental role in the tourist experience. The definition of a tourism destination is currently under intense discussion by scholars. Pearce (1989) defines a destination as a mixture of products and services gathered in a location that may attract tourists from beyond its spatial boundaries. According to Hu and Ritchie (1993), tourists define a tourist destination as a collection of tourism facilities and services, which are themselves composed of many multidimensional characteristics. Smith (1994) argues that tourism services play an active role in the tourism experience and the input from different destinations leads to different outcomes. Using the perspective of destination marketers, Dias and Dias (2019) found that tourists will stay at a destination, but they may not return. Cooper *et al.* (2013) also argue that tourists are likely to choose other alternative destinations after visiting a destination due to distance and travel costs. Destination managers should do everything possible to ensure that visitors extend their stay by creating MTEs through local innovations and developing multiple linked itineraries

whenever possible (Dias and Dias, 2019). This expansion behavior is a key concept that ultimately affects business performance by attracting more customers (Hutchinson *et al.*, 2009).

Positive emotions triggered by on-site experiences influence the degree to which visitors identify with one place. The platform's users can read such identification through social platforms, and this information will become electronic word of mouth (eWOM) (Cantallops and Salvi, 2014; Donthu *et al.*, 2021; Jeong and Jang, 2011). In almost all industries, word of mouth is considered one of the most significant factors in measuring customer loyalty and intent to revisit (Singh and Aggarwal, 1988). Tourists who are satisfied with a travel experience are more likely to recommend the destination to others and visit other related destinations. Therefore, based on the above studies, the hypothesis was set as follows:

H6: Satisfaction of travel service has a positive effect on the intention to visit other Korea destination

Ⅳ. Research Method and Analysis

4.1 Survey Measures

The measurement used the theory from the above literature review and included 28 items (<Table 2>): four questions about scenery (Wong *et al.*, 2020; Yang *et al.*, 2013), four questions about entertainment of Chinese travelers (Wong *et al.*, 2020; Yang *et al.*, 2013), four questions about interaction of Chinese travelers (Chiao *et al.*, 2018; Munar and Jacobsen, 2013), four questions about the informativeness of Chinese travelers (Wong *et al.*, 2020; Yang *et al.*, 2013), four questions about sharing Korea tourism experience (Chiao *et al.*, 2018; Wong *et al.*, 2020), four questions

about satisfaction with tourism services (Alegre and Garau, 2010), and four questions about intention to other Korean destinations (Wong *et al.*, 2020; Yang *et al.*, 2013). Depending on whether respondents agreed or disagreed with each statement, these items were administered on a 7-point Likert scale.

4.2 Data Collection

The unit of analysis for this study was Chinese long-term residents in Korea (already living in Korea for more than one month or going to live in Korea for more than one month in the future) who have used RED to search for information about places to visit in Korea. Respondents' online survey data were collected from August 08 to August 20, 2022. A 7-point Likert scale was used for high reliability and discriminant validity (Cicchetti *et al.*, 1985). Participants were asked to indicate the extent to which they agreed or disagreed with the 27 items (1 = strongly disagree, 7 = strongly agree). In addition, the survey consisted of three parts. The first part included the key factors that attract users to the Little Red Book platform (i.e., scenery, entertainment, interactivity, and informativeness). The second part shows the users' sharing behavior on the RED platform. The last part measures visitors' satisfaction with the services offered by the destination and their intention to visit other areas for sightseeing.

Based on the literature review, 28 items were included in the measurement (<Table 2>): four questions about scenery (Wong *et al.*, 2020; Yang *et al.*, 2013), four questions about entertainment of Chinese travelers (Wong *et al.*, 2020; Yang *et al.*, 2013), four questions about the interaction of Chinese travelers (Chiao *et al.*, 2018; Munar and Jacobsen, 2013), four questions about the informativeness of Chinese travelers (Wong *et al.*, 2020; Yang *et al.*, 2013), four questions about sharing Korea tourism experience (Chiao *et al.*, 2018;

Wong *et al.*, 2020), four questions about satisfaction with tourism services (Alegre and Garau, 2010), and four questions about intention to visit other Korean destinations (Wong *et al.*, 2020; Yang *et al.*, 2013).

As a result of the pandemic, it became difficult and risky to conduct offline surveys. The pandemic was considered a suitable time to conduct an online survey. The whole survey was conducted online, and part of the electronic questionnaire was posted on the most used questionnaire platform in China: Wenjuanxing (www.wenjuanxing.com). The other part was posted on the RED platform (www.xiaohongshu.com). In order to screen the respondents for compliance with our study, all of them were asked to answer two screen questions. They were "Are you a Chinese currently living in Korea (have lived in Korea for one month or will live in

Korea for more than one month in the future)?" and "Have you used the RED app to search for content related to travel in Korea?". Only those who answered "yes" to both of these questions met the criteria for the subject of this study.

4.3 Data Analysis

4.3.1 Sample Characteristics

A total of 306 questionnaires were collected. Of these, 212 were valid, the validity rate being 69.3%. The overall sample was composed of 26.4% male respondents and 73.6% female respondents. About 80.2% of the respondents were between the ages of 20-29, 16% were between the ages of 30-39, and 2.4% were 20 years old and under. About 43.4% of the respondents

〈Table 1〉 Demographics (n = 212)

Variable	Content	Frequency(%)
Gender	Male	56 (26.4%)
	Female	156 (73.6%)
Age	20 or younger	5 (2.4%)
	20~29	170 (80.2%)
	30~39	34 (16.0%)
	40~49	3 (1.4%)
	50 or older	0 (0.0%)
Marital Status	Single	180 (84.9%)
	Married	62 (29.2%)
Education	High school diploma or lower	1 (0.5%)
	College school attending or degree	7 (3.3%)
	4-year university attending or degree	77 (36.3%)
	Graduate school attending or degree	92 (43.4%)
	Doctoral school attending or degree	35 (16.5%)
Monthly Income	$1,000 or below	78 (36.8%)
	$1,000 - $1,500	55 (25.9%)
	$1,500 - $2,000	41 (19.3%)
	$2,000 - $2,500	13 (6.1%)
	$5,500 or above	25 (11.8%)
Using Time	Less than 6 month	16 (7.55%)
	6 month - 1 year	19 (8.96%)
	1 year - 1 and a half years	21 (9.90%)
	1 and a half years - 2 years	24 (11.32%)
	More than 2 years	132 (63.36%)

graduated from or were enrolled in a four-year college, 43.4% had a master's degree or were enrolled in one, and 16.5% held a doctorate or were enrolled in one. About 36.8% of respondents earned less than $1,000 per month on average, 25.9% earned $1,000-$1,500, and 19.3% earned $1,500-$2,000. The demographics of the respondents are shown in <Table 1>.

4.3.2 Measurement Model

In this study, partial least squares structural equation modeling (PLS-SEM) analysis was used to examine the proposed measurement and structural models and to test the proposed hypotheses. PLS-SEM uses the residual variance of the latent variables and its main goal is to predict the key target variables (Fornell and Bookstein, 1982). Considering that the purpose of the study was to predict sightseeing intentions, we chose to perform PLS-SEM analysis. Because respondents were asked to rate all survey questions at once, in order to prevent questions with common differences. We used Harman's one-way test to check for the presence of common method bias in the outcome dataset (Harman, 1967). We conducted exploratory factor analysis (EFA) on all 27 measures and examined unrotated factor solutions in this process. EFA results depicted seven variables, which explained between 4.443% and 39.934% of the covariance between measures. The condition for common method bias to be problematic is for a single factor to account for more than 50% of the variance of the variable (Podsakoff *et al.*, 2003). There are no factors that account for more than 50% of the variance in this study, avoiding common method bias.

After excluding common method bias, validity and reliability are analyzed to evaluate the measurement model. Convergent validity assesses the strength and significance of the loadings, the average variance extracted (AVE), and the reliability estimates (Bagozzi and Heatherton, 1994). As shown in <Table 2>, all AVEs exceeded the threshold suggested by Fornell and Larcker (1981), i.e., greater than 0.50. Next, reliability was constructed by measuring internal consistency and indicator reliability. Internal consistency was assessed using Dillon-Goldstein's rho, which does not assume parallelism of the apparent variables as Cronbach's alpha does. Satisfactory reliability was achieved for all factors (Cronbach's alpha > .70), with Dillon-Goldstein's rho values ranging from .811 to .955.

In order to assess discriminant validity, it is necessary to evaluate the squared correlation between structures (Fornell and Larcker, 1981). Loadings of all items within a structure are expected to be higher on that

〈Table 2〉 Measurement Item Properties

Construct	Items	Loading	alpha	CR	rho_A	AVE
SCE	The Korean landscape gave me great opportunities for photography.	0.904	0.910	0.936	0.924	0.785
	The Korean landscape makes me able to relax.	0.888				
	I used to be praised by my friends and family for the Korean landscape.	0.867				
	The Korean landscape used to be praised by travel agency/websites.	0.885				
ECT	I would like to buy some Korean souvenirs.	0.692	0.775	0.845	0.811	0.579
	I enjoy taking part in Korean tourism activities such as cable cars.	0.671				
	I enjoy watching Korean shows such as concerts.	0.816				
	I enjoy Korean festivals such as the fireworks festival.	0.850				

⟨Table 2⟩ Measurement Item Properties (Continued)

Construct	Items	Loading	alpha	CR	rho_A	AVE
IACT	During my travel, I can find questions and answers from other travelers on RED.	0.855	0.904	0.932	0.911	0.775
	During my travel, tourism Websites and Apps that I use are highly responsive to me.	0.891				
	I use interactive RED during my travels.	0.894				
	During my travel, it is easy to share tourism information content on RED.	0.882				
IMCT	During my travel, RED provides me useful information of the travel destinations and the trip.	0.935	0.950	0.964	0.955	0.871
	During my travel, RED is helpful for evaluating the destinations and the trip.	0.941				
	During my travel, RED enables me to complete my trip with detailed information provided.	0.952				
	During my travel, RED helps me minimize my worries about the trip.	0.903				
SKTE	I would like to chat with friends about my tourism experience on mobile social media during this trip.	0.881	0.908	0.935	0.909	0.783
	I would like to create posts about my tourism experience on mobile social media during this trip.	0.899				
	I would like to receive "Likes" regarding my tourism experience on mobile social media during this trip.	0.897				
	I would like to post photos about my tourism experience on mobile social media during this trip.	0.862				
TSS	Travel services in Korea (e.g., tourism activities, tourist attractions, restaurants, hotels) are comprehensive and high quality.	0.897	0.883	0.919	0.898	0.741
	Travel services in Korea (e.g., tourism activities, tourist attractions, restaurants, hotels) make the travel a richer experience for me.	0.902				
	Travel services provided at Korea are basically problem-free (e.g., the hotel room reserved was available at check-in time, the food was acceptable).	0.832				
	The cost of travel services in Korea is reasonable and well worth it.	0.807				
IOKD	I would like to visit other Korea places in the future.	0.905	0.931	0.950	0.937	0.828
	I would like to travel to other places in Korea.	0.876				
	When I finish my travel in Korea, I still would like to explorer other places of Korea.	0.929				
	I am passionate about Korea tourism.	0.931				

Note: SCE = Scenery, ECT = Entertainment of Chinese Travelers, IMCT = Informativeness of Chinese Travelers, IACT = Interaction of Chinese Travelers, SKTE = Sharing Korea Tourism Experience, TSS = Travel Service Satisfaction, IOKD = Intention to Visit Other Korea Destination.

structure than on other structures to indicate high convergent validity. The results of cross-loading are shown in <Table 3>. If the square root of the constructed AVE is much higher than the non-diagonal elements in the corresponding rows and columns, these metrics are more closely related to construction than to the other metrics. As shown in <Table 4>, the square root of the AVE scores on the diagonal is considerably higher than the non-diagonal scores, providing sufficient evidence for discriminant validity.

〈Table 3〉 PLS loadings: Convergent and Discriminant Validity

	1	2	3	4	5	6	7
IACT1	**0.852**	0.105	0.242	0.162	0.048	0.266	0.394
IACT2	**0.861**	0.191	0.091	0.084	0.121	0.110	0.336
IACT3	**0.866**	0.148	0.244	0.122	0.038	0.287	0.309
IACT4	**0.826**	0.142	0.151	0.186	0.007	0.201	0.380
IMCT1	0.080	**0.755**	0.463	0.111	0.179	0.356	0.112
IMCT2	0.185	**0.849**	0.421	0.153	0.074	0.235	0.164
IMCT3	0.142	**0.805**	0.398	0.040	0.273	0.313	0.029
IMCT4	0.047	**0.740**	0.387	0.046	0.297	0.303	0.227
IOKD3	0.211	0.131	**0.822**	0.334	0.147	0.088	0.202
IOKD4	0.167	0.200	**0.809**	0.369	0.103	0.184	0.220
IOKD2	0.178	0.155	**0.787**	0.290	0.013	0.199	0.139
IOKD1	0.104	0.198	**0.782**	0.340	0.154	0.199	0.188
SCE2	0.083	0.070	0.090	**0.773**	0.091	0.311	0.006
SCE1	0.168	0.121	0.181	**0.773**	0.137	0.218	0.109
SCE4	0.068	0.600	0.166	**0.735**	0.035	0.277	0.170
SCE3	0.074	0.103	0.201	**0.720**	0.033	0.259	0.177
SKTE2	0.461	0.218	0.232	0.144	**0.846**	0.130	0.113
SKTE3	0.442	0.199	0.201	0.191	**0.845**	0.075	0.077
SKTE1	0.390	0.154	0.208	0.141	**0.831**	0.181	0.090
SKTE4	0.406	0.211	0.300	0.275	**0.744**	0.079	0.005
TSS1	0.153	0.320	0.236	0.438	0.164	**0.696**	0.154
TSS2	0.183	0.288	0.202	0.467	0.218	**0.669**	0.159
TSS3	0.191	0.261	0.187	0.431	0.084	**0.666**	0.036
TSS4	0.193	0.304	0.460	0.230	0.136	**0.798**	0.053
ECT2	0.030	0.252	0.406	0.217	0.069	0.042	**0.802**
ECT1	0.130	0.330	0.411	0.121	0.030	0.170	**0.727**
ECT3	0.109	0.301	0.386	0.137	0.195	0.120	**0.722**
ECT4	0.133	0.386	0.369	0.281	0.130	0.235	**0.637**

Note: SCE = Scenery, ECT = Entertainment of Chinese Travelers, IMCT = Informativeness of Chinese Travelers, IACT = Interaction of Chinese Travelers, SKTE = Sharing Korea Tourism Experience, TSS = Travel Service Satisfaction, IOKD = Intention to visit Other Korea Destination.
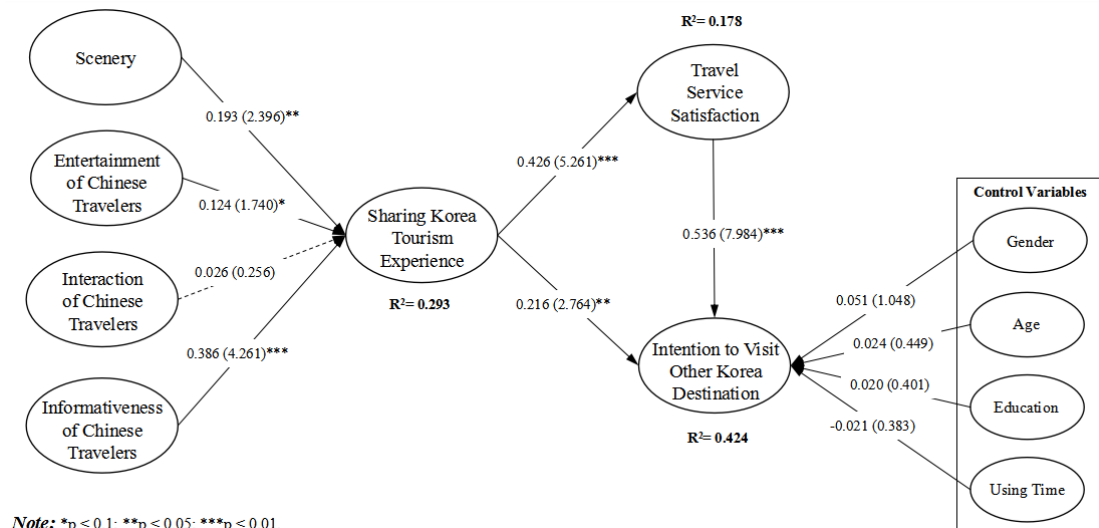
〈Table 4〉 Discriminant Validity Results

	Mean	S.D.	SCE	ECT	IMCT	IACT	SKTE	TSS	IOKD
SCE	5.192	1.273	**0.756**						
ECT	4.224	1.378	0.311	**0.725**					
IMCT	5.557	1.253	0.524	0.467	**0.879**				
IACT	5.202	1.366	0.473	0.402	0.510	**0.859**			
SKTE	5.682	1.268	0.314	0.421	0.842	0.566	**0.895**		
TSS	5.226	1.066	0.685	0.412	0.605	0.705	0.535	**0.771**	
IOKD	5.283	1.322	0.392	0.300	0.599	0.475	0.465	0.501	**0.801**

Note: SCE = Scenery, ECT = Entertainment of Chinese Travelers, IMCT = Informativeness of Chinese Travelers, IACT = Interaction of Chinese Travelers, SKTE = Sharing Korea Tourism Experience, TSS = Travel Service Satisfaction, IOKD = Intention to Visit Other Korea Destination.

4.3.3 Testing of the Hypothesized Structural Model

The corrected R^2 values are the explanatory power of the predictor variables for the respective constructs. To estimate the accuracy of the structural framework, the R^2 of the variance explaining the sharing of travel experiences in Korea (0.293), satisfaction with travel services (0.178), and intention to visit other Korean destinations (0.424) was calculated as the predictive power. In addition to the R^2 analysis, Stone-Geisser's Q^2 values (Stone, 1974) were calculated to assess the predictive relevance of the model in this study. Q^2 assesses the predictive validity of the model by skipping some indicator values using the calculated parameters. A Q^2 greater than 0 implies that the model has predictive relevance, while a Q^2 less than or equal to 0 is interpreted as a lack of predictive relevance. The data analysis revealed Q^2 values of 0.227, 0.126 and 0.35 for travel experience in Korea, satisfaction with travel services, and intention to visit other Korean destinations and respectively. Q^2 values of 0.006, 0.106 and 0.432 for perceived risk of PID, perceived benefit of PID and intention to disclose personal information, respectively and indicated acceptable predictive relevance. To determine whether there are demographic effects in the study model, this study used the 5,000 self-lifted weight sampling test in PLS-SEM.

<Figure 3> shows the structural relationships of the hypotheses in this study and the results for the control variables. These results show that the remaining hypotheses proved to be valid, except for the path represented by H3, which was not supported. As shown in <Figure 3>, the six main hypotheses were supported.

Scenery had a positive effect on sharing the Korean tourism experience (H1: β = 0.295, t-value = 5.684, p < 0.001). Entertainment of Chinese travelers traveler had a weaker positive effect on sharing Korean tourism experience (H2: β = -0.087, t-value = 1.552). Interaction of Chinese traveler had no effect on sharing Korean tourism experience (H3: β = 0.131, t-value = 2.604, p<0.01) and informativeness of Chinese travelers had a positive effect on sharing Korean tourism experience (H4: β = 0.386, t-value = 1.412). Sharing Korean tourism experience had a positive effect on travel serv-

Note: *p < 0.1; **p < 0.05; ***p < 0.01.

〈Figure 3〉 Result of the Structural Model

〈Table 5〉 Hypothesis Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
SCE → SKTE	0.19	0.188	0.077	2.464	0.014*
ECT → SKTE	0.145	0.143	0.074	1.965	0.049*
IMCT → SKTE	0.386	0.387	0.089	4.317	0.000***
IACT → SKTE	0.023	0.026	0.097	0.233	0.816
TSS → IOKD	0.544	0.542	0.063	8.569	0.000***
SKTE → IOKD	0.21	0.211	0.077	2.723	0.007**
SKTE → TSS	0.426	0.425	0.081	5.275	0.000***

Note: *p<0.1, **p<0.05, ***p<0.001, SCE = Scenery, ECT = Entertainment of Chinese Travelers, IMCT = Informativeness of Chinese Travelers, IACT = Interaction of Chinese Travelers, SKTE = Sharing Korea Tourism Experience, TSS = Travel Service Satisfaction, IOKD = Intention to Visit Other Korea Destination.

ice satisfaction (H5a: β = 0.34, t-value = 8.235, p < 0.001) and intention to other Korean destinations (H5b: β = -0.105, t-value = 3.21, p < 0.01). Travel services satisfaction had a positive effect on intention to visit other Korean destinations for tourism (H6: β = 0.159, t-value = 3.099, p < 0.01). From the results, the greatest influence on intention to visit other Korean destinations was travel service satisfaction, followed by sharing Korean travel experiences. While the control variables for all three items of demographics: gender (β = 0.051, t-value = 1.048), age: (β = 0.024, t-value = 0.499), education (β = 0.020, t-value = 0.401) and time of use (β = -0.021, t-value = 0.383) did not affect the intention to other Korean destinations. The specific path coefficients are shown in <Table 5>.

Ⅴ. Conclusions

5.1 Research Findings

As migration continues to increase, it is imperative for outsiders to have access to local information. Although there have been many studies on social platform communication, not many studies have been conducted on non-natives who have studied or lived in foreign countries for a long time. To investigate this research gap, this study investigated the factors influencing the behavior of Chinese living in Korea to promote visits to Korean tourist destinations through sharing using RED social platforms. This study uses User-Generated Content (UGC) theory (Dominick, 1993) and Memorable Tourism Experiences (MTEs) theory (Tung and Ritchie, 2011). In the context of RED as an information sharing platform, we develop a framework for exploring the relationship between sharing behavior on the platform and future travel decisions.

Several key conclusions can be drawn from the analysis of the results. First of all, the interaction experienced by Chinese long-term residents in Korea on the RED platform does not affect their willingness to actively post their travel experiences on the RED platform. Secondly, compared to the other three factors, access to useful information through the platform is the most significant. This suggests that the more informative the information on the RED platform makes long-term Chinese residents in Korea feel when investigating travel information, the stronger their desire

to actively share their experiences on the platform, compared to scenery, entertainment and interactivity. Third, sharing satisfaction with travel experiences in Korea and satisfaction with travel services had a positive effect on travel to other Korean tourist destinations. The effect of satisfaction with travel services was even stronger.

5.2 Theoretical Implication

Overall, it has been shown that this study has resulted in a new model of the MTEs theory based on sharing behavior on social platforms. This model is based on how it ultimately affects the intention to visit other destinations. In our study, correlating MTEs theory with sharing behavior on social platforms extends studies that directly associate memorable trips with satisfaction (Kim, 2018; Sharma and Nayak, 2019). Regarding the lack of volume and connectivity of cross-cultural studies mentioned by Hosany *et al.* (2022), we used the MEMTEs model that has been conducted in China with Chinese long-term residents in Korea (Wong *et al.*, 2020). We believe that this can correct measurement invariance errors to a certain extent. According to the results of the study, the MTEs model can be applied to cross-cultural situations, extending the study with its application to other cultural contexts (Kim and Ritchie, 2014). At the same time, our model shows that sharing behavior on social pins has a positive impact on visiting other destinations in Korea. It incorporates the cycle of "experience-share-intention of visiting other destinations", which extends existing studies that focus on a one-time trip (Kim and Fesenmaier, 2017; Munar and Jacobsen, 2014). From these perspectives, this study has academic value for future exploration of shared travel experiences on social platforms.

According to Berhanu and Raj (2020), tourists are positive about the trustworthiness of tourism information sources on social media. And it was emphasized that authentic information can increase people's trust and desire to share on the platform. Cai *et al.* (2019) argued that information systems are very relevant for the tourism industry and that the competitiveness and service quality of the tourism industry are highly dependent on information systems for the dissemination of tourism information (Arvidsson *et al.*, 2014; Werthner *et al.*, 2015). Our study also found that the acceptability of information systems is very high in the tourism industry. In addition, we selected three underlying demographic factors (gender, age, and education level) and one factor related to RED platform use (length of software use) as control variables. None of these four factors as control variables had any effect on intention to visit other Korean destinations. Based on the results, this study aligns well with the attention and sharing of RED users towards MTEs.

5.3 Practical Implication

Research findings about information sharing on platform tourism experiences generally conclude that this sharing behavior has a positive effect on building the image of local tourism and promoting the industry in general, regardless of whether the tourist experience at the destination is positive or negative (Menon and Dube, 2007; Munar and Jacobsen, 2014). This view is also reflected in this study. While sharing relevant tourism information on the platform had lower explanatory power for satisfaction with tourism services, it had higher explanatory power for visiting other areas. Specifically, regardless of whether the information shared on the platform is positive or negative, it is informative for other users who want to get relevant information. At the same time, users will actively use

this information to better prepare for their next trip. Travel intermediaries and tourism promotion departments can work to enhance core competencies through differentiated strategies for sharing information through platforms, allocating limited resources by focusing on these critical success factors to enhance inter-organizational collaboration in the travel supply chain (Lin and Kuo, 2016).

From the results of the analysis, although the intention to share was proportional to satisfaction, the predictive power was not significant. We suggest that this phenomenon can be explained in two ways. On the one hand, when tourists think that the services offered by a destination do not match their expectations, they also reflect this information through RED. Because REDs contain both positive and negative comments about the same destination, sharing motives cannot predict tourists' satisfaction with tourism services. On the other hand, negative emotions have a positive effect on location attachment to sightseeing destinations (Lerner and Keltner, 2001; Mitchell *et al.*, 1997). This is because (1) negative emotions during travel are likely to arise from not meeting part of the consumer's prior expectations. But this negativity is usually temporary. The importance of these negative emotions is diminished when the traveler makes an overall assessment of the complete travel experience. (2) When negative emotions arise, travelers proactively assess the situation and look for alternative solutions. Thus, negative emotions do not necessarily have a detrimental impact on location attachment. In contrast, the stronger the location attachment, the stronger the desire to recommend the destination to others.

Since this study concentrates on the travel behavior of Chinese people who are long-term residents in Korea, the model offers insight into the habits of some Chinese people who use social platforms for sharing their travel experiences. The study by Hsu *et al.* (2006) demon-

strated that Chinese tourists tend to compare their pre-visit expectations with the actual travel experience. When it comes to travel information, Chinese tourists tend to prefer information from the marketplace and recommendations from salespeople. As a result, Chinese tourists construct specific criteria from the information they know beforehand. As a result, they are highly susceptible to the influence of samples (experiences of previous customers or promises of salespeople). Through the model we developed, it appears that informativeness has a very clear impact on the intention to share on the platform. As a result of this finding, when it comes to destination marketing strategy, providing authentic and informative information will be effective at guiding the intention of Chinese tourists to visit. According to data provided by the Korea Public Data Forum (DATA.GO.KR), there were 169,770 Chinese long-term residents (90 days or more) in Korea as of August 2022. The large number of long-term residents has a huge demand for tourism (DATA.GO.KR, 2022). Currently, tourism organizations such as Visit Seoul and Busan Tourism Bureau have set up official accounts on RED to provide more accurate and authentic information to Chinese tourists. Similar situations like this will continue to occur as social platforms grow.

5.4 Limitation and Future Research

While this study provides much insight into the RED platform and the travel behavior of Chinese long-term residents in Korea, it does in fact have some flaws. As a result of the pandemic, the Chinese government has adopted a relatively strict policy on leaving the country. Thus, some people who had planned to come to Korea for study or work were forced to cancel their trips. That made it difficult to conduct the survey when we encountered insufficient sample size to survey

the demographic items evenly. On the other hand, the number of samples collected was relatively limited due to the time and financial constraints of the survey. The above can be refined in future studies.

The tourism industry is gradually recovering on a global scale in a context where every effort is being made to promote the COVID-19 coexistence policy (Orden-Mejía *et al.*, 2022). Research comparing the use and visitation intentions of relevant platforms between short-term visitors and long-term residents will become possible. Currently RED is the most used software for searching for relevant travel information by Chinese long-term residents in Korea. However, with the development of time, the possibility of diversification of online platforms is very high. Hence, other platforms (e.g. NAVER, Instagram...) that are widely used by Koreans in addition to RED, actually possess more detailed and abundant information. In future studies, using this model to compare the differences between platforms can be more intuitive (Xiang *et al.*, 2017). Furthermore, this study examined the scope of destination information sharing to include all tourist-related experiences in Korea. As we know, the information involved in sightseeing also includes dining, transportation, and accommodation. Future research might examine how users value and refer to different categories of information by comparing vertically the different types of content shared. It would be useful for destination service providers (Hopken *et al.*, 2015; Xiang *et al.*, 2017).

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Tourism Experience Sharing of Long-term Living Chinese in South Korea: Case of Xiaohongshu App (RED)

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Abstract

This study analyzes and examines the travel behavior of Chinese people in Korea through a questionnaire survey of Chinese people who are long-term residents in Korea using Xiaohongshu App (RED). In this study, we add some variables to the MTEs (Memorable Tourism Experiences) model to analyze the travel behavior of Chinese people who are in Korea for a long period of time. We also chose to survey the users of Xiaohongshu App (RED), a popular software in recent years, and found the following findings in 240 valid questionnaires: (1) Scenery, Entertainment, and Informativeness have positive effects on people sharing travel experiences, while interaction does not. (2) Sharing travel experiences had a positive effect on travel satisfaction and the intention to go to other destinations, and travel satisfaction had a positive effect on the intention to go to other destinations. This paper extends the literature on tourism by combining MTEs and UGC (User-Generated Content) models, and also provides relevant suggestions for further research on the travel behavior of foreigners in Korea.

Keywords: User-Generated Content (UGC), Social Media Platform, Tourism Experience, Memorable Tourism Experiences (MTEs)

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