The Impact of Guizhou "Village Super League" Live Streaming on Tourists' Travel Intention

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Abstract: Ethnic sports possess unique charm and cultural value. In recent years, the Guizhou "Village Super League" has gained global acclaim, playing a significant role in promoting tourism development in Guizhou. However, live streaming, as an important medium for promoting the "Village Super League," warrants further discussion on its impact on the travel intention of potential tourists. This study aims to explore how the anchor's explanation and live content during the Guizhou "Village Super League" live streaming affect tourists' travel intention. Through questionnaire surveys and data analysis using SPSS 27.0, it was found that the popularity of the anchor's explanation, audience concentration, flow experience, and the happiness, informational, and guidance aspects of the live content are significant factors affecting tourists' travel intention. Based on these findings, corresponding strategies are proposed. The conclusions of this study provide a certain reference for destination promotion and destination image shaping.

1. Introduction

In recent years, the Guizhou "Village Super League" has not only become a much-watched rural football event but has also had a profound socio-economic impact. Data indicates that in 2024, the "Village Super League" brought a direct economic benefit of up to 1.2 billion yuan to the local area, significantly promoting rural economic development. Additionally, the successful hosting of the event has enhanced the fame and reputation of the countryside, injecting new vitality into the thriving tourism industry of Guizhou. This significant achievement aligns with the national strategy of highly valuing the integration of culture, sports, and tourism. The General Office of the Communist Party of Guizhou Provincial Committee and the General Office of the People's Government of Guizhou Province jointly issued the "Guizhou Province Rural Construction Action Implementation Plan (2023-2025)," aiming to further consolidate and enhance the achievements of "Four in the Farmhouse Beautiful Countryside" and "Well-off News." The Guizhou "Village Super League," as a rural football event deeply loved by local sentiments and online popularity, has become a bridge connecting the countryside with the city, tradition with modernity. Despite rich and distinctive live streaming resources, there are still some issues, such as insufficient innovation in

live content and the need to improve audience interactivity. These issues make the study of the impact of Guizhou "Village Super League" live streaming on tourists' travel intention urgent and valuable. Current research on the relationship between live streaming and tourists' travel intention is just beginning to emerge. Zhang Wenkun and others explored the association between live streaming and travel intentions, finding that destination image, interactivity, and production quality can effectively enhance people's trust, thereby affecting viewers' travel decisions[6]. Li Wanying proposed that online live streaming can use its interactive functions to make up for the shortcomings of traditional viewing experiences, bringing a stronger viewing experience to the audience[5]. Online live streaming helps to break through the rigid pattern of rural online tourism marketing, break the development bottleneck, and attract more tourism user groups. Analyzing its impact mechanism on tourists' travel intention has certain practical significance.

2. Research Hypotheses

2.1 Anchor's Explanation and Tourists' Travel Intention

Gao Gongbu et al. (2024) believe that the professionalism, attractiveness, interactivity, and credibility of the anchor have a significant impact on consumers' psychological ownership and impulse purchase intention[2]. Dong Weiwei et al. (2023) believe that interactivity and authenticity in tourism e-commerce live streaming have a positive impact on consumers' purchase intention[3]. Zhang Ke et al. (2022) believe that the personal traits of internet celebrities, including attractiveness, credibility, and popularity, significantly affect the audience's happiness, concentration, and immersion when watching short videos, prompting the audience to have a flow experience, thereby affecting the audience's attitude towards travel to the internet celebrity-related areas[4]. Therefore, the following hypotheses are proposed:
H1: The anchor's explanation positively affects tourists' travel intention.
H1a: The popularity of the anchor positively affects tourists' travel intention.
H1b: Perceived concentration positively affects tourists' travel intention.
H1c: Flow experience positively affects tourists' travel intention.

2.2 Live Content and Tourists' Travel Intention

Zhang Ke et al. (2022) analyzed how live content affects tourists' travel intention from three aspects: happiness content, informational content, and guidance content. Informational content builds a comprehensive cognitive framework for the audience, enhancing their desire and interest in understanding the destination; guidance content displays the uniqueness of the travel destination and travel strategies; happiness content provides the audience with a pleasant emotional experience[4]. Zhang Wenhao (2018) mentioned that happiness content can attract the audience's attention and improve their viewing experience[1]. Therefore, the following hypotheses are proposed:
H2: Live content positively affects tourists' travel intention.
H2a: Happiness content positively affects tourists' travel intention.
H2b: Informational content positively affects tourists' travel intention.
H2c: Guidance content positively affects tourists' travel intention.

3. Questionnaire Design and Data Collection

3.1 Questionnaire Design

The content of this study's questionnaire includes two parts: First, demographic questionnaire, including gender, age, education level, identity, etc., with a total of 14 questions. Second, the related variable questionnaire uses the research questionnaire of scholars such as Zhang Ke[5], which includes the anchor's explanation (popularity, concentration, flow experience three dimensions, a total of 9 questions), live content (happiness, informational, guidance three dimensions, a total of 8 questions), and travel intention with 4 questions. The questionnaire uses a Likert 7-point scale for measurement, with 1 indicating strong disagreement and 7 indicating strong agreement.

3.2 Survey Subjects and Data Collection

The survey subjects of this paper are the audience of Guizhou "Village Super League" (Rural Football Super League) live streaming and potential tourists. From July to October 2024, questionnaires were distributed online and offline. A total of 412 questionnaires were collected, with 388 valid questionnaires, and an effective rate of 94%. The samples covered different ages, genders, occupations, and educational backgrounds, with a relatively balanced distribution, and the data is close to a normal distribution, which can be further analyzed.

The survey found that females are slightly more than males, accounting for 52.8% and 47.2% respectively; the age group of 18-50 years old is the largest, accounting for 56.2%; in terms of education, bachelor's degree and below high school education are the largest, accounting for 33.2% and 37.4% respectively; among them, students account for the largest proportion, at 31.4%; in terms of income, the number of people with a monthly disposable income of less than 2000 yuan is the most, at 34%; the viewing duration of 30-60 minutes is the most, at 29.6%; 76.5% of the audience are willing to share with others.

4. Empirical Analysis

4.1 Reliability and Validity Analysis

This paper uses SPSS 27.0 to calculate the corrected item-total correlation and Cronbach's Alpha after item deletion for each latent variable dimension, analyzing whether the data of each latent variable meets the requirements of internal consistency.

The reliability analysis results show that the Cronbach's alpha for the anchor's explanation, live content, and travel intention are 0.876, 0.855, and 0.896 respectively, all greater than 0.7, indicating good reliability of the questionnaire.

At the same time, to ensure the stability of the survey questionnaire, KMO validity analysis was conducted on the data obtained from the survey, with a KMO coefficient value of 0.916, and P is less than 0.05, indicating that the questionnaire has high validity and can be further analyzed.

4.2 Analysis of the Current Status of Guizhou "Village Super League" Live Streaming and Travel Intention

4.2.1 The audience response to the anchor's explanation is good

Table 1: Descriptive Statistics of Anchor's Explanation Variables (N=388)

Dimension	Mean	Standard Deviation	Total Mean	Total Standard Deviation
Popularity	4.8634	1.50240		
Concentration	4.8290	1.52130	4.8462	1.28620
Flow Experience	4.8746	1.52978		

4.2.1.1 The anchor's explanation is highly popular

As is shown in Table 1, the popularity of the anchor's explanation has become a highlight, with an average value of 4.8634, which is much higher than the median value of 3.5. This indicates that the anchor's immersive explanation of local culture and customs provides a unique viewing experience for the audience and actively interacts, enhancing the sense of alternative experience. This improves the quality of live streaming and also promotes the popularity of the event and the development of Guizhou's tourism and cultural industries.

4.2.1.2 The audience has a high concentration on the anchor's explanation

In the "Village Super League" live streaming, the audience's concentration on the anchor's explanation has an average value of 4.8290, with a total standard deviation of 1.52130. This data indicates that in the Guizhou "Village Super League" live streaming, the audience's high attention and positive response to the anchor's explanation can enhance the intention to travel. The anchor's sense of immersion and immersive explanation allow the audience to feel as if they are on the scene, experiencing the charm of the event and enhancing their desire to travel to Guizhou.

4.2.1.3 The anchor's explanation provides an extremely high flow experience

As is shown in Table 1, it can be seen that the overall average value of the flow experience is 4.8746, with a total standard deviation of 1.52978, indicating that the Guizhou "Village Super League" live streaming has performed well in triggering the audience's flow experience. Combining the flow experience with the anchor's vivid explanation aims to enhance the audience's emotional investment and enhance their sense of experience and identification.

4.2.2 The live content is well-received

Table 2: Descriptive Statistics of Live Content Variables (N=388)

Dimension	Mean	Standard Deviation	Total Mean	Total Standard Deviation
Happiness	4.9317	1.58599		
Informational	4.8625	1.57573	4.8486	1.25301
Guidance	4.7792	1.56318		

4.2.2.1 The live content provides the audience with a strong sense of happiness

As is shown in Table 2, the average value of happiness content is 4.9317, with a standard deviation of 1.58599, indicating that the live broadcast can provide the audience with a strong sense

of pleasure in terms of happiness content. In the live broadcast, the fun and competitiveness of the event create a strong atmosphere of happiness, and the warm-up performance, the athletes' struggle, team cooperation, and audience participation all bring an unparalleled happy experience. At the same time, the diversification and interactivity of the live broadcast form enhance the audience's sense of participation and satisfaction. This makes the audience interested in and looking forward to Guizhou, which is expected to greatly enhance the travel intention of tourists and inject new vitality into Guizhou's tourism industry.

4.2.2.2 The live content provides the audience with rich and useful information

As is shown in Table 2, the overall average value of the informational content is 4.8625, with a total standard deviation of 1.57573, indicating that the Guizhou "Village Super League" live broadcast fully presents the details of the competition, deeply explores the stories and characters behind the competition, and introduces professional interpretation and analysis to meet the audience's needs and information acquisition needs.

4.2.2.3 The guidance content of the live content is very practical

As is shown in Table 2, the average value of the guidance content is 4.7792, with a standard deviation of 1.56318, indicating that the audience highly recognizes its practicality. The anchor not only explains the competition but also expands to the audience's points of interest, such as the Guizhou Village Super League route and travel strategies, providing comprehensive information for the audience who cannot be on the scene. This information meets the audience's needs for the competition and also stimulates their enthusiasm to go to the scene, promoting the spread of Guizhou tourism and the "Village Super League" event.

4.2.3 The audience of Guizhou "Village Super League" live streaming has a strong travel intention

Table 3: Descriptive Statistics of Travel Intention Variables (N=388)

Dimension	Mean	Standard Deviation
Travel Intention	4.7912	1.62006

As is shown in Table 3, the average value of travel intention is 4.7912, with a standard deviation of 1.62006, indicating that in the "Village Super League" live streaming, the anchor's explanation of the exciting competition, vivid live scenes, and detailed features of Guizhou present a vibrant and charming image of Guizhou. This direct visual and emotional impact greatly stimulates the audience's travel intention, and most of the audience have a strong travel intention after watching the live broadcast.

4.3 Correlation Analysis

As is shown in Table 4, it can be seen that at the significance level of 0.01, six dimensions, including popularity, concentration, flow experience, happiness, informational, and guidance, have a significant correlation with travel intention, with correlation coefficients of 0.446, 0.463, 0.440, 0.308, 0.420, 0.458, respectively. Therefore, the anchor's explanation and live content also have a significant relationship with travel intention, with correlation coefficients of 0.578 and 0.589, respectively. The correlation between each of the six dimensions and travel intention is greater than 0.3, indicating that the six dimensions, including popularity, have a significant positive correlation with travel intention, and the research hypotheses H1, H1a, H1b, H1c, H2, H2a, H2b, H2c are established.

Table 4: Correlation Analysis Table

	Travel Intention
Popularity	.446**
Concentration	.463**
Flow Experience	.440**
Happiness	.308**
Informational	.420**
Guidance	.458**
Anchor's Explanation	.578**
Live Content	.589**

4.4 Regression Analysis

For simplicity and convenience, the following variable names use English abbreviations, such as "Travel Intention TL (Travel Intention)", "Popularity PO (Popularity)", "Concentration CT (Concentration)", "Flow Experience FE(Flow Experience)", "Happiness HP(Happiness)", "Informational IT(Informational)", "Guidance GD(Guidance)".

Table 5: Regression Analysis Table

Dependent Variable	Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Significance	Collinearity Statistics	
		B	Standard Error	Beta			R^2	VIF
		.165	.270		.612	.541	.460	
TL	PO	.153	.053	.142	2.902	.004		1.687
	CT	.221	.050	.207	4.420	.000		1.555
	FE	.168	.052	.158	3.214	.001		1.712
	HP	.023	.047	.023	.494	.622		1.495
	IT	.148	.048	.144	3.059	.002		1.558
	GD	.244	.049	.235	4.985	.000		1.570

As is shown in Table 5, Regression equation:

$$TL=0.165+0.153*PO+0.221*CT+0.168*FE+0.148*IT+0.244*GD \tag{1}$$

From the above regression equation, it is found that the larger the unstandardized B value, the greater the impact of the independent variable on the dependent variable. Among them, the guidance content in the live content has the greatest impact on the audience's travel intention, that is, a one-unit change in the guidance content results in a 24.4% change in the audience's travel intention. The informational content in the live content has the least impact on the audience's travel intention. That is, a one-unit change in the informational content only results in a 14.8% change in the audience's travel intention. From the regression analysis results, the F value is 54.099, and the P value is less than 0.05, indicating that the overall regression model is significant. Moreover, the VIF values of all independent variables are less than 2, so there is no multicollinearity between the independent variables. Secondly, by observing the pp plot, it is found that the residuals are roughly on the diagonal, indicating that the residuals follow a normal distribution, meeting the prerequisite conditions for regression analysis. Among the dimensions explored, concentration, flow experience, and guidance have a better explanatory power for travel intention, with their standardized coefficients being higher and t values being significant, indicating that these independent variables have a greater impact on travel intention. Since the happiness variable is not significant, retaining

the insignificant variable may lead to complexity and reduced explanatory power of the regression equation, so the happiness variable is excluded from the regression equation.

5. Suggestions for Enhancing Travel Intention through Guizhou "Village Super League" Live Streaming

5.1 Maintain the anchor's immersive explanation to enhance the audience's alternative experience and sense of presence

In the current situation analysis of the anchor's explanation, the average value of the anchor's explanation is higher than the median value of 3.5, indicating that the audience has a very high degree of recognition for the anchor's explanation, but there is still room for improvement. The anchor can combine the "Village Super League" event to explain the local customs and the background stories of the players, introduce narrative elements, enhance the attractiveness and influence of the anchor's explanation, and let the audience have an alternative experience and a sense of presence. The anchor should also focus on improving professional quality, accurately capturing the situation of the competition and the exciting moments of the competition, and further enhancing the audience's flow experience.

5.2 Structure the live content to provide comprehensive information

In the current situation analysis of the live content, the average values of happiness, informational, and guidance are at a high level. However, with the diversification of audience needs, the live content still needs to be further structured. This paper controls the richness of information reasonably to avoid reducing the explorability of the tourist destination because the information is too comprehensive. This article introduces more information about Guizhou's tourist attractions, competition schedule, tourism strategy, and the simple enthusiasm of local villagers, so that the audience can learn more about the information of each module while watching the live broadcast.

5.3 Strengthen publicity and promotion, and diversify marketing strategies

According to the data, the average value of the audience's travel intention is 4.7912, indicating that most of the audience have a strong travel intention after watching the live broadcast. To transform these intentions into actual travel behavior, it is necessary to strengthen the diversification of marketing strategies. For example, this paper set up a lottery link in the live broadcast, and distributed relevant benefits to enhance the audience's travel motivation. Through understanding the needs and preferences of the audience, this paper formulated more accurate publicity and promotion strategies to improve the effect of publicity and promotion.

6. Conclusion

Guizhou "Village Super League" live streaming stimulates the willingness and curiosity of tourists through the popularity of the anchor's explanation, audience concentration, flow experience, and the happiness, informational, and guidance aspects of the live content, thereby enhancing their travel intention. However, in addition to the live broadcast itself, the construction of infrastructure, government publicity support, encouraging local residents to participate, and displaying simple folk customs are also important factors in attracting the audience. In order to further enhance the impact of "Village Super League" live streaming on tourists' travel intention, it is necessary to comprehensively consider various factors, use the "Village Super League" event as a trigger point,

actively encourage community participation, continue to innovate in the field of products, gradually build and improve tourism facilities and improve service levels, and promote the development of Guizhou's tourism industry.

Acknowledgement

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