

ABSTRACT

The rise of TikTok as a dominant digital platform has reshaped how travelers discover and engage with tourism destinations. This study explores the influence of TikTok-based User-Generated Content (UGC) and Electronic Word of Mouth (E-WOM) on tourists' visit intention toward glamping destinations in West Java, Indonesia. Specifically, it investigates the mediating role of destination image and the moderating effect of tourist emotions within the Stimulus–Organism–Response (SOR) theoretical framework. A quantitative method was applied using an online survey distributed to 384 TikTok users familiar with glamping experiences. Structural Equation Modeling with Partial Least Squares (PLS-SEM) was employed to assess the relationships among constructs, and bootstrapping was used to evaluate mediation and moderation effects.

Findings reveal that both UGC and E-WOM significantly impact destination image and visit intention. Destination image was found to fully mediate the relationship between UGC and visit intention and partially mediate the effect of E-WOM. Furthermore, tourist emotions positively moderated the indirect relationships, amplifying the impact of digital content on travelers' intentions. Notably, the path coefficient from destination image to visit intention increased substantially when moderated by emotions, highlighting the critical role of affective responses. These results underscore the dual importance of cognitive and emotional processes in digital tourism behavior.

This study contributes theoretically by extending the SOR model in the context of social media-driven tourism, and practically by providing actionable insights for tourism marketers. Creating authentic, emotionally engaging content on platforms like TikTok can strengthen destination image and stimulate interest in glamping. For destination managers, fostering user engagement and encouraging emotionally rich content may enhance competitiveness and attract both new and returning visitors.

Keywords: *TikTok user-generated content, electronic word of mouth, glamping, destination image, tourist emotions, visit intention*