

The Impact Mechanism of Tourism Promotional Videos on Customer Conversion from the Perspective of E-Commerce Politeness: A Critical Incident Technique Approach

I-Ching Chen*, Li-Qian Quan

School of Economics and Management, Zhaoqing University, 526060, Zhaoqing, China

*Correspondence Author

DOI : <https://doi.org/10.51583/IJLTEMAS.2025.1411000059>

Received: 21 November 2025; Accepted: 28 November 2025; Published: 09 December 2025

ABSTRACT

With the rapid development of short video technologies and the intelligent evolution of tourism e-commerce platforms, promotional videos have become a critical medium for attracting customers and driving conversion. However, due to the experiential and emotional nature of tourism products, consumers are highly sensitive to the embedded cues of “e-commerce politeness” in video content. Missteps in tone, cultural representation, or perceived authenticity can trigger trust deficits and adversely affect purchase decisions. This study investigates the impact of e-commerce politeness in tourism promotional videos on customer conversion behavior. To achieve this goal, we adopted the Critical Incident Technique, a qualitative method well-suited for capturing specific and influential user experiences. Through an online survey, we collected 263 valid incidents, including 126 positive and 137 negative cases. These incidents were systematically categorized into five positive dimensions—emotional engagement, formal innovation, audiovisual expression, cultural core, and technology-driven design—and six negative dimensions—content authenticity, perceived experience, scene rationality, cultural representation, stylistic rendering, and production quality. Data analysis revealed that audiovisual expression was the most influential positive factor (23.81%), effectively stimulating travel intention. Conversely, content authenticity emerged as the most prominent negative factor (27.94%), underscoring the risk of expectation gaps. Inter-coder reliability scores ($R = 0.923$ for positive incidents; $R = 0.874$ for negative incidents) validated the robustness of the classification framework. This study contributes to the theoretical understanding of e-commerce politeness in digital tourism marketing and offers actionable insights for video content creators, destination marketers, and platform operators. By aligning video content with customer expectations and cultural sensitivities, tourism e-commerce stakeholders can enhance trust, improve conversion rates, and foster more meaningful customer engagement.

Keywords: E-commerce Politeness; Promotional Video; Tourism E-commerce; Customer Conversion; Critical Incident Technique

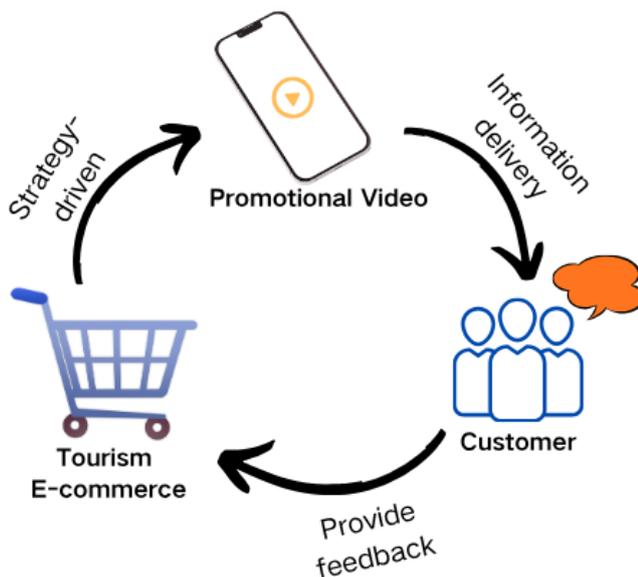
INTRODUCTION

The exponential growth of short video technology, coupled with the digital empowerment of tourism e-commerce platforms, is reshaping the landscape of tourism marketing. Traditional promotional methods—such as brochures, posters, outdoor ads, television, and radio—are rapidly fading, while promotional videos have

emerged as the core content vehicle for attracting users and driving transactions in tourism e-commerce. This shift marks a new wave of digital outreach. In China, rising consumer awareness and favorable travel policies—such as expanded visa-free access and extended transit visa stays—have ushered in an unprecedented boom in the tourism market. Through short videos, customers can vividly experience the beauty and culture of destinations, sparking their desire to travel. This format not only enhances communication efficiency but also makes travel decision-making more intuitive and engaging. Moreover, empowered by big data analytics, tourism platforms can deliver highly personalized travel offerings, meet diverse customer needs and elevate the overall experience. However, the experiential and emotionally charged nature of tourism products makes customers especially sensitive to “e-commerce politeness” in promotional videos. Misused dialects, inappropriate titles, religious taboos, or overly beautified content that leads to expectation gaps can diminish purchase intent, erode brand trust, or even cause disappointment toward the destination itself. This “veto effect” underscores the critical role of politeness in digital tourism marketing.

To address this, the present study adopts the Critical Incident Technique (CIT) to deconstruct key politeness-related moments in tourism promotional videos. It explores customers’ perceptions of e-commerce politeness, identifies key influencing factors, and provides actionable strategic recommendations for optimizing video content in tourism e-commerce.

Figure 1. Strategic Interaction Cycle of Tourism E-commerce Promotional Videos



LITERATURE REVIEW

Tourism E-Commerce

Tourism e-commerce refers to the application of e-commerce technologies within the tourism industry, leveraging advanced information systems to enhance both internal and external connectivity (Buhalis & Law, 2008). This includes improving operational efficiency between tourism enterprises and their upstream and downstream partners, as well as streamlining tourism-related trade exchanges. As one of the earliest industries to adopt e-commerce, tourism began integrating computer reservation systems (CRS) into global distribution systems (GDS) as early as the 1970s, primarily for airline and hotel bookings. However, these systems were

designed for business-to-business (B2B) transactions, focusing on inventory management and distribution, without establishing direct interaction channels with end consumers (B2C). The widespread adoption of internet technologies and mobile devices marked a turning point, ushering in a golden era of tourism e-commerce. The core transformation during this phase was the shift toward direct business-to-consumer (B2C) connectivity, fundamentally changing how travelers access information, purchase products, and experience tourism (Mani & Lamçe, 2023). In recent years, emerging content formats such as short videos and livestreaming, along with technologies like virtual reality (VR), augmented reality (AR), and artificial intelligence (AI), have injected new vitality into tourism marketing, driving continuous innovation in promotional strategies (Geng et al., 2024). Against this backdrop, destination marketing videos—known for their multimodal storytelling, visual impact, and immersive previews—have become a critical source of information in travelers’ decision-making processes (Fong et al., 2017). While these videos are widely favored and effective in shaping positive perceptions of destinations, their influence is double-edged. On one hand, compelling scripts, visuals, and cinematography can significantly enhance destination appeal. On the other hand, excessive beautification, selective framing, distorted cultural representation, or omission of potential drawbacks may create a gap between customer expectations and actual experiences, leading to disappointment and damaging the destination’s reputation (Graça et al., 2022).

E-Commerce Politeness

Politeness is a fundamental norm in interpersonal interaction and plays a foundational role in building trust, enhancing service experiences, and maintaining customer relationships in commercial settings (Chen & Hu, 2015; Naiditch, 2018; Apriyanti & Widyastuti, 2020). In traditional offline service encounters—such as in the hospitality industry—politeness strategies like timely response and proactive handling have been shown to effectively mitigate conflict and significantly improve customer satisfaction (Noorani, 2024). As consumption scenarios shift toward digital environments, the positive effects and value of politeness are no longer confined to face-to-face interactions. In digital and automated service interfaces, cultivating a sense of politeness has become a key dimension of customer experience (Chen & Lu, 2025). For example, logistics e-commerce platforms increasingly implement “e-commerce politeness” by optimizing language and process design to deliver more respectful and personalized service experiences. In this context, embedding abstract politeness strategies into the content of tourism promotional videos is not only an extension of service marketing theory into the realm of new media, but also a frontier application of big data and artificial intelligence in creative content design. Techniques such as customer preference mining and fine-grained sentiment analysis (Xiao et al., 2022) enable precise identification of emotional needs and cognitive preferences of target audiences. These insights can scientifically guide narrative structure and visual design, allowing for intelligent integration and optimization of e-commerce politeness—ultimately boosting conversion rates.

Customer Conversion

Customer conversion is a core metric for evaluating marketing effectiveness, referring to the process by which potential customers complete predefined actions such as purchases or registrations (Ashari et al., 2024). In e-commerce contexts, conversion rates are typically quantified as the proportion of website visitors who complete a purchase, directly impacting the profitability of commercial activities. Both academia and industry widely agree that improving conversion rates hinges on a customer-centric approach (Purnomo, 2023). Research in mobile marketing shows that prioritizing customer needs and experiences significantly enhances conversion behavior (Daoud et al., 2023). In recent years, social media content has emerged as a powerful driver of conversion—especially for tourism products. By integrating user-generated content (UGC) and influencer marketing, social platforms can effectively signal product popularity and quality, despite challenges in

controlling public sentiment. These signals help reduce perceived risk and stimulate purchase intent (Huang et al., 2019). As technology advances, personalized precision marketing powered by deep learning, artificial intelligence, and big data is becoming a new paradigm for boosting conversion rates (Reddy Pathe, 2024).

RESEARCH METHODOLOGY

Critical Incident Technique

CIT was developed in the 1940s by American psychologist John C. Flanagan as a systematic qualitative research method aimed at solving practical problems by collecting and analyzing “critical incidents” in human behavior. Its core principle lies in identifying observable behavioral episodes that have a clear impact on outcomes, thereby helping researchers uncover the underlying causes of those outcomes (Flanagan, 1954). Originally applied to analyze failure patterns in military flight training, CIT has evolved over the past 71 years and is now widely used across various disciplines. In education, for example, Larasati and Mbato (2025) employed CIT to explore how ten EFL teachers in an informal English program in Yogyakarta, Indonesia, identified, negotiated, and constructed their professional identities. In the healthcare systems domain, Falchenberg et al. (2025) used CIT to reconstruct the METs practice paradigm of “situational cognition → collaborative action → ethical balance,” providing a human’s factors engineering foundation for dynamic medical system design. In the intersection of social work education, professional identity development, and applied ethics, Papouli (2016) applied CIT to examine how students in internship settings build professional values and ethical awareness through critical incidents, offering empirical support for contextualized ethics education in a globalized environment. In hospitality management, Tontini et al. (2017) demonstrated the nonlinear impact of critical incidents on hotel satisfaction ratings, offering an evidence-based decision-making framework for managers—emphasizing high-impact service failures (e.g., responsiveness) and key attributes (e.g., staff attitude). In the overlapping fields of tourism experience management and service design, Rashid-Radha et al. (2021) used CIT to reveal the nonlinear role of service landscapes in shaping memorable experiences. Their findings led to actionable recommendations for zoo managers, including prioritizing the resolution of negative incidents, enhancing educational interactions, and cultivating employees’ emotional labor capabilities.

Research Design

Given the unique advantages of tourism promotional videos in delivering immersive experiences and evoking emotional resonance, it is essential to explore customers’ deeper reactions during the viewing process. This study adopts a customer-centric perspective, focusing on the critical dimension of “e-commerce politeness” to investigate how it is perceived and how it influences customer behavior during video consumption. To achieve this, we employed a qualitative research method—CIT. Using a semi-structured questionnaire, we collected descriptions of the most satisfying and most dissatisfying incidents related to e-commerce politeness that respondents encountered while watching tourism promotional videos within the past six months (Flanagan, 1954). The questionnaire design was guided by the principles and methods proposed by Bitner (1990) for constructing CIT instruments, ensuring that respondents could effectively recall and describe specific contexts, behaviors, and emotional responses. To guarantee the relevance and validity of responses, strict screening criteria were applied: participants were required to have watched tourism promotional videos within the past six months and made related travel purchases (e.g., bookings or product/service purchases) based on those videos. Only those who answered “yes” to both conditions were included in the final sample. For efficient data collection, the survey was distributed and collected via Wenjuanxing, a widely used online survey platform in China. The data collection period lasted 15 days, from April 29 to May 13, 2025. The collected incident narratives were subjected

to systematic qualitative content analysis to uncover specific dimensions and influencing factors of customer perceptions of e-commerce politeness in tourism videos. The rigorously organized and analyzed data provide authentic, insightful empirical support for understanding how promotional video content shapes customer behavior in tourism e-commerce.

Data Analysis

Basic Information

A total of 140 questionnaires were collected for this study. After removing responses that were off-topic or irrelevant, we obtained 126 valid “satisfactory” critical incidents and 137 valid “unsatisfactory” critical incidents. According to John C. Flanagan (1954), CIT studies involving relatively simple activities require the analysis of 50–100 incidents, while more complex activities may demand thousands. Given that this study aims to explore customer perceptions and influencing factors of e-commerce politeness in tourism promotional videos—a relatively simple activity—the sample size of 126 satisfactory and 137 unsatisfactory incidents meets the methodological requirements of CIT. Basic demographic information of the respondents is presented in Table 1.

Table 1. Basic Information of Respondents

Variable	Category	Number	Percentage
Gender	Male	63	45%
	Female	77	55%
Age	18-24 years	23	16.4%
	25-34 years	38	27.1%
	35-54 years	51	36.5%
	55 years and above	28	20.0%
Education	High school or below	35	25.0%
	Associate degree	63	45.0%
	Bachelor's or above	42	30.0%
Income	¥ 3,000 or below	21	15.0%
	¥ 3,001–¥ 8,000	45	32.1%
	¥ 8,001–¥ 15,000	49	35.0%
	¥ 15,001 or above	25	17.9%
Occupation	Student	21	15.0%

	Corporate employee	52	37.1%
	Freelancer	38	27.1%
	Retiree	29	20.8%

Classification Principles

A total of 263 valid critical incidents were collected for this study, including 126 satisfactory incidents and 137 unsatisfactory ones. After an initial review and analysis of all incidents, the research team developed a classification framework and assigned category labels accordingly. Specifically, satisfactory incidents were grouped into five categories: emotional connection, creative format, audiovisual expression, cultural depth, and technology-driven design. Unsatisfactory incidents were classified into six categories: content authenticity, experiential appeal, scene logic, cultural representation, stylistic tone, and production quality. Detailed definitions and representative examples for each category are presented in Table 2.

Table 2. Category Definitions and Descriptions

Category	Description
Emotional Engagement	Refers to the evocation of emotional resonance among viewers through character-driven narratives, interactive scenes, or warm storytelling techniques.
Formal Innovation	Involves the use of novel creative approaches, narrative structures, or cross-disciplinary integration to break conventional promotional formats.
Audiovisual Expression	Highlights visual impact or auditory design, utilizing cinematic language to stimulate sensory experiences directly.
Cultural Core	Showcases regional culture, historical traditions, humanistic values, or ecological concepts to convey cultural significance and identity.
Technology-Driven	Applies AR/VR, aerial photography, special effects, or digital interaction technologies to enhance immersion and communication efficiency.
Content Authenticity	Ensures alignment between the promoted content and the actual attributes of the destination, avoiding fictionalization or excessive beautification.
Perceived experience	Refers to the sensory and emotional feedback or anticipated experience evoked through media symbols related to tourism scenarios.
Scene Rationality	Indicates the logical consistency between the presented scenes and the objective characteristics of the destination.
Cultural Representation	Refers to the systematic and localized interpretation of destination-specific cultural traits via visual and auditory media symbols.
Stylistic Rendering	Enhances specific styles through audiovisual media to convey the atmosphere or

	tone of the destination.
Production Quality	Reflects the technical standards and professional level achieved in filming, editing, and audiovisual presentation.

After finalizing the categorization of critical incidents, three expert coders were invited to classify the incidents based on the predefined analytical framework. This process aimed to ensure that the data closely aligned with the research objectives and that the classification outcomes were both clear and comprehensive. The coders (see Table 3 for background information) possess extensive frontline experience in tourism e-commerce operations and short-form video content creation, along with a keen understanding of politeness dynamics in digital commerce environments. Their domain expertise and professional judgment qualified them to perform the classification task. To validate the consistency of the classification results, inter-coder reliability was calculated. This statistical measure confirmed the reliability and objectivity of the final categorization, thereby reinforcing the credibility of the dataset used in subsequent analysis.

Table 3. Background Information of Coders

Coder	Position	Professional Experience
Coder 1	Operations Analyst	5 years of experience in managing tourism-related new media matrices; proficient in algorithmic rules of global social platforms and ad systems like Meta and Google Ads; capable of dynamically adjusting content distribution weights across platforms.
Coder 2	Video Production Analyst	Dual background: 3 years in film production companies and 2 years in tourism e-commerce platforms; led analysis of over 600 promotional tourism videos; skilled in using AI tools to predict audience emotional curves and guide editing rhythm and content emphasis.
Coder 3	University Lecturer in E-Commerce	Over 10 years of teaching experience in e-commerce; consistently supervises student teams in producing tourism short videos with notable outcomes.

Reliability and Validity Analysis

To ensure the reliability, validity, and generalizability of the research findings, this study employed reliability and validity checks to calibrate the research process.

Reliability Analysis

Reliability refers to the degree to which a measurement tool produces consistent or similar results across repeated assessments (Rajput, 2020). To ensure the robustness and repeatability of the classification results, a two-stage procedure was designed for reliability verification. In the first stage, three coders independently reviewed all critical incidents and reached full consensus, resulting in the initial classification framework (five categories for satisfactory incidents and six categories for unsatisfactory incidents). After a 30-day interval, the same coders were asked to reclassify all incidents independently under blind conditions, without referencing the initial results. The consistency of classification was then assessed by comparing the two sets of data and calculating the number

of incidents assigned to the same category across both rounds. Detailed results are presented in Tables 4 and 5.

Table 4. Inter-Coder Consistency – Satisfactory Incidents

Consistency Count	Coder 1	Coder 2	Coder 3
Coder 1	108	—	—
Coder 2	95	116	—
Coder3	88	92	120

Table 5. Inter-Coder Consistency – Unsatisfactory Incidents

Consistency Count	Coder 1	Coder 2	Coder 3
Coder 1	120	—	—
Coder 2	93	128	—
Coder 3	86	76	117

Based on the data presented in Tables 4 and 5, this study evaluates the inter-coder consistency among the three coders. The consistency rate was calculated using the following formula:

$$A = \frac{2M_{12} + 2M_{23} + 2M_{13}}{n_1 + n_2 + n_2 + n_3 + n_1 + n_3}$$

$$R = \frac{(N \times A)}{1 + [(N - 1) \times A]}$$

Where, *R* = Reliability

N = Number of coders

A = Average inter-coder agreement

*M*₁₂ = Number of samples classified identically by coder 1 and coder 2)

*n*₁ = Total number of samples classified by coder 1)

Based on this formula, the reliability scores were computed using the classification data from Tables 4 and 5. The results are summarized in Table 6.

Table 6. Classification Reliability Summary

BBT Category	Average Inter-Coder Agreement (A)	Reliability (R)
Satisfactory	0.800	0.923

Unsatisfactory	0.699	0.874
----------------	-------	-------

The calculation results indicate that the reliability coefficient for satisfactory incidents reached 0.923, while that for unsatisfactory incidents was 0.874. According to Neuendorf (2017), in the context of CIT, a reliability score equal to or greater than 0.80 signifies a high level of classification consistency. These results strongly support the clarity and operational feasibility of the classification framework developed in this study. Furthermore, the high reliability values validate the coders’ accurate understanding and application of the framework, thereby establishing a solid foundation for subsequent data analysis.

Validity Analysis

Validity refers to the extent to which a test accurately measures what it claims to measure. It encompasses content validity, face validity, and construct validity. At the content validity level, this study conducted a systematic literature review to clearly define the operational meaning of “e-commerce politeness,” ensuring that the designed classification framework comprehensively covers the theoretical dimensions of the construct (Ansari & Khan, 2023). At the face validity level, the CIT was selected due to its strong capability to analyze specific interaction events in depth. This methodological alignment with the research objective—deconstructing politeness perception incidents—demonstrates intuitive appropriateness. At the construct validity level, a rigorous three-stage procedure was implemented: 1. Cross-validation – Two researchers collaboratively resolved discrepancies and reached consensus on category naming. 2. Independent classification – Three coders conducted initial classification of critical incidents based on the agreed definitions. 3. Consistency verification – Inter-coder reliability testing was performed to ensure objectivity and consistency in classification (Olanipekun et al., 2022). In summary, the multi-dimensional validity checks significantly enhanced the reliability, accuracy, and practical relevance of the research findings.

Classification Results

The collected critical incidents were categorized according to the established classification framework, and their proportional distributions were statistically analyzed. To gain deeper insights into consumers’ perceptions of e-commerce politeness while viewing tourism promotional videos, this study selected two representative incidents from each group—satisfactory and unsatisfactory—for detailed analysis. Table 7 presents examples and proportional distribution of satisfactory incidents, while Table 8 summarizes the examples and distribution of unsatisfactory incidents.

Table 7: Representative Satisfactory Incidents and Category Distribution

Category	Representative Incident	Proportion
Emotional Engagement	The promotional video showcased the dedication of tourism workers such as sanitation staff, hotel housekeepers, and “tourism woodpeckers,” evoking a sense of warmth.	19.84%
	A Nanchang taxi driver, Zhao Xiaowei, invited by travel blogger “Boss Qi,” spent a day guiding him around the city. Zhao paid out of pocket to treat the blogger to local cuisine and visited sites like the Haihunhou Museum. His sincere hospitality made me long to visit Nanchang.	

Formal Innovation	The head of Suiping County’s tourism bureau, Zhao Dongsheng, dressed as the Monkey King to film a short video at Chaya Mountain, creatively linking the site to the 1998 TV adaptation of Journey to the West.	21.43%
	Handan’s tourism bureau humorously promoted the city through a “Public Apology Conference,” with slogans like “Sorry, Handan made you fail your diet” (implying the abundance of delicious food).	
Audiovisual Expression	The video begins with a bungee jumper leaping from Kawarau Bridge, followed by a rapid cut to jet boat riders on Lake Wanaka, splashing through high-speed turns—an exhilarating visual experience.	23.81%
	Another video opens with an aerial view of Zhangjiajie’s endless peaks, transitioning into drifting clouds like white veils weaving through the mountains. These visuals conveyed the dreamlike beauty of the landscape.	
Cultural Core	A young Kazakh rider, passionate about horseback riding, falls but climbs back with help, showing resilience and cultural spirit.	22.22%
	In another video, herds of sheep led by nomads traverse the ancient Cheshi Trail across the Tianshan Mountains. The scene reflects pastoral traditions and reverence for nature, deepening my understanding of Xinjiang’s cultural heritage.	
Technology-Driven	The Mao Zedong Memorial Hall used holographic projection to display patch details on the Chairman’s clothing, allowing viewers to “feel” history. This immersive tech approach engaged younger audiences with revolutionary culture.	12.70%
	In Norway’s Lofoten Islands, the “Polar Night Fisherman’s Feast” was reimagined through light and sensory design, activating a mythic subconscious in visitors.	

Table 8. Representative Unsatisfactory Incidents and Category Distribution

Category	Representative Incident	Proportion
Content Authenticity	A promotional video depicted a stunning snowy landscape, attracting many visitors. However, upon arrival, tourists found the ground covered in cotton, vastly different from the advertised scenery, leading to widespread complaints of deception.	27.73%
	Another video of Xijiang Qianhu Miao Village in Guizhou showcased picturesque scenes, but on-site visits revealed aging stilt houses with peeling paint and barren terraces during the fallow season.	
Perceived Experience	A video promoting a historic town focused solely on architectural exteriors, lacking any narrative about its cultural heritage or folklore. The visuals were monotonous and failed to evoke interest.	21.17%

	Another video, lasting ten minutes, presented over a dozen attractions in a disorganized manner, with minimal explanation. It also mixed in daily life footage of locals, leaving viewers confused and uninspired.	
Scene Rationality	A video showcasing the serene streets and temples of Chiang Mai abruptly cut to a modern bus plastered with advertisements and flashing LED screens, disrupting the tranquil atmosphere.	16.06%
	In another case, a workshop scene was overly dramatized: workers wore pristine traditional costumes while stirring sauce, contrary to actual procedures. A close-up even showed a smartwatch displaying a WeChat message.	
Cultural Representation	A viral video of “Smashing Bowl Liquor” in a food street portrayed a festive ritual, but the tradition actually originates from funeral customs. The merchant concealed this meaning, misleading tourists into treating a destructive act as entertainment.	13.87%
	Another video showed a woman sipping coffee alone in Paris’s Tuileries Garden, symbolizing elegance. However, it ignored the city’s cultural diversity and reinforced stereotypes about luxury and romance.	
Stylistic Rendering	A video of an ancient town applied heavy warm filters, brightened stone paths to unnatural reflectiveness, and altered wall colors to retro red-brown tones—creating an artificial “utopia.”	11.68%
	Another video used extreme color grading: ocean water turned neon blue, beaches darkened to “premium caramel,” and cloudy skies were digitally replaced with clear blue.	
Production Quality	Promotional videos of niche destinations often suffer from low budgets, resulting in blurry visuals and poor lighting that fail to showcase the attractions effectively.	9.49%
	The video shook constantly while filming the old town—buildings and people were blurry. When it finally stabilized, it sped up abruptly, making it hard to follow and visually disorienting.	

Based on the proportional distribution shown in the tables, audiovisual expression emerged as the most prominent category among satisfactory incidents. This indicates that the combined stimulation of visual and auditory senses during the viewing of tourism promotional videos effectively transforms into a strong emotional experience and a satisfying psychological response, thereby enhancing viewers’ travel intentions. In contrast, content authenticity accounted for the highest proportion among unsatisfactory incidents. The core issue lies in the significant gap between expectation and reality. When emotional anticipation is unmet, it often leads to dissatisfaction, which may further erode trust in the brand or destination.

In summary, for tourism e-commerce platforms, audiovisual expression serves as the “entry point” to attract

consumer interest, while content authenticity acts as the “ballast” for long-term operational stability. Balancing both elements not only improves conversion efficiency through sensory engagement but also strengthens user retention through trust accumulation. This approach reflects respect for consumer experience and is essential for the platform’s sustainable development.

CONCLUSION AND RECOMMENDATIONS

Conclusion

This study adopts the concept of e-commerce politeness as an analytical lens and applies CIT to examine tourism e-commerce promotional videos in depth. The findings reveal that satisfactory incidents are primarily distributed across five dimensions: audiovisual expression, emotional engagement, formal innovation, cultural core, and technology-driven design. Among these, audiovisual expression accounts for the highest proportion (23.81%), indicating that coordinated visual and auditory stimulation plays a key role in triggering consumers’ travel intentions. In contrast, unsatisfactory incidents are concentrated in six dimensions: content authenticity, perceived experience, scene rationality, cultural representation, stylistic rendering, and production quality. The most prominent issue is content authenticity (27.94%), suggesting that consumers are highly sensitive to the gap between promotional content and actual experience. This expectation-reality mismatch poses a critical barrier to trust and conversion.◦

By introducing the concept of e-commerce politeness into the tourism e-commerce marketing context, this study constructs a multidimensional perception framework for politeness in promotional videos. It expands the theoretical scope and methodological approach of tourism e-commerce research and provides empirical evidence for content optimization. To further promote high-quality development in tourism e-commerce, the study offers targeted recommendations from the perspectives of content creators, destination authorities, and consumers, aiming to collaboratively enhance the politeness level and communication effectiveness of promotional content.

RECOMMENDATIONS

Recommendations for Content Creators

As the primary producers of tourism promotional videos, content creators play a foundational role in implementing the concept of e-commerce politeness. Based on the study’s findings, the following three recommendations are proposed to enhance the perceived politeness and conversion effectiveness of video content: First, maintain a dialectical balance between audiovisual expression and content authenticity. While pursuing visual aesthetics and editing rhythm, creators should avoid excessive use of filters, fabricated scenes, or selective presentation. It is essential to ensure that the content remains aligned with the core characteristics of the destination. By constructing narratives that are both “beautiful and truthful,” creators can stimulate short-term interest while building long-term consumer trust. Second, stay attuned to and integrate social trends organically. Creative content that skillfully incorporates current events, popular IPs, or cultural trends can significantly enhance both dissemination and emotional resonance. Content creators are encouraged to establish mechanisms for trend monitoring and evaluation, leveraging strategies such as topical alignment, IP integration, and contextual storytelling to boost engagement and emotional connection with audiences. Third, apply advanced technologies with caution, prioritizing content experience. While moderate use of AR/VR, aerial cinematography, and interactive design can enhance uniqueness and futuristic appeal, creators should remain vigilant against the risk of “sensory deception.” Over-rendering or symbolic distortion may undermine viewer trust and cultural identification. Technology should serve content expression and user experience—not act as a

cosmetic layer that obscures authenticity.

Recommendations for Destination Authorities

As planners and regulators of regional tourism industries, destination authorities play a decisive role in shaping brand identity and maintaining market order. To systematically enhance the level of e-commerce politeness in promotional videos and improve conversion effectiveness, the following three recommendations are proposed: First, establish a cross-departmental mechanism for content review and market supervision. In response to issues of content authenticity, destination governments should collaborate with relevant agencies to develop and implement local guidelines and standards for truthful tourism promotion. Regular sampling and inspection of promotional videos released by local tourism enterprises and merchants should be conducted. Misleading content must be managed and corrected to ensure alignment between promotional narratives and on-site visitor experiences, thereby safeguarding long-term brand credibility. Second, leverage local cultural depth to build memorable destination brand labels. Addressing concerns related to cultural core and formal innovation, governments should move beyond superficial landscape displays and focus on distinctive cultural symbols, historical narratives, and lifestyle elements. By leading the creation of emotionally resonant brand identities, authorities can strengthen consumer recognition and emotional attachment. Third, develop a feedback loop for opinion collection and insight sharing. Authorities should actively gather both positive and negative visitor feedback on promotional videos and conduct regular qualitative analysis. These insights can inform regulatory decisions and brand strategies, while also being shared with local content creators to improve the precision and politeness of regional digital tourism marketing.

Recommendations for Consumers

As the ultimate audience and decision-makers in tourism e-commerce, consumers play an important role in providing feedback and exercising rational judgment during content consumption. To help consumers better manage potential experience gaps caused by promotional videos and improve the quality of travel decisions, this study offers two key recommendations: First, engage in active information screening and cross-verification. Given the issue of content authenticity revealed in this study, consumers should recognize that promotional videos are often artistically edited. Critical thinking is essential during decision-making. Consumers are encouraged to consult multiple platforms and review feedback from other travelers to cross-check destination information. This helps form realistic expectations and effectively manage potential experience risks. Second, provide constructive feedback on viewing and service experiences. As the final experiencers of the content, consumer feedback is a vital driver for improvement by video creators and platforms. Consumers should actively share their genuine impressions through platform reviews, social media posts, or satisfaction surveys. This not only helps creators enhance video quality but also offers valuable reference points for other potential travelers, fostering a healthy co-creation ecosystem.

ACKNOWLEDGE

This research work was funded by the grant from the Guangdong Science and Technology Program (China) under Grant No. 2024A0505050036. We deeply appreciate their financial support and encouragement.

REFERENCE

1. Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the Internet—The state of eTourism research. *Tourism management*, 29(4), 609-623.

2. Mani, A., & Lamçe, N. (2023). Sustainable and blue tourism in the light of e-commerce development and economic growth—A Meta-Analysis. *European Journal of Business and Innovation Research*, 11(8), 87-107.
3. Geng, Y., Jiang, X., Bai, W., Yan, Y., & Gao, J. (2024). Research progress of tourism marketing over 30 years: Bibliometrics based on CiteSpace. *Ecological Indicators*, 162, 1-20.
4. Fong, Y. L., Firoz, D., & Sulaiman, W. I. W. (2017). The impact of tourism advertisement promotional videos on young adults. *Journal of Social Sciences and Humanities*, 12(3), 1823-1844.
5. Graça, A. R., Banha, F., & Banha, F. M. (2022). Video-Induced tourism in Central Portugal: Production and impact of promotional videos. *Tourism & Management Studies*, 18(1), 41-50.
6. Chen, I. C., & Hu, S. C. (2015, June). Gauging the Politeness in Virtual Commercial Contexts Based on Patrons' Collective Perceptions. In *International Conference in Swarm Intelligence* (pp. 423-430). Cham: Springer International Publishing.
7. Naiditch, F. (2018). Respect and Politeness in Different Cultures. In *The TESOL Encyclopedia of English Language Teaching* (pp. 1–6). Wiley.
8. Apriyanti, M. E., & Widyastuti, A. (2020). Peran Kesantunan dalam Meningkatkan Kepuasan bagi Pelanggan. *SENADA: Semangat Nasional Dalam Mengabdi*, 1(1), 13-23.
9. Noorani, A. (2024). The role of Politeness Strategies in enhancing guest satisfaction in the hospitality industry. *Journal of Policy Research*, 10(2), 66-74.
10. Chen, I.-C., & Lu, J. (2025). Exploring User Experience Perceptions of Logistics E-commerce Platforms from the Perspective of E-commerce Politeness. *International Journal of Social Science and Economics Invention*, 11(04), 90-96.
11. Xiao, Y., Li, C., Thürer, M., Liu, Y., & Qu, T. (2022). User preference mining based on fine-grained sentiment analysis. *Journal of Retailing and Consumer Services*, 68, 103013.
12. Ashari, R. P., Rosmaniar, A., & Futuwah, A. I. (2024). Performa Digital Marketing Pada Tingkat Konversi Penjualan dan Tingkat Pelanggan Kembali. *Improvement: Jurnal Manajemen Dan Bisnis*, 4(1), 99-108.
13. Purnomo, Y. J. (2023). Digital Marketing Strategy to Increase Sales Conversion on E-commerce Platforms. *Journal of Contemporary Administration and Management*, 1(2), 54-62.
14. Daoud, M. K., Al-Qeed, M., Ahmad, A. Y. A. B., & Al-Gasawneh, J. A. (2023). Mobile Marketing: Exploring the Efficacy of User-Centric Strategies for Enhanced Consumer Engagement and Conversion Rates. *International Journal of Membrane Science and Technology*, 10(2), 1252-1262.
15. Huang, N., Sun, T., Chen, P., & Golden, J. M. (2019). Word-of-Mouth System Implementation and Customer Conversion: A Randomized Field Experiment. *Information Systems Research*, 30(3), 805-818.
16. Reddy Pathe, A. (2024). Neural Network-Based Customer Behavior Modeling for Dynamic Conversion Funnel Optimization in Digital Retail. *Journal of Marketing & Supply Chain Management*, 3(1), 1-5.
17. Flanagan, J. C. (1954). The critical incident technique. *Psychological bulletin*, 51(4), 327, 327-358.
18. Larasati, R., & Mbato, C. L. (2025). Investigating professional identity construction of EFL teachers in informal language institutions through the lens of critical incidents. *Journal on English as a Foreign Language*, 15(1), 160–189.
19. Falchenberg, Å., Sterner, A., Boysen, G. N., Andersson, H., & Andersson, U. (2025). Nurses' and physicians' experience and actions in mobile emergency teams: a critical incident study. *Discover Health Systems*, 4(1), 1-18.
20. Papouli, E. (2016). Using the critical incident technique (CIT) to explore how students develop their understanding of social work values and ethics in the workplace during their final placement. *The Journal*

- of Social Work Values and Ethics, 13(2), 56-72.
21. Tontini, G., dos Santos Bento, G., Milbratz, T. C., Volles, B. K., & Ferrari, D. (2017). The Critical Incident Technique (CIT) and Penalty-Reward Contrast Analysis (PRCA) applied to online reviews on TripAdvisor: Evaluation of satisfaction of hotel customers. *International Journal of Hospitality Management*, 66(1), 106-116.
 22. Rashid-Radha, J. Z. R. R., Shariff, N. M., Kasim, A., Ghazali, R. M., & Mohamed, A. E. (2021). Exploring how zoo servicescapes impact memorable tourism experience: a critical incident technique (cit) approach. *Journal of Tourism, Hospitality and Environment Management*, 6(23), 53-59.
 23. Bitner, M. J. (1990). Evaluating service encounters: the effects of physical surroundings and employee responses. *Journal of marketing*, 54(2), 69-82.
 24. Rajput, S. (2020). Methods of reliability and validity. In *An SPSS Guide for Tourism, Hospitality and Events Researchers* (pp. 243-264). Routledge.
 25. Neuendorf, K. A. (2017). *The content analysis guidebook*. sage.
 26. Ansari, M. M., & Khan, S. (2023). An in-depth examination of validity assessment: Exploring diverse methodologies and dimensions of validity in social research studies. *Asian Journal of Agricultural Extension, Economics & Sociology*, 41(10), 772-782.
 27. Olanipekun, A., Ahmed, V., Opoku, A., & Sutrisna, M. (2022). Understanding validity in research. In *Validity and Reliability in Built Environment Research* (pp. 16-26). Routledge.