eISSN: 2654-4687
pISSN: 2654-3894
jithor@upi.edu
http://ejournal.upi.edu/index.php/Jithor
Vol. 8, No. 2, October 2025

Journal Of Indonesian Tourism, Hospitality and Recreation

The emotional pathways of tourism video ads: How speed and activity type shape visit intentions

Echo Perdana Kusumah[1*], Safroni Isrososiawan[2]
[1]Universitas Bangka Belitung, Bangka, Indonesia
[2]Universitas Islam Negeri Mataram, Lombok, Indonesia
*echo_perdana@ubb.ac.id, safroniisrososiawan@upi.edu

Article Info

Submitted,
26 June 2025
Revised,
20 September 2025
Accepted,
01 October 2025

Keywords:
Tourism video Advertising;
Video speed;
Activity type;
Positive emotions;
Visit intention

ABSTRACT

Social media increasingly shapes travel decision-making, video advertising has emerged as a critical medium for influencing tourist behavior. This study examines the interaction between video speed (slow vs. fast) and tourism activity type (relaxing vs. challenging) in shaping visit intention, with a particular focus on the mediating roles of peacefulness and excitement. Anchored in Optimal Arousal Theory, the research hypothesizes that emotional congruence between the pacing of video content and the arousal level of the depicted activity enhances viewers' emotional engagement and behavioral responses. A quantitative experimental design employing manipulated video stimuli was conducted among 121 participants selected through purposive sampling, focusing on individuals familiar with tourism video content from Bangka Belitung and Nusa Tenggara Barat, Indonesia. Utilizing PLS-SEM analysis, the findings reveal that slow-paced videos paired with relaxing activities significantly increase feelings of peacefulness, while fast-paced videos combined with challenging activities elicit greater excitement. Both emotional responses positively influence visit intention and mediate the effects of video characteristics on behavioral outcomes. These results contribute to the theoretical advancement of emotion-based tourism marketing and offer practical implications for crafting emotionally resonant video content that strategically aligns message form and content to optimize promotional impact.

Kata kunci:
Iklan video wisata;
Kecepatan video;
Jenis aktivitas wisata;
Emosi positif;
Niat berkunjung

ABSTRAK

Meningkatnya peran media sosial dalam memengaruhi keputusan wisatawan, iklan video menjadi media yang krusial dalam strategi pemasaran destinasi. Studi ini mengkaji interaksi antara kecepatan video (lambat vs. cepat) dan jenis aktivitas wisata (relaksasi vs. tantangan) dalam memengaruhi niat berkunjung, dengan fokus khusus pada peran mediasi dari emosi ketenangan dan kegembiraan. Berlandaskan pada *Optimal Arousal Theory*, penelitian ini berasumsi bahwa kesesuaian emosional antara gaya penyajian video dan tingkat rangsangan dari aktivitas wisata dapat meningkatkan keterlibatan emosional dan respons perilaku audiens. Penelitian ini menggunakan desain eksperimen kuantitatif dengan manipulasi video yang dilakukan pada 121 partisipan yang dipilih menggunakan teknik *purposive sampling*, yaitu individu yang memiliki pengalaman terhadap konten video wisata di Provinsi Bangka Belitung dan Nusa Tenggara Barat, Indonesia. Hasil analisis menggunakan PLS-SEM menunjukkan bahwa video berkecepatan lambat dengan aktivitas relaksasi secara signifikan meningkatkan perasaan ketenangan, sedangkan video cepat dengan aktivitas menantang memicu kegembiraan. Kedua emosi positif ini berpengaruh signifikan terhadap niat berkunjung dan memediasi hubungan antara karakteristik video dan respons perilaku. Temuan ini memberikan kontribusi teoritis terhadap literatur pemasaran wisata berbasis emosi, sekaligus menawarkan implikasi praktis bagi pengembang konten untuk merancang video promosi yang lebih efektif melalui penyelarasan bentuk penyampaian dan isi pesan secara emosional.

D.O.I:
https://doi.org/10.17509/jithor.v8i2.86941

INTRODUCTION

Video advertising on social media has become a vital tool in modern tourism marketing. As digital platforms continue to grow, video ads now play a key role in capturing the interest of potential travelers. Worldwide spending on social media advertising is expected to reach $275.98 billion by 2025 (Statista, 2025). In Indonesia, a leading tourism destination in Southeast Asia, social media use has surged, with over 143 million users (50.2%) of the population actively engaging on platforms like Instagram, TikTok, and YouTube (DMFA, 2025). For tourism, where products are intangible and experiences are perishable (Boksberger & Craig-Smith, 2006), video ads help reduce uncertainty, strengthen destination image, and encourage potential tourists to choose a destination. As Indonesian destinations from Bali to Labuan Bajo compete for attention, designing effective and emotionally engaging video ads has become increasingly important.

Many studies have shown that tourism video ads can enhance destination appeal, improve tourist attitudes, and strengthen visit intentions (Barnes, 2024; Cao et al., 2021; Weng et al., 2021). This research typically focuses on either the content elements (such as types of activities or scenery) that convey key messages, or the non-content elements (like background music, narration, or pacing) that add emotional appeal (Fan et al., 2025; Gan et al., 2023; Wang et al., 2024). While both types of elements have been studied extensively, their combined influence how content and non-content elements work together to drive emotions and behavior has received little attention, particularly in tourism advertising (Tan et al., 2021).

This lack of integrated research is especially relevant in Indonesia, where competition among destinations is intense and social media users have shorter attention spans than ever. In this fast-paced digital environment, relying on cognitive processing which demands focus and mental effort, may no longer be practical (Hsu et al., 2025). Instead, emotional responses, which occur more automatically and require fewer mental resources, could be more effective in shaping decisions and attracting tourists (Weng et al., 2022). However, studies exploring how video ad elements interact to create these emotional responses are still limited, particularly in emerging tourism markets like Indonesia.

Our study focuses on two key factors: video speed, representing a non-content element, and activity type, representing content. Both can trigger different positive emotions that influence visit intentions. Slow-paced videos reduce information load and foster low-arousal feelings like peacefulness by encouraging immersion (Jung & Dubois, 2023; Stuppy et al., 2024). In contrast, fast-paced videos deliver more information quickly and stimulate high-arousal emotions such as excitement (Duff & Sar, 2015; Sundar & Kalyanaraman, 2004). Likewise, relaxing activities (e.g., spa visits, beach lounging) tend to evoke peacefulness, while challenging activities (e.g., hiking, diving) are linked with excitement (Carnicelli-Filho et al., 2010; Mehmetoglu, 2007). Based on optimal arousal theory (Wang et al., 2020), we argue that when video speed and activity type align in their arousal level, they better fulfill viewers' emotional needs and increase their intention to visit.

This research offers three important contributions. First, it fills a gap by examining how video speed and activity type jointly shape visit intentions through emotional responses. Second, it highlights the strategic role of video speed in designing tourism video ads, contributing to the growing area of speed marketing. Third, it advances optimal

arousal theory by showing how specific emotions, peacefulness and excitement mediate the link between video ad elements and tourist intentions. By focusing on the Indonesian context, the study provides practical insights for destinations aiming to design more effective and emotionally engaging tourism video advertisements. Therefore, this study aims to empirically examine how the interaction between video speed and tourism activity type influences tourists' visits intentions through the mediating roles of peacefulness and excitement.

LITERATURE REVIEW

Optimal arousal theory

Optimal arousal theory offers a framework for understanding how individuals respond to external stimuli based on their need for a certain level of arousal (Wang et al., 2020). The theory suggests that people seek experiences that provide an optimal level of stimulation, not too low to cause boredom and not too high to cause stress. When applied to marketing, this concept helps explain why certain advertising strategies are more effective at capturing attention and eliciting favorable responses (Wang et al., 2020).

In tourism advertising, the emotional impact of promotional materials plays a key role in shaping tourist perceptions and behavioral intentions (Wirtz et al., 2000; Jannah et al., 2022). Video advertisements, in particular, can serve as external stimuli that influence arousal levels through both content (e.g., type of activity) and non-content features (e.g., video speed). A match between the arousal generated by these stimuli and the arousal preference of the viewer is believed to enhance the viewer's emotional response and, in turn, behavioral outcomes (Picard et al., 2016).

Prior research shows that relaxing tourism activities typically aim to create low-arousal, calming experiences, while challenging tourism activities seek to stimulate higher arousal through novelty and adventure (Mehmetoglu, 2007). Likewise, video speed can influence perceived arousal: slow-paced videos tend to reduce stimulation and evoke tranquility, whereas fast-paced videos increase arousal and excitement (Jung & Dubois, 2023; Stuppy et al., 2024).

This theoretical lens provides the basis for understanding how the alignment of tourism activity type and video speed can generate emotional states (e.g., peacefulness, excitement) that ultimately influence visit intentions (see Figure 1). The integration of optimal arousal theory helps explain the mechanisms behind effective tourism video advertising.

Video speed and emotional response

Video speed represents a critical non-content element in advertising that shapes how viewers process visual information and experience emotional reactions. In the context of tourism video advertisements, speed influences arousal levels by controlling the density and rhythm of visual stimuli (Jung & Dubois, 2023; Stuppy et al., 2024).

Slow-paced videos reduce the amount of information presented per second, allowing viewers to process details more deeply and at a comfortable pace. This slower presentation style often facilitates a sense of fluency and immersion, promoting low-arousal positive emotions such as peacefulness (Duff & Sar, 2015; Jung & Dubois, 2023). Slow speed helps emphasize calm and soothing elements in a scene, aligning well with tourism experiences that aim to offer relaxation.

In contrast, fast-paced videos present information rapidly, increasing visual stimulation and creating a vivid, energetic viewing experience. This higher

information density can trigger stronger arousal, fostering emotions linked to excitement and enthusiasm (Sundar & Kalyanaraman, 2004). Such presentations are particularly suitable for tourism products that emphasize adventure and activity.

When the arousal induced by video speed aligns with the viewer's emotional expectations for the tourism experience, advertisements are more likely to generate favorable responses and stronger visit intentions (Wang et al., 2020). Therefore, we propose the following hypotheses:

H1: Slow-paced video advertisements significantly influence the emotion of peacefulness.

H2: Fast-paced video advertisements significantly influence the emotion of excitement.

Tourism activity type and emotional response

Tourism activity type is a core content element in promotional videos that conveys the nature of the tourist experience. Prior research categorizes tourism activities into two broad groups based on their experiential characteristics: relaxing activities and challenging activities (Mehmetoglu, 2007).

Relaxing activities such as spa treatments, beach lounging, or scenic retreats are typically low in complexity, require minimal physical effort, and focus on providing pleasure and comfort (Su et al., 2020). These activities are designed to meet tourists' desire for low-arousal experiences, fostering emotional states associated with tranquility and peacefulness (Di Muro & Murray, 2012; Kim et al., 2010).

In contrast, challenging activities including skydiving, mountain climbing, or rafting, are high in complexity and demand greater physical or mental effort. They cater to tourists seeking novelty, exploration, and self-achievement (Carnicelli-Filho et al., 2010; Mehmetoglu, 2007). These activities naturally align with high-arousal positive emotions, particularly excitement and enthusiasm (Rodas et al., 2021; Russell & Barrett, 1999). Building on this, we propose:

H3: Relaxing tourism activities significantly influence the emotion of peacefulness.

H4: Challenging tourism activities significantly influence the emotion of excitement.

Emotional response and visit intention

Emotions play a pivotal role in shaping consumer behavior, particularly in experiential industries like tourism (Wirtz et al., 2000). In tourism video advertising, positive emotions elicited by the ad content and presentation significantly influence viewers' intentions to visit the featured destination. Two key emotional states relevant in this context are peacefulness and excitement, representing low- and high-arousal positive emotions, respectively (Russell & Barrett, 1999).

Peacefulness is associated with feelings of tranquility, calmness, and serenity (Barrett, 1998; Di Muro & Murray, 2012). Tourists who experience peacefulness while viewing a tourism advertisement are more likely to form favorable impressions of the destination as a relaxing and restorative place, thereby increasing their visit intentions (Kim et al., 2010; Nurazizah & Marhanah, 2020).

On the other hand, excitement reflects an energized, enthusiastic state characterized by high arousal (Rodas et al., 2021). When viewers feel excitement from an advertisement, they are more inclined to perceive the destination as adventurous and engaging, strengthening their desire to visit (Mogilner et al., 2012). Therefore, we propose the following hypotheses:

H5: Peacefulness significantly influence visit intention.

H6: Excitement significantly influence visit intention.

Mediation role of emotional states

Emotions not only directly shape behavioral intentions, but also serve as key mediators linking advertising stimuli to consumer responses (Wirtz et al., 2000; Picard et al., 2016). In the context of tourism video advertising, the emotional states of peacefulness and excitement are theorized to mediate the relationship between both video speed and tourism activity type, and the intention to visit the destination.

When video speed aligns with the desired emotional arousal level (slow speed promoting peacefulness, fast speed fostering excitement), viewers experience emotions that fit their expectations for the activity being portrayed. Similarly, tourism activity type stimulates these emotions by priming viewers toward relaxation or adventure. These emotional responses, in turn, drive visit intentions by reinforcing the destination's appeal in line with the viewer's motivational state. Thus, we propose:

H7: The effect of slow video speed on visit intention is mediated by peacefulness.

H8: The effect of fast video speed on visit intention is mediated by excitement.

H9: The effect of relaxing activity type on visit intention is mediated by peacefulness.

H10: The effect of challenging activity type on visit intention is mediated by excitement.

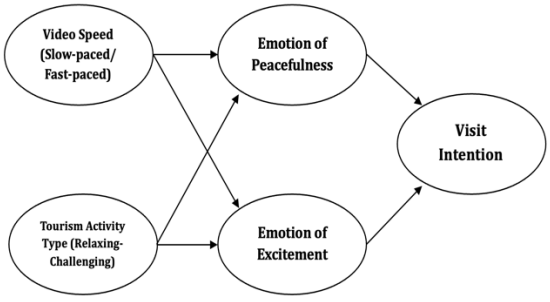

Figure 1. Research model

Source: Created by author, 2025

RESEARCH METHOD

Research design

This study uses a quantitative experimental design to examine how video speed (slow vs. fast) and tourism activity type (relaxing vs. challenging) affect visit intentions, with peacefulness and excitement as mediators. An experimental approach is appropriate for testing causal relationships between video characteristics and tourist intentions (Field & Hole, 2002; Malhotra et al., 2017). We apply Partial Least Squares Structural Equation Modeling (PLS-SEM), which is suitable for complex models with direct and indirect effects, small sample sizes, and non-normal data (Hair et al., 2022; Sarstedt et al., 2014). This design helps assess how alignment between video speed and activity type shapes emotions and visit intentions.

Research context and sampling

The research was conducted in two Indonesian provinces: Bangka Belitung and Nusa Tenggara Barat (NTB), Indonesia, both known for their diverse tourist attractions, including relaxing destinations like Tanjung Tinggi Beach and Gili Air, as well as challenging activities like underwater diving and Mount Rinjani trekking. These regions represent emerging tourism hubs where video marketing plays a critical role in attracting visitors.

A total of 121 valid responses were collected over 8 weeks (February to April 2025) through offline and online surveys. We employed five trained research assistants per province to ensure systematic data collection. Participants were adult residents and domestic tourists familiar with tourism video ads. The sampling used purposive sampling criteria to target individuals with prior exposure to tourism content, aligning with experimental research best practices (Malhotra et al., 2017). The study utilized

primary quantitative data obtained directly from participants through structured questionnaires administered after viewing the experimental video stimuli. Demographic data, including age, gender, and education level, were also gathered to describe the sample profile.

Data collection

Participants were randomly assigned to view one of four video scenarios combining video speed (slow-paced or fast-paced) and tourism activity type (relaxing or challenging). Each participant watched a 60-second tourism advertisement clip on their own device or in a supervised setting. The slow-paced, relaxing examples featured scenes such as Tanjung Tinggi Beach at sunrise (Bangka Belitung) and Gili Air's tranquil shoreline (NTB). The fast-paced, challenging examples highlighted snorkeling adventures around Lengkuas Island (Bangka Belitung) and hiking on Mount Rinjani's rugged trails (NTB). These videos were selected for their realism and popularity, ensuring ecological validity.

After viewing the video, respondents completed a structured questionnaire measuring their emotional responses (peacefulness, excitement) and visit intentions, as well as demographic details. The procedure followed ethical guidelines, ensuring informed consent and voluntary participation.

Measurement and scale

All constructs in this study were measured using multi-item scales adapted from established sources (see Table 1), with responses captured on a 7-point Likert scale (1= strongly disagree, 7= strongly agree). Visit intention was assessed using indicators covering intention to visit, recommendation, planning, consideration, future interest, and willingness to revisit (adapted from Lam & Hsu, 2006; Baker & Crompton, 2000). Peacefulness was measured through indicators related to peaceful, relaxed, tranquil, calm, soothed, and serene feelings (adapted from Kim et al., 2010; Di Muro & Murray, 2012). Excitement was measured with indicators of excited, enthusiastic, energetic, adventurous, stimulated, and adrenaline responses (adapted from Russell & Barrett, 1999; Rodas et al., 2021). Video speed (0 = slow at 0.75x, 1= fast at 1.25x) and activity type (0= Relaxing, 1= Challenging) were manipulated in the experiment. Relaxing activities included beach lounging, spa, and sunset viewing; challenging activities featured surfing, hiking, and paragliding at destinations like Bangka Belitung and Nusa Tenggara Barat.

Data analysis

Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied using SmartPLS 4.0 to examine both the measurement and structural models, aligning with best practices for analyzing complex frameworks with relatively limited sample sizes (Hair et al., 2022). The data analysis proceeded in two stages. First, the measurement model was evaluated for indicator reliability, internal consistency (composite reliability), convergent validity (average variance extracted), and discriminant validity (heterotrait–monotrait). Second, the structural model was tested to estimate path coefficients, assess R^2 values for endogenous constructs, and examine the significance of direct and indirect (mediation) effects using bootstrapping (5,000 resamples). Descriptive statistics and demographic profile summaries were generated to characterize the sample.

Table 1. Measurement, standard deviation, and mean value

Construct		Indicator	Std. Deviation	Mean
Visit Intention	VI1	I intend to visit the destination soon.	0.456	6.123
	VI2	I will likely visit this destination.	0.428	6.127
	VI3	I plan to visit the destination on my next trip.	0.469	6.122
	VI4	I will recommend visiting this destination.	0.411	6.147
	VI5	I am eager to visit this destination.	0.453	6.158
	VI6	I am determined to visit this destination.	0.426	6.144
Peacefulness	PE1	The destination appears peaceful.	0.702	4.362
	PE2	The destination seems calm.	0.675	4.312
	PE3	The atmosphere feels relaxing.	0.691	4.365
	PE4	The destination conveys tranquility.	0.663	4.357
	PE5	The place feels serene.	0.687	4.355
	PE6	The destination looks restful.	0.691	4.325
Excitement	EX1	The destination seems exciting.	0.706	4.384
	EX2	The place looks adventurous.	0.714	4.340
	EX3	The destination appears lively.	0.739	4.329
	EX4	The place looks thrilling.	0.690	4.379
	EX5	The destination seems stimulating.	0.724	4.357
	EX6	The place feels full of energy.	0.659	4.379
VideoSpeed		0 = Slow-paced video 1 = Fast-paced video	0.492	0.587
ActivityType		0 = Relaxing activity 1 = Challenging activity	0.494	0.421

Source: Lam & Hsu, 2006; Baker & Crompton, 2000; Kim et al., 2010; Di Muro & Murray, 2012; Russell & Barrett, 1999; Rodas et al., 2021

RESULT AND DISCUSSION

Descriptive statistics and respondent profile

Data for this study were gathered from 121 valid respondents living in the provinces of Bangka Belitung and Nusa Tenggara Barat. (Table 2). Of the participants, 51.2% were male and 48.8% were female. The majority of respondents were aged between 20 and 29 years (43.8%), followed by those aged 30–39 years (30.6%), ≥ 40 years (16.5%), and under 20 years (9.1%). In terms of education level, most held a bachelor's degree (47.9%), followed by senior high school graduates (21.5%), postgraduate degree holders (16.5%), and diploma graduates (14.0%). Regarding occupation, 43.0% were private sector employees, 26.4% were students, 18.2% entrepreneurs, and 12.4% were government employees. The sample was evenly distributed between Bangka Belitung (49.6%) and Nusa Tenggara Barat (50.4%).

Tabel 2. Respondent's demographic profile

Category	Frequency (n)	Percentage (%)
Gender		
Male	62	51.2
Female	59	48.8
Age Group		
< 20 years	11	9.1
20-29 years	53	43.8
30-39 years	37	30.6
≥ 40 years	20	16.5
Education Level		
High School	26	21.5
Diploma	17	14.0
Bachelor's	58	47.9
Postgraduate	20	16.5
Province		
Bangka Belitung	60	49.6
Nusa Tenggara Barat	61	50.4
Occupation		
Student	32	26.4
Government Employee	15	12.4
Private Sector	52	43.0
Entrepreneur	22	18.2

Source: Created by author, 2025

Descriptive statistics also revealed that all indicator items for the latent constructs. Visit Intention, peacefulness, and excitement had mean values ranging from 4.312 to 6.158, with standard deviations indicating moderate variability, suggesting a generally positive perception of the tourism destinations shown in the video advertisements (see Table 1). These distributions provided a strong foundation for further analysis using PLS-SEM.

Measurement model assesment

The measurement model was evaluated to ensure the reliability and validity of the reflective constructs before testing the structural relationships (Figure 2). All indicators for Visit Intention, Peacefulness, and Excitement demonstrated strong outer loadings above the recommended threshold of 0.70 (Hair et al., 2022), confirming indicator reliability (Table 3). Meanwhile, outer loadings for Video Speed (VS) and Activity Type (AT) are 1.000 because they are single-item, experimentally manipulated variables directly observed without measurement error. Composite Reliability (CR) values ranged from 0.91 to 0.94, exceeding the 0.70 minimum requirement for internal consistency (Fornell & Larcker, 1981; Hair et al., 2022). Convergent validity was established as the Average Variance Extracted (AVE) for each construct surpassed 0.50, indicating that the constructs explained more than half of the variance of their indicators (Hair et al., 2022).

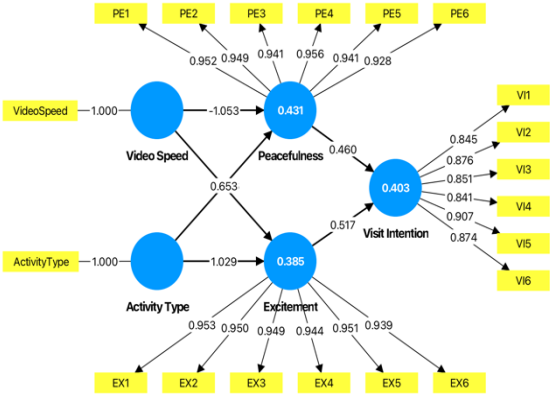

Figure 2. Measurement Model
Source: PLS Algorithm Output

Discriminant validity was assessed using the HTMT (Heterotrait–Monotrait) ratio of correlations (Table 4), all of which remained below the conservative threshold of 0.85 (Henseler et al., 2015). These results collectively demonstrate that the measurement model possesses satisfactory levels of reliability, convergent validity, and discriminant validity, supporting its adequacy for structural model evaluation.

Tabel 3. Outer loading, CR, and AVE result

Indicator	Outer Loading	CR	AVE
EX1	0.953	0.977	0.898
EX2	0.950		
EX3	0.949		
EX4	0.944		
EX5	0.951		
EX6	0.939		
PE1	0.952	0.976	0.892
PE2	0.949		
PE3	0.941		
PE4	0.956		
PE5	0.941		
PE6	0.928		
VI1	0.845	0.938	0.750
VI2	0.876		
VI3	0.851		
VI4	0.841		
VI5	0.907		
VI6	0.874		
VS	1.000	-	-
AT	1.000	-	-

Source: PLS Algorithm Output

Tabel 4. HTMT result

	AT	EX	PE	VS	VI
AT					
EX	0.537				
PE	0.410	0.165			
VS	0.071	0.362	0.551		
VI	0.052	0.462	0.392	0.029	

Source: PLS Algorithm Output

Structural model assessment

The structural model evaluation revealed that all proposed hypotheses (H1–H10) were statistically supported (Table 5). In line with H1 and H2, Video Speed (VS) significantly influenced both emotional variables: it had a negative effect on Peacefulness (PE) ($\beta = -1.053$, $t = 8.912$, $p < 0.001$), indicating that slow-paced videos elicited greater peacefulness; and a positive effect on Excitement (EX) ($\beta = 0.653$, $t = 4.480$, $p < 0.001$), confirming that fast-paced videos evoked more excitement. Regarding H3 and H4, Activity Type (AT) significantly influenced emotional responses: it negatively impacted Peacefulness (PE) ($\beta = -0.746$, $t = 5.802$, $p < 0.001$), meaning relaxing activities were associated with higher peacefulness, and positively impacted Excitement (EX) ($\beta = 1.029$, $t = 8.347$, $p < 0.001$), indicating that challenging activities generated stronger excitement. Both Peacefulness (PE) and Excitement (EX) significantly influenced Visit Intention (VI) (H5 and H6), with path coefficients of $\beta = 0.460$ ($t = 6.683$, $p < 0.001$) and $\beta = 0.517$ ($t = 8.309$, $p < 0.001$), respectively.

Mediation analysis further confirmed H7 through H10. Peacefulness (PE) significantly mediated the effects of both Video Speed (VS) ($\beta = -0.484$, $t = 5.311$, $p < 0.001$) and Activity Type (AT) ($\beta = -0.343$, $t = 3.933$, $p < 0.001$) on Visit Intention (VI), supporting H7 and H9. Similarly, Excitement (EX) significantly mediated the effects of both Video Speed (VS) ($\beta = 0.338$, $t = 3.718$, $p < 0.001$) and Activity Type (AT) ($\beta = 0.533$, $t = 5.674$, $p < 0.001$) on Visit Intention (VI), supporting H8 and H10. These findings validate the hypothesized emotional pathways and reinforce the theoretical model, emphasizing the role of emotional congruence between video presentation speed, activity type, and tourist behavioral intention.

The R-square (R^2) values further support the model's explanatory power (Table 6): 38.5% of the variance in Excitement, 43.1% in Peacefulness, and 40.3% in Visit Intention were explained by the proposed predictors. All R^2 values are statistically significant ($p < 0.001$), indicating a moderate explanatory strength (Hair et al., 2022) and reinforcing the model's robustness in capturing the emotional mechanisms underlying tourist behavior.

Tabel 5. Direct and indirect effect

	β	t-statistic	p-value	Result
VS → PE	-1.053	8.912	< 0.001	H1 Supported
VS → EX	0.653	4.480	< 0.001	H2 Supported
AT → PE	-0.746	5.802	< 0.001	H3 Supported
AT → EX	1.029	8.347	< 0.001	H4 Supported
PE → VI	0.460	6.683	< 0.001	H5 Supported
EX → VI	0.517	8.309	< 0.001	H6 Supported
VS→PE→VI	-0.484	5.311	< 0.001	H7 Supported
VS→EX→VI	0.338	3.718	< 0.001	H8 Supported
AT→PE→VI	-0.343	3.933	< 0.001	H9 Supported
AT→EX→VI	0.533	5.674	< 0.001	H10 Supported

Source: Bootstrapping output

Tabel 6. R-square result

	Original sample	Std. deviation	p-value
EX	0.385	0.064	< 0.001
PE	0.431	0.060	< 0.001
VI	0.403	0.060	< 0.001

Source: Bootstrapping output

Discussion and implication

Empirical findings from this study demonstrate that emotional congruence between video speed and activity type significantly boosts the effectiveness of

tourism video advertisements. Drawing from Optimal Arousal Theory (Wang et al., 2020), the findings show that tourists' visit intentions are strongly influenced by how well the emotional tone of a video aligns with the arousal characteristics of the activity portrayed. Specifically, slow-paced videos were found to evoke peacefulness, while fast-paced videos triggered excitement, each functioning as a distinct emotional pathway that significantly predicts visit intention (Russell & Barrett, 1999; Di Muro & Murray, 2012). These results support prior research in media psychology that demonstrates how visual pacing influences emotional arousal, fluency, and narrative engagement (Sundar & Kalyanaraman, 2004; Jung & Dubois, 2023; Stuppy et al., 2024).

Beyond video speed, the type of tourism activity also played a central role in shaping emotional responses. Relaxing activities such as spa experiences, sunset views, or cultural sightseeing, elicited low-arousal positive emotions like peacefulness, while challenging activities such as mountain trekking, underwater diving, or off-road exploration, elicited high-arousal positive emotions like excitement. These findings echo previous classifications of experiential tourism (Mehmetoglu, 2007; Carnicelli-Filho et al., 2010) and provide support for the idea that tourist behavior is emotionally guided, not merely driven by cognitive evaluations (Goossens, 2000; Hosany & Gilbert, 2010).

The mediating roles of peacefulness and excitement reinforce the theoretical proposition that emotions function as affective bridges between media stimuli and behavioral responses (Bagozzi et al., 1999; Holbrook & Hirschman, 1982). Peacefulness mediated the impact of slow-paced videos and relaxing activities, while excitement mediated the influence of fast-paced videos and challenging activities. This pattern of affective congruence (Wang et al., 2020) suggests that when the form (video speed) and content (activity type) are emotionally aligned, the persuasive power of the message is amplified. These insights align with affective priming and dual-process theories that highlight the importance of emotional coherence in persuasion (Pham, 2004).

In the practical context of Bangka Belitung and Nusa Tenggara Barat (NTB), two emerging tourism regions in Indonesia the study's findings offer actionable guidance. These provinces provide a spectrum of experiences, from tranquil destinations like Tanjung Tinggi Beach and Gili Air to adventure-rich attractions such as diving in the Bangka Strait and trekking Mount Rinjani. The ability to tailor video advertisements using emotionally congruent pacing allows destination marketing organizations (DMOs) to effectively segment content based on travelers' motivational orientations (Pearce & Lee, 2005). In regions with constrained marketing budgets, such precision in emotional targeting can significantly enhance advertising efficiency and destination appeal (Buhalis et al., 2023).

From a theoretical perspective, this research extends the scope of emotion-based models of consumer behavior by empirically validating the roles of discrete emotions in a dual-path framework. It contributes to visual and sensory marketing literature by emphasizing the interactive effects of content and non-content elements (Wang et al., 2024; Gan et al., 2023). Additionally, the use of PLS-SEM provides methodological robustness in modeling mediated emotional effects, adding to the analytical rigor of tourism behavior studies (Hair et al., 2022).

CONCLUSION

This study contributes to tourism video marketing research by showing how the interaction between video speed and activity type influences emotional responses, peacefulness and excitement and enhances visit intention. Based on Optimal Arousal Theory, the findings highlight those emotionally congruent combinations (e.g., slow-paced videos with relaxing activities) foster stronger behavioral intentions. The study underscores the importance of affective fit between content and non-content elements and confirms that both low- and high-arousal positive emotions act as key mediators in shaping tourist behavior.

Limitations

Despite these contributions, several limitations should be acknowledged. First, the study was conducted in two specific Indonesian provinces Bangka Belitung and Nusa Tenggara Barat which, while diverse, may not capture the full cultural or experiential spectrum of broader tourist populations. Second, the use of self-reported measures for emotional responses and intentions may be subject to social desirability bias and common method variance, even though care was taken to randomize conditions and ensure anonymity. Third, the manipulation of video speed was limited to two levels (slow and fast), which constrains the granularity of understanding across a broader spectrum of pacing. Lastly, while the study employed high-quality video stimuli, responses may differ in real-time social media environments where attention span and context vary.

Future research

Future research can build on these findings in several ways. First, scholars may explore cross-cultural validation of the emotional mechanisms identified here by replicating the study in different countries or tourism settings. Second, further investigation into moderating variables such as personality traits (e.g., sensation seeking), prior travel experience, or media consumption habits could offer deeper insights into how emotional responses vary across segments. Third, future studies could examine additional non-content elements (e.g., background music, camera angles, narration tone) and their interplay with content types to extend the model's explanatory power. Finally, employing longitudinal or behavioral tracking methods, such as click-through data or virtual reality simulations, may yield richer evidence of how emotional engagement translates into actual travel behavior.

REFERENCES

Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of tourism research*, *27*(3), 785-804. https://doi.org/10.1016/S0160-7383(99)00108-5

Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The role of emotions in marketing. *Journal of the academy of marketing science*, *27*(2), 184-206. https://doi.org/10.1177/0092070399272005

Barnes, S. J. (2024). Smooth talking and fast music: Understanding the importance of voice and music in travel and tourism ads via acoustic analytics. *Journal of Travel Research*, *63*(5), 1070-1085. https://doi.org/10.1177/00472875231185882

Barrett, L. F. (1998). Discrete emotions or dimensions? The role of valence focus and arousal focus. *Cognition & Emotion*, *12*(4), 579-599. https://doi.org/10.1080/026999398379574

Boksberger, P. E., & Craig-Smith, S. J. (2006). Customer value amongst tourists: A conceptual framework and a risk-adjusted model. *Tourism Review*, *61*(1), 6-12. https://doi.org/10.1108/eb058465

Buhalis, D., Leung, D., & Lin, M. (2023). Metaverse as a disruptive technology revolutionising tourism management and marketing. *Tourism management*, *97*, 104724. https://doi.org/10.1016/j.tourman.2023.104724

Cao, X., Qu, Z., Liu, Y., & Hu, J. (2021). How the destination short video affects the customers' attitude: The role of narrative transportation. *Journal of Retailing and Consumer Services*, *62*, 102672. https://doi.org/10.1016/j.jretconser.2021.102672

Carnicelli-Filho, S., Schwartz, G. M., & Tahara, A. K. (2010). Fear and adventure tourism in Brazil. *Tourism management*, *31*(6), 953-956. https://doi.org/10.1016/j.tourman.2009.07.013

Di Muro, F., & Murray, K. B. (2012). An arousal regulation explanation of mood effects on consumer choice. *Journal of Consumer Research*, *39*(3), 574-584. https://doi.org/10.1086/664040

DMFA. (2025, February 11). *The most popular social media in APAC: 2025 trends*. Digital Marketing for Asia. https://www.digitalmarketingforasia.com/most-popular-social-media-in-apac/

Duff, B. R. L., & Sar, S. (2015). Seeing the big picture: Multitasking and perceptual processing influences on ad recognition. *Journal of Advertising*, *44*(3), 173-184. https://doi.org/10.1080/00913367.2014.967426

Fan, X., Xu, P., Li, H., & Sun, T. (2025). Exerting creativity: Unveiling the mechanisms of mobile short-video advertising in promoting consumer decision-making. *Asia Pacific Journal of Marketing and Logistics*, *37*(8), 2367–2387. https://doi.org/10.1108/APJML-08-2024-1145

Field, A., & Hole, G. (2002). *How to design and report experiments*, *384*. London Sage Publication. https://www.torrossa.com/en/resources/an/5019366

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of marketing research*, *18*(1), 39-50. https://doi.org/10.1177/002224378101800104

Gan, J., Shi, S., Filieri, R., & Leung, W. K. (2023). Short video marketing and travel intentions: The interplay between visual perspective, visual content, and narration appeal. *Tourism Management*, *99*, 104795. https://doi.org/10.1016/j.tourman.2023.104795

Goossens, C. (2000). Tourism information and pleasure motivation. *Annals of tourism research*, *27*(2), 301-321. https://doi.org/10.1016/S0160-7383(99)00067-5

Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, *1*(3), 100027. https://doi.org/10.1016/j.rmal.2022.100027

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for

assessing discriminant validity in variance-based structural equation modeling. *Journal of the academy of marketing science*, *43*, 115-135. https://doi.org/10.1007/s11747-014-0403-8

Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic consumption: emerging concepts, methods and propositions. *Journal of marketing*, *46*(3), 92-101. https://doi.org/10.1177/002224298204600314

Hosany, S., & Gilbert, D. (2010). Measuring tourists' emotional experiences toward hedonic holiday destinations. *Journal of travel research*, *49*(4), 513-526. https://doi.org/10.1177/0047287509349267

Hsu, Y. P., Chiang, D. F., & Kehinde, I. (2025, May). Transforming engineering education in the digital era: Findings from a systematic review. In *Frontiers in Education*, *10*, 1568917. Frontiers Media SA. https://doi.org/10.3389/feduc.2025.1568917

Jannah, D. N., Wibowo, M. S., & Arvianto, B. (2022). Mengembangkan strategi promosi pariwisata melalui media sosial di Pantai Indah Kemangi Kendal Jawa Tengah. *Journal of Indonesian Tourism, Hospitality and Recreation*, *5*(2), 229-236. https://doi.org/10.17509/jithor.v5i2.48732

Jung, S., & Dubois, D. (2023). When and how slow motion makes products more luxurious. *Journal of Marketing Research*, *60*(6), 1177-1196. https://doi.org/10.1177/00222437221146728

Kim, J. H., Ritchie, J. R., & Tung, V. W. S. (2010). The effect of memorable experience on behavioral intentions in tourism: A structural equation modeling approach. *Tourism Analysis*, *15*(6), 637-648. https://doi.org/10.3727/108354210X12904412049776

Lam, T., & Hsu, C. H. (2006). Predicting behavioral intention of choosing a travel destination. *Tourism management*, *27*(4), 589-599. https://doi.org/10.1016/j.tourman.2005.02.003

Mehmetoglu, M. (2007). Typologising nature-based tourists by activity: Theoretical and practical implications. *Tourism management*, *28*(3), 651-660. https://doi.org/10.1016/j.tourman.2006.02.006

Malhotra, G., Leslie, D. S., Ludwig, C. J., & Bogacz, R. (2017). Overcoming indecision by changing the decision boundary. *Journal of Experimental Psychology: General*, *146*(6), 776. https://doi.org/10.1037/xge0000286

Mogilner, C., Aaker, J., & Kamvar, S. D. (2012). How happiness affects choice. *Journal of Consumer Research*, *39*(2), 429-443. https://doi.org/10.1086/663774

Nurazizah, G. R., & Marhanah, S. (2020). Influence of destination image and travel experience towards revisit intention in Yogyakarta as tourist destination. *Journal of Indonesian Tourism, Hospitality and Recreation*, *3*(1), 28-39. https://doi.org/10.17509/jithor.v3i1.23016

Pearce, P. L., & Lee, U. I. (2005). Developing the travel career approach to tourist motivation. *Journal of travel research*, *43*(3), 226-237. https://doi.org/10.1177/0047287504272020

Pham, M. T. (2004). The logic of feeling. *Journal of Consumer Psychology*, *14*(4), 360-369. https://doi.org/10.1207/s15327663jcp1404_5

Picard, R. G., Davis, C. H., Papandrea, F., & Park, S. (2016). Platform proliferation and its implications for domestic content policies. *Telematics and Informatics*, *33*(2), 683-692. https://doi.org/10.1016/j.tele.2015.06.018

Rodas, M. A., John, D. R., & Torelli, C. J. (2021). Building brands for the emerging bicultural market: The appeal of paradox brands. *Journal of Consumer Research*, *48*(4), 633-650. https://doi.org/10.1093/jcr/ucab037

Russell, J. A., & Barrett, L. F. (1999). Core affect, prototypical emotional episodes, and other things called emotion: dissecting the elephant. *Journal of personality and social psychology*, *76*(5), 805. https://psycnet.apa.org/doi/10.1037/0022-3514.76.5.805

Sarstedt, M., Ringle, C. M., Smith, D., Reams, R., & Hair Jr, J. F. (2014). Partial least squares structural equation modeling (PLS-SEM): A useful tool for family business researchers. *Journal of family business strategy*, *5*(1), 105-115. https://doi.org/10.1016/j.jfbs.2014.01.002

Statista. (2025). *Social Media Advertising - Worldwide | Market Forecast*. Statista. https://www.statista.com/outlook/amo/advertising/social-media-advertising/worldwide?srsltid=AfmBOop5lObtuuBHaGIK8hFlEAw8uJzUQdFPfnpTD6U2QTmRSnqzWkE7

Stuppy, A., Landwehr, J. R., & McGraw, A. P. (2024). The art of slowness: Slow motion enhances consumer evaluations by increasing processing fluency. *Journal of Marketing Research*, *61*(2), 185-203. https://doi.org/10.1177/00222437231179187

Su, L., Cheng, J., & Swanson, S. R. (2020). The impact of tourism activity type on emotion and storytelling: The moderating roles of travel companion presence and relative ability. *Tourism Management*, *81*, 104138. https://doi.org/10.1016/j.tourman.2020.104138

Sundar, S. S., & Kalyanaraman, S. (2004). Arousal, memory, and impression-formation effects of animation speed in web advertising. *Journal of Advertising*, *33*(1), 7-17. https://doi.org/10.1080/00913367.2004.10639152

Tan, Y., Geng, S., Katsumata, S., & Xiong, X. (2021). The effects of ad heuristic and systematic cues on consumer brand awareness and purchase intention: Investigating the bias effect of heuristic information processing. *Journal of Retailing and Consumer Services*, *63*, 102696. https://doi.org/10.1016/j.jretconser.2021.102696

Wang, J., Xie, C., Huang, Q., & Morrison, A. M. (2020). Smart tourism destination experiences: The mediating impact of arousal levels. *Tourism Management Perspectives*, *35*, 100707. https://doi.org/10.1016/j.tmp.2020.100707

Wang, X., Zhang, Z., & Jiang, Q. (2024). The effectiveness of human vs. AI voice-over in short video advertisements: A cognitive load

theory perspective. *Journal of Retailing and Consumer Services*, *81*, 104005. https://doi.org/10.1016/j.jretconser.2024.104005

Weng, L., Huang, Z., & Bao, J. (2021). A model of tourism advertising effects. *Tourism Management*, *85*, 104278. https://doi.org/10.1016/j.tourman.2020.104278

Weng, L., Wu, Y., Han, G., Liu, H., & Cui, F. (2022). Emotional state, psychological resilience, and travel intention to national forest park during COVID-19. *Forests*, *13*(5), 750. https://doi.org/10.3390/f13050750

Wirtz, J., Mattila, A. S., & Tan, R. L. (2000). The moderating role of target-arousal on the impact of affect on satisfaction an examination in the context of service experiences. *Journal of retailing*, *76*(3), 347-365. https://doi.org/10.1016/S0022-4359(00)00031-2