

Consumer Experience Dimensions and Optimization Paths of Tourism Promotional Graphics and Texts: A Perspective Based on the Critical Incident Technique

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Abstract

The rapid development of social media has created new opportunities for tourism promotion. Tourism promotion predominantly composed of images and texts has become a key channel influencing consumer decision-making and fostering tourism development. This study focuses on tourism graphic and textual promotion, examining consumers' experiential perceptions within tourism promotional graphics and texts. This study employs the Critical Incident Technique and gathers 115 valid samples through both online and offline surveys, systematically identifying satisfaction and dissatisfaction incidents in the consumer experience process. Based on a questionnaire survey, this study concludes that consumers currently express satisfaction with tourism promotional graphics and texts across five dimensions: evocation of emotional aspiration, practical and effective information, humanistic warmth and depth in promotion, creative forms that attract traffic, and the promotion of positive values. Conversely, dissatisfaction is noted in five dimensions: false advertising, excessive commercial contamination, ineffective information, experiential risks, and low content quality. Accordingly, this study presents relevant recommendations from four perspectives—image and text content creators of tourism promotion, tourism businesses, social media, and consumers—in hopes of facilitating the advancement of tourism promotional graphics and texts. This study enriches the research perspective of tourism promotional communication by focusing on consumer subjective experiences, which complements the existing literature that predominantly emphasizes promotional effects. Practically, the identification of satisfaction and dissatisfaction dimensions provides actionable guidance for content creators, tourism enterprises, and social media platforms to optimize promotional strategies, thereby bridging the gap between consumer expectations and actual experiences in tourism marketing.

Keywords: Graphic and textual promotion, Tourism, Critical Incident Technique, Consumer experience, Tourism marketing

Introduction

The rapid development of social media has provided new channels for tourism promotion, significantly contributing to the growth of the tourism industry. Specifically, tourism promoters influence the decision-making of potential consumers by publishing graphic and textual content on social media, thereby affecting the tourism industry's development. Currently, social media hosts a vast amount of graphic and textual content, characterized by rich diversity. Numerous consumers are attracted by high-quality graphic and textual promotions, generating revenue for tourism businesses and fostering the industry's growth. Nevertheless, tourism promotional graphics and texts on social media continue to present issues that cause consumer dissatisfaction, thereby hindering the development of the tourism industry to some extent. Existing research has concentrated on the effects or impacts of tourism visual promotional materials and the influence mechanisms of tourism promotional graphics and texts, with relatively few studies exploring consumers' micro-level subjective experiential perceptions. To address this gap, this paper utilizes the Critical Incident Technique—an approach rarely applied in this research field—to systematically investigate consumer experiences regarding tourism promotional graphics and texts. Specifically, this study categorizes critical incidents of both satisfaction and dissatisfaction evoked by such promotions, offering constructive recommendations to guide content creators, enhance consumer satisfaction, and facilitate the tourism industry's development. Beyond filling the methodological gap in current research, this approach provides targeted solutions for practical issues such as false advertising and excessive commercialization, and is expected to promote the sustainable development of the tourism industry by enhancing promotional communication effectiveness and consumer trust.

Literature Review

Current Development Status of Tourism Graphic and Textual Promotion

The development of social media has exerted a significant impact on the tourism industry. Utilizing social media for tourism promotion can enhance the reputation of tourist destinations and create commercial value (Bouguebrine et al., 2024). Within tourism promotional materials, graphic and textual promotion constitutes an important promotional method. Images act as triggers that attract consumers and can influence consumer decision-making (Zakharova, 2023). Images and texts establish a rhetorical relationship; their collaboration produces meaning that effectively attracts consumers and fulfills promotional objectives (Ge & Gretzel, 2018). The earliest tourism promotional materials in graphic and textual form were tourism posters. The historical evolution of tourism promotional graphics and texts began with tourism posters in the late nineteenth century (Pelta, 2011). By the early to mid-twentieth century, posters had become a mainstream medium, with the function of tourism posters shifting from 'information dissemination' to 'emotional persuasion,' playing a significant role in the development of tourism and culture (Pelta, 2011). Moreover, newspapers and magazines also employed a combination of images and texts to promote cities and tourism destinations, thereby attracting consumers (Leotta, 2019). With the advancement of the Internet and digital communication technologies, online tourism graphics and texts have witnessed explosive growth (Ge & Gretzel, 2018). Tourism promoters can attract consumer interaction, likes, shares, and dissemination on social media by publishing visual content such as images and text (Ge & Gretzel, 2018). This injects new vitality into the dissemination and promotion of cultural tourism, overcoming the limitations of traditional methods regarding coverage and accuracy (Koçyiğit & Küçükcivil, 2022). The

combined use of images and text in promotion is persuasive and capable of attracting potential consumers, constituting effective promotional materials (Zakharova, 2023).

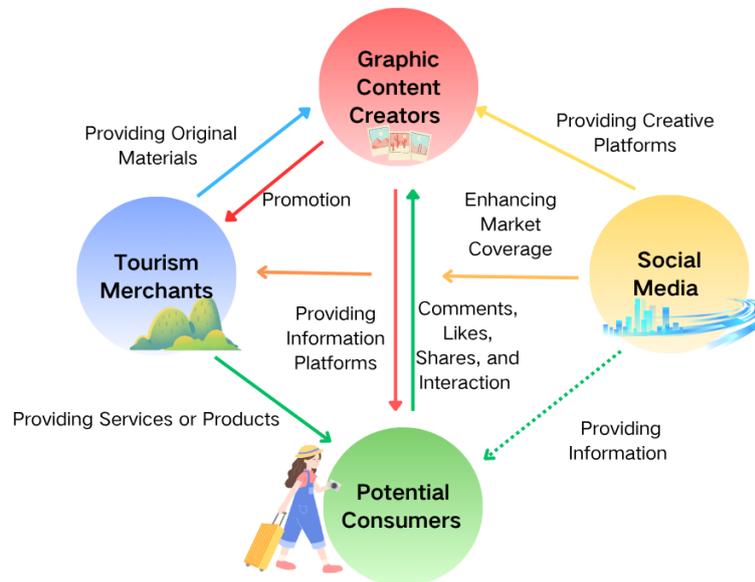


Figure 1. Ecological Flowchart of Tourism Promotional Graphics and Texts

The primary roles within the tourism promotional graphics and texts ecosystem include image and text content creators, social media platforms, tourism service providers, and potential consumers. Content creators, whether organizations or individuals, publish images and texts on social media, and the visibility of their works is determined by audience comments, likes, shares, and interactions (Rosa, Walkowski, & Perinotto, 2022). Content stimulates the interest of potential consumers, thereby indirectly promoting the development of the tourism economy (Wiksa et al., 2023). Social media, featuring various forms of expression, serves as the primary channel for disseminating tourism-related text and images. It provides tourism businesses with opportunities to reach more potential consumers, expand market coverage, and plays a crucial role in the development of the tourism industry (Xiaoluan, 2021) (Haedar, 2023). Tourism service providers are enterprises or organizations within the tourism industry that offer specific products and services, with tourism businesses as their core component. Services provided by tourism businesses can directly affect consumers' experiences during tourism (Popović, M. 2022). (Hereafter, the term 'tourism businesses' will be used uniformly to replace 'tourism service providers.') Simultaneously, tourism businesses also supply materials to image and text content creators. Potential consumers refer to individuals or groups who show interest in tourism products and services, possess the financial ability to pay, and may engage in tourism consumption in the future. They constitute the ultimate target audience of tourism promotion (Popović, M. 2022). In summary, tourism promotional graphics and texts constitute a dynamic ecosystem created by content producers, disseminated and engaged with on social media, received and responded to by potential consumers, and supported by tourism service providers offering products and services. These roles collaborate and collectively influence the effectiveness of tourism promotion.

The Utility of Tourism Promotional Graphics and Texts

Graphic and textual promotional materials represent a well-developed and persuasive form of tourism promotion (Zakharova, 2023). Zakharova (2023) emphasizes that in tourism graphic and textual promotion, images serve as the primary trigger for attracting consumers, while texts perform explanatory and anchoring functions. Both elements must work complementarily—images convey scene authenticity and emotional value, while texts construct a unique artistic conception, together achieving a promotional effect that is both attractive and persuasive (Zakharova, 2023). In this process, the image depicts a realistic scene, conveying accuracy, providing consumers with a point of reference, offering emotional value, enhancing interactivity, and delivering an engaging experience (Zakharova, 2023). Linguistic texts create meaning by constructing a unique emotional ambiance for consumers, effectively capturing their attention (Zakharova, 2023). Graphic and textual promotion plays an irreplaceable role in shaping consumer cognition and can effectively persuade consumers (Muhammad Salim, Mat Som, & Author, 2018). Although experiences of graphic and textual promotion on social media have become very rich, challenges still remain.

Existing studies have primarily focused on the promotional effects of tourism text and images (such as their influence mechanisms on tourism decision-making), while relatively few have adopted the perspective of consumers' subjective experiential perceptions (Salim & Som, 2018) (Zakharova, 2023). Furthermore, current research seldom employs the Critical Incident Technique to analyze consumer experience. Therefore, this study focuses on consumers' experiential perceptions related to tourism promotional text and images, categorizing consumer satisfaction incidents and dissatisfaction incidents. It aims to provide creative insights for text and image content creators, offer recommendations to tourism operators and social media platforms, enhance consumer satisfaction, and promote the optimized development of tourism promotional text and images.

Research Methods

Critical Incident Technique Analysis (Critical Incident Technique)

The Critical Incident Technique, abbreviated as CIT, is a method used to collect behavioral facts within specific contexts. It was proposed by Flanagan in 1954 and initially applied in psychological research (Flanagan, 1954). Bitner, Booms, and Tetreault (1990) introduced CIT to the field of marketing, defining a critical incident as 'an observable human activity whose completeness is sufficient to support inferences and predictions about the individual performing the behavior' (Bitner, Booms, & Tetreault, 1990). This technique is frequently employed to gather both positive and negative incidents (Edvardsson & Roos, 2001). In the service industry, the Critical Incident Technique is used to investigate satisfaction with service encounters and to draw conclusions based on its generalizability (Bitner et al., 1990). At present, this method has matured and is widely applied in fields such as human resources, student affairs research, and health sciences (Watkins, Ellinger, Suh, Brenes-Dawsey, & Oliver, 2022) (Vianden, 2012) (FitzGerald, Seale, Kerins, & McElvaney, 2008).

In this study, the Critical Incident Technique was employed to collect critical incidents of satisfaction and dissatisfaction experienced while browsing tourism promotional text and images and to derive conclusions. This approach analyzes and understands the factors leading to incidents, reveals commonalities, identifies solutions to practical problems, and addresses gaps in existing research. Accordingly, this study employs the Critical Incident Technique (CIT)

to investigate consumers' experiential perceptions of tourism promotional text and images, with the objective of identifying approaches and methods to resolve relevant issues.

Research Design

During the preliminary phase of questionnaire design, this study systematically searched and screened journal literature on academic resource platforms using keywords such as 'text and images,' 'tourism,' 'consumer experience,' and 'Critical Incident Technique.' Relevant journal articles were collated, and questionnaire items were drafted and categorized based on these sources. The primary purpose of the research questionnaire is to collect consumers' critical incidents of satisfaction and dissatisfaction related to tourism promotional text and images they have viewed. To explore consumers' experiential perceptions and further investigate the key factors influencing consumer experience.

To explore consumers' satisfaction and dissatisfaction incidents regarding tourism promotional text and images, a questionnaire survey was conducted using a combination of online and offline random sampling methods. Online, simple random sampling was conducted among the nationwide users covered by the sample database service of the professional survey platform Wen Juan Xing, through which the questionnaire was distributed. Simultaneously, questionnaire links were randomly posted under tourism topics on mainstream social media platforms such as Xiaohongshu, WeChat Official Account, and Ctrip Tourism. Offline, questionnaires were distributed randomly in urban public spaces, employing a complementary online and offline random sampling design. From August 28, 2025, to October 28, 2025, spanning approximately two months, a total of 183 questionnaires were collected. These questionnaires were screened to exclude those with identical responses for all items; Questionnaires with blank critical incident descriptions or invalid content such as 'none' were excluded; Questionnaires with incident descriptions clearly unrelated to tourism promotional text and images (irrelevant responses) were excluded, resulting in 115 valid responses.

Data Analysis

Basic Information

This study centers on consumer experiences related to tourism promotional text and images, collecting a total of 183 questionnaires through multiple online and offline channels. After careful screening, there were 115 valid responses, yielding an effective response rate of 63%. The age distribution of questionnaire respondents spans various age groups. Among them, individuals aged 16 to 25 account for 38%; those aged 26 to 40 represent 30%; and the 41 to 45 age group comprises 20%. The groups under 16 years old and over 46 years old are relatively small, accounting for 9% and 3%, respectively. With regard to gender composition, female respondents slightly outnumber males, accounting for 58% and 42%, respectively. Among surveyed users, the proportion of consumers who use social media (primarily text and image platforms such as Xiaohongshu and WeChat Official Account) for more than 3 hours daily reaches 47.62%, while those with daily usage between 1 and 3 hours account for 35.85%. The surveyed population has frequent exposure to and extensive experiential perception of tourism promotional text and images. The data obtained from the survey demonstrate considerable diversity in terms of age, gender, and platform usage habits, enabling a clear presentation of consumers' experiential perceptions regarding tourism promotional text and

images, thus providing valuable reference for subsequent research on consumer experience of tourism text and images.

Classification Principles

This study analyzed all valid questionnaires through data collation to categorize satisfaction and dissatisfaction incidents into five types, with the classification rules explained accordingly. The classification and explanations of satisfaction incidents are presented in **Error! Reference source not found.** Classification and explanation of dissatisfaction incidents as shown in

Table 1 shown

Table 1

Classification and naming of satisfaction incidents

Emotional aspiration arousal	Through exquisite images and elegant text describing the environment and atmosphere, evoking positive emotions such as emotional resonance and aspiration among readers
Information is practical and effective	By providing specific information on prices, schedules, routes, and precautions, delivering effective and practical travel guides to facilitate readers' trips
Promoting cultural warmth and cultural depth	Through documentary or descriptive text and images, promoting local lifestyles, cultural features, and distinctive customs
Creative form for attracting traffic	Promoting innovative creative forms such as IP collaboration, comic creation, and cross-industry interaction
Promoting positive values	Advocating ecological protection and civilized travel, while promoting positive and profound values

Table 1

Classification and naming of dissatisfaction incidents

False advertising	Excessive photo editing and overstated descriptions resulting in discrepancies between reality and promotion, thereby deceiving readers
Severe commercial contamination	Over-promotion leading to monotonous commercial tactics, overcrowding, and numerous consumer traps
Invalid information	Lack of detailed or clear information resulting in invalid information, causing inconvenience to travelers
Presence of experiential risks	Promoted experiences involving safety and property risks
Poor content quality	The format of text and image content is monotonous, superficially descriptive, and improperly valued.

Reliability Test

The reliability test of the Critical Incident Technique primarily focuses on the consistency of individual coders' classifications or the agreement between the categorization results of different coders (Andersson & Nilsson, 1964). Reliability testing involves assessing the effectiveness and reliability of each evaluation item. Reliability and validity are the two most important and fundamental attributes for assessing measurement data, thereby establishing a more solid foundation for research (Mohajan, 2017). Reliability and validity analyses ensure

consistency in event classification among different researchers or coders, reduce subjective bias, improve research accuracy, and support the research conclusions.

Consistency in personal categorization refers to an individual's maintenance of continuity and stability in logic, standards, and attitudes during categorization, manifested as consistent classification over time. Consistency in personal categorization helps reduce cognitive conflict and uncertainty. It is generally accepted that when the agreement level between two or more coders exceeds 0.8, the coders demonstrate good consistency. This study involved three coders for analysis, namely experts and scholars specializing in tourism text and image promotion, tourism industry consultants, and long-term readers of tourism text and images on social media. After the three coders completed their classification, an assessment of consistency in personal categorization was conducted for each coder. By evaluating the results, Tables 3 and 4 show that the consistency in personal categorization among the three coders is greater than 0.8, demonstrating the coders' consistency in personal categorization (Flanagan, 1954).

Table 2

Coder Consistency in Personal Categorization—Satisfaction Incidents

Name	Number of Personal Mutual Consistencies	Personal Mutual Consistency
Coder One	107	0.95
Coder Two	104	0.90
Coder Three	97	0.84

Table 3

Coder Consistency in Personal Categorization—Dissatisfaction Incidents

Name	Number of Personal Mutual Consistencies	Personal Mutual Consistency
Coder One	106	0.91
Coder Two	95	0.82
Coder Three	93	0.81

After the reliability threshold is met, further validity analysis is conducted to verify the effectiveness of the classified data. Inter-coder consistency refers to the degree of agreement in classification results when different coders independently classify the same events. It reflects the stability and consistency of the classification outcomes, as evidenced by the mutual agreement between two different coders after a period of time. Coder consistency is conducive to ensuring data quality. The coders in this study conducted two rounds of categorization with a two-week interval, compiling the two sets of categorization results and the number of consistent categorizations between them, as Table 4 and

Table 5 indicate.

Table 4

Number of coder consistencies — Satisfaction incidents

Number of consistencies	Coder One	Coder Two	Coder Three
Coder One	107	---	---

Coder Two	100	104	---
Coder Three	97	97	97

Table 5

Number of coder consistencies — Dissatisfaction incidents

Number of consistencies	Coder One	Coder Two	Coder Three
Coder One	106	---	---
Coder Two	92	95	---
Coder Three	100	89	93

Based on Table 4 and

Table 5 the coder consistency tables, reliability R is calculated using the following formula:

$$\text{Formula 1: } A = \frac{\frac{2M_{12}}{n_1+n_2} + \frac{2M_{23}}{n_2+n_3} + \frac{2M_{13}}{n_1+n_3}}{N}$$

$$\text{Formula 2: } R = \frac{(N \times A)}{1 + [(N-1) \times A]}$$

Where,

R = Reliability

N = Number of coders

A = Average inter-rater reliability

M = Number of identical categorizations among coders

n = Number of samples categorized by each coder

After calculation, the data are presented in Table 6 shown

Table 6

Classification Reliability Table

Category	Average Inter-Rater Reliability (A)	Reliability (R)
Satisfaction	0.85	0.94
Dissatisfaction	0.81	0.93

In this study, the average inter-rater reliability for both satisfaction and dissatisfaction incidents exceeded 0.8, indicating good stability and consistency of the data. Reliability exceeded 0.9, demonstrating that the study meets reliability standards.

Validity Analysis

Effectiveness is a crucial factor in selecting or applying a tool, referring to the extent to which the tool measures what it is intended to measure. Content validity is one of the common forms of validity analysis. Content validity is determined through a two-stage process (development or judgment) to assess the components of the tool (Lynn, 1986). Expert validity is an essential component of content measurement, typically referring to evaluations by domain experts to ensure the scientific rigor and applicability of the measurement instrument (Berk, 1990). Face validity refers to the extent to which a procedure, program, or

instrument appears reasonable or relevant to laypersons (Lynn, 1986). It evaluates whether the test instrument reasonably and intuitively covers the content intended for assessment. This study conducted validity analyses, including expert validity and face validity within the framework of content validity, to ensure the stability and reliability of the research data, thereby providing robust data support for the study.

Categorization Results

According to the categorization, corresponding critical incident examples were extracted from satisfaction incidents and dissatisfaction incidents, respectively. Preliminary statistics were then performed on the categorized data to understand consumer feedback across different categories. Examples of critical incidents include Table 7 and Table 8 shown.

Table 7

Examples of Satisfactory Critical Incidents

Emotional aspiration arousal	When browsing tourism promotional text and images on platforms such as Xiaohongshu, the critical incident that brought me the greatest satisfaction was the winter tourism promotion of Altay, Xinjiang. This case effectively showcased Altay’s winter tourism resources to a wide audience through multidimensional content presentation, in-depth cultural excavation, and thoughtful service reminders, thereby evoking a strong desire to visit this mysterious land.
Information is practical and effective	The 2025 natural landscape photography exhibition selection event initiated by Jiuhoa Mountain in early April has achieved significant results in the domain of text and image-based promotion. The event attracted numerous photography enthusiasts who provided detailed descriptions of photography locations, the optimal times to view the sea of clouds, and the routes to these locations. This method, combining exquisite photographic works with practical textual introductions, allows more people to deeply appreciate the allure of Jiuhoa Mountain.
Promoting cultural warmth and cultural depth	The blogger photographed the mist-shrouded water town at dawn, where the empty bluestone pavements complement the ancient architecture. They also uncovered handmade workshops in the ancient town producing Su embroidery sachets; the text and images showcase both the handcrafted products and the production process, highlighting the cultural heritage of the ancient town and revealing a distinctive Jiangnan ancient town atmosphere.
Creative form for attracting traffic	The combination of extreme sports and scenic landscapes, themed 'Paragliding at the Foot of the Snowy Mountain,' features the blogger’s sharing of skydiving experiences in Hemu, Xinjiang. The image captures the moment of exiting the aircraft cabin amidst a sea of clouds, the distant towering snowy mountains, and the perspective of lying on the meadow gazing at the sky after landing. The copy employs passionate language, stating, 'Only when the wind whistles past do we truly understand the meaning of freedom,' merging exhilarating sports with breathtaking natural scenery to convey the inspiring spirit of courageous world exploration, thereby attracting readers seeking distinctive experiences.
Promoting positive values	Witnessing post-disaster reconstruction; By viewing the text and images, we learned that after Jiuzhaigou experienced severe earthquake damage, many damaged landscapes were restored through scientific restoration plans and persistent efforts. For instance, Sparkling Lake was rehabilitated using

	techniques such as vibroflotation stone pile foundation consolidation and dam construction with glutinous rice mortar, thereby regaining its former beauty and exemplifying the power of harmonious coexistence between humans and nature.
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Table 8

Examples of critical incidents indicating dissatisfaction

False advertising	The Dunhuang tourism text and images I encountered featured a cover employing the 'pink sand dunes' as a gimmick, depicting a girl intertwined with light and shadow under a soft light filter; the accompanying text described it as a 'real-life fairy tale world.' However, upon arrival, it was found that the so-called pink sand dunes were merely the result of post-editing color adjustments; the actual scene consisted of ordinary yellow sand. Numerous users in the review section reported being 'deceived by photos'; false advertising with excessively enhanced filters instantly transformed their expectations into disappointment.
Severe commercial contamination	A promotional text and images of Fenghuang Ancient Town presented in a nine-grid layout showcased the rustic stilted buildings and the clarity of the Tuojiang River, accompanied by the copy 'A secluded paradise, time-travel in an instant.' However, during on-site visits, the water quality of the Tuojiang River was turbid, garbage accumulated along its banks, and overly commercialized streets were filled with street vendors soliciting customers; the former ancient charm was replaced by noise and disorder. The poetic image portrayed in the promotion appeared pale and powerless in the face of reality.
Invalid information	Certain experiential activities, such as the featured 'Dongpo Poetry Rubbings,' 'Ge Hong Health Banquet,' and 'Shihe Spectacular Stream Trekking,' are vaguely referenced without clear information on costs, duration, or booking channels (only a brief mention of 'reservation required 3 days in advance'), making it challenging for users to assess feasibility. Key information on safety assurances and age restrictions for extreme sports (sailing, sea fishing) is absent, potentially impacting decision-making for families with children.
Presence of experiential risks	The text and images of Santorini, Greece, exclusively display the aesthetic appeal of the blue-and-white architecture, omitting references to the island's narrow and steep roads and the challenges of self-driving, thus posing travel risks for tourists.
Poor content quality	Severe homogenization: Many tourism enterprises' promotional content published on Xiaohongshu frequently falls into the trap of homogenization, with numerous posts comprising uniform scenic check-in photos and routine-style guides, lacking originality and distinctive perspectives. For instance, when introducing popular tourist cities, the content merely lists well-known attractions and local delicacies; the copywriting and images lack distinctive features, making it difficult to distinguish themselves among numerous posts.

Based on the collected and aggregated data, the average values of satisfaction incidents and dissatisfaction incidents related to tourism promotional text and images were ranked from highest to lowest, with their rankings presented as follows Table 9 and

Table 10 indicate.

Table 9

Ranking Table of Average Values of Satisfaction Incidents

Serial Number	Category	Coder One	Coder Two	Coder Three	Average Value
1	Emotional aspiration arousal	52	51	49	50.67
2	Promoting cultural warmth and cultural depth	24	27	28	26.33
3	Information is practical and effective	18	22	21	20.33
4	Creative form for attracting traffic	16	11	12	13.00
5	Promoting positive values	5	4	5	4.67

Table 10

Ranking Table of Average Values of Dissatisfaction Incidents

Serial Number	Category	Coder One	Coder Two	Coder Three	Average Value
1	False advertising	51	57	50	52.67
2	Severe commercial contamination	24	21	22	22.33
3	Invalid information	15	21	17	17.67
4	Poor content quality	17	7	17	13.66
5	Presence of experiential risks	8	9	9	8.67

In summary, among satisfaction incidents, emotional aspiration arousal constitutes the largest proportion in consumer satisfaction incidents. The coherence between text and images, jointly generating meaning and thereby evoking consumers' positive emotional aspirations, is a major advantage of text and image promotion. Following this are the promotion of cultural warmth and cultural depth. Cultural experience is a significant component of tourism. Further promotion of text and images emphasizing cultural warmth and cultural depth aligns with consumer demands. Practical and effective information can provide convenience, enabling consumers to have an improved tourism experience. Furthermore, the creative form for attracting traffic is essential; monotonous and homogenized promotions lead to consumer aesthetic fatigue, while innovative promotional methods more effectively attract consumers. Promoting positive values also increases consumer satisfaction, as these values can foster positive impressions among consumers. Among dissatisfaction incidents, false advertising accounts for the largest proportion,

primarily because social media favors highly saturated and impactful content. Merchants overlook long-term traffic considerations, resulting in a gap between consumer expectations and their tourism experiences, which elicits strong negative emotions and negatively impacts the reputation of tourist destinations. Furthermore, commercial contamination is a significant issue. Excessive commercial traffic generated by over-promotion disrupts the original tourism ecology and tourism civility, negatively affecting consumer experience and provoking consumer dissatisfaction. Invalid information and poor content quality also result in consumer dissatisfaction. Invalid information can obstruct consumers during their travel process and increase their consumption costs. Poor content quality fails to attract consumers and may also induce negative emotions such as fatigue and resistance.

Emotions. Finally, experiences involving risk, or projects, measures, or methods whose promotional safety cannot be guaranteed, easily undermine consumer trust and cause consumer dissatisfaction. To enhance the overall quality of tourism promotional text and images and generate greater revenue for tourism operators

Conclusions and Recommendations

This study makes two key contributions: First, theoretically, it constructs a multidimensional framework of consumer experience in tourism promotional graphics and texts (including five satisfaction dimensions and five dissatisfaction dimensions) based on the Critical Incident Technique, expanding the theoretical system of tourism marketing from the consumer perspective. Second, practically, the targeted recommendations for content creators, tourism enterprises, social media platforms, and consumers provide a comprehensive solution path for optimizing tourism promotional content, which is conducive to reducing consumer dissatisfaction, enhancing the credibility of promotional information, and promoting the high-quality development of the tourism industry. This study, through the integration and analysis of consumers' experiential perceptions of tourism promotional text and images based on critical incidents, finds that certain tourism promotional text and images are attractive and can evoke consumers' emotional aspirations. Some tourism promotional text and images emphasize cultural sentiment and cultural depth, while others convey effective information that satisfies consumer needs. Some tourism promotional text and images employ creative forms for attracting traffic that leave a strong impression on consumers. Some tourism promotional text and images advocate positive values, fostering favorable impressions among consumers. Furthermore, some tourism promotional text and images encounter issues such as false advertising, severe commercial contamination, invalid information, low content quality, and experiential risks. These issues result in consumer dissatisfaction, damage the interests of tourism operators and the reputation of social media platforms, and exert a negative influence on the development of the tourism industry.

This study offers applicable recommendations from multiple perspectives—including emotional aspiration arousal, the promotion of cultural warmth and cultural depth, false advertising, information effectiveness, over-commercialization, content form innovation, and experiential risks—targeting text and image content creators, tourism operators, social media platforms, and consumers, to address problems in tourism promotional text and images and to facilitate the sustainable development of the tourism industry.

Recommendations for Text and Image Content Creators

Evoking Consumers' Positive Emotional Aspirations

Evoking consumers' positive emotional aspirations constitutes an advantage of tourism promotional text and images. Persuasive images combined with embellished text collaboratively confer value and meaning to tourism. When producing or selecting images, content creators should ensure the use of clear, high-quality images to effectively attract potential consumers. When generating text, descriptions should align with the images, focusing on feelings and experiences while avoiding disassociation from the visual content. The complementarity between images and text attracts potential consumers and fulfills promotional objectives.

Conveying Effective Information and Providing Practical Value

Text and image content should not only offer emotional value but also provide practical value by conveying effective information. When transmitting information, content creators should pay attention to the level of detail to avoid vague expressions and must avoid conveying incorrect information. When organizing text, it is essential to verify that no ambiguity or misunderstanding arises to ensure clear communication. Images must be authentically and validly sourced, avoiding excessive retouching; it is necessary to ensure that images do not mislead consumers or convey inappropriate visual information. Conveying authentic and effective information can reduce consumers' purchasing barriers and better support consumer decision-making.

In-depth Promotion of Cultural Warmth and Cultural Depth

When promoting through text and image content, attention should be paid not only to surface information but also to conveying profound cultural connotations. Text and image content creators should focus on promoting cultural warmth and cultural depth. Drawing on aspects such as local residents' livelihoods and customs, distinctive culture, traditional festivals, living warmth, and historical narratives, text and images with substantive depth or documentary qualities should be used to thoroughly depict local stories, ensuring that promotion moves beyond superficiality to embody both warmth and depth.

Targeting Tourism Operators

Upholding the Integrity Baseline and Rejecting False Advertising

Tourism operators, as providers of tourism services or products, must offer services or products that are consistent with the text and image promotion. Promotional materials must be based on reality, rejecting seriously distorted images and overly embellished texts. Promotional content should be carefully reviewed to firmly resist false advertising. If the provision of services is linked to seasonal timing or certain conditions prevent offering a specific service, there is a proactive obligation to inform consumers. Differentiate between commercially staged photos and actual shots; explanations should be provided for staged photos to avoid creating discrepancies. False advertising easily causes consumer dissatisfaction, brings negative impacts to tourist destinations, and is detrimental to long-term development. Tourism operators should consciously resist such practices.

Innovative Traffic-Attracting Content

To better attract consumers and increase commercial exposure, tourism operators can offer innovative traffic-attracting content. This includes a series of traffic-attracting methods

aligned with contemporary consumer demands, such as IP-linked text and images, distinctive experiential activity text and images, and promotional text and images highlighting unique features. Alternatively, creative image formats can be employed, featuring distinctive and memorable promotional texts that reinforce commercial branding. Focusing solely on a single promotional aspect over the long term without innovation leads to consumer fatigue. Innovative traffic attraction can effectively capture consumer attention and achieve impactful promotion.

Managing Over-commercialized Content

Over-commercialization not only impacts the consumer experience but also undermines the tourism ecology. When developing text and image promotion strategies, tourism operators should ground their approach in reality; while attracting traffic, service quality must not be neglected. As operators expand their promotional scale, they must also consider regional carrying capacity; after attracting visitor flow, they are responsible for ensuring a satisfactory consumer experience. Instead of relying on homogenized and easily replicable commercial tactics after acquiring traffic, which results in consumers experiencing a sense of discrepancy.

Targeting Social Media

Clarifying Experience Risks

Clearly identifying experiential risks reflects a commitment to consumers' personal safety. When risks are present in text and image promotion on social media, specific warning labels can be implemented to alert consumers of these risks. Clear rules regarding experiential risks should be established, with prominent warnings and notices about precautions and experience requirements where services may involve risks. Clearly identifying experiential risks can reduce consumers' travel burdens and mitigate negative impacts on the reputation of tourist destinations.

Incentivizing the Creation of High-Quality Text and Images

To enhance the quality of text and image content, social media platforms can adopt management strategies such as creator incentives and traffic incentives to encourage content creators to produce higher-quality tourism text and image promotions, providing creators with greater creative flexibility through technological feature development. High-quality tourism text and image content not only attracts consumers but also generates traffic for social media.

Regarding Consumers

Rationally Approaching the Emotional Guidance Provided by Promotional Content

Tourism text and image content is persuasive and capable of evoking emotions and affective desires. However, experience and perception are subjective, and the descriptions within text and images are often embellished. Consumers should engage in rational evaluation by cross-referencing highly appealing tourism promotional text and images across multiple platforms and sources to verify authenticity. Attention should be paid to the shooting time to avoid inconsistencies between seasonally limited sceneries and actual travel dates, adopting a proper mindset when interacting with promotional text and images.

Selection, Evaluation, and Feedback on Text and Image Content

Consumers' selection, evaluation, and feedback play a significant role in tourism text and images. Consumers' selection constitutes the purpose of tourism promotional text and images, while their evaluation and feedback serve as important criteria for judging the quality of tourism text and image content. When confronted with unsatisfactory tourism promotional text and images, consumers may choose to vote with their feet by opting out, or provide feedback through review sections, private messages, and other channels, thereby collectively contributing to fostering a positive environment for tourism text and image promotion.

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