

06th June 2025

17:00 am

Exploring Niche Tourism - Opportunities and Challenges (ENG) (Room 1)

OC-195 - (523) - NARRATIVE TRANSPORTATION AND POSITIVE EMOTIONS AS DETERMINANTS OF WORD OF MOUTH IN TOURISM

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Proposal and Originality

Storytelling in advertising is a powerful tool for capturing the audience's attention and fostering a connection with consumers. Artistic design is new and, through digital, is becoming central to advertising (Gao & Chen, 2021). Our Study aims to study the immersion in a story that has emphasised the power of narratives (Green et al., 2004). This study has the originality to apply the storytelling in tourism that brings destinations to life by weaving local culture, history, and unique experiences into compelling narratives that inspire travellers to connect deeply with a place.

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Methodology

A sample of 234 tourists was constituted, and data was collected through online surveys. These were then analysed using statistical software SMARTPLS 4.2.1. All the items were obtained from existing scales in marketing and management and the results confirm convergent validity, composite reliability and discriminant validity.

Results and Implications

Narrative transportation plays an important role in stimulating each tourist to the advertising presented in the video, and the fact that each tourist enters the scenes of the video presented boosts emotions which, if they are positive, result in word of mouth for the video in the community. Familiarity with the destination and the design of the video advertising have no direct influence on the emotions created in tourists who watch the videos of historic villages, but indirectly there is an impact on emotions through the force with which individuals enter the video scenes

Research Limitations

This study only analyzed one video from a specific and very particular tourist destination: historic villages.

References Version APA 6th or 7th Edition

Chen, C. C., & Lin, Y. H. (2012). Segmenting mainland Chinese tourists to Taiwan by destination familiarity: a factor-cluster approach. *International Journal Tourism. Research*, 14 (4), 339–352.

Gao, Y. & Chen, X. (2021). Application of digital media art design in modern advertising under big data. *In The 2021 International Conference on Machine Learning and Big Data Analytics for IoT Security and Privacy: SPlot-2021*, pp. 1, 346–352, Springer International Publishing.

Green, M. C., Brock, T. C., & Kaufman, G. F. (2004). Understanding media enjoyment: The role of transportation into narrative worlds. *Communication Theory*, 14(4), 311-327.

Kuppeans, P. (2015). It is about time: A special section on affect dynamics. *Emotion Review*, 7(4), 297–300.