

# Analysis of the Editing Style Characteristics of Tourism Short Videos

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**Abstract:** In this era of information explosion, tourism short videos are like brilliant magic crystals, instantly presenting distant regions and unique cultures before our eyes. With the development of technology and the demand of the Internet, tourism short videos have gradually opened up their own markets, and tourism videos of different types and styles are constantly emerging. This paper aims to explore the editing style characteristics of tourism short videos in depth. Through literature review, case analysis, data analysis and other methods, comprehensively analyze the unique charm of tourism short videos in terms of content selection, narrative structure, visual effects, sound effects, music composition, rhythm control, and interactive elements. This paper explores the editing style characteristics of tourism short videos that are more popular with the audience in today's Internet environment. Intended to provide some useful references for tourism bloggers. Enable travel bloggers to have a clearer direction in terms of style selection, editing methods, and theme selection for short travel videos.

**Keywords:** Editing Style; Tourism Short Videos; Editing Rhythm.

## 1. Introduction

Editing style is an important component of video production, and different editing styles can endow videos with unique charm and visual appeal. The editing style of the camera reflects the creative purpose of the entire film and the understanding of the structure and content of the film [1]. It includes control over the color tone, rhythm, audio production, etc., which can affect the psychological changes of the audience, attract different types of viewers, and thus affect the traffic of the video.

## 2. The Importance of Mastering Editing Style

### 2.1. Definition of Editing Style

Film editing, as the name suggests, refers to the unique style and characteristics exhibited by a film during the editing process. The classification of editing styles includes poetic style, skip cut style, and long shot style. As an important part of video production, its essence is to carefully select, choose, decompose, and assemble a large amount of materials shot in video production, and ultimately present a coherent, smooth, meaningful, themed, and artistically infectious work. It is like the soul of a work, not only the length of the lens is the rhythm, but also the elements that make up the rhythm and style, such as scenery, color, tone, and the level of event development. Editing style plays an important role in the artistic effect and emotional expression of videos. By cleverly controlling the rhythm, color tone, and background music of the video, it can better enhance the recognition and artistic appeal of the work.

### 2.2. The Influence of Editing Style in Different Aspects

(1) Attract target audience: Specific editing styles can precisely attract audiences interested in such styles. For example, fast-paced and high cut editing styles are suitable for audiences who enjoy excitement and tension; A slow

paced and emotionally charged editing style is more appealing to viewers seeking emotional resonance.

(2) Improve viewing experience: Excellent editing style can enhance the viewing experience of videos, capture the audience's attention, immerse them more in the video content, and leave an impression in their minds instead of just watching it. When the audience develops a strong interest in the video content, they may share it with others, which increases the exposure and traffic of the video.

(3) Shaping brand image: For brands or creators, unique editing styles can become a part of the brand image. When the audience is familiar with and loves this style, they will pay more attention to the videos published by the brand or creator, thereby increasing overall traffic and making the brand more well-known.

### 2.3. The Development of Short Tourism Videos

According to data from the joint research industry consulting, the demand for personal and short video travel photography in China is expected to increase by 30.8% year-on-year in 2023, and is projected to increase by 17.6% year-on-year in 2024. In terms of market size, it is expected to grow by 30.7% year-on-year in 2023 and 28.9% year-on-year in 2024.

With the continuous advancement of technology and the demands of audiences, more and more people will post their gaming experiences on the platform. Short videos with tourism themes provide users with visual enjoyment, and the exquisite tourism images continuously enhance the characteristics of the attractions, strengthening users' understanding of the attractions in the short videos [2]. This not only meets people's needs for recording and recalling, but also their social needs, desire to share happiness and inspiration, and even the pursuit of personal brand building.

In the continuous development of media communication and technology, many tourism videos have shown different characteristics. In order to stand out among millions of videos, one must consider the editing rhythm and style. Editing style plays an important role in the artistic effect and emotional

expression of videos. Editing rhythm affects the psychological changes of viewers and to some extent determines the attractiveness of videos[3].

### 3. Different Editing Styles for Tourism Short Videos

Due to the rich content contained in short videos, coupled with their diverse themes, subjects, and types, the editing styles of different types of short videos are also different [4]. According to online reviews and analysis of other articles, there are gradually two trends in the editing style of travel short videos.

#### 3.1. Slow Paced Editing

On the one hand, slow paced editing focuses more on expressing emotions and creating an atmosphere. It refers to reducing the frequency of camera switching, extending the display time of the camera, and using delicate editing techniques to present a slow and peaceful rhythm throughout the video, allowing the audience to experience the charm of tourism in a relaxed and enjoyable atmosphere.

For example, Fang Qi Kik is the leading blogger in the field of short tourism videos. As of July 2024, Fang Qi Kik has 23.67 million fans in Tiktok, and her videos have been praised 280 million times. So the reason why Fang Qikiki can receive numerous likes and attention in a group of tourism videos is due to many factors.

Simplified cover, unified white font+protagonist+local scenery, maximizes the visual comfort of the entire homepage for viewers. Titles with a sense of story, ordinary place names combined with a plot, an experience or a scene, such as "Tranquil summer, flowing like a Milky Way", "Heavy mountains, celebrating the rest of life", "Winter Meizhou Island, riding a small electric motorcycle and turning a corner to enter summer". These titles with a sense of story are like reading half of a novel or watching half of a TV drama, making viewers' first impression of this video carry a gentle and romantic color.

Fang Qi's video composition is very particular, with a shooting time of no more than three seconds and a strong sense of rhythm. She is good at selecting different scenes and angles, making the video look more vivid and spiritual as a whole. At the same time, she also pays attention to the combination of scenery and emotion in the picture, conveying profound emotions and thoughts through delicate camera language. She is good at using music, sound effects, and visual changes to create different atmospheres and emotions. At critical moments, she will emphasize the climax of emotions by speeding up the editing process or adding special effects, allowing the audience to feel a strong emotional resonance.

This is her unique editing style, she not only captures a single scenery, but also different fireworks. The texture of the movie's visuals, the matching costumes with the scenic spots, and the corresponding copywriting, her copywriting is not only creative but also profound, accurately capturing people's inner emotions and needs. This copywriting style is fully reflected in her videos, where every sentence seems to touch people's hearts and complement the visuals. While sharing the beauty of one's journey, it also allows the audience to have a different feeling about this place.

From the comments under Fang Qi's video, such as "The more you shoot, the more healing it becomes" and "When will

you come to my hometown?", it can be seen that the audience recognizes this style of video.

#### 3.2. Fast Paced Editing

On the other hand, fast-paced editing can quickly attract the attention of the audience and show the essence of tourist attractions. Fast paced editing refers to the use of high-frequency camera switching and rapid visual flow to present a fast and compact sense of rhythm throughout a video.

The blogger "Putuo Mountain Xiaoshuai" with 20.451 million followers, as the tour guide of Putuo Mountain, fully utilized his professional advantages in selecting video content topics and provided in-depth explanations around Putuo Mountain and other historical and cultural attractions. He not only introduces the natural scenery and historical culture of the scenic spots, but also incorporates his unique insights into life and emotions, making the video content both informative and emotionally rich. Of course, in addition to Mount Putuo, the Marshal of Mount Putuo also set foot in other famous historical and cultural cities and attractions, such as the Forbidden City of Beijing, the Terra Cotta Warriors of the First Emperor of Qin Dynasty, and the Baoshi Mountain of Hangzhou, demonstrating his extensive knowledge and exploration spirit.

Putuo Mountain Xiaoshuai is good at using storytelling to explain, integrating the history, culture, and personal insights of the scenic spot into it, making the video content vivid and interesting, and easy for the audience to accept. He takes the audience into a world full of mystery and charm by telling historical stories, legendary figures, and other means. Let's take the perspective of a tourist, follow his camera, and listen to him tell the story of history. In terms of editing techniques, Putuo Mountain Xiaoshuai pays attention to the smoothness and coherence of the images, connecting different scenes and shots through clever editing techniques to form a complete storyline. At the same time, he also pays attention to the selection of sound effects and music, making the video more harmonious and unified in both audio and visual aspects. His explanations are clear and powerful, allowing people to enjoy natural and cultural landscapes while also gaining knowledge, understanding history, and broadening their horizons. Spreading historical culture in the simplest way possible.

You are the best tour guide, with a refined look on your face. "" Follow Xiaoshuai to visit various historical sites and learn about our country's history. "From these comments, it can be seen that the audience also likes this" learning while traveling "approach.

Using special and novel perspectives to record and experience different travels with the audience, creating unique ways of traveling is equally popular.

The blogger 'Captain Han Drifting' has 10.497 million followers, and the slogan 'One person, one ship, global navigation' on his homepage is enough to attract viewers to click in and watch his videos. He is not only a traveler, but also an explorer. Captain Han's video content often involves experiences that are difficult for ordinary people to understand, such as sailing, exploration, extreme sports, etc. These novel and adventurous contents themselves are very eye-catching. He recorded his observations and experiences around the world through the lens, including unique experiences such as Icelandic volcanic barbecue, Indonesian whaling, and the Spanish Running Bull Festival, which brought strong visual impact and emotional shock to the audience.

His videos also belong to a type of fast-paced editing, with a strong sense of rhythm. The editing rhythm is highly compatible with the background music or video content. Captain Han pays great attention to the control of rhythm when editing videos. He adjusts the editing speed according to the content and emotional changes of the video, so that the entire video has both tense and exciting climax parts and peaceful and smooth parts. This change in rhythm allows the audience to maintain a high level of interest and focus during the viewing process. Full of vitality and tension, creating a tense, excited, or energetic atmosphere in different explorations.

He sailed with the audience from the perspective of a sharer, taking notes along the way, passing through many countries and crossing oceans one after another. He will set up some interactive elements in the video, such as questioning, voting, etc., to allow the audience to participate in the video and increase their sense of participation and belonging. Allowing the audience to deeply experience the perilous ocean, wild desert, and free sky is already a kind of adventure, where they can also experience the lives of different countries and regions. I have proven through my actions that life is meant to be experienced, and that life can still be lived this way.

Comments such as 'Only by observing the world can one have a worldview' and 'Take me with you' indicate that many viewers enjoy this adventurous style. Even like-minded people may ask about knowledge about navigation and other aspects through the comment section.

### 3.3. Mixed Cutting Method

The "mixed cutting" style of tourism short videos is a way to showcase the richness and diversity of tourist destinations by combining multiple different scenes and time points of tourism materials, such as representative tourist attractions or scenes, mountains, lakes, ancient towns, modern cities, etc. By mixing creative editing techniques together, a video work with coherence and storytelling is formed. This style can not only showcase the diversity of tourist destinations, but also attract the attention of viewers, enhance the viewing and dissemination effects of videos.

For example, blogger "Zhangdallin"'s mixed cut of western Sichuan travel does not have coherent images or gorgeous transitions, but instead records the scenery of the trip through the jumping of different images through the use of checkpoints. Unlike many mixed cuts, each of her shots is not just about beautiful scenery, but also about mixing and editing the captured scenery and character materials together. Through the use of interweaving and tension in the footage, a unique shot by shot effect is formed, making the video content more rich and vivid.

The ending uses Hitchcock style zoom, giving the viewer a unique sense of lens. I don't want to just shoot landscapes anymore, I also want a female protagonist to appear in my life on camera. Comments such as 'A video cut is more exciting than my eight lifetimes' and 'I want to shoot like this' show that many audiences like this editing style.

## 4. The Use of Music Enhances the Visual Quality of Videos

Music runs through the entire video to a certain extent, and sound effects can better affect the audience's psychology. Sound effects that match the video segments can often quickly bring the audience into specific segments [5]. Through carefully selected music and appropriate editing techniques, the beauty and cultural charm of tourist attractions can be perfectly presented.

For example, in the video of "Fang Qi Kiki", she controls the background music. Her background music not only includes singing, but also includes bird songs, waves, noisy streets, and other ordinary "other sounds" that can immerse viewers in the picture. In addition, her voice is gentle and pleasant, her pronunciation is clear, her copy is innovative, and the content is poetic, making the audience deeply immersed step by step. Watching her video seems like a form of healing.

There is also blogger "Zhangdallin"'s mixed cutting of her travels in western Sichuan. She uses a stuttering method to make the scene change with the rhythm of the music, using cheerful, melodious or passionate melodies to enhance the emotional expression and atmosphere creation of the video. The music and visual changes in this video are well adapted, creating a strong atmosphere for the audience. The response in the comments section is no less than that of a major blogger's travel video.

## 5. Conclusion

The audience will have corresponding psychological reactions as the editing rhythm changes. In the process of creating tourism short videos, it is important to be good at exploring users' psychological needs, starting from meeting cognitive needs, emotional needs, personal integration needs, and stress relief needs, and presenting them through editing styles that are suitable for tourist attractions, video images, and background music. Produce high-quality, positive content that can attract audience attention and evoke empathy.

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