

# Real-time Value Co-creation in Tourism Live Streaming: A Live Streamer Perspective

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## **Abstract**

Live-streaming contributes to travel experience cocreation and dissemination, product marketing and destination promotion. Empirical studies on tourism live streamers' motivations as well as their travel behavior during live streaming is currently developing. This study adopted a live-streamer perspective and followed a qualitative approach to 1) explore the motivations and travel behaviour of live streamers in tourism, 2) develop a typology of live streamers based on their motivations to engage in tourism live streaming and 3) investigate the process of real-time value co-creation of the live streamer with other stakeholders by drawing on the Porter-Lawler model. Findings provide in-depth understanding of live streamers' motivations for engaging in tourism live streaming and the influence of viewers on live streamers. Recommendations are also offered to tourism live streaming platforms regarding how to develop a better incentive strategy for live streamers.

**Subject Areas:** *Consumer Behaviour; Marketing Strategy*

**Track:** Tourism Marketing