

A Typology of Live Streamers in Tourism

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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 developing. This study adopted a live-streamer perspective and followed a qualitative approach to 1) explore the motivations and travel behavior of live streamers in tourism, 2) develop a typology of live streamers based on their motivations to engage in tourism live streaming. Findings provide in-depth understanding of live streamers' motivations for engaging in tourism live streaming and the influence of viewers on live streamers' typology. Recommendations are also offered for tour operators to better target their marketing efforts by partnering with streamers whose content aligns with their products or services.

Keywords: *Live streamer, Travel behavior, Typology.*

Track: *Tourism marketing*