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## A REVIEW OF DOUYIN TOURISM LIVE-STREAMING MARKETING

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### Abstract:

With the rapid development of live streaming and short-video platforms, live-streaming marketing has become an increasingly important tool in digital tourism marketing. Compared with traditional promotional approaches, it enables real-time destination presentation, immersive visual storytelling, and interactive communication that may reduce information asymmetry and enhance tourist engagement. As China's leading short-video and live-streaming platform, Douyin (TikTok) has significantly reshaped tourism content dissemination through algorithm-driven recommendation, high-frequency interaction, and emotionally engaging audiovisual formats. However, existing research on tourism live-streaming marketing remains fragmented, often focusing primarily on consumer responses while overlooking the broader value mechanisms across multiple stakeholders. This article synthesizes prior research from tourism digital marketing, social media engagement, and online trust perspectives to examine the value mechanisms of Douyin tourism live-streaming from a multi-subject perspective, including tourism marketers, tourists, content creators, and platform governance. The review highlights how live-streaming facilitates destination image construction, enhances tourist decision support, supports content monetization and professionalization, and generates cross-stakeholder value co-creation. It further discusses practical implications for destination marketing strategy, content design, and sustainable platform governance, and outlines future research directions emphasizing theoretical integration and dynamic interaction analysis.

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Douyin; Tourism Live Streaming Marketing; Multi-Subject Perspective; Digital Tourism Marketing; Literature Review



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## Overview of Livestreaming Marketing

Live-streaming marketing originated in online entertainment and, with advances in digital technology and platform ecosystems, expanded into e-commerce and broader service and experience-based industries. As a real-time video-based digital marketing form, its core lies in synchronous visual display, instant interaction, and contextual narration, enabling efficient information transmission, emotional communication, and value co-creation.

From a tourism communication perspective, this evolution reflects the broader transition from one-way promotional communication to participatory and socially mediated information environments. Earlier studies have shown that social media significantly reshaped how tourists search, evaluate, and share travel information, moving from institutional dominance to user-centered interaction (Xiang & Gretzel, 2010; Zeng & Gerritsen, 2014). Livestreaming further intensifies this participatory structure by introducing real-time co-presence and synchronous dialogue into tourism marketing.

Compared with static images, text, or pre-recorded videos, live-streaming differs markedly in temporal dynamics and interaction mechanisms, thus exerting a more complex influence on consumers' cognition, emotions, and purchase decisions (Hilvert-Bruce et al., 2020).

Early research on live-streaming marketing mainly focused on technology acceptance and usage motivation, examining why users watch live streams and how platforms encourage continued use. With increasing commercialization, research attention shifted toward its economic and managerial value, particularly effects on consumer attitudes, trust, and purchase intentions (Sun et al., 2022). Scholars have increasingly recognized live-streaming marketing as a comprehensive digital marketing model integrating content marketing, relationship marketing, and interactive communication.

Although live-streaming marketing operates within social media platforms and remains shaped by algorithms, network structures, and user participation, it fundamentally differs from traditional social media marketing by emphasizing real-time interaction. This interaction enhances participation and immersion, transforming consumers from passive recipients into active participants or content co-creators. This transformation aligns with the engagement-based perspective in tourism social media research, which emphasizes that value emerges

through ongoing interaction rather than unilateral message delivery (Sigala, 2018). Therefore, tourism livestreaming marketing should be understood as an engagement mechanism embedded within broader digital tourism ecosystems.

In tourism research, growing interest in live-streaming marketing is closely tied to the experiential, non-storable, and non-previewable nature of tourism products. Tourists often face high information asymmetry and perceived risk, relying heavily on real experiences, situational cues, and emotional judgments (Buhalis, 2020). In online contexts, trust has long been recognized as a critical mechanism for reducing uncertainty and facilitating decision-making (Gefen et al., 2003). Research in social commerce further indicates that interactive features and peer-generated cues significantly strengthen trust formation and behavioral intention (Hajli, 2015). Tourism live-streaming inherits similar mechanisms, as real-time interaction and visible audience participation enhance perceived transparency and credibility. Live-streaming addresses these challenges through real-time visuals, first-person experience sharing, and interactive Q&A.

Existing studies highlight three main advantages in tourism contexts: presenting authentic destination scenes to reduce uncertainty, enabling two-way interaction to enhance transparency and trust (Chen & Xie, 2023), and creating immersive and emotionally contagious atmospheres that stimulate travel motivation and intentions (Wong et al., 2022). Theoretical explanations commonly draw on social presence, immersive experience, trust and risk perception, emotional arousal, and motivation theories (Yang et al., 2022), though theoretical integration remains limited.

Despite increasing research output, tourism live-streaming marketing remains underdeveloped. Current studies often focus narrowly on consumer responses, overlook other key stakeholders, and suffer from inconsistent concept definitions and measurements, limiting comparability and systematic integration. Therefore, a structured review within specific platform contexts is necessary. As a leading platform in China's tourism live-streaming ecosystem, Douyin's large user base and strong interactivity make it an ideal case for examining mechanism evolution and multi-subject value creation in tourism live-streaming marketing.

## **Overview of Douyin**

As one of the most influential short-video and live-streaming platforms in China, Douyin has rapidly risen since its launch and developed into an important digital space that combines content dissemination and social interaction. Compared with traditional social media platforms, Douyin focuses on short videos and live streaming as its core content forms, emphasizing immersive audio-visual experiences and highly interactive models. This feature not only enhances the immediacy and emotional appeal of information dissemination but also significantly increases user stickiness and the vitality of the platform's ecosystem (Kaye et al., 2020). In the context of tourism marketing, Douyin has gradually evolved into a comprehensive platform that integrates information dissemination, destination presentation, and inspiration for travel. This development corresponds with the emergence of smart tourism ecosystems, where digital platforms, mobile connectivity, and data-driven personalization reshape tourism communication and management practices (Gretzel et al., 2015).

From the perspective of platform operation mechanisms, Douyin uses algorithmic recommendation as its core content distribution logic, comprehensively considering users' viewing behaviors, interaction preferences, and content features to achieve personalized push and precise dissemination. In social media research, platforms are not viewed as neutral information carriers but as infrastructures that actively shape communication through technological affordances and algorithmic governance (Kaplan & Haenlein, 2010). Therefore, Douyin's recommendation logic not only improves dissemination efficiency but also structures how tourism narratives gain visibility and influence audience perception.

This algorithm-driven "decentralized" dissemination model significantly reduces the reliance on fan base size for content distribution, providing relatively fair exposure opportunities for small and medium-sized creators, local tourism destinations, and individual experiencers (Zhang & Xu, 2022). In the context of tourism communication, this mechanism not only helps to showcase diverse tourism resources but also to some extent breaks the structural limitations of resource concentration and one-way information dissemination in traditional tourism marketing.

Douyin's content ecosystem places a high value on visual impact and emotional expression, a feature that naturally aligns with the attributes of tourism information dissemination. The natural scenery, cultural landscapes, and lifestyles of tourism destinations can be presented in a more immersive way through short videos and live streaming, thereby stimulating users' sensory cognition and emotional resonance. From the perspective of the experience economy, tourism value increasingly derives from emotionally engaging and staged experiences rather than purely functional attributes (Pine & Gilmore, 1999). In this sense, Douyin live-streaming can be interpreted as a mediated experiential environment in which audiences symbolically "enter" the destination context through audiovisual immersion. Research shows that visually dominant information dissemination forms can more effectively trigger users' emotional responses and psychological resonance than text and images and subtly influence their overall evaluation of destination images (Wong et al., 2022). Therefore, Douyin not only plays a role in content transmission in tourism information dissemination but also has a unique function in shaping tourism imagination, creating emotional identification, and enhancing the attractiveness of destinations.

In the early stages of tourism information search and decision-making, Douyin has gradually become an important supplement to traditional search engines and online travel platforms. Some studies have found that when users plan trips, they often conduct "inspirational searches" on platforms like Douyin, meaning they do not have a clear purpose but gradually form travel interests and intentions through unconscious content browsing (Chen et al. 2024). This experience and emotion-driven information acquisition method is highly consistent with the irrational and emotional characteristics of the tourism decision-making process, making Douyin occupy a unique position in the formation of tourists' travel motivations and cognitive construction.

Compared with other social media platforms, Douyin presents distinct differentiated features in content rhythm, interaction methods, and user participation paths. Compared with text and image-based social media, Douyin enhances users' immersion through continuous images, background music, and editing rhythms; compared with traditional video platforms, its short videos and live-streaming content rhythms are more compact, emphasizing instant feedback and real-time interaction. This high-frequency interaction communication form makes Douyin

particularly suitable for carrying experiential content and creates a more emotionally infectious and socially diffusive communication environment for tourism marketing activities (Sang et al., 2025).

In the commercial application aspect, Douyin continuously improves its functional system related to live-streaming marketing, covering live-streaming interaction tools, traffic incentive mechanisms, content monetization models, and in-depth integration with e-commerce and local life services. This system provides the necessary technical support and institutional guarantee for tourism destination management institutions, tourism enterprises, and content creators to participate in tourism live-streaming marketing. However, some studies have pointed out that the algorithmic logic and commercialization mechanism of Douyin may, to a certain extent, affect the diversity and authenticity of content distribution, a problem that is particularly worthy of attention in the tourism marketing context (Yang et al., 2022).

Overall, as an important digital platform for tourism marketing, Douyin combines multiple advantages such as high dissemination efficiency, strong interactivity, and immersive experience, providing a solid foundation for the rapid development of tourism live-streaming marketing. However, its algorithm orientation, commercial logic, and platform regulations also profoundly influence the presentation methods and value orientations of tourism content. Understanding the structural features and operational logic of the Douyin platform is a prerequisite for in-depth analysis of the Douyin tourism live-streaming marketing model, mechanism, and multi-subject value. Based on this, the next part will further focus on the concept and core characteristics of Douyin tourism live-streaming marketing on the basis of platform feature analysis and explore its unique position and role in the tourism digital marketing system.

### **Overview of Douyin Livestreaming**

Douyin is one of China's most influential short-video and live-streaming platforms, rapidly evolving into a major digital space that integrates content dissemination and social interaction. Centered on short videos and live streams, it emphasizes immersive audio-visual experiences and high interactivity, which strengthens immediacy, emotional appeal, and user stickiness (Kaye et al., 2020). In tourism marketing, Douyin increasingly functions as a comprehensive channel for information diffusion, destination presentation, and travel inspiration.

Operationally, Douyin relies on algorithmic recommendation to personalize distribution based on viewing behavior, interaction preferences, and content features. This "decentralized" logic reduces dependence on follower size and offers smaller creators and local destinations more exposure, helping diversify tourism communication beyond traditional one-way promotion (Zhang & Xu, 2022). Its visually and emotionally driven content ecosystem aligns well with tourism imagery and storytelling, shaping destination imagination and attractiveness by triggering stronger emotional resonance than text or images alone (Wong et al., 2022).

Douyin also supports early-stage "inspirational search," where users form travel interest through browsing rather than goal-directed queries (Chen et al. 2024). Compared with other platforms, its compact rhythm, music, and real-time feedback intensify immersion and make it especially suitable for experiential tourism content, fostering a contagious and socially diffusive marketing environment (Sang et al., 2025). Meanwhile, Douyin has built a mature commercialization system (interaction tools, traffic incentives, monetization, e-

commerce/local-life integration), enabling broad participation in tourism live-streaming, though algorithmic and commercial logics may also affect content diversity and authenticity (Yang et al., 2022).

Overall, Douyin's efficiency, interactivity, and immersion underpin the growth of tourism live-streaming marketing, while its algorithms, commercial orientation, and rules also shape how tourism content is produced and valued—making platform logic central to analyzing Douyin-based tourism live-streaming models and multi-subject value creation.

## **Benefits of Douyin Livestreaming**

### ***Benefits For Tourism Marketers***

From the perspective of tourism marketers, the tourism live-streaming marketing on Douyin offers a digital marketing tool that combines wide dissemination and deep interaction. Compared with traditional tourism promotion methods (such as advertising placement, brochures, or website display), live-streaming marketing enables marketers to convey the destination image and tourism value proposition to potential tourists in a more immersive, authentic, and friendly way (Chen et al. 2024). This new form of communication not only changes the logic of presenting tourism information but also largely reconstructs the communication relationship between tourism marketers and tourists.

The tourism live-streaming marketing on Douyin demonstrates significant advantages in destination image building and brand narrative. Destination image construction in digital environments has long been linked to interactive engagement and user participation rather than solely institutional messaging (Leung et al., 2013). Livestreaming intensifies this process by allowing marketers to integrate real-time narration with audience feedback, thereby enhancing perceived authenticity and relational connection. The destination image is usually a comprehensive perception formed by cognitive and emotional factors, and the continuous images and contextual displays provided by live-streaming marketing help integrate scattered tourism elements into a coherent experience narrative (Zhang & Xu, 2022). Through live-streaming, tourism marketers can present natural landscapes, cultural activities, and local lifestyles in a concentrated manner within a short period of time, enabling potential tourists to form a more concrete and three-dimensional perception of the destination. Compared with highly planned promotional videos, live-streaming content is usually regarded by viewers as more real and credible, and this "real-time occurrence" perception helps to weaken the defensive mentality of the audience, making them more willing to accept the transmitted information (Chen & Xie, 2023). Therefore, the tourism live-streaming is not only an information transmission channel but also a communication path for "de-commercialized expression" of the destination image.

The tourism live-streaming marketing on Douyin provides tourism marketers with a high-frequency and low-barrier communication model. With the support of the algorithm recommendation mechanism, content dissemination no longer relies on an existing fan base but is achieved through dynamic diffusion based on interaction data and user behavior. This mechanism significantly reduces the entry barriers for small tourism destinations and enterprises with limited resources and reduces reliance on traditional advertising investment (Kaye et al., 2020). Studies have shown that continuous and regular live-streaming output helps maintain the "normal exposure" of the destination in the minds of potential tourists and

strengthens brand memory, thereby accumulating brand potential in the long-term dissemination (Chen et al. 2024).

The tourism live-streaming marketing on Douyin has unique value in real-time feedback and strategy optimization. Compared with traditional offline or static marketing, the live-streaming format allows marketers to obtain real-time audience feedback, such as comments, questions raised through the chat box, and interactive behaviors. These data not only help marketers quickly understand the interests and concerns of the audience but also provide a basis for the immediate adjustment of content and strategies (Sun et al., 2022). This dynamic optimization mechanism based on interactive feedback enables tourism marketing to shift from "one-way communication" to a two-way communication process of "immediate response". Such interactive responsiveness aligns with engagement-based value creation models in tourism marketing, where ongoing dialogue between organizations and consumers enhances relational value and long-term brand strength (Sigala, 2018).

At the tourism enterprise level, live-streaming marketing also provides a more persuasive way to showcase services and present products. Research has found that when enterprises showcase hotel environments, scenic area facilities, or tourism experience processes through live-streaming, viewers can obtain more specific service perceptions, thereby reducing uncertainty and risk due to information asymmetry (Yang et al., 2022). This communication form centered on contextual images is particularly suitable for experiential tourism products, as their value often relies on perception and experience rather than parameters and textual descriptions.

The tourism live-streaming marketing on Douyin provides tourism marketers with a flexible collaborative space for co-creation of content. Scholars have pointed out that content creators in tourism live-streaming play a dual role as "experience narrators" and "emotional mediators", and their expression style, professional image, and personal credibility have a significant impact on the audience's information adoption (Sang et al., 2025). Tourism marketers can ensure the accuracy and professionalism of information by collaborating with suitable creators, and at the same time enhance the content's appeal and dissemination effect, thereby achieving the organic combination of brand communication and emotional connection.

However, it should be noted that although the marketing of tourism live-streaming on Douyin demonstrates various advantages, its actual effect is still influenced by multiple contextual variables. For example, the professional level of the live-streaming content, the match between the host and the destination, the interactive atmosphere, and the algorithm weights of the platform, all may affect the dissemination effect to varying degrees (Wong et al., 2022). Therefore, live-streaming marketing is not an "automatically effective" tool but needs to be applied specifically based on the specific tourism type, audience characteristics, and content strategy.

Overall, from the perspective of tourism marketers, the marketing of tourism live-streaming on Douyin demonstrates unique value in destination image shaping, dissemination efficiency improvement, real-time feedback mechanism, and brand collaboration. It not only broadens the dissemination boundaries of tourism marketing but also promotes the transformation of marketing logic from "content-driven" to "interaction-driven", becoming an indispensable important component in the tourism digital marketing system. This analysis lays a solid foundation for the next part to further explore the comprehensive benefits of Douyin tourism live-streaming marketing from the perspectives of tourists and content creators.

### ***Benefits for Tourists***

From the perspective of tourists, the core value of TikTok tourism live-streaming marketing lies in its ability to provide more contextual, interactive, and emotionally impactful information support during the tourism decision-making process. Compared to traditional tourism information sources such as official websites, brochures, or static images, the continuous images and real-time interaction presented by live-streaming offer a more intuitive and immersive way for potential tourists to understand the destination image and tourism experience (Wong et al., 2022). This visual and emotional dynamic communication method is changing the traditional model of tourists obtaining and evaluating tourism information.

TikTok tourism live-streaming marketing demonstrates significant advantages in enhancing the transparency of tourism information. Since tourism products have highly experiential and non-material characteristics, their core value is often difficult to be fully perceived before the trip. Through the form of live-streaming, tourists can watch the destination environment, scenic atmosphere, and activity processes in real time, thereby obtaining more comprehensive and dynamic information than traditional marketing content (Chen et al. 2024). Relevant research indicates that when tourism information is presented in the form of continuous images and on-site narration, potential tourists are more likely to form a concrete impression of the destination, thereby reducing cognitive ambiguity and enhancing the depth of information understanding.

TikTok tourism live-streaming marketing helps to reduce tourists' perceived risks and uncertainties. In online consumption environments, trust plays a central role in reducing perceived risk and supporting decision-making (Gefen et al., 2003). Research in social commerce further demonstrates that interactive features and social cues significantly enhance consumer confidence and behavioral intention (Hajli, 2015). Tourism live-streaming inherits these mechanisms through real-time Q&A and visible audience participation. Tourism decisions are often accompanied by concerns about service quality, outcome results, and time costs, and the "real-time experience" scenarios presented by live-streaming to some extent alleviate these psychological risks (Chen & Xie, 2023). At the same time, the interactive function of live streaming enables viewers to immediately ask questions about their concerns and receive responses, this two-way communication mechanism further enhances the credibility of the information. Research has found that interactive information exchange is more conducive to building trust than one-way information dissemination and can effectively reduce tourists' psychological defensiveness and anxiety during the decision-making stage (Sun et al., 2022).

In terms of the experience level, TikTok tourism live-streaming provides tourists with an immersive and alternative experience. Through first-person perspective images, background sound effects, and real-time narration, viewers can generate a "being there" psychological feeling during the viewing process. This alternative experience not only meets the psychological needs of viewers when they are unable to travel temporarily but also builds an emotional connection with the destination in the hearts of potential tourists. Empirical tourism livestreaming research suggests that social presence and emotional engagement significantly influence tourism attitudes and behavioral intentions (Wong et al., 2022). Recent evidence also indicates that livestreaming stimuli can affect travel decisions through psychological mechanisms consistent with stimulus–organism–response frameworks (Bu et al., 2025). Existing research has shown that this emotional connection is an important antecedent variable influencing tourism attitudes and behavioral intentions. In other words, live streaming

stimulates the audience's emotions and imagination, allowing them to mentally "experience" the tourism process in advance, thereby enhancing the motivation to act.

TikTok tourism live-streaming also plays a key role in supporting tourism decision-making and constructing tourism imagination. Tourism decision-making is not a purely rational analysis process, but is influenced by emotions, social cues, and subjective judgments (Buhalis, 2020). The content of live streaming, through the language narration of the host, the music atmosphere, and emotional expression, can trigger positive emotional responses from the audience and shape their expectations of the tourism experience. When viewers generate positive emotions such as pleasure or yearning while watching the live streaming, their attitude towards the destination is often more positive, thereby enhancing the willingness to visit (Yang et al., 2022). Thus, live streaming not only provides information support in the early stage of tourism decision-making but also promotes attitude transformation through emotional resonance.

From the perspective of social interaction, TikTok tourism live-streaming also provides tourists with the opportunity to observe others' reactions and social cues. While watching the live-streaming, viewers not only receive the narrative information from the host but also pay attention to the interactive content in the comment section and the chat box. This "social presence" interactive environment enables tourists to assist their own judgment through the opinions and experiences of others (Chen et al., 2022). The research found that positive comments and social cues often strengthen an individual's travel motivation, while negative feedback may trigger further information search behavior, demonstrating the significant role of social verification in travel decision-making.

It should be noted that the influence of TikTok tourism live-stream marketing on tourists' behavior is not consistent in all situations. The level of tourists' travel experience, risk preference, trust tendency, and perception of the host's credibility may all have a moderating effect on the marketing effect of live streaming (Sang et al., 2025). Moreover, if the live-streaming content is overly commercialized or lacks authenticity, it may trigger the audience's suspicion, weaken their trust and emotional resonance, and thereby reduce the marketing conversion rate. Thus, the realization of value for tourists depends on the quality of the live-streaming content, the matching of the context, and the authenticity of the interactive experience.

Overall, from the perspective of tourists, TikTok tourism live-stream marketing enhances information transparency, reduces perceived risks, enhances immersive experience and emotional resonance, and provides important information and psychological support in the travel decision-making process. These mechanisms not only reveal the internal logic of live-streaming marketing in attracting tourists but also lay a theoretical foundation for subsequent analysis from the perspectives of content creators and multi-party collaboration on its comprehensive value.

### ***Benefits For Tourism Content Creators***

In the tourism live-streaming marketing ecosystem on Douyin, tourism content creators are not only content producers but also an important intermediary entity connecting tourism marketers and tourists. Compared with the traditional tourism promotion model dominated by official institutions or enterprises, content creators in the live-streaming environment play an

increasingly prominent role in interpreting tourism information, translating experiences, and expressing emotions (Sang et al., 2025). Therefore, analyzing the benefits of Douyin tourism live-streaming marketing from the perspective of content creators is of great significance for understanding its multi-agent value structure.

Douyin tourism live-streaming marketing provides content creators with a more sustainable path for content monetization. Compared with short-video content that mainly relies on views or single advertising partnerships as the main revenue source, live-streaming marketing creates diverse revenue models for tourism content creators through real-time interaction, brand cooperation, and platform incentive mechanisms. Existing research indicates that the live-streaming format can significantly increase user retention time and interaction frequency, which not only enhances the effectiveness of content dissemination but also boosts the commercial value of content creators in the platform ecosystem (Sun et al., 2022). In the tourism field, this feature enables content creators to transform their personal experiences into relatively stable professional practices.

Douyin tourism live-streaming marketing helps tourism content creators build and strengthen their personal brands and trust capital. Research shows that continuous interaction in the live-streaming environment helps to narrow the psychological distance between creators and viewers, making it easier for viewers to regard creators as "reliable information sources" rather than mere content producers (Chen et al., 2022). In the tourism context, viewers often highly rely on others' experiences for decision-making, so the authenticity, professionalism, and consistency demonstrated by creators in live streaming can gradually accumulate trust capital and continue to play a role in subsequent content dissemination.

Compared with short-video content, live-streaming provides content creators with more space to showcase their personal style and values. Tourism research has long recognized the importance of user-generated content in shaping destination perception and travel intention (Xiang & Gretzel, 2010). Livestreaming extends this logic by enabling creators to integrate personal narrative, interactive dialogue, and real-time demonstration into a coherent communicative performance. Through language expression, immediate responses, and emotional interaction, creators can shape a distinct personal image during live streaming. This personalized expression method is considered one of the important factors influencing viewer stickiness and loyalty (Hilvert-Bruce et al., 2020). In tourism live-streaming marketing, content creators with stable styles and clear positioning are more likely to form a fixed audience group and exert a continuous influence in tourism content recommendations.

Douyin tourism live-streaming marketing promotes the professional transformation of tourism content creators. Some studies indicate that with the development of tourism live-streaming marketing, content creators no longer merely play the role of "experience recorders" but gradually assume functions such as information selectors, experience interpreters, and tourism advisors (Chen et al. 2024). In live-streaming, creators need to have a certain understanding of tourism destinations, service processes, and potential risks to respond to viewers' specific questions. This role transformation has to some extent raised the professional threshold of tourism content creation and prompted creators to continuously improve their own capabilities. From the perspective of collaboration relationships, Douyin tourism live-streaming marketing provides content creators with the opportunity to establish long-term cooperative relationships with tourism marketers. By continuously participating in the live-streaming activities of destinations or enterprises, content creators can maintain their personal expression style while

obtaining more stable content resources and support. This cooperation model is considered to help achieve value co-creation between content creators and tourism marketers. In an ideal scenario, the personal influence of the creator and the destination's brand image can complement each other, thereby enhancing the overall communication effect.

Existing research also indicates that the benefits that tourism content creators gain in TikTok live marketing are not without challenges. On one hand, excessive commercialization may weaken the audience's perception of the creator's authenticity, thereby affecting the trust relationship; on the other hand, the platform's algorithms and commercial cooperation mechanisms may impose restrictions on the freedom of content creation (Yang et al., 2022). In the tourism field, these issues are particularly sensitive because audiences are often highly vigilant about "marketing experiences". Therefore, content creators need to seek a balance between commercial cooperation and authenticity expression.

Overall, from the perspective of content creators, TikTok tourism live marketing provides important opportunities in content monetization, personal brand building, and professional development, while also placing higher demands on the creators' professional capabilities and ethical awareness. This value at the subject level not only affects the development path of the creators themselves but also shapes the operation mode of the TikTok tourism live marketing ecosystem as a whole.

### ***Cross-Stakeholder Value Creation In Tourism Livestreaming***

In the context of tourism live streaming on Douyin, its value is not simply manifested at the individual levels of tourism marketers, tourists, or content creators, but is amplified and realized through the continuous interaction and collaboration among multiple stakeholders. Existing research has gradually shifted from a single-stakeholder perspective to a multi-stakeholder perspective, emphasizing that tourism live streaming marketing should be understood as a dynamic value co-creation system involving the participation of the platform, tourism marketers, content creators, and tourists (Chen et al. 2024). In this system, the behaviors of each stakeholder do not occur in isolation but influence and shape one another. This perspective reflects the broader service-oriented logic in tourism research, which argues that value is co-created through interaction among multiple actors rather than embedded solely within products or destinations (Sigala, 2018).

From the perspective of the collaborative relationship between tourism marketers and content creators, tourism live streaming marketing provides the possibility for both parties to establish complementary cooperation. Tourism marketers usually possess destination resources and official information but may lack flexibility in content expression and interaction communication; content creators, on the other hand, are skilled at attracting audiences through personalized narratives and interactive methods, but have limitations in information authority and resource acquisition. In the live streaming environment, these two types of stakeholders can cooperate to some extent to make up for each other's deficiencies, thereby enhancing the overall effect of tourism information dissemination (Sang et al., 2025). Relevant research indicates that when content creators maintain their personal expression style while receiving support from destinations or enterprises, their content tends to achieve a balance between credibility and appeal.

From the perspective of the interaction between content creators and tourists, live marketing provides an important mechanism for value co-creation. Unlike the passive reception of information by audiences in traditional tourism promotion, the live streaming environment allows tourists to directly participate in the content generation process through questions, comments, and feedback. This interaction not only enhances the sense of participation of tourists but also enables content creators to adjust the focus of their expression in real time based on audience needs, thereby improving the relevance and practicality of the information (Sun et al., 2022). In the tourism context, this interactive content co-creation helps to narrow the gap between information supply and demand.

Furthermore, social interaction among tourists is also an important component of multi-stakeholder value co-creation. In tourism live streaming on Douyin, viewers not only interact with the host but also pay attention to the comments and reactions of other viewers. This social cue provides additional basis for individuals to make judgments, making tourism live streaming a consumption context with group interaction characteristics (Chen et al., 2022). Research shows that when tourists observe others' positive attitudes towards tourism content during the live streaming, their own tourism motivation and trust may further increase, thereby amplifying the overall impact of live marketing.

The platform also plays a key role in the multi-stakeholder value co-creation process. Douyin shapes the operational environment of tourism live streaming marketing through algorithm recommendations, interaction tool design, and commercial mechanisms. On the one hand, platform algorithms can amplify high-interactive and high-participation live content, enabling it to achieve wider dissemination; on the other hand, platform rules and incentive mechanisms also influence the behavior choices of content creators and tourism marketers to a certain extent (Yang et al., 2022). In tourism live streaming marketing, the platform is not a neutral background, but a structural force deeply embedded in the value co-creation process.

From a systemic perspective, the value co-creation process of tourism live streaming marketing on Douyin exhibits a dynamic circular feature. The cooperation between tourism marketers and content creators enhances the quality of the content, which in turn increases the participation and interaction of tourists; the positive feedback from tourists, through interaction data and algorithm recommendations, further enhances the exposure of the live stream; This process further attracts more participants to join in, forming a positive cycle. This circular mechanism explains why some tourism live-streaming can have a significant impact in a short period of time, while others have limited effects.

The multi-party value co-creation does not necessarily lead to positive results. In some situations, the goals of different parties may conflict, such as the commercial goals of tourism marketers and the authenticity pursuit of content creators, or the commercial orientation of the platform and the quality of the tourist experience (Yang et al., 2022). When these conflicts are not effectively coordinated, the value co-creation process of tourism live-streaming marketing may be suppressed and even lead to negative consequences such as a decline in trust.

Overall, the core value of Douyin tourism live-streaming marketing is not limited to the benefits of a single party but is reflected in the synergy effect formed by the interaction of multiple parties. By integrating the roles and functions of tourism marketers, content creators, tourists, and the platform, a more comprehensive understanding of the operation logic of tourism live-streaming marketing can be achieved. This multi-party value co-creation

perspective not only helps to integrate existing research conclusions but also lays a theoretical foundation for proposing targeted insights from a practical perspective in the future.

### ***Summary Of Benefits and Research Gaps***

From the existing research, it can be observed that the tourism live-streaming marketing on Douyin demonstrates significant value at different levels of entities. For tourism marketers, live-streaming marketing provides a more immersive and interactive way for destination image building, brand narrative, and marketing communication; for tourists, it plays an important supporting role in the decision-making process of tourism by enhancing information transparency, reducing perceived risks, and enhancing immersive experience; for tourism content creators, live-streaming marketing not only expands the monetization paths of content but also promotes the transformation of their roles from experience recorders to professional intermediaries. From a systemic perspective, the interaction and collaboration among multiple entities constitute an important mechanism for amplifying the value of Douyin tourism live-streaming marketing.

Although the existing research has revealed the positive benefits of Douyin tourism live-streaming marketing from multiple angles, there are still several structural deficiencies in related research that need to be clarified in the review. Similar fragmentation has been observed in broader tourism social media research, where studies often emphasize specific behavioral outcomes without sufficiently integrating platform governance, stakeholder interaction, and long-term strategic implications (Zeng & Gerritsen, 2014). Firstly, in terms of research perspectives, the existing literature still shows an imbalance in the focus on entities. A large number of studies are concentrated on the attitudes and behavioral intentions of tourists or consumers, while the systematic analysis of tourism marketers and content creators is relatively limited. This bias to some extent limits the understanding of the overall operating mechanism of tourism live-streaming marketing and also makes the discussion of the collaborative value among multiple entities insufficient (Chen et al. 2024).

In terms of research content, different studies have certain differences in the definition of "benefits". Some studies focus on short-term behavioral indicators, such as viewing willingness, likes, or visit intentions, while paying insufficient attention to the role of live-streaming marketing in the long-term construction of tourism brands and the maintenance of tourist relationships (Zhang & Xu, 2022). In the tourism context, this short-term-oriented research tendency may underestimate the long-term value of live-streaming marketing and limit its strategic positioning in practice.

In terms of research methods, existing studies mostly adopt quantitative methods such as questionnaires and structural equation models to conduct static analysis of the impact mechanism of tourism live-streaming marketing. Although these methods help to test the relationships between variables, they rarely focus on the dynamic characteristics of multi-entity interaction during the live-streaming process. For example, the real-time interaction between the host and tourists, the social cues transmission among tourists, and the influence of platform algorithms on content diffusion are often difficult to be fully captured through a single survey (Sun et al., 2022). Therefore, there is still room for further deepening research on the process of value formation of Douyin tourism live-streaming marketing.

In addition, some studies pay insufficient attention to the dependence on the platform context. Although Douyin is frequently mentioned as the research object, the specific ways in which its platform mechanisms, algorithm logic, and commercial orientation affect the effectiveness of tourism live-streaming marketing have not been systematically discussed (Yang et al., 2022). In the tourism field, the impact of platform rules on the authenticity and marketing ethics of content is particularly important, and this issue has not been fully explored in the existing literature.

Overall, the existing research has provided an important foundation for understanding the multi-entity value of Douyin tourism live-streaming marketing. However, there are still significant deficiencies in research perspective integration, long-term benefit assessment, and dynamic interaction mechanism analysis. Clarifying these research gaps not only helps to deepen academic understanding but also provides a basis for proposing more targeted suggestions from a practical perspective. Based on this summary, the next part will further combine the existing research results to explore the implications of Douyin tourism live-streaming marketing for different entities from a practical perspective and propose future research directions.

## **Practical Implications**

### ***Implications For Tourism Marketers***

Based on the systematic review of the multi-agent value and research deficiencies of tourism live-streaming marketing on Douyin, several viewpoints with implications for tourism marketing practice can be further refined. For tourism marketers, tourism live-streaming marketing on Douyin should not be simply regarded as a short-term promotional tool but should be integrated into the overall digital tourism marketing strategy to achieve more sustainable brand communication and visitor relationship management.

When tourism marketers use tourism live-streaming marketing on Douyin, they should pay more attention to the consistency and long-term nature of destination narrative. Existing research shows that the value of live-streaming marketing in shaping the destination image does not come from the exposure effect of a single live-streaming session, but is gradually accumulated through continuous, repetitive, and relatively consistent content output (Zhang & Xu, 2022). Therefore, tourism destination management institutions and tourism enterprises should avoid fragmented and temporary live-streaming arrangements when planning live-streaming content but instead build a continuous live-streaming content system around core tourism resources, cultural themes, or brand positioning.

Tourism live-streaming marketing provides tourism marketers with the opportunity to conduct two-way communication and immediate feedback with potential tourists. Compared to traditional advertising models, the interactive feedback in the live-streaming environment can help tourism marketers more directly understand tourists' concerns and information needs (Sun et al., 2022). Based on this feature, tourism marketers can regard live streaming as a "testing and optimization" tool, by observing viewer questions, comment content, and interaction behaviors, to promptly adjust the focus of marketing information, thereby improving the relevance and effectiveness of tourism information dissemination.

At the operational level, tourism marketers should design commercial expressions in live streaming more carefully. Research indicates that the effectiveness of tourism live-streaming marketing largely depends on the audience's perception of content authenticity, and excessive explicit commercial promotion may weaken this perception, thereby affecting trust establishment (Chen & Xie, 2023). Therefore, instead of direct promotional expressions, embedding tourism products or services in real experience scenarios and explaining them through scene-based display and experience interpretation is often more in line with the communication logic of tourism live-streaming marketing.

Existing research emphasizes that establishing a collaborative relationship with suitable tourism content creators is an important way to enhance the effectiveness of tourism live-streaming marketing on Douyin. When choosing a partner, tourism marketers should not only focus on the scale of the creator's followers, but also pay attention to their content style, audience structure, and the degree of alignment with the destination image. When the content creator can accurately convey the core information of the destination while maintaining their personal expression style, the live-streaming content is more likely to achieve a balance between credibility and attractiveness.

From a strategic perspective, tourism marketers should also view tourism live-streaming marketing on Douyin as an extension tool for visitor relationship management. Existing research suggests that the interactive relationships and emotional connections formed during live streaming may continue to exert an influence in subsequent tourism decisions. Therefore, tourism marketers should not only focus on the immediate data performance during the live-streaming but also combine other digital marketing channels to continuously communicate and maintain relationships with live-streaming audiences, to amplify the long-term value of live-streaming marketing.

Combining the discussion on the deficiencies in the previous text, tourism marketers in practice also need to be cautious about the over-simplified understanding of the effectiveness of live-streaming marketing. The actual effect of tourism live-streaming marketing on Douyin is influenced by multiple factors such as content quality, interaction design, platform algorithms, and tourism context, and there is no universal "success template". Therefore, in the actual application process, tourism marketers should conduct contextualized design and continuous adjustment based on their own resource conditions and the characteristics of the target market.

Overall, from the perspective of tourism marketers, the practical value of TikTok tourism live-stream marketing does not lie in replacing traditional marketing methods, but in leveraging the advantages of interactivity and immersion to complement and strengthen the existing tourism marketing system. Incorporating live-stream marketing into a long-term strategic framework and integrating it with destination brand building and visitor relationship management is the key to realizing its potential value.

### ***Implications For Tourism Content Creators***

In the tourism live-streaming marketing ecosystem on Douyin, tourism content creators are not only content producers but also an important intermediary entity connecting tourism marketers and tourists. Based on the systematic review of the roles and values of content creators in the

previous text, several guiding insights for tourism content creators can be further summarized from a practical perspective.

When participating in Douyin tourism live-streaming marketing, tourism content creators should place greater emphasis on the balance between professionalism and authenticity. Existing research indicates that the trust that viewers have in tourism live-streaming content largely stems from their perception of the authenticity of the creators, and excessive commercialization or obvious marketing orientation may undermine this trust foundation (Chen et al., 2022; Sang et al., 2025). Therefore, in practice, tourism content creators need to maintain a clear boundary between commercial cooperation and personal experience sharing and convey tourism information through real experiences and personal perspectives rather than simply replicating marketing language.

As tourism live-streaming marketing becomes more normalized, the role of content creators is gradually shifting from "experience recorders" to "experience interpreters". This change implies that tourism content creators need to have certain knowledge reserves and situational understanding during live streaming to respond to specific questions from viewers about destinations, service processes, or potential risks in the interaction. Relevant research shows that when creators can provide clear, specific, and reference-worthy information, their professional evaluation by viewers significantly improves, thereby enhancing the overall trust relationship (Chen et al. 2024).

Douyin tourism live-streaming marketing provides content creators with the possibility to establish long-term relationships and stable communities with viewers. Compared to short-video content, the continuous interaction in the live-streaming environment is more conducive to forming emotional connections and identity recognition. Research indicates that after viewers repeatedly participate in the live-streaming of the same creator, they are more likely to regard the creator as a "familiar person" and continue to refer to their opinions in subsequent tourism information acquisition (Hilvert-Bruce et al., 2020). Therefore, tourism content creators in practice should view live-streaming as part of long-term relationship management rather than merely focusing on the immediate data performance of a single live-stream.

When collaborating with tourism marketers, tourism content creators should pay more attention to the matching degree between the partner and their own positioning. Existing research suggests that when the content style, values of the creator, and the image of the tourism destination are highly consistent, the live-streaming content is more likely to be accepted by viewers and have a positive impact. On the contrary, mismatched cooperation may trigger doubts about the content motivation from viewers, thereby weakening the credibility of the creator. Therefore, in practice, content creators need to make selective judgments on cooperation projects to maintain the long-term value of their personal brand.

From a sustainable development perspective, tourism content creators also need to pay attention to the long-term impact of live-streaming marketing on their own career paths. As the competition in tourism live-streaming market intensifies, content strategies driven solely by traffic may be difficult to maintain long-term advantages. Research shows that creators with clear positioning, stable style, and professional capabilities are more likely to form continuous influence in the platform ecosystem (Sun et al., 2022). Therefore, tourism content creators in practice should gradually build their own professional labels and content characteristics to enhance the sustainability of their career development.

Based on the limitations of existing research, tourism content creators also face multiple constraints from platform mechanisms and the commercial environment in practice. The platform algorithms, business cooperation rules, and content norms may all influence the content choices and expression methods of creators (Yang et al., 2022). In this context, content creators need to constantly adjust their strategies within the framework of platform rules in order to maintain the authenticity of their content while achieving a balance between commercial cooperation and personal development.

Overall, from the perspective of tourism content creators, the tourism live-streaming marketing on Douyin not only provides important opportunities but also poses higher requirements. By achieving a balance between authenticity, professionalism, and long-term relationship management, tourism content creators can not only enhance their value in the live-streaming marketing ecosystem but also contribute to the development of Douyin tourism live-streaming marketing towards a more mature and sustainable direction.

### ***Implications For Platform Governance and Sustainable Tourism***

In the context of the rapid development of tourism live-streaming marketing on Douyin, the issues of platform governance and tourism sustainability have gradually become important topics of concern for both academia and industry. Existing research indicates that the platform is not a neutral carrier of tourism live-streaming marketing, but rather deeply intervenes in the production and dissemination process of tourism information through algorithm recommendation mechanisms, content regulations, and commercial rules (Yang et al., 2022). Therefore, from a practical perspective, the healthy development of Douyin tourism live-streaming marketing not only depends on the individual behaviors of tourism marketers and content creators, but also on the institutional design and governance framework at the platform level.

From the perspective of platform governance, Douyin bears the important responsibility of guiding the quality and direction of tourism live-streaming content. Studies have shown that the platform algorithm largely determines which tourism live-streaming content can receive higher exposure, thereby influencing the formation of tourism destination images and tourists' cognitive structures. In practice, if the algorithm overly favors entertainment or commercial indicators, it may lead to fragmented and superficial tourism content and even weaken the focus on tourism culture and authenticity. Therefore, when designing the recommendation mechanism, the platform should seek a balance between interactive data and content quality to avoid the development of tourism live-streaming marketing towards a single traffic orientation.

Douyin tourism live-streaming marketing has raised new governance requirements for tourism authenticity and information norms. Tourism research has long focused on the role of "authenticity" in the formation of tourists' experiences and satisfaction, and the live-streaming format, due to its immediacy and advantage in authenticity perception, has to some extent amplified these issues (Chen & Xie, 2023). When live-streaming content contains excessive beautification, selective presentation, or implicit advertisements, it may cause tourists' disappointment regarding the gap in the tourism experience, thereby affecting the long-term image of the destination. Therefore, from the perspective of platform governance, it is necessary to enhance the transparency of tourism live-streaming information through measures such as clear content identification and standardization of commercial cooperation disclosure.

Furthermore, the development of Douyin tourism live-streaming marketing is also closely related to the tourism sustainability goals. Existing research indicates that social media marketing, while promoting the growth of tourism demand, may exacerbate the tourist concentration and resource pressure in some destinations (Buhalis, 2020). In the live-streaming marketing environment, certain "hit" tourism live-streams may generate a large amount of attention and visit intentions in a short period of time, thereby having an impact on the environment, infrastructure, and community life of the destination. Therefore, platform and tourism management institutions need to coordinate the promotion effect with sustainable development, guiding tourism live-streaming content to pay more attention to diverse destinations and decentralized tourism routes.

The platform can also support responsible tourism dissemination at the technical and rule level. For example, by encouraging content creators to showcase tourism behavior norms, environmental protection awareness, and respect for the community, the platform can influence tourists' attitudes and behavioral tendencies in an invisible way. Relevant studies have shown that social media content has potential influence in shaping tourists' normative cognition, and when sustainable tourism concepts are naturally integrated into content expression, they are more likely to be accepted by the audience (Wong et al., 2022). Therefore, the role of the platform in tourism live-streaming marketing is not only a commercial promoter, but also an important driver of the dissemination of sustainable tourism value.

From the perspective of collaborative governance, the sustainable development of Douyin tourism live-streaming marketing requires a clearer division of responsibilities and cooperation mechanisms among the platform, tourism management institutions, and content creators. The platform can guide the direction of content through rule design and technical support, tourism management institutions can provide policies and professional guidance, and content creators can implement relevant concepts in specific dissemination practices. This multi-party collaborative governance model helps to leverage the advantages of tourism live streaming marketing while reducing its potential negative impacts.

Overall, from the perspective of platform governance and sustainable tourism, the practical experience of Douyin's tourism live streaming marketing not only lies in "how to make good use of live streaming", but also in "how to use it reasonably and for a long time". By establishing a coordination mechanism among platform rules, content norms and sustainable development goals, Douyin's tourism live streaming marketing is expected to achieve a more balanced development between promoting tourism dissemination and protecting tourism resources.

## **Conclusion And Future Research Directions**

Based on the literature review method, this paper systematically sorted out and comprehensively analyzed the related research on Douyin tourism live-streaming marketing. On the basis of reviewing the research trends of live-streaming marketing and tourism digital marketing, the paper, in combination with the characteristics of the Douyin platform, focused on exploring the value mechanism and practical significance of Douyin tourism live-streaming marketing from the perspective of multiple subjects. Through the analysis of different subjects such as tourism marketers, tourists, and tourism content creators, this paper attempts to present the overall operational logic of Douyin tourism live-streaming marketing as a complex

interactive system, rather than simplifying it into a single marketing tool or a one-way communication process.

From a theoretical perspective, the review in this paper indicates that the research on Douyin tourism live-streaming marketing has gradually expanded from the early focus on technical features and usage intentions to discussions on interaction mechanisms, trust formation, immersive experiences, and multi-subject value co-creation. However, existing research still has problems such as scattered perspectives and insufficient theoretical integration. By introducing the multi-subject perspective, this paper incorporates tourism marketers, tourists, content creators, and the platform into the same analytical framework, which helps to more comprehensively understand the mechanism of tourism live-streaming marketing and provides ideas for further integration of related theories.

From a practical perspective, the research results summarized in this paper show that Douyin tourism live-streaming marketing demonstrates significant potential in destination image building, tourists' information acquisition and decision support, content creator professional development, and multi-subject collaboration. However, its actual effect is influenced by multiple factors such as content quality, interaction design, platform mechanisms, and tourism scenarios, and there is no universal applicable operation model. Therefore, the effective application of tourism live-streaming marketing depends on the understanding of specific contexts and the prudent grasp of the relationship between short-term communication effects and long-term brand value.

Based on this, future research can further deepen in the following aspects:

In terms of research perspectives, future research can further strengthen the multi-subject and system perspectives, focusing on the dynamic interaction process among different subjects, rather than merely analyzing the attitudes or behavioral responses of a single subject. For example, how the cooperation relationship between tourism marketers and content creators evolves, and how tourists' roles change in the interaction process, are all worthy of exploration through longitudinal or process-based research.

In terms of research methods, existing research mainly relies on questionnaire surveys and structural model analysis. In the future, more qualitative research, content analysis, or mixed methods can be introduced to capture the complexity of real-time interaction and situational changes in tourism live-streaming marketing. Moreover, research based on big data or platform behavior data can also help to understand the communication laws and influence mechanisms of live-streaming marketing from a more macro perspective.

In terms of research contexts, future research can expand to different types of tourism destinations and tourism product contexts, such as cultural heritage tourism, rural tourism, or sustainable tourism, to test the applicability of the mechanism of Douyin tourism live-streaming marketing in different contexts. At the same time, cross-platform comparative research also has potential value, which can help distinguish the influence of platform characteristics and live-streaming marketing itself.

From a normative and governance perspective, future research can further explore the long-term impacts of tourism live-streaming marketing on tourism authenticity, tourist behavior norms, and destination sustainable development. As the influence of tourism live-streaming

marketing continues to expand, the importance of these issues in academic research and practical decision-making will continue to increase.

Overall, this paper provides a structured theoretical reference and practical implications for this field through a systematic review of related research on Douyin tourism live-streaming marketing. With the continuous development of live-streaming technology and tourism digitization, Douyin tourism live-streaming marketing will continue to evolve, and its research value and practical significance will need to be continuously deepened in more comprehensive research perspectives and methods.

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