

## Tourism PhD research topic

### ***Consumer perceptions and behaviours in tourism live streaming***

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#### *Summary:*

Tourism live streaming has emerged as an important research topic in the field of tourism studies and is attracting increasing research attention in recent years (e.g., Deng, Benckendorff, & Wang, 2021; Xu, Huang, & Shang, 2021; Zhang, Wang, & Zhang, 2021). However, limited empirical studies have been conducted so far to understanding consumers' motivations, perceptions, attitudes, and behaviours in their involvement in tourism live streaming as viewers or audience. The PhD topic will focus on consumer behaviours in tourism live streaming and examine the underlying psychological or behavioural mechanisms of consumers in their engagement in, interactions with the steamer and other viewers, their experiences in the live streaming, and their future intention to visit the featured destination(s) in the live streaming.

#### *Background:*

Tourism live streaming has become an important marketing tool for destinations and can itself be a special means to generate pre-trip and post trip tourist experience (Lin, Fong, & Law, 2022; Xie, Yu, Huang, & Zhang, 2022; Yu, Xie, Huang, Guo, 2022). Tourism live streaming has emerged as an important research topic in the field of tourism studies and is attracting increasing research attention in recent years (e.g., Deng, Benckendorff, & Wang, 2021; Xu, Huang, & Shang, 2021; Zhang, Wang, & Zhang, 2021). However, limited empirical studies have been conducted so far to understanding consumers' motivations, perceptions, attitudes, and behaviours in their involvement in tourism live streaming as viewers or audience. The PhD topic will focus on consumer behaviours in tourism live streaming and examine the underlying psychological or behavioural mechanisms of consumers in their engagement in, interactions with the steamer and other viewers, their experiences in the live streaming, and their future intention to visit the featured destination(s) in the live streaming. Specific research questions include, but are not limited to the following:

- 1) How can live streaming experience trigger travel inspiration and foster consumers' intention to visit the featured destination in the future?
- 2) What are the main factors that attract consumers to continue their engagement with tourism live streaming or a live steamer?
- 3) Can social identification with the streamers affect consumers' continuance watching intention?
- 4) Can sense of online community encourage consumers' online citizenship behaviour in tourism live streaming?
- 5) How can tourism live streaming experience improve consumers' emotional solidarity and general sense of wellbeing?

## References:

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