

Live Streaming, Short Videos and Real-time Content Track

Track Chairs

Kaiti Shang, Bournemouth University

Cece X.Y. Leung, Kansas State University, USA

Rationale and Relevance to the Conference Theme:

Live streaming, short videos and real-time content creation are driving profound transformations in the tourism industry. These digital media are changing not only the way destinations are marketed, but also how experiences are consumed and co-created in real time by tourists and hosts. These technologies are pivotal in the evolution of smart, regenerative tourism ecosystems, enabling more interactive, personalised and sustainable travel experiences.

This track will explore how these innovations influence tourist behaviour, improve destination management and redefine tourism experiences, in line with the conference theme of 'Tourism 2040: Human-Centred Futures in Smart and Regenerative Ecosystems'. Providing a platform to explore the intersection of digital transformation and tourism, this track will examine the technological, social and ethical dimensions of live streaming and short videos, as well as their potential to contribute to regenerative, human-centred futures in tourism.

Intended audience and scholarly contribution:

This track is aimed at scholars, researchers and practitioners from various fields, including tourism studies, digital media, technological innovation and sustainability. It will specifically attract individuals focusing on:

- Exploring how real-time content creation, such as live streaming and short videos, is transforming tourism experiences from the perspectives of both consumers and producers.
- Investigating the implications of digital media for tourism management and governance, particularly in the context of destination branding, tourist behaviour and value co-creation.
- Understanding the role of platform economies and smart tourism ecosystems in shaping sustainable and regenerative tourism practices enabled by digital technologies such as live streaming.
- Addressing the ethical challenges related to data privacy, authenticity and the social impact of digital content in tourism, particularly with regard to representation and accessibility.

The scholarly contribution of this track will:

- Offer a deeper understanding of how live streaming and short videos are reshaping not only the marketing of destinations, but also the roles of tourists, hosts, and platforms in tourism ecosystems.
- Provide conceptual advancements in framing digital transformation within tourism by analysing the real-time integration of technology, human interaction and sustainable development goals.
- Foster cross-disciplinary dialogue, bringing together insights from digital media, tourism innovation and ethics to propose new regenerative tourism frameworks that are both human-centred and technology-enabled.

Key Research Questions and Thematic Focus

1. Digital media and tourism experience transformation:

- How are live streaming and short videos reshaping destination marketing and management?
- How do live streaming and real-time content affect tourist behaviour, including information search, travel decision-making, and destination choice?
- How do influencer and user-generated short videos shape perceived authenticity and experience expectations in tourism?
- How can these technologies facilitate real-time value co-creation between tourists, destinations and local communities?

2. Digital media platforms and governance:

- What role do live streaming and short videos play in developing smart tourism ecosystems?
- How can platforms supporting live streaming and short videos contribute to sustainable and regenerative tourism models?
- How can the data generated by these digital media be used to improve tourism governance and policymaking, and to increase the resilience of destinations?
- What new business models and platform economies are emerging from real-time tourism content ecosystems?

3. Ethical and social implications of digital media:

- What ethical considerations arise from using live streaming and short videos in tourism, such as privacy, content authenticity and exploitation?
- How do these technologies contribute to or challenge inclusivity and social justice in tourism, especially for marginalised communities or underrepresented destinations?
- How does the pursuit of viral tourism content affect responsible tourist behaviour?
- How do live streaming and short-video platforms contribute to overtourism or environmental pressure on fragile destinations?

4. Cross-cultural and global perspectives of digital media:

- How do live streaming and short videos facilitate global tourism exchanges while maintaining local cultural integrity?
- What are the implications of these digital media for tourism in different cultural and geographical contexts?
- How do short-video platforms shape the representation of local cultures and heritage in tourism content?
- How do cultural differences influence the creation, interpretation, and consumption of tourism-related digital content?