



Finding the Possible Solutions to the Cooperation within Livestream and Health and Wellness Tourism

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Author's contribution

The sole author designed, analyzed, interpreted and prepared the manuscript.

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ABSTRACT

This article aims at displaying the basic concepts of livestream, health and wellness tourism, and cooperation and tries to find the possible solutions to the cooperation within livestream and health and wellness tourism. The authors first illustrate why the paper has been presented and why has the policy related to livestream been made by the National Internet Information Office in China. Then, the authors perform the definition and its problems of livestream and health and wellness tourism; demonstrate the basic concept of cooperation including its definition and problems. Finally, the conclusions are met and the possible solutions to the government, industry, and future study are drawn.

Keywords: Livestream; cooperation; health and wellness tourism.

1. INTRODUCTION

Livestream is a live broadcast of an event on the internet, or a video of an event, especially with commentary, distributed on the internet while the event is taking place [1]. The use of livestream means to improve consumers' understanding of

products and also to increase product sales. Live streaming has become an emerging sales model under the epidemic situation [2]. This new business model formed through emerging Internet tools not only has a positive impact on promoting employment and stimulating the economy, but is also widely used in poverty

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alleviation, rural revitalization, and tourism, as discussed by Wang, Zheng, and Zhang [3]. The problems and countermeasures of live stream can be applied to help farmers and poverty alleviation; Zhang, Wang, and Miao [4] discuss the impact of live stream on tourism in Jilin, etc. It can be seen that live stream has received more and more attention from the business community and academia.

Furthermore, there are also issues such as live stream marketers, platforms, product and data fraud, and consumer rights damage, and even problems with government supervision and ideology [5,6] while live stream are prevalent. For example, marketers' misconduct in their words and deeds, the use of minors' live stream for profit, the performance of the platform's main responsibility, data falsification and false propaganda, the frequent occurrence of counterfeit and shoddy goods, and the difficulty of consumer rights protection and evidence collection. Promulgate the corresponding system specifications in time [7]. Therefore, the National Internet Information Office was informed that seven departments including the State Cyberspace Administration of China, the Ministry of Public Security, the Ministry of Commerce, the Ministry of Culture and Tourism, the State Administration of Taxation, the State Administration for Market Regulation, and the State Administration of Radio and Television jointly issued a joint announcement in April 2021. The "Administrative Measures for Webcast Marketing (Trial)" attempted to include the various entities and elements of "online and offline" in webcast marketing "before and after the stage" into the scope of supervision. Accordingly, the issue of live stream laws and regulations has also received the attention of government departments and the introduction of policies and regulations.

However, although the interest and attention of the business community, academia, and government departments in live stream sales continue to increase, there are still relatively few studies on live stream issues and suggestions, which need to be further clarified and improved by the academic community. Moreover, with the development of live stream, it seems that everything can be broadcast live, but its effectiveness lacks strong empirical evidence. For example, Wang, Chen, and Wu [8] pointed out that the use of live stream was to applied the tourism market and it can effectively stimulate tourists' travel motivation, expand the popularity of tourist attractions, and enhance the brand

value of tourist attractions. However, live stream can stimulate those people's travel motives, the types of motives, what kind of scenic spot popularity and brand value, the article does not fully explain, showing that their argument is still insufficiently evidenced. In other words, the coordination and development of live stream and other industries may be a trend and have its advantages in industry competition, but it is necessary to clarify what problems and challenges such coordinated development will face and how to overcome it.

Consequently, the purpose of this research is to clarify the problems of live stream and its application in the tourism industry. The research objectives are summarized as follows:

- To explore the meaning and problems of livestream.
- To discuss the application of livestream in the health and wellness tourism industry.
- To clarify possible problems in the coordinated development of livestream and health & wellness industry.
- To draw some recommendations.

2. THE CONCEPT OF LIVESTREAM

Livestream is sometimes called live broadcast on the internet or live stream of integrated media. For traditional radio and television media, live media is an expansion of traditional radio and television public platforms and industrial forms to new forms of media. For e-commerce, live media is a very effective new advertising business model, and broadcast content can be produced. Add more link settings to the live broadcast process of the financial media to meet the needs of e-commerce, and realize the two-way breaking of the circle, mutual benefit and win-win communication mode [9]. As the online platform pushes more content to people every day, people have a wider vision to a certain extent, and diversified needs can be better met [5], gradually some people use the online platform live broadcast method to engage in sales Activities, start an e-commerce business, and form a new format.

Under the new crown epidemic, live broadcasting, as a new business model and new mode, has rapidly grown and grown with unique communication advantages. It not only meets the "contactless" demand during the epidemic, but also promotes online and offline integration [10]. This kind of activities and formats that integrate online and offline through new media tools/platforms is called marketing with live

stream (marketing with live stream in the Mainland). Moreover, as an emerging communication medium, live broadcast is widely used in all walks of life, especially in Internet e-commerce marketing, which has played a huge role and has a huge impact on the future trend of marketing expressions [11], Such as helping farmers to alleviate poverty and promoting tourism development. However, live broadcast marketing is also a double-edged sword, with some problems, which are worthy of attention and discussion by live broadcasters, government departments and academic institutions. The problems of live marketing are summarized in Table 1.

3. THE CONCEPT OF HEALTH AND WELLNESS TOURISM

Research points out that health and wellness tourism is a way of tourism for people to pursue quality of life and health in the context of economic development and aging society [13]. Under this circumstance, health and wellness tourism is not only related to health, health care and medical treatment, but also a form of tourism that maintains and enhances physical and mental health [14]. Therefore, it is often regarded as synonymous with medical tourism, health tourism, healthcare tourism, and wellness tourism. Scholars define health and wellness tourism as "nationals". To achieve the goal of

physical, mental, and spiritual health, leave daily life to travel to health and wellness tourism destinations, engage in activities that interact or integrate with humanities and natural environments, including leisure, recreation, meditation, visits, learning, sports, and meals, as well as various experience activities such as accommodation" [15].

In fact, there are indeed many similarities between health and wellness tourism and the above terms in terms of motivation, purpose and methods. For example, medical tourism, health tourism and healthcare tourism are basically the tourism consumption generated by consumers out of the pursuit of health motives, and their tourism motives are almost the same as health and wellness tourism. In terms of more specific tourism purposes, medical tourism, health tourism, and healthcare tourism may only focus on physical or mental health, or the health of both, while health and wellness tourism focuses on the development of physical and mental health, and the tourism goals are partially consistent. In terms of methods to achieve tourism goals, the forms of health and wellness tourism are diverse and rich in content, which are incomparable to the aforementioned three. Therefore, in essence, there are still differences between health tourism and medical tourism, healthcare tourism, and health and wellness tourism.

Table 1. Problems of live stream marketing

Author(year)	Problems
Cui (2021) [12]	<ul style="list-style-type: none"> ● Credit and supervision of front-end drainage. ● Undertake and management of the back-end supply chain.
Wang, Zheng, and Zhang (2021) [3]	<ul style="list-style-type: none"> ● The development of the industry is not standardized. ● Incomplete infrastructure and services. ● Lack of effective supervision. ● Falsified data. ● Lack of innovation.
Shi, and Zhu (2021) [11]	<ul style="list-style-type: none"> ● Homogenization of content. ● Development of professional talents. ● Market competition. ● Insufficient supply chain management.
Chen (2020) [10]	<ul style="list-style-type: none"> ● The quality of the anchors is uneven. ● The content is disorganized and lacks supervision. ● Frequent vicious competition.
Zhao (2021) [6]	<ul style="list-style-type: none"> ● Public spaces are sheltered. ● The virtual space invades the physical space. ● The anchor is subject to the guidance of the audience, and there is chaos in the live broadcast. ● Values have a negative impact. ● Fragmented information lacks connotation. ● The illusion of information dissemination.

4. THE CONCEPT OF COOPERATION AND DEVELOPMENT

It is generally believed that cooperation and development is a unified relationship of association and cooperation [16], sometimes also called integrated development [17]. Here we'd like to take the coordinated development of the tourism industry as an example. As the name suggested, it is the integration of various departments and cooperation and integration within the tourism industry, as well as the integration of tourism and other industries. For example, the integration and development of tourism resources in the same geographic area, the combination of tourism route planning and tourism products, the coordination of transportation, catering, accommodation and other places, and the coordination of external marketing strategies are all matters of coordinated development within the tourism industry. As for the coordinated development of industries, such as cooperation between the tourism industry and agriculture, the development of agri-tourism; cooperation with industrial production and manufacturers, the development of industrial tourism; cooperation with museums, the development of museum tourism); cooperation with the cultural industry and the development of cultural tourism (culture tourism), etc., all belong to the coordinated development of industries. According to this, collaborative development can be regarded as a formal and informal organization formed by the industry for a common goal, the organization's operating mechanism and the inter-organizational cooperation behavior that it is engaged in.

In view of the above, since coordinated development is a cooperative behavior between organizations, inconsistencies may occur in terms of target benefits and execution process. The problems of coordinated development are

summarized in Table 2. For example, in the coordinated development of the tourism industry, there may be village residents in specific scenic spots, because the development of tourism needs to open up roads and build additional tourist facilities such as parking lots and public toilets; in order to avoid their own land being expropriated and houses being demolished, both Some jobs are forced to suspend and change careers, and they are unwilling to cooperate with the coordinated development of the tourism industry, resulting in local protectionism. Another example is the cross-industry coordinated development of sports events in Xi'an and the tourism industry. Sports events are often once a year, but a large amount of publicity costs are shared. The cost-effectiveness of cross-industry coordinated development has surfaced. This shows that coordinated development requires a certain degree of consensus among organizations in terms of goals, costs, benefits, and cooperation methods, and there must be an operating mechanism that most people can follow. In addition, there can be supporting feedback or incentive measures for disadvantaged players or stakeholders in the industry to make up for their sacrifices and efforts to achieve the overall development.

5. DISCUSSION

For e-commerce, livestream is a very effective tool for selling goods and service, and a new advertising business model. It can be applied to food and beverage industry, beauty makeup industry, healthcare industry, and most of the agri-products marketing. Because the broadcast content can be produced, some argue the quality of products are not so reliable, the ads are exaggeration and untruth, and the credit and supervision of front-end drainage are weak. If we can overcome some of the weakness to livestream, it's still a very effective tool.

Table 2. The problems of cooperation and development

Author(year)	Problems
Su, and Feng (2007) [15]	<ul style="list-style-type: none"> ● Differences in tourism resources ● Unbalanced economic development ● Local Protectionism ● Convergence of tourism products ● Economies of scale
Li, and Ye (2019) [18]	<ul style="list-style-type: none"> ● Coordination mechanism problem ● Resource sharing problem ● The depth and breadth of cooperation
Guo, Wang, Guo, and Liu (2020) [19]	<ul style="list-style-type: none"> ● Cooperation cost issue ● Cooperation content issues ● Propaganda issues

Furthermore, health & wellness tourism can meet the trend while the income of citizen increased, the leisure time raised, and the health concept was emphasized. However, it often took place at the countryside and the infrastructure and traffic condition are really poor. Some are organized by local farmers who lacks the operation knowledge and skills, and there are some shortages performed such as professional staff, adequate activities, and the SOP (standard operation procedure) for its operation. All of these reasons make it hard to attract the visitors and to run the business. If the managers can find the key to response the shortages mentioned above, it would be beneficial for the local government, owners, and visitors.

To sum, the industry of health & wellness tourism needs a tool or a platform to attract visitors and to promote itself. The industry of livestream also has a need to break its traditional and existed limitations, to extend its applications to other industries. Cooperation and development for both health & wellness tourism and livestream industries could be one of the possible solutions while the cooperation and development still has its limitations. This study argues that the benefits of cooperation and development for those industries would be larger than the costs revealed due to there could be the synergy created by the cross fields cooperation and development.

6. CONCLUSIONS AND RECOMMENDATIONS

6.1 CONCLUSIONS

To sum up, livestream has many problems in personnel, facilities, information content and regulatory policies and so on. In addition to the management problems of individual operators, the development of health and wellness tourism also has the common problems of policy, talents, facilities and standard of service. Besides, the common problems of collaborative development include resource sharing, cooperation cost and content. In other words, the development of livestream and health & wellness tourism may face the basic challenges of personnel, facilities and policies. When considering collaborative development, we need to face the challenges of resource sharing, cooperation cost and content more. After setting the management measures of livestream by government, the coordinated development of livestream and health and

wellness tourism, in addition to giving priority to the problems of talents and facilities, the urgent task is to carefully consider and evaluate the connotation of resource sharing mechanism and inter industry and cross industry cooperation, so as to create a win-win situation.

6.2 RECOMMENDATIONS

- **The Cross Industries' Cooperation Platform can be Established by the Government:**

According to the above conclusions, this study suggests that government departments can establish cross industries' cooperation platform, formulate collaborative development mechanism and encourage the two industries to participate in the collaborative development mechanism.

- **Local Governments Should Continue to Introduce Relevant Incentive Measures:**

In terms of policy, local governments should continue to introduce relevant incentive measures, such as tax concessions, personnel training subsidies, facilities and equipment renewal subsidies and cross industry activities subsidies which are conducive to guiding the positive interaction and development of livestream and health and wellness industry. Moreover, it can make the operators who are willing to participate in the collaborative development get more opportunities of inter industry communication and resource sharing in an open and fair situation.

- **The Infrastructure and Conditions of Health and Wellness Tourism Destinations Should be Improved:**

As in infrastructure, the government should reasonably and orderly improve the infrastructure and conditions of health and wellness tourism destinations such as the planning of roads and transportation, parking lots and public facilities, tourism accommodation and activities. In addition, a stable communication network is not only required by the live broadcast industry, but also an important part of health and wellness tourism development. The government should also continue to improve the basic conditions for information dissemination.

- **The Industry Should Start from Both Self and External Employment Construction:**

Moreover, heaven helps those who help themselves for the problems of personnel and equipment faced by the livestream and health and wellness tourism industry. The industry should think about how to manage talents reasonably and orderly rather than blindly waiting for government subsidies and assistance. Therefore, this study suggests that we should start from both self and external employment. For its own manpower, to select the willing and capable employees, to cooperate with universities or related businesses and jointly to train talents in livestream of health and wellness tourism would be the possible solutions. Or cross industry cooperation between health and wellness tourism and live broadcast industry to jointly the talents and form a resource sharing mechanism. Then, in terms of external employment, the livestream industry should consider employees with marketing background in the tourism industry while the health and wellness tourism industry should consider employees with new media marketing or live broadcasting energy. However, limited labor costs, most small and medium-sized enterprises are not easy to undertake such professionals. Therefore, the better way is to establish an industry association. At the beginning, the professional talents are hired by the industry association and shared in members. When the industry grows strong and capable of self-employment, it will operate independently.

- **Advice to Future Study:**

Lastly, this study has preliminarily discussed the collaborative development of livestream and health and wellness tourism. Future research can continue to explore the practical problems of operation that is the willingness and influencing factors of the collaborative development of live broadcast and health and wellness industry. At the meantime, we can also explore the mechanism of resource sharing and human resource training in the collaborative development of the two industries.

COMPETING INTERESTS

Author has declared that no competing interests exist.

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