



Culture, Tourism and Leisure Behavior

Guest Editor:

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Deadline for manuscript
submissions:

closed (31 January 2023)

Message from the Guest Editor

Dear Colleagues,

While culture is an essential concept for tourism research, it has been neglected in recent years. Research on culture conflict, culture shock, cultural brokers, and cultural tourism are often seen in tourism literature. However, such studies are frequently either not supported by any definition of culture or by a vague and unmeasurable cultural dimension. Tourists see the behavior and artifacts of others when they visit tourist destinations; these are the manifestations of culture which are connected to tourists' leisure behaviors when they are in the host community. Furthermore, during the COVID-19 pandemic, social distancing became a new norm which influences tourists' leisure behaviors. Therefore, this special issue will focus on three areas: (1) how culture is measured and defined as it relates to tourism; (2) how both visitor and host cultures influence tourism behavior; and (3) as a new norm, how social distancing has influenced both host and tourists' behaviors since the onset of the COVID-19 pandemic. Studies addressing other aspects of culture, tourism, and leisure behavior are also welcome.

Guest Editor





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