

Special Issue

Leisure Involvement and Smart Sustainable Tourism

Message from the Guest Editors

Leisure involvement refers to an individual's level of investment or concentration in leisure-related activities. The synergy between modern technology and smart leisure has resulted in a transformative enhancement of leisure and entertainment experiences overall. From the consumer's perspective, smart-leisure travel brings about diverse entertainment experiences and benefits. From a manager's perspective, smart-leisure travel helps save labor costs and provides scientific and innovative marketing strategies. Overall, the combination of leisure participation and smart travel can create a more personalized, enjoyable, efficient, safe, sustainable, and forward-looking leisure experience. This integration aims to satisfy and fulfill various consumer benefits such as individual preferences, flow experiences, diverse leisure activities, experience satisfaction, service convenience, efficient travel quality, sustainable tourism, destination attachment, and loyalty. This Special Issue warmly welcomes original research articles and reviews. We look forward to your contributions.

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