

## Special Issue

# After the Epidemic Is Eliminated: Tourism Intention and Behavior and Sustainable Development Strategy of Regional Tourism

### Message from the Guest Editors

Due to the global impact of COVID-19, the tourism industry of various countries is facing serious difficulties. Although the WHO announced that the "Public Emergency of International Concern" has ended, people have increased their sensitivity to the travel environment due to the epidemic, changed their existing travel or leisure awareness, attitudes and behaviors, and revised their personal consumption intentions and activity behavior patterns. In addition, governments or scenic spot management centers are also carrying out reforms at the same time, changing the management measures of landscape and recreational facilities, expecting to obtain carbon reduction and sustainable benefits. These changes or reforms may cause people to face a shortage of manpower, changes in travel planning, reduction in facilities and service content, and decline in consumer service quality even after people start to restart their travel intentions and behaviors. Therefore, it is necessary to find out the problems existing in the current regional tourism and to create a goal of benefiting the government, enterprises, and the public, and realize the sustainable development of regional tourism.

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