

Special Issue

“We Can’t Return to Normal”: Rethinking Tourism Motivation, Preferences, Consumption, and Tourist Behaviors in the New Normal

Message from the Guest Editors

Numerous studies have analyzed the impacts of COVID-19 on the daily life of citizens and the global travel and tourism industry. Most of these studies focus on the current effects and the negative consequences that the pandemic is having on the tourism economy. These studies deeply examine the implications of supply-side from a medium and long-term perspective, estimating the significant reduction in tourism, forecasting employment loss, and profiling new tourists and new offers. However, very few empirical papers explore the emerging signs of tourists’ renewed needs, preferences, new motivations for traveling during the pandemic, the new normal in relation to travel, etc.

Guest Editors

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Prof. Dr. Wei Tao

Prof. Dr. Amy Siu Ian SO

Deadline for manuscript submissions

closed (20 June 2023)



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Editor-in-Chief

Prof. Dr. Steve W. Lyon

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