

Special Issue

Leisure Involvement and Smart Tourism

Message from the Guest Editors

Leisure involvement refers to an individual's level of investment or concentration in leisure-related activities. Leisure involvement significantly varies both from person to person and across different activities. For example, it could involve deep engagement in adventurous exploration activities, participation in nature or cultural trips, immersion in accommodation or culinary experiences, or focusing on sports, board games, or competitive gaming as recreational activities. The synergy between modern technology and smart leisure has resulted in a transformative enhancement of leisure and entertainment experiences overall. 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.

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