



Leisure Involvement and Smart Sustainable Tourism

Guest Editors:

Dr. Ching-Cheng Shen

Graduate Institute of Tourism
Management, National
Kaohsiung University of
Hospitality and Tourism, No. 1,
Songhe Road, Xiaogang District,
Kaohsiung City 812301, Taiwan

Prof. Dr. Chung-Hung Tsai

Department of Leisure
Management, National Pingtung
University (NPTU), No. 51,
Minsheng E. Rd., Pingtung City
900392, Taiwan

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Message from the Guest Editors

Dear Colleagues,

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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Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

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Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

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