

Call for Book Chapters

Tourist Behavior in the New normal: Implications for Sustainable Tourism Development.

Editors: Shem Wambugu Maingi¹ and Vanessa GB Gowresunkaar ²

Publisher: Palgrave Macmillan

Overview

The New Normal of the COVID-19 Pandemic continues showing a drastic change in tourist behavior. The lockdown had a significant impact on visitor traffic, as well in travel pattern. International tourist arrivals declined by 74% in 2021 and a loss of 1.3 trillion USD in international tourism expenditure was recorded by the UNWTO (2021). The pandemic made a perceptible impact on daily travel behaviour worldwide, especially through mode shifts and changes in trip frequencies with possible long-term repercussions. Millions of individuals around the world changed their travel habits and this led to massive booking cancellations resulting in hotel closures (Augustine and Balachandran, 2021). This is also evidenced in several studies (see Yeoman et al, 2021; Gowreesunkar et al, 2022; Samir Awad et al,2021). The impacts of the crisis have been felt far and wide within the entire global tourism ecosystem. Tourist behavior is seen to be affected by pandemics, technology, climate change, wars, social transitions amongst other factors. The physical, ecological, economic and social footprint to a destination has been largely affected by the behavior of tourists. Economic, social and ecological limits globally have made it necessary for the tourist communities to adapt their expectations towards the new normal. This ability to move towards new forms of tourism have contributed to the evolution of tourism. In an effort to restore visitor confidence and stimulate tourism demand, there has been need to engage tourism research and marketing interventions that are evidence-based. The current trend also shows that the COVID-19 health crisis is not only affecting consumer pattern, but also the sustainable development pattern of the global tourism industry. If sustainable development is explained by a balance between the economy, the society and the environment, a change in tourist behaviour definitely impacts on this balance. For the development of the tourism industry, it is important to understand tourist behaviour in order to understand visitors' consumption pattern as well as their expectations and emerging trends following the pandemic. The question is 'whether changes in tourist behaviour has an impact on sustainable tourism development and what are the implications?'" This book provides readership with essential theoretical and empirical knowledge on Tourist behaviour in the new normal as well as its implications for sustainable tourism development. Chapters proposed are explored in nine thematic areas as highlighted below.

If you are interested in writing a chapter (4,000 – 5,000 words) on any of the listed topics, the guest editors invite you to forward conceptual, viewpoint and empirical papers that reflect innovative and current approaches related to tourism behavior research. To enhance

¹ *Kenyatta University, Kenya*

² *Anant University, India*

readership, it is desirable to include case studies and success stories, where necessary. You may email your abstract to gvanessaa@gmail.com and maingi.shem@ku.ac.ke by 27th November 2022

Book Themes

Part A: Visitor Behavior and the Experience Economy

- The impacts of COVID-19 pandemic on the travel and visitor experience economy
- Tourist behavior sciences and Experience landscapes
- Cross- cultural Tourism Behavior studies
- The Experience economy in urban tourism destinations

Part B: Host perspectives and Visitor Behavior in the New normal

- Well-being and Quality of Life research in the new normal
- Utopian sensitive tourists and the Host perspectives on Visitor behavior
- Co-creating of host-gests relationships and Social behavior Sciences in Tourism
- Tourist health and safety in the new normal

Part C: Economic trends and Tourist Behavior in the New Normal

- Tourism Degrowth and Visitor behavior in the new normal
- Value chain perspectives of new normal visitor behavior
- Tourism recovery trends in the new normal

Part D: Socio-cultural trends and Tourist Behavior in the New Normal

- Tourists spaces and role-related travel behavior in the New normal
- Visitor-host relationships in the new normal
- Tourist motivations and typologies in the new normal

Part E: Environmental trends and Tourist Behavior in the New Normal

- Ecotourism, Responsible tourism and the Environmental traveler
- Changes in Climate change and visitor behavior
- Wellness tourism and the new normal
- Re-defining Sustainable travel and tourism in the new normal

Part F: Digital cultures, Information and Visitor Behavior in the new normal

- Roles of Technology in Travel in the new normal
- Social media in Tourist behavior sciences
- Virtual Tourism and Artificial Intelligence applications in Post COVID tourism

Part G: Health measures and Visitor Behavior in the new normal

- Health/ Safety measures in accommodation and food services
- Global mobility, safety and health risks in the new normal
- Shifting consumer preferences towards safety and healthy environment
- Mindfulness-driven tourism in the new normal

Part H: Family Life cycle and Visitor Behavior in the new normal

- The millennials/ The Generation Z preferences and perspectives
- The roles of Parenting and Children in Tourism

Part I: The future of Tourism and Behavior sciences

- The shifting trends in tourism after the COVID-19 pandemic
- Regenerative tourism vs Tourism recovery in post pandemic context
- Conscious tourism, Back to Normal vs New Normal in Post pandemic tourism
- Prospects and new tourism trends in tourism

Submission details:

Your chapter abstract should include:

- a) A 500-words abstract in MS Word format which details the Chapter title, Author title, research problem, research questions, research significance, methods, frameworks and findings and keywords
- b) Author(s)' short biography (max.100 words) and contact information (Job title, name, Affiliation, Address and email).
- c) If accepted, full contributions are expected to be a maximum of 5000 words including references. Each contribution must be original and unpublished work.

You may submit your abstract by email to Prof. Vanessa GB Gowresunkaar, gvanessaa@gmail.com and Dr. Shem W. Maingi. maingi.shem@ku.ac.ke by 27th November 2022

Important Dates

Chapter Abstract Submission Deadline: 27th November 2022

Chapter Abstract Acceptance Notification: 3rd December 2022

Full Chapter Submission Deadline: 3rd April 2023

Review and communication of results: 17th May 2023

Submission of Revised Chapter Deadline: 17th June 2023

Proposed Manuscript Hand over: 1st July 2023

References

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Gowreesunkar, V. G., Maingi, S. W., & Ming'ate, F. L. M. (Eds.). (2022). *Management of Tourism Ecosystem Services in a Post Pandemic Context: Global Perspectives*. Taylor & Francis.

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Yeoman, I. S., Schänzel, H. A., & Zentveld, E. (2022). Tourist behaviour in a COVID-19 world: a New Zealand perspective. *Journal of Tourism Futures*, (ahead-of-print).