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Tourism & hospitality tourism development & planning

Tourism & hospitality tourism & hospitality management/marketing

Tourism & hospitality tourism & hospitality management/marketing brand image in tourism

Tourism & hospitality tourism & hospitality management/marketing destination management/marketing

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Prof. Dr. Serena Volo

Further Information

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Editorial team



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Description

Consumer Behavior in Tourism and Hospitality (CBTH) is an international, double-blind peer reviewed journal, that fosters multidisciplinary and interdisciplinary research in consumer behavior in tourism and hospitality.

Previously published as International Journal of Culture, Tourism, and Hospitality Research (ISSN: 1750-6182).

Aims & scope

Consumer Behavior in Tourism and Hospitality (CBTH) aims to offer conceptual and empirical support to advance, deepen, and expand our understanding of consumer behavior in tourism and hospitality. The journal especially seeks to nurture collaborative work among researchers in marketing and consumer behavior, psychology, management and organizational behavior, behavioral

economics, sociology, semiotics, anthropology, geography, and history to offer novel perspectives in describing, explaining, predicting, and influencing tourism and hospitality behavior.

Contributions that use a variety of methodological approaches and/or different disciplinary perspectives are encouraged. Authors are urged to challenge past research, paving the way for a future of distinctive consumer research studies in tourism and hospitality. The journal welcomes contributions engaging in creative and innovative approaches and methodologies, and those developing new research linkages among disciplines. Topics include:

- Theoretical and applied research on specific constructs of tourist behavior
- Methodological contributions to the investigation of behavior in tourism and hospitality
- Processes, biases, and behaviors related to tourists' decision-making
- Psychological and social factors affecting tourist behavior
- Tourists' evaluations of experiences
- Tourist behavioral insights from technologies, social media and big data
- Behaviors, preferences, and attitudes of different generations of tourists
- Behavioral economics approaches to understanding tourists
- Cross-cultural studies of tourist behavior
- Alternative and contested representation of consumer behavior in tourism and hospitality
- Tourists' responses to advertising and social media communication
- Individuals, group and organizational behavioral issues in tourism and hospitality

The journal currently considers these submission types:

- Full-length papers (both empirical and conceptual) – strictly 6500 words including references
- Research notes (both empirical and conceptual) – strictly 3500 words including references
- Cutting-edge short commentaries (on contemporary topics and emerging topics) –strictly 1500 words including 15 references.

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Indexing & rankings

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