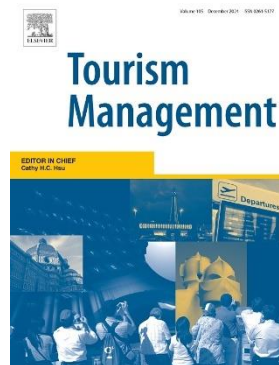


TOURISM MANAGEMENT
CALL FOR PAPERS FOR A VIRTUAL SPECIAL ISSUE ON:



Quantitative Research in Tourism – Theoretical and Methodological Innovations

Guest Editors

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Aim and Scope of the Special Issue

Methodological innovation is crucial in equipping tourism scholars with a profound understanding of the theories that underpin tourist behaviour and tourism management. The adoption of appropriate research methods and approaches plays a pivotal role in the development and/or verification of these theories.

In recent years, advanced quantitative research methodologies from various disciplines have been increasingly applied to tourism research. For example, to overcome the limitations of structural equation models (SEMs), methodologies derived from natural experiments, neuroscience, and behavioural economics have been utilized to uncover behavioural changes among tourists and businesses triggered by technological innovations and recurring human-caused and natural crises. Additionally, the interdisciplinary nature of tourism research necessitates integrated methodologies that can offer innovative solutions to complex research questions. Big data analytics, for instance, has emerged as a valuable tool for researchers engaged in tourism demand forecasting (Wu, Zhong, Wu, & Song, 2024).

However, despite the growing need for methodological advancements, tourism research continues to lag behind mainstream disciplines such as marketing, economics, geography, and sociology in terms of methodological innovations. A prevalent issue is the inappropriate application of quantitative methods. In economic research, for example, some studies utilize correlation or regression analyses without

adequate theoretical support to establish causality, while others neglect the issue of endogeneity (Song & Wu, 2021).

This virtual special issue (VSI) therefore aims to advance quantitative tourism research through both theoretical and methodological innovations. It seeks to advocate for cutting-edge methodologies that enhance the rigour of quantitative tourism research and contribute to the development of relevant theories. The application of advanced methods from diverse disciplines, and their potential integration, is anticipated to address economic, behavioural, operational, and management research questions within the tourism domain. Topics of interest for this VSI include, but are not limited to:

- Recent advancements in quantitative research methods
- Behavioural economics and its applications
- New developments in interdisciplinary methodologies
- Causality analysis/tests
- Causal machine learning approaches
- Quantitative methods in theory development
- Natural and quasi-natural experiments
- Quantitative methods for policy evaluations
- Neuroscience methods
- Latest developments in econometrics and their applications
- Large Language Models (LLMs) in tourism research

Manuscript submission information:

Prospective authors are strongly encouraged to contact the VSI guest editors regarding potential topics of interest or any questions regarding the special issue. Abstracts (up to 1000 words including references) can be sent directly to the three guest editors via email by 30 September 2024: Doris Chenguang Wu (wucheng@mail.sysu.edu.cn), Gang Li (g.li@surrey.ac.uk) and Haiyan Song (haiyan.song@polyu.edu.hk).

Abstracts should include the title, author(s), affiliation(s), contact information (including the email addresses of all authors) and keywords (maximum six). The abstracts will be reviewed by all guest editors, and those who make significant contributions and fit the theme of the VSI will be invited for full paper submission. Authors who submit abstracts will be informed of the outcome no later than 31 October 2024. All full papers submitted will be subject to the normal peer review processes of *Tourism Management*. Full papers must be submitted online by 30 April 2025 through the Editorial Manager, the online submission and peer review system. When submitting your manuscript, please select the article type “**VSI: Quantitative Tourism Research**”. Registration and access are available at:

<https://www.editorialmanager.com/jtma/>. Author guidelines for *Tourism Management* can be found at: <https://www.sciencedirect.com/journal/tourism-management/publish/guide-for-authors>.

Timeline

Abstract submission: 30 September 2024
Abstract decision: 31 October 2024
Full paper submission: 30 April 2025 (The submission option for this VSI will open on 1 January 2025)
Revision and final decision: 30 November 2025
Publication: Papers will be published online as soon as they are accepted. The final compilation of the VSI is tentatively scheduled for January 2026.

References

Song, H. and D. Wu (2021). A critique of tourism-led economic growth. *Journal of Travel Research*, 61(4), 7190729. <https://doi.org/10.1177/00472875211018514>
Wu, D. C., Zhong, S., Wu, J., & Song, H. (2024). Tourism and hospitality forecasting with big data: A systematic review of the literature. *Journal of Hospitality & Tourism Research* 1–20 <http://doi.org/10.1177/10963480231223151>