

Call for Papers for Special Issue on “Enhancing Tourism Destination Quality” *Folia Turistica*, Vol. 60-2023

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During much of 2020 there was an almost complete absence of an international tourism industry and very little indication of how it would be possible to get out of the situation caused by COVID-19. Bars, restaurants, cafes, hotels and entertainment and sporting venues remained closed or were subject to extreme restrictions. The world’s airlines were almost all partially or completely grounded. Freedom of movement within and between countries was severely curtailed on many continents – just about everywhere has been, either in lockdown, or slowly emerging from it, but without a clear picture of what the future would look like. In 2021, following successive waves of COVID-19, matters began to improve, but these changes were patchy in time and space, some regions returned to restrictions and lockdowns as new variants of the virus appeared, and the improvements were largely a result of vaccinations, which at the end of 2021 revealed significant global variations.

However, when tourism returns, as it surely will, based on the experience of the past fifty years, what type of destinations will tourists want to visit? Evidence from 2021 suggests that although the initial reaction to removal of restrictions has meant a desire to return to previously popular destinations, tourists’ behaviour has changed revealing more caution and a growth in domestic tourism as ‘staycation’ emerges as a major alternative to international travel. It seems very likely that tourist will be more discerning and seek quality tourism destinations that provide what tourists want and that generate good experiences!

A recent pre-COVID-19 empirical study established that a quality tourism destination is “a place with conditions suitable for pursuing tourist activities and interests” (Seakhoa-King, Augustyn, and Mason, 2020, p. 182), represented by 12 dimensions of tourism destination quality (TDQ): authentic, safe, well-kept, informative, relaxing, varied, affordable, uncrowded, hospitable, all-weather, novel, and child-friendly place. The tourists’ holistic and performance oriented view of destination quality requires creating a sense of place and place making, rather than enhancing qualities of individual products found there (Montgomery, 1998; Durmaz, 2015). However, the importance of the dimension of TDQ may differ depending on destination types, tourist motivations, tourist socio-economic and travel characteristics, and changing socio-economic, technological and political environments in which tourists live. As such, destination quality is a dynamic concept requiring continual assessment of the importance of its dimensions, as perceived by tourists, as well as destination performance in these domains.

In this Special Issue that focuses on “Enhancing Tourism Destination Quality”, we would like to explore, in view of the changing tourism environments and attitudes arising from COVID-19, the following questions:

- Does tourism destination quality matter more than quantity?
- Which attributes and dimensions of destination quality matter most in various destination contexts?
- How can tourism destination quality be enhanced to ensure that tourists do return and have excellent experiences that address their post-pandemic requirements?
- How can recent technological changes be used in enhancing tourism destination quality?
- How can destination entrepreneurs, businesses, planners and managers create a significant competitive edge for their destinations to lure back tourists whose expectations of destination quality may have changed?
- How can we know that destination quality has been enhanced successfully?

These are just some of the important questions that could be explored and there are likely to be others in relation to enhancing tourism destination quality that potential authors may wish to address.

Key dates:

- 500-word abstracts of original papers relating the theme of “Enhancing Tourism Destination Quality” to be submitted – by **30 April 2022**.
- Notification of acceptance of abstracts and invitation to submit a paper – by **12 May 2022**.
- Submission of manuscripts – by **31 December 2022**
- Double blind peer review and Publication: **2023**

Submission guidelines: The works submitted should: (a) be written in English, (b) comply with the editorial standards of the journal available on the site, <http://www.folia-turistica.pl/index.php/en/for-authors>

Please submit directly to the guest editors and to Folia Turistica: maugustyn@bournemouth.ac.uk; peter.mason51@sky.com; arthur.king@mbrsg.ac.ae; folia.turistica@awf.krakow.pl

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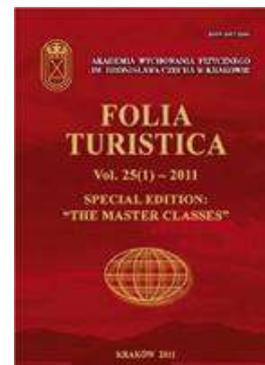
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Aims and Scope

Folia Turistica is a **free open access** academic journal (ISSN 0867-3888, e-ISSN 2353-5962) which has been published by the University of Physical Education in Krakow since 1990. Thus, it is one of the best-established journals in Poland that deal with research on tourism and its accompanying socioeconomic phenomena. Our journal is **published in a semiannual cycle**.

Folia Turistica publishes **articles** from the fields of **humanities and social sciences**, including cultural anthropology, philosophy, psychology and sociology, history, geography, as well as law and economics, management, and marketing. The Journal is also open to interdisciplinary papers, the theses of which address tourism by combining multiple fields and academic disciplines, enumerated above. Folia Turistica publishes first and foremost papers that report on the results of empirical research. However, it also presents especially valuable original review papers. Furthermore, the Journal publishes reviews of academic and didactic papers that address tourism from the viewpoint of academic fields and disciplines enumerated above. Such papers include monographs and academic articles, handbooks, reports on research, as well as doctoral and habilitation theses.

It is worth mentioning that from among all papers published in a given year, **the Journal's International Scientific Board selects an Article of the Year**.



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Indexing



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