



## Ecotourism and Behavior Transformation

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Deadline for manuscript  
submissions:

**closed (30 September 2019)**

### Message from the Guest Editors

Dear Colleagues,

While transformation can occur for both tourists and local residents/destinations, it seems that much research on tourism in general and ecotourism in particular has focused on the latter than on the former, although the sustainability of ecotourism largely depends on the existence of a population that cares about the environment/community and acts for the environment/community. This Special Issue invites manuscripts that focus on the following themes:

1. Measurement development of self-transformation and ecotourism,
2. Attitudinal and behavioral changes of an ecotourist and as a citizen,
3. Role of ecotourism destinations/businesses in the promotion/facilitation of self-transformation,
4. Impacts of self-transformation on the tourism industry, and
5. Relationships between “green” citizens and “green” travellers.

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*Guest Editors*





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## Message from the Editor-in-Chief

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