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Advances in Hospitality and Leisure (AHL), a double-blind peer-reviewed journal published annually since 2004, attempts to promote seminal and innovative research outputs pertaining to hospitality, leisure, tourism, and lifestyle. Specifically, this journal encourages researchers to investigate new research issues and problems that are critical but have been largely ignored while providing a forum that will disseminate singular thoughts advancing empirical undertakings both theoretically and methodologically.

This 17th annual volume includes seven full papers and two research notes. As for data collection, the articles deploy either a quantitative or qualitative approach. The contributors to the present issue come from 10 nations/regions entailing China, Costa Rica, Germany, Ghana, Netherlands, New Zealand, Switzerland, Taiwan, Uzbekistan, and the United States of America.

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