



Sustainable Marketing in Tourism: Striving for Sustained Transformation and Wellbeing

Guest Editor:

Dr. Deepak Chhabra

School of Community Resources
and Development, Arizona State
University-Downtown Phoenix,
411 N. Central Ave, Phoenix, AZ
85004-0690, USA

Deadline for manuscript
submissions:

closed (29 March 2024)

Message from the Guest Editor

This Special Issue invites conceptual, empirical, and theoretical explorations, in marketing, to identify and engage with the sustainable and transformative pathways for the travel and tourism industry. There is tremendous potential to facilitate/restore traditional and ethical/moral codes, with an elevated sense of consciousness, and to promote the sustainable production and consumption of tourism resources. This call is open to multifaceted and multidisciplinary research perspectives and discourses, and the intent is to feature both case study-specific and theoretical research papers in the context of tourism, that are based on (but not limited to) the following themes:

- SDGs and sustainable marketing;
- Sufficiency and sustainable wellbeing;
- Sustainable consumption and resilience;
- Competitive edge of ethical production;
- Alternative marketing systems;
- Demarketing and wellbeing;
- Growth-oriented versus normative scopes of marketing;
- Directional marketing paradigms and sustainability;
- Transformative behavior and flourishing;
- Circular marketing roadmap;
- Redefining consumer and enterprise prosperity;
- Social marketing and wellbeing;

We look forward to receiving your contributions.





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Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

Message from the Editor-in-Chief

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Sustainability Editorial Office
MDPI, St. Alban-Anlage 66
4052 Basel, Switzerland

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