



Mass and Social Media for Sustainable Tourism

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Message from the Guest Editor

Dear Colleagues,

This Special Issue intends to encourage exciting and innovative interdisciplinary discussions among researchers with regards to major current trends in media research, primarily focusing on sustainable tourism. The following includes examples of topics of interest:

- Positive or negative impacts of media on sustainable tourism in terms of social equity and the environment
- Stakeholders' and/or tourists' use of mass or social media to promote responsible behavior for sustainable tourism
- Roles of mass media in sustainable tourism practices for protecting natural and cultural heritage
- Connectedness and interrelationships via media in sustainable tourism for enhancing the welfare of local residents and tourists
- Social changes through enriched interactions via traditional or social media in terms of sustainable tourism
- Innovative applications of new media (e.g., OTT and Youtube) for sustainable tourism development
- Relationships between information ecology via media industry and sustainable tourism
- New research methods for sustainable tourism in media and communication research.





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Message from the Editor-in-Chief

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