



Sustainability Performance in the Tourism Sector

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Message from the Guest Editors

Tourism companies need to do more to develop innovative competitive strategies that, apart from allowing them to identify and defend a unique position in the market, provide SDG-based solutions to growing social and environmental problems.

There is growing demand for tourism companies to adapt their business models around sustainability and the circular economy in response to the massive social and economic impacts of the COVID-19 pandemic. However, it should be noted that the efforts mentioned above will be in vain if they are not appropriately transferred and communicated. The increased pressure from interest groups regarding tourism companies' social and environmental performance, together with competitive pressure, are intensifying the pressure on them to complement their financial reporting with other non-financial reports.

The aim of this Special Issue is to include papers that contribute to this knowledge with conceptual or empirical studies that present new ideas, theories, advancements, experiences, evidence or methodologies that enhance the knowledge about the antecedents and outputs related to sustainability performance both at destination and firm level.





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Message from the Editor-in-Chief

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