



## Advances in Tourism Image and Branding

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submissions:

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### Message from the Guest Editors

Dear Colleagues,

Destinations have realized the importance of generating powerful brands that contribute to creating a positive destination image, generating awareness, reducing risk perception and highlighting emotional appeal to tourists.

One of the strategies that can be part of this new or renewed destination image is to associate the destination with sustainable values. For example, this can be accomplished by highlighting the importance of natural protected areas, developing eco-labels for tourism business and activities or promoting cultural traditions and local identity.

This Special Issue aims to attract high-quality papers focusing on issues related to destination image, image perception, branding management and sustainability, in order to extend knowledge and bring new approaches to understand these topics and their relationships. Papers focusing on the recovery of tourism destinations after the COVID-19 pandemic are especially welcome.

Guest Editors



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# Special Issue



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## Message from the Editor-in-Chief

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