



Tourism Marketing and Sustainability in Challenging Times

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submissions:

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Message from the Guest Editors

The special issue will favour articles that consider all aspects of tourism marketing and branding that have a clear focus on engendering “responsible tourism”; and which consider transformative place-service-tourism ecosystems and the impact of related strategies on all users of a tourism destination, including those who live in, work in and visit the place. We wish to include articles that relate to tourism marketing and sustainability not only in economic terms, but also in terms of a tourism destination’s society and cultural heritage, along with its physical environment. We welcome both empirical and conceptual papers to this special issue. While we expect there will be submissions relating to single place-based cases we would also expect these to be clear in their generalisability to other places.

Keywords

- Tourism
- Marketing
- Responsibility
- Sustainability
- Place
- Service
- Heritage
- Environmental
- Sociocultural
- Economic
- Crises





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Message from the Editor-in-Chief

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