



Destination Brand Equity and Sustainability: Issues for Development

Guest Editor:

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Message from the Guest Editor

It is my pleasure to be the Guest Editor for the journal *Sustainability*, on the topic of destination branding, with a special focus on brand equity, and its relationship to sustainable development. For a long time, the concepts of brand equity and sustainability have moved on separate parallel tracks with respect to destination development. The focus of this Special Issue is that they are not mutually exclusive but rather share common elements. Articles submitted to this Special Issue will be judged on the new knowledge that they bring to the subject and how they intertwine concepts of destination brand equity with those of sustainability. Conceptual as well as empirical papers are welcomed.





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Editor-in-Chief

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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer-reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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