



## Smart Destination Branding for Sustainable Tourism

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### Message from the Guest Editors

Dear Colleagues,

Destinations all around the world compete to attract tourists and expect to benefit from tourists' economic, socio-cultural, and environmental contribution to the destination. The attraction should not be short-sighted for the growth and development of the destination. As essential as it is to create a sustainable tourism environment, it is also critical for destinations to have competitive advantages. Thus, it becomes important to understand how effectively destinations can communicate with potential markets. With a variety of ICT technology and social media networks (SNS) available, destinations now have adopted smart branding, which wholly embraces the smart digital business environment. The long-lasting impact of the COVID-19 pandemic has made it even more significant now for destinations to incorporate sustainable tourism and smart tourism. This Special Issue calls for papers that offer insight into how the smart business environment contributes to sustainable tourism in an economic, socio-cultural, political, and environmental manner.





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