



Trends in Sustainable Tourism

Guest Editor:

Prof. Dr. Chris Roberts

School of Hospitality Leadership,
Driehaus College of Business,
DePaul University, 14 East
Jackson Boulevard, Suite 320,
Chicago, IL 60604, USA

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Message from the Guest Editor

Dear Colleagues,

The hospitality industry that produces the products that tourism destinations need to serve travelers has generally embraced sustainability concepts, but with mixed results. Some tourists champion sustainability, patronizing destinations and hospitality firms that showcase it. Other tourists ignore it because of a sense of entitlement as paying customers, feeling that only firms profit from their individual efforts to practice sustainability. The recent pandemic has stressed the worldwide tourism industry in unimaginable ways. As tourism destinations and hospitality firms slowly regroup and rebuild, the role of sustainability could be at the forefront of their actions. This Special Issue welcomes research that explores this sustainability dynamic in the context of the tourism industry recovery during the times of this pandemic.

Cordially,

Prof. Dr. Chris Roberts

Guest Editor





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Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and
Natural Resources, Ohio State
University, Columbus, OH 43210,
USA

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Sustainability Editorial Office
MDPI, Grosspeteranlage 5
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