

Special Issue

Sustainable Tourism Management and Marketing

Message from the Guest Editors

We are running a Special Issue named "Sustainable Tourism Management and Marketing". In this Special Issue, original research articles and reviews are welcome and research areas may include, but are not limited to:

- Integrating the Prism of Sustainability in destination marketing and branding strategies;
- Best practices in visitors and residents engagement in sustainable tourism;
- Developing public-private partnerships for sustainable tourism;
- Preserving intangible cultural heritage while promoting eco-friendly destinations;
- Policy and regulation frameworks for sustainable tourism;
- The economic benefits of sustainable tourism;
- Strategies engaging local residents as ambassadors for sustainable tourism;
- Innovative digital marketing strategies for promoting sustainable tourism;
- Digital engagement for encouragement of responsible tourism behaviors.

We look forward to receiving your contributions

Guest Editors

Dr. Florin Nechita

Dr. Snežana Štetić

Dr. Danka Milojković

Dr. Igor Trišić

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Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

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About the Journal

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.

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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