

## Special Issue

# Marketing for Sustainable Tourism Development

### Message from the Guest Editor

This Special Issue is designed to showcase research addressing the variety of ways marketing-related activities are contributing to a more sustainable tourism system. It is expected that the Issue will incorporate current research exploring the use of marketing in destination marketing, as well as issues associated with other types of tourism enterprises, including ecotourism and community-based tourism operations. This Special Issue will also incorporate current research into consumer responses to sustainability-oriented tourism marketing. The following is a partial list of topics appropriate for this Special Issue:

- Identification of “ideal” target markets for destinations.
- Sustainable destination branding.
- Marketing to achieve sustainable tourism goals.
- Social media and sustainable tourism.
- Destination development and placemaking for sustainability
- Supply chain management for sustainable tourism.
- Internal marketing for sustainable destinations.
- Experience design and sustainable tourism.
- Social marketing for sustainable development.
- Behavioral science and tourism experience design for sustainability.

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### Guest Editor

Dr. Jonathon Day

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### Deadline for manuscript submissions

31 July 2026



## Sustainability

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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.

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### Editor-in-Chief

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