

Special Issue

Sustainable Tourism Management and Marketing Innovation: Competitiveness, Digital Transformation, and Consumer Behavior

Message from the Guest Editors

Tourism systems face a critical balance between economic competitiveness, environmental sustainability, and social responsibility. Rapid digital transformation and evolving consumer behavior are reshaping destination and organization management. To explore how sustainable tourism management and marketing innovation can enhance competitiveness and resilience. The focus is on managerial practices, marketing strategies, and digital technologies that support sustainable development. We welcome theoretical and empirical contributions providing insights for researchers, practitioners, and policymakers. Interdisciplinary approaches and innovative methodologies are strongly encouraged.

Topics Include:

- Sustainable tourism management and development
- Strategic management in tourism and hospitality
- Tourism competitiveness and performance
- Digital transformation and smart tourism / smart destinations
- Consumer behaviour, experience and engagement
- Marketing innovation and promotional techniques
- Destination management and marketing
- Tourism resilience and crisis management
- Sustainable business models in tourism
- Role of digital marketing
- Public-private partnerships
- Environmental sustainability in tourism

Guest Editors

Dr. Ruxandra-Gabriela Albu
Prof. Dr. Ana Ispas
Prof. Dr. Ioana Bianca Chițu

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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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