

Special Issue

Niche Tourism and Sustainable Marketing Trends

Message from the Guest Editors

Considering the (post-)pandemic context and considering the worldwide UNWTO 2030 Agenda for Sustainable Development and the Sustainable Development Goals, tourism is an increasingly competitive sector. Therefore, niche tourism and sustainable marketing tourism are crucial in competitive differentiation. For this Special Issue, original research articles and reviews are welcome. Research areas may include (but are not limited to) the following:

- Niche tourism and sustainable concerns;
- Sustainable marketing in specific tourism contexts;
- Sustainable strategic management in territories and place marketing;
- Sustainable development of segmentation and niche tourism;
- Designing sustainable and relational practices in tourism and hospitality;
- Sustainable innovation in hospitality marketing;
- Competitive differentiation and sustainability in tourism segments (e.g., food and wine tourism, virtual tourism, ecotourism, cultural trends, health tourism, pet-friendly tourism, accessible tourism, events, visiting friends and relatives, cross-border regions and others);
- Green marketing and corporate social responsibility.

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Message from the Editor-in-Chief

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