

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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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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