

## Special Issue

# Sustainable Marketing and Strategy Management for Tourism

### 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. Tourism is a sector strongly marked by heterogeneity in motivations and the diversity of tourist demand. Therefore, sustainable marketing and strategy management for 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:

- Sustainable marketing in destination management
- 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
- Sustainable consumer behaviour in tourism and hospitality
- Brand management, emotions, and attachment theory
- Green marketing and corporate social responsibility

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