

## Special Issue

# Sustainable Hospitality and Tourism Strategies: Aligning Stakeholder Behavior Towards Wellness in Protected Natural Sites

### Message from the Guest Editors

The hospitality and tourism industry plays a critical role in sustainable development, particularly in protected natural sites where the environmental and cultural impacts of tourism must be carefully managed. This Special Issue, titled "Sustainable Hospitality and Tourism Strategies: Aligning Stakeholder Behavior towards Wellness in Protected Natural Sites," aims to explore innovative strategies and practices that align the behavior of various stakeholders—employees, customers, and tourists—with sustainable development goals and wellness principles. The hospitality and tourism industry has the potential to contribute positively to local communities and the environment by promoting sustainable practices that support the preservation of protected natural sites. The emphasis on wellness further aligns with the growing trend in health and well-being in tourism, offering opportunities to enhance visitor experience while minimizing negative impacts.

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### Deadline for manuscript submissions

31 October 2025



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