

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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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

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