

Special Issue

Sustainable Hospitality and Tourism Marketing

Message from the Guest Editors

The hospitality and tourism industry is one of the largest industries in the world. However, hospitality and tourism marketing has often been regarded as exploitative and fuelling hedonistic consumerism (Font and McCabe, 2017). Sustainable marketing is a broader management concept that focuses on achieving the ‘triple bottom line’ through creating, designing and delivering sustainable products and services with higher net sustainable value whilst continuously satisfying customers and other stakeholders. The Special Issue on “Sustainable Hospitality and Tourism Marketing” in *Sustainability* aims to discuss the framework of sustainable marketing from the hospitality and tourism perspective. This issue caters to academia, industry professionals, and public readers seeking innovative ideas/models. Research papers, as well as conceptual papers discussing sustainable marketing for hospitality and tourism, are welcome.

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Message from the Editor-in-Chief

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. *Sustainability* publishes original research articles, review 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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