

Special Issue

Achieving Sustainability in Destination Marketing and Tourism Management

Message from the Guest Editors

The goals of this Special Issue are oriented towards original research/studies, either at the global level or at the tourist destination level, and focus on concrete proposals related to the reimagining of tourism destination marketing and management, the transition from the paradigm of growth to the paradigm of sustainability, the creation of management and marketing strategies related to the tourist destination in order to remain competitive and generate the community development in the future, and on specific proposals for the sustainable exploitation of a local community's unique resources so as to generate development. Original research articles and reviews are welcome and research areas may include, but are not limited to, the following:

- Case studies regarding the innovative development of tourist activity in a given area
- Management and marketing proposals for tourism destinations
- Innovation and “branding” of representative tourist destinations
- Analysis of the impact and sustainability of tourist activity on the local community
- Management and marketing for sustainable forms of tourism

Guest Editors

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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. 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

Prof. Dr. Steve W. Lyon

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