

Special Issue

Advances in Tourism Image and Branding

Message from the Guest Editors

Destinations have realized the importance of generating powerful brands that contribute to creating a positive destination image, generating awareness, reducing risk perception and highlighting emotional appeal to tourists. One of the strategies that can be part of this new or renewed destination image is to associate the destination with sustainable values. For example, this can be accomplished by highlighting the importance of natural protected areas, developing eco-labels for tourism business and activities or promoting cultural traditions and local identity. This Special Issue aims to attract high-quality papers focusing on issues related to destination image, image perception, branding management and sustainability, in order to extend knowledge and bring new approaches to understand these topics and their relationships. Papers focusing on the recovery of tourism destinations after the COVID-19 pandemic are especially welcome.

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Deadline for manuscript submissions

closed (30 June 2022)



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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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