

Special Issue

Tourism Marketing and Sustainability in Challenging Times

Message from the Guest Editors

The special issue will favour articles that consider all aspects of tourism marketing and branding that have a clear focus on engendering “responsible tourism”; and which consider transformative place-service-tourism ecosystems and the impact of related strategies on all users of a tourism destination, including those who live in, work in and visit the place. We wish to include articles that relate to tourism marketing and sustainability not only in economic terms, but also in terms of a tourism destination’s society and cultural heritage, along with its physical environment. We welcome both empirical and conceptual papers to this special issue. While we expect there will be submissions relating to single place-based cases we would also expect these to be clear in their generalisability to other places. Keywords

- Tourism
- Marketing
- Responsibility
- Sustainability
- Place
- Service
- Heritage
- Environmental
- Sociocultural
- Economic
- Crises

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Deadline for manuscript submissions

closed (20 December 2022)



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About the Journal

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

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