

Special Issue

Tourism Marketing for Sustainable Development

Message from the Guest Editor

Tourism marketing and sustainable development are two critical factors influencing the continuing success of destinations. However, they are seldom considered together. There is a heightened need for social responsibility during major crisis events. The COVID-19 pandemic is a clear demonstration of this requirement. The public health crisis has led to a reassessment of tourism and its contributions to destination sustainability. Tourism marketers are increasingly adopting greater social responsibility in response to global and local concerns. In this Special Issue, original research articles and reviews are welcome. Research areas may include (but not limited to) the following: - Socially responsible tourism marketing; -Green marketing by destinations and tourism businesses; -Corporate social responsibility (CSR) and tourism marketing; -Marketing advocacy of environmentally responsible behavior; -Evidence of irresponsible tourism marketing; -Demarketing for enhanced sustainability. I look forward to receiving your contributions.

Guest Editor

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Deadline for manuscript submissions

closed (31 August 2023)



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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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