

Special Issue

Sustainable Tourism Development and Tourist Behavior

Message from the Guest Editor

This Special Issue of *Sustainability* explores new advances in sustainable tourism and tourist behavior and will include papers focusing on (though not limited to):

- Pro-environmental behavior and tourism;
- Applications of behavioral economics to achieve sustainable tourism outcomes;
- Flight shaming, environmental guilt and tourism;
- The impact of social marketing on tourist behaviors;
- Destination branding and its effects on tourist attitude and behavior;
- Bridging the intention–action gap;
- Challenges to conventional thinking on tourism behaviors.

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. *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.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

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