

## Special Issue

# Tourist Satisfaction and Sustainable Destination Branding

### Message from the Guest Editors

A central idea of sustainability in the tourism industry is that all the stakeholders should receive enhanced benefits from tourism, and everybody should be a receiver (World Tourism Organization, 2005). In this vein, tourists as an important stakeholder should be offered better products and services in an attempt to enhance their satisfaction. Further, such efforts at the destination level also help tourist destinations to achieve sustainability and competitiveness. Hence, the impacts of such efforts are two-fold, towards enhancing tourist satisfaction as well as sustainable destination branding. This Special Issue calls for high-quality papers with a particular focus on issues related to tourist satisfaction and sustainable destination branding to be published in the *Sustainability* journal.

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### Guest Editors

Prof. Dr. Zuzana Tučková  
Dr. Zuzana Vaculciková  
Dr. Mohsin Javed

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### Deadline for manuscript submissions

closed (30 November 2022)



## Sustainability

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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.

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## Editor-in-Chief

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