

Special Issue

Marketing and Sustainable Geotourism Development

Message from the Guest Editor

Dear colleagues, Since its earliest definition by Thomas A. Hose during the 1990s, geotourism has continued to expand and develop on a global scale. Consequently, more and more information is needed on market typologies and geotourists' preferences and motivations for visiting geosites. This information can be used to establish the best marketing tools to attract visitors and reach new market segments. The concept of sustainability puts the products and local community at the core of the tourist experience, but to fully achieve sustainable geotourism, elements such as visitors' motivations for visiting geosites, their interests, and their levels of involvement and engagement need to be considered. Future marketing tools and techniques, therefore, need to be based on the different needs and requirements of different market segments. This Special Issue focuses on these key elements, which have still not been given enough attention from the scientific community in many countries throughout the world.

Guest Editor

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