

Special Issue

Marketing for Sustainable Tourism II

Message from the Guest Editors

The world is on alert with the pandemic of the new coronavirus, which causes the covid-19 disease. The outbreak began in China and has spread throughout the world. Meanwhile, most countries are taking isolation measures and tightening their grip to try to stop the spread of the SARS-CoV-2 virus and, thus, save lives. At a time when there is a greater physical distance, digital tools are extremely important in the management of organizations and their relationship with tourists. In this period, many tourism companies have closed to the public. However, companies developed strategies to maintain their mission, principles, integration into the community, sustainability, and well-being of employees, customers, and suppliers. Companies, these days, are less concerned about the losses in the immediate and more thinking about the future. More details at: https://www.mdpi.com/journal/sustainability/special_issues/marketing_sustainable_tourism_II

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