

Special Issue

Marketing in Tourism and Sustainable Development

Message from the Guest Editors

This Special Issue aims to contribute to enhance knowledge for accomplishing sustainable development goals in tourism through specific marketing tools. Directions for research proposed include contributions to improve sustainability marketing models in tourism, to understand visitors' and residents' needs, to shape new tourism products and services that respect sustainability criteria, to identify methods that favor their promotion and consumption, to select and train employees to implement sustainability measures, or other researches that can substantiate tourism marketing contribution to sustainable development.

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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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