

Special Issue

Trends in Sustainable Tourism

Message from the Guest Editor

The hospitality industry that produces the products that tourism destinations need to serve travelers has generally embraced sustainability concepts, but with mixed results. Some tourists champion sustainability, patronizing destinations and hospitality firms that showcase it. Other tourists ignore it because of a sense of entitlement as paying customers, feeling that only firms profit from their individual efforts to practice sustainability. The recent pandemic has stressed the worldwide tourism industry in unimaginable ways. As tourism destinations and hospitality firms slowly regroup and rebuild, the role of sustainability could be at the forefront of their actions. This Special Issue welcomes research that explores this sustainability dynamic in the context of the tourism industry recovery during the times of this pandemic. Cordially,

Guest Editor

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Deadline for manuscript submissions

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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. *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

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