

## Special Issue

# Managing Place Branding in a Digital World: Theory, Practices and New Perspectives for a Sustainable Tourism

### Message from the Guest Editors

For this Special Issue, original research articles and reviews are welcome. Specific research areas of interest include (but are not limited to) the following:

- Sustainable tourism theory
- Sustainable tourism practices
- Sustainable tourism futures and development
- Responsible tourism
- Tourism research
- Tourism employment and sustainability
- Tourism education
- Demarketing overtourism
- Human-centered tourism agenda
- Place brand identity and reputation
- Sustainable place branding theory
- Sustainable place branding practices
- Sustainable place branding futures
- Digital tourism
- Digital place branding
- Local communities value creation
- Post-COVID tourism practices for sustainability.

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### Guest Editors

Prof. Dr. Maria Teresa Cuomo

Department of Economics and Statistics, University of Salerno, 84084 Fisciano, Italy

Prof. Dr. Debora Tortora

Department of Business and Law, University of Milano-Bicocca, 20126 Milano, Italy

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### Deadline for manuscript submissions

closed (31 December 2023)



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*Sustainability*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)

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### Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario  
Institute of Technology, Oshawa, ON L1G 0C5, Canada

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