

Special Issue

New Roles and Responsibilities of the Future DMO: Beyond Marketing towards Integrative Management and Stewardship

Message from the Guest Editors

We are pleased to invite you to submit your research to the Special Issue, "New Roles and Responsibilities of the Future DMO: Beyond Marketing Towards Integrative Management and Stewardship". This Special Issue aims to address the changing environments in which community-based destinations operate and transition and invites authors to discuss the critical success factors of future DMOs. We look forward to receiving your contributions.

Guest Editors

Prof. Dr. Marcus Herntrei

Prof. Dr. Markus Pillmayer

Dr. Sabrina Seeler

Deadline for manuscript submissions

closed (20 January 2023)



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Editor-in-Chief

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York Business School, York St. John University, York, UK

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