



Tourism Marketing for Sustainable Development

Guest Editor:

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Deadline for manuscript
submissions:

closed (31 August 2023)

Message from the Guest Editor

Dear Colleagues,

Tourism marketing and sustainable development are two critical factors influencing the continuing success of destinations. However, they are seldom considered together.

There is a heightened need for social responsibility during major crisis events. The COVID-19 pandemic is a clear demonstration of this requirement. The public health crisis has led to a reassessment of tourism and its contributions to destination sustainability. Tourism marketers are increasingly adopting greater social responsibility in response to global and local concerns.

In this Special Issue, original research articles and reviews are welcome. Research areas may include (but not limited to) the following:

- Socially responsible tourism marketing;
- Green marketing by destinations and tourism businesses;
- Corporate social responsibility (CSR) and tourism marketing;
- Marketing advocacy of environmentally responsible behavior;
- Evidence of irresponsible tourism marketing;
- Demarketing for enhanced sustainability.

I look forward to receiving your contributions.





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Editor-in-Chief

Prof. Dr. Marc A. Rosen

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Message from the Editor-in-Chief

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