



## **Sustainable Marketing in Tourism: Striving for Sustained Transformation and Wellbeing**

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Deadline for manuscript  
submissions:

**closed (29 March 2024)**

### **Message from the Guest Editor**

This Special Issue invites conceptual, empirical, and theoretical explorations, in marketing, to identify and engage with the sustainable and transformative pathways for the travel and tourism industry. There is tremendous potential to facilitate/restore traditional and ethical/moral codes, with an elevated sense of consciousness, and to promote the sustainable production and consumption of tourism resources. This call is open to multifaceted and multidisciplinary research perspectives and discourses, and the intent is to feature both case study-specific and theoretical research papers in the context of tourism, that are based on (but not limited to) the following themes:

- SDGs and sustainable marketing;
- Sufficiency and sustainable wellbeing;
- Sustainable consumption and resilience;
- Competitive edge of ethical production;
- Alternative marketing systems;
- Demarketing and wellbeing;
- Growth-oriented versus normative scopes of marketing;
- Directional marketing paradigms and sustainability;
- Transformative behavior and flourishing;
- Circular marketing roadmap;
- Redefining consumer and enterprise prosperity;
- Social marketing and wellbeing;

We look forward to receiving your contributions.





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## Editor-in-Chief

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## Message from the Editor-in-Chief

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.

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