Tourism and Hospitality Marketing: Trends and Best Practices

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30 November 2024

Message from the Guest Editors

This Special Issue aims to publish cutting-edge academic research that investigates current issues related to tourism and hospitality marketing. Research areas may include (but are not limited to) the following:

- The tourists' perceptions and destination image;
- Smart tourist destinations and digitalization;
- Social media and user generated content;
- The tourists' experience and behavior;
- Humanity in customer experience;
- Marketing mobile app intelligence;
- Sustainable tourism management;
- Destination branding value, destination image, and brand value;
- Recovery, resilience/fresh-start mindset;
- Artificial intelligence applied to tourism marketing;
- Resident experience and tourist–resident interactions;
- Animosity, tourist overcrowding, and destination crisis management;
- Risk perception and tourist behavior;
- Destination promotion;
- Marketing in the Metaverse;
- Corporate social marketing responsibility (CSMR).

We look forward to receiving your contributions.

Special Issue

Editor-in-Chief

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Message from the Editor-in-Chief

Welcome to *Administrative Sciences*, the journal aims to advance and communicate knowledge concerning management theory and practice both in public administration and in profit organizations; it encourages submissions that build on interdisciplinary research in related fields, such as business, economics, political science, gender studies, psychology, sociology, physiology, communication theory or artificial intelligence and their implications on management, organizations and the society. Join us on a journey through the *Administrative Sciences*, where management merges with innovation.

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