



Influencing Factors of Green Marketing and Sustainable Tourism on Companies, Brands, and Tourist Destinations

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Message from the Guest Editor

Green marketing and sustainable tourism are closely related to environmentally-friendly products and services. The significance of these factors may provide environmental value to companies, brands, and tourist destinations. The goal of this Special Issue is to expand the existing literature on the environmental values of companies, brands, tourist destinations, products, and services. In addition, this issue will provide insights into the formation of environmental values through green marketing and sustainable tourism. This Special Issue covers consumer intentions and behaviors across tourist and hospitality industries concerning the aforementioned factors. In particular, this Special Issue welcomes research on theories, models, and processes of the formation of consumer environmental values, green marketing, and sustainable tourism. Guest editors strongly recommend a variety of methodologies including, but not limited to, surveys, survey planning, case studies, interviews, big data analysis, and other methodologies, as well as quantitative and qualitative approaches.





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