



## Sustainable Tourism Marketing: Towards Transparent Communication to Empower Informed Decisions

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Deadline for manuscript  
submissions:

**24 May 2025**

### Message from the Guest Editors

Dear Colleagues,

The aim of this Special Issue is to explore tourism marketing strategies to reach sustainability goals. This will include product development focused on green and socially aware tourists, as well as the psychological antecedents of choice and willingness to pay for sustainable tourism services and destinations. It could look at how businesses and destinations deal with the apparent contradiction between the need to encourage people to travel and limit the industry's environmental impact, as well as the role of travel influencers in this context. Through the expansion of knowledge and theory, this Special Issue aims to support tourism stakeholders to address sustainability challenges more effectively and transparently. Topics may include the following:

- Influencing tourists' behaviour: How to persuade tourists to adopt sustainable practices when travelling and at home.
- Marketing “alternative tourism”—regenerative, community-based, rural, creative, etc.
- Marketing that recognizes tourism workers.
- Sustainable tourism marketing in the context of the sharing economy.





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## Message from the Editor-in-Chief

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