



## Sustainable Hospitality and Tourism Marketing: From Corporate Social Responsibility (CSR) to Corporate Sustainability (CS)

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### Message from the Guest Editors

Dear Colleagues,

In recent years, there has been a paradigm shift from corporate social responsibility (CSR) to sustainability, an emerging stage in the tourism sector. In the context of sustainable tourism, Information and Communication Technologies (ICTs) are emerging as driving factors in sustainability, representing an exciting research opportunity for the study of sustainability in this field. The application of new technologies for practical purposes (digital transition, territorial development), as well as in research, allows us to approach this topic through analyses considering different areas (corporate information, reports, websites, social networks, reviews) and perspectives (tourism companies, tourists, residents, public organizations). A holistic understanding could facilitate the implementation of measures that improve corporate performance, reputation management, brand perception, effective information disclosure to attract visitors, and living conditions, and could also help in determining sustainable business opportunities. This Special Issue will delve into sustainable tourism from a multidisciplinary and multiagency approach.





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## Message from the Editor-in-Chief

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