



Tourism Marketing and Sustainability in Challenging Times

Guest Editors:

Dr. Heather Skinner

Institute of Place Management,
Manchester Metropolitan
University, Manchester M15 6BH,
UK

Mr. Nicholas Catahan

Edge Hill University Business
School, Ormskirk, L39 4QP, UK

Deadline for manuscript
submissions:

closed (20 December 2022)

Message from the Guest Editors

The special issue will favour articles that consider all aspects of tourism marketing and branding that have a clear focus on engendering “responsible tourism”; and which consider transformative place-service-tourism ecosystems and the impact of related strategies on all users of a tourism destination, including those who live in, work in and visit the place. We wish to include articles that relate to tourism marketing and sustainability not only in economic terms, but also in terms of a tourism destination’s society and cultural heritage, along with its physical environment. We welcome both empirical and conceptual papers to this special issue. While we expect there will be submissions relating to single place-based cases we would also expect these to be clear in their generalisability to other places.

Keywords

- Tourism
- Marketing
- Responsibility
- Sustainability
- Place
- Service
- Heritage
- Environmental
- Sociocultural
- Economic
- Crises





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

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.

Author Benefits

Open Access: free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility: indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, AGRIS, RePEc, CAPlus / SciFinder, and other databases.

Journal Rank: JCR - Q2 (*Environmental Studies*) / CiteScore - Q1 (Geography, Planning and Development)

Contact Us

Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/sustainability
sustainability@mdpi.com
X@Sus_MDPI