



Tourist Satisfaction and Sustainable Destination Branding

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Deadline for manuscript submissions:

closed (30 November 2022)

Message from the Guest Editors

Dear Colleagues,

A central idea of sustainability in the tourism industry is that all the stakeholders should receive enhanced benefits from tourism, and everybody should be a receiver (World Tourism Organization, 2005). In this vein, tourists as an important stakeholder should be offered better products and services in an attempt to enhance their satisfaction. Further, such efforts at the destination level also help tourist destinations to achieve sustainability and competitiveness. Hence, the impacts of such efforts are two-fold, towards enhancing tourist satisfaction as well as sustainable destination branding.

This Special Issue calls for high-quality papers with a particular focus on issues related to tourist satisfaction and sustainable destination branding to be published in the *Sustainability* journal.

Guest Editor





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Message from the Editor-in-Chief

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