



Marketing for Sustainable Tourism II

Guest Editors:

**Prof. Dr. José Luís Mendes
Loureiro Abrantes**

CISeD, Centre for Research in
Digital Services, Polytechnic
Institute of Viseu, 3504-510 Viseu,
Portugal

Prof. Dr. Cristina Estevão

Department of Management and
Economics, Faculty of Social and
Human Sciences, Universidade
da Beira Interior, Covilhã,
Portugal

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Message from the Guest Editors

Dear Colleagues,

The world is on alert with the pandemic of the new coronavirus, which causes the covid-19 disease. The outbreak began in China and has spread throughout the world. Meanwhile, most countries are taking isolation measures and tightening their grip to try to stop the spread of the SARS-CoV-2 virus and, thus, save lives. At a time when there is a greater physical distance, digital tools are extremely important in the management of organizations and their relationship with tourists.

In this period, many tourism companies have closed to the public. However, companies developed strategies to maintain their mission, principles, integration into the community, sustainability, and well-being of employees, customers, and suppliers. Companies, these days, are less concerned about the losses in the immediate and more thinking about the future.

More details at:

https://www.mdpi.com/journal/sustainability/special_issues/marketing_sustainable_tourism_II





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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

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Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

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