



Marketing in Tourism and Sustainable Development

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Message from the Guest Editors

Dear Colleagues,

This Special Issue aims to contribute to enhance knowledge for accomplishing sustainable development goals in tourism through specific marketing tools. Directions for research proposed include contributions to improve sustainability marketing models in tourism, to understand visitors' and residents' needs, to shape new tourism products and services that respect sustainability criteria, to identify methods that favor their promotion and consumption, to select and train employees to implement sustainability measures, or other researches that can substantiate tourism marketing contribution to sustainable development.

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