



## Sustainable Tourism Development and Destination Marketing in a Post-pandemic Era

Guest Editors:

**Dr. Yinghua Huang**

Department of Hospitality,  
Tourism and Event Management,  
San Jose State University, San  
Jose, CA, USA

**Dr. Zach Hallab**

Department of Hospitality,  
Recreation and Tourism,  
California State University—East  
Bay, Hayward, CA, USA

**Prof. Dr. Lujun Su**

Business School, Central South  
University, Changsha 410083,  
China

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### Message from the Guest Editors

Dear Colleagues,

The COVID-19 pandemic is a wake-up call for re-thinking the relationship between tourism development and sustainability. While international tourist arrivals declined by about 1 billion or 73 percent in 2020, we also witnessed how nature is healing from damages caused by overtourism and other human actions. As this pandemic has shaped a “new normal” for us, the tourism and hospitality industries seek innovations and new methods for a greener and smarter recovery in order to build a more resilient and sustainable tourism destinations. From a managerial perspective, the pandemic is an opportunity to design specific policies and destination marketing strategies that stimulate and promote tourists’ pro-environmental behaviors and sustainable practices of tourism and hospitality industries.

Therefore, this Special Issue calls researchers to address the critical issues of rebuilding more sustainable tourism destinations and developing green marketing strategies in a post-pandemic era.





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### **Prof. Dr. Steve W. Lyon**

School of Environment and  
Natural Resources, Ohio State  
University, Columbus, OH 43210,  
USA

## Message from the Editor-in-Chief

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*Sustainability* Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland

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