



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

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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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