



Managing Place Branding in a Digital World: Theory, Practices and New Perspectives for a Sustainable Tourism

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Deadline for manuscript submissions:

closed (31 December 2023)

Message from the Guest Editors

For this Special Issue, original research articles and reviews are welcome. Specific research areas of interest include (but are not limited to) the following:

- Sustainable tourism theory
- Sustainable tourism practices
- Sustainable tourism futures and development
- Responsible tourism
- Tourism research
- Tourism employment and sustainability
- Tourism education
- Demarketing overtourism
- Human-centered tourism agenda
- Place brand identity and reputation
- Sustainable place branding theory
- Sustainable place branding practices
- Sustainable place branding futures
- Digital tourism
- Digital place branding
- Local communities value creation
- Post-COVID tourism practices for sustainability.





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