



## 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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