



## Innovations in Consumer Psychology: Sustainable Tourism and Hospitality

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### Message from the Guest Editors

Dear Colleagues,

Following the often-cited triple bottom line, a truly sustainable initiative should consider economic, sociocultural, and/or environmental pillars at an individual level, all the way to the destination level. This Special Issue therefore addresses ways in which consumers act or can be encouraged to act in a sustainable manner when visiting destinations. The scope is quite broad and includes new ideas, technologies, strategies, or even old solutions applied in novel ways to any tourism business to affect or understand customers' psychology to act in a more sustainable manner—economically, environmentally, and/or socioculturally.

Guest Editors





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## Message from the Editor-in-Chief

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