

EDITORIAL

Debates around the negative impacts on natural and social environments are increasingly gaining relevance in marketing strategies in different sectors, such as tourism. Therefore, Trends and Responsible Approaches in Tourism was the theme of the XIV International Congress on Teaching Cases Related to Public and Nonprofit Marketing, which is aligned with the United Nations' Sustainable Development Goals.

This virtual event was organized by the International Association of Public and Nonprofit Marketing (AIMPN / IAPNM), together with the Faculty of Economics and the Research Centre in Tourism, Sustainability and Well-being, University of Algarve (Portugal). More than 70 case studies were peer-reviewed by a scientific committee and presented by over 100 participants from diverse nationalities. The Congress aims to disseminate best practices referring to activities of non-profit organizations, public institutions and companies and is addressed to students, teachers and professionals. Based on topics rooted in non-profit, social and public marketing, numerous examples of good practices carried out by third-sector organizations, companies and public organizations emerge.

The journal *Cases of Public and Nonprofit Marketing* publishes best cases selected from the Congress and cases directly submitted for consideration to the journal. Currently, with a format of four issues per year, the aim of this international journal is to encourage open-access dissemination and reflection on good practices of real organizations adopting responsible and sustainable approaches in their marketing strategies. Collaborative work between teachers, students and professionals is privileged. In a context offering many challenges due to fast changes in society, this approach offers quality scientific materials supporting future marketing strategies that can contribute to a better society.

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