

Special Issue

Service Marketing and Management for Sustainable Hospitality and Tourism in a New Era

Message from the Guest Editor

The success of hospitality and tourism businesses depends heavily on the quality of the service they provide to their customers. In this new era, a deep understanding of target markets, including their changing needs, preferences, and behaviors, is crucial, as is the development of appealing products that will satisfy customer demand. This Special Issue welcomes submissions on various aspects of service marketing and management issues in the hospitality and tourism industry. We request that authors follow the instructions at:

<https://www.mdpi.com/journal/sustainability/instructions>. Topics of interest include, but are not limited to:

- The hospitality and tourism industry (e.g., restaurants, coffee shops, hotels, airlines, cruises, conventions, resorts, and museums);
- Hospitality and tourism marketing (e.g., physical environments, emotions, attitudes, and perceived value);
- Marketing for sustainable hospitality and tourism;
- Sustainability and consumer behavior;
- Product development and product design;
- Behavioral intentions;
- Human resource management;
- Theory/model development.

Guest Editor

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Deadline for manuscript submissions

closed (4 March 2024)



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About the Journal

Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

Prof. Dr. Marc A. Rosen

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