



## Nurturing a Sustainable Hospitality Industry: Insights into Service Innovation and Organizational Behavior

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Deadline for manuscript  
submissions:

**closed (15 April 2024)**

### Message from the Guest Editors

We welcome contributions including but not limited to:

- Innovative approaches to sustainable hospitality strategies;
- The role of innovation in shaping human interactions with the environment;
- Service innovation and its impact on sustainable hospitality development;
- Service innovation and its implications for people, the planet, and society;
- Exploring the 6Ps (product, price, place, promotion, people, and process) in the context of hospitality innovation;
- Preserving place heritage through service innovation;
- Utilizing service innovation for effective place branding;
- Public and brand engagement in promoting innovative sustainable hospitality practices;
- Applying innovative life cycle thinking and circular economy principles in the hospitality sector;
- Innovative approaches to waste management in hospitality;
- Exploring the connection between innovation and well-being in the hospitality industry;
- Service innovation and its implications in the face of global change;
- Transitioning toward a low carbon economy through innovative practices...





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## Message from the Editor-in-Chief

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