



Marketing Management in Hospitality and Tourism Industries Volume II

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Deadline for manuscript
submissions:

closed (1 September 2023)

Message from the Guest Editor

In a digitalized market environment where there is intense competition, service providers in hospitality and tourism industries are starting to realize that delivery of service quality and value enables companies to accomplish customer satisfaction and loyalty and gain a sustainable competitive advantage. These providers are also realizing that today's astute buyers pay a great deal of attention to companies' environmental sustainability and green management efforts. In such an environment, there is a need for successful marketing strategies that can enable companies to establish and maintain long-term relationships with customers, reduce customer churn, disseminate positive word-of-mouth communication, increase the share of wallet and brand equity, and maximize profitability. Accordingly, the Guest Editor welcomes submissions for this Special Issue.





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Message from the Editor-in-Chief

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