



Green Consumer Behavior, Green Products & Services, and Green Brands in the Tourism/Hospitality Industry

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Message from the Guest Editor

The COVID-19 pandemic has sparked global concerns regarding the sustainability of Earth and mankind as well as the coexistence of mankind with other creatures on Earth. To continue to enjoy such prosperity as it has experienced up to now, mankind must seriously reflect on the sustainability of the planet, and the implementation of responsible activities which are required to maintain this. The tourism and hospitality industries are engaged in production and consumption activities, in which the planet serves as the stage. The scope of this Special Issue covers diverse environmentally friendly activities, behaviors, philosophies, and attitudes by consumers, individual businesses, and brands in the tourism and hospitality industry. Articles dealing with any aspects of sustainability of the tourism and hospitality industry are welcome. The Guest Editor encourages various quantitative and qualitative approaches, such as surveys, experimental designs, case studies, interviews, reviews, and big data analysis.





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Message from the Editor-in-Chief

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