



Post COVID-19: Sustainable Strategic Management and Consumer Behavior in the Hospitality/Tourism Industry

Guest Editors:

Prof. Dr. Hyeon-Mo Jeon

Department of Hotel, Tourism,
and Foodservice Management,
Dongguk University-Gyeongju,
Gyeongju 38066, Republic of
Korea

Prof. Dr. Hyung-Min Choi

Department of Food Service
Management, Youngsan
University-Haeundae Campus,
Busan 48015, Korea

Prof. Hye Jin Sung

Department of Foodservice
Management, PaiChai University,
Daejeon-si 35345, Korea

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Message from the Guest Editors

Currently, hospitality and tourism firms are experiencing serious management difficulties due to COVID-19. Because of social distancing measures, the public cannot tour and travel, and it is difficult to visit hotels and restaurants. Although non-face-to-face services are spreading as an alternative to face-to-face services, this cannot be a fundamental solution for achieving business performance management in the hospitality and tourism sectors. We believe that it is time to rethink the sustainable management strategy of hospitality and tourism firms in preparation for the post-COVID-19 era.

This Special Issue aims to address issues related to consumer behavior and organizational management in the post-COVID-19 era for companies in the hospitality and tourism industry, such as travel management firms, hotels, restaurants, food services, airlines, cruise operators, and casinos. Thus, this Special Issue calls for the papers focusing on strategic management and consumer behavior for sustainable management of the hospitality and tourism sectors.





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Editor-in-Chief

Prof. Dr. Marc A. Rosen

Faculty of Engineering and
Applied Science, University of
Ontario Institute of Technology,
Oshawa, ON L1G 0C5, Canada

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Sustainability Editorial Office
MDPI, Grosspeteranlage 5
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