



Innovations in Consumer Psychology: Sustainable Tourism and Hospitality

Guest Editors:

Dr. Christopher S. Dutt

The Emirates Academy of
Hospitality Management, Dubai,
United Arab Emirates

Prof. Dr. Kichan Nam

School of Business
Administration, American
University of Sharjah, Sharjah,
United Arab Emirates

Prof. Dr. Sanjay Nadkarni

The Emirates Academy of
Hospitality Management, Dubai,
United Arab Emirates

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Message from the Guest Editors

Dear Colleagues,

Following the often-cited triple bottom line, a truly sustainable initiative should consider economic, sociocultural, and/or environmental pillars at an individual level, all the way to the destination level. This Special Issue therefore addresses ways in which consumers act or can be encouraged to act in a sustainable manner when visiting destinations. The scope is quite broad and includes new ideas, technologies, strategies, or even old solutions applied in novel ways to any tourism business to affect or understand customers' psychology to act in a more sustainable manner—economically, environmentally, and/or socioculturally.

Guest Editors





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Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and
Natural Resources, Ohio State
University, Columbus, OH 43210,
USA

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Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

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