



Service Marketing and Management for Sustainable Hospitality and Tourism in a New Era

Guest Editor:

Dr. Kisang Ryu

College of Hospitality and
Tourism Management, Sejong
University 98 Gunja-Dong,
Gwanjin-Gu, Seoul 143-747,
Republic of Korea

Deadline for manuscript
submissions:

closed (4 March 2024)

Message from the Guest Editor

Dear Colleagues,

The success of hospitality and tourism businesses depends heavily on the quality of the service they provide to their customers. In this new era, a deep understanding of target markets, including their changing needs, preferences, and behaviors, is crucial, as is the development of appealing products that will satisfy customer demand. This Special Issue welcomes submissions on various aspects of service marketing and management issues in the hospitality and tourism industry. We request that authors follow the instructions at: <https://www.mdpi.com/journal/sustainability/instructions>.

Topics of interest include, but are not limited to:

- The hospitality and tourism industry (e.g., restaurants, coffee shops, hotels, airlines, cruises, conventions, resorts, and museums);
- Hospitality and tourism marketing (e.g., physical environments, emotions, attitudes, and perceived value);
- Marketing for sustainable hospitality and tourism;
- Sustainability and consumer behavior;
- Product development and product design;
- Behavioral intentions;
- Human resource management;
- Theory/model development.





an Open Access Journal by MDPI

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

Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Author Benefits

Open Access: free for readers, with article processing charges (APC) paid by authors or their institutions.

High Visibility: indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, AGRIS, RePEc, CAPlus / SciFinder, and other databases.

Journal Rank: JCR - Q2 (*Environmental Studies*) / CiteScore - Q1 (Geography, Planning and Development)

Contact Us

Sustainability Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland

Tel: +41 61 683 77 34
www.mdpi.com

mdpi.com/journal/sustainability
sustainability@mdpi.com
[X@Sus_MDPI](https://twitter.com/Sus_MDPI)