



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

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Deadline for manuscript
submissions:

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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.





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Editor-in-Chief

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