



What Affects Consumers' Intention and Behaviors in Hospitality Industries?

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Deadline for manuscript
submissions:

closed (30 June 2021)

Message from the Guest Editor

Traditionally, the hospitality industry has been considered as one of the most competitive market compared to other industries. With the unprecedented pandemic situation of COVID-19, many hospitality industry entrepreneurs are having difficulty due to the newly adopted standards, such as social distancing, reduced maximum capacity in the restaurant, or strict hygiene criteria, the sustainability of the hospitality business is under question. Considering the fact that the hospitality industry comprises a large portion of national GDPs, examining hospitality consumers' behavior and behavioral intentions has become more important than ever. Thus, the Special Issue calls for the papers focusing on hospitality consumers' behavior and behavioral intentions.





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