



## Marketing and Sustainability in the Hospitality Industry

Guest Editors:

**Dr. Vasiliki Boukouvala**

Marketing, Department of  
Business Administration of Food  
and Agricultural Enterprises,  
University of Patras, 26504 Patra,  
Greece

**Dr. Prokopis Theodoridis**

Marketing, Department of  
Business Administration of Food  
and Agricultural Enterprises,  
University of Patras, 26504 Patra,  
Greece

Deadline for manuscript  
submissions:

**closed (30 September 2023)**

### Message from the Guest Editors

Dear Colleagues,

While the hospitality industry recovers from the coronavirus pandemic, hotels, and the wider hospitality sector, are increasingly more concerned about sustainability now as customers are shifting their perceptions of travel. Sustainability is widely regarded as the key to a successful business in the 21st century.

The aim of the Special Issue is to discuss the main current topics relative to marketing and sustainability in the context of the hospitality industry. The Special Issue will be the vehicle of expressing different approaches of research findings, revealing new research areas, conceptual developments, and addressing articles with practical application concerning sustainability themes within a hospitality marketing perspective.

