



## Sustainable Brand Strategies in Social Media in Hospitality and Tourism

Guest Editors:

**Prof. Dr. Cláudia Ribeiro De Almeida**

School of Management,  
University of Algarve, Hospitality  
and Tourism & Centre for  
Tourism, Sustainability, and Well-  
Being (CinTurs), Campus da  
Penha, 8005-139 Faro, Portugal

**Prof. Dr. Célia M.Q. Ramos**

Hospitality and Tourism & Centre  
for Tourism, Sustainability, and  
Well-Being (CinTurs), School of  
Management, University of  
Algarve, Campus da Penha, 8005-  
139 Faro, Portugal

Deadline for manuscript  
submissions:

**closed (31 January 2022)**

### Message from the Guest Editors

The new Special Issue of Sustainability “Sustainable Brand Strategies in Social Media in Hospitality and Tourism” pretend to collect articles that discuss some perspectives used by the hospitality and tourism enterprises in different countries helping to understand innovative and creative brand strategies.

We welcome new perspectives and ideas about this theme, including, but not limited to:

- Brand strategies in Social Media
- Co-creating value using Social Media marketing
- Customer engagement strategies using social media
- Digital Communication
- Impacts of social media on business value, performance, customer behavior
- Information acquisition and dissemination in social media
- Innovation; Mobile Marketing; Mobile social media strategies
- Social Media Adoption, Use, Potentialities and analytics
- Social media and human resources management practices
- Social Media Influencers and Marketing
- The role of social media in sales and marketing
- The role of social media in travel planning and decision making





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](#), [RePEc](#), [CAPus](#) / [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](http://www.mdpi.com)

[mdpi.com/journal/sustainability](http://mdpi.com/journal/sustainability)  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)  
X@Sus\_MDPI