



Green Consumer Behavior, Green Products & Services, and Green Brands in the Tourism/Hospitality Industry

Guest Editor:

Prof. Dr. Wansoo Kim

Department of Tourism
Management, Gachon University,
Gachon-Guan, #934, 1342
Seongnam-Daero, Sujeong-Gu,
Seongnam 13120, Gyeonggi-Do,
Republic of Korea

Deadline for manuscript
submissions:

closed (31 July 2021)

Message from the Guest Editor

The COVID-19 pandemic has sparked global concerns regarding the sustainability of Earth and mankind as well as the coexistence of mankind with other creatures on Earth. To continue to enjoy such prosperity as it has experienced up to now, mankind must seriously reflect on the sustainability of the planet, and the implementation of responsible activities which are required to maintain this. The tourism and hospitality industries are engaged in production and consumption activities, in which the planet serves as the stage. The scope of this Special Issue covers diverse environmentally friendly activities, behaviors, philosophies, and attitudes by consumers, individual businesses, and brands in the tourism and hospitality industry. Articles dealing with any aspects of sustainability of the tourism and hospitality industry are welcome. The Guest Editor encourages various quantitative and qualitative approaches, such as surveys, experimental designs, case studies, interviews, reviews, and big data analysis.





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, St. Alban-Anlage 66
4052 Basel, Switzerland

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

mdpi.com/journal/sustainability
sustainability@mdpi.com
[X@Sus_MDPI](#)