



Post COVID-19: Sustainable Strategic Management and Consumer Behavior in the Hospitality/Tourism Industry

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Message from the Guest Editors

Currently, hospitality and tourism firms are experiencing serious management difficulties due to COVID-19. Because of social distancing measures, the public cannot tour and travel, and it is difficult to visit hotels and restaurants. Although non-face-to-face services are spreading as an alternative to face-to-face services, this cannot be a fundamental solution for achieving business performance management in the hospitality and tourism sectors. We believe that it is time to rethink the sustainable management strategy of hospitality and tourism firms in preparation for the post-COVID-19 era.

This Special Issue aims to address issues related to consumer behavior and organizational management in the post-COVID-19 era for companies in the hospitality and tourism industry, such as travel management firms, hotels, restaurants, food services, airlines, cruise operators, and casinos. Thus, this Special Issue calls for the papers focusing on strategic management and consumer behavior for sustainable management of the hospitality and tourism sectors.





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