



Sustainable Hospitality Management and Marketing: From Theory to Survival Reality

Collection Editors:

Dr. Asad Mohsin

School of Management and Marketing, University of Waikato, Hamilton 3240, New Zealand

Dr. Ana Brochado

Departamento de Marketing, ISCTE-Instituto Universitário de Lisboa, DINÂMIA'CET-Iscte, Lisbon, Portugal

Dr. Andi Tamsang Andi Kele

Business, Economics and Accountancy, Universiti Malaysia Sabah, 88400 Kota Kinabalu, Sabah, Malaysia

Message from the Collection Editors

The recent global circumstances have highlighted the significance of the hospitality industry for its economic and social contributions. This special issue examines contemporary trends in management and marketing of hospitality service industries. The United States Department of Labour, Standard Industry Classification (SIC) defines the hospitality industry as encompassing services pertaining to food, drinks, accommodation, transportation and even camping and recreational facilities while other countries often associate it with hotels, bars, restaurants and related facilities (Andrews, 2011). Survival of these businesses will require rethinking and realigning of hospitality management and marketing. Hospitality customer are expected to demand beside quality service and product, safe distancing measures, sanitizing and bio-security measures in all sectors of the hospitality industry.

The main aim of this special issue is to explore 'real life' problems and challenges linked to hospitality management and marketing and to find solutions to survive in the current global environment.





an Open Access Journal by MDPI

Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and
Natural Resources, Ohio State
University, Columbus, OH 43210,
USA

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. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full 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](#), [CAPlus / 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

mdpi.com/journal/sustainability
sustainability@mdpi.com
[X@Sus_MDPI](https://twitter.com/Sus_MDPI)