



Sustainable Hospitality Management and Marketing: From Theory to Survival Reality

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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.





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