



## Marketing Management in Hospitality and Tourism Industries

Guest Editor:

**Prof. Dr. Osman M. Karatepe**

Faculty of Tourism, Eastern  
Mediterranean University, 99628  
Famagusta, North Cyprus, Turkey

Deadline for manuscript  
submissions:

**closed (30 June 2022)**

### Message from the Guest Editor

Dear Colleagues,

In a digitalized market environment where there is intense competition, service providers in hospitality and tourism industries are starting to realize that delivery of service quality and value enables companies to accomplish customer satisfaction and loyalty and gain a sustainable competitive advantage. These providers are also realizing that today's astute buyers pay a great deal of attention to companies' environmental sustainability and green management efforts. In such an environment, there is a need for successful marketing strategies that can enable companies to establish and maintain long-term relationships with customers, reduce customer churn, disseminate positive word-of-mouth communication, increase the share of wallet and brand equity, and maximize profitability. Accordingly, the Guest Editor welcomes submissions on (but not limited to) the following critical topics for this Special Issue





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](http://www.mdpi.com)

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