

Special Issue

Sustainable Brand Strategies in Social Media in Hospitality and Tourism

Message from the Guest Editors

The new Special Issue of Sustainability “Sustainable Brand Strategies in Social Media in Hospitality and Tourism” pretend to collect articles that discuss some perspectives used by the hospitality and tourism enterprises in different countries helping to understand innovative and creative brand strategies. We welcome new perspectives and ideas about this theme, including, but not limited to:

- Brand strategies in Social Media
- Co-creating value using Social Media marketing
- Customer engagement strategies using social media
- Digital Communication
- Impacts of social media on business value, performance, customer behavior
- Information acquisition and dissemination in social media
- Innovation; Mobile Marketing; Mobile social media strategies
- Social Media Adoption, Use, Potentialities and analytics
- Social media and human resources management practices
- Social Media Influencers and Marketing
- The role of social media in sales and marketing
- The role of social media in travel planning and decision making

Guest Editors

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About the Journal

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.

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