

## Special Issue

# Marketing Management in Hospitality and Tourism Industries Volume II

### Message from the Guest Editor

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 welcomes submissions for this Special Issue.

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### Guest Editor

Prof. Dr. Osman M. Karatepe

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

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### Deadline for manuscript submissions

closed (1 September 2023)



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*Sustainability*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)

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### 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

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