

Special Issue

Post COVID-19: Sustainable Strategic Management and Consumer Behavior in the Hospitality/Tourism Industry

Message from the Guest Editors

Currently, hospitality and tourism firms are experiencing serious management difficulties due to COVID-19. Because of social distancing measures, the public cannot tour and travel, and it is difficult to visit hotels and restaurants. Although non-face-to-face services are spreading as an alternative to face-to-face services, this cannot be a fundamental solution for achieving business performance management in the hospitality and tourism sectors. We believe that it is time to rethink the sustainable management strategy of hospitality and tourism firms in preparation for the post-COVID-19 era. This Special Issue aims to address issues related to consumer behavior and organizational management in the post-COVID-19 era for companies in the hospitality and tourism industry, such as travel management firms, hotels, restaurants, food services, airlines, cruise operators, and casinos. Thus, this Special Issue calls for the papers focusing on strategic management and consumer behavior for sustainable management of the hospitality and tourism sectors.

Guest Editors

Prof. Dr. Hyeon-Mo Jeon

Dr. Hyung-Min Choi

Prof. Hye Jin Sung

Deadline for manuscript submissions

closed (30 September 2022)



Sustainability

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Impact Factor 3.3
CiteScore 7.7



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Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

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Faculty of Engineering and Applied Science, University of Ontario
Institute of Technology, Oshawa, ON L1G 0C5, Canada

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