

Special Issue

Market Orientation in the Tourism and Hospitality Industries

Message from the Guest Editors

The studies by Narver and Slater and Kohli and Jaworski on market orientation created a starting point for a boom in the market orientation research, providing the background for the proposal of several theoretical and empirically tested measurement models to assess market orientation like the MKTOR and the MARKOR scales. The early developments of the market orientation discipline, despite their intensity, were mainly directed toward the industrial and consumer goods sectors. However, in the 21st century, attention increased on the market orientation research field in the service sector, and particularly on the hospitality and tourism industries. The tourism industry depends on hotels and restaurants to provide accommodation and food, and it is a critical industry influencing economic development and employment, and social and environmental variables. In this context, we invite authors, especially those interested in the market orientation research field and from a broader perspective on strategic marketing and strategic management, to submit research articles mainly focused on the tourism and hospitality industries.

Guest Editors

Dr. Ricardo Gouveia Rodrigues

Dr. Carlos Sampaio

Dr. José Manuel Hernández-Mogollón

Dr. Paulo Duarte

Deadline for manuscript submissions

closed (26 March 2023)



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