

## Special Issue

# Smart and Green Initiatives in Luxury Customer Services: Balancing Sustainable Practices and Service Quality in Hospitality and Tourism

### Message from the Guest Editor

The global hospitality and tourism industry is undergoing a transformative shift toward redefining luxury within a sustainable business environment. This Special Issue, themed "Smart and Green Initiatives in Luxury Customer Services: Balancing Sustainable Practices and Service Quality in Hospitality and Tourism," aims to bring together academics, researchers, and industry experts to explore innovative, practical, and theoretical approaches that integrate sustainability into luxury hospitality and tourism while maintaining exceptional service quality. I welcome insightful research and case studies that contribute to the ongoing discourse on sustainable growth within the hospitality and tourism industry.

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### Guest Editor

Dr. Myong Jae Lee

The Collins College of Hospitality Management, California State Polytechnic University Pomona (Cal Poly Pomona), Pomona, CA 91768, USA

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### Deadline for manuscript submissions

closed (31 March 2026)



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## Editor-in-Chief

Prof. Dr. Steve W. Lyon

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