

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.

Guest Editor

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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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