

## Special Issue

# Conducting Concepts of Big Data and Social Media into Digital Marketing Strategy

### Message from the Guest Editors

The rapid evolution of social media technology is accompanied by increasing attention to digital applications in tourism and hospitality management. The newly conducted concept of digital technology can refresh the perceptions of the traditional operation of sustainable tourism and hospitality and change the marketing strategies formation process. While some studies have investigated the showing of the mechanism of big data, fewer studies have explicitly considered the extensions in the context of digital marketing strategy through social media. This is arguably a major omission, as available evidence points at the foremost potential of big data and digital technology to affect the nature of tourism and hospitality marketing management. This Special Issue aims to publish high-quality research papers on the interdisciplinary field by integrating existing studies of big data, digital marketing strategy, sustainable management in tourism and hospitality.

---

### Guest Editors

Dr. Chih-Hsing Sam Liu  
Dr. Sheng-Fang Chou  
Dr. Yung-Chuan Huang

---

### Deadline for manuscript submissions

closed (30 September 2023)



## Sustainability

---

an Open Access Journal  
by MDPI

---

Impact Factor 3.3  
CiteScore 7.7



[mdpi.com/si/131258](https://mdpi.com/si/131258)

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

[mdpi.com/journal/  
sustainability](https://mdpi.com/journal/sustainability)





## Sustainability

---

an Open Access Journal  
by MDPI

---

Impact Factor 3.3  
CiteScore 7.7



[mdpi.com/journal/  
sustainability](https://mdpi.com/journal/sustainability)



# About the Journal

## Message from the Editor-in-Chief

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. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full 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.

---

## Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and Natural Resources, Ohio State University,  
Columbus, OH 43210, USA

---

## Author Benefits

### Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

### High Visibility:

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPlus / SciFinder, and other databases.

### Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1 (Geography, Planning and Development)