

## Special Issue

# Green Consumer Behavior and Green Brands in the Tourism/Hospitality Industry

### Message from the Guest Editors

The green consumer behavior can be identified as the premeditated behavior of choosing products or services that are more focused on eco-friendliness. People are usually inspired by various issues related to environmental or social aspects to preserve natural resources and solve any environmental problems. In particular, in the tourism/hospitality industry, green behavior is recognized as an important keyword for both businesses and consumers. Specifically, companies are striving to build a positive social image and brand according to environmental preservation with concepts such as the ESG. In addition, consumers are also participating in preserving sustainable tourism resources through green actions. Therefore, the scope of this Special Issue, "Green Consumer Behavior and Green Brands in the Tourism/Hospitality Industry", covers various environmentally friendly behaviors, activities, business, and attitudes by customers as well as companies in the tourism/hospitality industry.

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### Guest Editors

Dr. Sangmook Lee

Dr. Hyo-Jin Kim

Dr. Seunghwan Lee

Dr. Sangguk Kang

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### Deadline for manuscript submissions

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

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## Editor-in-Chief

Prof. Dr. Steve W. Lyon

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

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