

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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Deadline for manuscript submissions

30 September 2025



Sustainability

an Open Access Journal
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Impact Factor 3.3
CiteScore 7.7



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