

## Special Issue

# Service Marketing and Management for Sustainable Hospitality and Tourism in a New Era

### Message from the Guest Editor

The success of hospitality and tourism businesses depends heavily on the quality of the service they provide to their customers. In this new era, a deep understanding of target markets, including their changing needs, preferences, and behaviors, is crucial, as is the development of appealing products that will satisfy customer demand. This Special Issue welcomes submissions on various aspects of service marketing and management issues in the hospitality and tourism industry. We request that authors follow the instructions at:

<https://www.mdpi.com/journal/sustainability/instructions>.

Topics of interest include, but are not limited to:

- The hospitality and tourism industry (e.g., restaurants, coffee shops, hotels, airlines, cruises, conventions, resorts, and museums);
- Hospitality and tourism marketing (e.g., physical environments, emotions, attitudes, and perceived value);
- Marketing for sustainable hospitality and tourism;
- Sustainability and consumer behavior;
- Product development and product design;
- Behavioral intentions;
- Human resource management;
- Theory/model development.

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### Guest Editor

Dr. Kisang Ryu

College of Hospitality and Tourism Management, Sejong University 98 Gunja-Dong, Gwanjin-Gu, Seoul 143-747, Republic of Korea

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### Deadline for manuscript submissions

closed (4 March 2024)



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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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## 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.

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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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