

Special Issue

Marketing and Sustainability in the Hospitality Industry

Message from the Guest Editors

While the hospitality industry recovers from the coronavirus pandemic, hotels, and the wider hospitality sector, are increasingly more concerned about sustainability now as customers are shifting their perceptions of travel. Sustainability is widely regarded as the key to a successful business in the 21st century. The aim of the Special Issue is to discuss the main current topics relative to marketing and sustainability in the context of the hospitality industry. The Special Issue will be the vehicle of expressing different approaches of research findings, revealing new research areas, conceptual developments, and addressing articles with practical application concerning sustainability themes within a hospitality marketing perspective.

Guest Editors

Dr. Vasiliki Boukouvala

Marketing, Department of Business Administration of Food and Agricultural Enterprises, University of Patras, 26504 Patra, Greece

Dr. Prokopis Theodoridis

Marketing, Department of Business Administration of Food and Agricultural Enterprises, University of Patras, 26504 Patra, Greece

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Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
tourismhosp@mdpi.com

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Prof. Dr. Lewis Ting On Cheung
York Business School, York St. John University, York, UK

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