

## Special Issue

# Customer Behavior in Tourism and Hospitality

### Message from the Guest Editors

Consumer behavior involves decisions, activities, ideas, or experiences that satisfy consumer needs and wants, and refers to all activities directly involved in obtaining, consuming, and disposing of products and services, including the decision processes that precede and follow these actions. In the hospitality and tourism sector, consumer behavior acts as the origin for every marketing activity; it offers an understanding of why people tend to choose certain products or services and what kinds of factors influence their decision-making. This Special Issue aims to promote conceptual and empirical research that advances, deepens, and expands our understanding of consumer behavior in the field of tourism and hospitality.

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### Guest Editors

Dr. Susana Silva

Dr. Cândida Silva

Dr. Mónica Oliveira

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### Deadline for manuscript submissions

31 December 2025



## Tourism and Hospitality

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

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## About the Journal

### Message from the Editor-in-Chief

I am honored to serve as Editor-in-Chief of *Tourism and Hospitality*, a platform for sharing insights, trends, and solutions to global challenges in our industry. We welcome relevant, evidence-based, and forward-thinking research that fosters a sustainable and resilient future. I look forward to collaborating with our team and authors to make the journal engaging, inclusive, and impactful.

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### Editor-in-Chief

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

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