

SPECIAL ISSUE – Cornell Hospitality Quarterly

CALL FOR PAPER

Luxury Hospitality Services

Co-Guest Editors:

Ki-Joon Back, Ph.D. Eric Hilton Chair Professor and Associate Dean, Conrad N. Hilton College of Hotel and Restaurant Management, University of Houston, kback@uh.edu

JungKun Park, Ph.D. Professor, College of Business, Hanyang University, viroid2007@gmail.com

Kathy LaTour, Ph.D. Associate Professor, School of Hotel Administration, SC Johnson College of Business, Cornell University, Kal276@cornell.edu

Numerous practitioners and academics have defined luxury in various ways. Depending on the focus of perspectives, the term luxury has been characterized with extraordinary symbolic benefits that often even exceed their functional benefits, and that refers to a large extent to human personality traits (Heine, 2010). Many previous researchers agreed that luxury services tend to deliver unique benefits primarily in the forms of experiential enjoyment and symbolic value (Berry, 1994; Kapferer & Bastien, 2012; Knafo, 2008; Yang & Mattila, 2017). For instance, the European luxury gem jewelry brand, Bvlgari, has collaborated with Marriot International to launch the luxury hotel concept in Milan and it has been a great success by penetrating the European and Asian luxury market. As the global luxury brand has extended its market from traditional product category to hospitality/service category, researchers have conducted studies related to the unique customer experience by engaging with luxury service or hospitality brands (Ahn, Park, & Hyun, 2018).

However, the concept of luxury in the hospitality and service management and consumer behavior field still has many research gaps. As the nature of luxury hospitality and service is rather complicated dealing with its definition and explanation, there is a call for research for further understanding the underlying structure of luxury hospitality and service experience, identifying antecedents and consequences of luxury customer experience, and developing marketing and management strategies for the industry. This special issue represents a small sampling of potential topics that may be studied within the domain of “**Luxury Hospitality Services.**”

The “Luxury Hospitality and Services” special issue is welcoming any research topic related to luxury services. Topics in this area may include the following, but are not limited:

- Effects of COVID-19 on the luxury hospitality industry (strategies, consumer behaviors)
- Luxury brand extension (vertical or horizontal) in hospitality

- Luxury services in restaurant, hospitality, and tourism industry
- Luxury hospitality through online/mobile/ubiquitous commerce
- Luxury hospitality and social media/word-of-mouth/promotion
- Various consumer behavior within the luxury hospitality industry
- Experiential luxury/Virtual reality
- Theoretical development of luxury hospitality or a definitional framework of luxury services
- Luxury hospitality services with well-being
- Cross-cultural differences in the consumption of luxury hospitality services
- Price and pricing strategy for luxury hospitality services
- Corporate social responsibility (CSR) activities of luxury hospitality companies
- Profiling of luxury consumers/Generation gap consuming luxury hospitality services
- Any other creative research for luxury hospitality services studies

All submissions should be grounded in relevant theory and sound methodology. All submissions must follow *Cornell Quarterly* manuscript guidelines, which can be found at

<https://us.sagepub.com/en-us/nam/journal/cornell-hospitality-quarterly#submission-guidelines>.

Full Manuscript Due: September 30, 2020

Manuscript Decision: December 1, 2020

Revised Manuscripts Due: February 1, 2021

Authors are Informed by: April 15, 2021

Publication: August 2021 Issue