



Business Model Innovation for Sustainability. Highlights from the Tourism and Hospitality Industry

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Message from the Guest Editors

Dear Colleagues,

In this special issue, we invite original contributions that increase our comprehension of how businesses operating in the tourism and hospitality industry may innovate their business models to promote sustainable goals. We look for papers, with theoretical insights, empirical data analysis, case studies or other suitable methods to shed new light on a variety of topics, such as:

- integrating creative and cultural contents with sustainable tourism experiences;
- using technology to innovate and increase the sustainability of business models;
- developing indicators to evaluate the sustainability of business models in the tourism and hospitality sector;
- innovating business model through co-creation for sustainability;
- sustainable entrepreneurship;
- experiences of sustainable tourism and hospitality SMEs.

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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. *Sustainability* publishes original research articles, review 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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