



Enhancing Sustainable Rural Development through Tourism Strategies

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Deadline for manuscript
submissions:

15 December 2024



Message from the Guest Editors

Rural space remains one of the most authentic destinations in each country. However, the development of rural tourism also unveils considerable responsibility. The interest of tourists in a specific destination can damage the authenticity of a place and transform it in time into a mass tourist attraction. To ensure long-term development with benefits for all stakeholders, tourist activities in rural destinations must be based on sustainable development.

Therefore, the question is how can a rural destination benefit from its tourist potential without damaging its authenticity?

Topics in this Special Issue include but are not limited to the following:

- Innovation and competitiveness in rural tourism;
- Local values and material and intangible tourist resources;
- The cultural exchange in rural tourism;
- Awareness of the use of local resources and orientation towards research and development;
- Local, regional and national branding;
- Social media and innovation for local tourism;
- Impact of economy sharing platforms on rural tourism;
- Local entrepreneurship in rural tourism and sustainable destinations;
- Marketing local artisanal or gastronomic resources by including local tourist products;



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Message from the Editor-in-Chief

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