



## The Innovation of Destination and Tourism's Challenge

Guest Editors:

**Dr. Gina Ionela Butnaru**

Department of Management,  
Marketing and Business  
Administration, Faculty of  
Economics and Business  
Administration, Alexandru Ioan  
Cuza University of Iași, 700505  
Iași, Romania

**Dr. Alina-Petronela Haller**

Romanian Academy, Branch of  
Iași – “Gh. Zane” Institute for  
Economic and Social Research,  
700488 Iași, Romania

**Dr. Valentin Niță**

Department of Management,  
Marketing and Business  
Administration, Faculty of  
Economics and Business  
Administration, Alexandru Ioan  
Cuza University of Iași, 700505  
Iași, Romania

### Message from the Guest Editors

The study of the concept of innovation in tourism and tourist destinations is still in its infancy, given that tourism is currently a globally growing field, and it is necessary to better understand innovation in this sector. At the same time, companies use sustainability policies as a strategy for innovation and competitive differentiation. In order to meet the challenge of innovation in tourism and tourist destinations, we invite you to participate in the study of process innovations (such as innovations in production processes—back office—or in the delivery process—front office) and product innovations in countries with tourism potential by identifying future trends, aspects, and directions regarding their adaptation to new technologies. We appreciate well-documented theoretical and empirical approaches that are anchored in the reality of innovation in tourism destinations and tourism challenges.

Deadline for manuscript  
submissions:

**closed (31 December 2023)**





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## Editor-in-Chief

### **Prof. Dr. Marc A. Rosen**

Faculty of Engineering and  
Applied Science, University of  
Ontario Institute of Technology,  
Oshawa, ON L1G 0C5, Canada

## Message from the Editor-in-Chief

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*Sustainability* Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland

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