



Sustainable Innovation in Tourism: Practice and Prediction

Guest Editor:

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Message from the Guest Editor

COVID-19 pandemic is accelerating changes in the tourism industry. Innovation and technology is a key pillar of the sustainable development of tourism; as UNWTO claims, innovation, especially digital transformation in the tourism industry, is a key to the success of the prosperity and sustainability of destinations worldwide. This Special Issue of Sustainability invites tourism researchers to this arena for disseminating advanced knowledge/practice and identifying/defining emerging issues related to a broad scope of digitalization topics in tourism, including smart tourism and smart destinations, online tourists' behavior, new ICT applications such as AR/VR, the metaverse, location-based services, the IoT, and blockchain technology—just to name a few, but this Special Issue not limited to these. Literature reviews of updated research examples are also welcome. Information regarding all of these topics is expected to be shared via this platform.





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Message from the Editor-in-Chief

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