Sustainable Tourism Development through Service Innovation and Design

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Deadline for manuscript submissions:
closed (31 January 2022)

Message from the Guest Editors

While service innovation has become a key success factor in contemporary tourism management, stakeholders are often uncertain of how this can be achieved. Service design as a modern methodology includes the planning and design of effective, efficient, and customer-centered service experiences and is understood as a holistic innovation process. The service design process includes aspects of planning and organizing people, infrastructure, communication, and the material components of a service. Along this guided innovation process, methods and tools are used that support the human-centered approach and are characterized by co-creative features. The goal is to improve the quality of a service as well as the interaction between service provider and clientele. By means of service design, customer requirements can be connected to the objectives of the organization.

With the tourism industry facing challenges such as COVID-19, overtourism, global warming, and terrorism, the service innovation and design paradigm can contribute to a sustainable and positive development, as pointed out by the UNWTO with regard to achievement of the global Sustainable Development Goals.

Special Issue

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Message from the Editor-in-Chief

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