



## Sustainable Tourism Development and Innovation: Recent Advances and Challenges

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Deadline for manuscript  
submissions:

**closed (25 November 2022)**

### Message from the Guest Editor

Sustainability in tourism is a central issue for the tourism planning and development; and even though it has been adopted on the strategic level, it is poorly implemented. Sustainable development of tourism is a multifaceted and dynamic process that is constantly experiencing new challenges as there are advances of innovation. Innovation in tourism can take many forms from incremental changes that enhance provision and simplifying processes, to more revolutionary like ordering apps in restaurants, use of phone-as-key-cards, mobile booking and self-check-in, electronic luggage tags, bring your own device and wearable devices. Service and product development and innovation create additional value for customers and sustainable growth for entrepreneurs.

The aim of this Special Issue is to provide a forum to discuss and identify new trends and developments to the economy, society and environment that influence sustainable tourism; and to disseminate the latest research findings on recent advances and challenges. Complex multi-disciplinary research papers exploring major holistic issues and opportunities for sustainable tourism are also welcomed.





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## Message from the Editor-in-Chief

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