



## Enhancing Sustainable Rural Development through Tourism Strategies

Guest Editors:

**Dr. Alina-Cerasela Aluculesei**

Institute for World Economy,  
Romanian Academy, 050711  
Bucharest, Romania

**Prof. Dr. Puiu Nistoreanu**

Department of Tourism and  
Geography, Faculty of Business  
and Tourism (Formerly  
Commerce), Bucharest University  
of Economic Studies, 010404  
Bucharest, Romania

**Prof. Dr. Dan-Cristian Dabija**

Department of Marketing, Faculty  
of Economics and Business  
Administration, Babes-Bolyai  
University, Cluj-Napoca, Romania

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### 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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## 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, St. Alban-Anlage 66  
4052 Basel, Switzerland

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