

Special Issue

Co-Creating Sustainable Food & Wine Tourism and Rural Development

Message from the Guest Editors

In an era of intense competition and the need for diversified rural tourism, food & wine tourism can be a tool for sustainable rural development, especially when based on local resources and competencies. Promoting co-creative and sustainable food & wine tourism requires understanding terroir resources, co-creation with local stakeholders, and demand features. The connection between place and market is crucial for rural development, providing engaging experiences for tourists and optimizing resource use for locals.

Recognizing the potential of co-creative and sustainable food & wine tourism to benefit food & wine businesses and rural communities economically, socially, culturally, and environmentally, it is essential to study the realities of the involved sectors, actors, and territories. To propose practical and political sustainable development measures, this Special Issue focuses on research in areas related to co-creative and sustainable food & wine tourism, which have been modestly explored thus far.

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I encourage you to contribute a research or comprehensive review article for consideration for publication in *Sustainability*, an international Open Access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. *Sustainability* publishes original research articles, review articles and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

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