# **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.

#### **Guest Editors**

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### Editor-in-Chief

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