

## Special Issue

# The Innovation of Destination and Tourism's Challenge

### Message from the Guest Editors

The study of the concept of innovation in tourism and tourist destinations is still in its infancy, given that tourism is currently a globally growing field, and it is necessary to better understand innovation in this sector. At the same time, companies use sustainability policies as a strategy for innovation and competitive differentiation. In order to meet the challenge of innovation in tourism and tourist destinations, we invite you to participate in the study of process innovations (such as innovations in production processes—back office—or in the delivery process—front office) and product innovations in countries with tourism potential by identifying future trends, aspects, and directions regarding their adaptation to new technologies. We appreciate well-documented theoretical and empirical approaches that are anchored in the reality of innovation in tourism destinations and tourism challenges.

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### Guest Editors

Dr. Gina Ionela Butnaru  
Dr. Alina-Petronela Haller  
Dr. Valentin Niță

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### Deadline for manuscript submissions

closed (31 December 2023)



## Sustainability

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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. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full 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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## Editor-in-Chief

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