

Special Issue

The Power of Experience: Competitiveness, Engagement and Sustainable Tourism

Message from the Guest Editors

The tourist experience is acknowledged as one of the key factors fostering competitiveness and sustainability at all levels, from entire destinations to specific entities such as hotels, museums, attractions, events, activities, tours, and other tourism-related elements. This Special Issue seeks to advance understanding of the mechanisms through which tourist experiences influence traveler behavior and elevate visitor satisfaction while simultaneously generating enduring value in tourism and hospitality. This Special Issue explores the dynamic and multifaceted nature of the tourism experience, reflecting current theoretical developments, empirical findings, and practical innovations. The collection of articles aims to highlight how tourism experiences are increasingly shaped by digital technologies, sustainability concerns, cultural authenticity, and evolving tourist motivations. Through theoretical and empirical research, we aim to expand knowledge about tourism experience, including its antecedents and outcomes, the measurement and management of the experience, enhancement strategies, and its role in development and capacity building.

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About the Journal

Message from the Editor-in-Chief

I am honored to serve as Editor-in-Chief of *Tourism and Hospitality*, a platform for sharing insights, trends, and solutions to global challenges in our industry. We welcome relevant, evidence-based, and forward-thinking research that fosters a sustainable and resilient future. I look forward to collaborating with our team and authors to make the journal engaging, inclusive, and impactful.

Editor-in-Chief

Prof. Dr. Lewis Ting On Cheung

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