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Nota di contenuto	The Role of Tourism Entrepreneurship in the Iberian Peninsula -- Tourism Services Innovation Ecosystem: A Multicriteria Model Approach Based on Portuguese Higher Education -- Tourist Experience in Rural Areas in Portugal: The Case of the "Quadrilátero Do Minho" -- Spirituality and Mindful Tourism: Experiencing Innovative Hispanic Cases -- Considerations About the Economic Sustainability of Historic Housing Tourism -- Cooperation as a Basic Strategy for New Dynamics of a Cross-Border Destination: The Case of the Euroregion Galicia and Northern Portugal -- The Presence of Rural Accommodation in Extremadura on Facebook: An Approach to Its Intensity of Use Through a Grouping Analysis -- Place-Linked Products and Creative Tourism in Iberian Regions -- The Rise of Half-Tourists and their Impact on the Tourism Strategies of Peripheral Territories -- Determinants of

Profitability in the Tourism Sector in Portugal -- Good Practices Within the European Project Smart Rural -- Tourism Events: Bringing Innovation to the North of Portugal -- Entrepreneurship Education in Portuguese Tourism: Fostering Ideation, Innovation and Initiative -- Factors Affecting Portuguese and Spanish Hotel Guests' Safety Perception Under COVID-19: Insights for the Development of Personalized Hotel Offers.

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Sommario/riassunto

This contributed volume introduces the innovative landscapes and business models used in tourism entrepreneurship initiatives of Portugal and Spain. It provides benchmarks for entrepreneurial initiatives covering tourism services, place-branded tourism, social networks, spiritual tourism, cross-border tourism initiatives, and tourism in low-density regions. It also provides guidelines for future strategic actions to foster rural and sustainable development in alternative tourism destinations, following the Iberian experience.

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