

Special Issue

Sustainable Development and Management in Sports and Fitness Services during COVID-19 Pandemic

Message from the Guest Editors

Due to the growing awareness of health and wellness, the global sport and fitness market was growing at a very steady pace before the outbreak of the COVID-19 pandemic. Moreover, new technologies, such as fitness trackers and fitness apps, have been integrated into sport and fitness services to enhance customer experience and facilitate the development of the sport and fitness industry. Although the sport and fitness industry has been among the hardest hit during the COVID-19 pandemic, it has also accelerated the digitization of sport and fitness services. Many proactive and innovative sport and fitness operators have embraced virtual–physical hybrid models of increasing online presence, such as online training classes or live broadcastings, to activate and retain customers who prefer the flexibility of virtual options amid the pandemic (Laber, 2021). The new business models of sport and fitness services have urged the need to explore sustainable development and management to adapt to the radical change in sport and fitness services caused by the COVID-19 pandemic (León-Quismondo et al., 2020).

Guest Editors

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