



## Strategies for Tourism and Hospitality after COVID-19

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### Message from the Guest Editors

Dear Colleagues,

Tourism and travel have been reduced to a minimum during the COVID-19 pandemic. Undoubtedly, COVID-19 is the worst crisis ever faced by the travel and tourism industry. Also, tourism-driven economies were severely affected by lockdowns, travel restrictions and the disappearance of international travel.

Domestic tourism is helping to cushion the blow, at least partially, and governments have taken immediate action to restore and re-activate the market, while protecting jobs and businesses. Many countries are also now developing measures to build a stronger tourism economy post COVID-19. These include developing plans to support the sustainable recovery of tourism and stimulate the digital transition promoting a greener tourism system and new technologies of health and safety in the travel and tourism sector.

The journal Tourism and Hospitality is planning a Special Issue to examine the impact of the COVID-19 pandemic on tourism and hospitality and the actions to restore and reactivate the market.

