

## Special Issue

# Meeting the Challenges and New Opportunities: Sustainable Development of Tourism and Hospitality Industry Following the COVID-19 Pandemic

### Message from the Guest Editors

The COVID-19 pandemic has resulted in changes to people's preferences, business interactions, and market dynamics worldwide. While this applies for virtually all industries, the tourism industry is significant in that it is the most affected, and at the same time, the future challenges in this industry are difficult to anticipate. Meanwhile, many also view this shock as an opportunity to improve the industry infrastructure, operating efficiency, and long-term stability. However, the achievement of these objectives depends on the successful adoption of the smart tourism technologies of the industry, as well as the digitalization of products, the marketplace, and human resources.

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