

EDITORIAL

The issue number 35 of the *Tourism & Development Journal* was prepared and published in a period of great social and economic transformations. As a result of the pandemic situation associated with COVID-19 that we are experiencing, an unprecedented crisis is taking place in tourism. With all these adversities, it is crucial to rethink the tourism development model that has been adopted. It is essential to innovate in order to reinvent this sector.

Any change processes should be based on scientific information that helps decision makers to adopt the best strategies. In this sense, the eleven articles published in this issue may have a very relevant contribution to the definition of these strategies. The variety of themes analyzed, methodological approaches used and tourist destinations analyzed are characteristics that make this edition original and relevant, not only to increase scientific knowledge in the area of tourism, but also to help those responsible for the development of tourist destinations to make better decisions.

This issue includes themes related to tourism and cultural heritage, literary tourism, river tourism, the influence of social media in the decision-making process in tourism, the dimensions of brand personality of archaeological sites, the influence of Customer Brand Identification (CBI) in customer loyalty in hotels, attractiveness factors of tourism destinations, tourism demand towards Islamic Calligraphy Art, and a review of academic publications in the area of tourism in Portugal between 2014 and 2019. This issue also includes two articles directly related to the pandemic situation we are experiencing. One of the articles analyzes the impact of COVID-19 on the productivity of scholars in the area of tourism and in other areas. In turn, the other article looks at the role of COVID-19 in the reconstruction of tourism.

In terms of methodological approaches adopted, this issue includes conceptual articles, some of which are systematic literature reviews, and articles with an empirical component, where both qualitative and quantitative approaches are used. This issue also includes works conducted in Portugal, Malaysia and Iran.

Due to the great uncertainty about the future, the works published in this edition, in addition to contributing to the development of research in tourism, assume great relevance so that tourism entrepreneurs and policy makers can make decisions based on scientific studies.

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