

## EDITORIAL

The publication of this 39th issue of the Journal of Tourism & Development occurs in a recovering period from the COVID-19 pandemic, where the great desire of people to travel leads to an increase of visitors flows to tourism destinations and rises competition among destinations and among tourism companies. This context brings great challenges for companies to remain competitive and to promote tourism development in a sustainable way. With the present issue, the Journal of Tourism & Development intends to shed light on both challenges and opportunities considering this context.

Considering the context previously described, this issue of the Journal includes papers analysing challenges related to technologies, namely to mobile telecommunication service quality, digital reputation, virtual reality in tourism promotion, the accessibility of tourism websites, the power of tourism promotion made by visitors using technologies (e.g., blogs, facebook), and various aspects regarding smart tourism. Sustainability also deserves great attention, with papers addressing issues such as the carbon footprint of the tourism sector, the various impacts of tourism and the contribution of specific types of tourism to the sustainable development goals, reduction in the effects of seasonality, and poverty alleviation. Other challenges are also being studied, such as networking, creation of routes and capacity development. Some papers are dedicated to challenges faced by airports, which represent important infrastructure in the tourism system.

Despite some recovery from the COVID-19 pandemic has been observed, due to the great impact of this pandemic on tourism activity and since some concerns about the COVID-19 remain, papers analyse the use of technologies in tourism education during the pandemic and perspectives for being competitive in the post-pandemic period. Furthermore, it is highlighted the importance of conducting research on consumer behaviour in tourism, with some papers analysing motivations, travel planning, destination choice, and tourism experiences, among other important subjects in this field.

The present issue also identifies several opportunities for the development of tourism, highlighting the diversity and value of many resources such as culture and landscape, as well as several types of tourism that are simultaneously an alternative to mass tourism and an answer to the diverse needs of visitors – e.g., creative tourism, medical tourism, ecotourism, agritourism, community-based tourism, dark tourism, tourism associated with specific local products (e.g., textiles), and astrotourism.

May the experiences of resilience and adaptation lived during the great impact of the COVID-19 pandemic, as all the challenges and opportunities they brought, help us carrying out research to develop and implement appropriate strategies for the sustainable development of tourism!

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