

1

Introduction

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Education is our passport to the future, for tomorrow belongs to the people who prepare for it today.

— Malcolm X

The first edition of this book was researched and written during unprecedented times. The pandemic caused unmatched health impacts worldwide and had profound negative impacts on the international economy (Zhang *et al.*, 2021). From a tourism perspective, travel restrictions, airport and national border closures enforced by many countries resulted in a loss of 2.6 billion international arrivals during 2020, 2021 and 2022 combined, and a total loss in export revenues from tourism of USD\$2.6 trillion (UNWTO, 2024). Four years on from the commencement of the COVID-19 global pandemic, the international tourism industry has almost recovered. According to the United Nations World Tourism Organisation (UNWTO), international tourism reached 97% of pre-pandemic levels during the first quarter of 2024 (UNWTO, 2024), but recovery varies from region to region (World Economic Forum, 2024).

During unprecedented times, it becomes more vital to consider what the future might hold for the industry. By examining current and future capabilities of the industry, this second edition provides an updated version with new cases to explore the opportunities available and those that will come to shape the future of the tourism, hospitality and event industries (referred to as 'THE' throughout this book). Through rebuilding, disrupting, adapting and developing greater resilience, the THE sector will continue to face the upcoming challenges that the future presents. The recurring theme throughout the chapters continues to be change – no matter how change emerges, the authors of this book recognise that the industry is always going to face times of turbulence. Whether it be climate change, political or financial disruptions or pandemics, those in the industry need to demonstrate resilience, understand the forces of change and adapt accordingly.