

13 Conclusion: Preparing for the future of travel and tourism in vulnerable times

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When gathering the best papers presented in 2019 during the 8th ATMC conference in Namur for editing this book, we were not expecting 2020 to become the nightmare year that we all experienced in the world. The Covid-19 crisis has significantly disrupted our consumption and travel habits. Heaps of business sectors were severely impacted by the two waves of lockdown of populations and countries, the closure of stores and restaurants and the overall context of anxiety and uncertainty. More than other sectors, the tourism and travel industry was severely affected. The trips and recreative activities of our fellow citizens are henceforth punctuated by ‘barrier gestures’ and by a large number of health measures taken in order to limit the spread of the pandemic.

Of course, the objective of this book was not to account for the current crisis, nor to analyze the extent to which our tourism and leisure activities have changed, and whether these changes are likely to last. The aim of the book was first to discuss sustainability and collaborative practices in order to fill tourism development with ethics and responsibility. Following the collegial tradition of Advances in Tourism Marketing conferences, this book is the result of the collaboration of established international scholars with emergent researchers around the globe. The twelve chapters of this book have offered innovative and dovetailing perspectives around four major strategic questions that may support tourism development in these vulnerable times, i.e.: Can technology enhance value co-creation and