

Welcome to our fifth annual global trends theme issue, edited by Global Trends Editor, Dr Jorge Costa and his colleagues Monica Montenegro and João Gomes. To examine and debate a topical strategic question, Jorge, Monica, João and a team from IPDT – Institute of Tourism, Portugal, normally convene an annual conference for senior industry stakeholders. Following presentation, discussion and peer review, the outcomes are published each year in *Worldwide Hospitality and Tourism Themes's (WHATT)* issue number 6. This year was different – the impact of the pandemic meant that the writing team did not have the opportunity to discuss the question in a conference setting. However, the format of our global trends issue is unchanged, with its characteristic blend of practitioners, industry analysts, policymakers and academics. Our aim is to facilitate shared learning and collaboration among tourism industry sectors, specialists and academia, and I would like to thank Jorge, Monica, João and their writing and support team for providing practical directions for the development of tourism in the aftermath of the greatest crisis in its history.

WHATT aims to make a practical and theoretical contribution to hospitality and tourism development, and we seek to do this by using a key question to focus attention on an industry issue. If you would like to contribute to our work by serving as a *WHATT* theme editor, do please contact me.

Richard Teare
Managing Editor, *WHATT*

Annual global trends: has tourism the resources and answers to a more inclusive society?

Over the years, we have witnessed the affirmation of tourism as an instrument of development and advancement for both the economy and society. For example, tourism has been used by international organizations and governments as a tool for social mobility, the inclusion of local communities and as a basis for a more inclusive society.

The benefits of tourism are evident: new working models, new learning opportunities, the promotion of inter-culturalism and the improvement of the overall quality of life of host populations. In fact, from an evolutionary analysis of the role of tourism as an instrument of growth and wealth creation, it is clear that its contribution has been far more positive than the side effects associated with its development.

However, in today's context of high uncertainty, it is clearly important to reflect on the future role of tourism and how it can harness the construction of a more inclusive and sustainable society, with positive impacts for the destination (resources and infrastructures), its residents and tourists. Arguably, this is the moment to move from an intensive model of tourism development, with the pressures it was putting on destinations, to a more selective and inclusive model, where true sustainability may be the new normality.

Given this scenario and aspiration, this year's global trends issue explores the strategic question: Has tourism the resources and answers to a more inclusive society? Answers are provided by discussing the concept of inclusion and the implementation of this concept across various subsectors of the tourism value chain, illustrated by several unique case studies from different parts of the globe and the results derived for people and society.

A summary of the main ideas put forward by our writing team is as follows: tourism promotes social interaction, participation, and it contributes positively to inclusion. If the



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needs of the different stakeholders are taken into account and are well balanced, this leads to a wealthier and more welcoming society.

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About the Theme Editors

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