

Welcome to our fourth 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, convene an annual conference for senior industry stakeholders. Following presentation, discussion and peer review, the outcomes are published each year in WHATT's issue number 6. A unique feature of our global trends theme issue is the high level of participation by practitioners, industry analysts, policymakers and politicians. Our aim is to facilitate shared learning and collaboration between tourism industry sectors, specialists and academia.

I would like to thank the theme editors, Jorge, Monica and João, Daniela Rodrigues and her colleagues at IPDT – Institute of Tourism, Portugal, and all the participants for compiling a comprehensive and authoritative review of the challenges and opportunities for sustainable hospitality and tourism development.

Richard Teare
Managing Editor, WHATT

Leading the way for sustainable development: how is tourism strategy setting the scene for the future?

Over the years, tourism has experienced continued growth and deepening diversification to become one of the fastest growing economic sectors in the world. If it is true that 2018 has been a record year for many world tourism destinations, it is also undeniable that we have never heard so much about overtourism, turistification, or even tourismophobia, with several protests from residents and measures taken by local authorities in some destinations. The concept of sustainable development never made more sense and it is now a major priority for governments and tourism destinations.

For organizations in the travel and tourism sector, it is still essential to aggregate good business practices and profits. Concepts such as consistency, safety, reliability, efficiency and sustainability are the great demands of travelers today. Developing tourism in a sustainable way implies actions that are socially fair, economically viable and ecologically sound, that is, that meet the economic, social and ecological needs of society. *Sustainability is no longer an option, but an imperative.*

This is the context that justifies and accommodates our broad strategic question, as the answers and solutions are unique in each organization and destination.

Jorge Costa
Global Trends Editor

