

HEditorial***Cooperation and Collaboration for Sustainable Tourism:
Key to Recovery and Growth in post-Pandemic Era***

✉ Prof. Arhan Sthapit, PhD
Editor-in-Chief

 ORCID <https://orcid.org/0000-0002-2799-4936>

The hospitality and tourism industry is now at a juncture, lately, in the aftermath of the COVID-19 pandemic, as it has scrupulously and painstakingly set the Sustainable Development Goals (SDGs) in perspective. There are two SDG indicators from the Global Indicator Framework: SDG Indicator 8.9.1 is Tourism Direct Gross Domestic; while SDG Indicator 12.b.1 is Implementation of standard accounting tools to monitor the economic and environmental aspects of tourism sustainability (UNWTO, 2021a). And custodian to both SDG indicators is the United Nations World Tourism Organization or UNWTO.

Tourism and hospitality industry is widely recognised as an economic powerhouse. It is the third highest world category in export earnings in the world, representing 10 percent of world GDP, 30 percent of services exports and 1 out of every 10 jobs in the world, according to a UNWTO report. Tourism has the potential to contribute, directly or indirectly to all the SDGs, and has been included as targets in Goals 8, 12 and 14 on inclusive and sustainable economic growth, sustainable consumption, and production (SCP) and the sustainable use of oceans and marine resources, respectively (UNWTO, 2021b).

As the aftermath of the COVID-19, the tourism, hospitality, and aviation industries were hit hardest, and Nepal also suffered a big blow as it had to suspend its Visit Nepal Year 2020 campaign, an ambitious campaign to bring in one million tourists to this small, beautiful country of Mt Everest and the birthplace of Lord Buddha (Sthapit, 2020).

As the impact of virus outbreak on this industry is huge and far-reaching, the need for promoting a globally coordinated approach to recovery through cooperation and collaboration is imperative. Such wider and deeper coordination and cooperation should also embrace private sector as well as communities.

To mitigate the damage of the pandemic and set the future course, closer cooperation has been promoted among World Travel and Tourism Council (WTTC), Airports Council International (ACI), Cruise Lines International Association (CLIA), Duty Free World Council (DFWC), International Air Transport Association (IATA), Organisation for Economic Co-operation and Development (OECD), Pacific Asia Travel Association (PATA), United Nations World Tourism Organization (UNWTO), U.S. Travel Association (USTA) and World Economic Forum (WEF), according to WTTC (2021a).

Based on the stakeholders on the impact of COVID-19, WTTC (2020 Sept) identified four trends: *Demand Evolution, Health & Hygiene, Innovation & Digitisation, and Sustainability*.

Globally, contribution of travel and tourism to GDP stands at 10.3%; it is 6.7 percent of total economy in Nepal also (WTTC, 2021c). The contribution of travel and tourism to employment creation in Nepal is 6.9 percent of total employment.

In view of the enormous contribution of hospitality and tourism industry and tremendous potential, it is high time for all the concerned parties to prove resilience of this industry, remain ready to support recovery and become agile to be proactive; it is the only way to survive and sustain at the time of heightened uncertainty (Sthapit, 2020 May) and only then, we will be able to move successfully from the volatility, uncertainty, complexity, and ambiguity (or, VUCA-1), to Vision, Understanding, Clarity and Agility, or VUCA-2 (Sthapit, 2020 Dec).

Amid these challenges and opportunities, a new edition of the NJHTM, a journal of NATHM, has been brought out, with a message that Nepal still carries a tremendous potential to push forward another Visit Nepal Year some time in future to attract multi-million tourists, again branding Nepal as "*Naturally Nepal, Once is not Enough.*" The campaign will carry requisite credibility and impact, because "*heaven is a myth, Nepal is real,*" as they say. Nepal's flora and fauna, cultural and heritage products, ethnic diversities, and neutral-ground status all add substantial value to Nepal's potential as a favourite destination for visitors from all around the world for varied purposes (Sthapit, 2020 March; Sthapit, 2012).

The new edition of the journal has showcased six scholarly research works that shed light on the contemporary issues and ever-changing environment of hospitality and tourism management and have covered a wide range of topics and issues of hospitality and tourism management studies.

The publication has come in reiteration of our commitment to research and its proper dissemination. With all modesty, we hope that the readers will find this issue informative and interesting. We look forward to the constructive feedback from our valued readers.

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