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## EDITORIAL NOTE

The tourism and hospitality industry has always been a significant contributor to economic expansion and a source of new jobs. It has continued to grow and diversify over the past few decades, becoming one of the biggest and fastest-growing economic sectors worldwide. According to the World Tourism Organization (UNWTO), international tourist arrivals reached an all-time high in 2018, and the industry is now undeniably facing significant challenges and unsettling developments. The tourism and hospitality industry is continually changing due to factors such as the demand for new experiences among travelers, the quick improvements in technology on a worldwide scale, climate change, and other factors. However, the COVID-19 pandemic has affected many industries since 2020, including the tourism and hospitality industry, which particularly was hard hit and witnessed a massive shift. Nearly all nations implemented containment measures to stop the COVID-19 virus' spread, including travel restrictions, border closures, bans on public gatherings, full or partial quarantines, confinement, and physical distance. Business completely ceasing for months, followed by a slow, inconsistent recovery, has had a significant impact on both businesses and society. In fact, because of this unusual situation, new action, preventative, and safety measures have been adopted in the former, speeding current industry trends and bringing about long-lasting improvements. Despite this, the industry has shown incredible resiliency, and economies around the world are recovering, and the industry is again flourishing as demand for international tourism and hospitality is once more on the rise. This phase of transition is anticipated to last through 2022 and 2023, with demographic and technological changes, as well as the adjustment to a post-pandemic new normal, all playing significant roles.

A growing body of research is focusing on how the tourism and hospitality industry is changing direction, expanding, and adapting and coming back stronger than ever, turning all challenges into opportunities. The industry is currently experiencing a significant period of transition and opportunity, and will have many prospects for growth. The future of the industry is promising and upbeat, even though new trends and patterns are defining it. Long-term forecasts do not indicate a decline in hospitality and tourism demand and it should be included in any nation's economy. Players in the industry will therefore need to change in order to better meet environmental and consumer concerns. By incorporating new travel trends into its ecosystem and making them more accessible to the general public, the hospitality and tourism industry is evolving into the future.

Some present and potential future developments in the tourism and hospitality industry are already observable. As trends come and go, every person, every group, every organization, and every workplace experience evolves over time; likewise with the trends and developments in the tourism and hospitality industry. In light of this, trends in the tourism and hospitality industry include modifications in consumer behavior, fresh approaches to delivering tourism and hospitality services, or a general push to incorporate new technologies.



Businesses in the industry are being forced by changes to move beyond brand identity and widen and deepen their interactions with stakeholders. Customers will begin to return as countries reopen their borders and businesses learn vital lessons that will equip them for the future. The travel experience will change as customer expectations change, and businesses realize the potential of technology, as well as the benefits of sustainability and ecologically friendly designs. In order to stem the losses, businesses in the industry are developing fresh and distinctive strategies to draw tourists and travelers from around the globe, and are prioritizing the health and safety of their customers in the new normal, and to help them plan ahead, they have implemented straightforward no-questions-asked refund and cancellation policies.

The competitive environment of the global tourism and hospitality industry should be the primary focus of future research in order to provide innovative, new business solutions that will help business stay on top of emerging trends and provide implications for continuous, long-term growth by investigating the most recent developments in the industry. Scholars in the area should cover every aspect and opportunity, from marketing initiatives and hospitality procedures, to utilizing latest technology and international events reactions, and reaching target demographics while getting messages across. Research should investigate both the opportunities of following current trends in the industry and the detrimental effects of not implementing the advancements. Drawbacks of failing to stay up with the most recent developments in the industry and the associated risks and threats need also to be studied.

The rising use of machine learning and AI in customer service is a trend that has emerged as a result of the development of technologies such as artificial intelligence. In the meantime, virtual reality technological advancements have altered how many tourism and hospitality business promote their goods and services. Future research is required to close this gap in order to address the consumers' shifting priorities. Similar to this, businesses now give eco-friendly solutions top priority due to concerns about climate change. Staycations, contactless technology use, and hygiene standards are all contemporary trends that need to be researched.

This issue in specific covers several of the above discussed trends and advancements in the industry.

- Magdy A. et al. looked at how various forms of guest misbehavior affected the emotional aspects of hotel staff members. The study shed light on some of the most significant psychological elements that describe how employees feel internally when confronted with inappropriate behavior from visitors.
- El Assar H. et al. define "Smart Cities" despite its popularity to avoid any misunderstandings. This paper seeks to define the term "smart" in relation to cities. Additionally, it highlights the essential qualities and elements that make up a smart



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city by demonstrating how we may characterize a particular city as smart by referring to existing strategies for making cities smart.

- Nassar M. and Fouad A. explore the impact of 3D printed food characteristics on the Value-Attitude-Behavioral model in Egyptian restaurants. Four 3D printed food characteristics are being taken into account in this research. Future developments in the food and beverage industry could be dealt with by taking into consideration additional factors.
- Hassan H. et al., investigated consumers' acceptance of and intention to utilize SST in Egypt's five-star hotels. The current study therefore focused on four SST-related issues: technology readiness (innovativeness, optimism, discomfort, and insecurity), technology features (responsiveness and smartness), and customers' intention to utilize SST.
- Fathy E. researched how the transformational leadership style affected organizational commitment and job satisfaction. It was suggested that front office staff members' satisfaction and organizational commitment were strongly predicted by transformational leadership style.

Pharos International Journal of Tourism and Hospitality is intended to serve as a medium for publishing empirical and conceptual research that will enable academics and practitioners to present their ideas and opinions and provide scholars in the field access to the most recent information on industry trends and developments.

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