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What Will Tourism's Rebirth Look Like?

Travel Weekly's April 19 feature story pondered the idea that the tourism industry would sharpen its post-Covid focus on sustainability. The story states: "Indeed, more than a year into the pandemic, it appears the Covid-19 shutdown of most international travel has advanced a number of sustainability initiatives."

"The formation last July of the Future of Tourism Coalition underscores the agreement among players across the industry to work more closely together on redefining tourism's future. What started with just 12 signatories is now an amalgam of more than 100 companies, destinations, academics and policymakers from around the globe." The story continues.

The ideas of conservation and sustainability in the tourism industry have been around a long time of course. But the pause of the pandemic has allowed the industry to take a collective step back and assess the world around it. One long-term proponent of conservation has his own ideas. "As things get back to normal, we have the opportunity to become a better, more thoughtful industry," says Steve Lindblad, founder of Lindblad Expeditions. "We need to find creative ways to engage and address these issues."

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What Will Tourism's Rebirth Look Like?

How we can forge a better, more sustainable future

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WHAT WILL TOURISM'S REBIRTH LOOK LIKE?

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