

## Sustainability In Tourism And Hospitality: Trends And Challenges

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### Abstract

Tourism and hospitality are increasingly recognized as one of the main impulses of economy, both in the European context and worldwide. The concept of sustainability has been widely debated socially and in the context of scientific research for the past two decades. When applied to the hospitality sector, investigation towards this topic is more recent and raises several issues that can be seen as challenges but also as sources of competitive advantage. In this article we seek to explore the concept of sustainability in the context of hospitality, making a theoretical review of the main lines of research and launching clues to those that may be the future lines of investigation in this context. The digital world has come to challenge companies, approaching everyone everywhere. Challenges that extend to all levels, not only economic, but also at a relational level, since the relationships themselves, and the way in which people relate and behave, have also undergone modifications. Two examples (best practices) of sustainability in communication will be presented, in specific contexts of hospitality and tourism (in Portugal). This research presents contributions to sustainability, tourism, hospitality and communication. At the end, guidelines for the future will be presented.

**Keywords:** Tourism, Hospitality, Sustainability, Communication, Trends

### Introduction

Sustainability is a topic that is currently being discussed and constantly adapting, since it is related not only to an ecologically correct posture and strategy, but also economically viable and socially equitable. On the other hand, it is also a very complex concept, as it serves a set of interdependent variables, from the most diverse fields and disciplines, such as cultural, business, geographic sustainability, among others, which leads to the emergence of different interpretations about this. According to Hawken (2007) sustainability "is about stabilizing the currently disruptive relationship between earth's two most complex systems - human culture and the living world. The interrelation between these two systems marks every person's existence and is responsible for the rise and fall of every civilization" (Hawken, 2007, p.172). One of the theories on which the concept of sustainability rests relates to those who are its pillars of action, on which the concept rests. As previously mentioned, sustainability bases its action

on three aspects: economic, social and environmental, which are the so-called pillars of sustainability as it seeks economic prosperity, environmental quality and social integrity.

Therefore, the importance given by the media to the theme of ecology, sustainability has led to a growing concern among the population. This concern leads to greater environmental awareness, which ends up influencing the purchase, that is, they verify whether a product is ecological and sustainable. Consequently, companies need to act immediately to respond to this demand, which can use this factor as being differentiating and competitive. In this sense, Peneda de Oliveira and Sousa (2019) refers that communication professionals increasingly feel the challenge of integrating messages focused on corporate responsibility in their communication strategies, in a serious and creative way. New forms of communication have been modified and developed, in a world where information is made available in record time, it is important to know how to communicate and how to do it in a transparent perspective (Malheiro et al., 2019). Thus, the following sections will present a theoretical framework on the theme of sustainability and its relationship with current trends in online communication. Two (Portuguese) examples that illustrate the concern with sustainability (particularly in combating the new coronavirus in tourism and hospitality) will be presented and discussed.

### **Theoretical Background: sustainability and communication trends**

Sustainability does not only comprise environmental issues, an idea that is in some way rooted, being much more comprehensive. This seeks that economic development occurs in coherence with environmental preservation and that allows the eradication of world poverty, based on a set of measures that respect nature and society. The tourism industry has the capacity to generate the movement of millions of people and, consequently, contribute to the entry of thousands of foreign currency in tourist destinations, which enable its development. However, uncontrolled growth in tourism can also cause serious damage, such as environmental and cultural degradation, the destruction of fragile ecosystems, the appearance of pollution, the generation of conflicts between tourists and the local population, overcrowding in receiving communities, among others (Hopkins, 2005). And it is due to these harms caused, and also for global well-being, that tourism must adopt sustainable measures, which will act as conservation tools and allow, for example, the preservation of important natural areas and wildlife, as well as as well as archaeological and historical sites; more efficient management of resources; improving the well-being of the community, through local investments and concern for its long-term sustainability, among others (Verbeke, 2000).

As previously mentioned, the concept of sustainability is based on three pillars: economic, environmental and social sustainability, which are considered fundamental for its development. In this way, three pillars were also defined for sustainable tourism, in order to demonstrate exactly to the tourist agents and other stakeholders what is intended with its practice. Regarding the economic pillar, tourism being an important activity that energizes the local economy, its main objective is to ensure the sustainability of operations in the long term and not its immediate profitability. In addition, it must contribute to the creation of new jobs, to the increase of income entry, both at national and local level, and above all to the equitable distribution of wealth, for example, by investing in less tourist destinations, favored, under development or not yet developed (Hopkins, 2005). The environmental pillar seeks preservation and respect for natural resources, since tourism affects and depends equally on them for the success of its activity. Thus, tourism needs to encourage the protection and conservation of these same resources and make tourists aware of the value they have, demonstrating that they are unique and that it is necessary to ensure their integrity for future generations (Moniz, 2009). Finally, the social pillar is dedicated to the conservation of the communities' cultural and historical heritage. It is essential for tourism to maintain the authenticity of these values and local customs, as it is also here that the attractiveness of various tourist destinations resides.

For instance, ecotourism is going to continue to expand and grow in importance as it is an essential strategy for the global plan of sustainable development. It has its base on the fundamental principles of sustainable tourism, integrating itself in the own development of this type of tourism as it is a

sustainable development tool that offers long-term social, environmental and economic benefits and given the proper priority in the economic development of the country (Hawkins and Lamoureux, 2001).

Thus, the latter must, for example, foster respect for local religion or culture, invest in the development of trade in local symbols, appeal to tourists for their responsible behavior, among others (Hopkins, 2005). In conclusion, it can be said that tourism is considered as one of the main agents responsible for major transformations that occur on a global scale, such as, for example, the emergence of new forms of displacement and new technologies, the transmission of cultural values, among others. But today the new challenge is the congruent integration of these three pillars, in order to be able to assist economic development, improve the quality of life of tourists and local communities and protect the environment and cultural heritage, all simultaneously. To carry out a sustainable tourism policy, stakeholders play an important role, since they both influence and are influenced by the activity of other tourist organizations, and their interrelationship is essential for the inclusion of sustainability in tourism. One of the sectors of tourism where this issue has been gaining relevance is hospitality. Legal motivations, market pressure, the sophistication of an increasingly infamous consumer and oriented towards sustainability issues have led companies in the sector to develop an increasing number of sustainability policies. In turn, marketing has proved to be an important tool for organizations in the struggle for this goal, which seek to associate the concept of sustainability with the brand it represents. Thus, sustainable marketing emerges, which uses traditional marketing methods in an attempt to assess the behavior of its potential customers, and to design a sustainable product that is suitable for them (Sloan, Legrand & Chen, 2009). It is in this sense that the following literature review seeks to systematize the conceptualization of sustainability in this context. In the end, the lines of action and challenges that the sector faces in this field will be identified and that may constitute a threat to its survival or an opportunity for the acquisition of competitive advantages.

### ***Towards a comprehension of sustainability in tourism and hospitality***

Tourism is increasingly recognized as one of the main impulses of economy, both in the European context and worldwide (Ferreira & Sousa, 2020). As a consequence of this expansion comes economic growth, increases in employment levels, social progress and the protection of natural resources when used with moderation (Pinto da Silva et al., 2019). Therefore, it is imperative in sustainable development to promote the satisfaction of the basic needs of the host community, favouring access to all opportunities that promote the well-being of society and facilitate its aspirations to a better life, without compromising coming generations (UN, 1987). So, sustainability should have a long-term perspective, avoiding the overexploitation of natural resources. At this point, we seek to address the way in which literature has focused on the theme of sustainability in the hotel industry, making reference to the measures that can be adopted by tourism agents to have a more sustainable enterprise. In addition, the competitive advantages arising from sustainable practices will be addressed, as well as some initiatives already put into practice to establish sustainability in this area. In hospitality industry where competition is increasing every day, it is necessary to create brand-new services or offer renowned services via diversified ways, to step forward from competitors. In this regard, it is important for companies to ensure that every innovative service should be sustainable (Ozturkoglu, Fari, & Saygili, 2019). In a recent investigation, Nair e Choudhary (2018), point out a set of social dimensions on which the concept of sustainability in hotels rests. The focal area of this research is 'social sustainability' and it comprises several aspects such as: social equity, liveability, health equity, community development, social capital, human rights, labour rights, place making, social responsibility, social justice, cultural competence, community resilience, and human adaptation as referred to the hospitality industry (James et al., 2015).

The hotel industry is considered as one of the main industries that has a negative influence on the environment, since it produces about 1 kg of waste, per night and per person, and around 180 kg of carbon (CO<sub>2</sub>), for each square meter quarter and a year. It also has a high water consumption, which averages 320 liters, per night and per person, among others (Sloan et. Al., 2009). In this way, the hotel industry has a great responsibility in adopting sustainable policies, which not only respect the environment but also promote the economy and social equity. On the other hand, it also has a greater financial capacity, than local commerce, for example, which allows it to invest in more sustainable

equipment and solutions. The strategies mentioned here are just a few examples of policies carried out by the hotel units, and there is room for the development of many others. It is up to the management of each hotel to identify the points where it is possible to improve its sustainability policy.

<b>Sustainability policies in hospitality</b>	<b>Examples of good practice</b>	<b>Authors</b>
Energy efficiency	Energy efficiency, type of construction, roof, lighting, air conditioning, electrical equipment	Sloan et. al. (2009); Werner (2006)
Waste management	Reduce the amount of packaging, choose environmentally friendly materials, promote good waste treatment, Choose reusable equipment over disposable equipment, use of recyclable batteries, donate food surplus	Sloan et. al. (2009); Werner (2006)
Water management	Efficiently designed distribution system that is preserved without failures or water leaks, choice of washing machines with less water consumption per cycle, use of rainwater, reuse of water, placement of flow control valves, or with aerators water, which introduce air into the water flow and reduce water consumption,	Sloan et. al. (2009); Werner (2006), Green (2010)
Hotels Eco design	Preservation of the surrounding natural and built environment, in order to integrate into the environment and not damage the predominant architectural feature, requalify degraded areas, encourage heritage conservation and even serve as a driving force for the local economy, using the sun as a natural source of light and heat, choice of materials that absorb, store and release heat have a high thermal mass and function as temperature regulators	Werner (2006), Ozturkoglu, Y., Fari, F. & Saygili, E. (2019).
Food and beverage management	Choice of local, safe, organic, seasonal foods, choice of organic wine	Oosterveer & Sonnenfeld (2012), Ozturkoglu, Y., Fari, F. & Saygili, E. (2019).
Efficient kitchen	Choosing the layout, the equipment you use and the actions of your employees.	Sloan et. al. (2009); Werner (2006)
Tourists' Awareness	Sensibilização dos turistas, promoção de comportamentos responsáveis	Belz e Peattie (2012); Sloan, Legrand & Chen, 2009; (Verbeke, 2000), Modica, L.A., Farmaki, A., Gursoy, D. & Zenga, M. (2020).

### ***Energy Efficiency***

This policy starts to be designed from the initial planning phase of the hotel project, since there are several aspects that can only be implemented in the construction phase. However, there are still several actions that can contribute to improving energy efficiency in the course of day-to-day activities, such as, for example, the purchase of high energy efficiency equipment or the appropriate choice of air conditioning parameters. Thus, the combination of these two factors, associated with a choice of mostly renewable energy sources, will maximize the overall sustainability of the building in the long term.

### ***Waste Management***

As mentioned above, the hotel industry is an industry that produces a large amount of waste, and as such it is essential to have a good management of it. Any industry concerned with the management of its waste must implement the policies known as the rules of the 3 R's, that is, reduce, reuse and recycle (Sloan et. Al., 2009). The reduce rule expresses the need to choose resources that minimize its impact on the environment and use only the minimum amount necessary for the hotel's operation, eliminating any expense that is not necessary. The reuse rule means that, whenever something is liable to be reused, once or several times, before being disposed of as garbage, it must be reused. The third rule, recycling, which is currently much debated, implies a differentiation between the different types of waste, so that it can be reused or correctly disposed of (Sloan et. Al., 2009). Good waste management, in addition to a better image, can also bring an additional economic advantage to the hotel, either through the savings obtained by eliminating waste, as well as gains obtained through the sale of used oils.

### ***Water Management***

The management of water consumption in hotels is a sensitive topic since restrictions on consumption could result in dissatisfied customers, but on the other hand water is a limited asset and as such should not be wasted. Although more than half of the water consumed in a hotel comes from the rooms, there is also a large amount that is used in the rest of the hotel's activities, such as the kitchen, laundry and common areas. Webster (Sloan et. Al., 2009) warns of the fact that any measure of water saving should not negatively affect neither the comfort of guests, nor the cleanliness and hygiene of the hotel. However, there are several measures that can be implemented and that contribute to reducing the consumption of this resource, without however neglecting the well-being of guests or the hygiene and general cleanliness of the hotel. There are measures that are more conventional and easy to implement, but also more innovative and complex concepts, among which measures can be highlighted (Green, 2010):

Guests can use the same towel and sheets for more than one day, if they are in good condition for use, in order to reduce the consumption of water used for washing. Thus, it is up to the hotel to raise awareness of this fact, and the vast majority choose to put a pamphlet in the room to explain this situation, and to ask the customer to place towels and sheets on the floor when they want them to be changed. However, in more luxurious hotels, this measure may not be well accepted. In addition to these measures, it is necessary to raise awareness and train all hotel employees, in order to also guarantee water savings in the normal day-to-day activities of the hotel. Thus, since water is an indispensable resource for man's survival and is disappearing due to its misuse, it is crucial to quickly adopt measures and attitudes that reduce its consumption. Thus, since the hotel industry is a sector that has a high consumption of water, it is of utmost importance that it also practices actions that allow the sustainability of water, having at its disposal a series of equipment and ways to achieve this. .

### ***Hotels Eco Design***

During the construction phase of a hotel and throughout its life cycle, there are several factors with a negative effect on the environment, such as the consumption of water, energy and fossil fuels, as well as emissions to the environment. However, due to technological advances and greater environmental awareness, it is possible to significantly reduce CO2 emissions and the environmental impact of building a hotel, through sustainable design or eco design. During the projection period of the hotel, it must take into account the preservation of the surrounding natural and built environment, in order to integrate into the environment and not harm the predominant architectural feature. In addition, depending on the construction site, the hotel will be able to requalify degraded areas, encourage heritage conservation and even serve as a driver for the local economy.

materials from local and environmentally responsible suppliers. To conclude, it can be said that the hotel sector has every interest in resorting to sustainable construction because it contributes to a better image of the hotel and, at the same time, it is economically advantageous. Therefore, despite requiring a larger initial investment, the option for this type of construction is largely offset by the higher

profitability in the medium and long term, in addition to increasing the life cycle of the building itself and reducing the investment risk.

### ***Food and Beverage Management***

More and more people are aware that the use and production of sustainable food and beverages also contribute significantly to global sustainability, with the hotel industry being an important driver due to the numerous meals it serves over a year. In this way, the author Walker (2012), defines sustainable food and drinks as the use of local products, since this way companies are able to reduce transport costs and contribute to the local economy. They must also pay attention to the entire production process, in order to guarantee their energy efficiency and a low CO<sub>2</sub> emission. However, Sloan et. al. (2009) complements his definition with the fact that sustainable food production must necessarily respect natural resources, that is, it cannot consume these resources in an exacerbated way and that jeopardizes its regeneration time. The author even classifies sustainable foods and drinks as those that: are healthy and nutritious for consumers; provide a hygienic and safe environment for their producers and retailers; respect the limits of environmental resources and the safety and health of animals; and support for the local economy and culture, through the use of products and raw materials from the community where they operate.

### ***Efficient Kitchen***

In a hotel, the kitchen is considered to be one of the areas that expends the most energy, this is due to the fact that, for the most part, there is an energy inefficiency in the process of preparing food or in the storage equipment. However, this consumption can be reduced to a third, through the installation of efficient energy equipment and the correct training of employees, for example (Sloan et. Al., 2009). In this way, we can say that there are three main ways to ensure energy efficiency in a kitchen: through its layout, the equipment it uses and the actions of its employees.

### ***Tourists' Awareness***

There are several hotels that go further than achieving their energy efficiency to be considered sustainable, they also seek to attract the attention of tourists to the central need to adopt sustainable practices and attitudes. In this way, several initiatives started to emerge organized by hotels that seek exactly this awareness among tourists (UNEP & UNWTO, 2005). One of these initiatives consists of organizing guided tours around the hotel's surrounding space, in order to involve guests in the local community and the environment and to demonstrate the importance of preserving its cultural and natural traits (Lockyer, 2007). On the other hand, the organization of social events that support certain causes or charities, is a very sensitizing and wide-ranging action, since through the media they can easily spread the message and capture the attention of consumers, as for example, donate funds resulting from a particular event. But there are still small actions that can be developed by a hotel in the course of its activity that contribute to sensitize tourists, for example, through the placement of pamphlets in the rooms or in the various spaces of the hotel, that inform them about the sustainable activities that the hotel develops and the benefits they produce, in order to demonstrate its contribution to a better world and to encourage tourists to do the same (Lockyer, 2007). Thus, it can be seen that the sustainable initiatives carried out by the hotels are beginning to appear, although in small numbers, and that they have come to understand the need for their realization, as they are a sector that has direct contact with tourists and is easily manage to influence them.

According to Jackson (2006), consumers are the crucial element to achieve sustainable consumption, which the author defines as the use of products and services that satisfy the basic needs of society and provide him with a better quality of life, but at the same time, that minimize the use of natural resources, toxic materials, waste production and pollutants. That is, if consumers adopt sustainable habits, these attitudes will influence companies to create equally sustainable products and even acquire a similar attitude (Sloan et. Al., 2009).

On the other hand, practicing sustainable consumption also implies that each member of society carries out activities that contribute to this, namely the reduction of energy, water and waste consumption; the recycling; the use of public transport to replace private ones; consumption of local food; support for environmental protection projects; among others (Sloan et. al., 2009). However, there are a number of motivations that lead consumers to practice sustainable consumption that can be divided into four dimensions: personal well-being, ecology, ethics and lifestyle. To conclude, it is important to note that all consumers should seek to reflect on their consumption habits, in order not only to purchase sustainable products and services, but also to bring sustainability into their homes (Belz & Peattie, 2012).

### ***Sustainability as a Competitive Advantage***

Unfortunately, today, there are still many managers who only consider the initial investment of a venture, without checking other options that can become much more profitable in the long run, which is what happens with sustainability. A large part of the previously mentioned sustainable policies have a high acquisition value or require greater sensitivity on the part of managers, but in the long run, they are able to produce more benefits and even become a competitive advantage. Thus, according to Matias and Sardinha (2008), the adoption of sustainable measures generates mainly two advantages: cost reduction and differentiation in relation to the competition. Cost reduction is achieved through lower water consumption, more efficient management of energy and waste, among others, that is, through the reduction of waste and consumption. Differentiation occurs because, once the company offers a product or service considered “environmentally friendly” or contributes to the improvement of society's quality of life, it will stand out from the rest. In addition, this differentiation will contribute to a better reputation and, consequently, to a greater adhesion and loyalty of tourists, who are increasingly aware of the role of companies as social agents (Matias & Sardinha, 2008).

The fact that a new market segment has emerged, concerned with environmental and social issues, enhances new opportunities for the development of products and services, and, for this, companies must take full advantage of technological advances, which increasingly offers sustainable solutions. On the other hand, companies must also respect government regulations regarding environmental obligations, not only in order to subsequently avoid the cost of penalties, but in order to demonstrate their contribution to a modern and sustainable society. In short, it can be said that the competitive advantages arising from the practice of a sustainable activity result from the application of a set of measures, which require constant updating and adaptation to the new needs that arise.

### **Communicating with sustainability: best practices**

#### ***“Haverá Tempo” - Turismo do Centro de Portugal***

Turismo de Centro de Portugal launched, in March 2020, the “Haverá Tempo” campaign, called on the Portuguese to stay at home to contain the spread of Covid-19 and guaranteed that the region will be prepared to receive visitors after the pandemic. With this campaign, and according to the president of the Regional Tourism Entity of the Center of Portugal, he joined the enormous effort of the country in raising awareness and creating hope (figure 1).



**Figure 1: “There will be time” campaign**

Source: Turismo do Centro de Portugal (2020)

The campaign had as main platforms a video and images on social networks, accompanied by the hashtag #haveratempo, among others. The reaction, on the part of the public and followers, was quite positive, namely with regard to comments, reactions and shares through the social network Facebook. Analyzing the campaign promoted by Turismo do Centro de Portugal, it appears that the text of the promotional video states that “These are times like the ones we live in that force us to stop and then start again. Times that take away our freedom, but that also make us believe. Believe that we can, that we will win. There will be time to give wings to our dreams again, to embrace those we love, to smile without shadows”. The video opens with the image of a person wearing a protective mask and follows some of the biggest tourist attractions in the region. “There will be time to start over, to travel, to run, to fly. Feel and vibrate again, with the wind, the sun, the rain. There will be time to sail and to be together again. Until then, we'll stay home. And as a whole, one, we will win”. It should also be noted that under its Contingency Plan to deal with the outbreak, Turismo do Centro created a “sample” of 1,030 tourist spots, hotels, restaurants and attractions that it closely monitors. The objective was to follow the evolution of the pandemic, assess its impact on the sector almost at a minute and help find solutions.

### ***“Estabelecimento Clean & Safe”***

Turismo de Portugal will recognize companies in the Tourism sector that comply with the recommendations of the Directorate-General for Health to avoid contamination of spaces with SARS-CoV-2 (new coronavirus). Tourist Enterprises, Tourist Animation Companies and Travel and Tourism Agencies wishing to obtain the “Clean & Safe Establishment” seal must comply with the set of provisions contained in the «Declaration of Commitment» that will be available on the digital platforms of Turismo de Portugal concerning the registration of tourist companies: National Register of Tourist Enterprises (RNET), National Register of Tourist Entertainment (RNAT) or National Register of Travel and Tourism Agencies (RNAVT).



**Figure 2: “Estabelecimento Clean & Safe”**

*Source: Turismo de Portugal (2020)*

Only after companies have submitted the Declaration of Commitment on the aforementioned platforms, do they have the possibility to use the seal in question, either in their physical facilities, or in the channels and platforms for disclosure and sale. This measure, articulated with the Confederation of Tourism of Portugal (CTP) and with contributions from other associations in the sector, seeks to sensitize enterprises to the minimum procedures to be adopted and encourage the recovery of the tourism sector at national and international level, reinforcing confidence of everyone in the destination



Portugal and its tourist resources. The search for sustainability is thus operationalized through this Portuguese measure.

## Final Considerations and Future Research

There is also a focus is also on the rising importance of a cared for destination image, vital for the success of every hotel unit in the different types of tourism, special relevance given to sustainable tourism. As previously mentioned, the tourism industry has the capacity to generate the movement of millions of people and, consequently, contribute to the entry of thousands of currencies in tourist destinations, which enable their development. However, uncontrolled growth in tourism can also cause serious damage, such as environmental and cultural degradation, the destruction of fragile ecosystems, the appearance of pollution, the generation of conflicts between tourists and the local population, overcrowding in receiving communities, among others (Hopkins, 2005). And it is due to these harms caused, and also for global well-being, that tourism must adopt sustainable measures, which will act as conservation tools and allow, for example, the preservation of important natural areas and wildlife, as well as as well as archaeological and historical sites; more efficient management of resources; improving the well-being of the community, through local investments and concern for its long-term sustainability; among others (Verbeke, 2000). But to carry out sustainable tourism, stakeholders play an important role, as they both influence and are influenced by the activity of other tourist organizations, and their interrelationship is essential for the inclusion of sustainability in tourism.

The current situation of tourism on a world scale brings the issue of sustainability to an even greater extent. At first sight, one might think that this has become the last concern of accommodation units that are struggling these days for survival. This study highlights the role of digital communication in changing consumer behavior in specific tourist and territorial marketing contexts. In this sense, the communication strategy used by Turismo do Centro de Portugal and by the Azores Tourism Association, reveals quite satisfactory results. The institutional communication strategy is strongly focused on social networks, in an attempt to capture the public's attention (domestic and foreign) and to convey the idea that "everything will be fine" in a "post-pandemic" scenario and that we will all have time to travel and to get to know the Portuguese tourist destination. In the present study, some real examples associated with the reaction to the new coronavirus were illustrated. The results show that online communication facilitated the interaction between the citizen / tourist and the brands, an aspect that is assumed to be very important in a context where the key is to inform, advise and prevent. The strengthening of the population's ties with tourism entities, a consequence of the messages used in the online context and the digital communication that was present on social networks. Consumers, tourists, visitors and the different generations (who also use social media more) like and appreciate the institution's type of communicational approach. This audience seems to be better able to understand the meanings of messages from publications and to understand that there is preventive work. The main focus of this initiative is to remember the importance of social detachment and "knowing how to wait" so that (in the future) everyone can again travel and spend their holidays in the tourist destination Portugal. Future studies should move towards corroborating the conclusions evidenced here, and it is recommended to use the quantitative methodology (ie questionnaire with consumers) in order to establish causal relationships between consumer behavior variables (and their relationship with the consumer). socially responsible marketing in tourism contexts). In an interdisciplinary perspective, the present study presents contributions to the area of marketing (digital communication) and tourism (with reaction to the covid-19 pandemic).

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