



FUTURE TRENDS IN TOURISM AND HOSPITALITY SECTOR AFTER COVID-19

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Abstract

Several current and forthcoming developments have an impact on the tourist & hospitality industries as a result of COVID-19, which are identified in this article. The development of new technologies that increase competition, the aging of the population, which directly affects travel demand, and the relationship between value and price. Hoteliers are advised to carefully evaluate current and future trends and make the appropriate adjustments, invest in excellent services and the sustainability of their properties, and make use of new technology and social media.

Rationale of the Study

The hotel and tourism industry has been challenging since the Covid pandemic breakout two years ago. Due to Covid-19, the tourism and hospitality industry have suffered the most as compared to any other industry. This study aims to provide future trends in the tourism and hospitality industry that may be effective for recovering from the last two years of recession in this field.

Introduction

Global health and economic difficulties have arisen as a result of the devastating illness COVID-19, which has caused enormous financial losses (Anderson et al., 2020). The pandemics have a negative influence on tourists' actions and mental health (Aman, J., et al., 2019). Tourism and industry are significant contributions to a leading sector in employment generation, social, and economic development, and considerable cultural development (McCabe and Qiao, 2020). The tourism sector is a major contributor to the GDP of several towns, provinces, and nations. The tourism and hospitality industry is critical to economic growth for individuals and it also has also evolved as being one of the country's economic most vulnerable sectors (Ma et al., 2020). This business is typically the worst afflicted by a wide range of diseases, such as epidemics, flu viruses, and worldwide epidemics. The 1997 and 2008

world economic crises, the SARS epidemic in 2003, and various social uprisings, and disasters are only a few instances of "black swan" catastrophic crisis occurrences which have had a huge negative influence on the tourism industry (Lee and Chen, 2021).

The objective of the Study

1. To find out the new trends in the tourism and hospitality sector after the Covid-19 outbreak.
2. To suggest measures for the tourism and hospitality sector to operate successfully after covid 19 outbreak.

Research Methodology

This study is purely based on secondary data. The research is based on previously published papers, news stories, a literature review, and articles regarding the topics. The focus of the research is to gather information regarding ways to deal with COVID-19's issues in the tourism and hospitality sectors.

Review Literature

The travel industry provides a major contribution to corporate operations thus, in turn, to the global economy. The tourism and hospitality industry contributes meaningfully to the regional GDP of the travel nation (Wondirad et al., 2021). The favourable benefits of foreign visitors' arrivals on local people's cultural, social, and economic growth are powerfully felt by communities as a result of inbound travel & leisure activities

(Jordan et al., 2021). The current Covid-19 epidemic has interrupted economic activity throughout the world and it also had a considerable bad effect on the growth of the tourism and hospitality industry both internationally and in the part of the region (Jelilov et al., 2020). All major industries have been impacted by the spread of the worst viral illness, which has also lowered consumer and visitor satisfaction levels. Exact projections based on conventional techniques are necessary for economic operations and commercial services. Dealing with international crises could be obsolete and unproductive (Yu et al., 2020)

Results

Trends in themselves include talking about them, making predictions about them, and attempting to anticipate the future. The tourism and hospitality sectors' future is a hot issue, and there may be a variety of success factors. That include, emerging customer behaviors, technological advances, and the new business ideas that are primarily driven by the first two variables are what the tourism sector or hospitality trends look at. However, there are times when things go wrong. Without a sure, a lot will change in the hotel industry within the next 5 to ten years, but we don't expect the core principles of hospitality to change. In reality, they will most likely become far more significant.

Future trends in the tourism industry

Domestic Holidays

The restrictions on overseas travel and the unease around airplanes and airports will cause tourism to concentrate on the domestic markets. Most people will attempt to discover undiscovered attractions inside their own country's boundaries, go to remote mountain getaways, or spend a few days soaking up the natural beauty of national parks.

A Trip to a Neighbouring Country

Even if they feel they want to travel overseas, people are much more likely to first explore their country's closest neighbors before moving on to regions and ultimately continents once long-haul overseas travel resumes. This, too, will be a slow process, with each country having its own set of quarantine and immigration restrictions.

Increased Travel by the Newer Generations

In recent years, it has become clear that retirees all over the world are making the most of their free time by traveling extensively and discovering exotic locales. The worry that elderly people are more vulnerable to the virus might severely dampen their newly acquired freedom. Younger travelers in the 18–35 age range, who seem to be less susceptible to

COVID-19, will be the ones to leave their homes for increased travel in the post–Corona period.

The Growth of Nature Tourism

People will want to spend a few days at a destination surrounded by beautiful flora, away from the crowds and worry of contamination, more than they will want to visit museums and amusement parks.

Micro-Vacations or Short Vacations

Short vacations, sometimes known as micro-holidays, will undoubtedly become increasingly popular. The customary yearly lengthy vacation will be replaced with several shorter visits that are closer to home since it is impossible to do long-distance travels, which typically lasts longer.

Road Trips will become Popular

The idea of a road vacation will spread as more individuals opt to travel in their automobiles rather than using trains or airlines. Particularly on long weekends and during brief holidays, families and children are more inclined to choose drive-outs.

Future trends in the hospitality industry

Hotels with smart facilities

The Internet of Things (IoT) integration is something that intrigues visitors to a place. It provides them with a high degree of productivity and comfort in addition to a feeling of luxury. Since people are beginning to use technology like this in their own homes, there will undoubtedly be an increase in demand for it at hotels.

Sustainable Hotels

As it becomes more obvious that sustainability is a significant concern, society as a whole is becoming much more environmentally sensitive. The way travelers select their hotel is changing as a result of these shifting perspectives. Sustainable hotels prioritize environmentally friendly building practices, energy efficiency, and trash management.

Augmented and virtual realities

The specialized markets for this technology have revolutionized. They are already extremely well-liked in attractions, gaming, and amusement, but they may also be quite helpful to hotel guests. Virtual reality replaces the real environment with visual and audio information by merging several combined into a single virtual characteristic of the actual world. Customers can take digital versions of the property and even specific portions of the site when they want to try it out before purchasing. A hotel may employ augmented reality to give guests information by creating something like interactive version maps.

Shared economy

Although Airbnb generated major disruption in the tourist industry, it did not fully eliminate hotels. Similarly, Uber has not eliminated taxis. Instead, it has contributed to the expansion of the industry, which is always a good thing.

Contactless hospitality services

The market is adopting technology quickly to stay up with the shifting demands of the market. From check-in to check-out, up-selling and cross-sells, menu to in-stay service, everything now is done on the internet with little to no touch with staff. Additionally, several hotels are now using QR codes that visitors may scan with their smartphones to access a virtual concierge and have a completely contactless experience without having to interact with hotel staff in person.

Increased attention on F&B

The pandemic has also given hotel owners chances to make money from several methods. Some of them have started offering food delivery options. Other hotels evolved and started providing chef-at-home services. Hotels that had segmented client datasets in their CRM were also able to market to local visitors based on their unique interests.

Conclusion

The COVID-19 epidemic has had an influence on several tourist and hospitality businesses in sociological, physiological, economic, and cultural ways, and they will be subjected to the negative repercussions for an extended length of time. This conceptual study explains strategic planning, and the potential for the pandemic to reopen the tourism and hospitality field in the near future. This study is to encourage the tourism and hospitality industry in the near future the time of Covid-19 as to what are the precautions they can opt for the running of the business after this outbreak or even during the new outbreaks of this contagious pandemic. Domestic travels, young generation travelers, and road trips are some of the near-future trends that can be very effective for the reopening of the tourism industry. For the hospitality industry Contactless hospitality services, Sustainable Hotels, and Hotels with smart facilities can be new trends in the near future.

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