

## TRENDS IN TOURISM<sup>33</sup>

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### ABSTRACT

This paper researches the newest trends in tourism. The aim is to present the most interesting trends which are specific for a nowadays touristic offer. We are witnesses of significant change in „preferences“ of tourists during last several years. Employers in tourism need to follow needs and desires of people who search for a different kind of leisure if they want to attract them. Incomes developed from tourism are great and they can be measured in billions of dollars. If they want to have benefited from this activity, people who are involved in tourism will have to follow trends and to adapt to tourists instead of search for tourists who would adapt to their needs. Tourists want to spend more time by traveling since they want to pay for their pleasure, health, and benefit. Touristic organizations have a great chance since 33% of tourists plan to spend more money than it was the case for the previous year (Tripadvisor, 2016).

**Keywords:** trends in tourism, touristic destinations, new technologies in tourism

### TRENDS IN TOURISM

What is a trend? The trend is something which is considered as in or popular at a certain moment (Vocabulary, 2016). The second definition of this term, which is closely related to finances is a definition that trend is a general direction in a market. Directions of such kind can be long term and short term (Investopedia, 2016). Generally, the speaking of the trend is related to fashion or culture.

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The trend can be observed in each area. Therefore, this study will observe trends in tourism. Trends in tourism are short term and they “last” for one season or one year (Martin, 2016). The next season can already include totally new trends. Which trends will be active depends on the market, tourists, and tourism agencies. Their constant mutual influence develops trends (Jelinčić, 2016).

Touristic organizations try to be aligned with trends in the market during each season. The reason for that lies in a fact that tourism industry is often followed by “good image for fashion” and share of large amounts of money. Total world income from tourism is close to a number greater than \$10 000 billion.

First of mentioned trends is a share of Chinese tourists – they spend over \$500 billions on travels abroad. Americans spend \$120, Germans \$76, British \$65 billion. Russians have decreased their travel costs for 30% - \$35 billions. Serbia spends \$900 millions (income of \$700 millions), Macedonia spends \$86 millions (income of 190 million). All touristic organizations which are familiar with these data on the market need to align their touristic and technological capacities in order to be competitive and participative in the division of this amount (Zdravković, 2016).

The question is following: What impacts on creating of trends in tourism? However, changes in way of spending of leisure time have strong impact including increased individualization, demographic changes, increased awareness on health (Jonckers, 2005). On the other hand, touristic countries themselves make efforts on creating of trends.

Developed touristic countries do not wait for tourists to tell them what to do. They observe the situation and react by creating new trends and new kinds of offers which will be attractive for tourists. Among numerous trends which will be mentioned in this study, there is the creation of a new kind of tourism which is interesting for many people – Dark tourism. Curiosity and education are reasons of visiting destinations where tremendous tragedies occurred in past times. Such kind of places is concentration camps (Auschwitz, Dachau), prisons (Alcatraz), cemeteries (La Per Lachaise). Even Chernobyl Tour is organized for tourists by the price of \$390 which is not a small amount of money for the Ukrainian people! (Stayinkiev, 2016)

Tourism season lasts for the entire year beside leisure time period. Many destinations live during summer or winter months. They simply do not work during other months. The increasing trend in the world is that tourism season is constant during the year. Only tourism offer is a changeable category. Therefore, training of tourism employees and adaptation of destinations to new tourism contents are needed (UNWTO, 2016; Ec.europa.eu ).

This study exam nowadays trends in tourism and trend which are possible to develop in the near future. One part of the study is dedicated to technological trends which are important in tourism. Transportation is inevitable characteristic regarding touristic travels. Finally, the safety of tourists is jeopardized by terrorism and complex situation in many world regions.

### **METHODOLOGY**

Tourism is one of the rare social activities where the practice had overcome scientific researches. Following of tourism trends is the mostly important for success of this economy. Chances for the success are increased if world trends are followed.

In this paper, the main economic issue of this research was the following: Which most important trends are present nowadays?

The aim of this research was pragmatic – to find and describe most significant and most interesting trends which describe trends in tourism in the best way.

This research includes qualitative features of the phenomenon which were researched. It used bibliographic and methodological notes. The decision was to use secondary resources (work on the literature) present in newer literature and websites related to tourism trends in 2016. Rapid changes in trends demanded use of practical knowledge and experiences of tourism employees from the field. Methodological notes were used because they include ideas of authors and critical opinions.

Collected material was used for overall analysis of problems and issues related to this topic. According to these results, scientific description of external and internal connections among different investigated cases was developed.

This interdisciplinary approach used descriptive analysis in order to form the most realistic view. Descriptive analysis included conclusions, description of events and determining of relations in modern tourism. The induction was used for making of certain conclusions on trends in tourism. It was supposed to be used for prediction and forecasting of further tourism trends. Since secondary data were already prepared for processing, data processing was conducted using descriptive, inferentially and no-reductionist method.

## LITERATURE REVIEW

This part of study presents the most important nowadays trends in tourism

1. Wellness. Stress at working place, family and society issues are increasingly present among people. Also, concerns about losing the job are very stressful including financial crises and terrorism. Due to increasing pressure, complaints on insomnia are increased. Unhealthy food and food from fast food restaurants are often consumed. As a response to stress, body looks for more food which leads to increasing of body weight which is harmful to the organism. These are excellent preconditions for the development of many diseases known as “Modern man diseases”. Use of medicaments and antibiotics is uncontrolled. People feel exhausted and tired. Their energy is lowered to a minimum. They are not able to respond to business demands and daily family obligations.

Wellness tourism promotes health through physical and psychical activities. Therefore, Wellness tourism is often connected with Medical/Health tourism since tourist guest is motivated to take care of his health and life style (Dimon, 2013). The latest trend in tourism is focused on this kind of issues: how to provide detoxication of the organism and prepare the body for further challenges. Wellness offers include controlled diets which are observed by nutritionists, exercises and other physical activities where progress can be followed, mind “restarting” – practices for psychological rehabilitation, nutrition, and consumption of food and drinks which clean organism from all poisons.

Wellness is one of the most perspective parts of tourism which will be in focus during following years. Such kind of tourism offer will not be included only by spa centers. Other tourism offers and village tourism have great possibilities in providing of wellness services.

2. Rejuvenation. Working pressure influences on the fact that time inevitably goes by. People want to feel younger during their leisure time. It is not middle age syndrome. It is a need to forget hard working tasks, city crowds and family issues.

Organizing of such kind of nontraditional tourism includes activities which were reserved only for the youngest tourists. For example, it includes visiting interesting festivals, bicycle riding, birds observing.

3. Ecotourism. Ecotourism is defined as a responsible traveling into areas which preserve the environment, maintain the well-being of local population including education of guests and tourism employees (Ecotourism, 2016). Nowadays, there is an extraordinary interest to preserve the environment and

wild nature. Many people consider cultural understanding as an important factor.

Ecotourism followers want to visit places where people take care on environmental protection and decreasing of nature pollutants (Holde, 2016). These tourism destinations use the wind or solar energy as energy sources. Even transport is organized with vehicles which use ecological clean fuel. Tourists explore these cultures wanting to decrease the influence of tourism and preserve living and cultural environment (so-called sustainable tourism).

4. Sports tourism. Sports tourism is related to travelings which include observing or participating in sports events (Gamon and Robinson, 2003). It is concluded that this industry costs 1000 billions of dollars (10% of total income of tourism). Sport is considered as the most important additional activity. It is increasingly developing and becomes the great industry for many countries. Among all sports, football is the most popular. Also, there are other disciplines such as Olympic games, tournaments, sports meetings.

Each club is followed by an army of their followers which want to support their favorites in every occasion. Also, there is a lot of space for filling of tourism capacities such as hotels and transport companies. However, there are more cities where sports events are organized including additional offers such as city sightseeing, museums, and galleries visits. Also, restaurants, shops, and other objects are also prepared to offer content for such kind of people who often like to travel with their families.

5. „Hipster“ tourism. People are tired of destinations which are commercialized and overcrowded. Sometimes tourists need to have rest from their “classical leisure”. Hipsters want to feel “Hipster” culture such as restaurants, coffee bars, craft workshops. Villages in the countryside are considered as very popular due to their offer: traditional food and drink, domestic products and most ordinary accommodation (Capitalfm, 2016). This kind of tourism is especially combined with visiting large urban centers. Visiting rural parts would be considered as sightseeing in order to meet a new culture and a new way of life of people in these areas. Training of people engaged in this business is needed to develop such kind of tourism (Pavlović, 2016). Such kind of tourism is already developed in Slovenia, Slovakia, and Estonia.

6. Solo traveling. People search for new challenges. They want to experience it on their own. Emphasizing individualism lead to almost 37% millennials (people born near the year 2000) want to travel alone which is for almost 5% larger percentage than the previous period! (Skift, 2016). The reason for solo travelings lies in a fact they want to feel freedom and that travel itself and its organization is simpler for one person rather than for two or more persons.

Beside solo travels, there are Generation travels in which entire families go on collective vacation. It is not surprising since families in developed countries do not have time to spend at home due to their business obligations. Leisure/Vacation is a great opportunity to remake harmony and create family plans for the future.

7. Gastronomic tourism. Gastronomic tourism – it leads to food research (Long, 2004). Food becomes extremely important part of tourism offer. Tourists want to have experience in food preparation on a local level. Also, they seek to visit local wineries, distilleries or farms where meat is dried or cheese or other fairy products are produced. There is increased the number of tourists who want to try themselves in the preparation of food using local recipes. Gastronomic tourism is not limited to one state or region. Each local community has its own culture in food preparation which can be used for tourism purposes. An example of rural tourism in Austria is the best example of the good functioning of Gastronomic tourism.

8. Adventure tourism and development of new skills. Adventure tourism includes research or traveling in distance areas where tourists will experience something unexpected (Stowell and Doyle, 2016). This includes hiking expeditions, walking, bungee jumping, rafting and rock climbing. Tourists increasingly expand their wish list. They want to discover undiscovered unique places in nature, to develop unique memories, do something which they considered as impossible for years, to move their limits. It is interesting that these wishes are not related to moving to other continents. However, many of these offers can be provided to people near their homes.

Tourists want totally different vacation than traditional kind of vacation. Beside their wish to meet other people, they want to learn how to ski, fly with a parachute and to ride cross-motors. Also, they want to learn a new language, culture, customs and other social values.

9. Luxury tourism is impossible to define including the term of rich people. It can include flexible programs where traveling plans are prepared day earlier. Free time is appreciated including the possibility to choose destinations such as castles or visiting of ordinary places such as farms or wineries (Carr, 2016).

Although economic crisis is always present, Luxury tourism is increasing trend during each year. It is very specific kind of tourism where clients are usually rich business people. They consider that time is money and they want an offer which includes luxury, seeing of many places for a short time. It includes unique offers whose content includes visiting of exotic (undiscovered) places and visiting some manifestations where they can be seen (such as Formula 1 races in Monte Carlo).

10. Shopping tourism – it is not a destination which is “shopping paradise”. First of all, those are attractive merchandise centers in big cities with great shopping tradition including numerous shops for shopping of wide range of goods. These goods are modern, they follow trends in fashion, technology or unique style (Moscardo, 2004).

New York includes over 100 millions of visitors per year. Data for the year 2012 explained that over 8 billions of dollars are collected in the shop of cases in NY shops. Over 8 billions of British Pounds are collected in London shops. Also, European cities for a visit include Vienna, Paris, Barcelona. The most popular shopping destinations are Bangkok (15 billions of dollars), Singapore (13,5 billions of dollars; Tokio - 13; Seul - 11; Shangai - 7; Hong Kong - 6,5 billions of dollars (UNWTO, 2016).

The final part of trends review includes several words on tourism destinations which will occupy tourists in the future. Wise people said that the future will come before present leaves.

New tourism offers will be introduced in short time:

1. Travelling using Space Shuttle will represent the unique experience of people in the future. After several unsuccessful NASA attempts (two of five space shuttles collapsed), there is no clear prediction when space shuttle will be able to take people to the universe but the time for that will arrive for sure. Travelers will be able to see the Earth and space from totally different perspective. It will be good chance for all people who like adventures.

2. Underwater traveling. This offer is not something new since there are aquariums in Malesia. They cover the surface of several hectares and it is possible to enter, see and feel the underwater life. Such kind of tourism in the future will be increasingly present for brave adventurers who like diving and underwater flora and fauna.

3. Traveling to forbidden zones such as war or occupation zones includes many destinations like India, Pakistan, Burma, Indonesia, Libya, Burma, Tanzania, Lebanon. These destinations are very interesting for tourists and very dangerous since their government is not able to have total control over conflict situations.

4. Undeveloped countries of Africa and Asia – tourism offer in Angola and Iran are currently obvious.

Among trends related to destinations themselves, technological trends with a great role in touristic offers will be mentioned in the following the text.

Trend presents the fact that touristic offer needs to include more technological innovations (Buhalis, 2016):

1. The first trend is related to smart mobile phones. The introduction of SMART phones and mobile technology had totally changed people’s lives.

Tourism is not excluded from these changes. Development of GPS had facilitated the functioning of people who are adventurers and who want to search unknown and unsearched parts of the planet. It is possible to place applications on cell phones (Trip Advisor, Booking) which are useful for tourists to arrange their moving and booking of accommodation and transport.

2. Wi-Fi. Although people claim that they will turn off their communication tools during their leisure time, it is not the case in real life. Tourists search for quality and fast internet connections which will provide following of business news and connect with their families (Viber). Nowadays, people do not use photo cameras since they have cell phones which develop high-quality images. They “make” images selfies for placing on some of the social networks. Therefore, tourism employees have to consider tourists needs as most important needs. Poor internet connections can be a bad recommendation for a tourism destination. Quality tourism offers include possibilities for guests to have a tablet with applications in their accommodation rooms (Bizit, 2016). Costs for tablets merchandising can be multiply returned if guests have such possibilities provided.

3. Air conditioning in accommodation. There is no serious tourism offer where the use of air conditioning device is not included in the accommodation. The absence of air conditioning devices is not possible for most of the destinations although there are accommodations without air conditioning devices in Montenegro touristic offer.

One of the important elements of the touristic offer is transportation. Also, it includes trends which should facilitate and decrease the price of the touristic offer.

Changes of trends in tourism change their important part – transportation. Great competition among airline transporters led to a significant lowering of prices of airplane transport. There is an increasing number of tourism agencies which incase small fees for airline transport rather than for bus transport. So-called charter flights, cheap flights (Wizz Air, Ryanair, and others) are getting popular and present in all parts of the world. Who could imagine that return ticket to London will be cheaper than bus ticket Belgrade – Skopje or even four times lower than return ticket Belgrade - Ohrid!

Safety always comes first for tourists. Nowadays conditions are not favorable for travelers. Fear of terrorism developed through the entire planet. However, some tourism destinations see their chances in it.

Safety was always important in tourism (Štetić, 2016). Terrorism has a direct influence on tourism and it can be used as a “weapon” against certain countries (Putujsigurno, 2016). The best examples of such situations are

France and Turkey. The tourism visits are nearly 50% lowered during the recent period (Blic, 2016). However, fear of terrorism will not make tourists stay at home. Many of them will change their destinations.

European destinations included a slight increase in a number of tourists. It can be claimed for Croatia, Greece, Malta, Italy, Spain and Portugal. Tourists arrival is also expected for Scandinavian countries, Russia and Iceland. Serbia has changed to have more tourists from Russia. Countries, where tourists do not go recently, are Turkey, Egypt and Tunisia were earlier known as very popular destinations for these areas.

Countries that will have greatest benefits from terrorism are countries of Far East, especially China and Japan. The Extraordinary interesting country is China which attracts increased number of tourists due to their economic stability and order. Regarding safety, interesting countries beside China are Pacific countries including South America (Brazil, Chile, Peru, Argentina, Panama, and Bolivia).

## **DISCUSSION**

Regarding trends in tourism, authors agree that new touristic offers should be included. It is assumed that these offers will be enriched with available technology innovations (Buhalis, 2016).

Globalization had a strong effect on tourism trends. Although obvious economic crisis and safety threats are present, the number of tourists increases in each year. Great market competition created new trends in tourism which should provide the better offer. Gonzolo (2016) as one of leading experts in health and passenger tourism argued that trends increasingly form in the area of health, eco-tourism and adventure tourism. Similar conclusions achieved BBC (2016) using detailed researches. They claimed that tourists want more tourism offers interesting for women, solo passengers, adventurers and tourists who want to enjoy and to experience adventures. Also, ITB Academy (2015/2016) made researches and confirmed that safety is essentially important for tourism. Toress (2016) as recognized tourism expert confirmed claims that technology (especially internet and modern technology) is becoming increasingly important for the creation of tourism destinations. This paper led to knowledge on a popularity of luxurious travels. Economic times (2016) claimed that increased need for luxurious travels despite the crisis. A special place in this paper was dedicated to gastronomic tourism. Famous tourism website [www.treksoft.com](http://www.treksoft.com) (2016) confirmed great interest for such kind of tourism. The interesting fact is that young people are also getting more interested in such kind of tourism.

Beside innovations, tourism employees consider new touristic destinations. There is an agreement that taste and needs of modern tourist are changing and that there is a need to adapt tourism offer to more demanding guests (UNWTO, 2016).

### **LIMITATIONS OF THIS STUDY**

Main limitations of this study arise from the limited literature on this subject. Other data are collected from internet pages related to tourism. Data related to tourism are very changeable so there is a need for someone to constantly follow the information in order to get well informed on trends in this area. The space of this study limited the number of examined trends.

### **CONCLUSIONS AND FUTURE STUDY**

An increased number of new trends during each year provides a conclusion that tourism changes in great speed. Analyzed trends are related to increased need of tourists to have untraditional ways of spending their leisure time and use of modern technological tools in tourism, especially in communication. It is interesting to mention that increased attention is dedicated to solo travelings, offers related to solving of health issues, “resetting” of mind and body. However, there is an interest in Gastronomic tourism which leads to people’s need to meet other cultures and customs. Safety is considered as very important during the selection of destination due to terrorism all around the world.

Trends will be important for creating new products in the area of tourism and it will lead to the need for trained employees of new profiles and the opening of new working places.

The lack of literature in this area of study leads to lack of interest of people employed in tourism regarding the development of this area. It can provide serious consequences. Researches should be aimed at finding answers to questions such as: what is interesting for nowadays tourists, which benefits and technological are needed during their leisure time.

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