

## CURRENT TRENDS IN TOURISM<sup>1</sup>

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### ABSTRACT

Tourism evolved together with the society and industry in order to follow and satisfy the needs of the tourists. The emergence of new technology and the Internet has introduced a number of changes and innovations in the field of tourism. The availability of a vast number of data has exerted influence on the people's interest and their knowledge and experience. This has brought about the appearance of different types of tourism followed by specific trends. Certain types of tourism attract only one group of people, while a combination of them broadens the target group. The new types of tourism and the use of technology and the Internet in it are the topics of this paper. The technology and the Internet are used by the hosts and by the tourists during all phases of travel which indicates their importance.

**KEY WORDS:** new types of tourism, technology, Internet, millennials

### INTRODUCTION

The development of society has brought about the evolution of industry, business, medicine, education, and hospitality industry. Also, it has exerted influence on the preservation of environment. Furthermore, it has increased the awareness of ethical norms, combated racism, promoted gender equality, inspired respect for minority groups, etc.

Tourism, like other industries, has faced a myriad of changes. Some of them have positively reflected on the tourists and hosts, while some have had a negative impact on them.

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<sup>1</sup> Review paper

The term tourism is derived from the English language and means “to travel to and visit various destinations for personal satisfaction” [1]. One can travel for personal reasons or for business and, in each case, one spends limited time there. The hospitality industry has undergone considerable changes in the last few years. New types of tourism have emerged which have introduced new trends in this industry. They have been brought about by the increase in the living standard and the development of technology and society’s awareness.

In order to better understand this paper, it is paramount to define the term “trend”. Trend is a term which has been widely accepted and is present in everyday life. The media shares information about trends in different fields such as fashion, technology, medicine, security, tourism, and cuisine. It can be defined as a change in a condition, output, or process, or a tendency of data points to move in a certain direction over time which differs from their previous states [2].

The new trends in tourism have not been only impacted by positive things (such as the development of society and technology), but also by negative ones (including economic crisis, global warming, climate change, natural disasters, and environmental change). Politics, demographic and social changes have also influenced tourism. This has changed the tourism’s demand and supply, and the dynamics of tourist movements. As a result of this, services and goods have also altered.

Recognizing changes, adjusting to new situations and responding to tourists’ demands is the basis of success in tourism [3].

## METHODOLOGY

This paper used descriptive research method. The research included reading the available literature and internet content. The author reached conclusions due to this material. Furthermore, the paper primarily focused on literature and new research which dealt with tourism in the XXI century, its innovations, changes, and trends.

## NEW TYPES OF TOURISM

Different types of tourism evolved due to the urbanization and the increase in people’s awareness of the importance of travelling in order to gain new experiences and knowledge. Some types were immediately forgotten, while

others remained present in many tourists. Therefore, all tourism types were created by tourists and ultimately accepted by the hosts. The role of a host is to adapt a certain tourism type to the new changes in order to satisfy the needs of the tourists while also keeping the characteristics which separate that type of tourism from others. There are a vast number of tourism types or combinations of several types. The new types of tourism which are present in the XXI century are:

1. Ecotourism was coined by Ceballos-Lascuren[4], who defined it as travelling to relatively unspoilt areas in order to enjoy and appreciate nature and any other cultural features which promotes preservation of environment, has low negative visitor impact, and provides socio-economic involvement of local populations. The aim of ecotourism is to encourage tourists to visit areas which are unique, educate them on environment preservation, and increase the awareness of local population and government about this issue. Ecotourists are interested in ecology because they are knowledgeable about this area and are willing to travel in difficult conditions (hiking, riding a bike, etc). Their aim is to experience something unique and interact with nature. Usually this includes a small group that is ready to be physically active and take on numerous challenges. Their journeys are invariably long and they do not have high standards in relations to accommodations and transport. The destinations they like to visit are filled with unspoilt nature and have not fully developed, while establishments they visit have low negative impact on nature, and use renewable energy, have low standard of comfort than basic hotels, and are build in accordance with the traditional architecture [5].
2. Gastronomy tourism refers to visiting certain destinations which boast their food and drinks. This means that people visit these areas in order to taste their cuisine and try their drinks, learn how to prepare them, and buy books pertaining to the destination and its cuisine. This kind of tourism is closely connected to the tradition and culture of the destinations which has a positive impact on the experience. There are numerous advantages of gastronomy tourism. These include increasing the demand for food and drinks, having good marketing and establishing a traditional brand, creating a tight bond between tourists and hosts, learning and exchanging information between them, and protecting intellectual property. These tourists want to expand their knowledge

about food and drinks, tradition and culture, and local populations. They visit those areas which have unique restaurants, markets, wineries and offer a vast number of activities connected to food[6].

3. Sports tourism means that the tourists are visiting a certain destination in order to participate in a sporting event or visit a sports venue and attend sports events. The tourists can choose to visit sports venues and museums, destinations on which important sports event had occurred or are still occurring. The fans have an important role as they travel to see stadiums of their favorite clubs or support their team. A lot of tourists opt to travel in order to personally experience certain sports such as mountain climbing, skiing, golfing, cycling, surfing, and other extreme sports such as parachuting, paragliding, or scuba diving. The basic motivation is relaxation, recreation, improvement of social life, gaining new information and experiences, and achieving personal satisfaction. It is important to emphasize that the most important part of this tourism are events such as the Olympics, the World Cup, tennis tournaments around the world, etc[7].
4. Adventure tourism entails active participation of the tourist who is questioning his own abilities in order to get a new experience. This tourism type usually includes risk and the tourist has to have control. Those people who choose to try this have adventurous spirit and are driven by excitement, adrenalin, fear, challenge, expedition, risk, conquest, and success, etc. They usually opt for destinations that are not popular among others. Also, those destinations are inaccessible and have events which include adventure. The tourists have to be in a good physical shape in order to face the challenges. This type is closely connected to extreme sports which means that some people think it is a part of sports tourism [8].
5. Smart tourism is the most recent type. Its emergence is connected to the development of information and communications systems and technology. The tourists opt for those destinations that are developed and innovative, have modern technology and include free Wi-Fi. The aim of this tourism is to increase the living standard of the local populations and improve the tourists' experiences. It does not only entail destinations but also the overall experience. In order to plan the trip, get informed about the destination, offers, accommodations and transport, and book a ticket, one uses the Internet and smart phones or computers.

The experience that is gained is directed towards the use of technology and the Internet. The tourists obtain information about the destination using the Internet, smart phones and technology available at that place. By establishing interactive points the tourists are able to get information about the cultural heritage, bus arrival times, events that are taking place, and directions they need. The last phase of the travel involves the Internet and technology which the tourists use to share their experience and overall impression of a hotel, their owners, the destination, transport, etc. This paints a realistic picture of the destination which is important for those who have not visited the location before[9].

The basic goal of this tourism is to generate profit, establish excellent reputation, bring satisfaction for tourists, and form sustainable tourism. This type of tourism is connected to other ones. Its aim is to manage all resources without producing any negative effect on the environment, cultural heritage, biodiversity, and sustainable development[10].It advocates for rational use of resources, ecological approach, mass tourism regulation, and extending the “lifespan” of tourism destinations.

#### MILLENNIALS AS THE TARGET GROUP

Millennials are those individuals who were born in the last twenty years of the XX century. They are also referred to as the Generation Y or, in the Anglo-Saxon world, as Millennials, the Next Generation and the Google Generation. The major events that marked the development of this generation were the technological and industrial growth, global warming, the emergence of the Internet, and the increase of awareness pertaining to human rights, etc.

This generation is characterized as smart, creative, optimistic, team oriented, focused on the development, and tech-savvy. Due to the numerous changes and fast paced life, they are able to multitask. They prefer to communicate via emails or text messages, while also using the social media. They require advanced technology for this, including smart phones, tablets, and laptops. They have high standards and expectations of themselves and of the environment [11].

This kind of life exerts influence on all fields, including industry, education, medicine, and tourism. Millennials need the Internet and a smart phone, a tablet or a laptop in order to travel. They use this in order to plan the journey, book a hotel and a ticket, and, ultimately, recount their impression and share their experience. This generation creates new trends in tourism. Their criteria are

high, and the hosts have to adjust to their demands if they want to continue to work.

The basic tool used to get informed, exchange data and establish communication is the Internet. In order to follow this lifestyle, the hosts are required to share the information about their accommodation, destination, and offers on the social media and the Internet. Also, in order to attract and keep the tourists, it is paramount to allow for the tickets and hotels to be booked online. Apart from this, the hosts need to be equipped with new technology and have free Wi-Fi in order to satisfy Millennials [12].

### TECHNOLOGY AND INTERNET IN TOURISM

Urbanization, the increase in the living standard, the everyday use of the Internet, the development of technology have all exerted influence on the use of technology and the Internet in tourism. The hosts have been encouraged to implement innovations in their business. The innovations which they need to accept are:

1. The presence on the Internet – the digital marketing is the best for promotion today. The tourists are able to acquire a lot of information and reach their decision quickly if the host sets up a website which includes every detail about the accommodation, services, and transport, has images, reviews, and basic data about the host. Apart from having a website, the social media is useful when trying to promote your services. The services can be promoted by the tourists using a certain social media and platform. For instance, on *Facebook*, *Instagram*, and *Twitter*, the tourists play a major role in advertising certain services. By posting a photograph and a video, or sharing a comment, one tourist impacts the decision of the less experienced ones. The tourists are able to share their experience on other platforms, including *Trip Advisor*, *Booking.com*, and *Airbnb*. They can rate the service, accommodation, and agencies. The reviews provide an insight into the quality of the services given by the host.
2. Smart phone apps – the development of technology, information flow and a vast number of mobile phone users have brought about the creation of apps connected to tourism. Today, the market has a

myriad of apps which can be divided into several groups depending on their purpose[13]:

- Transport planning applications – are used in order to obtain information about bus arrival time, transport, and people can also book a ticket on them. The following apps are in this group: *Trainline, Kyak, Flightrack...*
- Event listing applications – they provide information on events, activities and attractions in a tourism destination. One can communicate with other tourists on these apps. Also, one can find out about their experiences and recommendations. These apps are unique for every destination and are developed by tourism organizations which operate there. Big cities like Barcelona (*Official Guide to Barcelona, Gaudi BCN, Medieval BCN...*), Amsterdam (*Q! Amsterdam, Tranzler...*), New York (*BusBus NYC, CabSense NYC...*), Dubai (*Visit Dubai, Dubai Calendar...*) have a lot of apps which recommend events and cultural heritage that the tourists should visit. They also have information on restaurants, hotels, clubs, banks, museums, hospitals, and transport.
- Accommodation planning applications – they offer a lot of information, images, comments and reviews of tourists. The following apps are within this group: *Hotelfinfo, Booking.com, Trivago...*
- Tour guide applications – they provide audio and visual records of the tourism destinations, its cultural heritage, historical events, festivals and other events. The apps can have information on a number of tourism destinations (these include *Foursquare City Guide and World Travel Guide*) or they can offer information on only one destination (for instance *Vietnam Travel Guide and Delhi City Guide*). People can communicate and share their experience with other tourists on them.
- Attraction application – they serve as curators and guides by using audio and visual records. They are developed by the local community, the destination and the institutions. The most famous ones are: *ThrillSeeker, London MuseumGuide, and LouvreGuideTourist*.
- Location Based Games – they include games. One can answer questions on a particular destination and gain knowledge by touring

the destination and its cultural and historical heritage. *TrailofTreasures* belongs to this group [14].

3. The implementation of technology and Wi-Fi in venues – given that the today's communication and information exchange is established thanks to the Internet and the apps, it is paramount for the hosts to follow the development of technology and improve their venues and services. By providing Wi-Fi, the host can easily communicate with the tourists from other countries. Also, the tourists would get acquainted with the location by using the social media, apps and platforms. The host gets a free advertisement on the Internet when the tourists exchange their experience and information. Also, this will increase the host's profit and improve the reputation. Certain venues offer tablets, smart phones or computers to their visitors.
4. Smarttourismdestination – has emerged as a response to the development of information and communications systems and technology. The smart destinations are those which have integrated information and communications systems into their infrastructure. The aim is to establish fast information and data flow, improve living standard of the local population, and enhance the tourist's experience [15]. The smart tourism destination has interactive bus shelters which offer information about the bus arrival time and the current whereabouts of the bus, etc. The tourists also have USB ports and they can charge their mobile phones on them. The ports are using solar energy to charge as this emphasizes the preservation of the environment and protection of non-renewable resources. The tourists who opt to visit a destination by riding a bike can use apps which monitor their movements and provide information on the sights they should visit. The availability of the free Internet throughout the destination is the basic prerequisite if a destination wants to be referred to as Smart tourism destination [16].

A vast number of new trends in tourism include the use of the Internet and technology. Apart from being beneficial for the tourists, the Internet makes it easier for the hosts to communicate with the tourists. It also helps them promote their services and obtain information about changes they need to accept in order to attract more tourists.

## PAPER'S LIMITATIONS

The constant changes in tourism and hospitality industry can have a negative impact on all research. A huge number of changes that are occurring in services, tourists' demands and innovations exert a negative influence on this paper because the tourism trends are constantly changing.

## CONCLUSION

Since the beginning of time people have believed that travelling is paramount for one's development. It does not matter if one travels for personal or business reasons – both reasons have the same benefits as a person will acquire knowledge about a destination, people, culture and its customs, and gain experience.

The emergence of the Internet has made it easier for people to obtain information which has increased their creativity and curiosity. The curiosity helps them find new destinations and gain personal experience and knowledge. Because of this, tourism is rapidly developing and this means that new trends and demands are appearing each day.

The new types of tourism are the basic trends in modern tourism. The need for adventure and relaxation has encouraged the hosts to meet the tourists' demands and introduce new tourism types. Some types, such as smart tourism, require the use of technology and the Internet, while ecotourism is based on the limited use of technology and puts the emphasis on the preservation of the environment.

Technology and the Internet are important in the XXI century and they are present in every field, including tourism. The hosts use the Internet in order to promote their services and attract the tourists, while the tourists use it to get information on a destination they want to visit. Because of the Internet and technology, the hosts have improved their services and the tourists can easily plan their journey and get a lot of information during their visit.

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