

Project Reference: PTDC/EDE-OGE/2146/2021



Trends and Events for Future Tourism

Filipe Segurado Severino
filipe.severino@eshte.pt

João Rosário

Teresa Costa

Rui Neves Madeira

Maria de Lurdes Calisto

Ana Teresa Machado
amachado@escs.ipl.pt

Miguel Belo

Zélia Raposo Santos

Sandra Nunes

Célia Ramos

Filipe Montargil





Topics to be addressed

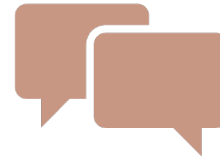


SHIFT Project Research

About the project

Institutions and partnerships

Work Project



Trends and Events for Future Tourism

Introduction

Objective and starting question

Method - systematic review and interviews

Findings

Conclusions



SHIFT Project Research

About the Project

- Aims to bring a new interdisciplinary approach to the challenges that tourism SMEs face
- It is intended to develop a new theoretical model to help those companies reinvent themselves in a post-pandemic world
- In the end, it is intended to obtain a prototype of a collaborative marketing model oriented towards sustainability and supported by digital technologies
- SHIFT = Sustainability-oriented, Highly interactive, and Innovation-based Framework for Tourism marketing





SHIFT Project Research

Institutions and Partnerships



Funded by the "Fundação para a Ciência e Tecnologia" of Portugal, under the "Call for R&D Projects in All Scientific Domains"



Research project led by the "Instituto Politécnico de Setúbal" with the collaboration of the "Escola Superior de Hotelaria e Turismo do Estoril", the "Instituto Politécnico de Lisboa" and the "Universidade do Algarve"



Partnership with Turismo de Portugal, IP



SHIFT Project Research Work Project



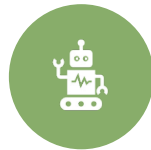
WP1

PROJECT
MANAGEMENT



WP2

SCENARIOS FOR
TOURISM



WP3

DEVELOPMENT
OF A
THEORETICAL
MODEL OF
COLLABORATIVE
MARKETING FOR
TOURISM



WP4

EMPIRICAL
VALIDATION OF
THE
THEORETICAL
MODEL



WP5

PROTOTYPE
DEVELOPMENT
OF A
COLLABORATIVE
MARKETING
DIGITAL
PLATFORM



WP6

DISSEMINATION





SHIFT Project Research

Evaluation Panel	Applications					Funding			Cut-line
	Total	Admitted	Eligible	Recommended for Funding	Recommended / Eligible	Requested in eligible applications	Recommended for Funding	Recommended / Requested	
	(N.º)	(N.º)	(N.º)	(N.º)	(%)	(€)	(€)	(%)	
Economics and Business Evaluation Panel – 2021	132	132	94	7	7,4%	18.488.504,68 €	1.702.537,30 €	9,2%	8,35

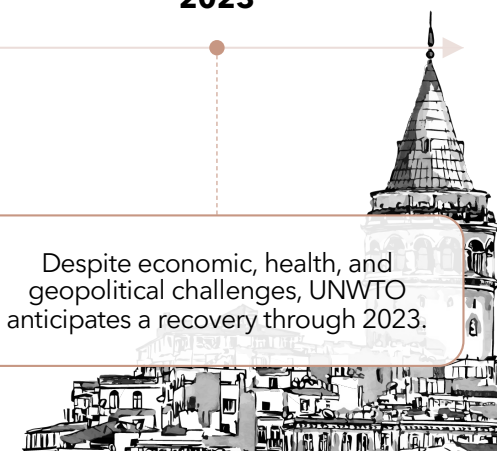
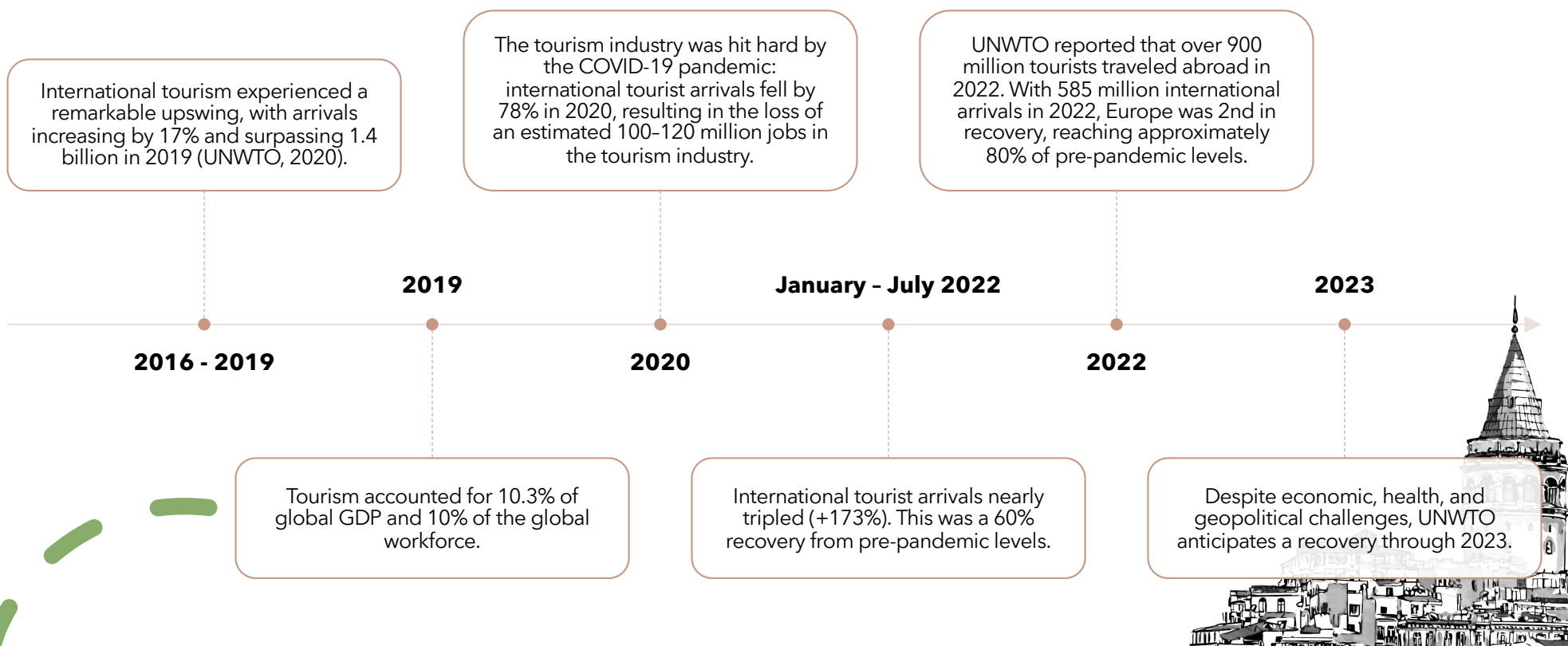


Title	Responsible Investigator	Co-Responsible Investigator	Lead Institution	Participating Institutions	MP	Recommended Funding
Renewable energies: economic and externalities assessment			Universidade de Aveiro (UA)		8,93	€238 136,29
Raising Educational Aspirations - An Experimental Evaluation			Universidade Nova de Lisboa (UNL)		8,81	€249 840,05
SHIFT - Sustainability-oriented, Highly interactive, and Innovation-based Framework for Tourism marketing	Maria Teresa Gomes Valente da Costa	Maria de Lurdes Calisto	Instituto Politécnico de Setúbal (IPSetúbal)	Escola Superior de Hotelaria e Turismo do Estoril (ESHTE) -* Instituto Politécnico de Lisboa (IPL) -* Universidade do Algarve (UAlg)	8,68	€249 888,76



Trends and Events for Future Tourism

Introduction





Trends and Events for Future Tourism

Objective and Starting Question

- It is consensual that tourism is crucial to the global economy, but macroenvironmental changes can severely impact it.
- Both aspects are crucial issues for tourism entrepreneurs.

Objective

- Understand the emerging trends that entrepreneurs may face.

Starting Question

The study aims to identifying the macroenvironmental factors that influence tourism activity and predicting the most likely future trends and events that will impact the industry.

The following research question is: **What are the current and future trends and events that entrepreneurs should prepare for?**





Trends and Events for Future Tourism

Method

A systematic literature review and in-depth interviews were combined



Identify the macroenvironmental determinants of tourism activity and predict future trends and events in the sector

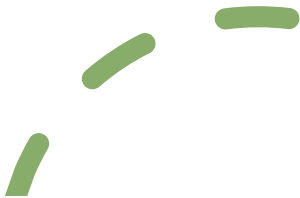


Trends and Events for Future Tourism

Method - systematic review

The systematic literature review was conducted in three stages:

- Selection of relevant sources (Web of Science and Scopus indexing)
- Evaluation of the selected articles based on exclusion criteria
- Comprehensive analysis of final set of selected articles to identify emerging trends





Trends and Events for Future Tourism

Method - systematic review

Data collection process: Scopus and Web of Science

- Keyword combination: (challeng* OR trend* OR opportunit* OR threat*) AND (hospitality OR touris* OR hotel*).

Search criteria:

- Publication year (from 2008)
- Document type (articles)
- Disciplinary area (all areas of academic knowledge)
- Language (english)

Total = 489 from Web of Science + 1313 from Scopus

After removing duplicate articles = 1436 studies





Trends and Events for Future Tourism

Method - systematic review

Quality evaluation:

- Articles from Scimago Ranking's first or second quartiles
- Cut-off point based on publication year (2014 for Scopus +2015 for Web of Science) and citation count (more than 14 or 23 citations)

Application of relevance and exclusion criteria:

- Do not identified impact in T&H
- Application context being to specific (region, type of product or service)

Results of 842 articles

Consequently, the final number of articles to be included in the review was:

55





Trends and Events for Future Tourism

Method - interviews

The study found eight specializations among thirteen interviewees with experts in the identified impact factors, using semi-directive and open-ended questions:

- Demography
- Generations
- Economy
- Technology

- Sustainability
- Security
- Public health
- Policies

The script had questions about the **systematic review's themes**, **important future events**, **unaddressed themes**, and the **tourism sector's potential implications**.





Trends and Events for Future Tourism

Findings - systematic review

Evaluation includes 55 publications grouped by macroenvironmental variables

Factor	Absolute frequency	Percentage
Political-Legal	14	25 %
Economic	5	9%
Socio-cultural	12	22%
Technology	13	24%
Sustainability	11	20%
Total	55	100%





Trends and Events for Future Tourism

Findings - systematic review

Concentration in recent years of articles by macroenvironmental factors:

- Technological (mainly digital technologies)
- Sociocultural (focus on COVID-19 and sustainability behavior)
- Political-legal (geopolitical aspects and socioeconomic policies)

Sustainability presents a more balanced distribution of articles throughout the analyzed period



Centered on the issue of climate change and environmental degradation





Trends and Events for Future Tourism

Findings - systematic review

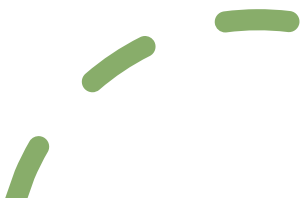
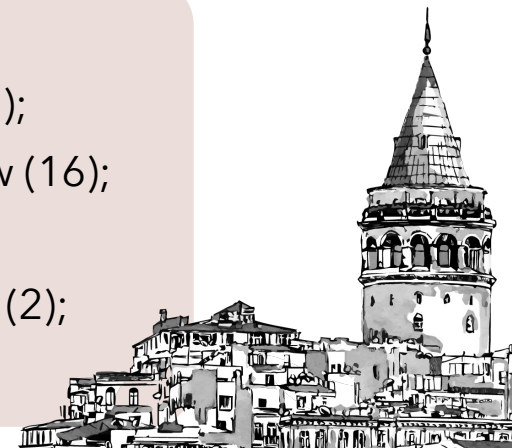
The majority of studies address an international context at the continental or European Union level.

There are also nationally oriented studies, especially in the USA and the UK:

- Political-legal (specific institutional and regulatory contexts)
- Sustainability (effects on tourist destinations).

Types of studies:

- Quantitative (27);
- Literature review (16);
- Qualitative (8);
- Mixed methods (2);
- Conceptual (2).





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Findings - systematic review

Identification of key themes by factor:

Political-legal: Geopolitics/political-institutional instability and local politics

Economic: Economic crisis, financial crisis, economic growth, and macroeconomic factors (multiple consequences in T&H sector)

Sociocultural: Millennial generation, environmental behaviors, COVID-19

Technological: Mobile technology, big data, robotic technology, and digital transformation

Sustainability: Climate change and environmental management by hotels





Trends and Events for Future Tourism

Findings - interviews

Future trend areas	References	Number of distinct interviewees	Areas of expertise of the interviewees
Economic Model	31	2	Economy, Sustainability.
Innovation	29	4	Economy, Public Health, Security, Technology.
Public Policies	14	4	Economy, Public Health, Security, Sustainability.
Environment	10	3	Generations, Security, Sustainability.
Cybersecurity	9	2	Security, Sustainability.
Pandemics, outbreaks, and diseases	7	4	Demography, Generations, Economy, Public Health.
Demography	6	1	Demography.
Economic Cycles in the short and medium term	4	1	Economy.
Migrations	3	2	Generations, Public Health.





Trends and Events for Future Tourism

Findings - interviews

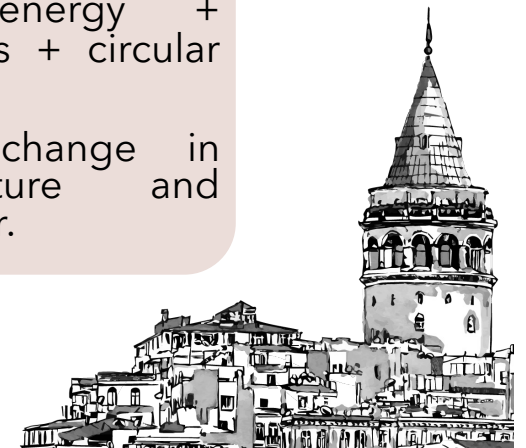
Future events and trends

Economic model:

- Deglobalization
- New opportunities in digital transition
- Trend towards a circular economy
- Energy transition
- Recommendations

Results:

- Prominent trend;
- Regional globalization;
- Digital transformation +
Complementary energy +
transition processes + circular
economy;
- Sustainability = change in
economic structure and
individual behaviour.





Trends and Events for Future Tourism

Findings - interviews

Future events and trends

Innovation:

- Continuous innovation in healthcare:
 - Difficulty in accessing innovation in healthcare
 - New applications of robotics
 - New discoveries for disease cure
 - New research and development model in healthcare
- Continuous technological innovation:
 - Growth of biometric applications
 - New applications of robotics
 - New applications of blockchain technology
 - Potential of the Metaverse, virtual and augmented reality
 - Recommendations

Results:

Fields of health and technology
 =
 significant strides!





Trends and Events for Future Tourism

Findings - interviews

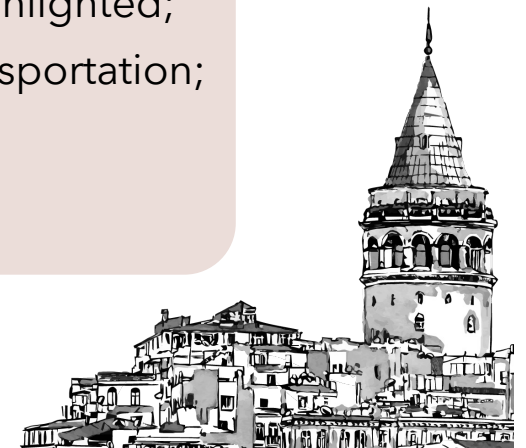
Future events and trends

Public Policies:

- Impacts of the European Policy for the environment
 - Impacts of the European Green Deal
 - New Sustainability Reporting Legislation
 - Impacts of the 2030 financial Framework
- New European energy policy
- New European health policy
- Recommendations

Results:

- Environmental and sustainability policies + corporate and society management = highlighted;
- Rail and urban transportation;
- Human security.





Trends and Events for Future Tourism

Findings - interviews

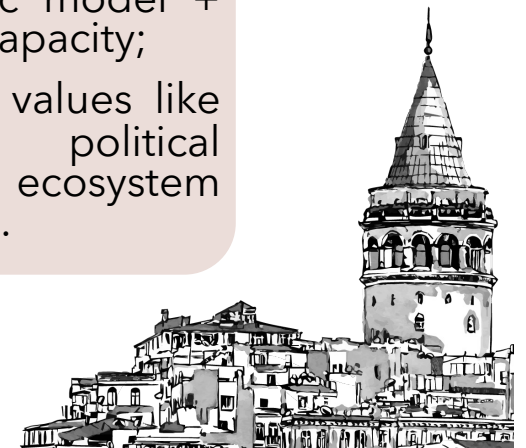
Future events and trends

Environment:

- Climate change and its consequences
- Recommendations

Results:

- Disasters = Environmental migrations;
- Lack of political will + capitalist economic model + limited execution capacity;
- Must be consider values like sustainability + political accountability + ecosystem service recognition.



Trends and Events for Future Tourism

Findings - interviews

Future events and trends

Cybersecurity:

- Organized crime
- Progressive security of information technologies
- Recommendations

Results:

- Computer criminality;
- Information technology security;
- Threats to human security;
- Increasing of cybersecurity
- Need of specialist + good design of security systems + cloud-based systems.





Trends and Events for Future Tourism

Findings - interviews

Future events and trends

Pandemics, epidemics and diseases:

- Increase in multidrug-resistant bacteria and antibiotic resistance
- Outbreaks and pandemics caused by climate change
- Recommendations

Results:

- Health issues with no immediate or intermediate solutions;
- Food production + environmental factors.





Trends and Events for Future Tourism

Findings - interviews

Future events and trends

Demographics:

- Increase in life expectancy
- Population increase through migration
- Recommendations

Results:

Effect of migration
=
Unclear

Migrations

- Migrations caused by climate change
- Recommendations

Results:

- Worsening living conditions;
- Strain recipient nations' healthcare systems.





Trends and Events for Future Tourism

Findings - interviews

Future events and trends

Short and medium-term economic cycles:

- Stagflation
- Short-term economic recession in Europe
- Medium-term economic recovery in Europe
- Recommendations

Results:

- Special attention because of these events!





Trends and Events for Future Tourism

Findings - interviews

Four emerging trends are most likely to occur in the future:



Digital transformation



Climate change



Computer crime



Circular economy

Based on the frequency of references, diversity of responses, and relevance to the topic.





Trends and Events for Future Tourism

Conclusions

This study identifies prevalent themes:

- Literature:
 - Technology
 - Sociocultural factors
 - Political-legal Dynamics
 - Sustainability

- Interviews:
 - Four emerging trends
 - Prevalence in:
 - Technological advancements
 - Cybersecurity
 - Sustainable economic models

The study results emphasize the increasing significance of technology, sustainability and socialcultural factors in the tourism industry, as well as the need for theoretical advancements and additional study.

Future research:

- Develop more plausible scenarios;
- Questionnaires + stakeholder focus groups.





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This research is supported by "Fundação para a Ciência e Tecnologia" (FCT), Portugal, through the SHIFT project (Sustainability-oriented, Highly interactive, and Innovation-based Framework for Tourism marketing), reference number PTDC/EDE-OGE/2146/2021.

