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Emerging trends and Implications of Future Tourism and Hospitality Sector

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Abstract

Tourism and hospitality is an important global sector that contributes to economic growth, social development and environmental sustainability. However, the sector operates within a continually changing environment characterised by changing tourist preferences, pressure on cultural and natural resources, technological advancement and climate change. These changes create both opportunities and challenges for tourism and hospitality development. This paper examines the categorisation of tourism, emerging trends and contemporary issues in the tourism and hospitality sector, and the implications of emerging trends for the future of the sector. A qualitative literature review approach was adopted, drawing on secondary literature identified through Scopus, Web of Science, Google Scholar, ScienceDirect, SpringerLink, Emerald Insight, Taylor & Francis Online, Wiley Online Library, SAGE Journals and ResearchGate, together with relevant institutional sources. The identified literature was analysed thematically and synthesised according to the study objectives. The findings identify health-related tourism, experience-based tourism, technological advancement, food and wine tourism, adventure tourism, international travel and bleisure tourism as major emerging trends in the sector. The analysis further identifies changing tourist preferences; increasing concern for wellness, health and safety; accessibility for people living with disabilities; substitution of tourism and hospitality products; digital marketing; seasonality; travel advisories; economic crises; natural disasters; climate change; and political events as major contemporary issues. The identified trends have implications for wellness and medical tourism, information technology, food and wine experience tourism, adventure tourism and bleisure tourism. The review also identifies a research gap in forward-thinking approaches to understanding the implications of emerging trends for the future of tourism and hospitality. The paper recommends that tourism and hospitality stakeholders adopt forward-thinking approaches, innovation and collaboration to respond to

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changing sectoral conditions. The paper concludes that technological advancement continues to shape tourism and hospitality, while business and bleisure tourism constitute important components of local and regional tourism development.

Keywords: Emerging trends, Destinations, Hospitality and Tourism sector, Contemporary issues

Introduction

Tourism and hospitality sector is one of the most resilient and dynamic sectors across the globe, contributing to social development, economic growth and environmental sustainability. The sector has undergone some substantial changes in recent years. This sector is highly competitive. It is often dominant with many companies providing similar products and thus competing for available clients. The sector is characterised by; variability, intangibility, inseparability, perishability and the labour intensive and cost (Kotler *et al*, 2021). Clients enjoy tourism and hospitality services through experiences. The sector is exposed to challenges and trends that emerge from both external and internal environments that have implications on the future of tourism, travel and hospitality.

The tourism and hospitality industry is faced with substantial challenges, such as pressure on cultural and natural resources, impact of climate change and the need for broadening of products and markets (Kotler *et al*, 2021). One way of addressing these challenges is embracing of sustainability as a key value and a competitive advantage. In addition, globalisation continues to facilitate greater accessibility and connectivity. Emerging destinations and markets are receiving prominence as major actors within the worldwide tourism scenery (Kumar *et al*, 2024). Despite emerging trends and implications of future tourism and hospitality sector, there is existing research gap on forward thinking perspective. The objective of the paper is to answer the following questions: What are the emerging trends in tourism and hospitality sector? What are the contemporary issues in tourism and hospitality sector? And what are implications of the emerging trends in the future of tourism and hospitality industry?

Methodology

The study adopted a qualitative literature review design to examine emerging trends, contemporary issues and their implications for the future of the tourism and hospitality sector. The approach involved identifying, reviewing and synthesising relevant secondary literature in relation to the three research questions. Thematic analysis was used to organise recurring concepts and findings into broader themes relating to developments and challenges within tourism and hospitality.

Secondary literature was obtained through searches of Scopus, Web of Science, Google Scholar, ScienceDirect, SpringerLink, Emerald Insight, Taylor & Francis Online, Wiley Online Library, SAGE Journals and ResearchGate. Additional relevant information was obtained from credible institutional, governmental and international tourism organisation websites and from the reference lists of relevant publications. No doctoral dissertations were included in the review.

The search strategy combined keywords derived from the study objectives using Boolean operators AND and OR, quotation marks for exact phrases, and truncation where appropriate. The main search terms included *tourism, hospitality, tourist experience, emerging*

trends, future tourism, innovation, sustainability, wellness tourism, health tourism, medical tourism, technology, digitalisation, artificial intelligence, smart tourism, food tourism, culinary tourism, gastronomic tourism, wine tourism, adventure tourism, sports tourism, international tourism, business tourism, bleisure, climate change, seasonality, accessibility, disability, economic crisis, natural disasters, safety, security and political events.

The principal Boolean search string was: *("tourism" OR "hospitality" OR "tourist" OR "travel" OR "leisure") AND ("emerging trends" OR "future trends" OR innovation OR transformation OR digitalisation OR digitalization) AND ("tourist experience" OR wellness OR technology OR sustainability OR "food tourism" OR "adventure tourism" OR bleisure). Additional combinations were used to retrieve literature on specific themes, including *("wellness tourism" OR "health tourism" OR "medical tourism") AND (tourism OR hospitality) AND (trend OR future OR development); *(technology OR digital OR ICT OR "artificial intelligence" OR "smart tourism") AND (tourism OR hospitality) AND (innovation OR transformation OR future); and *("food tourism" OR "culinary tourism" OR "gastronomic tourism" OR "wine tourism") AND (tourism OR hospitality) AND (experience OR trend OR development). Similar searches were conducted for adventure tourism, international travel, bleisure tourism, sustainability and contemporary sectoral issues.

Literature was selected based on its relevance to the study objectives and research questions. Priority was given to peer-reviewed journal articles, scholarly books, book chapters and authoritative institutional reports addressing emerging tourism and hospitality trends, contemporary issues and future sectoral implications. Publications without substantive relevance to the study themes were excluded. Reference-list searching was also used to identify additional relevant literature.

The retrieved literature was reviewed and organised according to the three research questions. Relevant information was extracted around emerging trends, contemporary issues, reported developments, challenges and implications for the future of tourism and hospitality. Thematic analysis was then applied to identify recurring concepts and relationships across the literature. Similar findings were grouped into broader themes, while distinct issues were retained as separate themes. The resulting themes included experience-based tourism, source tourism markets, wellness and health tourism, technological advancement, food and wine tourism, adventure tourism, international travel and bleisure tourism, together with contemporary issues such as changing tourist preferences, accessibility, seasonality, digital marketing, safety, economic crises, natural disasters, climate change and political events.

The findings were synthesised narratively rather than statistically because of the qualitative and heterogeneous nature of the literature. The synthesis linked the identified emerging trends to contemporary sectoral issues and their potential implications for tourism and hospitality development. The analysis therefore focused on identifying patterns, areas of convergence and major challenges reported across the literature in relation to the future direction of the sector.

Results and Discussion

This section discusses the secondary data results based on highlighted above themes.

Emerging categorization of tourism

1. Experienced based tourism

Experienced based tourism goes beyond the normal and traditional tourist travel. It emphasises unique and memorable experiences that leaves lasting connection with the people, culture and the destination environment. There are a number of experienced based tourism that include;

Popular tourist attractions

There has been emerging interests in visiting popular tourist attractions. These wonders of the world include the Great wall of China in China, Christ the Redeemer statue in Brazil, such as pyramids of Egypt, Taj Mahal in India, Machu Picchu in Peru and the Maasai Mara and the wildebeest migration within East Africa (Gupta, 2020). These wonders of the world provide a variety of religious, cultural, historical and wildlife attractions. For incidence, in Iceland, the popular whale watching is a vibrant tourist attraction (Mehmood, 2024). Whale watching is a popular tourists' attraction which plays a leading role in the economy at both local and national level. The whale is the main attraction for tourists within the eco-tourism perspective.

Popular tourist destinations

There has been increased interests in the visit to popular tourist destinations that include; India, Dubai, China, Mexico, Tanzania and Kenya. These destinations provide variety of attractions that attract tourists at international, regional and domestic level. For example, India's key attractions are medical tourism, flora, fauna, music, festivals, dances, ecology and weather (Prabandhan, 2022). Dubai is popular for business, shopping and leisure driven travel, adventure, medical, sightseeing, adventure (Yas, *et al*, 2020). For China, popular attractions include holiday, internet, cultural and sports tourism (Zhao and Liu, 2020). Mexico, normally attracts huge numbers of travellers with interest in entertainment, infrastructure, climate, geography, history, festivals, food, culture, nightlife and shopping (Regalado-Pezua *et al*, 2022). Kenya and Tanzania have similar attractions that include wildlife, beaches, adventure, tours and culture (Malleo and Mtengwa, 2018).

Sustainability of experienced based tourism

Sustainability of experiences is linked to the complex and contextual interaction between various attributes where values and meanings arise within tourism and hospitality environment. The individual pleasure is realized through evaluating, perceiving and judging a tourist product as part of experience. Sustainability can be achieved through co-creation where the tourists engrosses different kinds of personal resources, for instance finance, effort, time and knowledge with those of the tourism and hospitality service provider (Suri, 2002). The more engagement of tourists in process of co-creation, the higher chance that realize a positive and lasting experience. Some of empirical literature on sustainable experience, highlights the significance of authenticity, storytelling as a way of not just creating satisfaction, but as a means of creating a deeper emotional attachment that inspire client loyalty. For incidence, the cleanliness element greatly affects the tourists' positive emotion towards nature-based experiences at a destination (Breiby, 2015). Sustainable experiences are interrelated with the cultural and natural environment that provide awe emotions and joy.

Challenges of experienced based tourism

According to Wolf et al (2019), experienced based tourism like nature-based tourism may lead to a number of challenges that include depletion of natural resources, disturbance of animals from breeding and vital feeding grounds as well as inappropriate feeding, whether done unknowingly or knowingly. Finding a balance between economic viability and environmental responsibility is challenging in destination where tourism is focused around experience based tourism. To some extent, local population who may only act as onlookers become negligible because they don't benefit economically from the tourism business engagements. Instead, there is an element of exploitation for the aim of tourist attraction development. In addition, there is a likelihood of pollution, over tourism and stakeholder conflict resultant from rural nature tourism between various groups vying for dominance in the local economic sphere.

2. Popular source tourist markets

There is emerging interest in particular tourist source markets that include India, Russia, China, Brazil, Britain, France, Italy and United States of America. Most of these are developed economies with more tourism spending powers. Some of such economies like China and India have largest populations that are the source of the outbound tourism market. For instance, China is both a key tourist source market and destination. It has been a significant development within the mid-2020s on the arrival of Chinese tourists in the global market (Wee, 2017). According to statistics from China Tourism Academy, the number of outbound visits surpassed 87 million Chinese in 2023. A twofold increase figure compared to the previous year. This number is more than half of the total outbound visits in 2019, just before the outbreak of COVID-19 pandemic across the world. It was projected that this number will be over 130 million by end of 2024. Because of the great economy and an improved standard of living, this increases the tourism spending power (Zhao and Liu, 2020). In addition, the advancement of technology and their world development approaches, has witnessed the increase of Chinese outbound tourist numbers (Liu and Cheng, 2021).

In China, the rural tourism has an overall trend of increasing popularity, with clear seasonal and holiday distribution patterns in China, particularly Jilin Province (Yang *et al*, 2024). China's 14th Five-Year Plan duration is an important dimension in consolidating and expanding poverty alleviation, and effectively connecting with rural revitalization. Rural tourism revitalization is a vital invention within the traditional linear development concept driven by industrialization and urbanization within rural areas. Total number of rural tourists in China were over three billion in early stage of COVID-19 epidemic in 2019. The number accounts for more than half of the total number of tourists at national level ((Yang *et al*, 2024).

India's outbound tourism was expected to be more than USD 42 Billion by end of 2024. By 2032, it is estimated to be more than USD 44.7 Billion (Federation of Indian Chamber of Commerce and Industry, 2024; Prabandhan, 2022). The leisure outbound flight booking from India increased by 40% in mid-2023 in comparison to same period in 2022. According to the New Indian Express (20, April 2024), India's outbound travel volume exceeded the outbound South Korea, Japan and China in 2022.

3. Growing interest in wellness and health/medical tourism

There have been increasing interests in wellness tourism, leading to the growth of this sub-tourism product that focuses on wellness. There has been surge in tourists visiting tourism and hospitality facilities for wellness. The wellness tourism has proportions like the health of mind, spirit and body, physical strength, relaxation, health nutrition, meditation, education, sensitivity to social relationships, mental health and environmental awareness (Smith and Puczko, 2014). Wellness tourism includes medical tourism, care of body and mind, natural environment, spas, springs and culture (Dini and Pencarelli, 2021). This type of tourism focuses on health cooking methods, health menus, diet, control of eating portion, consumer education, meditation, spas and beauty, gyms and exercise facilities and relaxation. The increase in demand of the wellness tourism had led to the development of these facilities and services. Such travellers' intention is to enrich their experience of maintaining sense of well-being and best health accompanied by a balance in their lives. The wellness tourism also includes development of wellness tourism products that benefits both local community and travellers including new skill set that can encourage personal growth among the beneficiaries.

Wellness experience as emerging trend has been partly shaped by the COVID-19 which pushed travellers to focus on their mental health and spiritual nourishment, thus contributing to the growth of wellness tourism (Ministry of Tourism and Creative Economy, Indonesia, 2024). The wellness industry offers solutions for a variety of common stressors. Wellness diet plans sold for hundreds, sometimes thousands of dollars offer control over one's body; wellness-centric nutritional plans promise to make their devotees feel strong, healthy, and vivacious. Hence wellness is a profitable business. As part of the business venture, wellness medical spas have variety of services. Despite increasing significance, there are a number of challenges within wellness tourism. For incidence, there is high tendency for wellness washing and commercialization, where many corporations market wellness products with limited evidence-based validation. Hence, complicating the difference between profit driven health trends and genuine beneficial interventions (Putnam, 2015).

Health tourism relates to the travellers purpose of travelling to improve their health. It is largely driven by globalisation, reduced cost for health linked to health expenditure as well as information technology through internet that offers information on medical destinations including related costs (Karamehmet, 2017). Such travel includes health eating prescriptions that address health issues like diabetes, obesity, cholesterol and calories intake as well as blood pressure. Some tourism and hospitality facilities offer healthy menus, health beverage and production of food, gyms and fitness facilities that offers solutions to the tourists in regard to their health objective during their travel destination.

There are some healthcare ethical issues that medical tourism grapples with, especially in resource limited settings of Africa. Medical tourism makes many treatments that used to be affordable only for the elites in society readily accessible and available at a number of destinations around the world (Mogaka *et al*, 2017). Ethical issues cross-cut the more clinical, bed side biomedical ethics, bioethics and the wider health care ethics. It includes concerns faced by health professionals, health policy-makers, patients, families and communities in wide-ranging healthcare settings.

4. Growth and advancement in information technology

The growth and advancement of information technology have injected transformative approach to the tourism and hospitality sector. Such technology has led to the development of websites such as Airbnb.com, ebookers.com, booking.com, hotel.com, trivago.com among others (Wee, 2017). These are some of the existing online booking platforms that are accessible to travellers around the globe. Wee mentions that Information technology has given room to advent of countless online platforms for air ticketing, holiday booking for accommodations, transportation hire and tour guided packages among others. Information technology has contributed to the digital transformation in shaping tourism and hospitality competitiveness. In a study on technology and digital transformation, Sigala (2018), notes that digital technologies enhance competitiveness within the tourism and hospitality sector. It enables real time communication, personalised marketing strategies and decision making based on data. The growth and development of information technology has contributed to the advancement of Artificial Intelligence in tourism and hospitality sector in several ways. Artificial Intelligence creates substantial implications on privacy since they rely on increasing volumes of individual data to enable predictions and sophisticated inferences. Some of the benefits of Artificial Intelligence include the following;

Personalized services: Artificial Intelligence can detect what tourists want with the assistance of questionnaires that provide personalized recommendations and services based on their preferences (Kwak et al., 2015).

Smart room systems: Artificial Intelligence systems are used to add more comfort to accommodation rooms. There is an increase in use of smart rooms systems that are controlled by voice command tools and can offer response to the needs of tourists by directing them to specific units (Bahadir, 2021)

Online customer service/reception: Some tourism companies adopt Artificial Intelligence systems to make room accommodation reservations in quick and interactive manner while ensuring client satisfaction and providing response to clients in-time (Ayse, 2020).

Pricing strategy: Adoption of Artificial Intelligence software system can help planning of vacation based on the wishes of tourists and can also help with development of automatic pricing strategies based on competitive analysis and forecast of demand (Singh, 2020). An increase of client satisfaction level can be realized through Artificial Intelligence that can support tourism and hospitality quality services.

Travel planning and security analyses: There is increasing adoption of Artificial Intelligence powered travel planner that identifies best routes for tourists based on their interests. In addition, any potential security threats are easily analyzed along the travel routes (Bahadir, 2021).

Challenges of Artificial Intelligence

Besides the advantages of Artificial Intelligence, it carries unique challenges linked to protection of privacy in addition to exciting opportunities for privacy innovations as a result

of growing development of information technology (Martin *et al.*, 2024). Artificial Intelligence proliferation brings novel challenges to privacy protection in addition to exciting opportunities for privacy innovation. A number of studies show that the use of technological advancement creates employment uncertainty for real working individuals, which leads to high turnover intentions (Khaliq *et al.*, 2022). The adoption of Artificial Intelligence within tourism and hospitality sector instill worry among employees since too much adoption of this technology may exceed the intelligence of human beings, leading to destruction of societal values (Grundner and Neuhofer, 2021).

5. Food and winery experienced based tourism

This is about tourism experience related to memorable food and taste of different wine as well as where they are produced. They include gastro tourism and wine tourism. Each of these is discussed below.

Gastro tourism growth: Gastro tourism is about the culinary experiences that involve pleasure-seeking travellers. It is largely about people traveling for appealing and memorable food while traveling to the destination. (Hall, 2020). There has been growth of travellers to food attractions where travellers can experience and sample food and cuisine at the travel destination (Pratt *et al.*, 2020). It greatly features more prominently as a key enabler of a traveller's experiences that are acquired through festivals and events. It is a key motivating aspect for tourists' destination which provides diverse experimental accomplishments. The sensorial perspective and taste is a great motivation for the gastronomic travellers (Dixit, 2019). The local food sensory appeal has been contemporary within the hospitality and tourism literature (Alfiero *et al.*, 2019). It emerged as a key element of unforgettable experience by the travellers that love having different types of appealing food irrespective of their home countries.

Wine tourism growth: The culture of travel for wine has emerged within the tourist industry. Wine tourism growth is towards travellers that are interested in wine. It involves travel visit to various wineries for the purpose of testing wine as well as having first-hand experience on where wine is both produced and grown (Alonso *et al.*, 2020). Some of the popular destinations for wine include Spain, France, Italy, Germany and South Africa. Travellers are motivated for wine for relaxation, entertainment, culture, socialisation, tasting and rest (Byrd, Canziani, Hsieh, Debbage and Sonmez, 2016).

6. Adventure tourism

There is an increase in family exploration for entertainment and adventure. It involves members of family traveling together. The love for sports and travel is also a form of adventure tourism.

The increasing desire for entertainment and growth in family outings: Family tourism involves members of families having family vacations. Family can range from minimum of parent(s) with one child to a number of children. Entertainment tourism is related to the entertainment destinations that have different attractions (Backer, 2013). There has been increase in emerging trend for entertainment and outings of families including joint family

visit to popular entertainment joints like parks, and family vacations (Schanze, 2014). Backer argues that, despite the demise of the traditional family system, families play vital role in hospitality and tourism sector. Holidays play significant role in strengthening the relationships within family as well as building of family and social capital within both extended and immediate family set up.

Increasing growth in sports tourism uptake: There is an emerging trend of attractions to popular sports events by sports enthusiasts. For instance, the Olympics, football-including world cup competitions. Sports tourism refers to all types of passive and active involvement in sporting functions and events, participating in organised manner or casually for both commercial and non-commercial objectives that compel individuals to travel away from their homes (Barbosa, *et al*, 2020). There is a growth of interests in sporting activities that attract people of all ages and race. Such activities could be at local level, regional or at global level like the world cup sporting competitions. Barbosa mentions that, due to the emergence of information and technology, sporting is not only physical but digital as well over online media platforms or televisions.

7. Growth in international travel and Bleisure tourism growth

Besides the COVID-19 period, people make international travel for different reasons like sports, medical, adventure, religious and business reasons among other reasons. There have been increased number of global tourists' arrivals from both traditional and emerging markets (Pinho and Marques, 2021). The technological development and growth in transport infrastructural network like rail, water and air has contributed to nurturing the international travel growth of tourism.

Linked to international travel is the growth of bleisure tourism. After the end of COVID-19 pandemic, many firms across the world gave employees the freedom to work away from office. Such freedom increases the employees' flexibility to take some short vacations during working hours. This emerging opportunity creates business and leisure (bleisure) where employees are encouraged to attend business events and still create time for break away from work for personal relaxation (Pinho and Marques, 2021). Portugal has experienced the growth of bleisure tourism. In 2018, the country hosted 308 international meetings with over 113,000 participants (Marques, 2020). Marques also notes that the attendance of such meeting was through registration fees that accounted for 68 million Euros. This is a reflection of the impact of business events that reinforce the growth of bleisure tourism. Hence, Portugal was ranked as the global top eleven and Europe's top seven of the most popular destinations for hosting international events in 2018. Lisbon dominates as a location, reaching an impressive 6th position in the worldwide cities context upon receiving 152 meetings). Porto, the second largest Portuguese city, reached the 22nd position by hosting 71 meetings (Marques, 2020). Work-life balance is important to ensure a health workforce in an organization. Part of creation of opportunity for staff to enjoy work life balance is through the rise of bleisure tourism. It is a combination of leisure and business where individuals combine business trips with leisure activities. This approach allows travellers to make the most of their time away from home by extending their stay to explore the destination for leisure purposes (Mushtaq *et al*, 2024).

8. Emerging contemporary issues in tourism and hospitality

Changing preferences of tourists: The needs of clients are constantly changing due to a number of factors including outbreak of pandemic like COVID-19, globalisation, ageing, technology, innovative products, emerging markets and competition among tourist service providers (Tarakci *et al*, 2021). The new preferences among travellers include quest for health menus, increase of health concerns in selection of food and drinks from menus, variety and personalised services. This implies that the changing tourist preferences call for change of focus among tourist service providers by being deliberate to develop products that yield experiences based on expectations of the travellers including diversity of products.

Increased concern on wellness, health and safety: There has been increase in wellness by tourists, health and safety that consist of food and drinks. The concern for having safe food and the occurrences of food poisoning have contributed to the adoption of the ISO 22000 food safety system, hazard analysis critical control point and emphasis for health menus (Hall, 2020). There is more focus on food safety from production and preparation processes.

Quest for catering of people living with disabilities: There has been emerging concern on catering of people living with disabilities. Tourism and hospitality service players have learnt to have special packages for clients that are living with disabilities. The consideration of service providers for special package of these category of clients has contributed to accessible tourism (Reindrawati *et al*, 2022). This concern has directly impacted on the tourism and hospitality infrastructure, service delivery and training of employees. This implies that, there is need to consider development of infrastructure like elevators, ramps for clients that are living with disabilities as well as roll out of processes that facilitate services to such clients.

An increase in substitution of tourism and hospitality products: There has been an increase of alternatives in tourism and hospitality. This affects the services, experiences, choice of destination and products (Van der veen, 2015). For instance, convention centres versus conference facilities and service apartments versus hotel accommodation facilities. The presence of alternatives increases competition among service providers while embracing the different client choices.

Digital marketing popularity: Digital marketing has become popular platform for communication, promotion and marketing of products including services by hospitality and tourism service providers. As a result, most tourism and hospitality service providers are forced to adopt relevant tools and digital media including online marketing and branding (Kariru, 2022). Because of digital marketing popularity, almost all tourism and hospitality businesses maintain online presence through search engines and websites. However, digital marketing has tendency of over reliance on third party like the short accommodation platforms that reduces hotel profitability.

Tourism seasonality: Tourism destinations experience seasonality which has fluctuations of both supply and demand in the tourism and hospitality sector. Seasonality is a combination of various reasons such as school holidays, climate conditions among others (Corluka, 2019). This implies that tour operators and governments have a duty to manage

seasonality of tourism by developing diversified tourism activities that can attract tourists all year round.

Travel advisories: Most countries across the world have been affected by travel advisories due to security related concerns. The advisories create restrictions on travel to particular countries or regions as a way of precautionary measure for citizens to travel in certain countries or areas with high threats like outbreak of pandemic and terrorism attacks (Babey, 2019). Such travel advisories restrict tourism and hospitality activities, thus reducing the earnings from tourism and hospitality industry.

Economic crises: Economic crises consist of stagnation, inflation and recession. These happenings affect tourism and hospitality sector (Kapiki, 2012). Recessions and economic downturns reduce the disposable income among tourists, which reduces consumption and spending on tourism and hospitality. Kapiki asserts that, inflation makes the related tourism and hospitality products to be expensive, thus becoming unaffordable to majority of the clients as well as potential new tourists.

Natural disasters: Natural disasters naturally occur and are harmful occurrences that are beyond control of human. Some of these occurrences include disease outbreaks, flooding, earthquakes, cyclones, volcanic eruptions, hurricanes, tsunamis and bushfires (Praveen and Rajesh, 2021). The occurrences of natural disasters destroy tourism and hospitality infrastructure and properties as well as lives, which instils fear of traveling to such destinations.

Climate change: Climate change is a one of key issues in tourism and hospitality sector. Climate change leads to rise in temperature, hence indirectly and directly affecting tourism and hospitality through extreme weather occurrences like flooding and erosion of natural attraction sites (Siddiqui and Imran, 2018). When natural attractions are erased, it destroys experiences, products and destinations and the extreme weather occurrences deter tourists from traveling to such destinations. Much energy in tourism and hospitality industry is used by cooling and heating rooms. For example, in tropics and warm destinations, temperature settings in hotels with air conditioning are often set below 20°C whilst customers would generally accept temperatures of between 20°C and 25°C (Walmsley, 2011). On the other hand, settings of temperature are often set high for guests in temperate climates. One way for climate mitigation in consumption of energy is through installation of management system which turns off lights and air conditioning in areas of accommodation facilities that are not in use.

Political events: Political events include civil wars, civil unrests, terrorism and general elections. Such events may lead to travel advisories. Such events affect tourism and hospitality sector. Political unrests tend to deter tourists from visiting and travelling to affected destinations due to fear of insecurity, hence reducing tourism and hospitality spending (Kimani, 2021).

Conclusion

Tourism and hospitality sector experiences various trends and challenges which have implications to the sector in terms of opportunities and threats. This article, show that both governments and service providers seeking to strengthen their tourism and hospitality service should start focusing on long term strategic plans that comply to the merging needs of travellers. Despite the complexity and size of the industry, many of its products and service providers are interconnected by technology, which has, and continue to play a significant role in shaping the changing nature of the sector. Due to specific characteristics of bleisure tourism, destination areas like Portugal are increasingly paying attention to this market. Business tourism represents an important weight in both local and regional economic environment and corresponds to a tourist segment with great potential of development. Tourists attractions including eco-tourism play an important role in the national economies. For incidence, the whale watching in Iceland is the main attraction for tourists. It significantly contributes to the national economy of Iceland.

Recommendations

Implication of wellness, health/medical tourism

There is an increase in desire for people being in good state of mind, soul, spirit and body. The growth of health tourism is directly linked to international quest for illness treatment. Efforts should be made to integrate heritage, recreation and culture in health tourism. For instance, countries like India that is not only tourists' destination and attractions but also has rich cultural attraction (Ghanbari, Moradlu and Ramazani, 2014). This implies that going forward, there will be need for collaboration of health facilities with the tourism service providers in sharing information on the nearby cultural tourist attractions as well as increased establishments of accommodation facilities. Health related travel creates opportunity for achieving individual or family desires to the specific health objectives. The experience and outcome create room for repeat travellers to the health tourism destination. The word of mouth as well as media regarding the outcome of health travel leads to interests among potential first time health tourists. Given the interest of health eating habits, health tourism is expected to grow further because of the desire of human population to address the different medical complications that emanate from unhealthy eating habits.

Implication of advancement of information technology

This presence of information technology creates room for direct marketing by different tour service providers which may reduce the role of travel agents over some period of time. The use of information technology means that travellers can make plans for their holidays conveniently and in more expedient way and they can search on internet the best travel packages by different airlines, accommodation facilities including different forms of accommodation facilities at hand (Wee, 2017). This means that tourist service providers will need to be intentional in matching up with speed and quality in their services as well as being competitive. In order to navigate increased competition, the service providers for information technology avenues will explore ways of collaboration and integration in order to become appealing to travellers. Going into the future, the services providers for instance of different websites may need to come up with innovative packages like loyalty rewards and other forms of retaining and enlarging the market segment by retaining the clients on particular online platforms. Furthermore, the role of social media is significant. As clients

travel across the various travel destinations, they have and continue to be aware of their destination including related services and facilities. To this end, travellers no longer rely on the recommendations of specific tour operators and advisers like the trip advisor. The online recommendations of repeat visitors to tourist destinations and attractions have great influence on the first time visitors who may not have information of popular attractions and destinations. This is also linked to the adoption of artificial intelligence in tourism and hospitality sector.

Implication of food and winery experienced tourism growth

Gastro tourism is seen as a key element for lovers of food that will continue shaping their decision making in regard to choices of holiday destination including the variety of choices for dining. It offers opportunity for local gastronomy within the host destination to share information on the host cultural environment including traditions and heritage. It also nurtures self-sense of pride among the host community at the destination and motivates individuals and groups to participate in tourism activities including taste for different wines and visit to where they are manufactured (Dixit, 2019).

Implication of adventure tourism

Family travel is more resilient than other tourism travel given that human beings will always travel to reconnect with family including family friends. Growing of family entertainment has led to emerging of new family tourism market segments while traditional markets are becoming more exploratory. Therefore, this means that tourism and hospitality sector needs to gratify the emerging and growing family market diversity in present time as well as going forward (Backer, 2013; Schanze, 2014). However, the focus on family vacation is relaxation and engaging in family activities meant to create long lasting happy memories. It is vital to ensure fun for children in a safe environment while the adult family members pursue their own interests. It is paramount to ensure that children just like adults enjoy their family holiday by having specific activities for children of different ages (Carry, 2011). The implication is that, the future of family tourism lies in meeting the diverse needs of adults as well as children of different ages from diverse family units and different race background and ages.

In addition, the key tourism implication of sports is the ability of sporting activities to drive positive outcomes to the hosting destinations by realising economic, social and environmental improvements at structural level. Sporting events contributes to the development of related tourism and hospitality services and infrastructural developments like roads network (Bondarik, *et al*, 2020).

Implications of bleisure tourism growth

The emergence of the bleisure tourism trend is certainly a good step towards increasing the domestic tourists' movement, especially that previously employees only worked from their offices. Bleisure tourism creates opportunity for staff to work while in dream holiday without coming back to office. Tourism service providers need to develop bleisure packages for clients. For instance, special packages for business trips and variety of alternatives around location of events. The rise in growth of bleisure tourism has implication on the local economy. The local business centres and exhibitions take advantage of this emerging trend

by developing variety of marketing their products through exhibitions in anticipation of stimulating extra spending by business travellers.

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