

# *Trends and Challenges in Tourism*



**Presented By: Lokuhetty Anura, Sri Lanka**

# Trends and Challenges in Tourism



## WHY TOURISM MATTERS



Source: UNWTO Tourism Highlights 2018 Edition



# Trends and Challenges in Tourism

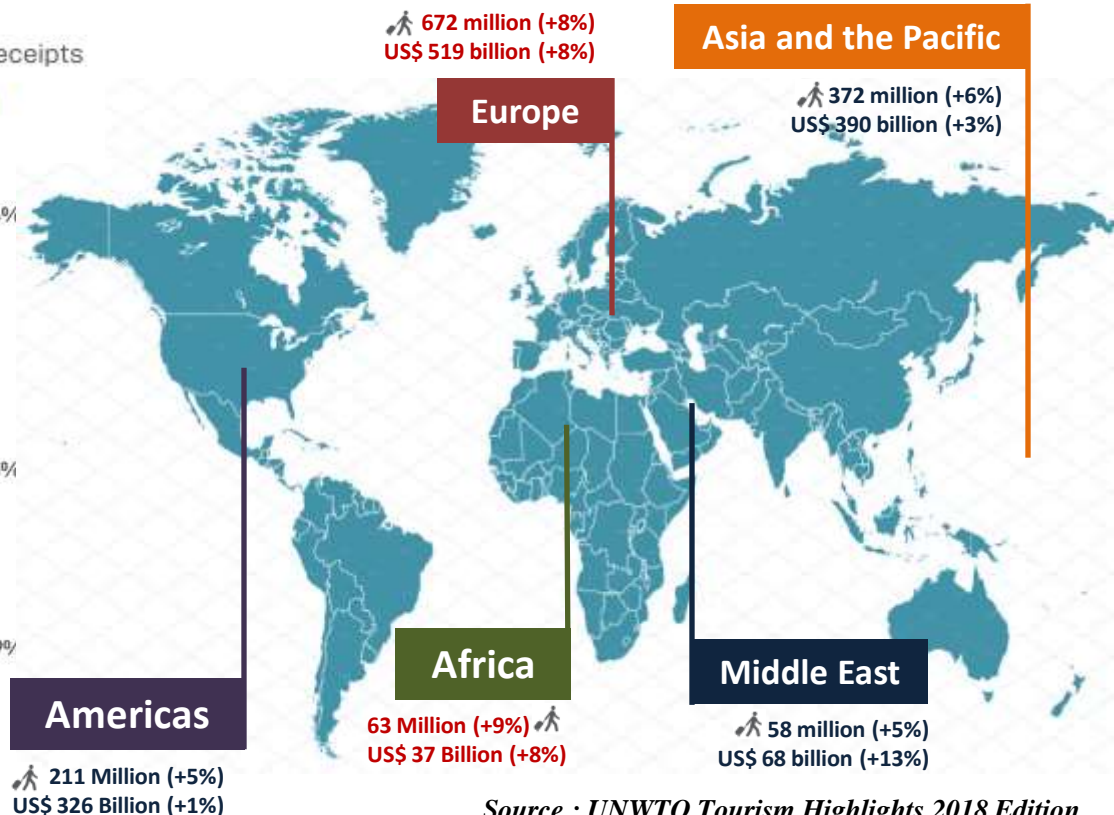


Total International Tourist Arrivals  
**1,326 million**



Total International Tourism Receipts  
**US\$ 1,340 billion**

## International Tourism Trends 2017



Source : UNWTO Tourism Highlights 2018 Edition





# *Trends and Challenges in Tourism*



- **Understanding the “Modern Traveler”?**
- **Latest Trends in the Hospitality Industry**



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## Who are the “Modern Travelers”?

- **Millennials *or* Gen Y**  
Born between early 1980's and early 2000's
- **Generation X**  
Born between 1965 and 1980
- **Baby Boomers**  
Born between 1946 and 1964
- **M. I. C. E**  
Represents B2B (Business to Business) Travelers

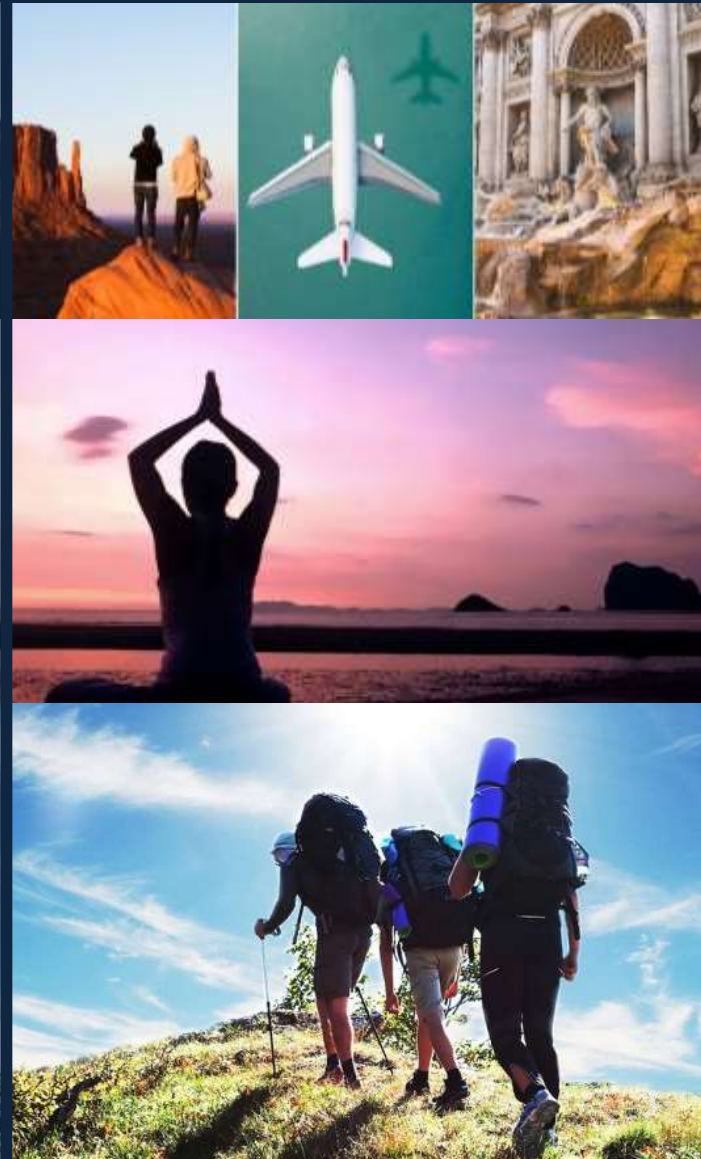


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## The Millennials

- They are a group of Educated, Travel-ready Individuals. **The Millennial age range is roughly 18-35 today.**
- *According to World Economic Forum – Annual Survey 2017* 50% of the world's population is under the age of 30
- The first generation to be driven by digital and mobile, an online approach is by far the best way to reach them.
- This generation prioritizes recreational activities and experiences.
- **Millennials will become the core customers within the Tourism Industry over the next 10 years.**





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## The Generation X

- They are more concerned with financial matters. **The age range is roughly 35- 54 today.**
- Very focused on family and are keen to bring the kids on their vacations, making school vacations a top criteria for travel times.
- The majority of Generation X travelers rate exploration as an integral part of travelling and are very interested in the arts and consider a destination's cultural and art attractions as a draw to travel.



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## *The Baby Boomers*

- Ranging from ages 56 to 72
- *Data from the U.S. Census Bureau shows* that there are **76.4 million baby boomers in US alone**
- Baby Boomers are driving the new leisure economy. They control a huge chunk of current disposable income.
- The main reason for Baby Boomers to travel is to create meaningful experiences.





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## *M. I. C. E*

### **M** Meetings

Any number of people coming together in one place for a particular activity, once-off or on a regular basis.

### **I** Incentives

Booked by companies and corporations, Incentive travel is a way for an employer to reward employees by way of travel.

### **C** Conference

Conferences are similar to meetings, but a specific objective and exchange of information is usually predetermined.

### **E** Expos

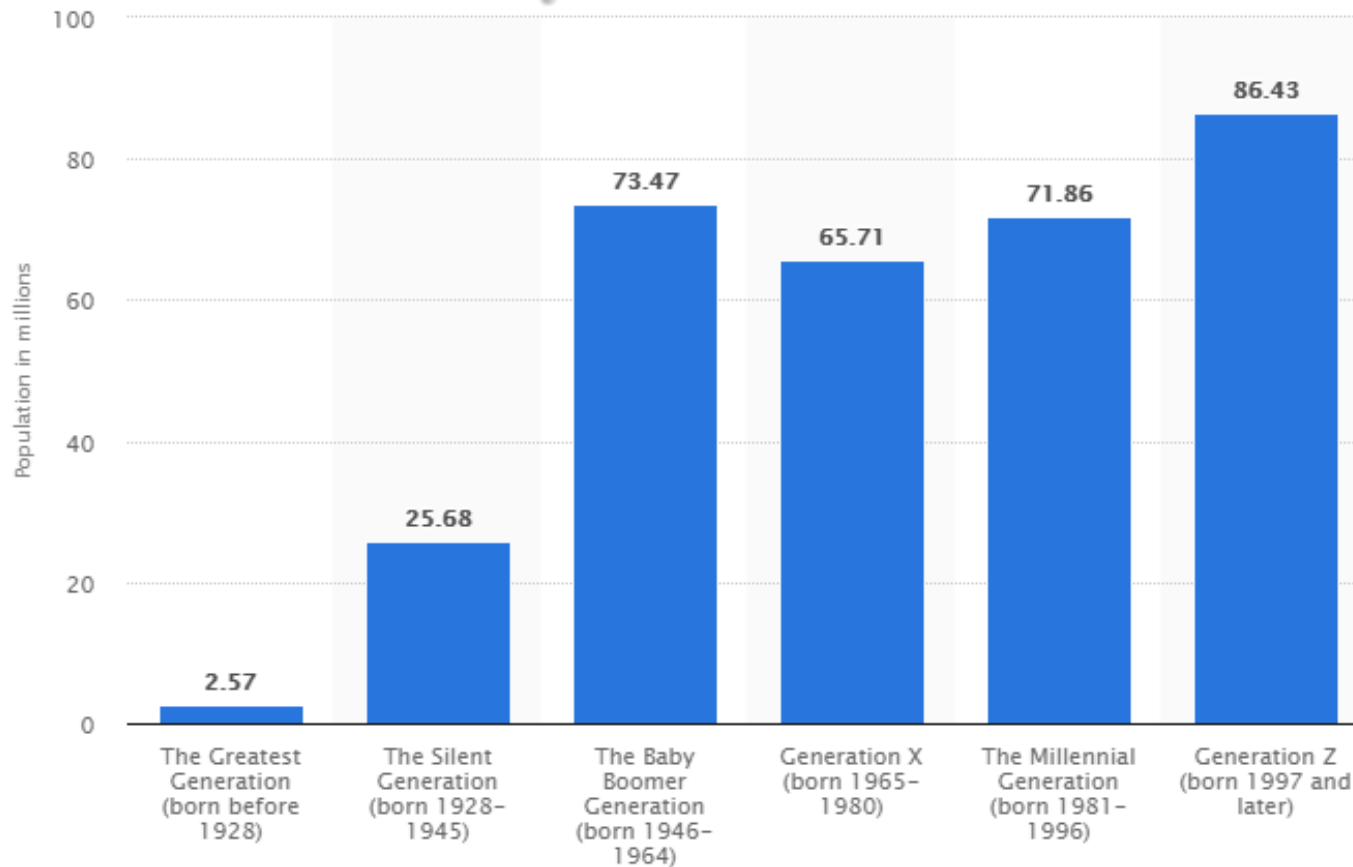
Exhibitions showcase products and/or services displayed in a focused field of interest. Leaders in their field all together in one



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## **Population in the United States in 2017, by Generation**



Source: Statista, *The Statistic Portal*



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## *What Impacts the Modern Traveler?*

- Experience Impact
- Technology Impact
- Money and Quality Impact
- Health and Safety Impact















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## The Modern Traveler Life Styles

Source : Google

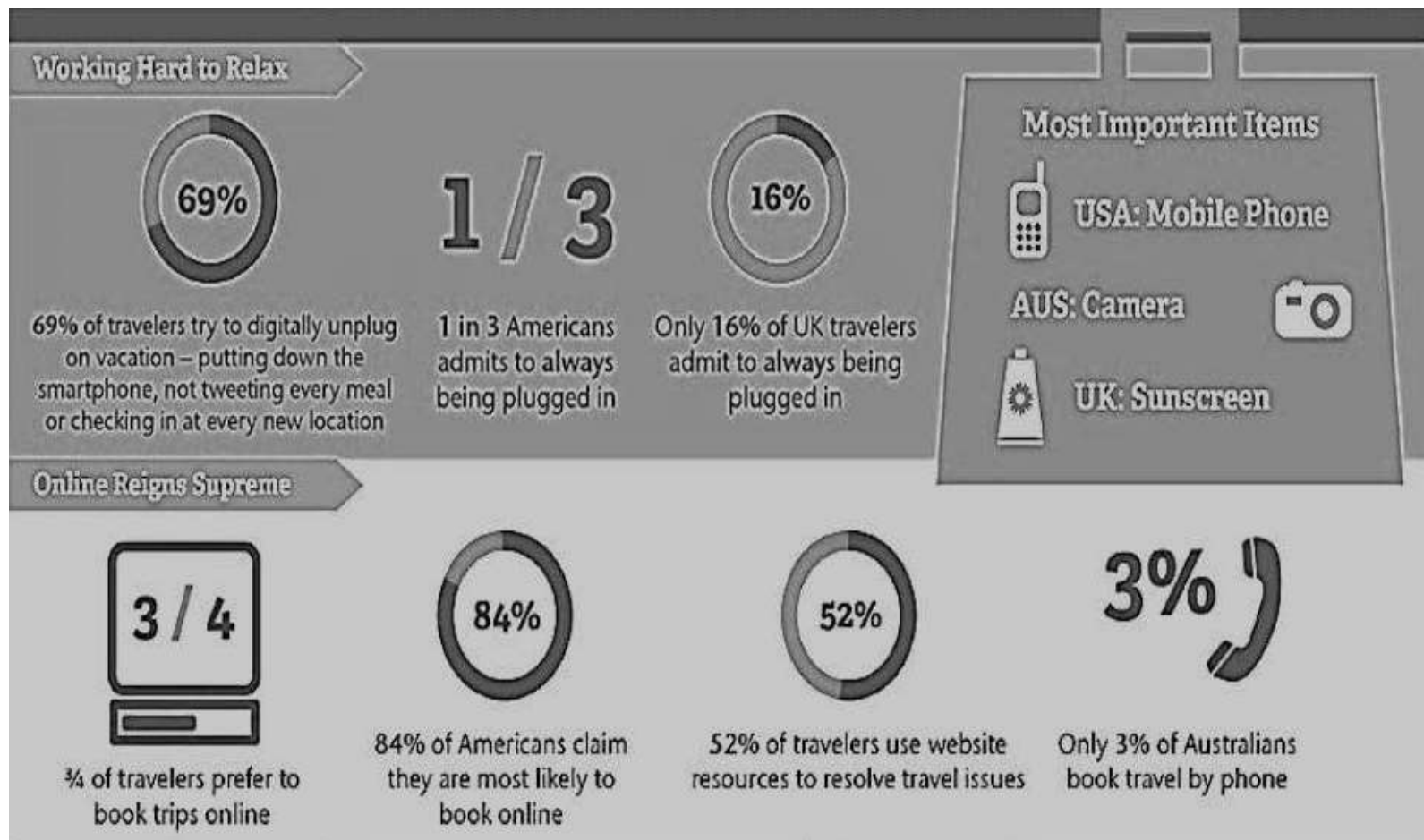
Characteristics	Maturists (Pre – 1945)	Baby Boomers (1945 – 1960)	Gen X (1961- 1980)	Millennials (1981- 1995)	Generation Z (Born after 1995)
Aspiration	Home Ownership	Job Security	Work-life Balance	Freedom and Flexibility	Security and Stability
Attitude towards Technology	Largely Disengaged	Early information Technology (IT) adaptors	Digital Immigrants	Digital Natives	Technoholics
Attitude towards Career	Jobs are for life	Organizational – Careers are defined by Employers	Loyal to Profession not necessarily Employer	Digital Entrepreneurs – Work “with” Organizations not “for”	Career Multitaskers
Signature Products	Automobile 	Television 	Personal Computer 	Smart Phone 	Nano – Computing & Driverless Cars 
Communication Media	Formal Letter 	Telephone 	Emails & SMS 	SMS and Social Media 	Hand held Devices 



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## The Habits of the Modern Traveler



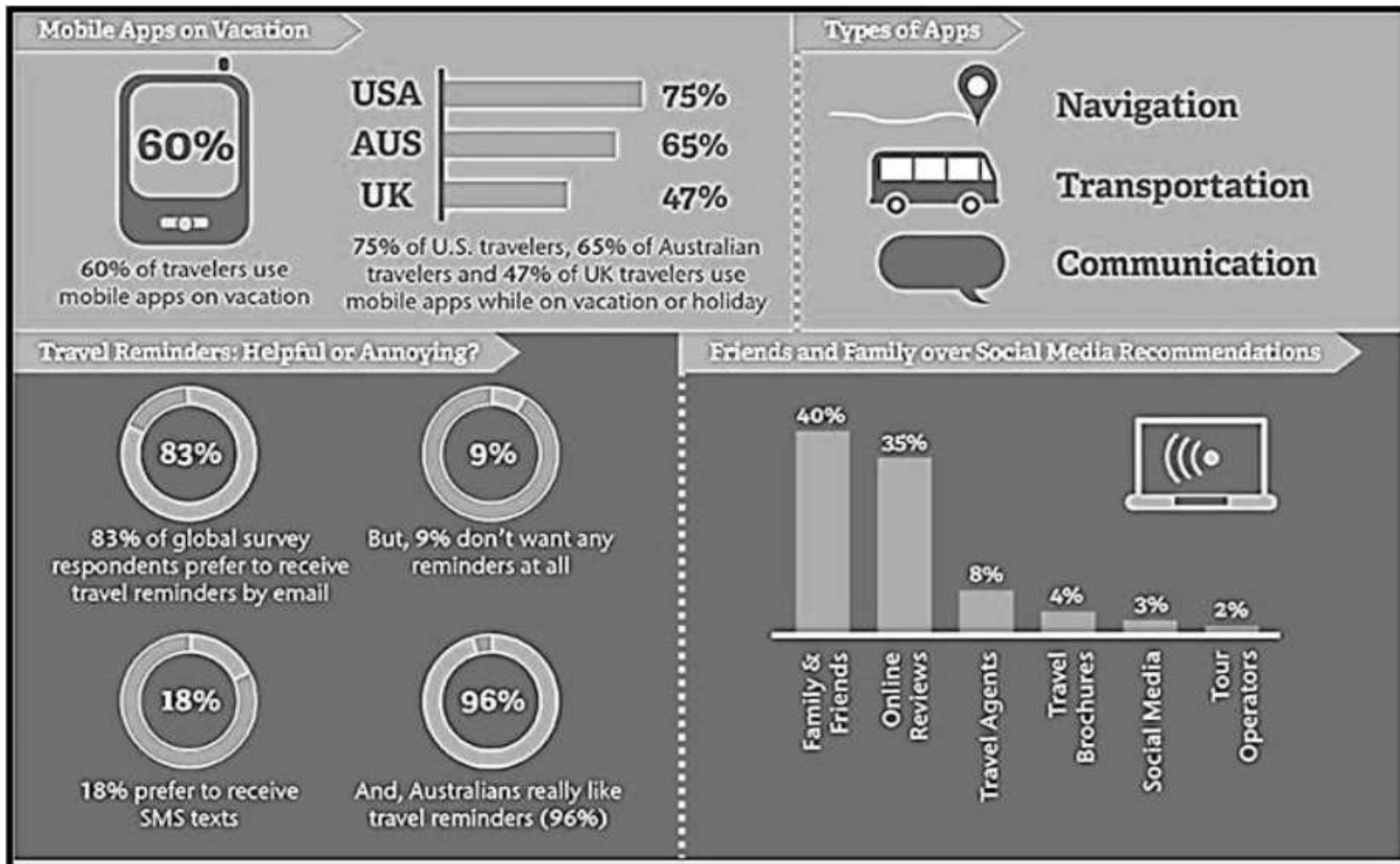
Source : Google



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## The Modern Traveler Habits



Source : Google



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## **Trends Impacting Tourism**



### ➤ **Catering to Millennials**

A 2018 Future of U.S. Millennial Travel report based on a Resonance Consultancy survey of U.S. 20 to 36-year-olds found that 85 percent put a priority on venturing out of their comfort zones and learning new things. That ranked right behind dining (91 percent) and fun attractions (90 percent).



### ➤ **Tech Explosion**

- **Direct Bookings**
- **Mobile Bookings**
- **Virtual Finger print for Check-in**

Today's Hotel website needs fresh content, updated promotions and rich media as Today's Travelers are self sufficient and tech savvy



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## Trends Impacting Tourism



### ➤ Influx of International Visitors

*According to Gulf News Aviation* Dubai International Airport hits new milestone with over 8.37 million flyers in August 2018. **New record shows Dubai International Airport remains one of the busiest hubs in the world.**



### ➤ Increased emphasis on health and well-being

*According to Lonely Planet,* Wellness Tourism is, the industry's fastest growing sector with a 10% rise this year making it a plus \$500bn market. Within that, the specialist medical segment is growing even more rapidly, as travelers attempt to cut bills or waiting times. Forecasts vary, but suggest that this is rising at around 20% annually and is currently worth \$45 - \$72bn.



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## Trends Impacting Tourism



### ➤ Sustainability

More Hotels will become completely self-sufficient by supplying their own energy, especially those in rural areas.



### ➤ Real Time Damage Control

*According to Statista, the statistics Portal* TripAdvisor one of the most renowned destination and accommodation websites **600 million reviews** and opinions covering **7.3 Million Accommodations, Airlines and Restaurants.**





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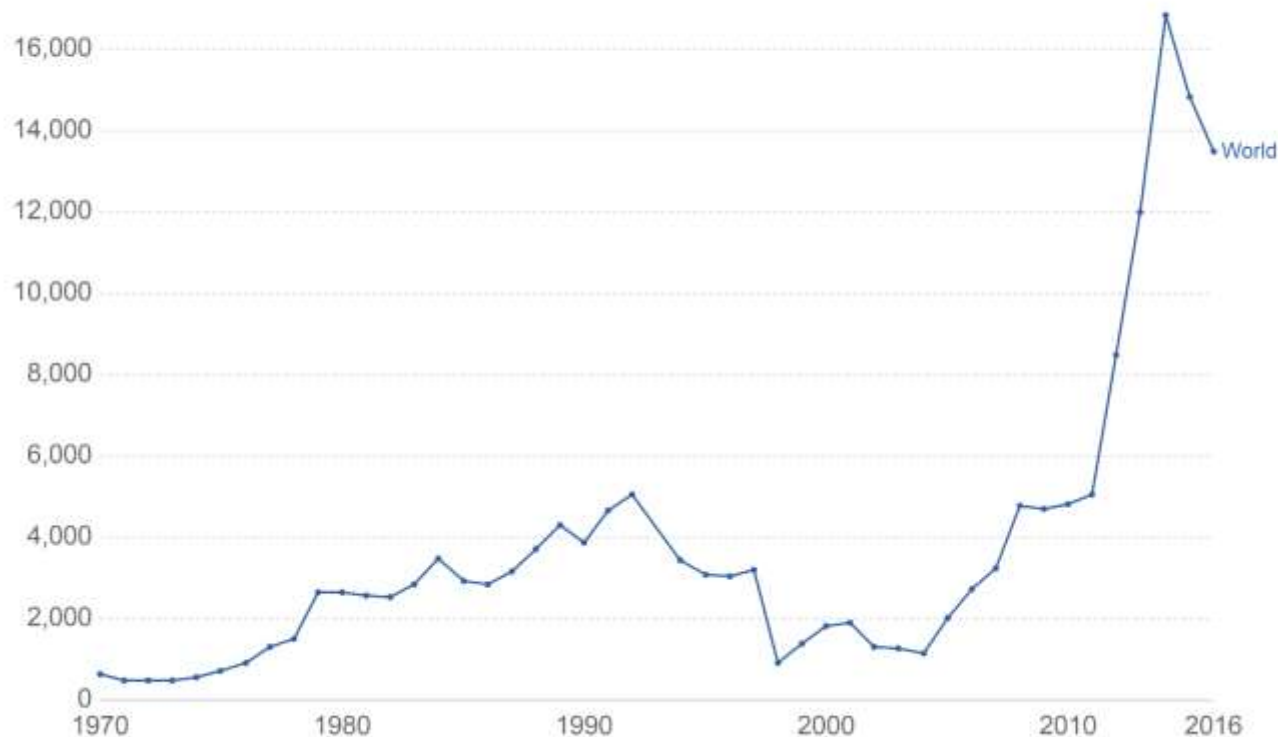


## Challenges in Tourism

### ➤ Increased Terrorist Attacks

#### Number of terrorism-related incidents

The total number of terrorism-related incidents per year. The source defines a terrorist attack as: "the threatened or actual use of illegal force and violence by a non-state actor to attain a political, economic, religious, or social goal through fear, coercion, or intimidation."



Source: Terrorism incidents - Global Terrorism Database

OurWorldInData.org/terrorism/ • CC BY-SA



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## *Challenges* in Tourism

### ➤ Finding and Retaining Talent

- The Hidden Reason Behind Hospitality's High Turnover Problem
- Creating 'Career Pathways' for Team Members
- The Importance of Cross-Training and Leadership
- *Why* Education is Key to Keeping Employees Long-Term?
- Changing Jobs, and a Changing Hospitality Industry
- Improving Retention Through Continuous Learning Programmes



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## *Challenges* in Tourism



- **Natural Disasters**
- **Impact from Political Instabilities**
- **Climate Change**
- **Taxation**

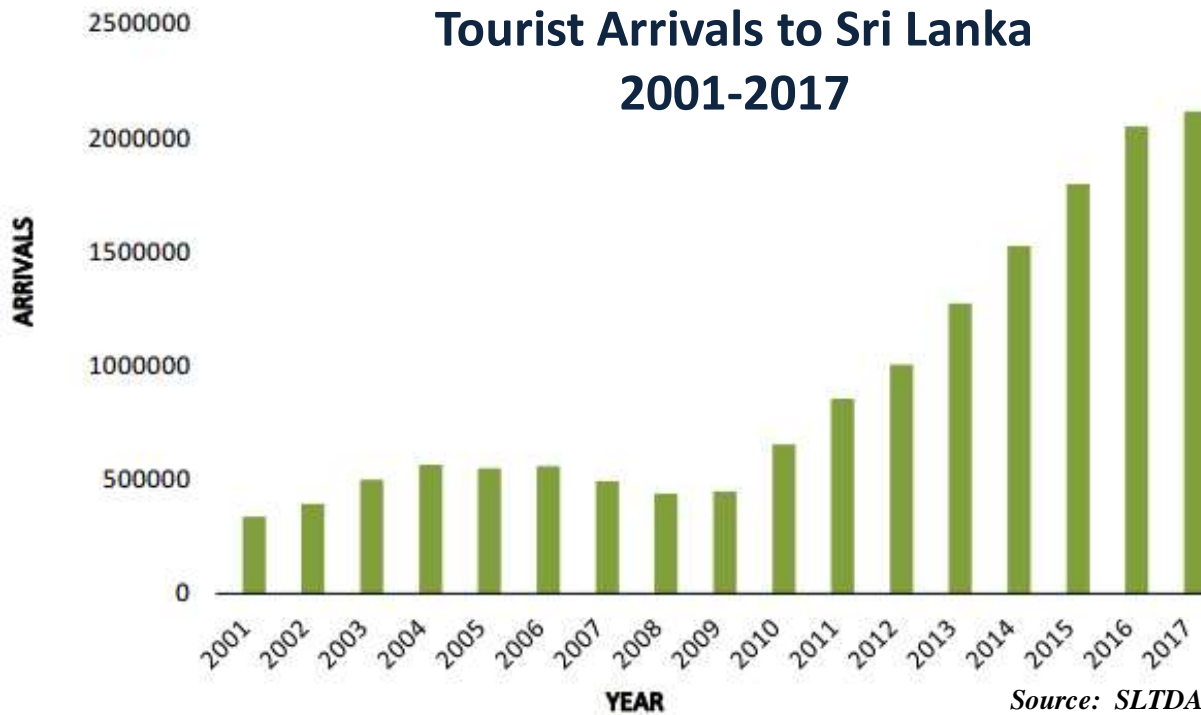




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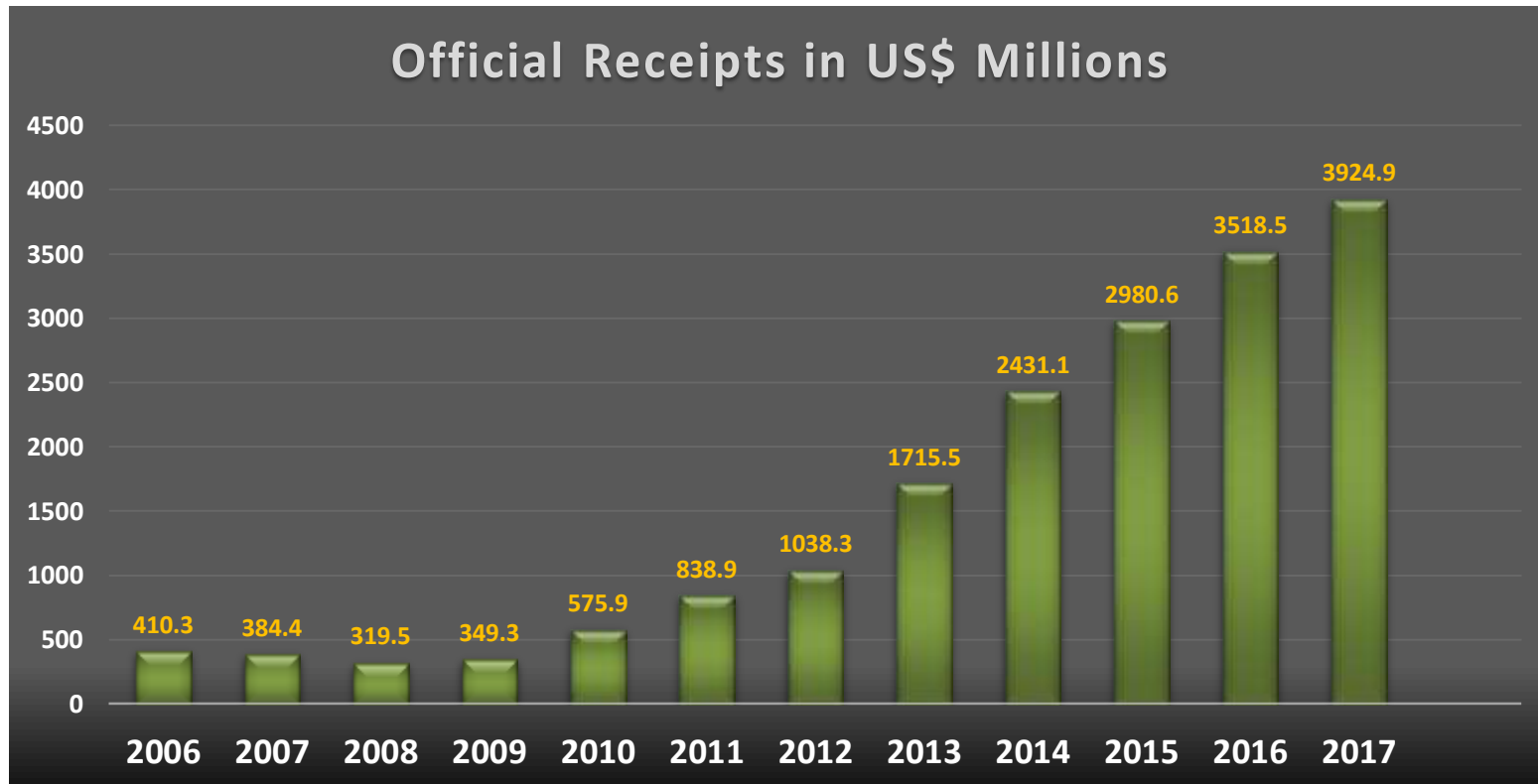
## Tourism Industry of Sri Lanka



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## *Tourism Industry of Sri Lanka*



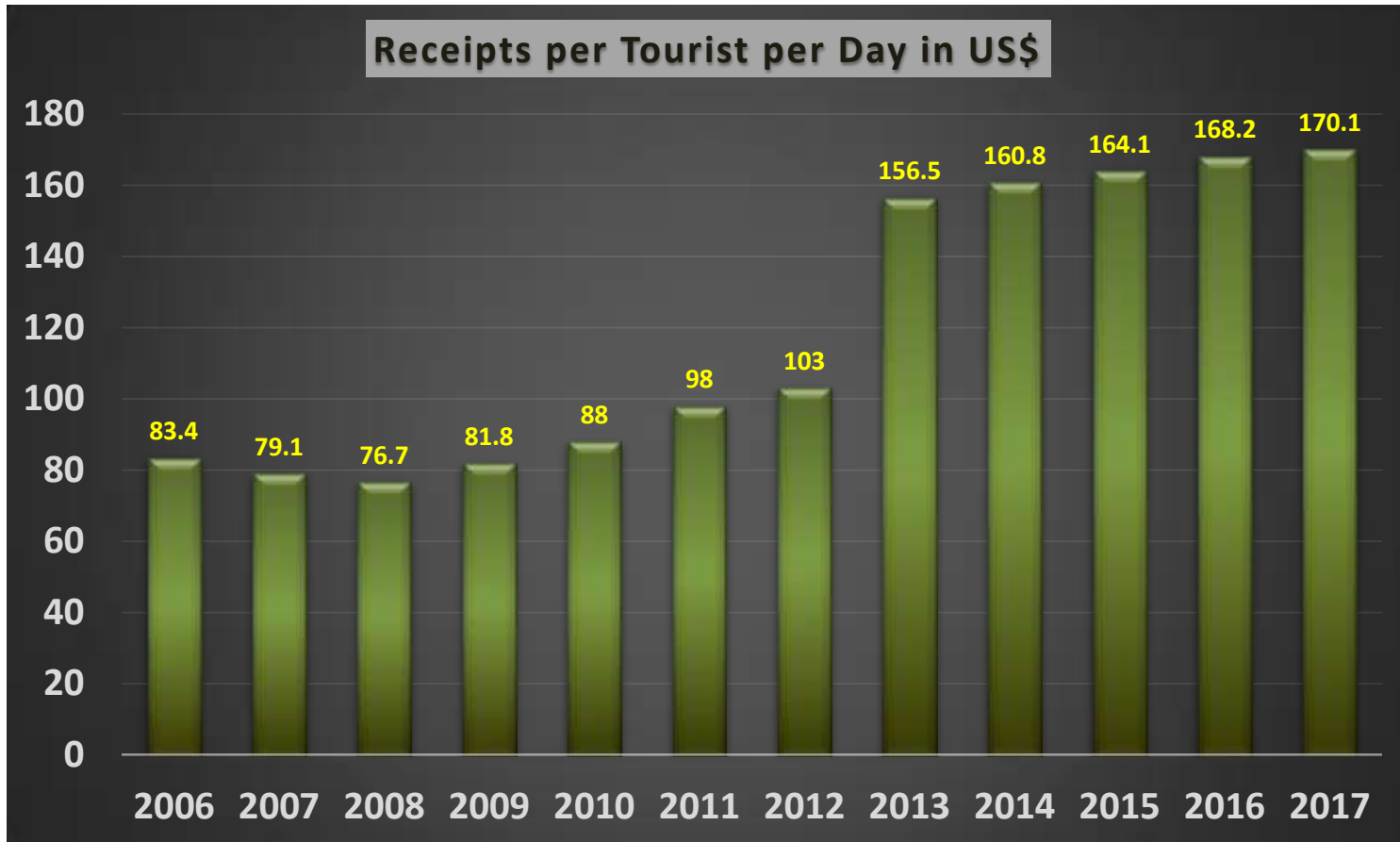
Source: SLTDA Annual Statistical report 2017



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## *Tourism Industry of Sri Lanka*



Source: SLTDA Annual Statistical report 2017





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**Sri Lanka is ranked as the Top Country for Travel in 2019  
by Lonely Planet**



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# *Thank you!*

*Presented By*  
**Lokuhetty Anura, Sri Lanka**

