FUTOUR

Online Course: Frameworks for Future Tourism

2021-2-DE02-KA220-VET-000048785

Tourism After Covid-19

Unit 2

Framework and the Scope of the Unit

- Unit 2 will cover crisis of the tourism industry due to the Covid-19 and the latter's impact on the changes and developments in the industry.
- You will also learn about the trends, tendencies, challenges and needs of the field.
- Additionally, you will get acquainted with good practices
- The Unit will go deeper into suggesting solutions for rebooting and recovering tourism, namely digital and sustainable tourism
- Final message will be provided
- Time will be allotted for discussion and activities.

FUTOUR

TABLE OF CONTENTS

01

Tourism and Covid-19

Tourism before, during and After Covid-19, Challenges, Transformations, Impact, Consequences

02

Rebooting Tourism

Digitalisation and sustainability promotion

03

Actvities

Provoking your knowledge retention and critical-thinking

Tourism and Covid-19

Tourism and the Covid-19

Tourism during Covid-19 pick

- **COVID-19 Impact:** Global tourism faced a severe halt due to the pandemic.

- **Economic Downturn:** Significant losses across airlines, hotels, and related sectors.

- **Traveler Reluctance:** Health risks and quarantines deterred tourism.

- **Adaptive Measures:** Shift to virtual tours and enhanced hygiene protocols.

-73%
International tourist arrivals

Loss in export revenues from international tourism
US$ 1.3 trillion

International tourism could plunge to levels of
1990s

Estimated loss in global GDP
over US$ 2.5 trillion

Loss of international tourist arrivals
1 billion

100 - 120 million
direct tourism jobs at risk

Slow recovery of Tourism

- **Regional Disparities:** Europe and the Americas saw a 2021 tourism surge but remained 63% below pre-pandemic levels.

- **2022 Rebound:** International tourism reached 62% of pre-pandemic levels in the first 9 months.

- **Notable Growth:** Approx. 700 million tourists traveled internationally in 2022, a 133% rise from 2021.

- **Ongoing Pandemic:** New COVID-19 variants
- **Geopolitical Tensions:** Conflicts, e.g. in Ukraine

- **Industry's Need:** Tourism stakeholders must remain adaptive, preparing for both opportunities and challenges.

Rebooting Tourism

Reviving Tourism offer

1. **Re-envisioned Tourism Offer**: Tailoring to new preferences like local and outdoor experiences.

2. **Operational Overhaul**: Embracing digitization for streamlined services.

3. **Technological Integration**: Using AI and VR for enhanced guest experiences.

4. **Emotional Engagement**: Focusing on authentic and cultural immersions.

5. **Strengthened Health Protocols**: Implementing stringent safety measures

6. **Adaptive Company Management**: Upskilling and using innovative remote tools.

The travel industry is pivoting towards safety, technology, and enriching experiences in the post-pandemic era.

Health and Safety

1. **Professional Sanitation**: Enhanced cleaning with UV technology, HEPA filters, and professional-grade disinfectants.

2. **Food Safety**: Strict protocols from sourcing to serving.

3. **Personal Protective Equipment (PPE)**: Availability of masks, sanitizers, and gloves.

4. **Social Distancing Protocols**: Advanced booking systems and spaced seating.

5. **Government Guidelines Adherence**: Continuous updates and staff training.+

6. **Transparent Communication**: Real-time safety information via apps and digital boards.

7. **Data Management and CRM**: Robust data encryption and privacy norms.

FUTOUR

Company Management

1. **New Leadership Roles**: Addition of Chief Safety/Health Officer to ensure health standards.

2. **Specialized Training**: Crisis management modules for enhanced safety, as seen in airlines.

3. **Safety-First Marketing**: Campaigns like those in the Maldives emphasizing secluded experiences.

4. **Updated Operational Manuals**: Adjusted guidelines, with theme parks optimizing crowd management.

5. **Enhanced Resilience**: Collaborative strategies using digital tools, with tour agencies utilizing AI.

FUTOUR

Breakthrough in the Field: Digitalisation
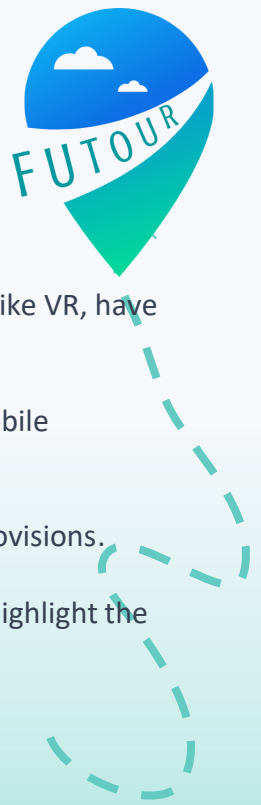
- **Driving Factors:** Consumer expectations of seamless online experiences, coupled with technological advancements like VR, have ushered in a new era of digital tourism.

- **Benefits:** Enhanced understanding of consumers through AI analytics, and constant connectivity with tourists via mobile platforms. Platforms like Expedia offer integrated tourism experiences.

- **Information Flow:** Systems like Global Reservation Systems (GRS) enable instant bookings and integrated service provisions.

- **Challenges:** Rapid tech advancements demand up-to-date management strategies, while increased online services highlight the need for robust cybersecurity measures.

Scope of Digital Tourism

Why Digital Tourism

- **Innovative Experiences:** Tools like VR enable immersive tours, such as the British Museum's ancient exhibits.

- **Personalized Adventures:** AI platforms like TripIt make tailored trip recommendations, enhancing the travel experience.

- **Efficient Planning:** Platforms like Skyscanner offer transparent booking, optimizing trip planning.

- **Business Evolution:** Models like Airbnb introduce peer-to-peer exchanges, supported by real-time availability checkers.

- **DMOs' Digital Strategy:** Tourism boards, like Tourism Australia's #SeeAustralia campaign, utilize digital platforms for wider reach.

Mechanisms Powering Digital Tourism

- **Vivid Presentation:** Media-rich travel blogs and platforms like Pinterest serve as modern travel brochures.

- **Enhanced Communication:** Travel influencers on Twitter and Instagram shape travel trends, offering real-time insights.

- **Strategic Online Visibility:** SEO and SEM drive global recognition. The Maldives, for example, gained popularity with smart digital strategies.

- **Sales Modernization:** Blockchain technologies promise transparent transactions.

- **Data-Centric Approaches:** Hotels and airlines leverage data analytics for targeted marketing.

Digital Evolution in Post-COVID Tourism

1. **Automation and Robotics:** Airports like Tokyo's Haneda use robots for tasks such as cleaning and guiding passengers, enhancing efficiency.

2. **Digital Platforms:** Tools like TripIt offer real-time safety updates, reshaping itinerary management.

3. **AI in Marketing:** Platforms predict consumer behavior for targeted campaigns; e.g., Google Analytics.

4. **Virtual Reality (VR):** Destinations like New Zealand offer VR experiences, influencing future travel choices.

5. **Digital Health Solutions:** Apps like CommonPass ensure travelers meet health requirements with digital health passports.

6. **Tailored Experiences:** Platforms like Airbnb Experiences allow curated trips, from Parisian cooking classes to Bali retreats.

7. **Eco-friendly Tourism:** Digital platforms like Ecobnb promote sustainable stays, emphasizing nature-centered accommodations.

8. **Cybersecurity Measures:** With increased digital operations, tools like Norton protect against potential threats.

Good Practices of Digital Tourism

HMI Technologies (AI and VR) in Vietnam's Tourism

- HMI technologies (AI and VR) play a crucial role in ensuring safety and providing empathetic, personalized care in Vietnam's tourism industry.

- Integration of AI and VR in human-machine interactive devices improves service quality, leading to higher tourist satisfaction and loyalty.

- These technologies contribute to social innovations, sustainable service, create sophisticated experiences for all participants

Opportunities in Portugal's Tourism

Portugal has opportunities in the tourism sector, including a high-quality health response, sustainable tourism options, increased tourism from affluent elderly populations, and accelerated digitalization of tourism operations.

How to adjust rapidly to the post-COVID-19 period

Tourism should reflect the profound understandings stemming from the deviations in consumers' psychology and behaviors and reshape and change their marketing tactics consequently as well as their corporate strategies

Sector reskilling and upskilling/Job opportunities in Digital Tourism

1. **Job Evolution:** While automation may replace traditional roles, new opportunities emerge in AI, big data, and digital content creation.

2. **Skill Enhancement:** Continuous training in digital marketing, data analytics, and virtual experiences is vital for staying relevant.

- **Challenges:** Transitioning faces hurdles like resistance to change, investment costs, and data security concerns.

- **Strategies:** Invest in the right tech infrastructure, forge tech partnerships, and constantly gather customer feedback to refine digital offerings.

Addressing digital ethics, data protection and consumer protection

Dignity

Future-oriented rules & enforcement

Empowered individuals

Accountable controllers

Innovation privacy engineering

Ethics

European Data Protection Supervisor

Building Safety and Confidence

- **Robotization for Cleanliness:** Use robots with UV-C lights to disinfect areas, ensuring thorough cleanliness.Example: Hilton's smart room technologies for touchless controls.

- **Transparency Campaigns:** Promote behind-the-scenes cleaning processes, highlight certifications like "Clean & Safe". Example: European destinations showcasing certified establishments.

- **Social Media Engagement:** Utilize hashtags (#SafeTravels, #CleanStay) and partner with influencers to amplify safety measures. Example: Dubai Tourism's influencer campaigns emphasizing stringent safety measures.

FUTOUR

Going Sustainable

Renewable Energy: Utilize solar panels and wind turbines; e.g. Brando Resort's near 100% renewable energy.

Tech-Driven Waste Reduction: use AI like Winnow to monitor and reduce kitchen waste by predicting food consumption.

Minimizing Plastic Usage: Replace single-use plastics with sustainable alternatives; e.g. Marriott's global elimination of small plastic bottles.

Boosting Local Tourism: Promote lesser-known attractions and incentivize off-season travel, like Italy's "Albergo Diffuso" revitalizes historic villages

Innovations Transforming Hospitality and Tourism

1. **Automation & Digitalization; e**.g., Automated check-ins at airports, digital restaurant menus.

2. **Smart Amenities: e**.g., AR-enabled maps and interactive digital displays at tourist spots

3. **Recognition Technologies:** e.g., Facial recognition for boarding and event entries.

4. **Unified Payment Solutions:** e.g., Platforms like Apple Pay for seamless transactions.

5. **Personalized Experiences:** e.g., AI-driven tailored travel itineraries.

FUTOUR

Innovations Revitalizing the Tourism Industry

- **Modernized Bookings:** Using AI for personalized trip recommendations, *e.g., Expedia's recommendation engine.*

- **Immersive Experiences:** AR/VR-enhanced tours., *e.g., The Louvre's VR Mona Lisa tour.*

- **Smart Marketing:** Targeted social media campaigns, *e.g., Airbnb's adaptive promotions.*

- **Boosting Demand:** Travel discount vouchers, *e.g., Singapore's "SingapoRediscovers Vouchers."*

Promoting Different Themes/ Creating Experience

- Individual experiences are highly valued by tourists, outweighing price considerations.

- Tourism providers can gain a significant competitive advantage by delivering extraordinary experiences.

- Memorable experiences shape future perspectives and actions based on customer memories.

- Diverse forms of tourism, such as adventure tourism, agro tourism, wine tourism, rural tourism, and food tourism, contribute to creating unique and unforgettable experiences.

Forming a Digital Ecosystem for Smart Experiences
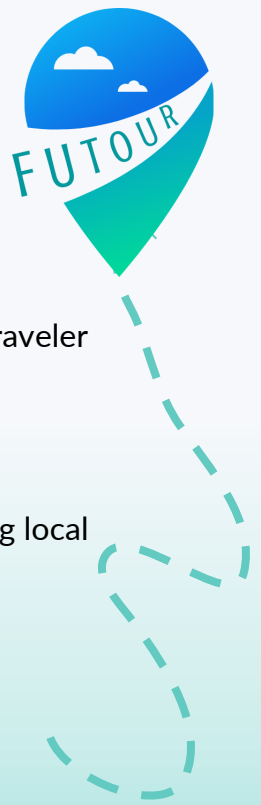
- **Digital Ecosystem for Tourism**: Using interconnected platforms like TripIt to consolidate and personalize traveler experiences.

- **Community Engagement Tools:** Platforms like Couchsurfing foster traveler interactions and insights.

- **DMOs' Role:** Organizations like the Netherlands Board of Tourism champion digital integration, highlighting local attractions seamlessly.

FUTOUR

Conclusion

1. **Holistic Approach**: Collaborate with local communities, governments, and businesses for a resilient tourism ecosystem.

2. **Employee Focus**: Prioritize employee management & internal communication for streamlined operations and adaptability.

3. **Digital Transformation**: Invest in digital tools to enhance visitor experience and operational efficiency.

4. **Support Local**: Boost local tourism businesses to preserve destination culture and identity.

5. **Innovative Experiences**: In a saturated market, offer unique and memorable experiences for differentiation.

6. **Depth Over Attraction**: Modern travelers seek depth and authenticity; craft unique narratives and specialties.

7. **Tailored Solutions**: Customize solutions based on regional nuances, yet remain adaptable to global trends.

8. **Global Influence**: Monitor global events and trends, ensuring adaptability and preparedness in strategies.

9. **Sustainable Redefinition**: Seize challenges as opportunities to steer tourism towards a sustainable direction.

10. **Tech Investments**: Embrace technology for sustainable growth and enriched visitor experiences.

FUTOUR

Activities for the Learners

Watching a video

- A video prepared by the EU Parliament - Europe is the world's most popular tourist destination and EU Parliament is calling for a plan to make post-Covid-19 tourism greener and more sustainable.
- Future of tourism- sustainable, responsible, smart

- Watch it - https://www.youtube.com/watch?v=8HCOjH6egdk

Based on the above presented video, please, answer the following questions:
- How to make transportation/movement during tourism sustainable?
- Why joint actions by different stake-holders are needed?
- What is tourism Ecolabel

Group Discussion approximately 20 minutes

Case Study

Ann and Florian are a newly married couple and want to have an unforgettable and active honeymoon.

They are climate activists so they are very meticulous in choosing tour operators, viewing their social media channels and observing their internet presence and rating.

They are planning to do domestic tourism and are thinking of wine tourism.

FUTOUR

Case Study : Your Task

Please, identify what you should offer them as tourist operators to attract them

- Suppose you are a guest house. What do you need to have/to ensure for them to book a room in your guest house.
- Suppose you are a café. What criteria/services you should provide for them to visit you?
- Suppose you are a Vineyard. What should you have done to know about you and choose your location?
- Suppose you are a tour operator offering wine tours. What are your offers? What transportation means do you offer?

For each aspect small group discussion is to be formed and then whole class report back and discussion. (Approximately 20 minutes)

Read the Article

- Please, read **the first 4 pages** of the article „Digital Entrepreneurship and Creative Industries in Tourism: A Research Agenda" which aims to identify key factors and dimensions in the adoption of digital entrepreneurship and the creative industries in tourism
- The link: https://www.mdpi.com/2227-7099/10/7/167

Based on the insights provided by the sections you have read in the article please, cover the following questions:
- How to strengthen Digital entrepreneurship and take advantage of the opportunities
- What are creative industries and how are they related to tourism? Why can they be popularized?
- Why Creative tourism is about producing and co-producing experience?

References

- Airey, D., & Tribe, J. (Eds.). (2022). Food, Drink and Tourism: From Terroir to Gastronomy. Channel View Publications.
- Buhalis, D., & Leung, R. (Eds.). (2023). Information and Communication Technologies in Tourism 2023: Proceedings of the International Conference in Dubai, UAE, January 23-26, 2023. Springer.
- Deloitte. (2023). Global Travel and Hospitality Outlook 2023: Reshaping the Industry for the Future. Retrieved from https://www2.deloitte.com/global/en/pages/consumer-business/articles/global-travel-hospitality-outlook.html
- Dias, Á., & Machado, C. (2022). Rebuilding tourism after the COVID-19 pandemic: The case of Portugal. Current Issues in Tourism, 1-18.
- DMO Tourism Futures Taskforce. (2022). Tourism Beyond 2022: A Framework for Recovery. Retrieved from https://www.destinationmarketing.org/sites/default/files/2022-04/DMO%20Tourism%20Futures%20Taskforce%20Report%20Final.pdf
- Dredge, D., & Gyimóthy, S. (Eds.). (2023). Tourism and Digital Transformation: Impacts and Challenges. Channel View Publications.
- European Travel Commission (ETC). (2023). Quarterly Report on European Tourism: Q4/2022. Retrieved from https://etc-corporate.org/quarterly-report-on-european-tourism/
- European Data Protection Supervisor
- Gretzel, U., & Yoo, K. H. (2022). Robots in hospitality and tourism: Applications, implications, and future research directions. Journal of Travel Research, 00472875211066262.
- Gretzel, U., Sigala, M., Xiang, Z., & Koo, C. (2023). Smart tourism: Foundations and developments. In Information and Communication Technologies in Tourism 2023 (pp. 1-10). Springer.
- Liu, Z., Li, X., & Liang, X. (2022). Designing persuasive tourist experiences: A framework for destination marketers. Journal of Destination Marketing & Management, 20, 100713.
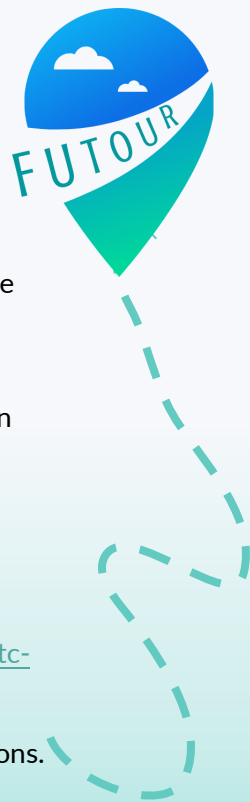
References
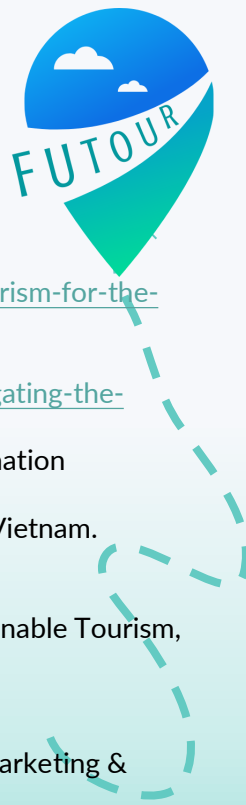
- McKinsey & Company. (2022). Rethinking travel and tourism for the post-COVID-19 world. Retrieved from https://www.mckinsey.com/industries/travel-logistics-and-transport-infrastructure/our-insights/rethinking-travel-and-tourism-for-the-post-covid-19-world
- McKinsey & Company. (2023). Travel and Tourism After COVID-19: Navigating the Path to Recovery. Retrieved from https://www.mckinsey.com/industries/travel-transport-and-logistics/our-insights/travel-and-tourism-after-covid-19-navigating-the-path-to-recovery
- Meng, B., Hall, C. M., & Scott, D. (2022). Co-creating experiential tourism products: Opportunities and challenges for destination management organizations. Journal of Travel Research, 00472875221103366.
- Nguyen, H. T. H., & Nguyen, T. H. (2022). The potential of virtual reality in enhancing tourist experiences: A case study of Vietnam. Journal of Tourism and Hospitality Management, 29(1), 21-33.

- Scott, D., Hall, C. M., & Gössling, S. (2023). Sustainable tourism transitions: A roadmap for transformation. Journal of Sustainable Tourism, 31(1), 1-19.
- The World Bank. (2022). Tourism Policy Responses to the Coronavirus (COVID-19). Retrieved from https://www.worldbank.org/en/topic/tourism/brief/covid-19-tourism-policy-responses
- Wang, D., & Xiang, Z. (2022). Smart tourism destinations: Enhancing destination competitiveness. Journal of Destination Marketing & Management, 100667. doi: 10.1016/j.jdmm.2022.100667
- Xiang, Z., Du, Q., Ma, Y., & Fan, W. (2022). Digital transformation in the travel industry: A review and synthesis. Journal of Travel Research, 00472875221080714.
- Zhang, J., & Xie, P. F. (2022). Tourism recovery and resilience in the post-COVID era: A comparative study of China and Europe. Journal of Destination Marketing & Management, 12, 100719. doi: 10.1016/j.jdmm.2021.100719
- Zhang, Y., Li, X., & Zhang, X. (2022). How robot technology improves the perceived service quality in the hospitality industry: A study of hotel guests' experience. Journal of Travel Research, 00472875221124468.

THANKS!

Do you have any questions?