**FUTURISTIC TRENDS IN HOSPITALITY AND TOURISM MANAGEMENT**

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Hospitality management mainly gyrates nearby managing people and guest experiences. Its aims and objectives may vary from one business to another. Its core purpose remains consistent; to provide service that brings joy to customers throughout their entire journey. Hospitality management manages the day to day operational and revenue generating tasks in establishments like guesthouses, resorts, restaurants, gastronomic establishments, shops, discothèques, glee parks and other interrelated businesses. Whether it’s a hotel chain or a small dining establishment they all contribute to the hospitality industry. As a manager in hospitality management their aim is to create a welcoming atmosphere where guests feel at home and enjoy their stay or visit to the fullest. The hospitality industry offers job opportunities which generate more revenue than any other sector within the service industry. Managers in this field receive training in business management, human resources and customer service skills. Hospitality management comprehends all aspects of running a hospitality business which focuses on offering customers experiences, through dining options accommodations services event management entertainment activities or travel arrangements. What truly set hospitality apart are the interactions you can experience when receiving service. These interactions can lead to lasting friendships or even inspire us. [The hospitality industry is a multibillion-dollar industry that focuses on providing a positive customer experience to guests interacting with a business](https://www.bartleby.com/essay/Defining-Aspects-Of-The-Hospitality-Industry-F34Q5JVWXU3DX).

[**Important elements of a successful hospitality business include**](https://www.soegjobs.com/4-elements-successful-hospitality-business/)**:**

* Reputable service to the Guests
* The perfect location is Selected
* Having a intelligible, malleable commercial design
* Hard work for satisfying the guests
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**Attitude in the Hospitality Industry**

1. Endurance
2. Veneration
3. Understanding
4. Positivity
5. Eavesdropping
6. Responding
7. **Sensory Stimulation**: - The verdict of the guests regarding the hotel products and services required by them depends upon the power of sense organs. **According to Osvaldo Torres Cruz “Sight takes 58%, smell 45%, hearing 41%, taste 31% and touch 25% goes for brands.** The relationship between the guests and the hotel continues in the long run **When Pleasant atmosphere is created and 100% satisfaction is received by the guests.**
8. **Sight:** - The eyes rotate 360o degrees for sightseeing and gets delighted after observing the outlook and the premises of the hotel. The interior filled with Beautiful Furniture, adorable paintings, admirable lighting and decoration of the hotel rooms, distinct designs, wall paintings & the staff of the hotel attracts the guests incessantly.
9. **Smell:** - Unforgettable reminiscences and feelings tied to sense of smell. Guest’s attention would be on the Fragrance of flowers in the hotel compound, air fresheners in the washroom, aroma of a delicious dish, Perfume in the bed room, freshly laundered and cologne bed sheets and towels attracts the guest to stay or spend more time.
10. **Hearing:** - when a guest is addressed by his name it sounds good to hear and the staff speaking sweet and comforting words with a smiley face, listening their queries, qualms and worries with patience and answering all of them with politeness and in their own language without hesitation makes him a permanent customer to that hotel. The Mood of a guest will be rehabilitated and Memories will be recollected by the heart tremor music played in a hotel. When a guest hears his favourite song or music he will travel to their past golden days. They will be emotionally connected to the music.
11. **Taste:** - Most of the guests who come to stay in the Restaurant prefer tasty food and beverages. Very few prefer healthy food. The Hotel management should be acquainted with tastes and preferences of guests in providing variety of dishes according to the guest’s orders which makes them repeatedly visit their hotel.
12. **Touch:** - Personal Touch gives prodigious pleasure. The sensation of the guest will be myriad when he sits on the chair, having dinner on the dining table, the utensils which he uses, having cold beverages, sound sleep on comfy bed. Enjoyment in Swimming pool, playing games, having spa, doing gym.
13. **Hybrid Hospitality**: - Merging of foyer space with hotel commercial core. “More organizations will switch to working from home in the future, supplemented with an office for a few days, or a smaller office, with flexible workplaces elsewhere. Hotels can fill this requirement," said Coenders. After COVID Hybrid hospitality has become incipient trend in the broader area by providing flexibility to working people. It stimulates both proficient and peculiar staying space in hotels. The person can toil in the hotel in a relaxed region restfully. The hotel is converting fallow space into working space by supplying obligatory distinct services like wifi, LAN, office sitting table and chairs and to its professionals and revenue is automatically they are attracted to co-working spaces. In offices they work for days in working hours from 10 to 4 pm. But here they can work 7 days a week and in any hours.
14. **Growth of co-working: -** Evolution of co-working is a reagent for hospitality.
 “According to recent market studies, co-working space stock is expected to be over 60 million square feet in metro and non-metro cities by 2023. Furthermore, the country’s flexible office space market is projected to grow at a compound annual growth rate (CAGR) of around 6 per cent from 2022 to 2027”. This welcoming friendly environment is provided to all categories of members from all backgrounds like professionals, physically-challenged members, all genders etc., all of them prefer peaceful domain with desired infrastructure. They want to do their work comfortably in a stress-free state. The work done in an open free air space is far better than sitting in a four walled room. New ideas will be generated when they are in the open space. The hotel management is going for hybrid hospitality in making use of lobby & unused area for its customers and charging minimal cost for its usage by bringing huge returns from its existing resources.
15. **Around the clock service: - “**An estimated 60% of internet users worldwide go online using their personal laptops, while almost 29% use their work or company laptops”. They all require Wi-Fi or hotspot or LAN connection. InPresent dayshotels are working 24/7 and trying to attract its customers by providing open internet source to do their work at their suitable time or any time they like.
16. **Brand Formation & High work efficiency**:- For making the patrons comfortable, implementation of prevailing advanced technology like branded high-speed internet connection, working devices like headphones, coffee vending machines, Table-chair, etc. increases the efficiency of the working professionals with great exactitude. For advancement and reputation of the hotel, incessant developments are necessary for attracting the regular guests to visit their hotel repeatedly.
17. **Profits to Hotels**: - Presently the arrow of Popularity is tending towards the direction of hybrid work culture across the world, and employers recognise how advantageous it is for the employees and their companies in making profits. As they have unused spaces, it can be utilised for visitors, start-ups, outworkers, commercial workers. In short time with not much investment co-working ventures can be set up. All in all, co-working brings more profits as most of the hotels are constructed besides bus complex, railway stations, airport and main centres of the city. It is an enormous advantage for the trend of hospitality sector flourishes financially in the future days.
18. **Plant Forward**: - Pushing back Non-Vegetarian food and bringing forward Vegetarian food. “As chefs and food service operators are able to look beyond the immediate public health emergency and begin to rebuild, they have a critical opportunity to lead the food service industry in pivoting toward menus that strengthen our immune systems and improve overall health, lessen the impact of future pandemics, and secure a sustainable planet for our children.”**– Dr. Walter Willett, Harvard T.H. Chan School of Public Health.**
* "A vegan diet consists of plant based foods excluding any animal derived products such, as meat, fish, dairy and eggs."
* "Vegetarians also follow a plant based diet. May include dairy and eggs, in their menu."
* "A flexitarian is someone who primarily follows a vegetarian diet but occasionally includes meat or fish while mostly focusing on consuming plant based foods."
* "Plant forward refers to a cooking and eating style that places emphasis on plant based foods but does not strictly limit itself to them. While it may include some meat it typically does not take stage in the meal."

In old golden days everyone was depending on agriculture sector and consumed healthy and nutritious food. Mostly vegetables and fruits, which gave them strength. The people lived at that time were very strong and due to their good Immunity system, health issues were very less. They lived 100 plus years. Present population of the world is running towards 8 Billion. With the Industrial sector & service sector there is climate change and the land has no rest in cultivation. Tasty food like Animal food & processed fast food is consumed more by present generation. Now a day’s most of the people are not crossing 60 years. In most of the cases we hear of heart attack cases. So, millennial were frightened of this news and shifted globally to vegan diet. “A full [70% of the world population reportedly is either reducing meat](https://www.forbes.com/sites/michaelpellmanrowland/2018/03/23/millennials-move-away-from-meat/#5fc96ef1a4a4) consumption or leaving meat off the table altogether,” reports Forbes Magazine and Millennial are driving the shift. In the health care setting, Facilities Management Magazine reports that plant-forward menus can lead to an [increase in patient and employee satisfaction](https://healthcareinsights.aramark.com/blog/healthcare-patients-and-cafe-goers-want-plant-forward-dining-options) rates, and that 83% of diners in hospitals say they would choose plant-forward options at least sometimes. “A global reduction in meat consumption between 2016 and 2050 could save up to eight million lives per year and $31 trillion in reduced costs from health care and climate change”.

1. **Personalisation**: - In this digital age Personalisation plays a vital role in hotel industry and is very powerful Instrument when it is done well. “Personalisation is tailoring our product, service or marketing strategy”. Attention should be paid in listening to the customer’s wishes and arranging the quality product in a single pack will extemporize the consumer’s experience. This way relation between the company and the consumers are comfortable and the contentment of the latter is amplified. It is tailoring hotels offer to our individual customers. “The Person” Customer is the centre point to a hotel. It is not what the hotel is giving to its customer but giving him what he considers valuable. But No person wants to share his personal data to any stranger as there will be a danger or threat from anyone & from anywhere & in any form. It’s a difficult task to get an access to guest data. The introduction of OTAs in the booking process introduced even more barriers to access guest information. The overall guest experience is augmented by using the records and current prognostic digitalised technology. Basing on the guest history, tailored emails about the imminent advertisings, preferences for mobile check-in, or targeted upgrade offers are included. It also covers the instinctive of facilities or room patterns. Since hotels are in search of such situations to arrange personalised experiences at a trifling price.

As technology empowers travel and tourism businesses, personalized services in hotels are increasing. Thus it becomes quintessential for hotels to work harder and foster repeat business. Trust is the main pillar for any hotel. “Trust takes years to build, seconds to break, and forever to repair”. One should respect people’s privacy and protecting their data is vital.
Personalization requires more sophisticated technologies like AI/ML to process data quickly and recognize patterns that help to predict the effectiveness of customized experiences.

**There are some simple ways to personalise guest experience such as:**

1. **Guest Profile:**

Every Hotel will make the guest to fill his details in the profile. This will be the paramount phase in creating a completely personalised user experience. Guest Information like his birthdays, marriage days, situational stay history, and contact details will be sorted and stored in automated software and with this A special treatment is delivered to the repeated guests.

1. **Send emails to guests before and after their stay :**

Sending pre emails is a way to cater to the guests needs and preferences. You can invite them for events, national holidays, religious celebrations, New Year festivities. Offer them special deals with additional benefits to enhance their overall experience during their stay.

Equally important is sending stay emails. This helps in building customer loyalty. Allows you to personalize stays based on their feedback.

Expressing gratitude with a Thank You" in the emails and requesting feedback, on their accommodation experience adds a touch.

1. **Personalise with Guest Name:**

When a Guest is welcomed & wished by his name, he feels happy and indicates that he is more than a customer and focal to your industry and this makes easy and most effective way to tailor the services.

1. **Handwritten Notes:**

A modest gesture like a handwritten note in the guest's room can have a tremendous impact on the visitors. Appreciation or thank you message to revisiting customers. Checking with new visitors if they need anything is usually appreciated.

1. **Sharing Native Information:**

Utilising the services of native staff by giving a chance to interact with guests in sharing their ideas, acumens & opinions as they are experts in their native area which makes the visitors feel comfortable in their stay and visiting nearby places too. Guest’s Personalised experiences will be progressed with this candid human interaction.

1. **Design Domination:** In the present world of Hospitality, Hotels are ultimately ardent on pleasing & impressing the Guests. Presenting a qualitative unique stylish look with its colour, pattern and design which makes it easy enough in providing service and elevating customer experience. Designing the impeccable hotel room is a mission, but it is feasible. Just so long as you keep the customer’s desires and necessities in mind.

It is important to examine how a hotel is designed to provide happiness to customers, which ultimately leads to improved performance of the hotel. The moment arriving at the hotel. The outer design should tempt in drawing the attention of the customer and to enter their hotel only. The inner design of the rooms should present positive vibrations and bind them to stay & stare in enjoying the artwork of the designer and the care taken by the hotel management in understanding the customer’s perception.

In verdict making procedure by the customers, Top Branded Designed Hotels dominate in pushing behind remaining competitive hotels and giving excitement, happiness and betterment of life. Hotels are progressively fascinated in modernizing hotel design to provide a contented, fashionable, trendy service environment to customers. While visiting new places, the customers feel themselves as a bird released out of the cage and fly where it want to go. They come out of the monotonous world to enter adventurous world. They desire to have new environment, new people, new food & new designs where they want to forget their routine life and enjoy the novel experience. They want to taste and feel the new look. Retorting to customers’ impetuses for pleasing a journey, hotels should be devoted in showing special interest to hotel designs that crafts an atmosphere where customers satisfy inside necessities, take off tension, and flee from droning lives.

“Hotels are focusing on designing unique environmental cues as a way of providing quality service and elevating customer experiences. To gain a competitive advantage in the market, hotels attempt to create the best impression of their service offerings by carefully designing the physical environment of their property” (Baek and Ok, 2017; Countryman & Jang, 2006).

**The World’s Best Luxury Design Hotels**

“Some of the world's finest hotels feature exciting design-forward architecture. Taking your travel to a whole new level of mind-expanding exploration, these hotels are jam-packed with creativity and inspiration”.

“From unusual architecture to dramatic decoration, internationally renowned designers add artistic flair to these properties. All boasting complete style”.

1. **Iniala Beach House Villas & Suites, Thailand: -** Iniala has attracted ten designers from parts of the world to create an cutting edge design establishing itself as a benchmark, for luxury and innovation.
2. **Ellerman House, Cape Town, South Africa: -** Ellerman truly stands out as a property offering not a breathtaking view of Bantry Bay but also an impressive art collection and top notch service. It combines style and elegance in a way that makes it truly remarkable.
3. **Faena Hotel and Universe, Buenos Aires, Argentina: -** Don't let the seven story brick exterior of this property, in Buenos Aires deceive you. Inside the Faena, which has received awards you'll find interiors that exude an avant-garde sense of luxury.
4. MACq 01, Tasmania, Australia:
5. Hotel Marques de Riscal, La Rioja, Spain
6. Singita Lebombo, The Kruger, South Africa
7. Tarangire Treetops, Tarangire National Park, Tanzania
8. Alila Uluwatu, Bali
9. Alto Atacama Lodge & Spa, Atacama Desert, Chile
10. The Silo, Cape Town, South Africa
11. The Nam Hai, Hoi An, Vietnam
12. Fasano Rio, Rio de Janeiro, Brazil
13. Babylonstoren, The Winelands, South Africa
14. Amanjiwo, Java, Indonesia
15. The Singular, Torres del Paine, Chile
16. Angama Mara, Kenya
17. Siam Hotel, Bangkok, Thailand
18. **Cultural Diversity Hub: -** In a world of multiculture, People from diverse places and diverse cultures visit the diverse hotels. It’s where several industries are eyeing to progress upon. Customer’s culture should be respected and safeguarded which results in harmonious experience for our guests in the hospitality industry.

With the upsurge of internet, compact prices of Transport, diverse discount and combo offers from hotels attract frequent unique travellers for halt. It is the onus of the hoteliers to afford diverse staff to diverse cultural guests in creating an environment of ease of understanding people’s way standard of life. For example in any International/ National hotel at least one staff from one country is appointed, it will be very easy for addressing any type of traveller. If a traveller from china visits the hotel and immediately china staff will be assisting them from the time they step in and until they step out. From the time they get up & till they go to bed, supplying the food they eat and arranging the requirements they ask. Giving respect to their culture, China Travellers feel comfortable with their native language and think that they were taken special care and revisit the same hotel when they come to the same place with his family, friends and relatives. They step out with a personalised experience and their mouth publicity in Youtube, facebook, Instagram, whatsapp etc., will bring more customers to the hotel and their revenue will be increased rapidly. Sometimes, when language barriers arises. The hotel can take the help of virtual assistant by providing self service centres. Nonverbal service through the pictures on the items. On wash rooms doors Male & Female pictures will be pasted for easy understanding.

Now-a-days Youtubers are travelling all over the world and uploading the travel videos & stay videos(eating food & staying in hotel) for their viewership and subscription. By their own youtube channel they are earning lot of income. They are the best Advertisers of different places, people, culture and hotels. Their Positive reviews and star ratings are turning up many visitors to visit the best rated hotels automatically their income graph moves upward.

Sometimes the travellers will come to know innovative cultures and fashion they are attracted to other culture and start to implement and respect them. Indians like western culture and they eat noodles, gents wearing boxers, jeans & suits, ladies wearing Punjabi dresses, leg inns, , different haircuts, having salads in their dinner, spa in. Western people like Indian culture, Ladies wearing sarees, gents wearing Tamilnadu Ramraj dothis. Vegetarians shifts to Non-Vegetarian when they taste Burgers, Pizza, shawarma and Spicy meat food etc. Non-Vegetarians shits to Vegetarians when they have Sprouts, Salads, vegetable food. Americans & Russians marrying Indians and respecting the culture by having thali in their neck and bindi on forehead. Even though The **Father** of **Pop Dance is** Tiane Doan Na CHAMPASSAK. Youth from all over the world are attracted to DJ Music and Pop Star MICHEAL JACKSON Pop Dance & brake dance (pioneered by DJ Kool Herc (Clive Campbell)). Very few dancers from India are learning classical dances like bharatanatyam, kathakali, etc., but many western people are interested in learning our indian classical dances and doing yoga.

Many people from many places visit the hotel. A Successful hotelier will satisfy all the guests/visitors/travellers by training up diverse staff and update them time to time in delivering the best possible personalised experience as the tastes of the visitors change day by day like market rate in the business field. They are the stake holders of the hotel. When the diverse staffs win the hearts of diverse guests & their culture. This achievement leads the hotel for future generations.

1. **Robotics in Hospitality:** Robotics, in the hospitality industry involves the use of machines to cater to guests or customers in places like hotels, restaurants and theme parks. These robots have responsibilities such as taking orders providing information and enhancing productivity. They won’t get tired of their job. Rather work with same speed. Mostly Children and Homely ladies will be attracted to the robotic hotels.

‘To Err is human’ One of the advantages for the industry is that if robots are programmed and constructed accurately they never make errors compared to humans. Robots can also help increase output and performance. They can assist in reducing the workload on staff.

When it comes to customer satisfaction efficient service can lead to an increase. Guests and customers can have confidence that their requests will be fulfilled. Since robots can work consistently without breaks they offer a level of personalization that meets customer needs. In case of any complaints or issues customers can easily report them digitally to administration for resolution. Additionally there is no need, for tipping the robot.

1. **Digitalized Guest Experiences**: - Ours is a world of Mobiles, filled with different worthwhile Apps. Every service is digitalized and became contactless. Slowly Guests are shifting from reading brochures and consulting travel agents to Self-Research of online blogs, travel journals and social media about their travel. Now-a-days queries are available in hotel travel apps and should be filled in by the traveller. Digital keys are used to skip reception completely. Guests can see their parked vehicles and hotel room from their stay location by downloading the hotel app. Online check-in and check-out is implemented for digital registration form. “First come First serve” Whoever fills the details earlier will have reservation. The services offered by the hotels are displayed repeatedly in the form of digital advertisement. The feedback form is sent to the e-mail of the guest. Very soon the hotel rooms will be accessed by Facial and finger print recognition only. Bio-Metric machines will be installed in the hotel.

Traditional flyers are replaced by digital folder for guest. The updated offers of the hotel are digitally delivered for Quick and easy latest update till present moment. The hotel can keep in touch with its customers and repeated guests through email and messenger apps. Digital review by the visitor saves time of the team staff and this review can increase revenue.

1. **Asset Management Strategy**: - The industry has seen a rise, in the asset light approach, where hospitality companies separate the management of operations from real estate assets. This allows them to focus on their core business and improve efficiencies. However this approach also brings supplementary complexity and potential agency problems which is why new job roles like asset managers have emerged. Moreover the increasing complexity of the hospitality industry has led to the emergence of job profiles. Alongside this there is a growing need for competencies such, as forecasting and budgeting skills.
2. **Artificial Intelligence**: - AI is capable of imminent to develop adeptness, upsurge income sources and enrich guest experiences in the hotels. Hospitality industry takes a novel shape in the world of Artificial Intelligence.

**Uses of AI in Hotels**:

**Chatbot:** - Instantaneous Automatic responses are delivered by the Modern Chabot’s for the question and requests with natural language processing. As it is already pre-programmed it provokes human conservation with the ultimate user. At the time of booking and reply for recurring questions, this Chabot is recognized as an invaluable asset. Hospitality industry requires chatbot 24/7.

**Chat GPT**:- Now ChatGPT(Generative Pre-Trained Transformer) can see, hear and speak. ChatGPT It is a computer program created to have interaction show response with humans and deliver smart services to end user. Like a smart robot which is computer programmed we can talk with it like a friend in our own language and it can understand human language has dialogue with us. The ChatGPT task is very complex but trained in many fields like books, articles, websites etc., to interact with the people through learned language.

If some text data is given to do the job. it will predict and design from voluminous data what should come next. It will take the inputs and makes them into small pieces of data by using complex math to figure and it will decide what should be the next part Then, once ChatGPT has predicted what the next part of the text should be, it generates that text and uses it to keep predicting what comes next. This process continues until ChatGPT has generated a whole response to your original text.

**Dynamic Pricing: -** A Dynamic step through AI is taken for adjusting room prices basing on supply, demand and other relevant elements in enhancing revenue to the hotel management and refining tenancy charges.

**Predective Maintenance: -** Predominantly machine learning (ML) plays a vital role in Artificial intelligence (AI), to deliver operative tools for executing predictive maintenance and saving more. Indeed, according to McKinsey & Company, “AI-based predictive maintenance can boost availability by up to 20% while reducing inspection costs by 25% and annual maintenance fees by up to 10%”. To derive the ultimate useful information from the mixed enourmous data. Predictive maintenance face one of the principal encounters. In specific There is a swift progression in the industrial Internet of things (IIoT). The data collected by the administrators is splendid but the processed information is poor.

**TOURISM MANAGEMENT**

**Introduction: -**

Tourism has turned out to be an economic booster contributing to the economic development of many countries over the last few decades. People see holidays as a necessity, and not as luxury in the present scenario. Tourism calls for coordination and cooperation between travel agents, tour operators, and tourists. Tourism has a few major elements − destinations, attractions, sites, accommodation, and all ancillary services.

Travel and tourism is a massive industry, with billions of people travelling every year for leisure or business from booking flights and hotels, to navigating unfamiliar cities to enhancing the overall travel experience, technology has played a significant role in shaping the way we travel and experience new destinations. Now, we will explore the various ways in which technology is being used in the travel and tourism industries, and how it is continuing to evolve and change the industry.

One of the most significant impacts of technology on the travel and tourism industry is the ease of booking and planning trips. Gone are the days of standing in a long lines at the travel agency are calling to make reservations. Now, with just a few clicks on a computer or smartphone, we can book flights, hotels and even entire vacation packages online. This convenience has led to a boom in online travel agencies, such as Expedia and Airbnb, which allow travellers to compare prices and options from various providers in addition to traditional online travel agencies, there are also a growing number of peer-to-peer platforms that allow individuals to rent out their homes or apartments to travellers.

Websites and apps like Home Away and love home swap allow travellers to stay in homes or apartments rather than traditional hotels providing a more authentic and personalized travel experience another way that technology is being used in the travel and tourism industry is through the use of mobile apps these apps can help Travellers navigate unfamiliar cities find nearby attractions and even translate foreign languages in real time apps like Google Maps and city mapper provide detailed maps and directions.

While apps like Trip Advisor and Yelp allow travellers to find reviews and recommendations for restaurants activities and other services. There are also a variety of travel specific apps that offer a range of services to Travellers for example some apps allow travel to book activities and tours While others offer language translation services or virtual travel guides these apps make it easier for travellers to plan and manage their trips allowing them to make the most of their time in a new destination technology is also being used to enhance the overall travel experience for example many airlines now offer in-flight entertainment systems with a wide selection of movies, TV shows and music as well as Wi-Fi connectivity for those who need to stay connected while in the air hotels and resorts are also using technology to improve the guest experience with features like keyless room entry mobile check-in and personalized recommendations based on past stays in addition to these benefits technology is also being used to make the travel industry more sustainable. For example some hotels and resorts are using Smart Energy Management Systems to reduce energy consumption and waste airline.

Companies are investing in fuel-efficient planes and exploring alternative fuel sources an online travel agencies and booking platforms are offering eco-friendly options for travellers who want to reduce their carbon footprint as technology continues to advance we can expect to see even more Innovative uses of technology in the travel and tourism industry. For example virtual and augmented reality technology is being used to give Travellers a preview of their destination.

Before they even leave home some hotels and resorts are also using virtual reality to allow guests to experience activities and amenities such as scuba diving or golf courses without leaving the property artificial intelligence and machine learning are also being used to personalize the travel experience for individual Travellers. For example some online travel agencies are using AI to recommend destinations and activities based on a traveller’s previous trips and preferences this can help Travellers discover new destinations and experiences that they may not have considered otherwise technology is also being used to streamline and improve the overall travel process. For example biometric Technologies such as facial recognition are being used to speed up the airport security process and reduce wait times and block chain technology is being explored as a way to improve the efficiency and security of travel Document management and ticketing however it's important to note that the use of technology in the travel and tourism industry is not without its challenges and drawbacks.

one concern is the potential for job displacement as more tasks become automated there is also the potential for data breaches and privacy concerns as more personal information as shared online and as technology becomes more prevalent in the industry there is a risk of creating a more homogenized and less authentic travel experience in conclusion technology has had a significant impact on the travel and tourism industry making it easier and more convenient for travellers to plan and book their trips it has also enhanced the overall travel experience with a range of mobile apps and in-flight amenities designed to make traveling more enjoyable and as the industry continues to evolve we can expect to see even more Innovative uses of technology in the future however it's important to consider the potential challenges and drawbacks of this technology.

1. **Bleisure**: - Presently, Bleisure is a booming trend and has seen terrific tumour in the tourism industry. Bleisure travel is a blend of business and leisure, which is on track to take over traditional business travel. Time in the board meeting combined with time at the amusement park. Part work, part vacation, is the idea behind Bleisure travel. It’s usually business oriented, attending conferences or sales meeting during the week. But a business person can enjoy the company benefits by joining business travel with his personal fun travel at the beginning or week end of business trip to relax, go sightseeing, and enjoy the local culture. The extra days can be used for slackening or rejuvenate himself to do his work perfectly with boosted energy. Bleisure travel is not novel. Though it is identified only a decade ago, it is being used by the business persons informally with or without the knowledge of the company. The “play days” and other amusing activities are integrated with work-related trips then. Now, it is mounting to acknowledge as a valued formal activity included in the program sheet and guidelines of the company. As the modern business owner discerns the importance of employee well-being which boosts his morale and positive mind-set in the work and good personal experiences and edifice employer-employee relationship.

The gates of Bleisure were unlocked in giving a way to innovative ventures in hospitality welcoming a Novel nature of Traveller waiting just for business or just for fun. With this different sort of travel, hospitality businesses have the fortuitous to fine-tune and tailor their amenities.

**Advantages in Bleisure**

1. Bleisure has become informal to formal, closed to open, coward to courageous.
2. Better work-life balance: - Bleisure travellers when relaxed and recharged in leisure time they work actively and resourcefully in business time.
3. Promotes loyalty: - A cheerful employee is a better asset to the company overall, with increased productivity and a greater likelihood of staying at the company for the long-term.
4. Stay of one or two extra days by a bleisure  [traveler on his own dime](https://matadornetwork.com/read/atm-vs-money-exchange-service/). Private journey overheads can be kept very low, like asking to use the company’s lodging rate at the hotel. Many perk of business travel that will reduce costs.
5. Bleisure Travellers can take family, friends and relatives along with them in abridged budget.
6. **Sustainability**: - On this planet Earth, God’s glory and love towards mankind is observed as he provided everything to enjoy. It is the duty of the mankind to live happily without endangering eco system to future generations to come. One’s Delight should not be another’s Dread. The Invention of everything by Present Generation should not be a bane for Future Generation but a boon. Today Mobile Phone is everything. In Tourism, Mobile is a key tool in our trip. But its radiation is vanishes many small birds like sparrows. With the invention of electronic goods lot of e-waste is formed. This is very dangerous to living things as it is biodegradable and mixes up with soil, air, water and living organs. The consequences of negative environment are globalization and economic development. Decline of life span is the penalty paid for human activities on this globe. In olden days when people used to travel, everything is prepared at home for whole family. Care is taken by the elders to reduce the wastage. Now-a-days Fast food culture made the Travellers their slaves. They are become foodies and interested in tasty Instant food & using disposable mineral water bottle. After their meal the disposable plates, packets and plastic water bottles are thrown in the garbage. Every year tourists travel to different places solo, with family, friends and colleagues religious people. So much of carbon di oxide is released out of fossil fuel vehicles and bringing climate change.

According to World Population Review Since 1950, the plastic was manufactured more than 8 billion tons which lead to disaster through plastic trash. Out of which merely around 9% were reprocessed. Straight away, more than 50% of plastic gone to landfills.

**Sustainability became lifestyle in most humans it’s no longer a trend.**

The 3 pillars of sustainability

1. **Environmental protection: -** Water, Air and Food are essential for the survival of Human beings, Animal kingdom and plant kingdom on the planet Earth. We are blessed with Natural minerals. Many people died in covid second wave lacking oxygen. Due to industrialization, the gases released and waste water becoming the reasons for climate change. The food we eat is tasty but not healthy as it is grown by using the pesticides and chemicals. We are lacking pure fresh water to drink. At home, offices, functions, travel etc. At large the people are dependent on buying mineral water for drinking. For sustaining, it is our obligation to protect the environment to present & Future generations to come by factors like saving water, growing plants in every house, putting an end to fossil fuel vehicles, Novel constructions, sustainable fashion and recycling etc.
2. **Social development**: - As humans are social animals, human beings aspire social development. Sustainability plays a role, in promoting development by fostering unity among communities and cultures aiming to improve the overall quality of life, healthcare and improved educational standards. Additionally the ongoing efforts towards achieving gender equality will shape actions, towards sustainability.
3. **Economic growth & Globalization**: - Furthermore the promotion of sustainability plays a role, in fostering growth by ensuring that wealth is generated in a fair and inclusive manner while preserving the environment. This aspect encompasses a range of activities, including finance, agriculture, tourism and industry. By investing and distributing resources equitably we can optimize development across various sustainability pillars.

It's important to note that environmental, social and economic sustainability are interconnected. Addressing challenges such, as climate change and water scarcity requires promoting development on a global scale.

## Slow tourism, cycling tourism & e-bikes tourism: - Nature lovers, Home makers & Children love slow tourism. Youth are entertained by cyclic tourism. Elderly people who can’t walk choose e-bikes for the trip. All of them want to enjoy every moment in their jaunt. Sightseeing is the primary point in vacation and wants to stop at every place to have selfie and want to share the pic or video to their loved ones and posting it in FB or Instagram. Some of the hotels are offering free e-bikes and cycles for sightseeing and no extra charges are added.

**Dickinson et al. define slow tourism according to three distinct pillars.**

1. Finishing things in exact rapidity
2. Approach towards swift should be slowed
3. Looking for quality over quantity
4. **Sleep tourism: -** “Napcations” or “Sleepcations” is the name given to Sleep Tourism. It’s a snooping novel travel trend which implicates solo journey to distinct places for having some peaceful slumber at night. In this contemporary world, Stress is the main enemy of the hardworking people who are indulged and running all the day from morning to till late-night to achieve the targeted goals. Sometimes in frustration some of them forgetting the saying “REST IS THE BEST MEDICINE”; they take sleeping pills to have forced sleep. But it is not advisable without doctor’s prescription. A pathetic situation where few people sleep forever. To come out of this, some are wandering for a silent world to experience a deep sleep to forget all their worries and disconnected with the world. To get relief, relaxed and restored abetted by sleep-enhancing events and amenities, trips are booked to the purpose by the tourists. There are sleep tourism experiences that may involve accommodation, in hotels or resorts providing sleep programs. These programs often include personalized assessments, state of the art ergonomic cushions and customized sleep environments. Additional accomplishments are added in other sleep tourisms are spa usages, meditation meetings and yoga courses are planned to promote recreation and eventually, healthy sleep.

Three places where Sleep Tourism experience are listed below:

1. **The Sleep Retreat, Costa Rica**
2. **The Benjamin Hotel, New York City**
3. **Six Senses Douro Valley, Portugal**

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