**Futuristic Trends in Hospitality and Tourism Management**

Vijaya Prakash Jakkala, M.Com, (A.P.SET)

Research Scholar

Lecturer-in-Commerce, SKVT GOVT. DEGREE COLLEGE, Rajamahendravaram

[Prakashjv37@gmail.com](mailto:Prakashjv37@gmail.com), 9640661777, 6302091459

Lt. Dr. J. Pandu Ranga Rao, Professor

Department of Commerce, Research Centre, P.R.GOVT. College (A) KKD

**HOSPITALITY MANAGEMENT**

**Introduction:**

Hospitality management basically deals with people management. It has copious goals and purposes that diverge from one business to another. However, it’s principal aim vestiges the identical; in delivering patrons splendid service brings jubilant experience from step in to step out. It superintends the daily administrative, operational, and profitmaking tasks of hotels, resorts, restaurants, cuisine establishments, shops, casinos, amusement parks, and many other related businesses. From the big hotel chains to the tiniest dining establishments, they are all part of the hospitality industry. When you work in hospitality management, your goal as the manager is to make your guests feel at home and ensure they have the most pleasant experience at your establishment. Hospitality management is the part of the service industry that brings more placements, and money than any other. Managers in the hospitality industry are trained in business, human resources and customer service. Hospitality management involves all the tasks and aspects associated with managing a hospitality business. These businesses focus on welcoming customers and providing them with pleasant experiences, whether through dining, lodging, events, entertainment, or travel. What makes hospitality special is, really, the people, the genuine interactions that you can have when you’re receiving service. Those interactions can lead to friendships or really inspire us. Next Generation coming up has a really strong moral compass and events are such a great way of mobilising people and getting people together and starting that change, so they can have a huge impact on the wider community and the world.

**Three types of hospitality can be identified:**

1. **Private hospitality**: acts by individuals toward individuals in a private setting such as the home.
2. **Accommodations for travellers** provided by non-commercial organizations, primarily religious and governmental institutions, in the social interest.
3. **Commercial hospitality:** meals, beverages, lodging and entertainment provided to travelers and guests for profit.

## Hospitality Industry: An Overview of All Sectors

When you ask yourself “What is hospitality?” it’s an easy answer to explain examples of the good or bad.

**Good**: when you arrive to a restaurant and are quickly seated, can order your meal as soon as you’re ready, and the food and ambiance are ones that make you want to come back.

**Bad**: long wait to sit, rude wait staff, delayed meals, bad food.

**What is hospitality?**

Hospitality means receiving and entertaining guests in a way that makes them feel well taken care of. It leverages ambiance, service and products or amenities to provide guests with the best experience possible. The liaison between a host and a guest is referred to as hospitality, if you invite a friend over to your home; you will be performing hospitality by serving your guest’s needs. People worldwide rely on the hospitality industry in many aspects of their life. From catering establishments to shops, casinos, hotels, or amusement parks, people experience different forms of hospitality almost daily. This industry is an important concept on which incalculable businesses operate. To fully understand the importance of hospitality, you must first become familiarised with all its sectors. In the informative guide, [‘Hospitality Industry; Everything You Need to Know about Hospitality’](https://www.revfine.com/hospitality-industry/), you will learn all about the different sectors within the hospitality industry and their connections with the travel and hotel industry.

[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). [The industry includes businesses that provide food, beverages, and accommodation with a focus on customer services and leisure facilities](https://www.bartleby.com/essay/Defining-Aspects-Of-The-Hospitality-Industry-F34Q5JVWXU3DX). [There are four segments of the hospitality industry: Food and beverages, Travel and Tourism, lodging, and recreation](https://www.hospitalitynet.org/opinion/4082318.html).

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

* Respectable service
* Choosing the accurate location
* Having a intelligible, flexible business plan
* Hard work

**Attitude in the Hospitality Industry**

1. Endurance
2. Veneration
3. Understanding
4. Positivity
5. Eavesdropping
6. Responding

### The Three Perspectives of Hospitality

The guest: The recipient of hospitality.

The operator: The deliverer of hospitality.

The technology: The platform that helps the operator to deliver a better hospitality experience.



### Defining hospitality through technology

[Restaurant reservation systems](https://sevenrooms.com/en/platform/acquire/) empower operators by helping them overcome hospitality challenges. With this technology, operators can:

* Create guest profiles to better recognize new and repeat guests
* Move faster in-service
* Consistently deliver experiences that meet or exceed expectations

Technology ten folds the knowledge of the best maître ’ds, hosts and servers. It aggregates that knowledge into one place that isn’t weathered by employee turnover and doesn’t rely on human memory.

**Definations**

[Kindness](https://dictionary.cambridge.org/dictionary/english/kindness) and [friendly](https://dictionary.cambridge.org/dictionary/english/friendly) [behaviour](https://dictionary.cambridge.org/dictionary/english/behavior), [esp](https://dictionary.cambridge.org/dictionary/english/esp). to [guests](https://dictionary.cambridge.org/dictionary/english/guest):

(Definition of hospitality from the [Cambridge Academic Content Dictionary](https://dictionary.cambridge.org/dictionary/english/) © Cambridge University Press)

Merriam Webster’s Dictionary defines hospitality as, “generous and friendly treatment of visitors and guests or hospitable treatment.”

Dictionary.com goes further to define it as, “the friendly and generous reception and entertainment of guests, visitors, or strangers.”

“When the customer comes first, the customer will last.” – Robert Half

“Hospitality is present when something happens for you. It is absent when something happens to you.” – Danny Meyer, CEO of Union Square Hospitality.

“True hospitality consists of giving the best of yourself to your guests.” - [Eleanor Roosevelt](https://www.relicsworld.com/eleanor-roosevelt/true-hospitality-consists-of-giving-the-best-of-yourself-to-your-guests-author-eleanor-roosevelt)

“Courteous treatment will make a customer a walking advertisement.” - [James Cash Penney](https://mindzip.net/fl/@JamesCashPenney/quotes/courteous-treatment-will-make-a-customer-a-walking-advertisement-102c27aa-12f8-446f-94a3-c43080dca465)

“Your most unhappy customers are your greatest source of learning.” - [Bill Gates](https://fivensonstudios.com/blog/your-most-unhappy-customers-are-your-greatest-source-of-learning/)

“Hospitality is almost impossible to teach. It’s all about hiring the right people.” - [Danny Meyer](https://therestaurantboss.com/quote-8/)

“People will forget what you said, forget what you did, but people will never forget how you made them feel.” - [Maya Angelou](https://www.pinterest.com/pin/434034482835145537/)

“A soul of hospitality and a heart of humanity is a house of love, peace, freedom, liberty, and justice.” - [Auliq Ice](https://www.wisesayings.com/authors/auliq-ice-quotes/" \t "_blank)

“Hospitality is the key to new ideas, new friends, and new possibilities. What we take into our lives changes us. Without new people and new ideas, we are imprisoned inside ourselves.” - [Joan Chittister](https://medium.com/swlh/great-content-is-an-act-of-hospitality-b48f07bc2af3)

**Differences Between Hospital & Hospitality**

##### **Key Difference:** Hospital and hospitality are totally different from each other. A hospital is usually referred to as a medical treatment center. It is a heath care organization that is largely managed by professional physicians, surgeons and nurses. On the other hand, hospitality is a place where one can see the connection between a host and a server.

Hospital and hospitality resonances somewhat analogous, but both the terms are the diverse sides of a line. They take care of people, however in a different manner. Let’s understand both the terms in the following context.

The word hospitality was also derived from the Latin word ‘hospes’, which is formed from hostis, which originally meant a ‘stranger’. Hospitality for everyone is a very challenging task, always. Helping anyone on the road, for example giving them food or water is the sign of hospitality.

Hospitality management is a place of study that focuses with the management of hotels, restaurants, travel agencies and other associations in the hospitality industry. One needs to have lots of good interpersonal skills and a quick understanding of marketing.

According to Dictionary.com, the term ‘hospital’ is defined as:

* An institution in which sick or injured persons are given medical or surgical treatment.
* A similar establishment for the care of animals.
* A repair shop for specific portable objects: violin hospital; doll hospital.
* British - An institution supported by charity or taxes for the care of the needy, as an orphanage or old people's home.

According to Dictionary.com, the term ‘hospitality’ is defined as:

* The friendly reception and treatment of guests or strangers.
* The quality or disposition of receiving and treating guests and strangers in a warm, friendly, generous way.

|  |  |  |
| --- | --- | --- |
|  | **Hospital** | **Hospitality** |
| Description | A hospital is usually referred to as a medical treatment center. It is a heath care organization and is largely managed by professional physicians, surgeons and nurses. | Hospitality is the relationship between a guest and a host. Hospitality is the business of helping people to feel welcomed and relaxed and to enjoy themselves. |
| Origin | Latin word ‘hospes’ or ‘hospitalis’, meaning ‘hospitable’. | Latin word ‘hospes’, formed from ‘hostis’ which originally meant a ‘stranger’. |
| Synonyms | Medical center, health center, clinic, sanatorium, hospice, infirmary. | Neighbourliness, accommodation, companionship, friendliness, generosity, reception, kindness. |
| Term | Short-term | It can be short-term and long-term |
| Duration | 24 hours | Depends, for how long the guests are going to stay. |
| Types | * General hospitals – set to deal with many kinds of diseases and injury * District hospitals – for intensive care and long-term care * Specialized hospitals – it includes trauma centers, rehabilitation hospitals, seniors’ hospitals, etc. * Teaching hospitals – medical students and nurses assist patients | Different types of hospitality jobs:   * Hotels * Restaurants * Vacation destinations * Event planning services |
| Visit | Usually, a family member or relative cannot visit a patient at anytime. There is a particular time when visitors can visit. | Usually, there is no time for hospitality. A guest can arrive at any time, any place. |

**SECTORS WITHIN THE HOSPITALITY INDUSTRY**

## 1) Accommodation

The Provision of rooms or housing for the customers often, a temporary basis is the accommodation sector of the hospitality industry. It is most frequently associated with the tourism industry, where people book holidays or trips and require lodgings. Still, the accommodation sector also caters to locals seeking a short break from their everyday routine or those who require temporary accommodation for almost any other purpose.

### Bed & Breakfasts (B&Bs)

Bed & breakfasts, or B&Bs, are small establishments offering overnight stays and breakfast in the morning. Most B&Bs owners live in the property, while guests are provided with a private room and, in most cases, will also have a private or en suite bathroom. However, bathroom facilities are sometimes shared. In India, the government is promoting the concept of bed & breakfast. The government is doing this to increase tourism, especially keeping in view of the demand for hotels during the [2010 Commonwealth Games](https://en.wikipedia.org/wiki/2010_Commonwealth_Games) in Delhi. They have classified B&Bs in two categories – Gold B&Bs, and Silver B&Bs. All B&Bs must be approved by the Ministry of Tourism, who will then categorize it as Gold or Silver based upon a list of pre-defined criteria.

### Hotels

**H- House, O- of, T-Taxable, E- Endless L- Luxury.**

**H- Hospitality, O- Organisation, T-Tourism, E- Enjoy, L- Life**

It is an establishment that provides lodging and usually meals and entertainment and various personal services for the public. Rooms are not accessible from an outdoor area. Hotels cater to people who require overnight or longer-term stays. Provide more facilities and amenities. It is expensive when compared to motels and according to the public requirement. It may have better security.

### Motels

Motel is an establishment which provides lodging and parking and in which the rooms are usually accessible from an outdoor parking area. Motels are similar to hotels, but are specifically designed for overnight accommodation by motorists. With this in mind, they are generally situated at the roadside and will have free car parking facilities. Unlike hotels, however, motels usually provide only basic facilities. Cheaper than hotels and can have security issues.

### Hostels

An establishment which provides inexpensive food and [lodging](https://www.google.com/search?sca_esv=556508295&sxsrf=AB5stBg1GYy6we76qC58V9b_hbICyNUu8w:1691924354383&q=lodging&si=ACFMAn_otZSKbpzAqD_RvWk4YSL-ID0A_MXZHesn8l5JXgdql8t4f16Uddk3eDfvnj973xECc1IjHx3b57oP5w_BhNOWUazdaw%3D%3D&expnd=1) for a specific group of people, such as students, workers, or travellers. Hostels are communal accommodations where multiple guests usually sleep in a shared room, with guests renting a bed effectively. Bathroom and kitchen facilities are usually shared, and hostels offer less privacy than hotels. Yet, they are usually significantly cheaper, making them a solid option for those with a low budget.

### Resorts

An act of sorting again. A place where people go for frequented holidays or recreation or for a particular purpose, especially one with facilities such as lodgings, entertainment and a relaxing entertainment. A resort is similar to a hotel but will provide a wider range of facilities and amenities. This means that guests can access sleeping facilities, food and drink facilities, entertainment facilities, shopping facilities, and other amenities without needing to leave the resort. Many resorts also offer all-inclusive pricing.

### Serviced Apartments

Another form of accommodation that shares similarities with hotels is that serviced apartments are self-contained units supplied for either short-term or long-term stays. These apartments will typically be fully furnished, contain a kitchen, and may include various hotel-like services, such as laundry and cleaning.

### Time Sharing

A Time share is a method or way to purchase use of a property for a period of time.

**Deeded Ownership :-** Real Fractional ownership of a Property with the percentage of ownership being equal to the amount of time purchased.

**Leased Ownership :-** It typically expiring after a certain period of time, or at the latest upon death.

**Right to use :-** Similar to leased ownership, as one acquires the ability to use a property in accordance with a contract ; common in certain regions.

**Fixed week :-** Owner has the right to visit during the same week each year.

**Floating Week :-** Owner has purchased access during a certain season or period – as designed by the resort. Finally, time-shared accommodation is where ownership or usage rights are shared between multiple people. It may be a house, condo, or similar type of property, and each owner will typically be allocated a particular time of the year when they will have the right to use.

## 2) Food & Drinks

While food and drinks are necessities, most food and drinks services also fall under the hospitality industry umbrella because they offer people a way of spending their leisure time and disposable income and an opportunity to socialize and enjoy an experience. Again, the food and drinks sector caters to many customers, including tourists, locals, ex-pats, and passers-by.

### Restaurants

An eating establishment in which diners are served food, usually by waiters at their tables but sometimes (as in a fast food restaurant) at a counter. This section of the hospitality industry includes fine dining restaurants, takeaway restaurants, fast food restaurants, and a variety of other restaurant types.

### Catering

Catering is a form of business or service which provides the supply of Food & Drinks. At times in addition with other facilities related to its services to the customers. It is generally done or organised for a large number of people by any client, organization etc. It can be for events, meetings, gathering, weddings, rituals, tours etc. The Purpose of catering doesn’t needs to be same every time. It can vary from time to time & place to place. Examples include catering provided at parks, arenas, stadiums, hotels, event venues, and on certain forms of public transport.

**Bars & Cafés**

Bars and cafés offer customers options to socialize and enjoy food and drinks. They also tend to be a more casual option than most sit-in restaurants. Cafés generally focus on coffee, tea, and light snacks, while bars tend to prioritize alcoholic drinks and soft drinks and may also offer additional entertainment.

### Nightclubs

A **nightclub** is a club that is open at [night](https://en.wikipedia.org/wiki/Night), usually for [drinking](https://en.wikipedia.org/wiki/Drinking), [dancing](https://en.wikipedia.org/wiki/Dancing) and other entertainment. Nightclubs are one of the main ways the hospitality industry caters to people searching for night-time entertainment. They serve alcoholic drinks, are kept open until late, and often emphasize music and dancing. Many nightclubs have specific themes, and they may cater to locals, visitors, or tourists. Nightclubs generally restrict access to people in terms of age, [attire](https://en.wikipedia.org/wiki/Clothing), [personal belongings](https://en.wikipedia.org/wiki/Personal_property), and inappropriate behaviours. Nightclubs typically have [dress codes](https://en.wikipedia.org/wiki/Dress_code) to prohibit people wearing informal, indecent, offensive, or gang-related attire from entering. Unlike other entertainment venues, nightclubs are more likely to use [bouncers](https://en.wikipedia.org/wiki/Bouncer_(doorman)) to screen prospective patrons for entry.

### Tea & Coffee Shops

1. Tea is the most widely consumed beverage globally. Tea is the 2nd most consumed beverage [in the world](https://coffeeaffection.com/tea-statistics/#1_Tea_is_the_second_most_consumed_beverage_in_the_world). More than 87% of Millennial [drink tea](https://coffeeaffection.com/tea-statistics/#4_More_than_87_of_Millennials_drink_tea). There are over 1000 different varieties of tea available [in the world](https://coffeeaffection.com/tea-statistics/#15_There_are_over_1000_different_varieties_of_tea_available_in_the_world). **Over 1 billion** people worldwide drink coffee every day. Coffee is one of the most popular drinks in the world, second only to water. It’s enjoyed by people from all walks of life in countries all over the globe. Some people love the taste and aroma of coffee, while others drink it for the caffeine buzz. Whatever your reason for drinking coffee, there’s no doubt that it’s a popular beverage. Tea Time rooms and Coffee Day shops provide a similar function to cafés, primarily serving varieties of tea and coffee, as the name suggests. With that being said, tea and coffee shops are often individual rooms within larger buildings, such as hotels, and they may also sell products to be taken away, such as tea bags and coffee beans.

## 3) Travel and Tourism

It is important to understand that the hospitality and travel industries are closely linked. Many of the services that are classed as travel industry offerings are also [hospitality](https://www.revfine.com/hospitality/) offerings because they are linked to leisure, customer satisfaction, pleasure, experiences, and disposable income. Importantly, the cross-over between the tourism and hospitality industries centers on services rather than end products.

### Travel Agents

Essentially, travel agents serve to sell travel products to customers on behalf of suppliers. They will often receive a commission for successful sales and can be a convenient option for inexperienced travellers, providing them with advice on the best travel products for their particular needs.

### Tour Operators

A tour operator offers a combination of travel and tour products, combining them into a package, which is then sold to customers. This might, for instance, include travel to a destination, transfers from a hotel or train station to a hotel, as well several trips, activities, or experiences throughout the customer’s stay.

### Online Travel Agencies (OTAs)

Online travel agents, or OTAs, perform many of the same functions as traditional travel agents, albeit over the Internet. However, using online platforms means customers often have access to a greater level of self-service, with the OTAs helping users search for the travel products that best suit their requirements.

### Cruises

Cruises are voyages on cruise ships, undertaken for pleasure, rather than transportation. A cruise may have various stops, but passengers will spend most of their time aboard the ship, providing them with lodgings, entertainment, catering, and more.

### Car Rental

Car rental services cater to customers who require short-term access to a car. In many cases, these services are used by tourists traveling to other parts of the world. However, some locals may also wish to rent a car, especially if they do not have regular access to one, or if they require a larger number of passenger seats.

### Casinos

Finally, a casino is an entertainment establishment that provides customers with opportunities to gamble. These gambling opportunities are predominantly offered via luck-based games. In addition to the gambling component, many casinos also stage live performances, offer food and drinks, and are connected to hotels.

**What are the latest trends in the**[**HOSPITALITY INDUSTRY?**](https://hospitalityinsights.ehl.edu/hospitality-industry)

Circumstances over the past few years have triggered a transformation within the hospitality industry. Many businesses didn't survive, others adapted swiftly and hung on in there, and some were born out of the chaos that ensued with innovative concepts tailored to our new normal. Technology has been evolving at breakneck speed, and the hospitality industry will be utilizing technologies in many new and wonderful ways in 2023. Consumer trends show travel is very much high on the wish list for most people again in 2023, but will squeezed household budgets mean holidays, dining and leisure are put on the back burner once again? Only time will tell. But one thing is for sure, hospitality businesses must keep their eyes and ears open to the latest industry trends in order to streamline their costs and maxamize their profitability, to keep thriving in 2023 and beyond.

So what new trends are emerging? An increased consumer awareness of all things [**sustainable,**](https://hospitalityinsights.ehl.edu/sustainable-tourism-trends?_ga=2.199472494.1971602884.1601886230-460734372.1576662809) [**purposeful**](https://hospitalityinsights.ehl.edu/hospitality-implementing-sustainability-giving-back-communities?_ga=2.199472494.1971602884.1601886230-460734372.1576662809) and [**health & well-being**](https://www.statista.com/statistics/980348/global-wellness-industry-annual-growth-rate/) has set new benchmarks for hospitality enterprises. EHL Insights presents to you the current trends in the hospitality industry of 2023.

## THE 10 TRENDS THAT ARE SHAPING THE HOSPITALITY INDUSTRY IN 2023

## 1. BLEISURE TRAVELERS & HOTEL WORK SPACES

Working remotely has today become commonplace for many employees and is forecasted to become more than just a passing trend. A shift accelerated by the global public health crisis, an unprecedented number of high-profile companies – with big tech companies like Twitter, Facebook, and Amazon leading the way – announced that they will adopt a hybrid or flexible approach to working remotely. [A study carried out by freelancer platform Upwork](https://www.upwork.com/press/releases/upwork-study-finds-22-of-american-workforce-will-be-remote-by-2025) found that 22% of American Workforce Will Be Remote by 2025. This means that [hospitality venues are turning themselves into remote working hotspots for locals and traveller's alike.](https://hospitalityinsights.ehl.edu/what-hotel-workspaces-can-offer) This is a great opportunity for hotels and F&B venues to capitilize on the trend and adapt their offering to meet the needs and wants of this emerging segment; ample plug sockets, free high-speed WIFI, meeting rooms and great coffee are good starting points.

### 2. HOLISTIC HOSPITALITY, HEALTH & WELL-BEING

Preventative medicine and self-care are undisputedly trending right now. The wellness industry is transforming into a booming [**trillion dollar market**](https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/feeling-good-the-future-of-the-1-5-trillion-wellness-market) and hospitality venues are well positioned to take a large piece of the pie, especially those with existing spa facilities.

In addition to the usual beauty and relaxation spa offering, there is rapidly growing demand for health diagnostic technology and bespoke treatment plans delivered by experts who conduct personal or group sessions to develop vitality, healing, stress management, emotional balance, mindfulness and better sleep.

### 3. DIGITALIZED GUEST EXPERIENCES

Apps are increasingly important in the way hoteliers manage the services they provide to their customers and can now control many aspects of the guest cycle and experience. Needless to say, the trend towards digital and contactless services has gained new momentum. Traditionally, customer-facing services are being given an overhaul thanks to the more widespread use of technology-assisted options, such as mobile check-in, contactless payments, voice control and biometrics.

Consumers who have become accustomed to unlocking their smartphones and laptops using facial and fingerprint recognition will soon come to expect the same convenience in accessing their hotel rooms. Unfortunately for the establishments looking to welcome them, these upgrades may be costly to install and maintain. If you want to stay ahead of the curve, we recommend you dig deep and make the investment.

### 4. HYPER-PERSONALIZATION

Today’s guests have grown to expect to be recognized and treated as individuals, [one study](https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying)revealed that 71% of buyers expect personlized interactions. The problem for most businesses is that they're still personalizing at segment level and customer expectation has moved far beyond that in 2023, towards *hyper-personlization.*

Hospitality businesses can implement hyper-personalization by using technological platforms such as CRM and CEM which use big data to create highly customized one-to-one interactions between the guest and the host at scale. Hotel, Travel providers and Restaurants are able to draw on data to utilise insights into customers past browsing or buying habits, enabling hotels to tailor their offers and promotions, and automatically provide services the individual is searching for.

Hotel operations more generally are increasingly shaped by the use of management systems to monitor and optimize revenues, customer relationships, property, channels and reputation. Not to mention the rising importance of integrated messaging, predictive analytics, customer profiling and [middleware](https://azure.microsoft.com/en-gb/overview/what-is-middleware/), which seeks to connect any disparate systems. Even if you're establishment has some technical limitations, the front of house team can go the extra mile to personally greet guests in the offline world.

### 5. EXPERIENCE ECONOMY & ESSENTIALISM

### 

Customers request both extreme personalization and unique experiences. This could very well lead to the death of the travel agent and the rise of the independent traveller. Airbnb are placing their bets on experiences being the big hit of 2023 with their

Travel guilt is real. Minimalism has reinvigorated the otherwise somewhat dusty saying “less is more”. Travelers are decreasingly seeking lavish displays of wealth, preferring instead to spend wisely, purposefully and make a positive impact on the world. Unique experiences that give back to local communities in meaningful ways are in demand, as are niche properties, adventurous holidays and relaxation retreats.

**6. ASSET MANAGEMENT STRATEGY**

The asset-light approach has become prevalent in the industry. The separation between the management of operations and real-estate assets now allows hospitality companies to focus on their core business, thus improving efficiencies.

It however induces additional complexity and potential agency problems, explaining the emergence of new  types of jobs, such as asset managers. In addition, new job profiles have emerged following the increasing complexity of the hospitality industry. In parallel, the need for quantitative competencies (for forecasting, budgeting, etc.) has also increased.

### 7. ARTIFICIAL INTELLIGENCE (AI)

Chatbots have proven to be a customer service asset both during the booking process and in responding to recurring questions. This is especially important in an industry such as hospitaliy which is expected to be on 24/7.

[ChatGPT](https://openai.com/blog/chatgpt/), a chatbot that uses the GPT-3 language model developed by [OpenAI](https://openai.com/" \t "_blank), is adept at imitating human conversational versatility when delivering answers. Think of it as a new smarter iteration of a search engine, one that will do away with the endless blue links which require the user to open up multiple tabs and sift through the information to find the answer, but rather, interpret the users wants and needs and bring back a succinct response that draws on all of the information on the web. This could be a search query for a user looking for travel recommendations, for example.

Whether it is specifically ChatGPT or another AI-powered chatbot, it’s inevitable that [advanced AI will soon be deployed into customer-facing entities like travel and hotel search.](https://hospitalitytech.com/how-chatgpt-can-evolve-hotel-search) So 2023 is the time to get ahead start on this trend which will surely feature heavily in the hospitality industry of the future.

### 8. RENEWABLE ENERGY

A hospitality trend that is both current and a hallmark of recent years: [“sustainability”](https://hospitalityinsights.ehl.edu/sustainability-tourism) once again assumes its position, with a focus on renewable energy. In recent years hospitality outlets have been making small steps by prioritising the removal of disposable plastics, eliminating unnecessary paper consumption thanks to opt-in receipts and reducing food waste, however more far-reaching ethical and environmental considerations are shaping decisions made at the hospitality management level and within [the construction stage](https://hospitalityinsights.ehl.edu/sustainability-hospitality).

Technology is beginning to play a role in this by enabling hotels to track and reduce their energy and water usage. [This article](https://www.hospitalityinsights.com/esg/what-can-hotels-do-about-soaring-energy-costs) explains how iconic London hotel Claridges installed a ventilation and extraction system in its kitchens that reduced energy costs by 30%. The intelligent system, supplied by [Quintex](https://quintex.co.uk/), moderates its output or switches off depending on the conditions in the kitchen and saved the hotel £10,000 ($13,200) a year with a payback on the initial investment after 1.8 years.

[EnergyLink](https://goenergylink.com/blog/6-ways-hotels-can-take-advantage-of-renewable-energy/) defines the 5 renewable energy sources suitable for hotels: solar, wind, combined heating and power, geothermal and bio fuels. The problem is that it takes considerable funding and often space to implement many of these solutions. However, hospitality businesses are realising that not only is it the right thing to do environmentally but with the volatile energy market we are currently experiencing, there is cost saving insentive too. So 2023 is set to be year of the innovative renewable energy source.

### 9. VIRTUAL & AUGMENTED REALITY (VR & AR)

Following on from the orientation towards visually appealing content, it seems only natural that businesses in the hospitality industry should seek to capitalize on features such as virtual tours, conjuring up a digital environment for consumers to picture themselves in.

Videos providing 360-degree views of restaurant ambiance, café terraces enveloped in greenery or hotel beachfront locations, for instance, are just the ticket to make an establishment stand out this year. As ever, keeping the access threshold low is key to reaching as broad an audience as possible with virtual reality material: making content accessible on a variety of devices, without the need for a VR headset.

Once on site, guests should be able to whip out their trusty sidekick – their smartphone – and simply point it at real-world artefacts to summon up additional information. Augmented reality uses graphical or informational overlays to enhance in-situ environments. Once they have downloaded the respective app, guests can use this tool to access restaurant opening times, reviews or interactive tourist information maps or even create user-generated content.

### 10.  DEAL-SEEKERS

The bargain hunters are out in force due to the cost of living crisis many countries are facing due to global conflicts, soaring energy prices and record-shattering inflation rates.

Wulfric Light-Wilkinson, General Manager International at [Wunderkind](https://www.wunderkind.co/) a behavioral marketing software company said: Consumers are more price sensitive. “Consumers will ultimately always seek value for money, but the ongoing cost of living crisis has certainly heightened price awareness." He continued,"This means that consumers are definitely in ‘deal-seeking mode’ and will be particularly receptive to timely recommendations and offers from businesses. This is especially the case when the messaging is relevant, personalised and  based on previously viewed products, categories and basket behaviour…".

**ROBOTICS IN HOSPITALITY**

Robotics in Hospitality means having machines cater to guests or customers in places such as hotels, restaurants, theme parks etc. These robots are accountable for taking orders, providing fascinating facts and information and improving productivity.

Industry is benefited If Programmed / constructed accurately, robots are less prone to error than humans are. With the aid of Robots output and recital can be increased. It can take the workload off of the human staff.

Customer satisfaction is likely to increase based off of more efficient service. Guests/Customers can be sure that their requests will be met. The Robot could be used consistently, no breaks would be necessary. More personalisation to fit the customer’s need. Any complaints can be made to administration digitally and the issue can be rapidly resolved. Tipping the robot would not be necessary.

## Today – Hospitality Industry 2.0

What does the future of hospitality hold? EHL faculty carried out an internal survey with a view to unearth the direction the industry is heading in. Overall, our faculty suggests the need for hoteliers to properly embrace the above mentioned trends and understand what's at stakes. Six dimensions came out from our survey:

### 1. Standardization can no longer be the norm

It is becoming critical to personalize and tailor the services to the needs and preferences of the traveler.

### 2. To create value, focus on niche markets

More customization and specialization may enable increased value creation for hospitality companies. But be careful, as a respondent said, this requires to genuinely think about the value proposition of your offer and not “simply branding and rebranding”.

### 3. Exploit technology as an accelerator for business

Technology will be at the core of the hotel experience both in room, before and after the trip. This will lead to the development of new concepts and more innovation in the industry, and contribute to the emergence of an ever more individualized offer.

### 4. Social responsibility is a moral and economic obligation

The impact of global warming can today be considered a major risk for both corporations which may lose in revenues and profits, and society as a whole. It is thus critical for governments, but even more so for corporations, to become more sustainable: “not just green, but real sustainable business models”.

People are becoming increasingly sensitive to environmental and social issues. A respondent said that this “has to be considered in branding, but beware of green-washers: consumers are now well-aware that window-dressing exists and they will not buy it.”

### 5. Develop more responsive and resilient business models

“Tourism, despite ever-growing flows of travelers, will become riskier and more prone to crises” as the number of travelers steadily continues to grow. This will be accompanied by increased regulation as a response to a disproportional increase in tourist flows in some places (e.g. Venice or Barcelona).

The Covid-19 pandemic, now thankully behind us, upturned work and childcare schedules and have made delivery services a new feature in our daily lives. No longer content with (always) ordering the usual go-to pizza, Chinese or Indian takeaway, consumers are now looking to take things up a notch. Not wanting to forego the frills of fine dining, they are now looking to emulate the experience at home. F&B outlets are making this possible by incorporating drinks deliveries and offering extras: atmospheric candles, QR-code playlists and unexpected freebies. Whilst hotels have diversified their offering thanks to the pandemic, many now offer alternative work spaces for those tired with working from home.

### 6. Manage talents actively

The days of long-lasting employee retention as well as passive, hierarchical management styles are definitely gone. “Attracting, developing and keeping the right talent into and within the hospitality industry remains a core challenge.”

**Top Trends in Hospitality Trends in 2023 – Jonas Chorum**

* 1. **The Rise of RevPEG** :- Hoteliers will be broadening their focus from room revenue to focus on increasing revenue per guest.
  2. **High Tech Solutions :-** Hotels are adopting guest-facing technology to enhance the guest experience.
  3. **High Touch Service :**- Hotels are doubling down on in-person, hands-on guest experience.
  4. **Data Security :**- As a high turnover-environment that transmits a lot of personal and finance data, hotels are vulnerable. Hoteliers need to invest in solutions that are staying up to date with the latest best practices to protect data security.
  5. **A Cookie-Less Future :**- In 2023, Hotel Marketers will be focusing on email marketing using first-party data, gathered directly from guests. Large Brands and Individual properties should invest in email marketing now to stay ahead of the trend, as third party cookie may be banned by as soon as 2024.

**TOURISM MANAGEMENT**

**Intoduction: -**

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.

## What is Tourism?

Tourism involves the activities of people travelling and staying in a place away from their home environment for leisure, business or other purposes.

Mathieson and Wall (1982) define tourism as follows −

"The temporary movement of people to destinations outside their usual places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs."

Tourism was mainly been traditional in its early form. With the evolution of cultures, economies, and knowledge, tourism took a different form called sustainable tourism with the aspect of well-planned tour, well-studied destination, and conservation of destination.

## Factors that Motivate People to Travel

The most common reasons for the people to travel away from home are −

* To spend holidays leisurely
* To visit friends and relatives
* To attend business and professional engagements
* To get health treatment
* To undertake religious pilgrimages
* Any other personal motives

## Traditional and Niche Tourism

The following table lists down a few points that differentiate traditional tourism from niche tourism

|  |  |
| --- | --- |
| **Traditional Tourism** | **Niche Tourism** |
| The tour is decided and planned a number of days or weeks ahead of the actual travelling day. | The tour is decided and planned spontaneously as well as ahead of the date of travelling. |
| The tour operators generally suggest famous places and there is comparatively less study done on the destination place. | In this tourism, local language preparation and the study of local culture and norms is recommended. |
| It generally takes the form of social activity being large number of people involved. | It is a personal, family, or friends’ activity being small number of people involved. |
| The tourists mainly desire for souvenirs and site-seeing. | The tourists desire for experience and knowledge. |
| The tourists may or may not care for local economics, culture, and environment. | The tourists are keen to cooperate in keeping local economy, culture, and environment thereby generating a positive experience for the locals, the tourism business, and the tourists themselves. |

## What is Tourism Management?

It involves the management of multitude of activities such as studying tour destination, planning the tour, making travel arrangements and providing accommodation. It also involves marketing efforts to attract tourists to travel to particular destinations.

There is a subtle difference between just travelling and tourism.

* **Travelling** is going from the place of residence or work to another distant or a neighboring place by any means of transport. Routine commutation can be termed as travelling.
* **Tourism** is travelling with an objective. All tourism necessarily includes travel but all travel does not necessarily include tourism. We can say travelling is a subset of tourism.

One similarity between travel and tourism is they both are temporary movements.

[Dubai](https://en.wikipedia.org/wiki/Dubai) is one of the world's leading tourism destinations, and tourism in Dubai is a major source of revenue. The city hosted 14.9 million overnight visitors in 2016. In 2018, Dubai was the fourth most-visited city in the world based on the number of international visitors.

Sheikh Rashid stated "My [grandfather](https://en.wikipedia.org/wiki/Maktoum_bin_Hasher_Al_Maktoum) rode a camel, my father rode a camel, I drive a Mercedes, my son drives a Land Rover, his son will drive a Land Rover, but his son will ride a camel". Sheikh Rashid realized early he needed to diversify the [emirate of Dubai](https://en.wikipedia.org/wiki/Emirate_of_Dubai)'s economy by building on the city's trading history and therefore he set out to establish Dubai as the region's trade and service hub. By 1979, he was successful in establishing the [Jebel Ali Port](https://en.wikipedia.org/wiki/Jebel_Ali_Port), which became the logical shipping centre for the entire [United Arab Emirates](https://en.wikipedia.org/wiki/United_Arab_Emirates) and the world's largest man-made port. He also upgraded [Dubai International Airport](https://en.wikipedia.org/wiki/Dubai_International_Airport) and built the [Dubai World Trade Centre](https://en.wikipedia.org/wiki/Dubai_World_Trade_Centre), which was then the tallest building in the [Middle East](https://en.wikipedia.org/wiki/Middle_East). By the end of the 1970's, the stage was set for the diversification of Dubai's economy away from oil and into other areas such as tourism.

In 1989 the Dubai Commerce and Tourism Promotion Board was established, to promote Dubai as a luxury destination for the up-tier market and influential business sectors. In January 1997, it was replaced with the Department of Tourism and Commerce Marketing (DTCM).

In May 2013, the government of Dubai launched the Dubai Tourism Strategy 2020, with the key objective to attract 20 million visitors a year by 2020 and making Dubai a first choice destination for international leisure travellers as well as business travellers. In 2018, the strategy was expanded by setting new goals of attracting 21-23 million visitors in 2022 and 23-25 million visitors by 2025. The key objectives from 2013 and 2018 were not met due to the COVID-19 pandemic.

**IMPORTANCE OF TOURISM**

* 1. Everyone in this world has their own habits and Internet has brought variations and the people undergo with their consumption habits. It is possible to reach the information, to investigate the accuracy of the information obtained, to evaluate different opinions about the results obtained and to make a decision in a short period of time you will spend on the screen. This allows us to reach not only different accommodation options in the regions to be travelled in the field of tourism, but also almost every detail from price comparisons to facility features.
  2. Social media usage will go beyond video and photo sharing. It will affect the interactive sharing sector. People will want to see, hear and feel more simultaneously. 92 percent of the new generation guests are impressed by the photos and videos they viewed on the internet and the comments they read on online booking sites before visiting a facility. So, in order to influence them, you will first have to make your facility’s presence on the internet noticeable and then make your reputation flawless and preferable.
  3. It is also important to provide a seamless online booking experience. The online booking option offered by your property should work perfectly.
  4. Mobilisation will continue to gain importance. This means that Enterprises will have to strengthen their position in the market by doing more mobile-focused work.
  5. Economic shortcomings force people to unite and share in a common cost pool. With common travel platforms, people can share their travel expenses and accommodation expenses with Airbnb. Developing Technology and increasing digitalization make all these shares more accessible and secure.
  6. The Concept of the internet of things and become familiar with the online and technological transformation of things. It is estimated that nearly 40 million objects will go ‘online’ within 5 Years. Systems such as Ventilation, elevators, thermostats and irrigation systems in businesses will also become smart and economical by adapting to the internet of Things. Energy Management, Building Management and security will change form.
  7. As a result of big data usage and CRM analysis, consumer behaviour and habits will be recorded and every consumer experience will be personalized. As applications such as the Google now application increase the noticeability of the places you may prefer in your location will increase.
  8. The Concept of virtual reality will enter our lives more and more. Hotels or holiday companies offer their services to their target audiences, usually through websites or brochures and other advertisements.
  9. However people want to be able to see the places where they will spend time and stay in the decision- making process and walk around. In this case, a sense of reality to be presented to the target audience will play a big role in the decision-making process.

**Different Types of Tourism**

* 1. Domestic Tourism : Tour Inside the country.
  2. International Tourism : Tour outside the country.
  3. Outbound Tourism : Holiday to a different country.
  4. Business Tourism : Travelling to attend meetings.
  5. Adventure Tourism : Different experiences and activities.
  6. Wildlife Tourism : Animals and Nature.
  7. Medical Tourism : Travel for Treatment.
  8. Wellness Tourism : Regain Health.
  9. Pilgrimage and Spiritual Tourism : Visiting holy and spiritual places.
  10. Cultural Tourism : Taste local activites.
  11. Dark Tourism : Tragedies in History.
  12. Culinary Tourism : Taste local and traditional foods.
  13. Celebrity Tourism or Film Tourism : Promote destination via film.
  14. Educational Tourism : Learning new skills.
  15. Cruise Tourism : Leisure Travel.
  16. Rural Tourism : Showcases the rural life.
  17. Beach Tourism : Enjoy Holidays on a seaside
  18. Space Tourism : Journey to Space

**17 Travel Trends you’ll see in 2023**

In 2023, travelers will be going one step further as we look to deepen these experiences by having a lasting positive impact on the places and people we visit. We'll immerse ourselves in new, mind-bending [wellness practices](https://www.cntraveler.com/story/wellness-travel-trends-2023) with benefits that continue far beyond checkout, and make meaningful changes to the way we travel with protecting our planet top of mind.

## Transformation retreats :

**What’s the trend ?**

The forces that motivate us to travel can be mapped on a triangle similar to Maslow’s “Hierarchy of Needs”. At the bottom would be travel as a necessity—to remove us from danger (known as Safety on Maslow’s diagram). Next might be travel to help us achieve deeper human connections (known as Love and Belonging), followed by traveling to build our knowledge and status (known as Esteem). This level is pegged to the Experience Economy—the idea that goods or services are valuable because of the positive effect they can have on our lives. So what’s at the summit of the pyramid? According to American psychologist Abraham Maslow, after we have met all those other “needs”, the ultimate goal is Self Actualization—in essence, “being your best self”. This is true of travel, too—next year, transformation retreats will become a popular tool to help people achieve their full potential.

**Why will it matter in 2023?**

After a year of travel for fun, relaxation, and reunion post-pandemic, 2023 will be the year we travel for personal betterment. Whether you are seeking to overcome grief, identify your life’s mission, or discover what your body is physically capable of; there will be a transformation retreat that caters to it. [Healing Holidays](https://www.healingholidays.com/) is a good place to start when it comes to planning as it aggregates retreats from around the world according to the kind of experience you might want to have. For example, at Euphoria in Greece, you can sign up for an "emotional and physical" transformation retreat that includes dance therapy and self-awareness group sessions. Next year, [Advivum Journeys](https://www.advivumjourneys.ca/" \t "_blank) will be hosting “Radical Sabbaticals” in Kent (England), while the Heartbreak Hotel in the British Peak District will be inviting women to its signature “Moving Beyond Betrayal” retreat in the autumn. Over in [the Caribbean](https://www.cntraveler.com/destinations/caribbean), the Aerial BVI will be delivering a series of themed summits (abundance, strength, love, presence, and dream) on a private island. They cost about $10,000 but you can now also pay in installments. —Jenny Southan

## 2. Modular hotels

**What’s the trend?**

Far less gimmicky than it sounds, with more soul and deep-seated [sustainable credentials](https://www.cntraveler.com/tag/sustainability), flat-packed hotels are based on principles of modular housing and prefabricated architecture. The building parts are manufactured in a factory, flat-packed, and shipped to the destination to be assembled on-site. While flat-packed anything is traditionally associated with cheap mass production, this changed when hotel group [Habitas](https://www.ourhabitas.com/" \t "_blank) opened its first flat-pack hotel in [Tulum](https://www.cntraveler.com/gallery/best-hotels-in-tulum) back in 2017, delivering a thoughtful, sustainably slanted lifestyle hotel to burnt-out city dwellers who wanted to match light touch holidays with stylish simplicity.

**Why will it matter in 2023?**

Not just a passing trend, the hotel group built its own factory in [Mexico](https://www.cntraveler.com/tag/mexico) using 3D-printing technology, which can manufacture modular hotel parts, flat pack, ship, assemble on-site, and open for guests in under a year. Barely any foundation is poured, and instead of glitzy lobbies and heavy-handed structures, each hotel is built around trees, rocks, and water. The effect taps into the growing trend for nature-based off-grid retreats which promise access to widescreen wilderness. Since Tulum, Habitas’ hotels have opened in far-flung locations around the world. The latest is in the Ashar Valley of [Saudi Arabia](https://www.cntraveler.com/tag/saudi-arabia) and San Miguel de Allende’s countryside, with plans to unpack more retreats in 2023 in Mexico, Morocco, Costa Rica, Bhutan, and beyond, aiming for 10 to 12 hotels a year. This form of construction is not only sustainable; the rising costs of building means this is far more cost-effective than traditional construction—and it is allowing Habitas to build its flat-pack hotel empire at breakneck speed. —Chloe Sachdev

## 3. Hybrid flight-light travel

**What’s the trend?**

Hybrid flight-light itineraries aren't just more earth-friendly; they make getting from point A to B, or B to A, part of the adventure. Just as we're increasingly flexitarians and climatarians with what we eat, switching out animal proteins for plant alternatives, now we’re turning flexi-air-ian. A more eco way of exploring Europe is swapping an outbound or inbound short-haul airline ticket for a train ride instead. We're smitten with slow travel operator [Byway](https://www.byway.travel/) for making flight-free forays especially appealing. They plot multi-destination [journeys by train](https://www.cntraveler.com/inspiration/train-journeys), bus, and boat in a way that swerves planning and admin headaches, and gives us the most from our time in transit. They also share our taste for small, locally-owned boutique hotels, and we love how they format all arrangements in one user-friendly PDF integrated with all train and travel tickets.

**Why will it matter in 2023?**

Traveling slower and greener is increasingly essential as corporates and consumers show more dedication to slashing emissions. Riding by rail can reduce our footprint by up to 90 percent compared with flying the same distance. Bragging about being jet-setters is being trumped by virtue-signaling about travel escapades that involve lower-carbon logistics. We’re also keener to give our money to ethical businesses. Byway is not only making train travel très chic, they’re a certified B Corporation–which means the company has gone through a rigorous assessment of its impact on workers, customers, suppliers, community, and the environment. Another responsible travel company that has B Corp status, and is upping their train travel itineraries, is [Intrepid Travel](https://www.intrepidtravel.com/uk). This means their B Lab team has verified they meet high standards of social and environmental performance, with transparency and accountability. —Juliet Kinsman

## 4. Set-jetting

**What’s the trend?**

We spent the best part of 2020 and 2021 glued to our screens, so it’s no surprise that our love for TV will be working its way into our travel plans for 2023. Next year, many travelers will take their favorite TV shows on tour, using [stunning and interesting filming location](https://www.cntraveler.com/story/on-location-the-resort)s as a springboard for an exciting new holiday destination.

**Why will it matter in 2023?**

Recent data from Netflix revealed that 70 percent of programs watched by a typical Netflix user were filmed in a foreign setting, and the locations of chosen shows were frequently their favorite holiday spots. “We’ve noticed this trend accelerating among our guests,” says Simon Lynch, global sales and product director of [Scott Dunn](https://www.scottdunn.com/), “with bookings for France in 2023 already 20 percent higher than pre-pandemic levels, thanks to the halo effect of hit shows such as Emily in Paris. The idyllic sun-drenched filming locations of HBO sensation [The White Lotus](https://www.cntraveler.com/story/where-was-white-lotus-filmed) also look to have inspired our guests seeking ultra-luxurious winter-sun escapes, with over 80 percent of Scott Dunn Private members traveling to warm destinations this winter including Mexico, the Maldives, Oman, Australia, and Barbados to name a few.” According to [Expedia](https://www.expedia.com/) brands spokesperson Natalie Allard, TV is taking over Instagram as a key travel influencer. “We've identified set-jetting as a big trend for next year. According to Expedia data, films and series are more influential than social media when it comes to booking trips these days. Two-thirds of global travelers have considered doing it and almost 40 percent are ahead of the trend, and have already booked trips after being inspired by their favorite show,” she says. Natalie’s top on-location trends for 2023? “You can expect lots of travelers heading to Paris in search of love. I can’t wait to get back to New Zealand–I’ll of course be on the lookout for those epic Middle Earth locations!” —Sarah Allard

## 5. A new kind of all-inclusive

**What’s the trend?**

There’s been snobbery around all-inclusive retreats for decades. Those who consider themselves well-traveled often turn noses up at the idea of holidays where you needn’t step foot outside of the resort, and breakfasts, lunches, suppers, and happy hours are taken in the same clutch of restaurants. But smart brands are now putting a roots-y spin on the concept.

**Why will it matter in 2023?**

The term “all-inclusive” has long been sneered at in luxury travel circles–for reasons that escape us because, really, who doesn’t want to drink a poolside G&T, happy in the knowledge that they won’t be slapped with a hair-raising bill while checking out? But good news abounds–a cluster of gorgeous properties are putting a new spin on the concept. In Sussex, Cali-cool beach hotel The Gallivant has long been turning the idea on its head from its spoiling position over Camber Sands. Stays here include a three-course meal that might spotlight wood-roasted Romney lamb rump, Kentish Blue cheese beignets, or whole crab with Maldon rock oysters; breakfasts of Turkish eggs or fluffy pancakes. It’s so popular, the team will open their second outpost on the Kentish coast in 2023. In France, 17th-century French country house Les Maisons de Campagne has reinvented the concept, with everything from help-yourself beer to yoga classes included in the price. The [Ikos](https://ikosresorts.com/resorts/ikos-porto-petro/" \t "_blank) brand takes things a step further–as well as five on-site restaurants at its 2023 opening in Mallorca, an all-inclusive stay offers the chance to book local restaurants at no extra cost–giving travelers a taste of the island and supporting the local community in one swoop. None of these smart stays can be labeled “cheap"–but as we all become more aware of where we spend our cash, this is a trend that makes the cost of our holidays more transparent and those well-deserved trips easier to save for–without any nasty surprises. —Sarah James

## 6. Swankier airport lounges

**What’s the trend?**

As more travellers are figuring out ways to access [airport lounges](https://www.cntraveler.com/story/the-best-ways-to-get-airport-lounge-access-for-every-type-of-traveler) with credit cards or other memberships, airlines are trying harder than ever to distinguish their top-tier lounges as rarefied spaces. Recent perks include a premium Champagne bar in British Airways and American Airlines' just-opened lounge in JFK, a Clarins spa offering facials and other treatments in Air France's business-class lounge also at JFK, as well as a forthcoming Delta One lounges in New York and Los Angeles, clocking in at 36,000 square feet and exclusive to the airline's first-class customers. On the credit card end of the spectrum, [Capital One](https://www.cntraveler.com/story/capital-one-venture-x-credit-card) will introduce a new culinary lounge concept with chef José Andrés focused on serving Spanish tapas-style cuisine in both Washington D.C. and New York. Meanwhile, [Chase Sapphire](https://www.cntraveler.com/story/chase-sapphire-reserve-review) is preparing for a spate of premium lounge openings across the U.S., following the debut of its first location in Hong Kong back in October 2022.

**Why will it matter in 2023?**

Those in the upper echelons of airline elite status schemes or with the most premium credit cards will want to arrive at the airport early to take advantage of the perks, and these revamped lounges will also make layovers less of a nuisance for certain passengers. However, as part of the lounge-reset process, travelers can expect to see airlines and credit card companies make the spaces more difficult to access throughout next year. (We've already seen Delta tighten its lounge entry requirements and limit who can buy memberships to address overcrowding; others will likely follow suit.) All the more reason to take extra care when mapping out your points-and-miles strategy for 2023. —Jessica Puckett

## 7. Crypto trips

**What’s the trend?**

Trending Stories

Up until now the only way to pay for a trip, flight, or hotel stay was with “fiat” currencies such as dollars or pounds, points or air-miles, but thanks to technological innovations from the likes of Fintech companies such as Revolut and Hayvn, cryptocurrency owners are now able to redeem Bitcoin and Ether, for example, on holidays.

**Why will it matter in 2023?**

In the U.S., Insider Intelligence estimates that almost 13 percent of the adult population now owns at least one type of cryptocurrency and by the end of 2023, about 3.6 million people will be spending crypto (previously it was just about investing and trading). This is a huge opportunity for the travel and tourism industry to adapt to new shifts in consumer spending. In summer 2022, [Soneva Resorts](https://soneva.com/" \t "_blank) in Thailand and the Maldives began allowing guests to pay for stays in crypto. In the autumn, experiential travel and yachting company, [Pelorus](https://pelorusx.com/" \t "_blank), began accepting cryptocurrency payments for overseas adventures. In November 2022, Borrow a Boat began accepting crypto for boat charters. More companies will follow suit. —Jenny Southan

**8. Yachts from luxury hotel brands**

**What’s the trend?**

The announcement of a new breed of luxury yachts from the world’s leading hotel brands has been long-awaited, with loyal clients eager to take to the seas in the comfort and style their on-land counterparts have become known for. The dream has already become a reality thanks to [The Ritz-Carlton Yacht Collection](https://www.ritzcarltonyachtcollection.com/)–Evrima, the most sophisticated and expensive civilian ship ever built in Spain, was launched last October. CEO Douglas Prothero is passionate about explaining how these new experiences will differ from what we’ve come to know about cruising: “Nine out of 10 of our guests have never been on a cruise before, that just shows the type of client we are dealing with. You won’t find things like casinos on board, we want guests to explore the places we visit rather than spend all their time on board."

**Why will it matter in 2023?**

This is just the beginning of what we can expect to see from the luxury cruise world. At the end of 2022, [Four Seasons](https://www.cntraveler.com/story/four-seasons-is-launching-a-luxury-yacht-in-2025) confirmed the launch of a cruise ship with 95 suites. Its motto? “Love makes waves”. Although the first cruises won’t start until 2025, customers will be able to buy tickets from the end of 2023. Four Seasons Yacht’s first itineraries in the Mediterranean and Caribbean will be centred around breathtaking destinations that offer highly bespoke shore experiences, as well as one-of-a-kind overland adventures. Aman will launch its 600-foot luxury yacht in 2025, [Aman’s Project Sama](https://www.aman.com/aman-yachts), with just 50 suites and partnered with Sinot Yacht Architecture & Design. [Belmond](https://www.belmond.com/) was a pioneer, launching its river-focused péniche-hôtels in 2004. But the beloved LVMH’s travel brand has news for 2023 too: Next summer, the [Coquelicot](https://www.belmond.com/boats/europe/france/les-bateaux-belmond/coquelicot" \t "_blank) will be launched as an updated version of the iconic Belmond's Hirondelle barge. Three suites for a maximum of six people, with prices starting from $81,500 per week and a complete and luxury itinerary through the Champagne region. —David Moralejo

## 9. Artist-owned hotels

**What’s the trend?**

The art-hotel mash-up trend has been around for a while—from the eccentric [Fife Arms](https://www.cntraveler.com/hotels/highlands/highlands/the-fife-arms) in Scotland owned by the same couple behind powerhouse gallery Hauser and Wirth to Margate’s whip-smart Fort Road Hotel catering to travelers looking beyond cookie-cutter hotels for more personal, immersive experiences that touch on their creative spirits.

**Why will it matter in 2023?**

Thanks to two young female artists, the trend is gaining momentum, catering to a generation of travelers looking to bed down in places where creativity and connection are nurtured. In [Marrakech](https://www.cntraveler.com/story/how-to-spend-a-day-in-marrakech-according-to-the-citys-chicest-hotelier), artist Lrnce is opening her colorful seven-bedroom [riad](https://www.cntraveler.com/gallery/most-beautiful-riads-marrakech" \t "_blank), Rosemary, decked out in colorful hand-painted tiles, fabrics, and a rooftop that will host community events for like-minded guests. Later in the year, on the island of Mallorca, where—like Marrakech—creativity has always pulsated, contemporary photographer Kate Bellm will be opening her bolthole, Hotel Corazon. Known for her dreamy ethereal snapshots of island life, Bellm's spot is in the village of Deià, with London chef about town Magnus Reid in charge of the health-focussed restaurant. —Chloe Sachdev

## 10. Sleep tourism

**What’s the trend?**

Sleeping used to be merely a byproduct of travel; the thing we do at the end of the day, ideally in a cloud-like bed. Now, a good night’s sleep is becoming one of the key travel trends, with a new era of “sleep concierges”, AI-powered beds, and more.

**Why will it matter in 2023?**

More and more hotel brands are using the latest in sleep technology. Take Bryte mattresses, which use artificial intelligence to adjust body support and room temperature to maintain deep sleep, and which are now available in hotels across the U.S. especially—from the [Carillon Miami](https://www.cntraveler.com/hotels/miami-beach/carillon-miami-beach) to the [Four Seasons Beverly Hills](https://www.cntraveler.com/hotels/united-states/los-angeles/four-seasons-los-angeles-at-beverly-hills) and a special sleep suite at the [Park Hyatt New York](https://www.cntraveler.com/hotels/new-york/park-hyatt-new-york). Hästens, the well-known Swedish mattress producer, has gone even further, opening the Hästens Sleep Spa Hotel, a 15-room boutique hotel in Coimbra, central Portugal, where everything—acoustics, sleep books, mattresses made with hypoallergenic horsehair—is designed for optimal shut-eye. It’s a similar idea at Chelsea’s smart [Belmond Cadogan Hotel](https://www.cntraveler.com/hotels/london/belmond-cadogan-hotel), where a “Sleep Concierge” service includes a meditation by Harley Street hypnotherapist and sleep expert Malminder Gill, as well as a choice of weighted blankets, pillows, and pillow mists, all recommended based on the guest’s sleeping preferences. —Toby Skinner

## 11. Adaptogenic menus

**What’s the trend?**

When Steve Jobs was dying of cancer, he wrote a list of things he had learned about life. One of them was: “Eat your food as your medicine. Otherwise, you have to eat medicine as your food.” We all appreciate the nutritional qualities of food but a new era of understanding is revealing the hidden power of certain edible plants and mushrooms to help the body combat stress, anxiety, and fatigue, for instance, thanks to the presence of active ingredients known as “adaptogens”. Examples of trendy adaptogenic herbs include Siberian ginseng, Ashwagandha (Indian Ginseng), Tulsi (Holy Basil), and Schisandra berries.

**Why will it matter in 2023?**

Of course, plant power can be taken in pill form but new precedents are being set by cutting-edge food and drink brands such as [Three Spirit](https://threespiritdrinks.com/) (which swaps alcohol for adaptogens) delivering them in their raw, cooked, or distilled form. Adaptogenic menus will see food harnessed in more specific ways—to boost mood, clear the mind, and even supercharge the immune system. In London, [Sweeties bar at The Standard hotel](https://www.cntraveler.com/hotels/london/the-standard-london) has been dabbling with adaptogenic cocktails (Gold Dust Woman is made with turmeric), while Los Angeles has been ahead of the curve when it comes to blending adaptogenic smoothies, lattes, and teas (see Moon Juice, Cafe Gratitude, and Kreation). Soon, we will see adaptogens on restaurant menus too (Lion’s Mane mushroom soup or Arctic Root salad, anyone?). —Jenny Southan

## 12. Electric road trips

**What’s the trend?**

Ever since Jack Kerouac wrote the cult American novel On the Road, [road trips](https://www.cntraveler.com/inspiration/road-trips) have held a unique allure. But because they have relied on a gas-guzzling cars or RVs, they have also come with a carbon footprint. Today, the emergence of electric vehicles with extended ranges of 450 miles or more (allowing them to be driven for greater distances between charges) means they can finally be done with less impact on the environment. Of course, you need to plan your route carefully to make sure there are charging points available en route, but car rental companies are increasingly offering fleets of e-vehicles for hire. According to Hertz, one of the best routes in Europe is the Basel-Baden-Zurich-Appenzell “Grand Tour” in [Switzerland](https://www.cntraveler.com/tag/switzerland) (about 1,000 miles), which is dotted with 300 EV chargers.

**Why will it matter in 2023?**

Mass production of Tesla’s futuristic-looking electric Cybertruck will begin in 2023 and will rapidly become one of the coolest vehicles to take on an electric road trip. Not only does it have solar panels on the roof that allow you to recharge in the middle of the wilderness, but a fold-out kitchen and space in the back to sleep. Another desirable ride is the new electric VW iD Buzz camper van. —Jenny Southan

## 13. Psychedelic immersions

**What’s the trend?**

If you have seen Michael Pollan’s Netflix documentary How to Change Your Mind, which explores the history and uses of psychedelic drugs such as LSD, psilocybin (magic mushrooms), and mescaline, you will know that there is a growing body of evidence that hallucinogenic drugs can have a profoundly positive impact on mental health. As a consequence, legislation in a handful of countries is beginning to soften when it comes to their usage for therapeutic purposes—for instance, in 2022, [Awakn Life Sciences](https://awaknlifesciences.com/" \t "_blank) opened its first psychedelic psychotherapy clinic in London. Next year, Oregon will become the first in the country to allow for the consumption of psilocybin in a supervised setting.

**Why will it matter in 2023?**

The collective trauma of the Covid-19 pandemic can’t be underestimated but, for many people, PTSD can remain unacknowledged, buried or delayed in its response. In 2023, the timing will be right for psychedelic immersions to take off as an alternative form of fast-track therapy (many people have profound realizations when tripping). [The Synthesis Institute](https://www.synthesisinstitute.com/) already organizes group psilocybin sessions in the Netherlands but will also be opening a dedicated center in Oregon in 2023. At the same time, [Beckley Retreats](https://www.beckleyretreats.com/) will be hosting a series of five-night getaways at a mansion in [Jamaica](https://www.cntraveler.com/story/an-insiders-guide-to-negril-jamaicas-low-key-hideaway) from $4,500 per person. —Jenny Southan

## 14. Indigenous groups will spotlight their lands

**What’s the trend?**

While thoughtful travel companies have long supported [Indigenous communities](https://www.cntraveler.com/story/indigenous-tour-operators-are-reclaiming-their-ancestral-ties-to-national-parks), the big difference now is that Indigenous people are leading the way in promoting their areas—and that travelers will be increasingly aware of the cultural provenance of their choices.

**Why will it matter in 2023?**

Across the world, there will simply be more travel options which are led by Indigenous communities. Take [Australia](https://www.cntraveler.com/destinations/australia), where deep changes run across the board: the Kuki Yalanji people being recognised as the rightful owners of Queensland’s [Daintree National Park](https://www.cntraveler.com/story/in-australias-daintree-rainforest-indigenous-sovereignty-marks-a-watershed-moment-for-travel" \t "_blank), for example; the Budj Bim Cultural Landscape along the Great Ocean Road joining UNESCO’s World Heritage list for its Aboriginal cultural value, including ancient Gunditjmara eel farms; or new experiences like the Baiyungu-led tours along Western Australia’s Ningaloo coast, including exploring shell middens with evidence of early Aboriginal occupation. [Canada](https://www.cntraveler.com/tag/canada) has had a similar reckoning, with an explosion of First Nations-owned offerings. In British Columbia alone, new ocean-facing cabins at [Haida House](https://www.haidatourism.ca/haida-house) on the nature-rich island of Haida Gwaii and the upcoming Nemiah Valley Lodge in the inland Chilcotin region are just a few of the new Indigenous-owned properties to follow in the wake of the pioneering [Klahoose Wilderness Resort](https://www.cntraveler.com/story/these-indigenous-owned-lodges-british-columbia" \t "_blank), north of Vancouver. But this new movement feels truly global—from Uganda’s new Gahinga Batwa Village, which provides a permanent home for possibly Central Africa’s oldest surviving Indigenous group, to new Indigenous-led groups like Bonanza Tours, which runs tours of the Peruvian Amazon northeast of Cusco. —Toby Skinner

## 15. ‘Lisness’

**What’s the trend?**

The experts at [Black Tomato](https://www.blacktomato.com/) have noticed a paradigm shift to “Bleisure”—where travelers used to approach business trips by tacking on a few days at the end, there's now a reversal (which they've dubbed “Lisness”). “Increasingly, this is driven by travelers planning leisure trips with time for work, tapping the ability to work more flexibly, from wherever,” says Black Tomato co-founder Tom Marchant. "We’re seeing some client travels extending into month-long ventures, with a 75 percent/25 percent leisure/business split, allowing for more decompression and reintegration into normal life, and a notable leisure-driven approach to these hybrid trips.”

**Why will it matter in 2023?**

The impact Covid has had on the way we think about and approach work has been huge. “The traditional thinking was work, potentially paired with a holiday; now, it’s an intentional holiday-first mindset with work in-and around-it" explains Marchant. "Leading hotel groups and tour operators in turn need to adapt services and experiences to accommodate this pattern, where the value of strong wifi and flexible time zones are more important than ever. It’s about taking more time in situ, often in destinations which benefit from longer stays leading to remarkable travel experiences over a longer period, with more impact, such as Costa Rica, Argentina, Chile, Guatemala.” —Sarah Allard

## 16. Ultra long-term planning

**What’s the trend?**

During the intra-pandemic years of 2020 and 2021, it was impossible to plan more than a few weeks ahead for trips abroad because governments were always changing entry requirements, closing borders and forcing airlines to cancel flights. In 2022 travelers were getting their confidence back but from 2023, demand will be dialed up to the max, especially if China finally reopens to international tourism. With competition for stays in the best suites and hotels already fierce, only those that book well ahead will be guaranteed what they want.

**Why will it matter in 2023?**

There will be lots of new hotels and experiences launching in 2023 but with jet setters already thinking beyond the current year, sights will be set on options for 2024 and beyond. Itineraries will include the likes of the first Orient Express Hotel, Minerva, in Rome, cruises aboard MSC Group’s new ship Explora II (arriving summer 2024), the Six Senses Svart in the Norwegian Arctic Circle, Accor’s Mantis Masai Mara Eco-Lodge in Kenya, the Rosewood Miyakojima in Japan, and Aman’s Amanvari on the Sea of Cortés in Mexico (all in 2024). The Cheval Blanc Beverly Hills, Edition Lake Como, and Park Hyatt Riyadh Diriyah Gate in Saudi Arabia will be on the 2025 must-visit list. —Jenny Southan

## 17. Educational itineraries

**What’s the trend?**

Instead of visiting a destination and barely scratching the surface, travelers want to ensure their experiences are deeper and more meaningful than ever before, learning something new in the process.

**Why will it matter in 2023?**

“Following a spate of post-pandemic revenge spending, we can now expect travelers to be more selective, placing higher value on fulfilling experiences that fuel their thirst for knowledge and personal growth in 2023,” says Adam Sebba, CEO and founder of [The Luminaire](https://www.theluminaire.com/). In fact, in a recent survey conducted by the luxury travel provider, almost 90% of respondents ranked the appeal of ‘luxury educational travel experiences’ at 8, 9, or 10 out of 10. According to Tom Marchant, co-founder of [Black Tomato](https://www.blacktomato.com/), this is a trend we can expect to see a lot more of next year. “We’ve seen demand for itineraries designed with a purpose to acquire knowledge surge in 2022, and see this trend only picking up further pace next year,” he says. Their immersive and educative journeys in 2023 include gaining a deep understanding of Japan’s traditional architectural style by spending time with one of the country's leading architects and taking part in the fight to protect the rare Black Rhino in Kenya with inside access to a team of vets and rangers to learn more about conservation efforts. —Sarah Allard

**References:**

1. https://www.revfine.com/hospitality-management
2. <https://sevenrooms.com/en/blog/what-is-hospitality>
3. <https://www.researchgate.net/publication/222115684_What_is_hospitality>
4. <https://hospitalityinsights.ehl.edu/hospitality-industry-trends>
5. <https://www.tutorialspoint.com/tourism_management/tourism_management_introduction.htm>
6. <https://www.cntraveler.com/story/17-travel-trends-youll-see-in-2023>
7. <https://worldpopulationreview.com/country-rankings/tea-consumption-by-country>
8. <https://www.youtube.com/watch?v=b5va2_sfcbw>

# https://youtu.be/AsTJoGwE5AI Top Hospitality Trends in 2023 | Jonas Chorum

1. https://www.revfine.com/hospitality-sector