

TOURISM4.0



Tourism4.0

Capacity building and peer-learning transnational supporting scheme towards smart, innovative, and sustainable tourism.

Trends & Challenges

External Resources list



Co-funded by the COSME programme of the European Union

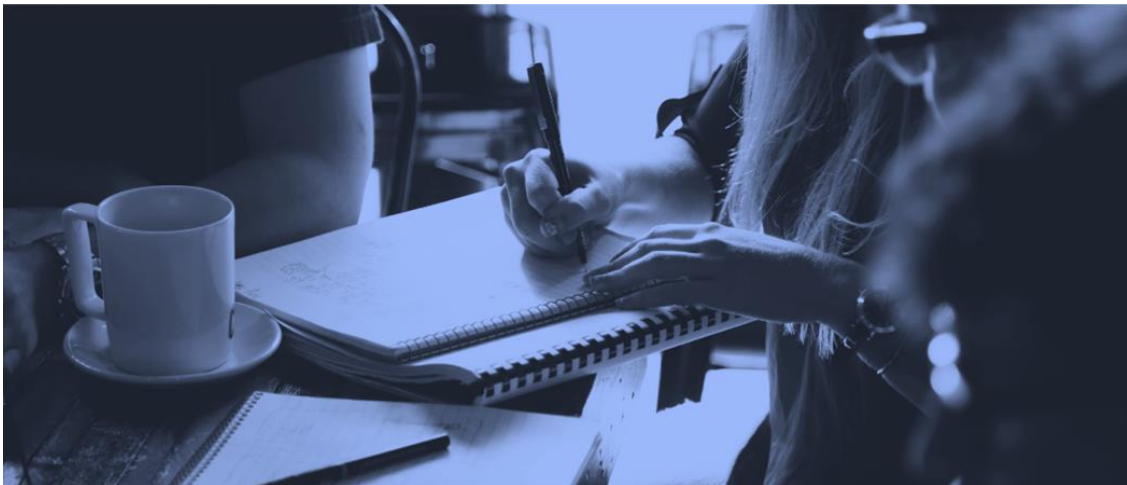


Introduction

Tourism is an ever-evolving industry that is shaped by a multitude of factors, including general trends, sustainability concerns, and digitalization issues. As we move towards the future, these three elements will play a significant role in determining the direction of tourism.

General trends such as changing consumer behavior, growing urbanization, and increasing focus on experiential travel are all contributing to the transformation of the tourism industry. Sustainability is also a major concern, as travelers become more conscious of the environmental impact of their travels and seek out eco-friendly options. Meanwhile, digitalization is revolutionizing the way we plan and experience travel, from online booking to virtual tours.

In this context, it is important for tourism businesses and destinations to stay abreast of these trends and challenges in order to remain competitive and relevant. By embracing sustainability and digitalization, and adapting to changing consumer demands, the tourism industry can help shape a more sustainable and responsible future. The Tourism4.0 project website aims to explore these issues and provide insights into how they are shaping the future of tourism.



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<https://tourism4-0.eu/>



Database

Useful links on general trends, sustainability and digitalization issues shaping the future of tourism (listed by source):

- <https://www.unwto.org/sustainable-development>
- <https://tourism4sdgs.org/>
- <https://etc-corporate.org/>
- <https://wtcc.org/>
- <https://wtcc.org/Portals/0/Documents/Reports/2022/EIR2022-Global%20Trends.pdf>
- <https://www.oecd-ilibrary.org/sites/tour-2018-6-en>
- <https://www.weforum.org/agenda/2022/05/future-of-travel-tourism-sector-leaders-report/>
- <https://www.euromonitor.com/insights/megatrends>
- <https://www.euromonitor.com/insights/megatrends>
- <http://corporate.cms-horwathhtml.com/wp-content/uploads/sites/2/2015/12/Tourism-Mega-Trends4.pdf>
- <https://www.pwc.com/gx/en/issues/value-creation/act-now-business-recovery/travel-and-tourism.html>
- <https://www.bloomberg.com/news/articles/2022-11-14/how-tourism-can-hit-net-zero-by-2050-an-unrealistic-but-not-impossible-solution>
- <http://www.thetravelfoundation.org.uk/envision2030/>
- <https://www.travelmarketreport.com>
- <https://future-ig.com/foresight-research/future-of-tourism/>
- <https://www.phocuswire.com/>
- <https://blog.smartvel.com/blog/the-ultimate-travel-trends-for-2023>
- <https://www.revfine.com/digital-trends-travel-industry/>
- <https://www.mitel.com/blog/top-10-communication-tech-trends-hospitality>
- <https://www.bu.edu/hospitality/2023/01/26/technology-trends-in-hospitality/>
- <https://hoteltechreport.com/news/tech-in-hospitality>
- <https://hoteltechnologynews.com/>

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