

# THE FUTURE OF TOURISM - TECHNOLOGY IS CRUCIAL TO PREDICT FURTHER DEVELOPMENT



No one can predict the future. However, forecasts using statistical information can be used. The most effective way to collect relevant data on the future of tourism is the use of modern technologies.

For tourism, there are two major players: on the one hand, the tourists; and on the other, those that provide tourist services in many different forms, which include travel agencies, logistics and transport companies like airlines and vehicle leasing companies; but also the largest providers in the hospitality industry, such as hotels, businesses associated with Airbnb, cruise lines and even restaurants.

When trying to predict the future of tourism, **the independent variable would be the tourists, who will always have a desire to go out and discover destinations**, to explore new cultures, or simply to return to places that offer some kind of unique and pleasant stay. However, not everything lies in that desire. There is an economic factor that we all consider before going on a trip, which is the household income, and this is what determines whether you travel or stay at home. Some people joke about not being able to plan a trip when they can hardly afford to stay at home, but nowadays, this matter is taken more seriously.

The dependent variable is all the tourist services providers, who know that tourists make an effort to travel and are increasingly cautious and demanding about which companies they use. The great challenge for providers is to meet tourist expectations and try to exceed them.

Destinations that want to remain popular in the post-covid times there are three major challenges: making tourism sustainable, extending the use of new technologies and offering higher quality tourism products. The application of new technologies to attract tourists has been one of the most effective ways to revive business for many companies and destinations. Technologies allow the stakeholders to make the right decisions based on available data.

Nowadays, airlines are focused on designing better offers to stand above the competition, hotels offer more options at low prices in order to attract more guests, Airbnb is competing head-on with traditional options for accommodation, and **restaurants are looking for diversified options in outdoor spaces, which are highly sought after by tourists, especially in European countries.**

Meanwhile, the cruise industry has gone above and beyond. In compliance with the COVID-19 safety guidelines and only allowing fully vaccinated passengers aboard, the cruise industry has managed to set sail after being docked for many months. While cruise ships are at a risk of COVID-19 outbreaks just as the rest of the industries are, the future looks promising, so fair winds and following seas to them, and to the entire tourism industry.

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