Introduction

> The landscape of international travel is changing due to changes in demographics, technologies, economics, & politics

> Identifying tourism trends is crucial for the future development of tourism products & services

> A ongoing research on tourism mega-trends at The Hong Kong Polytechnic University based on desk research
## Tourism Demand & Supply are Shaped by Web 2.0 & 3.0 Technologies

<table>
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<th>Web 1.0</th>
<th>Web 2.0</th>
<th>Web 3.0</th>
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<td>One way communication via</td>
<td>Two-way communication - web 1.0 plus</td>
<td>Experiential – web 1.0 and 2.0 plus</td>
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<td>Brochure style website</td>
<td>Blog, Social networking, Twitter</td>
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<td>Fax and phone</td>
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<td>Transactional e-commerce</td>
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Tourism Demand & Supply are Shaped by Web 2.0 & 3.0 Technologies

> Applications of Web 1.0 technologies to tourism tend to be supply driven with limited interactions between tourists & service providers

> Web 2.0 technologies allow tourists to directly interact with tourism service providers, & tourism product development now tends to be demand driven

> Web 3.0 technologies enhance tourist experience at any time and anywhere
Innovation in Tourism

Robo-Nation is coming to our home and office. Apart from protecting, managing, & defending us, robots as vital members of society, will also manage, serve, & guide our travel with high quality & consistent services.
Longevity & Senior Travelers

> Within the next 20 years, humans routinely living beyond 100 years will be an accepted reality – due to longevity medicine, health enhancement via biotech, stem cells, & genomic drugs

> These breakthroughs will protect the aging mind, refreshing vital memories, improving physical agility, & ability to travel
Longevity & Wellness Tourism

> The trend of longevity creates new business opportunities e.g., wellbeing tourism, medical tourism, & sport tourism
Climate Change & its Impact on Tourism

> By 2030 aircraft will fly with bio or renewable fuel; long haul travel will not be considered as environmentally friendly.

> Industries, including the hospitality industry, will compete to clean up the planet through offering environmentally friendly products/services.

> Sustainability will be adopted by most tourism businesses, as the environment will become a key factor that will influence where tourists will travel.
China Factor & its Impact on Destinations

> 120 million Chinese citizens travelled abroad in 2015
> Spent 104.5 billion US dollars
> Top destinations for Chinese tourists:

Hong Kong, South Korea, Japan, Taiwan, Thailand, France, Italy, Switzerland, Macau, & Germany
Exhibit 13: Where do Chinese tourists go?
Main travel destinations for Chinese tourists (current forecast for 2015, extended forecast for 2025)

- **Europe**: 10 mn → 22.5 mn
- **China**: 120 mn in 2015 → 220 mn in 2025E
- **US**: 2 mn → 5 mn
- **Japan**: 5 mn → 16 mn
- **Korea**: 6 mn → 14 mn
- **HK/Macau**: 68 mn → 86 mn
- **Taiwan**: 4 mn → 9 mn
- **ASEAN**: 12 mn → 35 mn
- **Australia**: 1 mn → 2 mn

*Source: Goldman Sachs Global Investment Research.*
Forecasts of Visitor Arrivals to Hong Kong 2016-2020

Forecasts of Hong Kong’s Tourism Receipts (US$ Million) 2016-2020
Cultures in collision

Conflicts, political, or economic, are often caused by misunderstanding of different cultures

Culture distance is a source of curiosity for Chinese tourists but also a source of dissatisfaction of tourism services at destinations
China Factor & its Impact on Destinations

> Chinese tourists made considerable economic contributions to destinations, but at the same time brought pressure to the carrying capacity of these destinations.

> Recent cases where local residents protested against tourists in Hong Kong & Spain demonstrate that massive increases in tourists could lead to decline in welfare to local communities.
China Factor & its Impact on Destinations

- This requires destination governments to design appropriate tourism policies with a view to maximizing the benefits for both tourists & residents.

- Education & effective communication also help in resolving conflicts between Chinese tourists & local residents at various destinations.
THANK YOU!

Q & A