40ᵗʰ UN/CEFACT Forum

8-12 May 2023

**Tourism Industry and Travel trends Transformation Post COVID-19
Some overview of New Technologies affecting travel
business globally**

Sachin Mehta

Domain Coordinator, Founder & CEO: Stuti Tourism Pvt. Ltd.

sachinashokmehta@gmail.com

The Impact of Covid-19 on Tourism Industry

- The global pandemic, the first of its scale in a new era of interconnectedness, has put 100 million jobs at risk, many in micro, small, and medium-sized enterprises that employ a high share of women, who represent 54 percent of the tourism workforce, according to the United Nations World Tourism Organization (UNWTO).

- 72% decline in international tourist arrivals in 2020 and 69% in 2021, compared to 2019.

- International tourism recovered 63% of pre-pandemic levels, in line with UNWTO's scenarios published in May 2022.

- According to the Ministry of Tourism, India saw a 75% decline in international tourist arrivals in 2020 compared to 2019.
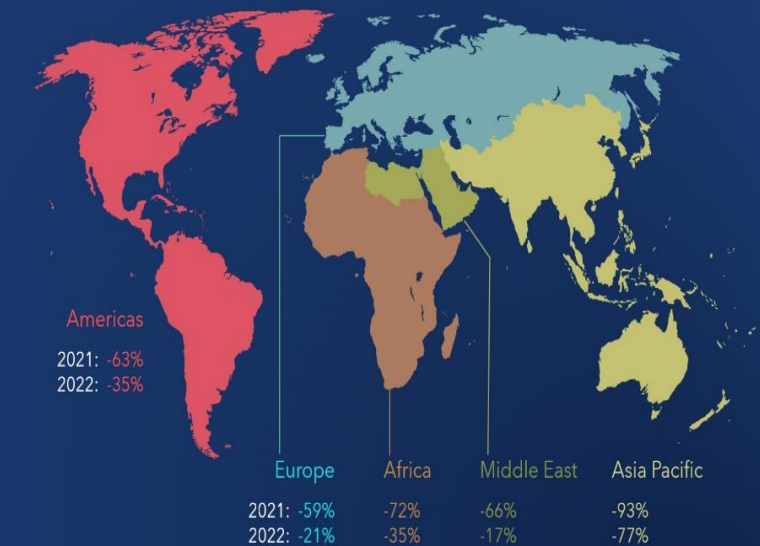

International tourist arrivals by region

(% change vs. 2019)

World
2021: -69%
2022: -37%

Source: UNWTO
(Data as of Jan. 2023)

Americas
2021: -63%
2022: -35%

	Europe	Africa	Middle East	Asia Pacific
2021:	-59%	-72%	-66%	-93%
2022:	-21%	-35%	-17%	-77%

UNWTO
World Tourism Organization

The designations and images in this map do not imply the expression of opinions whatsoever on the part of the Secretariat of the World Tourism Organization (UNWTO) concerning the legal status of any country, territory, or of its authorities, or concerning the delimitation of its frontiers.

2

The Rise of Sustainable and Responsible Tourism

Reasons behind the rise of sustainable and responsible tourism after COVID:

- Increased awareness of the environment
- Peoples Desire for authentic experience
- Health and safety concerns
- Government policy and support

Benefits of Sustainable and Tourism Development

- Expanding job opportunities
- Encouraging diversification
- Developing new businesses
- Improving infrastructure
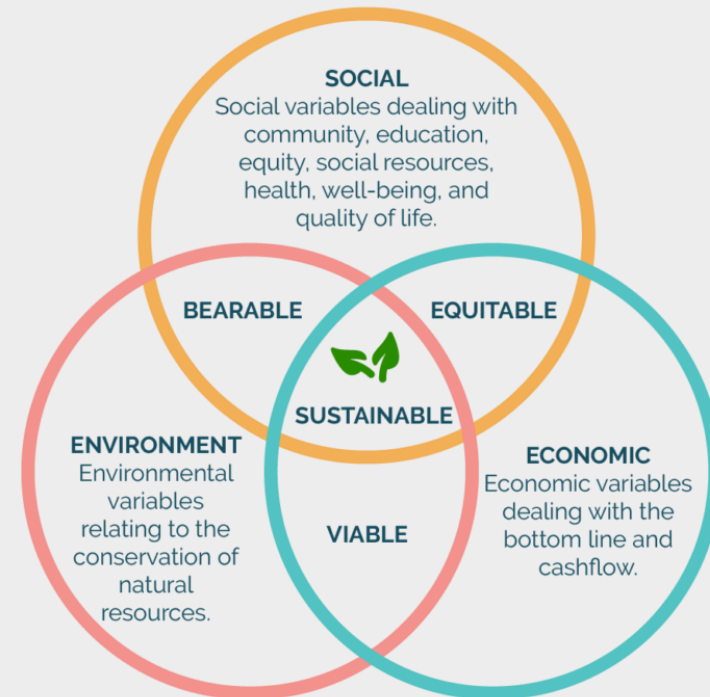
The Growth of the Staycation Market

- **Travel restrictions**: With many countries imposing travel restrictions and quarantine requirements, international and even domestic travel became difficult and unattractive.

- **Safety concerns**: The pandemic led to heightened concerns about health and safety while traveling. Staycations provide a way for people to feel more in control of their environment and minimize the risk of exposure to COVID-19.

- **Cost savings**: Staycations can be a more affordable option for travelers as they eliminate the need for flights, visas, and other travel expenses. People were looking to save money during the pandemic and staycations provide an opportunity to do so.

- **Rediscovering local destinations**: With many people spending more time at home, staycations have allowed them to explore and appreciate the beauty of their local surroundings.

- **Environmental concerns**: The pandemic has increased awareness of the environmental impact of travel, particularly air travel. Staycations are a more sustainable option as they reduce the carbon footprint associated with travel.

Key drivers of Staycation Market

- People have started to look value for money Holidays post covid

- Hybrid work models led to a boom in staycation

The Decline of the Mass-Market Tourist

Reasons behind decline of Mass-Market Tourist:

- **Reduced demand**: The pandemic has resulted in widespread travel restrictions, lockdowns, and health concerns, leading to reduced demand for travel overall.

- **Shift in travel preferences**: COVID-19 has changed travellers' preferences and behaviours. Mass market tourists may now prioritize destinations that offer safety, hygiene, and health protocols, rather than just affordability and accessibility.

- **Focus on local or regional travel**: With ongoing uncertainties around international travel, mass market tourists may choose to focus on local or regional travel, opting for shorter trips closer to home.

- **Changes in travel industry dynamics**: The travel industry has been significantly impacted by the pandemic, with many businesses facing financial challenges and some even going out of business.

- **Emphasis on health and safety measures**: Mass market tourists may now prioritize health and safety measures when choosing travel destinations, accommodations, and activities.

Rise of the Experiential Traveler

- **Emphasis on Sustainability and Responsible Travel**: Travelers are increasingly seeking experiences that are environmentally and socially responsible. They want to minimize their impact on the environment and support local communities

- **Demand for Authentic Cultural Experiences**: Travelers are looking for opportunities to immerse themselves in the local culture and interact with local communities. This could include participating in cultural workshops, culinary experiences, and traditional arts and crafts

- **Focus on Wellness and Well-being**: The pandemic has highlighted the importance of physical and mental health, and travelers are prioritizing wellness and well-being in their travel experiences.

- **Rise of Slow Travel**: Slow travel, which emphasizes spending more time in fewer destinations, has gained popularity as travelers seek to connect with the local environment and culture on a deeper level.

- **Adventurous and Outdoor Experiences**: The pandemic has also fuelled a desire for outdoor adventures and activities that allow travelers to connect with nature. This includes activities such as hiking, biking, wildlife viewing, etc.

- **Personalization and Customization**: Travelers are increasingly seeking personalized and customized experiences that cater to their unique interests, preferences, and travel style.

- **Immersive Technology and Virtual Reality**: The use of immersive technology and virtual reality has also gained momentum in experiential tourism.

The Importance of Localization in the Tourism Industry

- **Authenticity**: Localized tourism experiences provide an authentic and genuine representation of the local culture, heritage, and way of life.

- **Sustainable Tourism**: Localization is closely linked to sustainable tourism practices. By incorporating local elements into tourism offerings, such as using locally-sourced products, supporting local businesses, and involving local communities in the tourism value chain.

- **Community Empowerment**: Localization can empower local communities by providing opportunities for them to participate in and benefit from the tourism industry.

- **Cultural Understanding and Respect**: Localization in the tourism industry fosters cultural understanding and respect. By incorporating local customs, traditions, and etiquette into tourism experiences, it promotes cross-cultural understanding and appreciation.

- **Enhanced Visitor Experience**: Localized tourism experiences can greatly enhance the overall visitor experience. Travelers are increasingly seeking unique and immersive experiences that provide them with a sense of place and a deeper connection to the destination.

- **Destination Differentiation**: Localization can also contribute to destination differentiation, setting a destination apart from others and attracting travelers who are seeking unique and distinctive experiences.

The Growth of the Sharing Economy in Tourism

- **Technological Advancements**: The widespread availability and accessibility of digital technologies, such as smartphones and internet connectivity, have enabled the sharing economy to flourish in the tourism industry.

- **Changing Consumer Behaviour**: Travelers are increasingly seeking unique and personalized experiences, and the sharing economy provides opportunities for more authentic and local experiences.

- **Increased Flexibility and Choice**: The sharing economy in tourism offers a wide range of options for travelers, from accommodations (such as vacation rentals, homestays, and couch surfing) to transportation (such as ride-sharing and car-sharing) to activities and experiences (such as guided tours and local guides).

- **Economic Opportunities for Individuals and Businesses**: The sharing economy has provided opportunities for individuals and businesses to monetize their underutilized resources, such as spare rooms, empty properties, or personal vehicles, and generate additional income.

- **Social and Cultural Exchange**: The sharing economy in tourism can foster social and cultural exchange between travelers and hosts. By staying in local homes, sharing meals, or engaging in local activities, travelers can interact with locals, learn about their culture, and build meaningful connections.

- **Disruption of Traditional Tourism Models**: The growth of the sharing economy in tourism has disrupted traditional tourism models, challenging established businesses and creating new dynamics in the industry.

New Technologies that are Changing Travel Business

- **Travel Agency and DMC API RDM Project**, API Technical Artefacts Project for Back Office Work of Travel Businesses, such as itinerary creation, cost estimation, payment and settlement handling, communicating among travel agents, products suppliers, or DMOs (Destination Management Organizations)

API Transformation of EPs Technical Artefacts with Sustainability Claims The scope of the project is as follows.

- API formats based on EPs Technical Artefacts developed by the Project of Experience Programs Technical Artefacts will be developed based on the UN/CEFACT API related specifications.

- BIEs for the Sustainability Claim class with its relevant ones will be developed to convey the sustainability related information and the comments of buyers of EPs.

- Other BIEs and codes related to the above items to further facilitate EPs trade will be developed.