

# REFRAMING TOURISM IN THE 21<sup>ST</sup> CENTURY: CONSUMER BEHAVIOUR, MARKET DYNAMICS AND SOCIETAL SHIFTS

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Nitra 2025



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ISBN 978-80-558-2297-6

# INTRODUCTION



The last two decades have been characterised by significant social, political, climatic and economic changes. Technological innovations, the climate crisis, demographic shifts, geopolitical instability or globalisation and de-globalisation are just a fraction of the profound transformations in contemporary society. This book aims to capture various dynamic processes within the context of tourism in Slovakia, Europe, and the global landscape. Tourism represents an immensely complex global phenomenon which rapidly responds to ongoing changes. Twenty-first-century tourism is characterized by micro-segments of the market, overtourism and undertourism problems, disruptive innovations, experienced customers and highly individualised offerings. The book fosters discussions and attempts to uncover what lies today beneath the layers of the phenomenon called **tourism**.

*Plavecký Castle, Slovakia*

*Author: Nikita Grachev, 2024*

*On the Trail of the Heroes of the Slovak  
National Uprising, Volovec Mountains, Slovakia  
Author: Nikita Grachev, 2024*



1 CONTEMPORARY  
TOURISM  
FRAMEWORK

Travelling has always been an integral part of human society, albeit in different forms than today (Chorvát, 2007). Current tourism is no longer the privilege of the elite. It is available to broad segments of the population, is mass-produced, commercialized, standardized and homogenized. It becomes a ritual, entertainment, and at the same time a common part of personal and professional life, work and leisure. Tourism promises dreams and adventures that a person cannot afford in everyday life. This need seems to be universal; it is a shared human trait, regardless of age, time, or origin. The whole world has become a potential destination. Tourism was often viewed through the lens of quantitative data. This perspective emphasizes the focus on economics, management, marketing, politics, geography, geology, education, transport sciences, law, spatial planning or agriculture within the sector of tourism. Page – Connell (2020: 5) argue that this „reductionism“ of tourism onto economic activities, neglects broader conceptual frameworks necessary for a comprehensive understanding of its social and cultural dimensions. However, the tendency to perceive tourism as an isolated sector with limited geographical or economic impact is diminishing. Tourism of today represents more than this – it is a global, horizontal phenomenon with numerous societal intersections. It reflects lifestyles and serves as an aggregate of cultural patterns. Tourism has now become an integral part of global social life.

## 1.1 REDEFINING TOURISM WITHIN NEW SOCIETY

This shift from tourism as an economic phenomenon to tourism as a social phenomenon has been evident since the 1970s. It gradually became an area of interest in sociology, psychology and anthropology. The first indication was provided by Boorstin in his book *The Image: A Guide to Pseudo-Events in America, From Traveler to Tourist: The Lost Art of Travel* (1962). Other key works include studies by Cohen, such as *Toward a Sociology of International Tourism* (1979); Smith's *Hosts and Guests: The Anthropology of Tourism* (1977); De Kadt's *Tourism: Passport to Development?* (1979); Mayo's and Jarvis's *The Psychology of Leisure Travel – Effective Marketing and Selling of Travel*

*Services* (1981). The first sociological theoretical synthesis was presented in MacCannell's publication *The Tourist – A New Theory of the Leisure Class* (1976). In the early 1990s, Urry published his famous work *The Tourist Gaze* (1990), followed by works such as Pearce and Stringer's *Psychology and Tourism* (1991), Sharpley's *Tourism, Tourists and Society* (1994), and Bauman's discussion of tourism *Tourists and Vagabonds in Globalisation* (2000). More recent contributions include Cohen and Cohen's *Current Sociological Theories and Issues in Tourism* (2012), Půtová's *Anthropology of Tourism* (2019), or Stevenson's *The Psychology of Travel* (2023).

The present era has brought significant shifts altering the established physiognomy of the industry. *Postmodern tourism* (Zheng, 2016), *hypermodern tourism* (Roult – Pronovost – Martineau, 2022) or *Tourism 4.0* (Stankov – Gretzel, 2020) have emerged in theoretical discourse as a reaction to previous „models“. In postmodernity, values such as tradition, stability, experience and conservatism are weakening, while innovation, dynamism, diversity, intuition, plurality and speed come to the forefront (Berner – Van Tonder, 2003: 3). Postmodernity accentuates a lifestyle that rebels against stereotypes, seeks the liberation, authenticity, individualism, and places emphasis on emotional experiences. It symbolises the end of an organised system where everything had its stable place, bound to human beings, time or space. Social cohesion and the strength of collective structures that once served as stabilising pillars are weakening. The shift from interest in public affairs, community life and public space towards individualism and private experiences is a striking characteristic of the era. Societal polarisation is intense – not only economically but also socio-culturally, politically and ideologically. Life moves at a relentless pace, in a constant flow where rhythm symbolises existence and a rejection of decline. Contemporary society (or post-scarcity society) has long remained untouched by deficits, fear, or restrictions. Commodification and consumerism have manifested in all areas of life. Mobility has become a fundamental pillar, representing the continuous movement and circulation of things, ideas, people. But the postmodern era also has its problems and shortcomings – life gamified no longer fulfils its “players.” Despite a yearning for presence, intimacy, and self-actualisation, people are haunted by a fear of emptiness which they attempt to fill with stimuli, technology, mobility, interactions, **and travel**.

Dujmović – Vitasović (2015: 192) state that in postmodern times – „in today’s circumstances of time and space compression, diversification of the tourism product, and diversity and multiplicity of tourist experiences, it is necessary to move away from the traditional typologically rigid and narrow theoretical framework towards more flexible conceptualisations.“ The ongoing **redefinition** or **re-orientation** of tourism is driven by a broader awareness of its impacts. A central thematic axis is the notion of **shift**, characterised by the following key paradigms: „Most significant for present purposes is, first, a shift from a synchronic to a diachronic perspective, involving a change of emphasis from permanence to flux, from being to doing, from structure to agency, from sedimented social patterns to the process of their emergence, and from a focus on the more stable fixtures of social life to the mobilities linking them; and second, a post-modern tendency to stress the de-differentiation between social domains, the break-down of conventional binary concepts, the interpenetration between formerly opposite categories, and the blurring of the border between reality and virtuality.“ (Cohen – Cohen, 2012: 4)

The modern understanding of tourism resembles a constantly evolving **mosaic**. In earlier models, each element – such as tourist patterns, market segments, types, and forms – had a fixed position, colour, shape, and size. Today, this mosaic lacks a permanent composition. Its components continuously shift in form, interact with one another, merge, and simultaneously dissolve or fragment. They break down into smaller units, making systematisation increasingly challenging. This process of de-differentiation weakens traditional boundaries and blurs distinctions between domains once considered separate. Many processes no longer unfold in a linear or chronological manner but occur simultaneously, overlapping and intertwining. Conventional divisions – between visitors and hosts, production and consumption, work and private life, working hours and leisure time, creators and consumers, the ordinary and the extraordinary, reality and virtuality, are becoming increasingly indistinct. Everything evolves and adapts continuously to changing circumstances.



*A hiker on the Pyrenean Haute Route, France  
Author: Nikita Grachev, 2023*

## 1.2 MEGATRENDS AND THEIR IMPLICATIONS FOR THE FUTURE OF TOURISM

Processes in tourism are largely influenced by changes in the external environment, making the sector highly sensitive to external factors. Tracking **megatrends** has become a way to identify, understand, and structure ongoing changes. They can be defined as a set of interconnected trends that influence one another, operate on a large scale (globally), and simultaneously have significant local impacts. First megatrends of the 21<sup>st</sup> century were analysed by Naisbitt – Aburden (1992). Megatrends represent overarching trajectories that shape society as a whole over an extended period. They involve social, economic, political, environmental, and technological changes

(Global Megatrends – Evaluation and Challenges from the Perspective of Slovakia, 2016: 4). The EEA identified **11 megatrends** that are critical for determining long-term challenges in Europe, organised into the following thematic clusters:

- **Social Cluster:** Includes global population trends, increasing urbanisation, disease burdens, and pandemic risks;
- **Technological Cluster:** Accelerating technological advancements;
- **Economic Cluster:** Continued economic growth, a multipolar world, and global competition for resources;
- **Environmental Cluster:** Growing pressure on ecosystems, the increasing severity of climate change consequences, and rising environmental pollution;
- **Governance Cluster:** Diversification of governance approaches.

If we dive deeper in tourism, Boschetto Doorly (2020: 27–152) identified **five megatrends** that are currently shaping the structure of tourism:

- Technological development;
- Demographic change;
- Climate change;
- Globalisation;
- De-globalisation.

### Demographic conditions

Contemporary society has undergone, and will continue to experience, significant demographic transformations on local, regional, national and global levels. These shifts include changes in the demographic pyramid, age distribution, population distribution, family models, mortality and divorce rates, natality levels, fertility patterns, religiosity. Other notable trends include e.g. the rise of lifestyle-related and chronic diseases, a growing number of single-person households or childless couples, delayed marriages and intensified migration patterns. How does this affect tourism? For example, in many countries, these changes are expected to lead to a rise in solo tourism

as well as a significant increase in senior travellers, particularly women. With the fragmentation of traditional family structures and increased mobility, the prevailing model of the typical four-member family as a primary target segment will decline. Instead, multi-generational groups are expected to emerge, such as families comprising both sets of parents and their children, sibling families, indirectly connected families. Travel companions will diversify – children with a single parent, grandparents with grandchildren (*gramping*) and other various diverse family configurations will become more common.

### Climate Change

The climate crisis will increasingly shape the tourism sector and fundamentally determine its future. Seasonal distribution of tourist flows, consumption patterns, destination choices are expected to change. Tourism providers will need to place greater emphasis on crisis management. Global warming will limit tourism activities in climate-sensitive regions or necessitate modifications to travel behaviours. A key concern is sustainability. On the supply side, there is a shift towards risk mitigation strategies to enhance the sector's resilience. Rising temperatures, erosion, extreme winds, floods, droughts, water availability, rising sea levels, invasive species or weather fluctuations will significantly affect landscapes. For instance, Slovakia is already witnessing the gradual degradation of its snow cover. The market will be impacted by deteriorating food quality, potentially threatening food security. The growth of collaborative and circular economies, conscious consumption, certification monitoring, and efforts to eliminate greenwashing will be inevitable. Measures such as reforestation, river revitalisation, urban greening, biodiversity conservation, recycling, decarbonisation, ethical transportation, and the use of production waste and secondary materials will be on the rise. In this context, tourism does not have to function solely as a testing ground for these practices, but can also emerge as an active promoter of innovation and a catalyst for positive transformation.

### Globalisation and de-globalisation

Globalisation represents the gradual convergence of different parts of the world through the interweaving of social, economic, political and cultural processes.

Today, companies compete globally, both directly and through substitutive offerings. Globalisation has unlocked new potential while transforming the traditional notion that competition exists solely within specific local sectors or regions. Global markets have fostered consumers with similar consumption patterns, homogeneous preferences and limitless choices. It has also shifted the distribution of economic and political power from a bipolar structure to a multipolar, nonpolar, or inter-polar system. But globalisation has also led to extreme interdependence between economies. This system, lacking robust protection and security frameworks, has become vulnerable. In response to these challenges, a counter-movement (**de-globalisation** or **re-globalisation**) has gained momentum. In tourism, this shift is reflected in the phenomenon of *glocalisation*, where global strategies are adapted to meet local preferences and vice versa – local problems are connected to globally successful approaches.

### Technological development

Information and communication technologies, along with other technological advancements such as AI, have fundamentally altered the essence of tourism, affecting all levels of travel experiences, all aspects of individual and societal life. These developments have led to a profound transformation of the core principles. Automation, digitalisation, robotics and artificial intelligence have altered the essence of every industry, impacting all levels of demand, the objectives and nature of experiences, as well as consumption and production patterns. These changes have driven significant shifts in principles and prompted the complete restructuring of socio-economic structures. Technological progress has introduced radical, disruptive changes that will continue for the foreseeable future (Wörndl – Koo – Stienmetz, 2021).

Together, these megatrends are reshaping the tourism landscape in complex and interrelated ways. Understanding and adapting to these evolving forces will be essential for ensuring the resilience, sustainability and relevance of tourism in the decades to come.



*Hikers on the Trail of the Heroes of the Slovak National Uprising, Volovec Mountains, Slovakia.*

*Author: Nikita Grachev, 2024*

## 1.3 SPECIFICS OF THE TOURISM MARKET

A comprehensive understanding necessitates an examination of the internal characteristics of the **tourism market**. Although tourism is frequently referred to as an industry or sector, it does not represent a homogeneous entity. Rather, it encompasses a wide range of segments and typologies, spanning both the public and private spheres. These involve providers of varying sizes: from large-scale enterprises to small-scale operators across diverse domains such as technology, hospitality, transportation, marketing, each characterised by distinct product policies and distribution models. The tourism market predominantly operates within the service sector. Services are inherently intangible and heterogeneous, as their quality often depends on human factors. They are inseparable from the act of consumption, given that production and consumption occur concurrently, and they are perishable, meaning they cannot be stored and frequently do not result

in a tangible output. According to Palatková and Zichová (2014: 32 – 33), the internal characteristics of the tourism market are:

- Service-based operational model;
- Dependence on natural and cultural-historical resources, which are intrinsically place-bound;
- Inverted or reverse distribution channels;
- Seasonality;
- The simultaneous production and consumption of tourism services;
- A temporal and spatial disjunction between the point of sale and the point of consumption;
- The complex and multidimensional nature of the tourism experience;
- The subjective perception of value by the consumer;
- The international and cross-border character of tourism;
- A high level of sensitivity to external influences and shocks.

Beránek (2013: 201–218) further emphasises additional **market-specific characteristics**. Products created in tourism must serve the needs of others. This means they must be *useful* and capable of fulfilling consumer demands. Ultimately, tourism consumption can be viewed as a form of *negative production*, in which the final stage of product movement is its utilisation rather than ownership. Another defining feature stems from the *territorial immobility* of tourism resources. Unlike standard commercial transactions, where the product is transported to the consumer, tourism providers predominantly offer services, necessitating the physical movement of consumers to the location of supply (*in-situ* consumption). Palatková and Zichová (2014: 32) note that in tourism “*distribution channels operate in reverse, as demand must travel to the place of supply to satisfy its needs.*” What suppliers can distribute in advance are *information* or *commitments* to fulfil certain service expectations. Cooper – Hall (2018: 55) summarise these unique characteristics of tourism interactions:

- Interactions in tourism are generally intangible, perishable, difficult to standardise, challenging to determine costs in advance, and consumers do not take ownership of services or tangible goods;

- Services are delivered at the place of consumption, requiring a high degree of consumer engagement, and their value is difficult to assess beforehand;
- Additional market complexities include the nature of tourism products, unstable and highly elastic demand, intense competition among substitute products and destinations, unique distribution channels influenced by intermediaries and consumers, high levels of consumer involvement, short product exposure, extensive regulation and consumer protection, multiple levels of marketing coordination, and significant consumer risk.

Another critical concept in tourism is the *elasticity of demand*, which expresses the relationship between demand fluctuations and price changes. The higher the elasticity, the more sensitive consumers are to price variations. If a service can be easily substituted, demand becomes more elastic – e.g. given two comparable offers, consumers will opt for the cheaper one. Conversely, for unique products with no direct substitutes, consumers may be willing to accept higher prices. Tourism exhibits *extreme elasticity*, meaning that consumer behaviour can shift rapidly in response to external factors.

These specificities reveal that tourism functions within a uniquely complex market environment, shaped by a blend of tangible and intangible factors, high volatility and deep consumer involvement. To navigate this complexity, stakeholders must adopt flexible and adaptive strategies that reflect the sector’s multidimensional nature and its heightened vulnerability to external influences.

*A beach near Hendaye, France*  
*Author: Nikita Grachev, 2023*

# 2 CONSUMER-CENTRED APPROACH IN MODERN TOURISM



Having examined the external and internal factors influencing tourism in Chapter 1, it is essential to explore the relationship between the **consumer** (*demand*) and the **provider** (*supply*). They exist in a reciprocal intertwined relationship – changes in consumer preferences can drive innovation in supply, while innovations in supply can shape new consumer behaviours.

- The fundamental unit of demand in tourism is the *consumer*, who may or may not be the buyer and the initiator of the purchase (Kulčáková – Richterová, 1997: 14). The consumer is influenced by various factors and has specific motives, habits, attitudes, impressions, and experiences;
- The fundamental unit of supply is the *provider*, who may either “own” the service or product and have direct control over its delivery (e.g. a *hotel owner*) or act as an aggregator with limited influence over the quality or the performance (e.g. *destination management organisations*).

What connects these two sides is the **product** (more about tourism products in Palenčíková, 2015). The product may exist in both tangible and intangible forms. It may be a specific item, a facility, a location, a region, a destination or a comprehensive experience. Today’s tourism market is highly saturated, offering an extensive range of products not only within the sector itself but also in competition from other industries. For providers, the key challenge lies in capturing the attention of potential consumers, as businesses no longer compete solely with other tourism-related enterprises, but also with companies from entirely different sectors offering alternative ways to satisfy similar needs. It is important to distinguish between “substitutes” and “alternatives.” While substitutes are products or services with comparable form and function, alternatives possess different characteristics but fulfil the same underlying purpose (Chan Kim – Mauborgne, 2015: 60). For instance, a wellness retreat may face competition not only from other spa resorts (substitutes), but also from online fitness apps and programmes, meditation podcasts or luxury home equipment like infrared saunas (alternatives) – all of which offer stress relief, yet in entirely different forms.

However, the product or the provider is no longer the focal point; instead, the potential customer becomes the centre of attention. The tourism industry

has transitioned from a *product-oriented system* (goods-oriented model) through *service-oriented system* to a concept where the primary focus is put on the consumer. In other words, the sector has shifted from managing supply to understanding demand. The emphasis is no longer on what companies sell or how they sell it, but on *who* they are selling to. A defining characteristic of the current era is the dominance of demand. The traditional 4P marketing theory transformed into the 4C: product is replaced by a *consumer solution*, price is viewed as *customer cost*, distribution is replaced by *convenience* and promotion is replaced by *communication*. Demand-oriented trends are among the most prominent driving forces. What do the tourists demand and expect, what do they avoid, how do they make decisions, behave and react? What are their preferences and motives? What are they “looking for” and what influences their level of satisfaction? How to achieve tourist inertia and loyalty? Not only scientists, but also marketers, service providers, and destination managers are looking for answers. The key lies in understanding the specific needs of the individual – the consumer insight. The right match – an appropriate service for the right consumer, at the right time and place – is the key.



Signpost on the Camino de Santiago, Spain

Author: Nikita Grachev, 2023

Therefore, a deep understanding of consumer behaviour is essential for tourism providers to create tailored experiences that not only meet but anticipate the evolving demands of today's travellers, ensuring satisfaction and competitive advantage in an increasingly complex market.

## 2.1 THE DOMINANCE OF DEMAND AND MARKET SEGMENTATION

Despite significant changes in consumer behaviour and market complexity, market segmentation remains a fundamental tool for analysing and understanding tourism demand. Segmentation was typically based on demographic, geographic, socio-economic, and psychographic criteria (more in Benešová, 2021). Consumers were traditionally viewed as more or less passive recipients within predefined frameworks, with definable travel motives and recurring behaviour (*tourist patterns*). However, with the gradual liberalization and transformation of the economy, there has been a significant increase in social and economic stratification. This diversity is amplified by the freedom of decision-making and the wide range of available choices, which allows consumers to change their behaviour quickly. It is becoming increasingly difficult to estimate consumer profiles, with the polarization of their preferences becoming more prominent (Pellešová, 2018: 11). Fragmentation, according to Cooper – Hall (2018: 106), breaks down the mass market into molecular markets with smaller and smaller segments. In a diversified, individualized society, many types of microsegments exist concurrently. Various niche groups are emerging. Consumer profiles are not static and homogeneous; they change flexibly according to various criteria, inner states, time, needs, financial or mental states. The same consumer may, for one type of stay, exhibit characteristics of a passive mass tourist, while for another, they behave as an alternative traveller, seeking authenticity and adventure. Their behaviour is inconsistent and unpredictable.

Demand is fluid and elastic – expressed through mixed consumption behaviour. Today's client manifests as a **multi-option** or **hybrid entity** (Palatková – Zichová, 2014: 47). Therefore, defining, knowing and predicting certain consumer prototypes is much more difficult. Vašítková (2008: 35) states that “*most service-providing organisations cannot meet the needs of all customers in an undifferentiated market; nor can they compete with all market participants.*” They have to choose certain target types. Although segmentation is becoming increasingly fragmented, leading to **super-segmentation** or **micro-segmentation** (particularly with the use of advanced technologies), marketers still use the concept of *buyer personas* (individual representing a specific group). Based on consumer profiles, suppliers not only develop products but also adapt their entire business strategy and CRM. Providers also employ the concept of “negative personas” – profiles of individuals who are not currently part of their target audience for various reasons. Focusing exclusively on the needs of existing clientele can unintentionally restrict market reach. Therefore, it is recommended that businesses broaden their potential market as much as possible to avoid overlooking untapped opportunities. Boniface, Cooper, and Cooper (2020: 12) identify these following demand categories:

- **Nominal demand** – intended but not yet realised;
- **Actual demand** – realised consumer activity;
- **Suppressed demand** – includes *potential demand* – interest exists but is currently unmet and *deferred demand* – demand postponed due to specific circumstances;
- **No demand** – complete lack of interest or need.

As consumer preferences continue to diversify and fragment, tourism providers must refine segmentation strategies – leveraging both traditional and advanced approaches – to effectively target relevant market niches while remaining open to untapped opportunities beyond their current customer base.



Kungsleden, Sweden

Author: Nikita Grachev, 2025

## 2.2 STAGES OF THE CONSUMER CYCLE

Understanding tourism demand begins with the recognition of consumer needs, which initiates a complex decision-making process and leads to the broader concept of the consumer cycle. The beginning premise of the demand is the recognition of the problem when a consumer starts to perceive a **need** or a **deficit**. According to Kulčáková – Richterová (1997: 64), “*this problem results from the discrepancy between the desired and current state, and this discrepancy must be significant enough to activate the decision-making process.*” When a person decides to satisfy the need or to solve the problem by purchasing products and services (or *travel experience*), he/ she enters the **consumer cycle**. The consumer cycle is always unique. Cooper – Hall (2018: 39-40) define four stages of the consumer cycle:

1. Pre-consumption experience;
2. Purchase experience;
3. Consumption (core) experience;
4. Post-consumption experience or nostalgic experience.

MacLean (2019: 31) defines following phases:

- **Pre-consumption phase** (*anticipatory phase*) includes searching, planning, expectations, decision-making, purchasing, anticipation and preparation;
- **Consumption phase** (*implementation phase*) includes experiencing, using, navigating, searching, making short-term decisions, purchasing on site and evaluating on site;
- **Post-consumption phase** includes sharing, memories, evaluation, building loyalty and post-purchase recommendations.

Every consumer exhibits certain behaviour, which Kulčáková – Richterová (1997: 11) define as “*mental and social processes occurring before the purchase (realizing a need, gathering information, evaluating alternatives, choosing a solution), during the purchase, and after the purchase (post-purchase evaluation, comparing expectations to reality, and satisfaction levels).*” The item being purchased exists at different levels of the “consumption tree” (Komárková – Rymeš – Vysekalová, 1998) and this fundamentally influences whether, when, and in what form the consumer will proceed to the next phase. While *purchase behaviour* generally ends with the final decision and acquisition, *consumer behaviour* extends to the stages that follow. The journey of a purchaser, a consumer, and a participant in tourism are three distinct concepts, which may overlap but not necessarily. For instance, someone who selects and pays for a holiday package may not be the same person consuming the experience (e.g. adult siblings may buy a wellness package for their parents who are the consumers). Similarly, the participant in the experience (e.g. children going on a holiday chosen by their parents) may not be the purchaser. Finally, the person who both purchases, consumes, and later evaluates the experience goes through a complete cycle, forms a *holistic tourist experience*. Another important aspect is the temporal and spatial separation of purchase and consumption (Palatková – Zichová, 2014: 32-33). Between the

purchase stage and actual consumption, there can be significant shifts in space and time. Some decisions are made in advance, with consumption occurring later at the destination, while others are made spontaneously on-site – and we need to understand the differences between them. Recognising the distinctions between the purchaser, consumer and participant, as well as the temporal and spatial dynamics between decision and experience, is essential for fully grasping the nature of tourism consumption and tailoring services accordingly.

## 2.2.1 ANTICIPATION PHASE

In the anticipation phase, the consumer begins to unfold the motives and recognise the **gap between the desired and actual state**, deciding whether purchasing the product will bring more benefit than costs. This is hugely associated with the **issue of motivation**. Uncovering motives in tourism is not an easy process. „*The main reason why individuals decide to travel lies in their internal needs and different ways of satisfying them, since most of these needs cannot be met in the place of residence.*“ (Premović – Arsić, 2020: 132) According to Goeldner – Ritchie (2014: 229), current traveller motives include the need for personal control over the situation, sexual desires, the need for love and acceptance, the need to relieve tension and fulfill repressed desires (excitement, aggression, sensuality), the need to satisfy unmet desires, relaxation, overcoming sadness, curiosity, searching for purpose and meaning, the need for self-actualisation and recognition, the desire for privacy, escapism, self-discovery, the desire for adventure or the need for transformative experiences. Motives can be multilayered. They often change over time and space within the same individual, and many remain unconscious or suppressed. Motivational models in tourism have been largely studied (Šimková – Holzner, 2014). In addition to the traditional motives for travelling (e.g., recreation, education, exploration, family visits, nature stays), there is an increasing emphasis on secondary, particularly psychologically anchored aspects (Chotovinská, 2018). One notable concept is Iso-Ahola's (1982: 258) **social psychology model of tourism**, based on the *push-pull method*, which distinguishes between approach (*seeking*) and avoidance (*escape*). In this model, the motivation may be either

*escape* (from family situations, stress, everyday surroundings, problems) or *reward*, meaning the acquisition of something valuable.

Once the consumer recognises the problem and is able to grasp or deconstruct it, they begin **searching for solutions**. They filter information, create mental maps, and gradually guide their attitudes and decisions (Boniface – Cooper – Cooper, 2020: 18). Following the recognition of need and after analysing potential solutions, the decision-making phase follows. At this point, the consumer **chooses between various options** for fulfilling their needs and **starts to decide**. According to Guleria and Kaushal (2020: 116-117), it is a process through which individuals make decisions about where, when, and how to allocate their resources (time, money, effort) towards tourism-related products and services. Mayo – Jarvis (1981) highlight several factors influencing consumer decision-making: personality, perception, attitudes, learning, motivation, reference groups, the influence of social roles and family, social class, and cultural and subcultural affiliations. But many aspects of postmodern consumer decision-making remain hidden or not consciously recognised. The “Black Box Syndrome” highlights the difficulty of predicting human behaviour due to our limited understanding of the processes occurring in the human mind (Vysekalová, 2011: 36). The decision-making process can also vary in duration and the level of consumer involvement. Some products require careful selection, while others are bought automatically and intuitively. This is related to the bird-mother syndrome, described by Vysekalová (2011: 360), where consumers initially devote significant attention to selection, comparing and analysing extensively, but then, out of habit, continue with a suboptimal choice for an extended period, even if it is disadvantageous.

Xiang – Fesenmaier (2017: 33) emphasize the concept of information hierarchy in decision-making, where not only the information itself but also the order in which it is absorbed is important. While these typically unfold linearly, contemporary consumers show signs of fragmented, inconsistent behaviour, jumping from one source to another, changing patterns frequently. Since tourism products are mostly intangible, the information search replaces the lack of technical or functional parameters that would help consumers in assessing an offer. When offering services, this phase is very delicate and demanding. During this phase, consumers (either consciously or subconsciously) begin to build **expectations** based on their imagination. This stage is crucial in establishing consumer satisfaction later on as it significantly shapes how the destination

will later be perceived and “consumed”. Additionally, service providers do not have full control over the spectrum of information received by consumers who absorb content from various sources, creating a vision which is later adjusted and confronted with the actual consumption experience.

The basic framework of this stage is *utility*, or the Jobs Theory, which answers the question: *What problem does the consumer want to solve with this product or service?* The consumer seeks positive change or a solution to their concerns. The key factor is the *ratio of quality obtained to the resources spent*. As Királová – Straka (2013: 22) note, the modern consumer “has unlimited needs and demands, but a limited budget.” The final travel decision made by the consumer is always the sum of external and internal factors – **rational and emotional inputs**. Consumers evaluate not only the price and objective parameters of a product but also the overall **value-performance ratio**. Királová – Straka (2013: 22) highlight a key specificity: “The visitor does not pay for a product with just money; they also pay with effort, time spent acquiring the product and their mental energy.” Therefore, marketers must consider the **total cost of experience**. It involves **mental and economic distance** – not just the physical distance, but also the time and cost required to reach the destination. As pointed out by Gregorová et al. (2015: 116), the full cost of getting to a destination involves more than just travel time; it incorporates all expenses involved in the process. Therefore, service providers aim to streamline and simplify the anticipatory phase of the decision-making cycle, reduce friction and minimize potential factors that could decrease consumer satisfaction.

### 3.2.2 Realisation Phase

Following the identification of a travel need, its subsequent investigation, and the final decision-making process, the individual enters the **realisation phase**, during which the holiday experience is enacted and behaviours are manifested. A great deal of research has been dedicated to the behaviour of visitors. Researchers investigate consumer behaviour with regard to expenditure and adherence to mental budgets, mutual interactions, relationships with local residents. Studies analysed whether tourists choose activity over passive forms, safety or risk, structure or freedom, the new or the familiar (Dimanche – Havitz, 1994: 45-49). According to Goeldner – Richie (2014: 288-289), visitors demonstrate **four distinct behaviour patterns**: relaxation vs. activity; the familiar vs. the unknown; dependence vs. independence; and structure vs. informality. These models can shift depending on the specific goals of the visit, leading

to **mixed consumption behaviour**. Various concepts in the realisation phase have also been summarised by Page – Connell (2020):

- **Confirmation-disconfirmation theory:** This compares expectations and evaluations;
- **Involvement theory:** Focuses on the level of engagement consumers bring to their experience;
- **Destination image:** How consumers evaluate a destination in comparison to their expectations, and how they construct the image of that destination;
- **Liminality theory:** Describes how visitors alter their behaviour as they transition from normal daily life to a tourism experience, and vice versa;
- **Role-play approaches:** Visitors may assume different roles during their stay, such as seeking the known or unknown, structured or unstructured, stimulating or calming experiences;
- **The tourist gaze:** This concept looks at how tourist experiences are presented or framed by the tourism sector;
- **Authenticity:** The concept focuses on how much visitors seek authentic experiences;
- **Consumerism theories** analyze to what extent experiences are manufactured, designed, and authentic;
- **Mindlessness and mindfulness theories;**
- **The travel career ladder:** This theory describes the experiential ladder, which influences travellers’ motivations and perceptions based on their accumulated experiences and competencies.

Collectively, these theoretical frameworks provide a multidimensional understanding of tourist behaviour during the realisation phase, capturing the interplay between personal motivations, contextual influences and the evolving nature of tourism consumption.



Göreme, Turkey

Author: Nikita Grachev, 2023

### 2.2.3 Reminiscence Phase

Following the realisation of the travel experience, the consumer journey progresses into the **reminiscence phase**, wherein travellers engage in reflective evaluation and the sharing of their experiences, both digitally and interpersonally. Upon returning from a trip, the traveller enters the final phase of the consumer journey, which is characterised by reflection, evaluation and the sharing of experiences both online and offline. This phase includes activities such as reviewing, recapitulating, and storytelling, as well as the construction of personal and collective memories. Although this stage might appear relatively minor within the overall cycle, it is, in fact, a decisive moment in shaping the consumer's overall impression. **Satisfaction** stems from a final comparison between costs and benefits, between imagination and the actual experience. Customer satisfaction can be considered an investment as this stage significantly influences future decisions. It is also referred to as **secondary consumer behaviour** (Mariani – Baggio – Buhalis – Longhi, 2014: 121). It influences how consumers perceive, evaluate, and communicate about the product after some time has passed. Satisfaction itself is a multi-layered concept with various levels, and consumers may express different types of behaviour. Each consumer has a different tolerance for certain shortcomings. In general, it is easier to satisfy consumers if their expectations were *well-managed* – thus, the reminiscence phase is tightly linked to the anticipatory phase. Service providers must carefully manage this, as finding a balance

between the promised offer (designed to appeal to a broad market) and the actual experience (which should meet or exceed those promises) is complex. With the emerging generation of travellers who are more aware of their rights and often assert them, this aspect will become even more prominent. For destinations and service providers, this phase is critical for cultivating a loyal or satisfied visitor base. According to Cooper – Hall (2018: 363), a satisfied customer:

- tends to be more loyal and will visit again;
- develops a deeper relationship with the destination and providers;
- is more likely to recommend the product, enhancing its reputation;
- is less sensitive to price changes and exhibits a higher tolerance for price increases.

Central to this phase is the challenge of **customer retention** – the effort to maintain and nurture an existing customer base. In the current market conditions, attracting and retaining customers is more important (and often easier) than continually seeking new segments. The increasing integration of technologies has transformed the world into a “global village,” providing consumers not only with access to information but also with numerous tools for sharing their opinions. This connectivity enables consumers to swiftly consider alternative options, making customer loyalty increasingly fragile. Interestingly, emerging patterns among Generation Z reveal a countertrend: this demographic group often displays strong brand loyalty if a provider succeeds in cultivating a meaningful relationship with the consumer (Fúsková, 2023: 51). If service providers can build a **relationship** with demand, price and product itself become secondary.

After purchase, **post-purchase dissonance** may sometimes occur, where customers have doubts about whether their decision was correct. A similar phenomenon observed at the end of the travel experience is the **post-travel depression** (also known as *post-vacation blues* or *return shock*), which is an inverse of culture shock experienced upon arrival at a destination. This condition is characterised by heightened emotional sensitivity following the return home after an extended stay and may manifest through fatigue, lack of motivation, work-related stress, or even existential discontent. Ultimately, the reminiscence phase serves as a crucial determinant of future travel behaviour, brand loyalty, and consumer advocacy, underscoring its importance for destinations and service providers within an increasingly interconnected and experience-driven tourism landscape.

*Excursion to the Schwazer Silberbergwerk mines, Austria*  
*Author: Nikita Grachev, 2024*

# 3 TRENDS IN CONTEMPORARY TOURISM



This chapter explores key current tourism trends, their underlying drivers, and their potential impacts on the future of travel and tourism. By examining these developments, we can better anticipate changes and adapt to a dynamic global tourism market. Tourism trends refer to the evolving patterns, behaviours, and preferences of the industry over time, influenced by cultural shifts, technological advancements, economic changes and global events. A trend is not just a fleeting fashion but a directional movement that can shape the tourism industry in both the short and long term. In tourism, trends indicate what destinations are popular, how people travel, why they travel, and what experiences they seek. Social media (Sigala – Christou – Gretzel, 2012), environmental awareness, and the search for authenticity have redefined what travellers value and expect. With globalisation and digital innovation, tourism trends are emerging more rapidly and spreading more widely than ever before.

Trends are a certain **game between the supply side and the demand side** – sometimes a change in demand triggers an adjustment on the provider side, sometimes an innovation on the supply side generates a new trend on the demand side. However, most of the time, these processes take place simultaneously. Technological innovations have brought the gradual blurring of the boundaries between physical and virtual reality, the present and the future, work and leisure, but also between demand and supply as the basic pillars of the market.

Each trend follows a **lifecycle** that typically involves phases of emergence, growth, maturity, and either stabilisation or decline. A trend often begins as an idea or phenomenon, gradually gaining momentum until it materialises into a dominant influence. Following its peak, a trend may stabilise and continue, or it may fade out entirely as societal dynamics evolve. The emergence of trends may be characterised by radical global impacts or by a slower, gradual adaptation process influenced by local conditions. Although trends can occasionally arise randomly, they are generally **shaped by circumstances, concerns or needs**. External events can accelerate existing trends, trigger the creation of new ones or suppress the previous ones. The relevance of trends hinges on their ability to address contemporary societal challenges or resolve pressing issues.

Current trends are characterised by their rapid emergence and swift decline, with their impact varying significantly across regions. In certain contexts, a trend

may exert only marginal influence, whereas in others, it can cause transformative and enduring changes. While some of them may be anticipated, others emerge unexpectedly. In many cases, trends must be adapted to accommodate the specific cultural, social or economic characteristics of different societies. Assessing the strength of trends – and determining whether they represent substantive changes or just temporary anomalies – can be informed by statistical indicators, which effectively depict their trajectories. However, it is crucial to acknowledge that quantitative methods alone may not provide a holistic understanding of the phenomena. A comprehensive analysis that integrates both **qualitative and quantitative approaches** not only enhances the interpretation of past developments but also supports more accurate projection of future trends.

In this chapter, we will focus on the most significant demand-side trends, highlight new forms and types of tourism and also examine trends on the side of service providers.



Salardú, Spain

Author: Nikita Grachev, 2023

## 3.1 CONTEMPORARY CONSUMER TRENDS AND PREFERENCES

This chapter explores **key demand-side trends**. In recent years, tourism consumption has shifted from purchasing tangible products to seeking personalised, emotionally engaging experiences. Modern travellers prioritise authenticity, convenience and meaning, constructing their journeys around values rather than destinations. Traditionally, the core of what a consumer purchases within tourism has been considered a *'product'*. But this does not entirely capture what consumers actually acquire in the tourism market today. Over the past two decades, this term has been replaced by “experience” or “travel experience”. **Experience orientation** or **experience design** (Tussyadiah, 2014) is a concept that has appeared in tourism (and not only) for quite some time. The characteristics of the experience that current consumers value the most are:

- costs and quality;
- accessibility, seamlessness, time saving and speed;
- authenticity;
- uniqueness and innovation;
- flexibility;
- transparency;
- proactivity;
- personalization;
- additional personal values.

Let us briefly outline the meaning of these aspects. While unique experiences, emerging destinations and the influence of social media are prominent attributes of modern tourism, financial considerations continue to serve as the dominant factor shaping travel decisions. During periods of economic stress, travellers exhibit heightened sensitivity to **price-conscious travel** (Masiero – Nicolau, 2012), where emphasis is placed on securing the best possible value for money, balancing the quality of the experience with the costs incurred. But in general, consumer confidence has been steadily rising in recent times, leading to increased spending on travel and leisure activities.

In a globalised world where offerings blend together, consumers seek **uniqueness**. Postmodern consumers are perpetually in search of something different, new, and unexpected. They typically do not develop long-term loyalty (more about travel loyalty in Wang – Li, 2023). Tourist inertia is weakening as **consumer satisfaction** alone is insufficient for repeat purchases. Consumers no longer seek just parameters; they seek values for themselves – anything with sufficient emotional valence.

Time has become a critical component. There is an increasing tendency to condense many travel experiences into the shortest possible timeframe. Visitors are willing to engage in a maximal number of activities to optimise their overall experience, prioritising products that combine superior quality with efficient, technologically supported service delivery. They seek the **optimal value-for-time** (VfT) ratio (Kim – Filimonau – Dickinson, 2021). They assess products and services based mostly on their **utility** – how useful, available and suitable they are – and choose those that most align with their preferences. The proliferation of advanced booking services and mobile applications enables travellers to secure services both in advance and spontaneously in alignment with real-time needs. Current consumers perceive the differentiation between time and space in a limited way (this relates to the shift from a *diachronic perception* to *synchronization*). Immediate satisfaction is required. They are able to perform multiple activities simultaneously. Consumers prefer a broad range of options concentrated in a single location (whether virtual or physical). They demand speed, flexibility, and immediate resolution of situations. Every step of the consumer journey (selection, payment, recommendation, communication, service design) must be simplified to its essence to ensure maximum accessibility, clarity and minimal effort. Businesses are compelled to optimise every aspect of their operations as tourists expect seamlessness. Consistency and integration of services is required (e.g. fast and efficient advanced booking systems, contactless payments, integrated transport solutions, service relinking, digital passports). The creation of hassle-free experiences will be an absolute necessity. As the travel experience consists of a **continuous flow** of interdependent, integrated services, the demand for complementarity is rising. Consumers expect a consistent, flawless end-to-end experience, streamlining from initial contact through sales, public relations, through distribution to final usage. This presents a **paradox** – while they behave unpredictably and inconsistently, they demand reliability and predictability from providers in an increasingly chaotic market. Consistency fosters trust and certainty, reducing cognitive demands on consumers.

Consumers are increasingly unwilling to compromise. The single unified approach “one size fits all” will fade. Social fragmentation lead to consumers being less willing to accept mass, standardized, typified products. The crucial underlying attribute of these changes is the degree of **personalisation**. Hyper-personalisation is a natural response to previous mass consumption patterns. The offer is customized to the lowest possible unit of demand. High-end offers can immediately adjust to a specific consumer or even anticipate needs and preferences. On the other hand, the demands for individualization occur alongside demands for standardization – consumers expect a unique product, but one that they know, understand and can evaluate. Personalization also allows for the transfer of part of the creative work or responsibility to the customer. This phenomenon is called the **active co-creation** or **participatory concept** as the participant completes his product. Consumers wish to be actively involved in the creation. This concept originated in social media, where passive consumers became active commentators and content creators. The category of prosumers (a blend of *consumer* and *producer*) does not merely buy a product but commissions it (both in material and intangible senses). As a result, product development has shifted from “for consumers” to the approach “with them”.

An interesting phenomenon that enters the preference spectrum is **emotionality**. The industry is shifting from a cognitive-oriented, service-based perspective to a **cognitive-affective, emotion-driven approach**. Rationality is weakening in favour of emotionality. In tourism, this factor is even more pronounced because the nature of the product is predominantly intangible. Consumers purchase experiences that do not yet exist at the time of purchase. Therefore, marketing campaigns are moving away from rational appeals (“save up to 20%,” “the room has premium amenities”) towards emotional slogans such as *treat yourself, reward yourself, experience it*. Storytelling plays a crucial role. The narrative context is essential, as it provides coherence to fragmented information, enhancing both comprehension and memorability. In a world dominated by secularisation, routine, dehumanisation, and systematisation, consumers are increasingly drawn to **spirituality**. Interest in secrets, rituals, mythology, transcendence and psychological aspects is growing proportionally. With the increasing impact of visual culture, a growing number of consumers make decisions based on **visual appeal**. They evaluate products and services in terms of aestheticisation, proportionality and overall impression. In the entertainment economy, many products are subject to **gamification** (Xu – Weber-Sabil – Buhalis, 2017). The *infotainment trend* is a consequence of changing a public service into a commercial service. Travellers are

looking for experiences that allow them to **immerse** themselves in the action. This phenomenon is creating a type of tourist who escapes the monotony of life, seeks self-realization and specific types of activities.

Since we live in the era of the attention economy, the most valuable thing is capturing the **audience’s attention**. Attention, in general, is an increasingly critical concept, deserving extensive research, as upcoming generations exhibit entirely different intensity, duration, scope and distribution of attention. Creating relationships and connections with consumers is more important than before. The emphasis is on multimodality and engagement. Today’s consumers do not want to be manipulated by traditional marketing traps, but they are eager to succumb to fun and seemingly unobtrusive marketing solutions. Modern consumers respond to the **symbolic benefits** of a product. Beyond solving a problem, they purchase a certain form of representation – a feeling, a lifestyle, or values. The technical and physical parameters of a product are no longer as important; its symbolic dimension plays a greater role. For today’s consumers, consumption is not just a personal transaction but rather a social act that carries meaning and a social code. *„Based on the theory that logic of meaning is more important than logic of productions, postmodern tourists pay more attention to symbolic value, therefore, copies and imitations of travel productions have gradually gained their favour. Fourthly, inner releasing is what postmodern travellers pursue most, so their participation should be given full play to relax themselves both in freedom and emotion.”* (Zheng, 2016: 83-84).

A key factor reinforcing these trends is the rapid expansion of **information and communication technologies**. Human activities have been transformed into a virtual, digitised space-time continuum, where every step is simplified, systematised, and optimised for maximum efficiency. Intelligent applications, blockchain, GPS-based location services, fast-tracking and facial recognition systems, communication platforms, voice control and virtual assistance, IoT, adaptive security systems, mobility solutions, cloud computing, media, AR and VR, global distribution systems or automation are just a fraction of the technologies shaping the industry (more about information systems in tourism in Dolák – Suchánek, 2018). Artificial intelligence has led to major changes in the industry (Aliti – Leka – Lamanhi – Hoxha, 2024). These innovations influence destination selection, booking processes, distribution channels, and the overall tourism experience. The term *digitally enhanced experience* (or *digitally empowered experience*) is used to describe varying degrees of technological integration

in tourism services. Digital technologies allow travellers to actively shape their own experiences, rather than passively receiving information from destinations and marketers (Xiang – Fesenmaier, 2017: 72). An omnipresent, all-knowing, all-seeing, and problem-solving *digital cloud* serves as an anchor for decision-making. A defining shift in tourism (and beyond) is the collection, storage and processing of *big data*. The key advantage of big data lies in its ability to analyse the entire user base rather than a selected sample, providing an accurate reflection of real consumer behaviour. These data-driven insights enable real-time or near real-time responses to consumer actions (Xiang – Fesenmaier, 2017: 85). In practice, big data analytics can capture various behavioural metrics, such as length of stay, lead time (the interval between booking and arrival), the time gap between searching and finalising a booking, total expenditures and *digital exposure*. Collaboration with software platforms has become a critical factor for tourism service providers, as it enhances competitiveness by offering deep consumer insights through extensive data processing.

In summary, contemporary tourism demand is characterised by a shift towards personalised, emotionally rich experiences that prioritise authenticity, convenience and meaningful engagement over traditional product consumption. This evolution is driven by technological advancements, changing consumer values, and the growing importance of seamless, flexible and co-created journeys tailored to individual preferences and time constraints.



At the Belgrade Fortress, Serbia

Author: Nikita Grachev, 2024

### 3.2 TRENDS IN NICHE TOURISM MARKETS

Tourism has evolved from a few traditional types into a wide variety of niche forms that reflect changing social values and consumer preferences. Today's travellers seek personalised and diverse experiences that go beyond classic categories. The classification of types according to motivational categories – recreational, cultural, spa, business, sports, shopping or religious tourism (Gregorová – Neradný – Klaučo – Masný – Balková, 2015: 18) has expanded significantly. Numerous new sub-types have emerged, driven by processes of diffusion and fragmentation. These dynamics are reflected in novel types, forms and product lines known as **niche segments** – highly personalised markets tailored to specific target groups that exhibit a heightened capacity for adaptability amid evolving conditions (Kotíková, 2013: 11). This diversification stems not only from the natural saturation of traditional tourism markets and the growing sophistication of consumers, but also from a rising demand for novel stimuli and distinctive experiences. New forms include:

- **Women's travel** (*female only or female friendly travel*) – with the increasing status, self-confidence and economic independence of women, the demand for products oriented towards female clientele is increasing; a derivative is the **momcation tourism** – stays only for women (mothers);
- **Family tourism** – a huge, vital segment of tourism containing all forms of family travel. It also includes a segment intended for diverse family groups such as skip-gen travel, e.g. to places that have a certain sentimental meaning for them, or PANKS and PUNKS tourism (Professional Aunts/Uncles With No Kids). It also includes *family gap* holidays – stays focused on meeting extended family and overcoming distances;
- **Travel associated with important life events** such as weddings, honeymoons, engagements, celebration vacations; babymoon or babyprep travel; retirementmoon travel;
- **Queer (LGBTQ) tourism** – travel focused on the needs of the queer community;
- **Mancation** – stays exclusively or primarily intended for men;
- **Solo tourism** – travel by individuals, in pre-productive, productive and post-productive age;
- **Accessible tourism** – intended for the elderly, disabled, with diseases

- or disadvantages; accessibility can be physical (buildings, transport, infrastructure); informational (reliability of information, channels); communicational (e.g. with personnel), economic (diversity of price levels) but also psychological (e.g. for neurodivergent people);
- **Inclusive tourism** focused on the inclusion of vulnerable groups, e.g. children with autism and other diseases; migrants or transgender people;
  - **Adults only or adult friendly tourism** – products, destinations and facilities without children or without additional services for children; it is related to demographic change and the increase in the single and childless population, as well as the necessary rest of the working population;
  - **Doomsday or last-chance tourism** – searching for locations where irreversible changes are occurring due to climate problems (e.g. Antarctica, the Great Barrier Reef);
  - **Ghetto and slum tourism** – authentic contact with places where marginalized social groups live or have lived in the past, such as ghettos, slums, settlements;
  - **Urbex (urban exploration)** – exploration of officially inaccessible or unused objects, halls, buildings and spaces, often in dangerous conditions;
  - **Survival stays** – survival in nature with minimal equipment;
  - **Spot a celebrity tourism** – locations where it is possible to meet famous personalities;
  - **Off grid or analogue travel** – a return to travel in the past, without significant use of technology;
  - **Dark tourism, thanatourism, atrocity tourism** – a trend of travel to places associated with death, illness, natural disaster or suffering;
  - **Pet tourism** – travelling with pets;
  - **Polar tourism, ornithological tourism, tourist safaris** – travel associated with observing rare animal species;
  - **Modest travel** – a trend of undemanding travel; a similar example is *backyard exploration* or *calmcation* in regionally located destinations that do not require long trips;
  - **Affordable luxury** – a specific segment of luxury products at reasonable prices;
  - **Urban climbing or buildering** – extreme climbing on objects created by human activity, such as skyscrapers, columns, statues or bridges;
  - **Aboriginal tourism** – visiting the last places where members of original civilizations live;
  - **Glamping tourism** – a combination of glamour and camping; comfortable camping in nature;
  - **Gaming tourism** – visiting places related to video games;
  - **Nostalgic travel** – traveling to a world that was once simpler, return to the past and old-fashioned activities;
  - **Meandering (wandering)** – the trend of leaving home without knowing the final destination;
  - **Cosplay and LARP tourism** – a form that responds to the role-playing aspect combined with an interest in history, video games or cinema;
  - **Pop-culture and anime tourism** – visiting places or events that are associated with pop culture, anime or manga;
  - **Astrotourism (stargazing)** – an escape from smog, noise and lights to quiet locations where it is possible to see many astronomical phenomena;
  - **Frontier tourism** – pushing the boundaries, when travellers require some exceptional experience, self-discovery or visiting forbidden locations (e.g. inaccessible parts of Chernobyl);
  - **Hot-Spot tourism** – visiting places where there is an active war or political conflict;
  - **Ultra-luxury tourism** – the philosophy of this form is inaccessibility and exclusivity; this includes renting means of transport, locations or entire parts of the city for private purposes;
  - **Coolcationing** – a trend of searching for locations with lower temperatures and fewer visitors, which is also related to climate fluctuations (Scandinavia, the Baltic countries, Slovenia);
  - **Gig-tripping** – traveling to concerts and festivals, where the performance primarily determines the choice of locations and length of stay – the “Taylor Swift effect”, which attracts people to lesser-known locations;
  - **Culinary tourism** – a new wave of gastrotourism, where people cook with locals or learn how to make local specialties;
  - **Silent travel** refers to stays in silence in order to escape from stress and screens;
  - **Set-jetting or screen tourism** – a significant trend of traveling to destinations associated with a film or series; interesting film locations become a springboard for establishing new destinations;
  - **Passion focused niche travel or special interest tourism** – tourism based on micro-segmentation or specific area of interest;

- **Private group travel** – travel of specifically defined groups, e.g. people who are not interested in traveling individually, but for various reasons, not even with strangers; it can be women of productive age, groups of cured people, groups with similar interests;
- **Sleep tourism** – as a reaction to the growing incidence of complications with sleep. It uses sleep books, audiobooks, acoustics and soundproofing, weighted blankets, melatonin supplements, sleep meditation; it is also referred to by the acronym “Destination ZZZZ”;
- **Transformative, holistic, healing, alternative, ascetic stays** aimed at transforming physical and mental health; they use techniques such as dance therapy, group conversations, stays focusing on strength, forgiveness, presence, love, social skills, communication, spontaneity or creativity;
- **Digital detox** – forms responding to addiction to devices; stays in destinations without the internet, telephone and social networks;
- **Longevity and biohacking stays** which include diets, wellness, therapies and experiments, where hotels cooperate with biotech companies;
- **Plastic surgery tourism, medical tourism** – destinations that combine a holiday with a medical procedure and subsequent rehabilitation;
- **Psychedelic stays** – stays in places which allow controlled consumption of psychedelics with the aim of healing or improving mental health;
- **The eudaimonia and mindfulness concepts** – a new trend focused on restoring sensitivity, presence and concentration of the mind;
- **Pro-poor tourism** – tourism that seeks to generate benefits for socially disadvantaged groups (Appolo – Wenge – Pogge, 2024);
- **Purposeful travel** – stays focused on helping the visited communities, e.g. volunteering;
- **Educational and cognitive stays** – focused e.g. on traditional architecture or biodiversity protection, are associated with meetings with experts and lectures, they are a reflection of the increase in the intellectual dimension of tourism;
- **LOHAS tourism** (Lifestyle on Health and Sustainability) – refers to various forms of tourism focused on a healthy lifestyle and sustainability;
- **Philantourism** – a combination of philanthropy and tourism;
- **Skills-based tourism** – includes learning and skill development processes such as cooking schools, workshops, etc.;
- **Low-carbon adventure travel** – refers to activities and opportunities where visitors minimize CO2 production, e.g. cycling, kayaking, trekking, paddle boarding;
- **Plogging** – travel focused on collecting garbage, cleaning oceans and coastlines;
- **Low budget and high-budget sustainable travel** – sustainable tourism, which does not have to be only in the form of cheap, backpacking form with a no-frills approach; there is a strong clientele that wants to be ecological without lowering the standards of comfort and quality.
- **Science and technology tourism;**
- **Many others.**<sup>1</sup>

The processes and trends shaping contemporary tourism are notably **fluid**. What is classified today as a mass-market segment may, in response to rapid shifts in demand, evolving trends, or extreme market fluctuations, transition into a niche area – and vice versa. These forms represent just one part of the continually evolving subgroups within modern tourism. Frequently, they overlap, influence and interweave with one another. For example, a group of divorced women participating in a medical or wellness retreat may simultaneously fall under the “female-only” travel phenomenon and the broader category of holistic tourism. During their stay, they may also engage in supplementary activities, easily combining their primary purpose with elements of shopping tourism, gastronomic tourism, or visits to historical landmarks – even extending their travel across multiple countries. This phenomenon is commonly referred to as **multi-destination** or **multi-activity travel**. Nearly all forms of travel exhibit nowadays a multi-layered character, with each traveller able to access an exceptionally broad portfolio of services, including offerings that may initially appear unrelated or even contradictory. It is essential to approach these emerging phenomena with a critical perspective, recognising them for the moment as derivatives to well-established forms of tourism (cultural, recreational, etc.). Only the coming decades of sectoral development will determine which of these innovations will endure and which will be short-lived fads.

<sup>1</sup> More about other types of tourism in Matlovičová– Klamár – Mika (2015: 95 – 508) or Černá, 2022.



### 3.3 MICROTRENDS IN TOURISM SERVICES

Understanding socio-economic trends is essential for all stakeholders in the tourism sector, whether they are companies, destinations, organisations or individual service providers. Possessing such knowledge enables actors to adapt to an evolving environment, engage in innovation and sustain their competitive advantage. Managers must comprehend the dynamics of relationships, anticipate future developments and formulate appropriate strategies. However, keeping pace with the speed of change has become increasingly challenging. Many transformations occur with such intensity that market actors often struggle to absorb or respond to them effectively and in a timely manner. Even when providers undertake adaptations, there remains a critical uncertainty as to whether these changes will still be relevant upon completion and whether they will genuinely align with visitor expectations. Each actor possesses a distinct capacity and willingness to respond to specific trends, exhibiting varying degrees of speed, flexibility and engagement. It is neither necessary nor advisable to adopt every emerging trend, as irrational incorporation of new elements may compromise consistency and integrity. While trends offer valuable opportunities to tap into emerging market segments, it is equally important for providers to retain a clear sense of identity and market positioning. The long-term market players are primarily those that balance innovation with stability – they provide a consistently high-quality experience built on clear value pillars and at the same time continuously soberly and creatively integrate upcoming trends. One of the key prerequisites for the meaningful implementation is the establishment of a clear positioning strategy. The following chapter delineates selected emerging trends within key tourism service segments.

#### Transport services

Transport – whether by air, foot, bicycle, water, or rail, functional or experiential – remains one of the most critical challenges facing the tourism sector, as it represents an **indispensable component** of travel that cannot (at least for now) be eliminated or fully substituted. The act of physical movement away from one's place of residence constitutes a fundamental condition for the realisation of tourism. Transport within the destination itself also forms an essential part of the overall experience. Key attributes such as speed, accessibility, convenience, and the integration of transport systems have become defining features of modern tourism destinations.



*Hikers on the Trail of the Heroes of the Slovak National Uprising, Volovec Mountains, Slovakia*  
 Author: Nikita Grachev, 2024

Current trends include sophisticated orientation systems and spatial navigation, the provision of rest areas and service points, and heightened attention to hygiene and safety standards. The balance between **alternative** and **mass transportation** modalities is also undergoing significant transformation. There is a growing emphasis on the availability and integration of urban public transport, alongside a strengthening movement against low-cost air travel, which has, in turn, stimulated shifts toward alternative transport forms such as panoramic adventure trains, bicycles or a massive growth of cruise holidays. This movement aligns with the broader concept of hybrid travel: a type of adventure-focused transport that integrates multiple modes – including flights, trains, ships, and buses. The rise of alternative automobile-based transport, caravans and motorhomes, is gaining momentum, generating demand for supporting infrastructure such as caravan sites, camping grounds, and charging stations. Opportunities for both individual and mass adventure transport are also expanding, as seen in the increasing availability of cycle trolleys, electric bike rentals, and related services. The transport sector is progressively adopting sustainable and inclusive measures designed to enhance accessibility for diverse populations – routes for seniors and individuals with disabilities, infrastructure modifications, tailored products or spaces for people with

mobility or sensory impairments. Finally, cutting-edge technologies are playing an increasingly prominent role across the transport sector. Advanced systems for luggage inspection and passenger identification – biometric verification, facial recognition, voice command interfaces, fingerprint scanning, barcodes, QR codes, and smart security screening – are becoming standard features at checkpoints and public spaces. Technological innovations are also driving the expansion of automated and hybrid transport solutions, electric buses, autonomous vehicles or electric hybrid aircraft. A key focus will be the development of greener and faster transport (more about transport e.g. in Romão, 2025).

### Accommodation, catering and wellness services

In the accommodation sector, contemporary trends are evident across multiple dimensions. Experiential stays, a personalised approach, high standards of quality, and competitive pricing have become baseline expectations among today's travellers. In addition to traditional forms of lodging, alternative accommodation options have emerged, including treehouses, capsule hotels, mobile hotel units, and other innovative formats, e.g. shared accommodation (Kostková, 2020). Technological integration is now a standard feature within the sector, enabling conveniences such as rapid payment systems, in-room environmental controls, online ordering of services. Technology has facilitated the rise of fully contactless accommodation models, which eliminate the need for direct interaction with staff. There has been a notable increase in specialised accommodation types – such as adult-only, female-friendly, halal-certified, and wellness-oriented facilities. Personalisation has become increasingly prominent, with offerings such as fragrance menus, curated colour palettes, and customisable pillow or blanket selections tailored to individual guest preferences. Demographic changes have also influenced adjustments in accommodation **capacity and service design**. The growth of “bleisure” travel and the increasing demand for inclusive services have prompted providers to cater more effectively to seniors, families with children and individuals with disabilities. These adaptations encompass a spectrum of measures, including luggage assistance, ergonomic design features, access to healthcare, interpretation services, deaf-friendly communication options, child-safety provisions and specific in-room amenities.

## Gastronomy

The gastronomy sector is particularly adept at responding **swiftly to emerging trends** (see Kompasová, 2021). Contemporary developments include experiential dining, heightened aesthetic presentation, local sourcing, surprise offers and the rise of private-label artisanal producers, such as local coffee roasters, small local markets or craft breweries. Gastronomic services are increasingly integrated with other sectors and technologies, enhancing the overall experience. Additionally, new food sources and organic compounds, alternative protein sources and lab-grown meats are gaining prominence. There is growing demand for lactose-free dairy products, organic foods, multigrain and wholegrain items, functional foods and beverages, dietary alternatives, 3D food processing. From the providers' perspective, however, maintaining consistent food quality on a daily basis presents considerable challenges. Factors such as rising food and distribution costs, scarcity of reliable high-quality suppliers or shortages of personnel significantly complicate operations. Food safety and food waste management remain major challenges. Packaging materials present particular concerns, driving innovation in biodegradable, plastic-free materials, edible packaging and water-soluble packaging solutions. But the catering sector also continues to embrace ready-to-eat or ready-to-use products, single-portion servings and pre-prepared meals. Emphasis is placed on **accessibility** in dining spaces, including appropriate table height and surrounding space, accommodation for mobility aids, special or illustrated menus, child-friendly seating and utensils, supportive and attentive staff. Technological processes are also reshaping gastronomy, particularly in the areas of personalised nutrition, smart restaurant design, and the digitalisation of supply chain management. Across both fast-food and full-service dining establishments, the adoption of **self-service technologies** – such as ordering and payment via QR codes – is accelerating. Experiential kitchens, themed dining venues, and novel restaurant concepts are further expanding the experiential dimension of food service. The demand for “foodie-menities” – facilities designed to enhance culinary experiences, such as outdoor kitchens, barbecue gazebos, premium coffee machines, air fryers, pizza ovens, or on-site gardens producing fresh ingredients – is on the rise. Open kitchens and transparent production spaces, where guests can observe the preparation process, are valued for their authenticity and enhance customer trust. Visitors are also expressing a growing interest in participatory gastronomy, engaging actively in the preparation or production of local specialities. Emerging concepts such as vegan, flexitarian, and climate-friendly stays reflect the health-conscious orientation of contemporary gastronomy.

## Wellness, well-being and spa

A special driving force of contemporary tourism is the segment of **wellness and well-being-oriented products** (Smith, 2023). One of the reasons is the deterioration of the health status of the population and therefore the increase in demand. But from the point of view of supply it is due to the efficiency, as it allows for the four-season tourism and leads to high occupancy of tourist facilities. Facilities offering relaxation, spa or medical procedures have a relatively fast return on costs. Their popularity is growing because wellness can be easily combined with other types of tourism and thus allows for a wide diversification of tourist activities. The shift from hedonism to eudaimonia and from wellness to well-being is also evidence of greater care not only for oneself, but also for the surrounding environment, communities and interest in real and long-lasting improvement of the condition. Tourism is shifting away from the conventional *well-being* paradigm towards a more holistic healing approach. Whereas *well-being* primarily focuses on short-term pleasure or pain avoidance within a hedonistic framework, **eudaimonic happiness** is centred on meaning, virtues and self-actualisation. The new wave of transformative or mindfulness tourism (Stankov – Gretzel – Filimonau, 2022) or positive psychology in tourism (Filep – Laing, 2018) responds to the fact that while a vacation was once about pleasures, today it is more of an escape from the pleasures of everyday life and is focused on the development of comprehensive physical and mental health and positive impacts of travellers on communities and nature.

## Events and MICE segment

Events (musical, sports, dance, political) have been a huge trend in recent times. This is due both to the post-pandemic situation, but also perhaps to the absence of “exceptional experiences” in ordinary life of the majority of the population. For destination organizations, organizing events is an important tool for valorizing the destination. According to Eventbrite (TRNDS, 2024), several key phenomena are expected to shape the event industry in the near future:

- **Rising tension between ticket prices and consumer willingness to pay;**
- **Heightened interest in social and interactive experiences;**
- **Growing demand for VIP, exclusive, and premium offerings;**
- **Increase in outdoor events and eco-integration;**

- **Demand for healthy lifestyles and inclusive environments;**
- **Shift towards meaningful experiences over superficial aesthetics;**
- **Rising interest in sports events;**
- **Increased demand for live events.**

Events have become a vital trend for destinations seeking to offer unique and meaningful experiences, with future developments expected to focus on affordability, social engagement, exclusivity, sustainability, inclusivity and a growing appetite for live activities.

### Information and communication services and technological trends

Information and communication technologies have transformed every segment, procedure, and step across all industries. They changed the systems of production and distribution, marketing, sales, payments, client identification, advanced customer services. ICT provides a critical foundation for delivering, processing, forecasting, and evaluating information, as well as measuring success. These technologies represent significant disruptive innovations, reshaping the landscape of tourism and hospitality. According to Revfine (Barten, 2024), the following technological trends are expected to dominate the following years:

- **Sustainable Technologies:** Emphasis is placed on sustainable fuels within cruise and airline industries, as well as renewable energy in accommodation and gastronomy sectors, aligning with heightened environmental awareness and sustainability goals;
- **Artificial Intelligence (AI) and Big Data:** AI is increasingly deployed in customer service, while big data plays a crucial role in tailoring experiences, conducting business analysis, and refining service strategies;
- **Augmented and Virtual Reality (AR/VR):** These technologies enhance real-world travel experiences and enable virtual tours, improving customer engagement and aiding in pre-travel decision-making;
- **Mobile Technologies:** The growing use of mobile internet improves online travel services and facilitates seamless communication between providers and travellers;
- **Voice-Controlled Technologies:** There is a rising adoption of voice-activated systems for search and booking processes, enabling hands-free, convenient travel planning;

- **Blockchain Technology:** Blockchain offers secure and transparent transactions, particularly in travel bookings and loyalty programmes, strengthening trust and system integrity.

Beyond these trends, processes of **automation, robotisation, and digitalisation** are transforming both internal and external operations within the tourism sector. Today, artificial intelligence permeates almost every aspect of service provision. Real-time data provision and responsiveness are becoming pivotal. Data is now considered a company's most valuable asset. Machine learning supports process optimisation, such as transforming customer reviews into actionable recommendations. **Robotisation** shifts routine tasks from humans to technology. There is increasing use of wearable devices like smartwatches, necklaces or glasses embedded with technologies or **carbon trackers**. It is anticipated that most everyday activities (driving, shopping, etc.) will be tracked for their environmental impact in a near future. Automation also contributes to energy conservation through smart systems – including intelligent showers, lighting, and temperature sensors. **Ecological technologies** such as solar panels, water recycling systems, geothermal wells and cooling towers are gaining prominence. Reality-integrated technologies like AR, VR, mixed reality (MR), and extended reality (XR) are now commonly employed in museums, historical site tours, and hotel booking processes. The rise of **voice-controlled devices and assistants** has been notable. These tools offer faster input, support multitasking, enable seamless connections across devices and provide enhanced accessibility for users.

Information and communication technologies are fundamentally reshaping the tourism and hospitality industries by driving innovation, enhancing customer experiences and promoting sustainability. As technologies continue to advance, they will play an increasingly central role in operational efficiency, personalized services and environmental responsibility, ultimately transforming how travel is planned, experienced and managed.

*Lake Ibón Blanco de Literola from the Col Inférieur de  
Litérole pass (2981 m), border between Spain and France*

*Author: Nikita Grachev, 2023*

# 4 AT THE DAWN OF THE FUTURE

In the previous chapters, we presented current trends and phenomena in tourism. However, where is the industry headed in the coming years? What are the forecasts and future perspectives? In this chapter, we will attempt to outline the anticipated changes in consumer behaviour, as well as describe the expected developments within the service provider sector.

Modern society is highly future-oriented, constantly seeking the most accurate methods for prediction, monitoring and forecasting of developmental stages (*horizon scanning*). While ongoing changes are drastic, certain patterns recur cyclically – the future is either an evolution or a revolution of the present. Future literacy (Mangnus – Oomen – Vervoort – Hajer, 2021) is now regarded as an essential skill within education. Predicting future is very complicated as current processes unfold so rapidly that there is very little space for gradual organic growth. A brand or company can significantly alter market dynamics in a short time due to viral marketing, unique products or innovations (Gallo, 2021). Many phenomena therefore cannot be fully comprehended; they remain uncertain, fluid, pluralistic and constantly shifting.

**A range of political, economic, socio-cultural, demographic, environmental, and technological factors will shape the future development** of the tourism sector. The reorientation of the industry will primarily be influenced by leisure time distribution, demographic shifts, climate risks, ethical consumption, technological innovations and consumer preferences. The traditionally structured vertical and horizontal systems of tourism will be replaced by a diagonally interconnected, segmented, fragmented and flexible framework. This restructuring will necessitate a reassessment of criteria and systems for evaluating the success of tourism activities. Greater emphasis will be placed on responsible, ethically driven and sustainable management, corporate social responsibility, knowledge-based economies and transparent business practices. New indicators will be required – not of quantity, but of the quality of tourism implementation. In this context, Dytrt (2015: 16) discusses the principle of the unity of quantity and quality, which should be maintained in balance. The objective should be to replace individualistic marketing approaches with societal marketing, which considers broader societal needs rather than solely individual consumer demands (Cooper – Hall, 2018: 121). In the long term, **added value will be more important than the product itself.**



*Belgrade in Winter, Serbia*

*Author: Nikita Grachev, 2024*

## 4.1 EMERGING PATTERNS OF CONSUMER BEHAVIOUR

The evolving landscape of tourism is marked by a fundamental transformation in **consumer behaviour**, driven by digitalisation, spontaneous mobility, growing demands for flexibility, personalisation and immediacy. As travel planning gives way to fragmented, on-demand decision-making, service providers must adapt by offering integrated, predictive and experience-oriented solutions tailored to individual needs (more about consumer behavioural and decision-making processes in Fúsková, 2023 and Fúsková, 2024).

The **processes of expecting, searching, evaluating, comparing information, planning and decision-making** of consumers will definitely change. While today it is largely understood as a linear process (e.g. a consumer selects a destination,

then narrows it down to a region, accommodation, and so forth), future search behaviours are expected to become shorter, fragmented, non-linear, with scattered impressions and varying levels of attention. Consumers will transition from one touchpoint to another, moving between different behaviours. A transformation in booking processes is also anticipated, with key services being integrated into one-button reservations. This presents a major challenge for providers, requiring a shift from securing only accommodation to delivering a comprehensive experience. Achieving this will necessitate further integration of digital networks.

**The motivations** of travellers are already undergoing **notable transformation**. While recreation has traditionally been a dominant motive, contemporary tourists increasingly seek experiences driven by escapism and hedonism, as well as by a desire to contribute positively to the local communities or to support environmental conservation. Tourism is also increasingly framed as a ritual of personal transformation and self-actualisation (Půtová, 2019: 57). **The sources of inspiration** are likewise shifting. Although personal recommendations from acquaintances and family members remain relevant, their influence is gradually diminishing. Instead, the market is now largely shaped by **social media platforms**, particularly those featuring short-form vertical videos like Tik-Tok or Instagram. They have become key motivators in travel decisions (Tešín – Pivac – Besermenji – Stráľman, 2022). Streaming services and the gaming industry also exert significant influence on tourist inspiration. Furthermore, when planning trips and compiling itineraries, many travellers now turn to professional agencies or artificial intelligence tools capable of generating personalised recommendations. Although independently organised travel continues to dominate over the use of intermediaries, the rise of Online Travel Agencies (OTAs) and the evolving quality of bundled travel products suggest a potential resurgence of organised offerings in the market (Carroll – Sileo, 2014). These services not only streamline the process but also allow travellers to transfer the responsibility and allocate more time to the actual travel experience itself.

The **selection of travel choices** used to receive considerable attention, but today, it is shortened and streamlined. As Godin (2011: 10) points out the increasing difference between alternatives and the time available to evaluate them has led to changes in consumer behaviour. The modern consumer seeks solutions that help systematise the multitude of alternatives. To navigate this complexity,

travellers increasingly rely on rankings, social media-driven lists, certificates, quality labels, awards and platform-generated recommendations. Vlček states that *“the intangibility of personal services forces the consumer to check signs and evidence of quality before the transaction because they are buying something they cannot physically touch”* (2014: 378). These mechanisms serve as important marketing tools, helping to validate and differentiate offers in the **age of hyper-choice and information overload**, reducing the consumer’s cognitive and emotional involvement. With the giant volume of information that consumers are exposed to daily, the goal has become to capture and maintain attention. The modern consumer seeks relevant, dynamic and simplified messages.

Consumers will become more willing to **share their data** – including location, preferences, payments, personal lives – in exchange for a **personalised experience**. They will expect, even demand, that their travel destinations understand and anticipate their needs without requiring extensive input from them. The convenience of receiving predictive recommendations, which help navigate an overwhelming number of choices, will take precedence over security concerns. Every step, every financial transaction, even physiological changes will be recorded with remarkable precision. Boschetto Doorly (2020: 146) explicitly warns: *„We will be recognised, assisted, fed and instructed. The ultimate dream of convenience.“*

A rising trend is the concept of **‘anytime, anywhere’ travel** (Boschetto Doorly, 2020: 37), in which the destination and timing of travel become less important than the act of travelling itself. This concept, built on spontaneous mobility without extensive planning, reflects the evolving relationship between tourism and modern lifestyles. Consumers will be more willing to make impulsive purchases, minimising the anticipatory phase and travelling whenever and wherever, based on real-time opportunities. Decision-making processes will be characterised by spontaneity, with many consumers making impulsive, emotionally driven choices rather than engaging in long-term planning. Already, the segment of extreme last-minute travel is emerging, as well as blind booking, where airlines offer various price options without revealing the destination to the traveller.

With the increasing compression of time, consumers will demand the **consolidation and unification of the widest possible range of offerings into the smallest possible space** – both in physical and virtual forms, in tangible and

intangible ways. The diversity of activities will become the key deciding factor. This has also changed **the itinerary anchor** – the foundational element around which consumers organise and layer additional services when booking a stay. Traditionally, tourism followed a destination-centred model, where the primary motivation was to visit a specific location, and activities were considered secondary or supplementary. Today, consumers will increasingly construct their entire travel itinerary **around experiences**, treating the destination as a backdrop rather than the main focus (this does not apply, for example, to the trend of **set-jetting**, where visitors deliberately travel to locations featured in their favourite films or television series, or to “Instagram tourism”, where travellers seek out destinations based on recommendations from influencers).

When making purchasing decisions, consumers will assess the **flexibility of agreements and the strictness of cancellation policies**. Given the uncertainties and high mobility of the modern world, they will seek sufficient flexibility to modify or update their decisions spontaneously. On-demand services are also expected to grow. These services will be available instantly, whenever and wherever a consumer requires them. A regular fee will grant them with immediate access to services (wellness centres, dining, ski pass memberships). Willingness to pay for personalised services with additional features and options – such as premium access, flexible entries, or time-restricted access with guaranteed availability – is set to increase. Consequently, price elasticity will also increase. Thanks to technology, flexible and dynamic pricing, along with micro-segmentation, will penetrate down to the individual level. Prices will be calculated individually for each consumer, based on the market situation, even based on customer’s past criteria or purchasing decisions

**Health-conscious and sustainable travel options** are increasingly shaping destination choices. Visitors are becoming more attuned to the ethical practices, paying attention to how businesses engage with employees and marginalised groups. For younger generations in particular, ecological responsibility, ethical standards and accessibility are crucial considerations in the decision-making process (Fúsková, 2024). Finally, the timing of travel plays a decisive role. **Off-season** travel is gaining popularity. The “shoulder season” (May, June, September and October) may soon become the peak travel season. This trend is driven not only by the desire to avoid extreme weather and overcrowding but also by the flexibility

of working arrangements, allowing travellers to benefit from lower costs and the prospect of more authentic experiences outside the peak tourist periods. The issue of **climate change** will fundamentally affect tourism. Preferred destinations, local offerings and seasonal travel patterns will all undergo transformation. The rapid changes in weather conditions will lead to an increase in unexpected natural events. No location – whether coastal or mountainous, cultural or natural – nor any activity will be completely protected. While consumers generally express a desire to travel “slower and greener,” for this mindset to translate into practice, the appropriate support mechanisms must be in place. To facilitate consumer adoption of sustainability principles, measures will need to be adapted into effective formats, such as ecological ratings or carbon footprint tracking apps. If these tools will be user-friendly, customers will be willing to allocate their resources to greener and more ethical businesses and embrace responsible consumption reduction.

For many modern travellers, the goal is no longer to see but to **be seen**. The most successful providers will be those with a deep understanding of consumer behaviour, whether it will be sourced from rich data banks or interpersonal connection.



*In the Rose Valley in Cappadocia, Turkey  
Author: Nikita Grachev, 2023*

## 4.2 FUTURE OUTLOOK FOR TOURISM SERVICE PROVIDERS

The challenge for the near future on the side of providers will be the complementarity of services from a technological point of view and the integration of as many diversified systems as possible into mobile devices. Significant changes will take place in the **implementation of marketing activities**. Traditional forms of marketing – such as promotional videos, campaigns, audio guides, educational panels, printed brochures – will be almost entirely eliminated due to their marginal influence. Social media remains the core pillar of modern marketing (Minazzi, 2015). All information will be accessible in situ, integrated into virtual navigators, mobile devices or other portable technologies. A shift is expected from the push method, which exerts a degree of pressure on consumers, towards the pull method, which provides users with relevant content precisely when they need it. Instead of mass information distribution across all available channels, the sector will transition towards a more sophisticated marketing architecture driven by artificial intelligence. Marketing will become more fragmented into **relevant, information-dense touchpoints**, seamlessly and unobtrusively embedded into everyday life in a way that consumers are willing to engage with – demanding less time, effort and attention. The most successful companies will be those that can rapidly process big data and immediately implement the findings in real-world applications, targeting the narrowest possible micro-segments. Marketing distribution will need to balance diversification with internal consistency and integration. The objective will be to develop highly effective communication strategies, tailored specifically for more **targeted micro-segments**. At the same time, marketing strategies of the future may also lean towards **de-segmentation** – identifying common characteristics among unengaged consumers to uncover unmet demand.

Another significant challenge that many destinations currently face under the influence of globalisation is the **branding paradox**, the „sea of similarity.” Increasingly, locations competing for visitors begin to resemble one another, gradually losing their distinctiveness. Foreign travellers, in particular, frequently struggle to discern whether they are in Prague, Vienna or Budapest. To address this, emphasis is placed on local conditions and local communities – that is, applying a bottom-up approach. The aim is to

create interconnected experiences rooted in local specificities and hidden stories, enabling visitors not only to passively observe but to actively immerse themselves in the landscape and engage personally with local people. A central objective of these initiatives is to enhance the **multiplier effect** and minimise **tourism leakage** – the outflow of financial resources from the destination. When tourism-generated revenues are retained within the local area, they contribute more effectively to sustainable development and strengthen local economic resilience.

A significant challenge that all tourism providers will need to address in the near future is the **imbalance between the growing demand and the number of unfilled job positions**, along with the lack of necessary skills (more in OECD Tourism Trends and Policies 2024). Particularly a new generation does not exhibit significant interest in this type of work. Addressing this issue requires supportive financial, social and educational frameworks that not only accommodate the necessary wage increases, but also provide lifelong learning opportunities and employment pathways for marginalised groups, such as single mothers and active seniors. The development of technology may, to some extent, help bridge this gap. Greater attention must be given to creating a favourable working environment in customer-oriented roles. The vision is to build a new workforce that combines digital and human-centred skills. Although the **proportion of human labour will decline, its importance will increase**. Digital and human skills will exist in balance and complement one another. While digital skills enable individuals to understand, utilise, and create value from technology, human skills encompass a spectrum of cognitive, social and emotional abilities. Technological advancements will alleviate staff from unpleasant, tedious or repetitive tasks, freeing them up for higher-quality interpersonal interactions. While technology is subject to imitation, the human factor will remain a unique differentiator. Interpersonal relationships, knowledge and expertise will continue to determine success in service provision. The industry will shift from a customer-oriented approach towards a more **human-centric approach**. From the consumer's perspective, this transition represents a balance between high-tech and high-touch approaches. The most successful technologies will seamlessly integrate human elements into a single system – perhaps even becoming so unobtrusive that they remain virtually invisible to consumers.

Changes are anticipated not only on the part of service providers, but also in the positioning of destinations and their profiling into different types. The gap between artificially created, monitored and controlled locations (market-based) and natural locations (resource-based) will widen. A notable development is the growing preference for lesser-known secondary and tertiary destinations. Emerging markets are reshaping the global tourism landscape by expanding and diversifying the range of available destinations. The concept of destination dupes has gained currency. The COVID-19 pandemic has heightened the emphasis on health, safety, cleanliness, and hygiene across the sector. Additionally, travellers are increasingly motivated by the pursuit of authentic, local and distinctive experiences. This includes a conscious effort to engage with the unique features, such as local specialities, traditions, cultural expressions, in contrast to homogenised, globalised tourism products. Simultaneously, there is a rising interest in discovering “unknown,” unspoiled or hyper-local destinations. Preference will be given to locations that consistently maintain their internal authenticity while integrating key processes with technological support.

A prominent trend will be the **hybridisation of reality and virtuality**, blending digital and physical experiences. It is anticipated that consumer satisfaction in the future will be built on a balanced combination of digital and interpersonal relationships. Digitalisation and automation will primarily serve to accelerate processes and reduce dependency on human error in service quality. Technologies will help address *pain points* in the consumer journey, such as queueing, ticket verification, health checks, mobility and transport issues, and security screenings. They will also play a crucial role in resolving misunderstandings, allowing for a more streamlined travel experience. Furthermore, technology will be employed in services that are currently underutilised due to staffing limitations and will contribute to the creation of entirely new experiential levels.

Numerous destinations, not only well-established ones but also those that have gained popularity through social media, will suffer from **excessive tourist pressure**. Many destinations, under the pressure to increase performance metrics, have succumbed to **overtourism** and are now undergoing **de-marketing**, restriction or regulations, even closing (such as Louvre in June

2025). The concept of “visitor management” is used to describe efforts to regulate, educate and guide visitors. Holešinská (2022: 254) states that visitor management „*is associated with the regulation of visitor numbers, controlling and directing visitor flows – it is, above all, a somewhat restrictive form of management.*” A more positive approach that encourages visitors to change their behaviour involves adapting resources to their needs. The overarching goal is to achieve a mutually beneficial balance between existing resources and demand. Jokilehto and Feilden (2010: 130) argue that „*using visitor management techniques can prevent large numbers of visitors from diminishing the overall benefit of a site, hindering its proper understanding, or causing physical damage to historical resources.*” Specific tools of visitor management include ethical codes, zoning, educational programmes, satisfaction monitoring, impact assessments, development strategies, pricing policies and financial mechanism, such as **visitor payback** (e.g. in Von Saltza – Kittinger, 2022). It is a tool where visitors themselves contribute financially to destinations through environmental taxes or donations to protect natural and cultural heritage. In cases of extreme threats, it will be necessary to implement measures such as restricting visiting hours, displaying replicas instead of originals or using virtual reality tools to replace physical access to at-risk sites. It will be necessary to accept that limitless travel options will be replaced by finite, regulated choices and the sector will have to prepare for this new approaches.

*Sculpture 'The Nobility of Time' in Andorra la Vella, Andorra*  
Author: Nikita Grachev, 2023

# 5 FROM CRITICAL ASPECTS TO SOLUTION



Tourism is shifting away from its traditional foundations. What was once regarded as an exceptional, liberating activity – a temporary escape from everyday life – has increasingly become an **integrated and routinized feature of contemporary lifestyles**. In recent decades, tourism has undergone profound **structural and conceptual transformations**, shaped by the accelerating forces of globalisation, climate issues and the increasing commodification of culture. This chapter analyses the dynamic transformation of tourism, addressing its beneficial impacts as well as emerging concerns.

## 5.1 CRITICAL ASPECTS OF CONTEMPORARY TOURISM

Postmodern tourism has brought not only positive features, but also some problematic issues. A primary concern is that **technological progress**, at a certain point, has diverged significantly from the needs and understanding of society. Dyrt (2015: 29) notes that *“the well-known gap between the dynamism and benefits of technological development and other social sectors continues to widen.”* Through critical reflection, this chapter aims to shed light on the cultural, psychological and economic tensions that define tourism in the twenty-first century.

### Diminishing boundaries

An important aspect that lies somewhere in the background is the **overall paradigm shift and de-differentiation of social domains**, i.e. the blending of work and leisure time. This phenomenon fundamentally changes the industry. *„Holidaying” is mutating its semantic meaning, spilling over the designated calendar time to be granularly woven into nearly each month or nearly.*” (Boschetto Doorly, 2020: 40) Tourism has always been rooted in the **search for contrasts between the ordinary and the extraordinary**. The desire to travel responded to the gap between routine life with norms and conventions, and the liberating experience of travel. Tourism was a play (Cohen, 1985) in which a person, the “homo ludens”, could temporarily adopt a new social role. The temporal nature of tourism allowed individuals to

behave, react, or make decisions differently from the everyday. This often resulted in what is known as *disinhibition*, which Vybíral (2005: 273) defines as the removal of restraints, the loss or overcoming of loneliness, the bypassing of taboos and the freedom from norms. Work and leisure (Fazík – Štember, 2013) are no longer neatly balanced but rather increasingly **interwoven**, a development that carries notable implications. As Bauman (2000: 44) observes *“in the space of a city, as well as in human life, one needs to distinguish and separate oneself from one’s function in work, domestic life, shopping, entertainment, worship, and administration. Each function must have its own designated space, which serves that function exclusively.”* However, due to the growing convergence of employment, personal interests and education, tourism can no longer be understood as a separate activity distinct from daily life. This shift is further driven by the fact that contemporary lifestyles are increasingly structured in a “touristic manner” – designed to satisfy, revitalise and provide enrichment. Boschetto Doorly (2020: 43) notes that *“where leisure and holiday time were once distinct from working time, the future may witness the opposite pattern, where work becomes a divergence from the dominant unoccupied leisure time.”* Mobility, technology, hyperconnectivity, leisure orientation and easy access to information has produced an everyday reality that closely mirrors the dynamics of travel itself. Moreover, as travel becomes more affordable and accessible to a wider range of demographic groups, it is progressively perceived as just another interest-driven activity within the spectrum of modern social practices. Tourism can be understood as an **augmentation** of everyday routines, rather than as an isolated event. This integration has been facilitated by simplified travel conditions and increased mobility, fundamentally altering traditional relationships between travel, work and daily life. Concurrently, emergent trends such as retirement migration, seasonal migration, the acquisition of second homes, temporary relocations and the growing popularity of gap years further blur the lines between different types of mobility. These developments substantially complicate the statistical assessment of tourism, as it becomes increasingly difficult to categorise travel clearly based on motivation, purpose or execution. As Cooper and Hall (2018: 28) note, this complexity is one of the drivers behind the **redefinition of tourism** – it is no longer conceived merely as “holidays” or recreational trips, but rather as a broader spectrum of voluntary, temporary mobilities that encompass a wide range of activities and purposes. Tourism has become an **extension of everyday practices** rather than a distinct realm, challenging traditional conceptual boundaries.

## Distorted representation of values

Since tourism no longer solely emphasises the physical parameters of reality and is not strictly tied to place and materiality, its focus has shifted towards **symbolic values**. The entire symbolic layer of a given location becomes marketable. Boschetto Doorly (2020: 129) warns that „we are fast reshaping the high appeal tourist destination to a complacent, flattened, stereo-typified reality where each relevant element of the local identity gets wrapped, priced and sold.” This significantly distorts the market landscape and directs consumer attention in various ways. Slušná (2012: 47) highlights that commodification is a highly problematic concept with blurred boundaries of acceptability. Almost every material and immaterial entity can be, mainly through technologies, commodified in tourism. When creating a product, providers deliberately emphasise its appeal to the audience, maximising its economic benefit. Themes, narratives, locations, artefacts, cultural traditions, notable figures, knowledge and any content can be transformed into an experience or product and integrated into the consumer cycle. The intensifying commodification of both tangible and intangible elements has contributed to a loss of contextual integrity. As destinations strive to remain competitive in an oversaturated market, tourism products are increasingly subject to packaging, branding and virtual representation, often resulting in distorted or trivialised portrayals of local culture (Salazar, 2005). This process shapes public taste by constructing often a simplified narrative, adapted for mass consumption, often trivialising negative social phenomena and neutralising the perception of anomalous occurrences. Moreover, control over how the reality is communicated and what aspects are subjected to touristification is no longer exclusively in the hands of destination managers or public authorities; rather, it extends to virtually anyone who garners sufficient public attention. Paradoxically, this simultaneously creates conditions for more authentic and truthful content.

A problematic process is also the **extraction from context** where elements are removed from their original context for tourism purposes. A notable example is the centralisation of collection-based institutions, where visitors can observe cultural elements in a condensed – albeit distorted – form that originally existed separately and were shaped by distinct cultural foundations. This reflects the aim to concentrate the broadest possible offering within the narrowest possible space. In tourism product development, *packaging* – which involves defining, communicating, adapting an experience to make it comprehensible, accessible and appealing to consumers, is crucial. Gero (2012: 110) aptly observes that “by

*packaging, an object is removed from its original environment, relationships, and functions.”* Unfortunately, the consequence of this extraction is often a simplified or distorted reality. Visitor quantity is often prioritised over the quality of experience, which fundamentally disrupts an authentic understanding of a selected phenomena.

## The loss of meaning and benefits derived from travel

Despite the growing number of available alternatives, the threshold for **consumer satisfaction** continues to shift further away. The root of this issue lies in what Bauman (2020: 81) describes as a world of consumers permanently hungry for new attractions and quickly bored by those they have already encountered. The crucial elements of surprise, wonder and discovery – often referred to as *peak* or *triggering episodes* – which encompass both positive and negative emotionally charged experiences, are becoming increasingly rare. Globalisation has contributed to this by significantly homogenising destinations and limiting the potential for moments of surprise. The continuous flow of stimuli prevents individuals from focusing on the present moment and fully engaging with their current experience. Instead, a formless noise emerges, diminishing the intensity of moments in which individuals are emotionally or physically detached from the familiar. As a result, insufficient space is created for the transformative process and for profound experiences that might lead to significant personal change. Although travel has become widespread, the number of travellers capable of seeking, mindfully engaging with and fully absorbing reality remains low.

The **constant connection to virtuality** – the digital world, work obligations, home and friends – keeps consumers within their comfort zone while simultaneously distracting them from conscious presence. Mobile and digital devices function as an **intermediary layer** between individuals and physical reality, which acts as „an omnipresent virtual blanket of information, content and interactive content that will soon invisibly poach the landscape, urban and not, to keep visitors informed, entertained and stimulate their appetite for engaging and spending.“ (Boschetto Doorly, 2020: 44). Virtual representation erodes the “spirit of place” and is often more polished and aesthetically refined than reality itself – creating an inevitable **dissonance between imagination and reality**. With every additional image, video, a destination gradually wears down until, in the absence of sustainable management, it ultimately “consumes itself” (Boschetto Doorly, 2020: 51). Virtual worlds appear more captivating

than the real ones. The physical world lacks enchantment and is constrained by the „laws of resistance – whereby individuals must exert significantly greater effort to achieve a goal or complete a task” (Gero, 2012: 107–108).

This phenomenon is reinforced by an **insatiable desire for novelty and change**, wherein the traditional notion of “satisfaction” is no longer sufficient to fulfil consumers’ deeper psychological needs through tourism. Consumers expect that every corner of the world will offer something extraordinary. They seek encounters with the unfamiliar, which sometimes do emerge different from expectations. While much of the population resides in a homogenised, globalised environment, there remains a strong demand for locality, specificity and uniqueness. But on the other hand, the experience of travel is inherently **subjective**, and destination marketers have only a limited ability to shape travellers’ experiences; they can merely create the conditions for them. The visitor – through their experiences, expectations and competencies – is both a positive and negative co-creator of their journey, just as much as the supply side.



Ascent of Pic Carlit, 2921 m, France  
Author: Nikita Grachev, 2023

## 5.2 REGENERATIVE TOURISM AS A RESPONSE TO CURRENT TRENDS

Despite – or perhaps in response to – these challenges, tourism has recently witnessed an **increasing ethical, psychological and value-driven shift**. We see that quantitatively driven objectives and performance indicators (e.g. *number of overnight stays, length of stay, estimated visitor expenditure*) are insufficient for a **comprehensive understanding** of reality and often indirectly push the industry to extremes. In modern tourism, not only key performance parameters (KPI) such as attendance, number of overnight stays, occupancy or volume of costs incurred are important, but the contribution of tourism to the destination itself is also evaluated. Therefore, the balance between the three pillars – economic, socio-cultural and environmental – is becoming increasingly important. Sustainability is no longer just a buzzword, real solutions are needed.

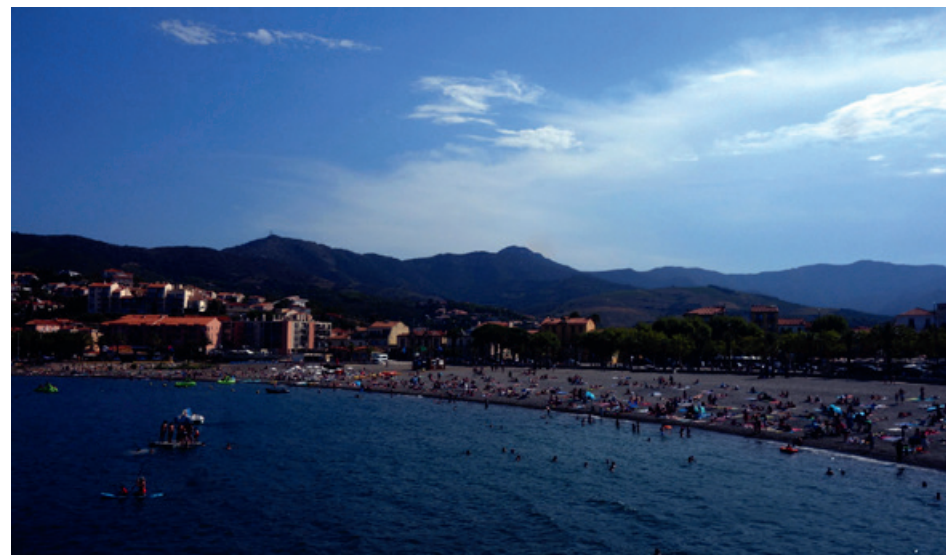
There is a gradual rehabilitation of original purpose of tourism, as it seeks to return to its foundational motivations and equilibrium. We are now rethinking the role of tourism in modern society, considering it a tool for the public and general wellbeing (Wen – Nunkoo – Kozak, 2022). Travellers are beginning to perceive tourism as a means of harmonising their physical and mental wellbeing. They seek deeper, more authentic experiences and aspire to contribute to change – whether within themselves, the environment or the communities they encounter. Since consumers, when purchasing a holiday, tour, or attraction, are acquiring something intangible and ephemeral, there is an increasing demand for more **enduring outcomes** at the end of the consumer journey. Travellers are not merely in pursuit of fleeting experiences but aspire to undergo at least some degree of lasting transformation in their lifestyle or way of living. “*Tourism, therefore, represents a unique opportunity to experience something different and new compared to everyday life. Through travel, individuals enter an entirely different sphere of their existence and, after a period of time, cyclically return to their routine life.*” (Půtová, 2019: 57) New generation of travellers desire more meaningful and lasting experiences. These concepts also reflect a certain shift in attention **from the external environment to the internal** (more about new strategies in sustainable tourism in Kavoura-Borges-Tiago – Tiago, 2023).

Urgent reports are already coming from many world destinations about the need to redefine the tourism industry. The future of tourism lies in placing people and nature at the centre. New concepts have various names, the most common in practice is **sustainable, transformative or regenerative tourism**. While sustainable travel focuses on minimizing the negative impact of tourism on the environment (leaving no footprint, reducing carbon emissions and preserving destinations for future generations), regenerative tourism evokes a more **proactive approach**. It strives to create a symbiotic relationship between visitors, residents, staff, companies, institutions and local governments. From the perspective of **local communities**, a key priority is the promotion of local culture and entrepreneurship. „*The path to preserving and sustaining the relevance of cultural heritage into tourism lies in integrating the past into the present and the present into tradition.*” (Dubská, 2015: 93) If residents do not receive tangible benefits from tourism, they will be less willing to contribute authentic content to tourism experiences. Future tourism offerings must, therefore, first and foremost generate value for the local community, with visitor benefits positioned as a secondary consideration. Local actors, interacting with outsiders, also gain a new understanding of themselves. They begin to realize that their experiences, perspectives, and way of life can be valuable and unique to others.

This approach signals a return to the fundamental purpose of travel: the sharing of values across cultures. Such a transformation should not be pursued through restrictive measures or strict behavioural change, but rather through inclusive, invitational practices. This envisions a bottom-up, reciprocity-based network driven by participatory approaches, balanced dialogue, decentralisation, and the tailoring of solutions to the specific needs and circumstances of localities. This also necessitates a significant transformation in the tourism education system (UNWTO Tourism Education Guidelines, 2022) and tourism research (Durberry, 2017). Of course, in practice, this idea is much more complicated to implement than in the theoretical model, but a few new positive approaches are already rising. The future of tourism is about more than just travel – it is a pathway to internalization, harmonization, stabilization, connection and balance.

## CONCLUSION

The future of tourism is very complex and difficult to predict. But we see the industry **continues to demonstrate resilience, driven by consumers' unrelenting desire to travel worldwide**. Global events are having a very strong impact on the industry and this impact will be increasingly intense (more in Novacká, 2020 or Wee, 2017). The world will continue to live in geopolitical, economic, health, environmental and security uncertainty, in the turbulence of daily changes. Reliance on technology will bring both positive and problematic impacts. With the introduction of applications and online services, tourism will become even more accessible and fun, but also more vulnerable, e.g. in connection with power outages or increasing cyber-attacks. From a social point of view, an **inclusive approach** remains the task, balancing innovation and tradition, growth and sustainability. Tourism needs to adapt not only to the emerging generation that expects experiences and adrenaline, but also to the aging population that requires



Beach in Banyuls-sur-Mer, France

Author: Nikita Grachev, 2023

a completely different offer. The greatest appeal today is the ability to dynamically combine global travel with the fight against the climate crisis. The path will be to find a balance between technology and people, between data and intuition, between physical and virtual reality, globalization and localization. There are no answers to many questions today, and we cannot even predict many phenomena. However, it is positive that the transfer of knowledge is intensifying.

Although this publication addresses a broad spectrum of topics, it does not seek to provide a comprehensive analysis of all aspects relevant to tourism. Geographical, legislative, political, economic and managerial dimensions are not examined in detail. Instead, the focus lies on capturing key shifts and emerging perspectives within the context of 21st-century tourism. While the book raises numerous questions and leaves several areas open for further investigation, it is intended to offer insights into the study of tourism and contribute to ongoing academic discourse.

## SUMMARY

The book presents a comprehensive analysis of the redefinition of tourism in the context of rapid societal, technological, environmental and economic changes. It argues that tourism can no longer be seen solely as an industry or a set of economic transactions but must be understood as a complex global social phenomenon that integrates culture, identity and lifestyle. Key megatrends shaping contemporary tourism include technological innovation, demographic transformations, the climate crisis and the tensions between globalisation and de-globalisation. There is a clear shift towards a consumer-centred approach in the tourism market, where travellers increasingly seek hyper-personalised, meaningful and experience-driven journeys, often co-creating or customising their travel products, with emotional, symbolic and aesthetic considerations playing just as central a role as functional needs. Motivations for travel have also evolved, extending beyond leisure to include self-actualisation, personal



*Hikers on the Trail of the Heroes of the Slovak National Uprising, Volovec Mountains, Slovakia*

*Author: Nikita Grachev, 2024*

transformation, spirituality, and the search for authenticity, while sources of inspiration now prominently include social media, streaming platforms and the gaming industry. In designing tourism products and itineraries, the focus has moved from destination-based anchoring to experience-based planning, supported by technology that enables seamless, hyper-personalised and on-demand services. The market has become highly fragmented, divided into micro-segments or niche groups, with modern consumers behaving as hybrid, multi-option actors who demand flexibility, innovation and customised offers. On the supply side, tourism providers face significant challenges, including rising operational costs, labour shortages, inflation, regulatory pressures and heightened consumer expectations; to remain competitive, they must adopt new business models, embrace technological innovation, manage diversity and optimise efficiency. At the same time, there is increasing emphasis on regenerative tourism, which aims not merely to minimise harm but to create positive impacts for destinations, communities and ecosystems. Finally, the publication highlights how emerging trends such as digital nomadism, wellness tourism, second-home ownership and temporary or seasonal migration are further blurring the boundaries between tourism and everyday life, calling for a rethinking of traditional definitions and statistical categories in the tourism field.

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ISBN 978-80-558-2297-6

