TOURISM DYNAMICS, TOMORROW’S TOURIST BEHAVIOR, TOURISM DEVELOPMENT STRATEGY

Summer Course
Innovation in Tourism and Sustainable Regional Development
Azores 3-10 September 2011
1. SHORT AND LONG TERMS DYNAMICS

2. TOURIST BEHAVIOR IN THE FUTURE

3. THREE TOOLS TO CONDUCT TOURISM STRATEGY
1. SHORT AND LONG TERMS DYNAMICS

2007-2011: SHORT-TERM DYNAMICS

MILLIONS INTERNATIONAL ARRIVALS

THOUSANDS HOTELS BED NIGHTS IN EUROPE

BILLIONS US$ RECEIPTS

RECEIPT PER TOURISST(US$)
1. SHORT AND LONG TERMS DYNAMICS

2007-2011: TOURISM SHORT TERM DYNAMICS

1. The deepest recession for the last 20 years

2. A quick recovery for the world, slower in Europe

3. Receipt per tourist decreases during the recession
1. SHORT AND LONG TERMS DYNAMICS

**LONG TERM DYNAMICS**

**WORLD**

**EUROPE**

**ELASTICITY OF ARRIVALS TO GDP**

**INDEX OF RECEIPT PER TOURIST**
1. SHORT AND LONG TERMS DYNAMICS

LONG TERM DYNAMICS

1. Tourism recession of 2009 seems not being able to reduce WTO’s forecasts for 2020

2. International arrivals of tourists overreact to short run economic growth

3. Decreasing trend of receipts by tourist and of average length of stay in European hotels
1. SHORT AND LONG TERMS DYNAMICS

A BRIEF SYNTHESIS

Tourism arrivals will continue to grow; the problem will not be demand, but competition among destinations with a thriftier (time and money) tourist.
2. TOURIST BEHAVIOR IN THE FUTURE

1. EUROPEAN BEHAVIOR DURING THE CRISIS

2. PROFILE OF THE FUTURE TOURIST
2. TOURIST BEHAVIOR IN THE FUTURE

EUROPEAN BEHAVIOR DURING THE CRISIS

1. Tourism is deeply rooted in the european consumption structure

2. Sensitive to expectations

3. Tourism planning depends on a mix composed of:
   a. Value for money
   b. Security
   c. Quality
2. TOURIST BEHAVIOR IN THE FUTURE

EUROPEAN BEHAVIOR DURING THE CRISIS

4. Choosing a destination depends on a mix composed of:
   a. Notoriety: overall attractiveness
   b. Cultural heritage
   c. Entertainment

5. Tourism consumption is doubly influenced by Internet
   a. By easing self organization of the trip
   b. As the second information channel
2. TOURIST BEHAVIOR IN THE FUTURE

WHO IS THE FUTURE TOURIST IN 2020?

An individualistic expert, looking for experiments, “more in search of himself than to discover unknown places”(Bergery and Eckersley, 2007)

- European
- Educated and well informed
- Bargainer
- Individualistic
2. TOURIST BEHAVIOR IN THE FUTURE

WHAT DOES THE FUTURE TOURIST WOULD LIKE:

• Comfort
• Quality product
• Limited risk
• Well being, health
• Personalisation
• Innovative escapade/new experiments

“Having the standard and be different” (Lohman, 2007)
2. TOURIST BEHAVIOR IN THE FUTURE

TRENDS
• Demand growth, less European

THE TOURIST
• Sensible to expectations, to notoriety
• Thriftier (time and money)/Bargainer
• Decide negatively/positively
• Educated, well informed
• Individualistic

LOOK FOR
• Comfort, security, health, well being
• Value for money, quality
• Innovative-experiment product

A FRAGMENTED DEMAND
Composed of a balkanised Niche markets
3. THREE TOOLS FOR TOURISM STRATEGY

A FRAGMENTED DEMAND

Composed of a balkanised Niche markets

1

COMPLEX SEGMENTATION

• Old segmentation
  Market (demographics) – product
• New segmentation
  Moment, desire, situation - product

INFORMATION TECHNOLOGIES

• Before, during, after the trip

QUESTION?

• How to mix direct interactions with the market (s) and relations with intermediaries
3. THREE TOOLS FOR TOURISM STRATEGY

A FRAGMENTED DEMAND

Composed of a balkanised Niche markets

-DESTINATION= A SET OF PRODUCTS
-PRODUCT / TERRITORRY
  =
IDENTITY AND BRAND

-3 STRATEGIC QUESTIONS

• The distinction of the destination
• Products that materialize the distinction
• The products as potential experiments
3. THREE TOOLS FOR TOURISM STRATEGY

A FRAGMENTED DEMAND
Composed of a balkanised Niche markets

COMMUNICATION
• Firstly directed to the tourist
• What the destination can provide
TOURISM DYNAMICS,
TOMORROW’S TOURIST BEHAVIOR,
AND TOURISM DEVELOPMENT STRATEGY