



## Role of Tourism in the Global Economy: The Past, Present and Future

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### Article Information

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To Cite This Article:

Ranasinghe J.P.R.C., Gangananda A.M.N.M., Bandara W.M.A.H., Perera P., (2021) Role of Tourism in the Global Economy: The Past, Present and Future, *Journal of Management and Tourism Research*, Vol IV Issue I, pp.vi-xxii, [http://www.uwu.ac.lk/wp-content/uploads/2021/JMTR\\_V4I1\\_Editorial.PDF](http://www.uwu.ac.lk/wp-content/uploads/2021/JMTR_V4I1_Editorial.PDF)

Printed: ISSN 2630-788X  
Online : ISSN 2714-1691

### Abstract

Tourism has been in existence from the beginning of the human civilization yet in different forms, phases, modes and practices. Tourism has gone through tremendous challenges over the time and equally it has bounced back to the level of global economic driver at present. As at present it has become a critically significant agent of change and bringing about socio-economic prosperity to many economies around the globe. Equally, tourism has created negative impacts on societies, economies and ecology over the period of its evolution to its present form of operation. Consequently, tourism itself has been evolving, from an act of charity, deluxe experience, experience of economy-ecology blended, responsible consumption and production and a broad sustainable activity. The purpose of this article is to review the role of tourism in the global economy through the passages of time from its origination as an economic activity to date and to review potential way forward. Paper spot lights the tourism industry's journey from a primary service, economic activity, luxury, responsible consumption and production, sustainable option for development and technology driven culture of mobility.

### Introduction

The lessons from the history drives the future for any industry and this phenomenon is common for tourism as well. Many historic innovations have been impacted the modern development of the tourism industry. For example; innovation of the wheel, landscapes and architecture etc. However, the word "tourism" was unknown to the world until the last century, Hence, tourism is a modern invention. But due to some reasons ancestors moved one place to another not knowing the meaning of tourism. Such as; pilgrimages, government officers, wars refugees, clergies, etc. Their travel was entirely purposeful and small. By the medieval times, human moments were limited. Since the population totally depended on the agricultural activities. At the beginning of industrial revolution, "elite" class had more time to enjoy and travel. Hence the expansion of the tourism occurred. Especially the development of the transportation, accelerated wealth and disposable income encouraged the latent demand and interest on tourism. However, evolution of tourism is redundant. Hence history of tourism can be narrating with several stages as bellow.

#### Pre-history of Tourism

Tourism history expands even long before the invention of the wheel. In this era, need for a travel was limited and it was simple. In Shepard age, people tamed animals for food requirements. Due to the seasonal changes, people migrated to another geographical area with their animals for the survival. According to Lickorish & Jenkins (2007), by nature humans are curious. Hence it can imagine that prehistoric travelers might have been satisfying their senses with different adventure activities by climbing mountains, crossing rivers, observing different fauna and flora, meanwhile they were moving to another geographical location.

However there had been developed culture that encourage the tourism. Archeological excavations bring forth important insights on development of travel and tourism. For a example; Dissanayake, Sudarmawathi and Gunawardhane (2018) mentioned that coins, chinaware, jewelry items and other artifacts which have been traced form the coastal areas of Sri Lanka, proves that Sri Lanka has been an important travel destination since pre historic era. Mainly, Shang dynasty in china expanded commercial routes throughout the east parts. In addition to that, Chronical states that bellicose armies have invaded the countries to conquer the trade activities and acquire resources. For examples Roman emperors, Egyptian emperors, Greek emperors. It remarks a turning point of the evolution of tourism as modern people perceive it today.

According to Lickorish et al (2007) Egypt empire had a centralized government system. Further, there was a well-developed water transport system based on "Nile river". With the development of empires, People traveled in large groups with different purposes. Such as education activities, religious activities, diplomatic activities and business activities. Further, Greek empire introduced a currency and a language throughout meditation region. Later, that currency became as the common currency of exchange. In addition to that Greek empire established facilities such as gaming, drinking, eating, shopping and theater facilities to enjoy the travel experience. However, Towner and Wall (1991) stated that, the road system and water transportation in roman empire encouraged both wealthy and middle-class individuals to travel. Road's system of roman empire connected significant locations in Europe such as Greece, Britain, Spain. Due to these reasons travel became a popular human activity ultimately.

Furthermore, Mayan Civilization of North and central America developed a route system for their travel and trade activities. In this, People needed places to eat, drink and sleep at the end of the day. To fulfil these requirements, inns were located different places of routes. Further, travelers could hire horses form these inns. When outlining the prehistory of tourism, it states that senses of ancestors; development of travel modes; use of common currency and languages; growth

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of inns; blooming of travel related activities have impacted to the tourism in contemporary era.

### **The evolution of Tourism in Middle Ages**

Due to the decadence of the roman empire, Europe stepped into a new era called the “Feudal System”. In this era characteristics of the roman empire which had been spread throughout Europe, decelerated from the society. Hence Andagama (2004) stated that dominant cultures inherent to a particular area were raised in many numbers. Accordingly: different languages, divergent currencies, weak transportation systems were outspread throughout Europe. The further church became a key role player in European society. Due to these reasons, moving one place to another was arduous and threatening.

With the dominance of the church, European involved to retake their holy lands. As a result of that, there were nine crusades. Ultimately, Christians lost their holy lands and Muslims acquired Constantinople city which was considered as the commercial center of east and west. Hence Europeans were seeking opportunities conquer or control commercial dominance on Muslims. Further they wanted to spread out the Christianity throughout the world. There was myth among Europeans that there was a Christian king with a kingdom. Thus, they were looking for new routes to access Asia. The kings who were in contemporary era, supported to voyagers find new routes. Countries such as Spain, Portugal, England, Netherland were leading countries in exploration new world. Further, the residual Greek and Roman knowledge sources moved to the Europe once more after the loss of Constantinople city. That knowledge renaissance each field in Europe. Marco Polo (1275-1295) traveled beyond Europe tertiary to china (across the middle east). Then Dissanayake et al (2018) stated that Spain involved in exploration in new routes. Accordingly, Cristopher Columbus completed several voyages across the Atlantic Ocean and traced west Indian islands in 1492. Further, Vasco da Gama, Portuguese explorer, became the first European who reached west coast of India. Meanwhile England and Netherland explored new areas in American and Asian continents via sea routes.

### **The era of Grand Tour**

For the sake of word, this era was grand. Since the people who involved in tourism in this era, represented luxury status in contemporary society. Specially, among wealthy English people. By that time, tourism was dimension which present elite life. The main reason that backing elite people into tourism was the time and money. The participants of grand tours were seeking to visit the civilized cultures to obtain knowledge on science and art. Mainly grand tour focused on countries such as France, Germany, Switzerland, Italy for a long time. In the 18<sup>th</sup> century; due to the industrial revolution, people shifted from traditional agricultural activities to industrial activities. Thus, they had to adherer to a solid structured and tired working environment. However, there was a rapid extension of the economy and the technology. According to Dissanayake et al (2018), transportation sector emerged as a key factor of commercial activities. Hence, broad fewer international businesses called for outstanding transport facilities. Meanwhile travel and tourism became as a fundamental condition for business activities and as a relief for busy monotonous life style. Moreover, many individuals had high disposable income and freedom to travel due to industrial revolution.

### **The Mobility Backed Global Tourism**

In this era, tourism activities were rapidly emerged with new routes, trains, automobiles and ships. Epically in England, France, Canada and America, rail and road transportation network were developed before other countries in the world. This success in transportation network, lead people to travel with minimum cost and within shorter period of time. Further new locations were recognized and more people were attracted to travel. In 1811, Jhon Macadam introduced a new type of method to construct roads. In this, small and large stones were laid on crushed stone dust. Due to this construction method, vehicles could run with the massive load of goods and passengers in fast. Hence, roads were constructed rapidly with macadam's method within England and Scotland. Further, George Stevenson invented a train engine that acts with steam power in 1814. It was a turning point in the travel industry. Hence, Thomas Cook (1808-1892) introduced a new concept called “package tours” for the first time to the world. Lickorish et al (2007) stated that Cook arranged his first tour to Leicester in England for a temperance rally in 1841. First group was 570 and he demanded 12 Pence from customers. In the first place, passengers were carried with a train to Loughborough with a lunch and brass band. Baker and Hargrove (1995) mentioned that, the success of the first tour package encouraged Thomas Cook

into fulltime travel business. In addition to that, Daimler from Germany introduced automobiles to the world in 1885.

Baranowski (2007) argued that same as road and rail transportation, water transportation developed during mobility era. In 1807, Robert Fulton designed first steamboat for passenger transportation. In addition to that, Henry bell, Scotch engineer, invented a steam powered ship. At the biggining, wood and later char coal used to generate stem as fuel to this ship. However, these inventions were significant in cargo transportation as well. Dissanayake et al (2018) mentioned that Orville Wright and Wilbur Wright invented aircraft in 1903. It was a landmark of travel and tourism industry. Since aircraft shrined the time duration required to far away locations. Further in England, Germany, France involved into mass production of automobiles in this era and it encouraged individual travels.

### **Tourism in the Modern Era**

Towner (1991) stated that acrospire of mass tourism emerged before 1950. Since the quick growth of population and income created a huge market for tourism. In this, the tourists engaged in mass tourism in this era can be divided into two groups. Such as mass tourists who choose tour package and follow an itinerary and mass individual travelers. In addition to that, paid holidays; recreational activities; leisure activities; camping activities; cheap transportation modes appeared for the tourism industry. Before the world war I, there were substantial development of inbound and outbound tourism.

During World war I, tourism activities were at a halt. Hence Lickorish (2007) stated that; road, rail and water transportation was interrupted. Further, travelling was not secured. However, after the world war II, many military personals returned to their homes with many experiences on different areas of the world which they had not travel before. Hence, they wanted to share that experience with family members by travelling different parts of the world. In addition to that, manufactures restarted to produce automobiles in large numbers. Then families who had automobiles began to travel throughout the countries. Especially in America, motels and hotels were introduced to cater the requirements of automobile passengers. Further Ralph Schneider and Frank McNamara introduced “Dinners Club Card” as the first card in the world. These Electronic cards ensued the safety of the transactions, especially when people engaged in travelling. by 1950, The engineering development of aviation transportation accelerated the inbound and outbound tourism with cheaper prices and high safety. Moreover, business tourism was formed in Europe, America, Asia and other continents. In a line with business tourism meetings trade shows, conferences, incentives were organized throughout the world.

## **Global Tourism: The Present Context**

### **General Perspective**

Tourism evolves and growing rapidly. Tourism in recent years become an important factor in world trade and a significant in world economy. Tourism is no more a luxury concept, but a living style universally. The interdependency the world economy on tourism industry, tourism become normal life pattern, concern on environment, ideas on alternative tourism are the main driving forces in present global tourism. Tourism has been changed from time to time with the requirements of customers.

### **Modern Tourism**

It was the combination of desire, mobility, accessibility, and affordability that made mass travel possible. With the 20th century came new technologies such as aviation, computers, robots, and satellite communications, which have transformed the modus vivendi of people, work and play. Modern technology is credited with the development of mass tourism for a number of reasons: it increased leisure time, provided additional discretionary income, enhanced telecommunications, and created more efficient modes of transportation. As the new age of tourism evolves, it will be affected by a number of exogenous factors such as economic and financial developments, technological developments and innovations, environmental issues, and marketing factors affecting the structure of the travel and tourism operating sector and product development and emergence of tourism niches.

### **Tourism and Economy**

Tourism is an activity which cuts across conventional sectors in the economy. Tourism belongs to the service sector which contribute to generate cash inflows to the economy worldwide. The travel and tourism industry is the world's largest

and most diverse industry. Many nations rely on this dynamic industry as a primary source for generating revenues, employment, private sector growth, and infrastructure development. Tourism development is encouraged, particularly among the developing countries around the world, when other forms of economic development, such as manufacturing or the exportation of natural resources, are not commercially viable. Tourism is certainly a huge and important economic activity. As a diverse service activity, the challenges of defining and measuring the tourism economy are so daunting that we will likely never know the true size of the global tourism economy. An economy to be sustainable has to be based on three main sectors which are equally significant to the strength of its performance. Namely, agriculture, industry and service sector where the achievement of full capacity or the saturation of agricultural sector of an economy leads to the next stage. The industries are manufacturing and value-added productions for agriculture as well as industrial materials and production of industrial goods. Once the full capacity of industry sector is reached within an economy the financial services, banking, insurance, food services, education, health, transport, logistics, leisure and recreation and so forth the services are focused. In other words, development of an economy is occurred gradually and most importantly correspondingly. Bypassing stages or over dependence of one stage over another doesn't lead to a strong economic development (Robinson, Lück, & Smith, 2017).

World Tourism Organization illustrate that, over the past fifty years tourism growth weighted, since tourism demand depended on all levels of national, regional and global economies with an amplified growth rate, significantly outpacing the economic growth in the world. Further they forecast that the growth of tourism volume will tends to be higher in years when world economic growth exceeds 4 per cent and further it assumed tourism grows at average 1-3 times faster than GDP in the economy. "Tourism has emerged as main, the most main source of foreign exchange" (Chandra Roy & Roy, 2015) "The exchange rate variations affect relative prices of goods and services in different countries and are therefore an important factor in international trade, including inbound and outbound tourism (Dernoi, 1981). The variation created in exchange rate patterns considerably affects the flow of tourist to a country where favorable rates between the origin country and the destination country's currency act as an impulsive with a price signal detecting the relative value of offer each is going to create that motivate tourist to get their decision on expenditure, length of stay and specifically the destination choice. Therefore, the exchange rates determinations are essential in a service economy, specifically in tourism service industry.

Accordingly, in a service economy that is constantly dynamic and growing, when compared to the stable manufacturing and production industries, tourism significantly is a varied economy that force a consumer to reach it and crates motivations to consume what the consumer needs unlike other industries that deliver commodities to the foot of the customer. The satisfaction and utility decide the economic influence within the tourism industry, and fore mostly, occupying a strong tourist base, would create thousands of accesses to diversification and growth of the economy in any country, if it utilizes that strong economic.

### **Green Movement and Tourism**

Along with the late 18<sup>th</sup> century, green movement came into the discussion. The term "**sustainable tourism**" is a relatively recent one with different meanings and interpretations. According to (Robinson et al., 2017) , Sustainable tourism deals with the ability of a destination to remain competitive against newer, less explored destinations; to attract first time visitors as well as repeaters; to remain culturally unique; and to be in balance with the environment. Environmental problems such as global climate changes, ozone loss, deforestation, and toxic wastes promise to stay at the top of the international agenda. The tourism industry will see the continued need to combine sound economic development with the protection of natural resources. There will be an increasing need to analyze the trade-offs between native cultural integrity and the benefits of employment, and the need to understand the impact of rapid climatic changes on prime vacations sites, such as coast lines. Even ecotourism is not without its detractors.(Lacher, 2012) mentioned, Ecotourism started out as a low-impact offshoot of the adventure travel industry. It represented the best intentions of an educated and affluent middle class to travel without despoiling the environment. Every segment of the tourism industry has been enlisted to support the environment movement. Lately, the hotel industry has moved aggressively and speedily in combating waste in the use of water and energy, reducing the use of hazardous chemicals in laundry and ground maintenance, and in recycling high

use consumable materials, such as soap, paper goods, and plastic amenities in guest rooms.

### **Tourism Market Trends**

Unlike some of the external factors which can have negative effects on tourism if not addressed early or quickly reversed, trends represent developments or social movements that foreshadow what will happen in the future. Since a true trend is impossible to change, planners must anticipate it and determine a suitable course of action. The following represent a few of the top tourism trends which are having significant impacts on the tourism industry worldwide.

#### ***Changing customer preference***

Customers are vigilant for changes. Their attitudinal preferences have drawn the tourism into new arenas to explore and expand the tourism. Not like early tourism, modern tourism is more sensitive towards customer's preferences. Tourism has changed the way of living of people around the world. It has created numerous and endless taste for experiencing new concepts day by day.

(Lacher, 2012) suggests that tourists may satisfy more basic, biological needs such as stimulation and relaxation, or higher order needs such as fulfillment and self-esteem. This is typically viewed as a progression through a career; as individuals gain more travel experience, that gradually advance to the higher levels of the travel career ladder (Twain, 2017). (Cosgrove & Jackson, 2020) introduced the concept of serious leisure, defining it as "the systematic pursuit of an amateur, hobbyist, or volunteer core activity that is highly substantial, interesting, and fulfilling and where, in the typical case, participants find a career in acquiring and expressing a combination of its special skills, knowledge, and experience. Thus, it is clear that modern tourists prefer experiences than tangible worth.

#### ***Product Development and Competition***

New tourism destinations are rapidly emerging in the world. These include Vietnam, Cambodia, and Laos in Asia; the Central Republics of the former USSR; Chile in Latin America; and Southern African nations. In recent years, Vietnam has been particularly aggressive in seeking foreign expertise and investments for tourism. Even Japan—the Asian region's most important tourist generating country—is beginning to stress the importance of a two-way flow of tourists. Some of these destinations already boast a high standard of service. Most of them also possess aggressive government assistance and incentive for tourism development and varied attraction resources, which bode extremely well for their potential success. For the more established destinations, however, these new destinations represent competition for regional and international travelers.

#### ***Emergence of Niche Tourism***

Emergence of alternative tourism concepts to cater the changing tourism is an important in the present tourism phenomena. Tourism is an industry, a form and agent of development and change. "Alternative tourism" is nowadays a fashionable idea among those who are dissatisfied with the nature of mass tourism and, as it is promoted by the tourist establishment, and with its economic, social and cultural consequences.(Cohen, 1987) Alternative/ Niche tourism cater for "Tourism Spaces", which means where there are spaces in the market segments. Sustainable tourism, medical tourism, culinary tourism, wildlife tourism, sex tourism, wine tourism, baby boom tourism, baby moon tourism are some examples for the niche tourism around the globe.

Accordingly, the present tourism context can be illustrated globally.

### **The Future of Global Tourism**

Since the beginning of commercial Tourism in the late 1885s, there were many things were happening in the industry due to various reasons. Sometimes these reasons were natural reasons and sometimes the reasons are man-made. However, the Global Hospitality and Tourism industry manage to survive and developed to a certain extent that the industry became one of the largest industries in the world by producing a higher volume of income and by producing a larger number of direct and indirect job opportunities around the world.

Because the industry been existing in the world for a long time and because of the highly interactive nature of the industry, the importance and the impact on the world economy and human life pattern plays a vital role in the current world. With time overall nature of the business changed due to world politics, consumer behavior, technology, Logistics, and many more reasons. According to UNWTO (United Nations World Tourism Organization), international tourism revenue

amounted to 1.48 trillion U.S. dollars in 2019 which is 9% of the world's GDP and one of the highest among comparing with other industries and provided 1/11 direct or indirect job opportunity to the world's population. This background study showcases the importance of the hospitality, tourism, and travel industry towards the modern world.

Since the beginning of the hospitality industry, formerly beloved concepts and products went out of style from the industry depend on various reasons. Just like history and present, the Future of the tourism industry will depend on a lot of other reasons that emerge and decline around the industry. Having reasonable knowledge regarding emerging trends and other areas will be an added advantage when moving forward in the world of hospitality. The updated knowledge and early adaptation will be an advantage to make correct decisions and take necessary action to survive in the industry and it will be a benefit to maximize the profit margins by developing a competitive advantage. There are a variety of emerging trends has been identified in the world of tourism and hospitality that most industrial expert and scholars believe those trends will be playing a vital role in the industry in upcoming years.

Those trends and areas are,

The Tourism Trend/area	Trend Drivers
Development in Information and Communication Technology (ICT)	Smartphone Mobile Applications Internet of Things (IoT) Virtual Reality (VR)
Development in Transportation	Space Tourism Personal jet/mode of air transport
Natural/ Human involved Disasters	Climate Change COVID 19 pandemic War on terror
Consumption/Production trends	Sustainable/ responsible tourism

Source: Authors compiled, 2021

### Development in Information and Communication Technology (ICT)

According to Buhalis and Law (2008) ever since the 1980s, Information and Communication Technology (ICTs) have been changing how business is conducted and the consumer behavior in the hospitality and tourism industry. Porter (2001) stated that Progress in ICTs has transformed business practices, strategies, and industry structures intensely. ICTs not only enable customers to search for and purchase customized hospitality and tourism products, but also benefit suppliers by developing, managing, and distributing their products without any time limits and geographical constraints to support the globalization of the industries by providing effective tools (Buhalis and Law, 2008). Development of Information and Communication Technology results in causing higher impact on hospitality and tourism industry in many methods and it is laying a strong basement towards SMART tourism establishments.

### Smartphone Mobile Applications

Since the introduction of the first smartphone in 1994 by IBM company the smartphone technology changes dramatically. Smartphones have completely changed the data consumption behavior of users during the past two decades by resulting increase in volume and frequency. With modern technological advancement, smartphones create an impact on the human lifestyle more than ever. Smartphones became human's most trusted friend, assistance, and trusted partner in many ways and a majority of people feeling that they can't live without their smartphones, this factor can be proved by the following statistical findings. According to GSMA (Global System for Mobile Communication Association) real-time intelligence data in 2020, there are 5.13 billion mobile devices in the world and that is 66.5% of the world population. Out of these 5.13 billion mobile devices, 3.8 billion are smartphones. Statically this means 48.37% of the world's population own a smartphone. Statistics further showcase that an average smartphone user has 63 interactions on his/her smartphone a day.

Above mentioned advanced development achieved by smartphones and a higher level of interaction by the users, impact on the hospitality industry is becoming a countable factor in the modern world. Hoehle and Venkatesh (2015) stated that smartphone consumers can now connect to the World Wide Web (WWW) on their mobile devices (m-devices) through a standalone software commonly known as mobile applications (m-apps). Purcell et al. (2010, p. 2) define mobile apps as "end-user software applications that are designed for a smart mobile

device operating system and which extend the device's capabilities by enabling users to perform diversified particular tasks.

While m-apps present huge potentials for consumers and are important to an organization's success, m-apps base on tourism products and services that starts to produce around the world. In the early days, M-apps development attentions were mainly concentrated on specific themes such as hotel bookings, timeshare, and airline tickets (Lubbe and Louw, 2010; Rivera et al., 2015; Morosan and DeFranco, 2015, 2016; Murphy et al., 2016; Wang et al., 2016). Kim et al (2015) further elaborate that moving forward m-apps development includes food and beverage, transportation, accommodation, travel agencies, tours, festivals and events, theme parks, recreation activities, other reservation service activities, and many more related to the hospitality industry. M-apps such as Trip Advisor, Booking.com, Expedia, Uber, Airbnb, Hotels.com, and many more m-apps related to hospitality along with social media applications such as Facebook, Instagram, Twitter, etc enable consumers to share their real-time experience with other travelers around the globe and adoption of m-apps to purchase for tourism-related products and services is at the emerging stage of the product life cycle.

Several benefits favor m-apps as a preferred choice for shopping when compared to the conventional mobile browser (m-browser). First, m-apps overcome the barrier associated with navigating websites that are not optimized for mobile usage since m-apps can be personalized for usage (Wang and Wang, 2010). Second, the benefits of "always-on," "always on you" and place flexibility help to promote efficiency in consumers' daily tasks (Kim, Lin and Sung, 2013; Kim, Chung, Lee, and Preis, 2013). Third, m-apps leads to a greater level of convenience, as consumers can use the software to compare prices, obtain discounts, conduct specialized research on products and services, and locate stores, access to timeline information, restaurant, transportation, local activities, and share information on social networks (Wang and Wang, 2010). From the business-oriented approach, m-apps lead to customer loyalty, enhance the effectiveness of promotions, and serves as an opportunity to interact closely with mobile shoppers anytime and anywhere (Cameron et al., 2012).

This advantage leads the way to m-apps to make a significant impact in the hospitality industry. The best example for the significant impact made by m-apps can be taken from Booking Holdings Group which found in 1996 (25 years ago) has total assets of US\$ 21.40 billion by end of 2019, Expedia Group which found in 1997 (24 years ago) has total assets of US\$ 21.52 billion by end of 2019 according to their respective companies' annual reports. This showcases the significant impact these m-apps had within a shorter period and its impact on the future of the tourism industry will be higher than this when time passes.

### Internet of Things (IoT)

From the time when the late 20th century and begging of the 21st-century modern world witnessing the dawn of a new era of the Internet of Things (IoT). IoT refers to the networked interconnection of day-to-day objects. Buhalis, D et.al (2015) further defined IoT as a network that connects anything at anytime and anyplace to identify, locate, manage and monitor SMART objects. Internet of Things will increase the ubiquity of the internet by integrating each object via an established unique system. This establishment has the capability of developing a network of devices communicating with each other as well as communicating with human beings. Due to rapid advances in subordinate information and communication technologies, IoT is opening incredible opportunities for a large number of novel applications in tourism and hospitality that promise to improve the quality level of tourism-related products and services.

Yunanguai, (2011) and Weber et.al. (2010) showcase the following application of IoT in tourism. By using IoT tourists could be monitored closely, can calculate the number of tourists enter the destination, able to track the tourists, can memories tourist's preference, real-time feedback can share and record. Base on the Internet of Things, practical applications are planning to implement by the industrial giants. Marriott international one of the biggest companies in the tourism industry with over 6500 around the globe planning to launch the Smart Room concept by using Internet of Things technology in all Marriott International hotels. Marriott wants to let guests control everything, from the temperature of the shower to the color of the light by their voice. This room will be equipped with devices and amenities that respond to individual guests and are customized based on their preferences.

Marriott going to introduce room presets culture with new Smart Rooms. Guests can preset their room by using Marriott Customer Loyalty Account. This way guests can have everything as they want it when they arrive in the room.

Furthermore, Marriott can enhance the guest experience by arranging all Marriott brand hotels the way that particular guests liked before when they check into these hotels. Stephanie Linnartz, Global Chief Commercial Officer, Marriott International says “we know that our guests expect to personalize almost everything in their lives, and their hotel experience should be no different”. Marriott Smart Room would be controlled by apps and systems that remember visitors’ preferences and past behaviors. Three linked networks will have powered it up and automatically power down when the customer leaves.

To make the Smart Room project highly successful Marriott partnering themselves with Samsung and Legrand. In 2017 they introduce a prototype Smart Room on Marriott IoT guest room lab which is a part of Marriott’s 10,000 square feet innovation lab located in the company’s headquarters in Bethesda, Maryland. Pete Harton, VP of business development of Legrand says that the prototype room works well in the demonstration they shown to Bethesda magazine. Internet of Things will be having a higher impact in the future of the tourism industry due to its wide range of potential and consumer attractive nature.

### Virtual Reality (VR)

Virtual Reality (VR) is the use of computer technology to create a simulated environment comparing with traditional user interfaces. Virtual Reality engages the user with an experience instead of viewing a screen, users are immersed and able to interact with a 3D scenario. By simulating senses such as touch, vision, hearing, and even smell. Virtual Reality turns into a sensational experience for the user. Desai et al, (2014) described Virtual Reality (VR) as a virtual computer-simulated world. Historically, VR has been based on computer-generated virtual worlds. However, in recent years real-world spherical panoramic 360-degree images and videos, also known as 360-degree VR (Slater and Sanchez-Vives, 2016). Beck et al., (2019) stated that VR is rapidly becoming a creator of new tourism experiences aiming as a source of information, entertainment, education, accessibility, and heritage preservation. At the same time, the technological development of VR, in all its forms, provides opportunities for destinations, hospitality businesses, and attractions along with all phases of the customers’ journey. Hobson and Williams (1995) soon recognized the revolutionary power of VR and described it as “potentially one of the most important technological breakthroughs of the late 20th century”.

Wang et al., (2017) elaborate that considering the intangible nature of most tourism products and services, VR promises to enrich the inspiration and information phases of the customer journey by providing tourists the opportunity to have “a taste” of the tourism experience and to engage with trustworthy and rich information. Rainoldi et al., (2018) suggesting that tourism marketers can use VR as an innovative way to provide information to their target market by delivering authentic experiences. Hyun and O’Keefe, (2012) emphasize that VR can be used by destination marketing organizations, hotels, or other tourism stakeholders for communication and attention-capturing purposes. VR enables the virtual tourist to “experience” the destination before the actual visit and transforms experiential attributes into searchable ones.

Cheong, (1995) predicted that the use of VR will have an impact on the on-site travel experience. For example, on-site VR experiences can be provided in museums. Wiltshier and Clarke, (2016) showcase the tourism application in multiple areas including planning and management, marketing and information exchange, entertainment, education, accessibility, and heritage preservation by using VR technology. According to Egger (2016), through VR tourists can visit protected or dangerous tourism sites that cannot be visited, to experience sites and attractions that do not exist anymore, or even to immerse themselves in places that simply do not exist at all, for instance, fantasy worlds. In conclusion, Virtual Reality (VR) can be described as a technology with a wide range of applications that are predicted to have a profound influence on the future of the tourism industry.

### Development in Transportation

According to Sorupia, (2005) Transportation can be discussed without considering tourism, but tourism cannot thrive without transportation. Transportation is an essential part of the tourism industry. Since the beginning of the tourism industry, consumer behavior and market trends have been created according to the existing technology in transportation. Apart from the technology, world political influence on transportation did play a vital role in the hospitality and tourism industry. Apart from being the most important transportation mode such as air travel and automobile transportation, Transportation can introduce as a unique tourist attraction element such as

cruising, orient express trains, boat trips along with the rivers and lakes, etc. The tourist’s travel experience starts and ends with transportation. In this sense, if the tourism industry wants to gain development like in past and present. The industry needs to pay close attention to transportation.

### Space Tourism

Thanks to the development in Transportation technology, space tourism is no longer a myth. Concerning tourism, Crouch (2001) gave early indications of the industry and research notes have outlined the potential of space tourism market advances in few countries. As per Webber, (2013) space tourism is at a significant juncture between the early successes of the orbital space tourism industry and the very near promise of the start of sub-orbital space tourism operations. According to Chang, (2015) Commercial space tourism started in 2001, the first 10 years of the 21st century had become the first decade of commercial space tourism in history.

Laing and Crouch, (2004) proposed five categories within the space tourism market

- (1) Virtual — virtual reality helmets allowing people to gain a bird’s eye view into space;
- (2) Terrestrial — incorporating space camp, theme park, space museum, and other activities together to provide a space experience without leaving the Earth’s surface;
- (3) Near-space — very high-altitude supersonic cruises allowing people to experience short periods of weightlessness and high altitude sightseeing etc.;
- (4) Suborbital — bringing people to sufficiently high altitudes to watch the Earth’s curvature and the blackness of space without leaving Earth’s orbit;
- (5) Low Earth Orbit (LEO)/ High Earth Orbit (HEO) – actual Earth orbital experiences lasting from hours to days or even weeks.

According to Chang, (2015), although there had already been seven space tourists in the first decade (2001-2010) of space tourism, they all belonged to the orbital category. So far there have been no suborbital category space tourists. With the development and potential of space tourism, Change, (2015) predicted that by the end of the 21st century, more than half a dozen small entrepreneurial companies were working on obtains private sector financing for the development of fully reusable space vehicles. Further Change, (2015) says that space hotels would become a reality in the far future. Developing models of Space Hotel Berlin and Space Hotel Europe concepts that could provide accommodation for about 50 tourists each. Preliminary analyses showed that excluding transportation, accommodation in the Space Hotel Berlin would cost about 100,000 USD per night. Recent data from the UNWTO indicated the strong economic potential of space tourism. In 2012 the global tourism industry was worth an estimated 1.15 trillion USD, with only one percent contributing 11.5 billion USD per year. With a potential multi-billion-dollar market, the well-developed scientific and operational know-how of a fully established space tourism business would motivate industrial investment in the space tourism sector in the future.

### Natural Disasters

Becken, Mahon, Rennie & Shakeela (2014) stated that recently the impacts of natural disasters have increased substantially, partly because of the exacerbating effects of climate change, but also due to the growing complexity of socio-ecological systems in a highly connected and globalized world with increase environmental pollution. Earthquakes, tsunamis, floods, bush fires, hurricanes, droughts, and heatwaves have always occurred. These events have formed part of the wider ‘riskscape’ that humans have learned to manage and live with. Shondell Miller (2008) showcased that disasters constitute abrupt changes that shock the system in which tourism is embedded. This made the pathway cause number of challenges to the business entities involved in tourism.

### COVID 19

The latest natural disaster that the entire world is facing is COVID 19 pandemic. Daga et al (2019) say that initial reporting of something like the epidemic of COVID-19 or Corona happened from Hubei Province, Wuhan City in China in November 2019 and spread throughout the world by March 2020. Darsono et al (2020) defined that COVID 19 pandemic is one of the world’s most significant catastrophe happen after World War II.

According to United Nations World Tourism Organization (UNWTO) statistics, in 2018 there were 1.4 billion international tourist arrivals and in 2019 there were 1.5 billion international tourist arrivals. However, the decisions on limiting the movements of people, country lockdown, and international travel restrictions mainly affected the tourism industry than any other industry in the world. United Nations World Tourism Organization (UNWTO) further elaborates that in the year 2020 international tourist arrivals have declined by 70% compared with the year 2019. And tourism continues to be one of the industries that are highly impacted by the COVID 19 pandemic while other industries are almost back to the normal condition under the COVID 19 pandemic existing environment. To overcome the severe impact of COVID 19, industrial experts, scholars, and researchers are trying to introduce practices and tactics to maintain a safer environment in hospitality establishments and generate acceptable revenue to survive until the pandemic gets settled. Under the new normal situation, the Hospitality industry needs to find the method to address these situations and maintain the business progress. Because of the higher level of sensitiveness of the industry and unpredictable natural behaviors, adaptation and finding new solutions against natural disasters should be spot on in the upcoming period.

### Climate Change

Intergovernmental Panel on Climate Change (IPCC) 2009 annual report stated the current number of climate change-related deaths at 300,000 a year, rising to 500,000 per year by 2020, and current economic losses of US\$ 125 billion per year. As per the assumption, year by year impact of climate change increase around the world, and the impact of climate change has a highly considerable impact on tourism. Climate change has an important influence on environmental conditions that can deter tourists. Environmental conditions like including infectious diseases, wildfires, insect or water-borne pests (e.g., jellyfish and algal blooms), and extreme weather events such as tropical cyclones or droughts can be a part of creating a negative impact on tourism. Because climate represents both a vital resource to be exploited and an important risk to be managed in tourism, it is expected that the integrated effects of climate change, with shifts in both climatic means and extremes, will have profound impacts on tourism businesses and destinations. The future of the hospitality industry needs to address and fine-tune methods to sail across the rough sea of climate change to succeed in the business.

### Emerging Trends in Tourism

Depend on consumer behavior, environmental conditions, development of transport technology, development of information & communication technology, and many other areas tourism industry experiences emerging trends around the globe.

### Sustainable Tourism

Since the late 1980s, sustainable development has become a buzzword in development studies in general and in tourism. Although the sustainable tourism concept exists in the world for a long time, the impact of the industry continuously affecting the world negatively.

In 2009 The United Nations World Tourism Organization (UNWTO) and the World Travel and Tourism Council (WTTC) have acknowledged and predicted the contribution made by tourism to climate change in the order of 25-30% by 2020 and 50% by 2035 which is a very higher ratio. According to Bodhanowicz (2009), hotels and resorts could profit from investigating their energy use, and moving towards cost reductions through increasing efficiencies. Especially through insulation improvements, lighting systems, air conditioning, and water heating. By using modern technologies and developments, the tourism industry can look for new options to creating sustainable tourism practices that can be much more attractive than ever.

Wiltshier and Clarke (2016) stated that Virtual Reality (VR) can contribute to sustainability as it constitutes a low-cost and environmentally friendly way of traveling and marketing. VR is rapidly becoming a creator of new tourism experiences aiming as a source of information, entertainment, education, accessibility, and heritage preservation. At the same time, the technological development of VR, in all its forms, provides opportunities for destinations, hospitality businesses, and attractions along with all phases of the customers' journey. As an emerging technological application, the Internet of Things (IoT) can play a leading role in energy conservation and helping out tourism industry to be sustainable. IoT-based hotel applications mainly focus on guest satisfaction, but at the same time, they can be used to monitor the usage of energy and conserve energy when it's not needed. By using above mentioned emerging

technologies, the tourism industry can find tune new methods to practice sustainable tourism which can play a vital role in the future of tourism.

### Conclusion

Tourism has come a long way right from the beginning of the human civilization to its present form through the passages of time. Technology has played a crucial role in its journey to date through walking, ferry, steam locomotion, auto mobility, air-cruising, cruising, space cruising, mobile technologies and many a form of technological applications in its operation. Right throughout the journey tourism has played an important role as an economic activity and in the 19<sup>th</sup>, 20<sup>th</sup> and 21<sup>st</sup> centuries many a nations and island economies prospered through tourism. Equally, it has altered socio-economic, cultural and ecological landscapes of spaces over the time. This formation, re-formation and cyclic creation and cessation of destinations continue in the global context as at present. Moreover, the technological breakthroughs are more than sufficient to predict space cruising as a tourism activity in the recent future. Further, sustainable culture embedded in tourism and related economic activities are a futuristic and indispensable necessity to adhered.

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