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## TRAVEL INDUSTRY TRENDS

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## ТРЕНДЫ ИНДУСТРИИ ТУРИЗМА

**АННОТАЦИЯ.** В статье приведен список самых прогрессивных технологий, которые выйдут на рынок в сфере услуг eTravel в ближайшее время. Это поможет идти в ногу с последними тенденциями в отрасли и свободно ориентироваться в тонкостях современной экосистемы цифровых путешествий.

**КЛЮЧЕВЫЕ СЛОВА:** индустрия гостеприимства; тенденция; инновации; индустрия путешествий и туризма.

**ABSTRACT.** The article describes the list of the most progressive technologies which are coming out to play in the field of eTravel services in the nearest future. It will help one go with the tides of the latest industry tendencies and navigate freely amid the intricacies of the present-day digital travel ecosystem.

**KEYWORDS:** hospitality industry; trend; innovations; travel and tourism industry.

The highly competitive environment of the hospitality industry drives the search for new ways and elements of efficient performance. One of the core trends in this sphere is the development and application of a variety of innovations and new elements that can serve as a powerful impetus for the development of the hospitality industry. Innovations of all kinds are essential for both the validity and competitiveness of travel enterprises.

There is a wide range of factors affecting the application and development of innovation, i.e. consistent industry problems, specific mentality of consumers, cultural and national quirks of the tourists, etc.

Innovative trend in the hospitality industry is manifested through the ability to generate diverse innovations, which will ensure the successful development of a company working in the sphere of hospitality. The large-scale application of new knowledge, as well as its combinations, generates new services, products and technologies. If a travel-related company is not involved in any innovation process, its performance will sooner or later diminish and its competitiveness will be lost.

Nowadays more than 40 % of the business and 60 % of leisure travel arrangements are made online. Thus the present-day global traveling industry faces multiple challenges and lays the professionals of the sector under the necessity to meet customers' needs not only in person but also on the web remaining in line with the evolving new technology facets in travel and tourism as well as customer experience trends. To gain an edge over the competi-

tors as a travel industry expert one should adjust his approach, stay in line with travel tech trends and provide the clients with a perfect and unique traveling experience.

1. *Personalisation* is one of the biggest priority among the modern travel industry trends. To date, almost 90 % of travelers worldwide admit that standard traveling process is not enough any longer. A personalized approach is now viewed more as an expectation than something extraordinary. People value the unique experience they can get, while on the go, no matter if it's a holiday or a business trip. In fact, personilization has become the first priority among the modern trends in travel and tourism industry.

To stand out in the modern market of travel services, one should be personal in the attitude to the customers, and add inherent value to what he offers to them. However, there is a challenge in capturing the necessary data and not to violate the principles of personal privacy. More than that, personalization requires sophistication, enthusiasm and technological solutions on part of the service provider, who aims to keep up with the most recent travel trends.

2. *Recognition Technology* is a great potential for the travel industry. The high-tech technology of recognition includes facial recognition, fingerprint, retina scanning or other biometric identification methods. The technology has been rolled out into the market some time ago and has already been deployed in a number of fields, primarily with the authentication, security or law enforcement aims.

The recognition technology, face recognition, in particular, has great potential for the industry of travel. The main spheres of the technology application are collecting data and identifying the personality of a traveler. It will allow the travel business staff provide their clients with personalized services, reward them for being regular customers and grant them access to the associated services. It may be a pool or a gym in a hotel, a special business lounge access from an airline, whatever.

Another essential purpose of the recognition technology is security. Face identification of the travelers with bad reputation can help the staff stay alert and be prepared to make measures whatever required.

The technology is also interesting for its possibility to takeout friction from lots of payment processes. It can make authorization quick and hassle-free. At the same time, it can automatically take into consideration all the bonuses, loyalty schemes or discount codes of the particular client.

3. *Robots* are helpful machines in the sphere of tourism and hospitality. Robotic technology allows machines to take various forms and perform multiple operations nowadays, from the physical ones to those requiring cognitive functions.

Travel industry is actively applying robotic technologies nowadays. One of the reasons is the changes in tourists' habits. The travelers display increasing demand for the self-service opportunities. It motivates travel agencies, hotels and other related businesses use artificially intelligent robots in their activity.

One of the best grounds for robot application is hotel industry. Here robots can meet and greet the visitors, realize check-in and check-out procedures, deliver luggage to the guests' rooms, perform room and concierge services, provide informational assistance and so on and so forth.

Robots have obvious advantages over human workers, for example, greater constituency, accuracy, ability to work 24/7/365 without salary, breaks and holidays. Of course,

there are some disadvantages. Robots are unable to adapt to unanticipated situations, they lack emotions and sympathy, and they are rather expensive to purchase and to maintain.

4. *Online booking* continues to increase. Today more than 60 % of all reservations in the sphere of traveling are made online whether it's accommodations, flights, tours or other journey-related activities. The travelers have now a perfect opportunity to review a great variety of deals on the web and choose the ones, which meet their needs, preferences and expectations most. Online services solve not only the problems of customers but help service providers as well.

5. *Mobile Applications* are the digital trend easiest to implement into the travel industry of the contemporaneity. Mobile applications can facilitate the booking and reservation procedures.

6. *Voice technology* is one more digital technology in the sphere of travel and hospitality. Voice technology is an integral part of the other technologies entering the business of travel industry and it has much to do with personalization, artificial intelligence, and chatbots. Voice commands may be used for adjusting the hotel room settings to the individual needs of the guest, for the most up-to-date information provision, for the customer service purposes.

7. *Chatbots and Artificial Intelligence* are among new digital trends in the travel industry. Artificial Intelligence in the sphere of travel and hospitality is used for the purpose of customer support, which is realized via chatbots.

Chatbots demonstrate excellent ability to accurately and continuously sort through data and to deliver rapid responses to the problems or queries. Artificial intelligence is able to draw conclusions based on customer feedback and behavior. It

8. *Augmented and Virtual reality* are among mainstream consumer technologies of the present.

Virtual reality technology has gained the market of entertainment in recent years, however, smart specialists of the travel industry have already realized it to be one of the most promising tech travel trends. It can allow the traveler to digitally get into the virtual surroundings of the place he is just going to visit, be in a hotel or a tourist destination.

The advantage of augmented reality technology in travel and tourism is it's being relatively cheap, especially for the users. Having only a smartphone or a tablet with a special app and active internet connection a traveler can find out more about the location, a building or a landmark he is in in real time. This possibility of getting information right on the go allows the travel industry professionals to intensify their clients' experience. People buy emotions best and experts can offer them in such a way information, emotions, and excitement combined.

9. *The Internet of Things* is an extremely exciting present-day technology. It allows every-day smart devices to communicate through the internet and offers wide opportunities along with multiple benefits for the travel-related activities.

There are different types of this technology application. In a hotel, it may be a device, which is connected to the light, heating and conditioning equipment, able to control it all according to the guest's preferences. The device may be able to issue warnings on the necessity of repairs or replacement of certain appliances. The Internet of Things technology is also capable to facilitate the check-in processes by sending electronic keys to guests' smartphones.

In airports, special sensors can be installed on baggage items for the traveler to follow the luggage location.

The Internet of Things technology can not only provide tourists with control and access to the necessary data via their phones but deliver a superb customer experience.

10. *Blockchain technology* has great potential for almost every sphere of life and especially for the world of travel. The essence of the blockchain lies in the data storage and transferring through special clusters, where the information is always secure, traceable and transparent. The details are resistant to modification and unsanctioned tampering. It makes the technology rank high from the point of view of security and stability. It is especially important for the industry of traveling and tourism as it relies on data transfer between multiple companies – travel agencies, air companies, hotels, etc. With the blockchain the personal details of a traveler are always securely stored and transmitted across the network.

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## **SPECIFICS OF TOURIST INFORMATION SEARCH BEHAVIOUR FOR ATTRACTIONS: THE INSIGHTS FROM GOOGLE SEARCH INDEX**

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## **ОСОБЕННОСТИ ПОВЕДЕНИЯ ТУРИСТОВ ПРИ ВЫБОРЕ АТТРАКЦИЙ: АНАЛИЗ ДАННЫХ ПОИСКОВОЙ СИСТЕМЫ GOOGLE**

**АННОТАЦИЯ.** Современные информационные и коммуникационные технологии (ИКТ) и распространение Big Data создают новые возможности для анализа поведения туристов и его последующего применения в маркетинге и повышении качества сервиса. Данное исследование использует индекс запросов поисковой системы Google для более детального понимания поисковой стратегии туристов. Результаты анализа демонстрируют, что время между поиском информации и визитом различается для разных типов туристических аттракций. Наличие данной зависимости позволяет оперативно и с минимальными затратами отслеживать изменение спроса на конкретные аттракции, что является необходимым звеном для повышения качества обслуживания и оптимизации издержек.

**КЛЮЧЕВЫЕ СЛОВА:** потребительское поведение; онлайн-поиск информации; Big Data; туристические аттракции; поисковый индекс Google.