



Hospitality Trends

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Credits Crew @ unsplash



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HOSPITALITY TRENDS

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You?

You?

Background?

Why Nova SBE?

Why Hospitality Trends?

Future?

About our course...

2689-2425_T3

Enrollment Key

hospitalitytrends24t3

Objectives

A. Knowledge and Understanding

- Understand the principles of hospitality and their impact in the current business models
- Understand current challenges that impact consumer behavior in hospitality
- Strengthen their strategic and critical thinking skills

B. Subject-Specific Skills

- Understand the tourism & hospitality industry measurement tools
- Develop skills in hospitality related business sciences and techniques in identification, problem solving and developing strategic and operational plans for management of international hospitality related organizations

C. General Skills

- Develop presentation skills
- Develop team working abilities
- Strengthen project management skills





Photo by Estée Janssens on Unsplash

Contents

1. Introduction to Hospitality Trends and Industry Overview
2. Megatrends Shaping the Future of Tourism & Hospitality
3. Trends in Customer Preferences and Experience
4. Customer Service Culture
5. Sustainable Practices in Hospitality
6. Technology and Innovation in Hospitality



References

Barrows, C., Powers, T., Reynolds, D. (2012) Introduction to Management in the Hospitality Industry, 10th Ed, Wiley

Walker, J & J.T. Walker, J.T- (2020), Introduction to Hospitality, 8th Ed., Pearson

OECD (2018). Analysing megatrends to better shape the future of tourism. https://www.oecd.org/en/publications/2018/11/analysing-megatrends-to-better-shape-the-future-of-tourism_b4b74377.html

OECD (2024). OECD Tourism Trends and Policies 2024. Paris: OECD Publishing, https://www.oecd.org/en/publications/2024/07/oecd-tourism-trends-and-policies-2024_17ff33a3.html

OECD (2024). Artificial Intelligence and tourism. G7/OECD policy paper, https://www.oecd.org/en/publications/artificial-intelligence-and-tourism_3f9a4d8d-en.html

Toister, J. (2017). The Service Culture Handbook. Jeff Toister

UNWTO (2025). *Artificial Intelligence Adoption in Tourism – Key Considerations for Sector Stakeholders*. Madrid, UNWTO [moodle]

Assessment

- **Assessment will consist of:**
 - a final exam (30%)
 - a group project (50%)
 - participation & class exercises (20%)
- Grading scale in this course is 0-20. The general rules of NOVA SBE regarding academic dishonesty apply.
- A detailed description and instructions on the group project and class assignments will be posted on Moodle.



Photo: Gayatri Malhotra on Unsplash



Photo: Ameen Fahmy on Unsplash

Workgroup Project

Final Project: Designing the Future of Tourism & Hospitality

Objective:

- Students will develop an innovative tourism or hospitality service, product, or business model that responds to key megatrends (demographics, technology, sustainability, mobility) and evolving consumer behaviors.
- A detailed description and instructions on the group project will be posted on Moodle.
- Groups of 4-5 students – groups will be posted on Moodle
- Deadline for submission – March 8th, 23:59
- Presentations – March 10th, 08:00

Why intro?

The first step in exceeding
your customer's expectations
is to know those
expectations.

ROY H. WILLIAMS

1. Introduction to Hospitality Trends and Industry Overview

Your views on...
Tourism?

Groups

1 laptop/pptx

1h

Group Project (40'):

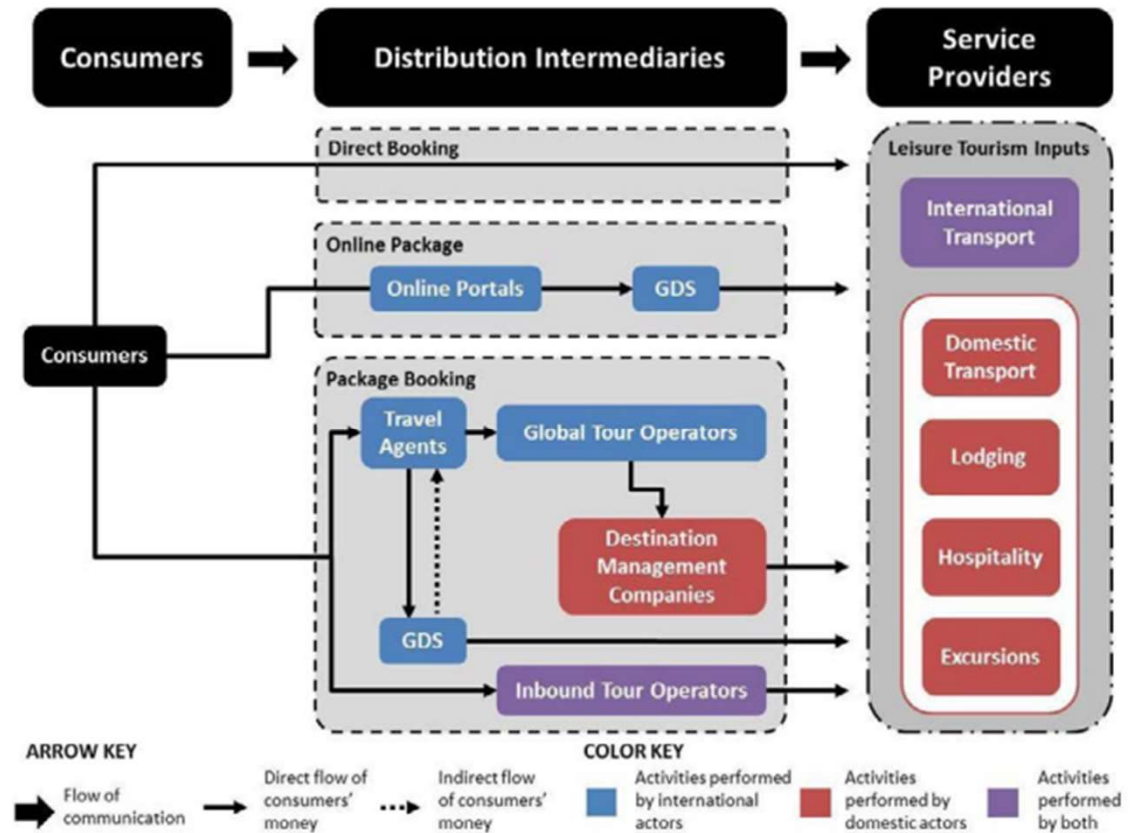
- Each group represents a tourism company tasked with creating a comprehensive travel experience for a leisure travel from Europe to Saudi Arabia
- Define Your Traveler (family, business executive, etc)
- Define Purpose of travel (e.g., leisure, business, adventure, cultural).
- Define Key preferences (e.g., budget, type of activities, level of comfort).
- Groups will map out all the components of the travel experience for their traveler, from start to finish (PPT 5 min)
- Groups will reflect on challenges and gaps in their traveler's journey

Break



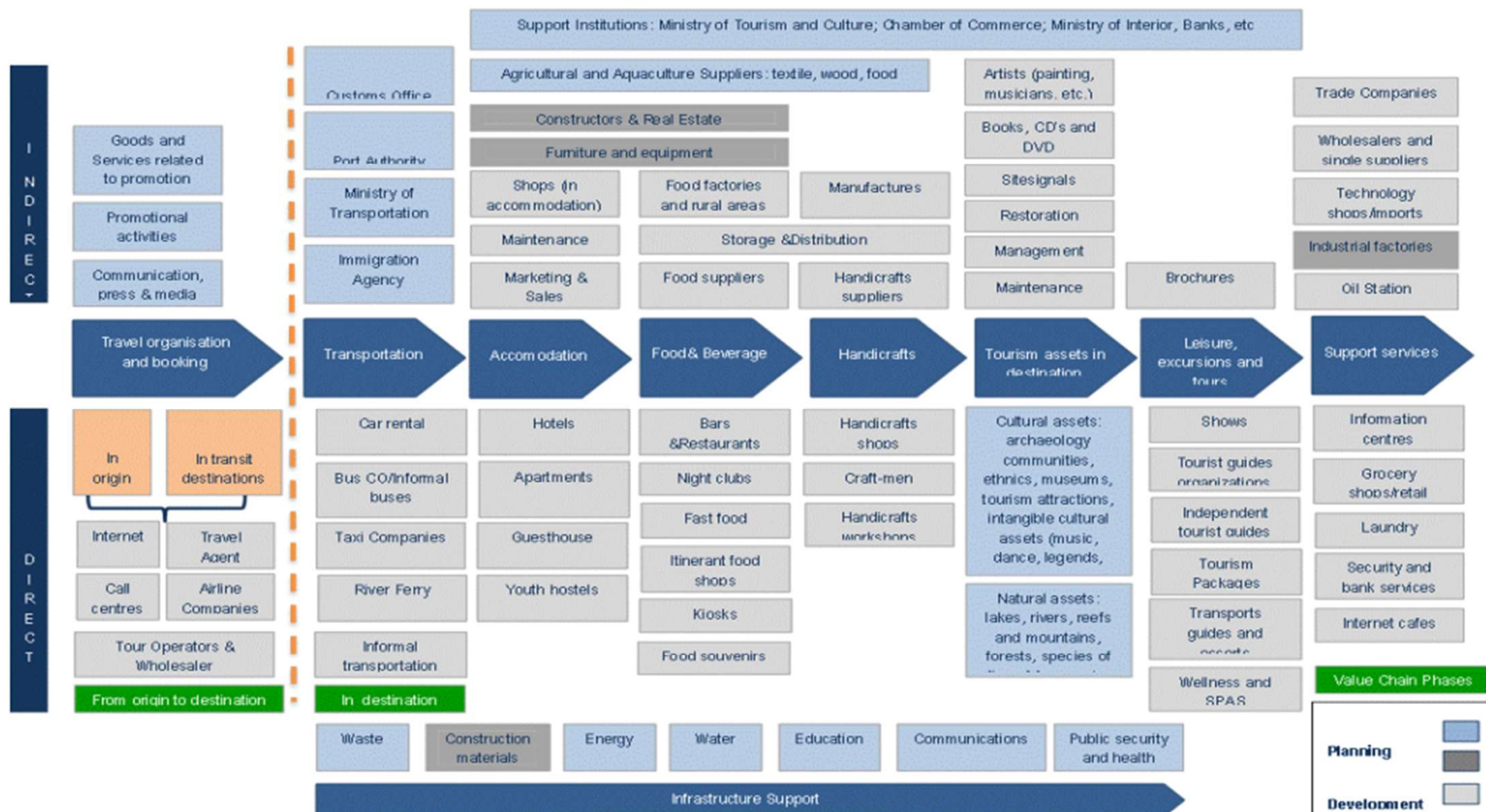
Tourism Value Chain

The tourism value chain refers to the series of interconnected activities, businesses, and stakeholders that contribute to delivering a complete tourism experience, from the initial inspiration and planning of a trip to the post-travel phase



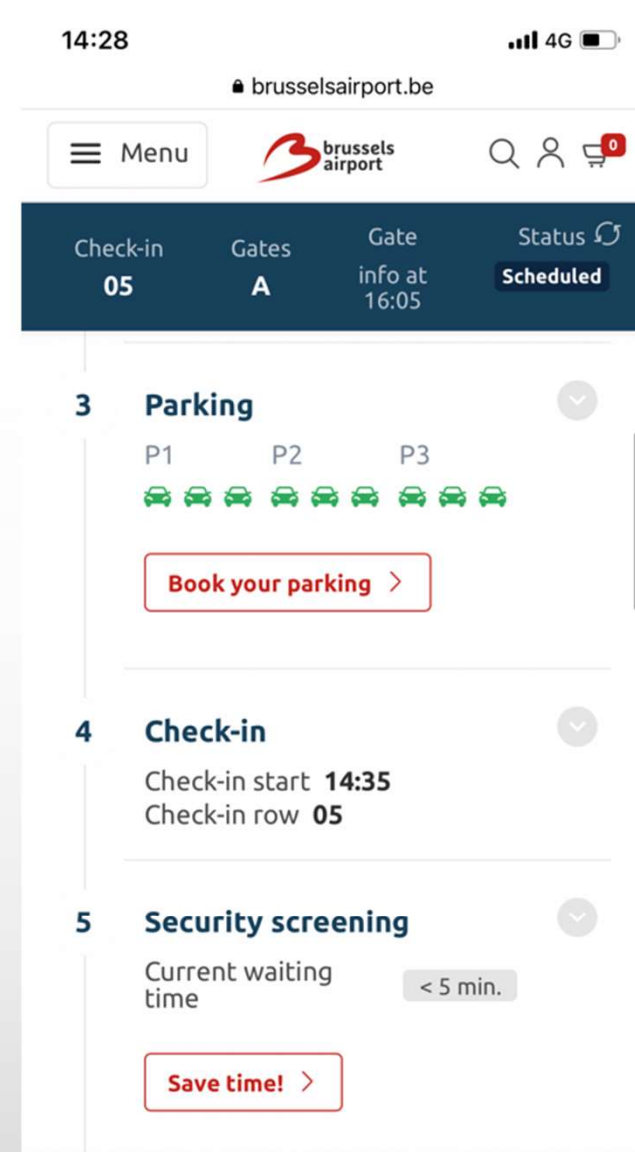
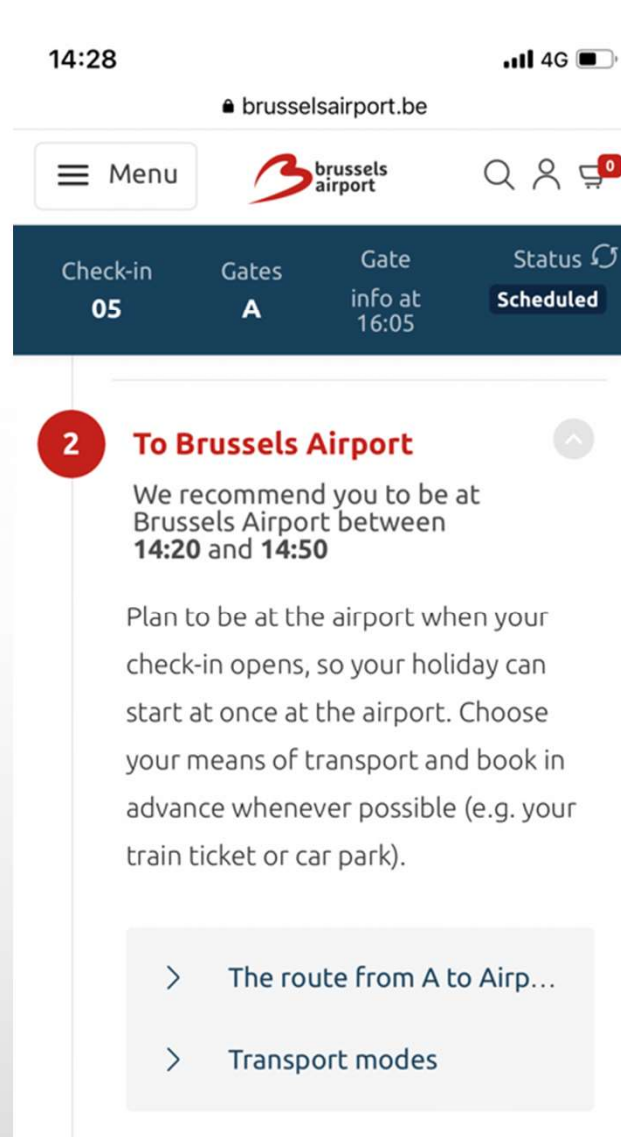
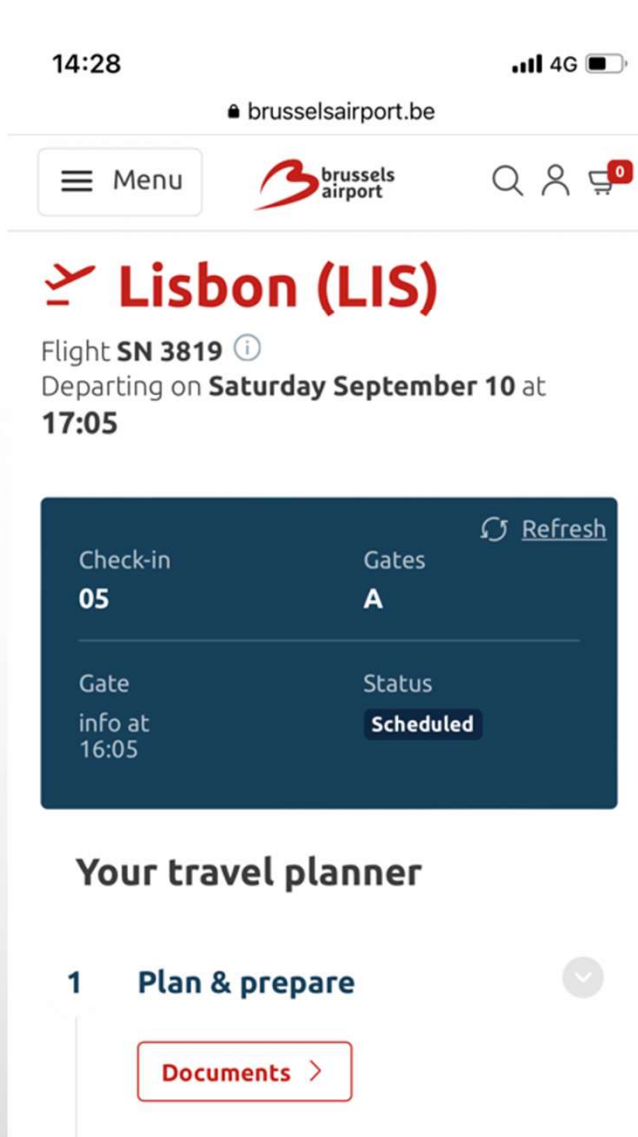
Source: Adopted from Daly & Guinn (2016)

Figure 3 Tourism value chain



Source: DEVCO and UNWTO (2013).

Detail!



14:28

4G

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Menu



Check-in
05

Gates
A

Gate
info at
16:05

Status
Scheduled

Save time! >

6 Experience Brussels
Airport

7 Boarding

Scheduled time: **17:05**
- **scheduled** -
Gate info at: **16:05**

Enjoy! our extras >

Last updated: **14:24** - Local time in Belgium

14:29

4G

brusselsairport.be

Menu



Check-in
05

Gates
A

Gate
info at
16:05

Status
Scheduled

Share your flight info

Notify me

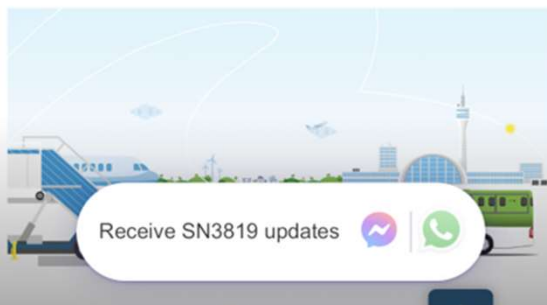
Share

Expected rush today

Morning



Afternoon



So what is tourism?

Tourism definition

1994 – UNWTO defines Tourism

"Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes." (UNWTO)

"Visitor: A visitor is a traveller taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited (IRTS 2008, 2.9). A visitor (domestic, inbound or outbound) is classified as a tourist (or overnight visitor), if his/her trip includes an overnight stay, or as a same-day visitor (or excursionist) otherwise (IRTS 2008, 2.13)."

UNWTO, [International Recommendations for Tourism Statistics](#) 2008

Tourism is therefore a subset of travel and visitors are a subset of travelers. These distinctions are crucial for the compilation of data on flows of travelers and visitors and for the credibility of tourism statistics.

Tourism in modern society can be understood as a **set of diverse economic activities, encompassing different types of equipment among them: transport, accommodation, travel agencies, leisure practices, among other activities.**

The **activities carried out by people during their travels and stays in places outside their usual home environment**, for a consecutive period of time less than a year, for leisure, business or other reasons "(World Tourism Organization, 1991).

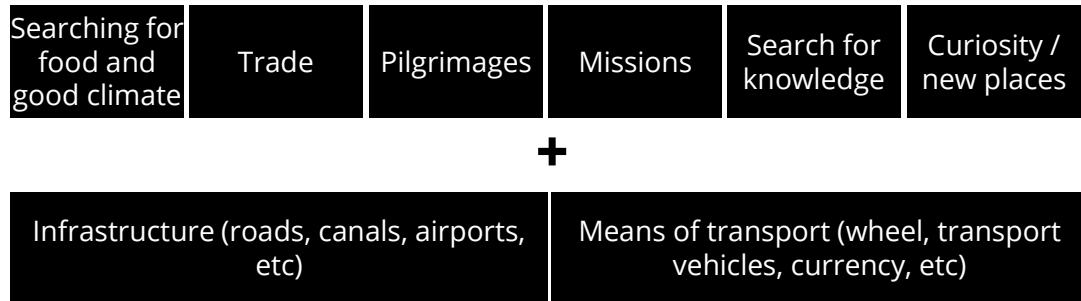
Motivations for visit – Vacations, Business, Health, Congresses, Meetings, Visits to Family and Friends (VFA), Religion and Others.

Others = ∞

Tourism...

- Concept as old as civilization itself
- Travel has always been part of the universe of men

MOTIVATIONS



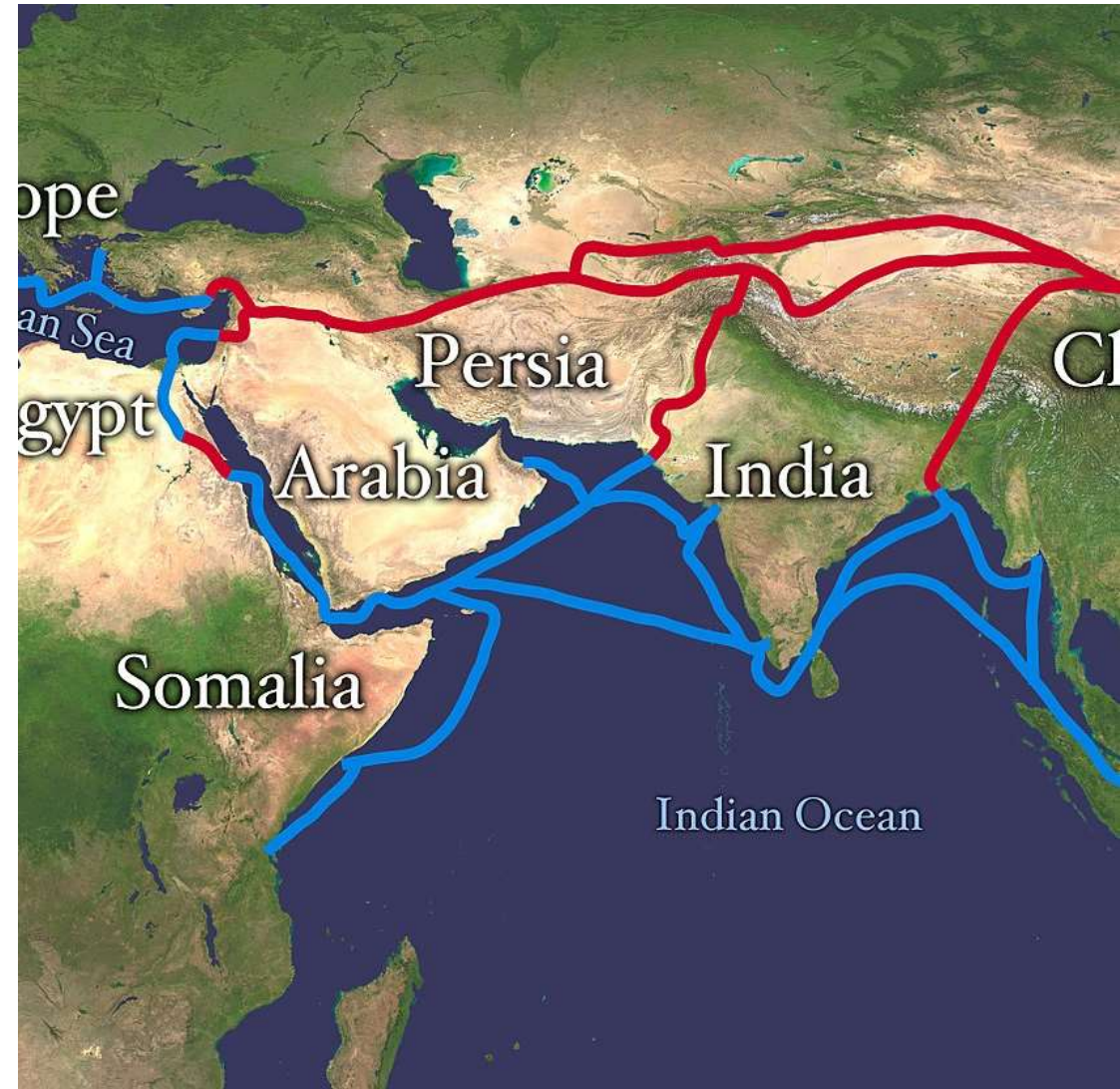
INFRASTRUCTURES, TRANSPORTS



Tourism...

13th and 15th Centuries

- 13th/14th C. - Marco Polo reports on his travels on the **Silk Road**, the existence of hotels since 1300 aimed at different types of traders;
- 14th C. - Ibn Battuta tells of the **best stories** of exploration in the Islamic world, Middle East, India, China;
- 15th C. - Zheng He **explored** the Southeast Asian sea, the Indian Ocean, the Persian Gulf and the west coast of Africa, bringing Zebras and Giraffes to the Emperor;
- 15th C. – there is a record of a **travel package** departing from Venice to the Holy Land;



Tourism...

15th and 18th Centuries

- The Portuguese **Discoveries** (15th-16th) – had been very important:
 - Navigation technology changed the world: caravels, astrolabe
 - Vasco da Gama - discovery of the maritime route to India in 1498;
 - Pedro Álvares Cabral - discovery of Brazil in 1500;
- 16th C. - the British revitalized the lifestyle of the Romans and requalified the city of Bath - the era of **Spa's** began here;
- Many traveled to learn, conquer, colonize:
 - Cap. James Cook (18th C.) **mapped** the world, its people, animals and plants;



Tourism...

18th and 19th Centuries

- **Grand Tour** - the Grand Tour was an obligatory part of a young nobleman's artistic, intellectual and sentimental education.
- Travel - **Thomas Cook** - In 1800, a Bible seller, rented a train for the purpose of organizing a religious trip under the "All Inclusive" regime. As it went so well, it changed its profession and started **selling the "Grand Tours"**. The company was until months ago the second largest tour operator in the world



Photo: www.artsandcollections.com

Tourism...

18th and 19th Centuries

- Hospitality - was born from the word "Hospice" - providing shelter to those who travel;
- However, the **hotels** were aimed at the **upper class**;
- 1st Hotel built by Henrique IV in 1788 (Hotel de Henry IV, Paris);
- **Savoy Hotel** opened in London (1898);
 - General Manager was Cesar Ritz;
 - Chef was Auguste Escoffier;
- Expansion of (luxury) hospitality in **Switzerland**



Photo: Storied Hotels

Tourism...

18th and 19th Centuries – The Industrial Revolution

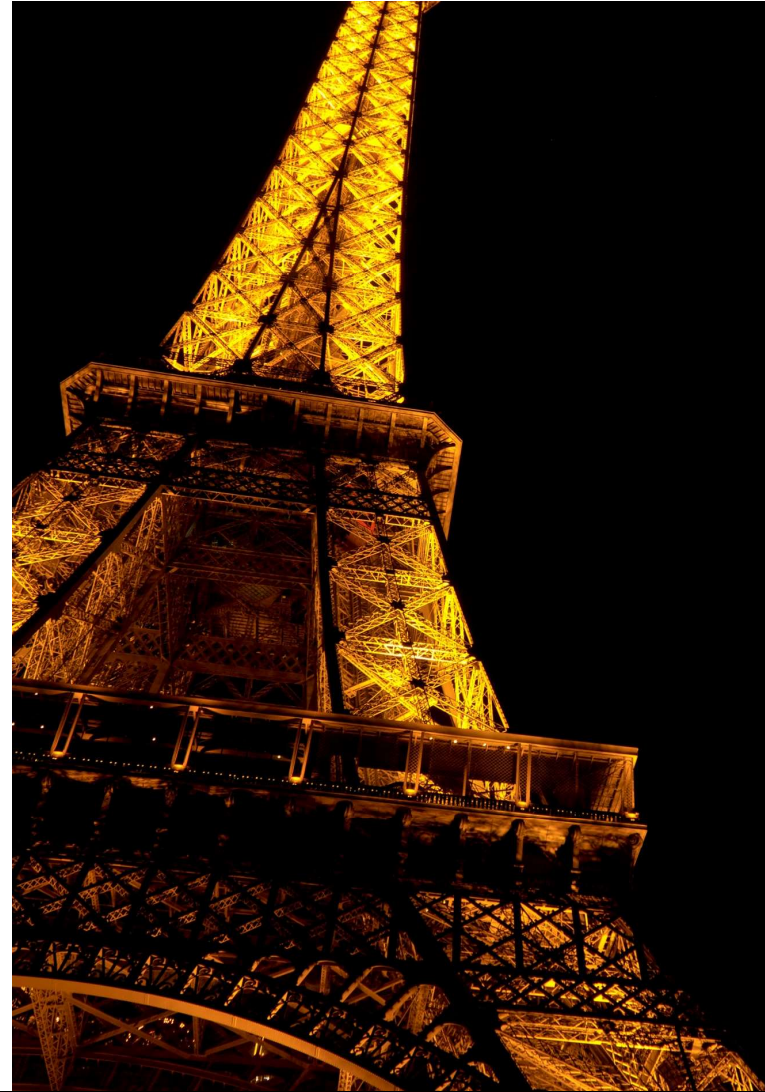
- Economic expansion
- Created conditions for the middle-class market;
- New means of transport eg locomotives and steamboats;
- The role of the Unions: right to annual leave



Tourism...

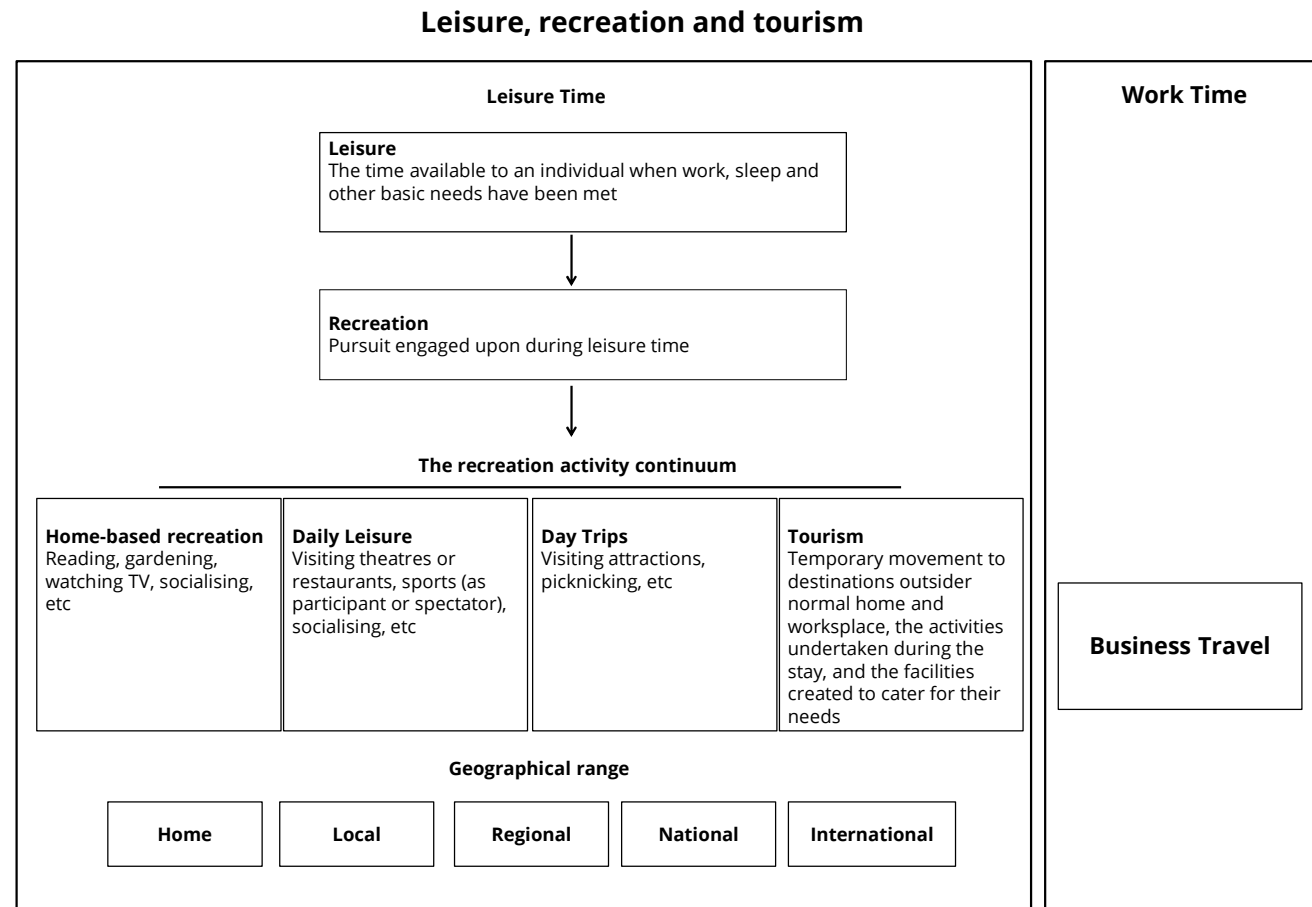
20th Century: the modern tourism

- Post 2nd World War: period of economic prosperity in Europe;
- Aviation - the introduction of airlines in the late 1950s allowed tourism to expand on a large scale, democratizing the travel market and boosting hotel construction;
- The 1970's gave rise to the era of mass tourism;
- The role of Information and Communication Technologies (ICT)



Tourism & Leisure

- Tourism typically focuses on leisure time of travelers
- Tourism compete with other leisure activities?



Source: Boniface and Cooper (2001)





MASS TOURISM
=
HUMAN POLLUTION



Photo: Mark de Jong on Unsplash



Photo: Edwin Hooper on Unsplash



Photo: Carlo Allegri, Reuters.com

MASS TOURISM
=
HUMAN POLLUTION



Photo: Mark de Jong on Unsplash

TRAVEL
TOURISM

OPPORTUNITY!!!

TRAVEL
TOURISM

End of Class#01