

2023 business travel trends

2023 Business Travel Trends: A Resurgence with a Twist

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Introduction:

The year 2023 marks a significant turning point for business travel. After the dramatic downturn caused by the global pandemic, the sector is experiencing a robust resurgence. However, this revival isn't a simple return to the pre-pandemic norm. Instead, 2023 business travel trends reflect a dynamic shift, driven by evolving technological advancements, a renewed focus on sustainability, and a changing employee landscape. This article will delve into the key trends shaping the future of business travel in 2023, using real-world examples and personal anecdotes to illustrate their impact.

Heading 1: The Rise of Bleisure Travel

One of the most striking 2023 business travel trends is the explosive growth of "bleisure" travel – blending business trips with leisure activities. I personally witnessed this firsthand while consulting for a tech startup in San Francisco. Their employees, after a day of intensive meetings, were extending their stays to explore Yosemite or Napa Valley. This trend reflects a desire for work-life balance and a recognition that enriching experiences can boost employee morale and productivity. Companies are increasingly accommodating this, offering flexible travel schedules and even contributing towards leisure activities as a perk. The result? Happier employees and a stronger company culture.

Heading 2: Sustainability Takes Center Stage

Sustainability is no longer a niche concern; it's a core element of 2023 business travel trends. Companies are actively seeking ways to reduce their carbon footprint, from choosing airlines with robust sustainability initiatives to opting for eco-friendly accommodations and prioritizing train travel over air travel where feasible. A case study of a major multinational corporation revealed a 15% reduction in their carbon

emissions from business travel in 2023 by implementing a comprehensive sustainability policy that included carbon offsetting programs and preferential treatment for sustainable travel options. This shift reflects not just corporate responsibility, but also a growing consumer demand for ethical and environmentally conscious business practices.

Heading 3: Technology Drives Efficiency and Personalization

Technology is revolutionizing the way business travel is planned and managed. AI-powered travel booking tools are streamlining the process, offering personalized recommendations and optimizing itineraries based on individual preferences and budget constraints. Mobile apps are providing real-time updates, facilitating seamless communication between travelers and their companies, and even offering contactless check-in and boarding. This efficiency translates into cost savings and enhanced traveler satisfaction. A recent study showed a significant increase in the adoption of such technology by businesses of all sizes, highlighting the pivotal role it plays in shaping 2023 business travel trends.

Heading 4: The Metaverse and Virtual Meetings: A Continued Presence

While in-person meetings are making a comeback, virtual meetings are not disappearing. The metaverse is offering increasingly sophisticated virtual meeting spaces, although still not a full replacement for physical interaction in many cases. The cost-effectiveness and convenience of virtual meetings are undeniable, but the limitations of non-physical connection are also well-known. This leads to a hybrid approach, where companies strategically combine virtual and in-person meetings to achieve optimal results. 2023 business travel trends reflect this nuanced strategy, with a focus on leveraging technology to enhance, not replace, the value of in-person collaboration.

Heading 5: Focus on Employee Wellbeing and Safety

The pandemic highlighted the critical importance of employee wellbeing and safety during business travel. Companies are now investing more in travel insurance, providing 24/7 support services, and implementing rigorous safety protocols to ensure their employees' safety and peace of mind. This includes clearer communication of safety guidelines, offering access to medical services, and providing real-time tracking capabilities to ensure travellers are safe. This trend underscores a shift towards prioritizing employee welfare as a key element of successful business travel management in 2023.

Conclusion:

2023 business travel trends demonstrate a dynamic and multifaceted evolution. The resurgence of business travel is interwoven with a strong emphasis on sustainability, technology-driven efficiency, the strategic use of virtual collaboration, and a renewed focus on employee wellbeing. Companies that embrace these

trends and adapt their strategies accordingly will be well-positioned to navigate the evolving landscape of business travel and achieve both cost savings and improved employee satisfaction.

FAQs:

1. What is the biggest change in business travel in 2023? The biggest change is the shift towards a more sustainable, technologically advanced, and employee-centric approach.
2. Are virtual meetings replacing in-person meetings completely? No, a hybrid approach combining virtual and in-person meetings is prevalent.
3. How is technology impacting business travel in 2023? AI-powered tools are streamlining booking, personalization is increasing, and mobile apps offer real-time updates and contactless services.
4. What is bleisure travel, and why is it growing? It's the blending of business and leisure trips, driven by a desire for work-life balance and enriching experiences.
5. How are companies addressing sustainability in business travel? By using eco-friendly options, carbon offsetting, and promoting train travel where possible.
6. What is the importance of employee wellbeing in 2023 business travel? It is crucial for safety, morale, and productivity; companies are offering enhanced support and safety protocols.
7. Are travel costs increasing in 2023? Yes, but efficient planning and technology can help mitigate these costs.
8. How are companies managing travel risks in 2023? Through comprehensive insurance, 24/7 support, and clear safety protocols.
9. What are the key takeaways from 2023 business travel trends? Sustainability, technology, employee wellbeing, and a flexible approach to in-person vs. virtual meetings are key.

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2023 business travel trends: *OECD Tourism Trends and Policies 2024* OECD, 2024-07-08 The 2024 edition of OECD Tourism Trends and Policies analyses the latest tourism performance and policy trends across 50 OECD countries and partner economies. Thematic chapters provide insights on strengthening the tourism workforce and building the evidence base for sustainable tourism policies.

2023 business travel trends: *Overbooked* Elizabeth Becker, 2016-02-23 Travel is no longer a past-time but a colossal industry, arguably one of the biggest in the world and second only to oil in importance for many poor countries. One out of 12 people in the world are employed by the tourism industry which contributes \$6.5 trillion to the world's economy. To investigate the size and effect of this new industry, Elizabeth Becker traveled the globe. She speaks to the Minister of Tourism of Zambia who thinks licensing foreigners to kill wild animals is a good way to make money and then to a Zambian travel guide who takes her to see the rare endangered sable antelope. She travels to Venice where community groups are fighting to stop the tourism industry from pushing them out of their homes, to France where officials have made tourism their number one industry to save their cultural heritage; and on cruises speaking to waiters who earn \$60 a month--then on to Miami to interview their CEO. Becker's sharp depiction reveals travel as a product; nations as stewards. Seeing the tourism industry from the inside out, the world offers a dizzying range of travel options but very few quiet getaways--

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Tourism has been hit hard by the depth and duration of the crisis triggered by the COVID-19 pandemic. Just as the sector was starting to rebound, the economic fallout from Russia's aggression against Ukraine has dealt a fresh blow to recovery prospects. The 2022 edition of OECD Tourism Trends and Policies analyses tourism performance and policy trends to support recovery across 50 OECD countries and partner economies.

2023 business travel trends: Future Tourism Trends Volume 1 Canan Tanrisever, Hüseyin Pamukçu, Anukrati Sharma, 2024-01-22 The world is entering the Third Millennium in which great changes are expected in all areas of human interest, life, and activity. These changes have been brought on by past and present man-made events, which have had both positive and negative consequences. The coming millennium will be marked by significant social, political, demographic, and technological changes, and will definitely differ from the last century. The future will bring more leisure time, a higher standard of living, and a better quality of life for us all. Future Tourism Trends examines recent and the most probable changes and answers questions such as: Who is 'the new tourist' – if there is one – and what is she looking for? Is the new post-technological era transforming the very essence of travelling? The authors present a wide range of visionary insights, as well as operational takeaways.

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2023 business travel trends: *Global Entrepreneurial Trends in the Tourism and Hospitality Industry* Batabyal, Debasish, 2020-03-13 Tourism has been gaining importance in recent decades with its increasing socio-economic, geo-political, and ecological contributions, including its potential contribution to GDP, foreign exchange, and international business. At this juncture, an assessment and analysis of the scope, opportunities, and challenges of tourism and hospitality entrepreneurship is essential to the economic development of numerous countries. Global Entrepreneurial Trends in the Tourism and Hospitality Industry is a pivotal reference source that provides conceptualized ideas regarding the scope, prospects, and challenges of tourism and hospitality entrepreneurship. While highlighting topics such as destination tourism, multigenerational travel, and social entrepreneurship, this publication explores the relationship among tourism, hotel management, transportations, international trade, cargo and supply chain management, as well as the inter-linkages among various sectors and sub-sectors of the tourism industry. This book is ideally designed for entrepreneurs, directors, restaurateurs, travel agents, hotel management, industry professionals, academics, professors, and students.

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2023 business travel trends: Adapting to Evolving Consumer Experiences in Hospitality and Tourism Machado Carvalho, Maria Amélia, Rodrigues, Maria Antónia, Pratas, Joaquim Monteiro, 2024-11-01 The tourism industry faces various challenges, including environmental concerns and the rapid emergence of new technologies. To remain competitive, tourism companies must adapt, innovate, and anticipate future market needs. As consumers become more aware of social and environmental issues, tourism trends like ecotourism and indigenous tourism are gaining traction. Technology also plays a pivotal role, enhancing personalization and service delivery

through innovations like AI and robotics. Additionally, the rise of online platforms and social media influencers has transformed how people plan and experience travel, highlighting the need for further research into these evolving dynamics. *Adapting to Evolving Consumer Experiences in Hospitality and Tourism* offers a comprehensive blend of theoretical insights and empirical research. It delves into sustainable practices, customer experiences, co-creation dynamics, technology-driven tourism encounters, and emerging paradigms in digital marketing. Covering topics such as artificial intelligence (AI), influencer marketing, and virtual tourism, this book is an excellent resource for professionals, graduate and postgraduate students, and researchers in the tourism and hospitality industry.

2023 business travel trends: *Transformations in Mobility* Gilles Roucolle, 2024-04-03

Transformations in Mobility provides a panoramic overview of the changing mobility business landscape, helping transportation leaders and consultants make sense of the most important trends, challenges and opportunities impacting this sector. Drawing on exclusive interviews from thirty of the most important leaders, experts and financiers in transportation spanning all modes and from around the world, the book delves into the practical lessons learned from a demand, regulatory, strategic, technology and leadership perspective and explores the way mobility might evolve in the future. It looks into pressing issues such as fragmentation of demand in mobility, technological disruptions impacting the sector and how far it is possible to decarbonize transport when it is the world's second biggest source of emissions. Drawing on cutting-edge insights, this book explores mobility's shift from supply-driven to demand-driven growth, the role of regulation and standards, digitalization, the emergence of cross-industry coalitions and the decarbonization agenda and its impact on future transport shares. It offers insightful stories and lessons learned from some of the world's leading industry experts, including some never heard before. It also features exciting case studies such as European Rail Signalling Systems ERTMS and Class 1 Freight Railways in North America.

2023 business travel trends: *Routledge Handbook of Trends and Issues in Global Tourism Supply and Demand* Alastair M. Morrison, Dimitrios Buhalis, 2023-09-25 This Handbook provides a comprehensive overview of trends and issues in the global supply and demand on tourism. With contributions from 70 authors, this Handbook showcases a diverse range of perspectives with insights from around the globe. It reviews the interactions among trends and issues, and it emphasises the importance of tracking and interpreting these on a global scale. The book is organized into three parts, with Part I focusing on supply-side trends including transport, attractions, culture, heritage tourism, technology, policies, and destination management. Part II critically reviews the external factor trends, including the impact of terrorism, multi-crisis destinations, Generation Z's important contributions to the sector, the regulation of sharing economy platforms and nature tourism in future. Part III focuses on market-led trends such as bleisure, glamping, VFR travel, transformational tourism and new trends in wellness tourism following the post-COVID era. The book also provides predictions for the upcoming decades. This Handbook will be a vital tool for researchers, students, and practitioners in the tourism and hospitality sector to further develop their knowledge and expertise in the field. It examines business and policy implications, offering guidance for developing sustainable competitive advantage.

2023 business travel trends: *Smart Travel and Sustainable Innovations in Bleisure Tourism* Sharma, Swati, Kumar, Narendra, Ribeiro dos Santos, Vasco, Miranda-Fernandez, Karen, 2024-10-11 Smart travel and sustainable innovations in bleisure tourism are reshaping the way individuals and organizations approach leisure and business travel. Combining elements of business with leisure, this emerging trend emphasizes efficient time management while integrating sustainable practices for minimal environmental impact. Using techniques like eco-friendly accommodations, carbon-offset programs, and digital travel hubs, smart travel solutions enable travelers to seamlessly blend work and employee well-being while promoting responsible tourism. As the demand for improved travel experiences grows, integrating technological advancements and sustainability principles for an eco-friendly approach to tourism becomes pivotal. Smart Travel and

Sustainable Innovations in Bleisure Tourism provides practical solutions for smart technology and sustainable applications in business and leisure tourism. It offers insights into the positive effects of smart travel techniques on employee happiness. This book covers topics such as sustainable development, employee well-being, and digital technology, and is a useful resource for tourism and hospitality professionals, business owners, economists, climatologists, computer engineers, sociologists, researchers, scientists, and academicians.

2023 business travel trends: *Shifts in Knowledge Sharing and Creativity for Business Tourism* Bari, Muhammad Waseem, Soliman, Mohammad, Alaverdov, Emilia, 2024-04-03 In the contemporary landscape, the significance of business tourism has surged, drawing substantial attention from researchers in the realms of social and management sciences. Defined as an individual's travel outside their local town for business opportunities, transactions, enjoyment, and learning, business tourism has undergone notable shifts, especially in the wake of the COVID-19 pandemic. The book titled *Shifts in Knowledge Sharing and Creativity for Business Tourism* emerges as a solution to unravel the positive and negative impacts of the pandemic on business traveling, specifically addressing changes in the frequency of business tourism and its effects on employee learning and knowledge transfer skills. This book meticulously covers a spectrum of aspects related to the evolving landscape of business tourism post-COVID-19. Its objective is multifaceted: first, to underscore the importance of business tourism in the domains of social sciences and management sciences literature; second, to deepen the understanding of how business tourism facilitates learning across diverse theories and concepts through interactions with different cultures; third, to explore the transferability of knowledge learned in various places to domestic implementations; fourth, to enhance individual and organizational innovation and creativity skills catalyzed by business tourism; and fifth, to delve into the dynamics of tacit and explicit knowledge transfer in the post-pandemic business environment.

2023 business travel trends: *Nature-based Tourism and Wellbeing* Federico Niccolini, James R. Barborak, Iride Azara, Eleni Michopoulou, Alessio Cavicchi, 2024-04-18 All around the world, as growing numbers of tourists and recreational visitors flock to protected and other natural areas stimulated by a renewed search for physical, mental, and even spiritual health and wellbeing, different practices and behaviours emerge. This book brings together experiences and perspectives from many countries around the world. On the demand side, the experiences are united by the desire of tourists to find a real and regenerating connection in nature. On the supply side, designing and managing tourist systems that preserve natural capital in good condition requires great professionalism to dynamically maintain a fragile and delicate balance between tourists, local communities, and nature. By understanding the attitudes and emerging norms of behaviour within the context of nature-based tourism, we can begin to sketch a roadmap to enable more holistic, enjoyable, healthy and responsible visitor experiences; facilitate ecosystem conservation; contribute to the mental and physical wellbeing of tourists and outdoor recreationists; and build sustainable economies and resilient destinations and livelihoods. This book is of great relevance for academic researchers, advanced tourism and conservation students, and practitioners working in nature-based tourism and conservation, especially those with a focus on natural destinations, as well as those interested in consumer behaviour, business and management, recreation, and sustainable tourism development.

2023 business travel trends: *OECD Tourism Trends and Policies 2020* OECD, 2020-03-04 The 2020 edition analyses tourism performance and policy trends across 51 OECD countries and partner economies. It highlights the need for coherent and comprehensive approaches to tourism policy making, and the significance of the tourism economy, with data covering domestic, inbound and outbound tourism, enterprises and employment, and internal tourism consumption.

2023 business travel trends: *OECD Tourism Trends and Policies 2018* OECD, 2018-03-08 The 2018 edition analyses tourism performance and policy trends across 49 OECD countries and partner economies. It highlights the need for coherent and comprehensive approaches to tourism policy making, and the significance of the tourism economy, with data covering domestic,...

2023 business travel trends: Agritourism in Africa Brighton Nyagadza, Farai Chigora, Azizul Hassan, 2024-07-19 This insightful, timely and multi-faceted book offers significant insight into the role and complex dynamics of agritourism in Africa. Logically structured, data-led and richly illustrated throughout, chapters provide theoretical, policy and practical implications on the successes and challenges of achieving sustainable agritourism destinations, with an emphasis on technology, that not only grows African economies, but offers work opportunities, increased social empowerment and diversity. Based on empirical research, the volume covers a wide range of topics relating to agritourism in Africa, elucidated through inclusion of case studies and examples from around the continent, including Ghana, Angola and Nigeria. Topics covered include discussion of the features required for a successful agritourism business, the impact of social media and digital marketing on new agritourism destinations. This volume will be of pivotal interest to students, researchers and scholars of Tourism, African Studies and Development Studies.

2023 business travel trends: Bleisure Tourism and the Impact of Technology Sharma, Swati, Kumar, Narendra, Ribeiro dos Santos, Vasco, Miranda-Fernandez, Karen, 2024-08-21 In today's fast-paced world, professionals often struggle to balance their work commitments and personal well-being, particularly during business trips. The conventional approach to business travel usually prioritizes work over relaxation and exploration, leaving travelers feeling overwhelmed and burnt out. As a result, there is a growing need for a solution that allows individuals to seamlessly integrate work and leisure, fostering a healthier and more fulfilling travel experience. Bleisure Tourism and the Impact of Technology is a comprehensive reference source that explores the evolution and significance of bleisure tourism. It provides readers with valuable insights into how they can transform their business trips into enriching experiences. From practical strategies for blending professional commitments with leisure activities to case studies on successful bleisure destinations, this book equips readers with the knowledge and tools they need to embrace this transformative trend.

2023 business travel trends: Marketing and Managing Tourism Destinations Alastair M. Morrison, 2023-07-31 Marketing and Managing Tourism Destinations is a comprehensive and integrated introductory textbook covering destination management and marketing in one volume. It focuses on how destination management is planned, implemented, and evaluated as well as the management and operations of destination management organizations (DMOs), how they conduct business, major opportunities, and challenges and issues they face to compete for the global leisure and business travel markets. Much has changed since the publication of the second edition of this book in 2018. The COVID-19 pandemic was unpredictable at the time and has caused havoc for destinations and DMOs. The third edition includes many materials about the COVID-19 impacts and recovery from the pandemic. This third edition has been updated to include: four new chapters (Chapter 2—"Destination Sustainability and Social Responsibility"; Chapter 3—"Quality of Life and Well-Being of Destination Residents"; Chapter 11—"Destination Crisis Management"; and Chapter 20—"Destination Management Performance Measurement and Management") new and updated international case examples to show the practical realities and approaches to managing different destinations around the world coverage of contemporary topics including, for example, COVID-19, social responsibility, metaverse, mixed reality, virtual meetings, teleworking, digital nomads, viral marketing, blended travel, regenerative tourism, meaningful travel, and several others a significantly improved illustration program keyword lists It is illustrated in full color and packed with features to encourage reflection on main themes, spur critical thinking, and show theory in practice. Written by an author with many years of industry practice, university teaching, and professional training experience, this book is the essential guide to the subject for tourism, hospitality, and events students and industry practitioners alike.

2023 business travel trends: Accelerating Knowledge Sharing, Creativity, and Innovation Through Business Tourism Bari, Muhammad Waseem, Shaheen, Sadia, Fanchen, Meng, 2020-04-10 Business tourism is a newly coined terminology in social sciences and management literature. It is defined as individuals traveling and staying outside of their hometowns

for not more than one successive year for the purpose of enjoyment and other drives (e.g., learning and business activities). Key business tourism activities include attending a variety of meetings, conferences, and workshops as well as exhibitions. Understanding the negative and positive aspects of business tourism is essential to promoting employee learning and knowledge transfer skills. *Accelerating Knowledge Sharing, Creativity, and Innovation Through Business Tourism* is an essential reference source that discusses how differences in cultures, communities, rituals, norms, and scope of business tourism could influence knowledge sharing practices. Moreover, this book promotes an understanding on how to learn from different cultures and enhance absorptive capacity by interacting with different personalities and cultures. Featuring research on topics such as knowledge management, social capital, and consumer behavior, this book is ideally designed for business professionals, managers, administrators, hotel executives, IT specialists, executives, entrepreneurs, managing directors, and students looking to boost their existing skills and expertise with innovation and creativity by interacting with others and in a new context.

2023 business travel trends: *Culture and Tourism in a Smart, Globalized, and Sustainable World* Vicky Katsoni, Ciná van Zyl, 2021-06-21 This book gathers the proceedings of the 7th International Conference, with the theme "Culture and Tourism in a Smart, Globalized and Sustainable World," held on Hydra Island, Greece, on June 17-19, 2020, published with the support of the International Association of Cultural and Digital Tourism. Highlighting the contributions made by numerous writers to the advancement of tourism research, this book presents a critical academic discourse on sustainable practices in the smart tourism context, improving readers' understanding of, and stimulating future debates in, this critical area. In addition to the knowledge economy and the concept of smart destinations, the book addresses new modes of tourism management and development, as well as emerging technologies, including location-based services, the Internet of things, smart cities, mobile services, gamification, digital collections and the virtual visitor, social media, social networking, and augmented reality.

2023 business travel trends: *The Report: Cote d'Ivoire 2013* Oxford Business Group, 2013-09-06 A leading cocoa producer and exporter of low-cost power, Côte d'Ivoire is one of the more economically diverse and mineral-rich countries in West Africa. The country is a member of ECOWAS and the Economic and Monetary Community of Central Africa, as well as party to several international trade agreements, which help improve macro stability.

2023 business travel trends: *7th International Conference on Tourism Research* Prof Rishi Balkaran, Dr Chris Hattingh, 2024-03-18 These proceedings represent the work of contributors to the 7th International Conference on Tourism Research (ICTR 2024), hosted by the Centre for Tourism Research in Africa at the Cape Town Hotel School, Cape Peninsula University of Technology, South Africa on 18-19 March 2024. The Conference Chair is Prof Rishi Balkaran and the Programme Chair is Dr Chris Hattingh, both from Cape Peninsula University of Technology (CPUT), South Africa. ICTR is a well-established event on the academic research calendar and now in its 7th year the key aim remains the opportunity for participants to share ideas and meet the people who hold them. The scope of papers will ensure an interesting two days. The subjects covered illustrate the wide range of topics that fall into this important and ever-growing area of research. Today, more than ever, there is a need for research and scientific guidance as the tourist sector struggles to cope with the consequences of the Covid-19 pandemic, inflation, socio-political turbulences, climate change and disaster risk.

2023 business travel trends: *Marketing for Tourism, Hospitality & Events* Simon Hudson, Louise Hudson, 2023-12-04 This cutting-edge and engaging student textbook, now in a second edition, provides essential coverage of marketing principles for Tourism, Hospitality and Events, with a strong focus on the increasing global and digital aspects of these industries. The text has been updated to include all the latest industry developments, practice and research, including the lasting impacts of Covid-19 on consumer behaviour and, in turn, the tourism, hospitality and events industries, as well as the accelerated role of digitalization and use of new technologies, such as artificial intelligence and the metaverse, both of which are changing how people conceive of travel

and experiences whilst blurring the boundaries between what is real and virtual. Popular chapter features such as Lessons from a Marketing Guru, featuring personal insights from real world practitioners, and Digital Spotlights, which highlight the ways in which technology has transformed tourism, hospitality and events, and Marketing in Action case studies continue to help bring the text to life through fun and relevant examples from a wide variety of organizations and regions across the globe. This textbook is essential reading for any university or college course looking at marketing in relation to tourism, hospitality and events. Simon Hudson is a tourism and hospitality professor at the University of South Carolina. Louise Hudson is a freelance travel journalist writing for a host of newspaper travel sections, online tourism sites, and her own blog.

2023 business travel trends: *Tourism Marketing* Alastair M. Morrison, 2022-03-29 *Tourism Marketing: In the Age of the Consumer* offers a fresh and contemporary approach as an introductory textbook on tourism marketing. Six major themes along with the traditional core marketing principles are blended together: Age of the consumer: This book places the customer at the heart of tourism marketing and not the sector's promotional apparatus. Experiences: It highlights the growing consumer interest in the enjoyment of experiences and experiential marketing. New media: Social media and e-marketing are given emphasis throughout. Coverage of new media is present in all chapters. Global marketplace: Every chapter adopts a global outlook and offers international perspectives. Environment and social responsibility: An emphasis is placed on the sustainability of tourism, including the concepts of ethical tourism and social responsibility. Events: This book treats events as a major tourism marketing topic and integrates events within the concept of experiential marketing. Written in an engaging and accessible style, *Tourism Marketing: In the Age of the Consumer* is richly illustrated and full of actual case studies and examples looking at a wide variety of topics such as slum tourism, the sharing economy, staycations, event bidding, coping with COVID-19, air travel emissions and many more. Four features add interest and bring greater pedagogical value – Quick Bytes, Case Studies, Industry Voices and Vignettes. This will be essential reading for all tourism marketing students.

2023 business travel trends: *Drivers of SME Growth and Sustainability in Emerging Markets* Dadwal, Sumesh, Kumar, Pawan, Verma, Rajesh, Singh, Gursimranjit, 2024-03-19 Various sectors of emerging markets face unique challenges, largely related to the gap between small and medium-sized enterprise (SME) research and practice. The relationship between SMEs and agriculture, tourism, and other key industries requires a close examination to understand the intricacies of their interplay. An emphasis on the need to bridge this gap, and strategies for scaling up and embedding new sustainability and technology trends into SME strategies is necessary for a healthy growth strategy within emerging markets. *Drivers of SME Growth and Sustainability in Emerging Markets* is a comprehensive book that delves into the intricate dynamics of small and medium-sized enterprises (SMEs) operating in developing economies. With a focus on a keen awareness of the challenges faced by SMEs, this book offers valuable insights for marketers, entrepreneurs, practitioners, and policy makers seeking to unlock the potential of these vital economic contributors. With a focus on entrepreneurship capacity building and government schemes designed to support SMEs, this book equips readers with the knowledge and tools to create an enabling environment for sustainable SME growth. From identifying bottlenecks and challenges to presenting innovative business models and sustainable practices, this book serves as a vital resource for business students, management faculty, and professionals seeking to navigate the complexities of SMEs in emerging markets.

2023 business travel trends: *Decoding Tourist Behavior in the Digital Era: Insights for Effective Marketing* Azman, Norhidayah, Valeri, Marco, Albattat, Ahmad, Singh, Amrik, 2024-10-03 In today's dynamic digital marketing landscape, understanding and predicting tourist behavior is a significant challenge for businesses and organizations in the tourism sector. Consumer choices are influenced by various factors, making it essential to use innovative approaches and insights to engage with tourists and enhance their overall experience effectively. *Decoding Tourist Behavior in the Digital Era: Insights for Effective Marketing* is a comprehensive collection of papers addressing

conventional paradigms and exploring contemporary research methodology advancements. This book offers fresh perspectives to help the tourism sector understand and analyze tourist behavior in the digital era. The book examines tourist behavior holistically and provides a roadmap for stakeholders to develop targeted strategies and initiatives. By leveraging insights from the latest research, businesses can tailor their marketing efforts to meet tourists' evolving needs and preferences, ultimately enhancing customer satisfaction and loyalty. Public sector organizations can also use these insights to formulate destination marketing and development plans that resonate with tourists, thereby driving economic growth and sustainable tourism practices.

2023 business travel trends: *Special Interest Trends for Sustainable Tourism* Jermisittiparsert, Kittisak, Suanpang, Pannee, 2024-07-26 The rapid changes in many dimensions that have occurred in the past decade have resulted in many changes in people's conditions and lifestyles. The role of technology in facilitating the fastest pace of development in human history remains a major theme of our time, especially as humanity recovers from the most severe pandemic of the century. As tourism recuperates after the COVID-19 pandemic, a growing number of travelers are showing interest in special interest tourism, seeking unique and tailored travel experiences. It is essential that this resurgence prioritizes sustainability, leveraging technological advancements to create eco-friendly travel options, support local communities, and minimize environmental impacts. *Special Interest Trends for Sustainable Tourism* offers solutions for sustainable tourist practices, strategies, and developments. It provides the most up-to-date information and views regarding the state and special interest trends of the tourism sector in all its dimensions. This book covers topics such as sustainability, ecotourism, and volunteering, and is a useful resource for business owners, travel agencies, hospitality and tourism professionals, academicians, and researchers.

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