

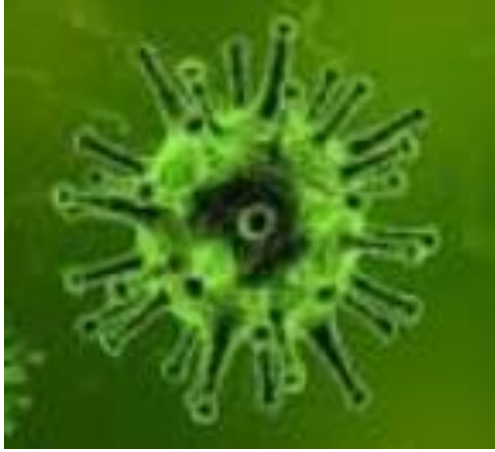


# Tourism prospects: current situation, trends and impact factors in product development

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29.06.2021

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# Guiding forces



Covid-19

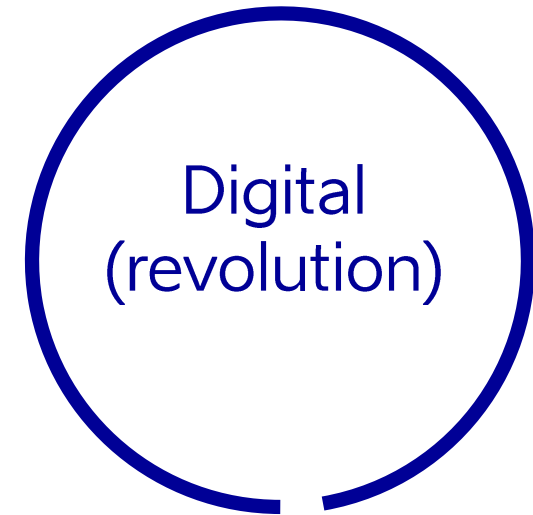


Greta



Ursula

In other words, the driving forces are ...





# Current situation (1)

- + Competition is growing.
- + Tourism demand is recovering slowly, in Southern Europe demand is recovering faster (ETC, 2021).
- + Nature tourism and rural areas.
- + New places for new types of visitors.
- + Interest-based tourism
- + Individual trips, visiting friends and relatives.
- + Unmet travel needs (need for warmth).
- + Focus on the well-being, security, „local“ and reliability of the service provider.
- + A need for up to date and relevant information.
- + A positive e-reputation is becoming increasingly important.
- + Awareness (green).

# Current situation (2)

- + Visitors wish to gain new experiences, in the new destinations, with new people safely.
- + Segmentation based on travel purpose, lifestyle, income, attitudes, hobbies, and personal characteristics.
- + Domestic tourist and visitor from neighboring countries.
- + A foreign visitor stays at the destination longer.
- + Younger passengers.
- + Spontaneous decision making.
- + Short booking window.
- + Direct flights (and fewer flights, due to both limited supply and so-called flight shame).
- + Consumption is demanding - personal, unique, safe, comprehensive, more private, and accessible services and products.



Accessibility

Extraordinary

Edutainment

Interactivity

Story

Authentic & local

„Real“ people

Awareness

Social entrepreneurship (values)

Hospitality

Anytime anyplace (24/7)

Well ...

Slow

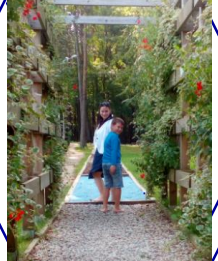
Senses & emotions

Solution based design

Sustainable

Flexibility

Trends & impact factors in the development of tourism products and services



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Pictures:: visitestonia.com, ECB (FB page), Tom Rütel ettekanne, M. Piirman, Skift.com, ETC reports, Royal Experience (FB), Ida-viru sõbrad FB, pictures from author collection

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# Thank you!

## Additional information

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