

## Management of significant changes in Tourism and Hotel industry

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### DESCRIPTION

The changing population demographics and micro trends related to leisure behaviour will be two important issues of change for leisure and tourism services. In the United States, for example, when the boomer generation (born 1946-1964) retires after 2011, there will be a significant population shift [1]. As a result of this shift, the Boomer generation will be able to manage their time differently, while the X generation (born 1965-1976) and Y generation (born 1977-1999) will be able to change jobs and earn more discretionary income. Furthermore, there will be a greater public awareness of micro trends related to leisure behaviour that may improve the travel experiences [2].

The part of the population of age can be associated with increased opportunities to market tourism and leisure-based services or products. In general, the world's population is getting older, especially in developed countries. Germany, for example is expected to half of its population over the age of 65 by 2030. Italy and France are expected to release similar reports. Japan currently has the oldest population in the world, with a median age of 41. This significant demographic shift for serving older tourists may occur in stages and warns tourism service providers.

As of 2010, the Y generation out-numbered the Boomer generation in the United States. According to Nazareth, these generations will have different priorities in life. Nazareth predicts that Generation x and Generation y will be more inclined to balance work commitments with leisure activities than the Boomer generation [3]. Overall, these social demographic shifts suggest that professionals who want to market leisure and tourism-related services or products will have more opportunities to develop business ideas by increasing the time for participation and the quality of experiences for older tourists. Younger generations of tourists will continue to prioritize time constraints in their lifestyles, but there are micro trends affecting leisure and tourism services for all generations.

The importance of life experience that inspire or enlighten older travellers through interpretation or facilitation will increase as they get older, according to micro trends in tourism and leisure. Older travellers will pay more attention to the nutrition, and use

individualised leisure time more frequently to promote wellness/health. Approximately one-third of Americans are considered to be obese in the U.S. A further third of people are classified as overweight. High blood pressure, diabetes, mobility disorders and problems with weight management are all becoming more risk. The significance of nutrition in enhancing people's health will be a clear service concern for those who struggle with weight management [4].

Food services in leisure and tourism operations will have more opportunities to market the nutritional benefits of vacation or travel experiences. According to participation in team sports such as baseball, volleyball, and hockey has been declining by an average of 13% per year (1995-2005). Golf and basketball, for example, have flattened. Activities that were virtually unheard of 20 years ago are on the rise. This micro trend implies that activities can be more personal than communal. The ethereal effect of physical activity, in particular, is a major factor for many people who stay active well into their senior years. It might demonstrate a stronger market for designed opportunities in today's leisure and tourism services market.

Customers are likely to demand products and services that can be modified to different complexity levels and customised for climate, spending, and health status. To provide educational and enlightening experiences, professionals in the leisure and tourism industries would need to possess a specific set of leadership abilities and expertise. To improve park visits, walks, and ecological interpretation, outdoor recreation locations should include meditation tools and information.

Personal trainers could create workout regimens that involve and evaluate improved body awareness or states of calm like yoga, tai chi or ai chi one way to adapt to these potential changes is to keep providing the standard accommodations and travel services [5]. The historical changes identified for the resort hotel business by barrows, powers, and reynolds do not support the presumption that future tourists and their participation will remain the same. Services related to leisure and tourism provides substantial contributions to the regional, state, federal, and global economy. The age demographic shifts and microtrends in leisure and travel behaviour are the potential developments that

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**Received:** 01-Jun-2022, Manuscript No. JTH-22-19732; **Editor assigned:** 03-Jun-2022, PreQC No. JTH-22-19732 (PQ); **Reviewed:** 17-Jun-2022, QC JTH-22-19732; **Revised:** 24-Jun-2022, Manuscript No. JTH-22-19732; **Published:** 01-Jul-2022, DOI:10.35248/2167-0269.22.11.518.

**Citation:** Rachel T (2022) Management of significant changes in Tourism and Hotel industry. J Tourism Hospit.11:518.

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could lead to an expanding leisure sector. Professionals in tourism and leisure.

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