

Domain 2: Questions related to tourism demand:

How will humankind travel in the future and what needs to be done that travel becomes increasingly sustainable?

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Introduction:

Nowadays we are in really bad situation in tourism business. Thanks to SARS-CoV-2 international tourism is under the spell. In some papers we can find that more than 90% people are locked in homes and they can't travel. Many touristic places are empty, hotels, restaurants and coffeeshops are closed, travel agencies bankrupted and many more is going to happened. But as we all know, the truth about new virus COVID-19 is no one knows where. However, the tourism business right now is certainly wrong because there is nothing "normal / right" about what is happening to tourism industry. For this situation is hard to find the right solution, but we can think NOW about the future and be more ready for time after COVID-19. Therefore, it's really important to send the right message, to the publicum. Really important is to communicate with other people, companies and build something strong together. Choose the right people who will send your message right, who will say your story truly and creative because the market will change after this situation for sure. We are living on online environment, and best way how to become more value is to be "online". Also, it is important to show others what they can get new from visiting your country.

In our paper we decided to talk about how social media are influencing young people and how travelling can change people's mindset and behavior.

(1) Tourism experiences shaped by social media

What can we do to make travels more social friendly and sustainable? To my knowledge it is important to rise the safety of travels, make tourism "greener" more ECO, creating less destinations with higher comfort and the surrounding of the destination is also one of the decision points.

On one hand, tourism industry will continue in developing in this current trend to travel outside of commercial resorts. It won't be because of current virus SARS-CoV-2, but people can see the sights all over the world from the comfort of home trough smart phone. It is fancier to see something none of their friends saw before.

Youngsters want to have a nice picture no matter what. They are able to climb the cliff, jump from the top of the rock or do any crazy things, just to have picture suitable for social media. Youngsters are living social life, and their veins are full of likes, shares and tweets. This is also measurement for touristic places. Many touristic places can be found on social media and they have many followers. They own special hashtags for tagging their place, hotel, restaurant so they can get easily found. This method was used many years ago when Facebook, Instagram

or Twitter was not well known. For example, Switzerland was a country, where Chinese tourists became from one day visitors to 3-5 days visitors because one of Chinese famous actresses became a promoter of Switzerland. This time of crisis we should try to promote our country as much as we can. Time, we spent on social media is growing, so we as tourist companies should post catchy, nice pictures showing new stuff we are doing for our visitors and what they can find there. Show potential clients that they will have beautiful memorable pictures from their trip to your destination. Because media, are future. We are becoming slaves of social medias, posting everything especially now during lockdowns. We are missing the social contact so we are trying to become more viral and therefore is important to post as many posts as possible from your enterprise so your potential clients can see you as your future destination.

On the other hand, let's think about sustainable tourism. Set a maximum number of visits per day at a critical point like Maya Bay so they don't ruin it there. To my knowledge, some countries have rules that only special number of tourists can visit their country per year. And this is the way how to make your destination more famous. Your nature will have time to rest and be ready for new visitors next year. We should think about our heritage and try to save the monuments in the best shape for our descendants. So, one of the solutions were to have seasonal opening of sidewalks so that nature has time to rest. It will be really hard to put the nature before income, but we know that forbidden fruit taste the most.

But there is also a negative part of using a media. There can be many hoax, bad news which can influence badly the tourist final result. Just imagine nice blue lagune, with clear water, fishes swimming there posted on social media. You fall in love to that picture, you wanted to come, and you are already imagining yourself taking pictures, posting them and waiting for likes, shares and tweets, but the reality is totally different. It is not because the place is not nice, but we are human beings, who are ready to feel the surrounding differently. It is really important to know that people are reflecting to various sensations differently. One person can totally love it and second can't stand e.g., smell of the streets. Therefore we should think wisely what is good for our business and also what is good for our mother nature.

(2) How international travels are changing people mindset and behavior

Thanks to travelling we can enter new spaces, with different time managing systems, other uses and habits. People relate with nature, things and even other human beings in a different way. Thanks to traveling people can get in touch with different cultures, histories, languages, minds, backgrounds and all those things can help traveler to enlarge one's life experience. So even mindset can be shaped in a new, larger and deeper dimension. Furthermore, in order to relate with locals and their uses and habits we are demanded to remodulate our behaviors too. Enriching even our way to speak, act, do gestures, move and also watching the world from other point of view.

When we are visiting a new country for a while, we took only the deepest memories from it. But when we stayed in a country for a longer, we will find out that we changed. We are in

different place and we don't have the closest one always by our side. We have to trust only ourselves, build new relationships and this is the thing, what can change the people's behavior. To my knowledge and experience with travelling, I can tell that people's behavior thanks to visiting new places, countries are changing a lot. This change depends on human relationships, cooperation, dialogue and building the new way of living. We are studying ourselves, also others and reciprocal the country and the culture. It is an everyday process of enrichment and mutual empowerment.

Every time we go for a trip, we are broadening horizons, looking and thinking about things from a different point of view, interfere with new culture, developing new friendships, meeting interesting new people but also, we can change our mind about the country. It's good not to judge a book by the cover, coz sometimes one bad review can destroy everything.

There is a special program for youngsters, which is helping youngsters to develop the acknowledgement about other countries. This program is called European Voluntary Service, funded by Erasmus plus and it's only for people under 30 years. I was a part of this program many times as a mentor for the volunteers from different countries. And I can say that people in my village thank to many foreign visitors stopped being homophobic, xenophobic and they are less racist. They never had the opportunity to talk face to face with someone who is from totally different backgrounds. Since that time, they find out that people from other countries which are much more far away, they are not the threat to us, because we are all human beings. Maybe one day we will have only miniature cities in special parts and every visitor will receive virtual reality. But even the virtual reality should reflect the place as much as it is possible now, it will never give us the same feeling. It is not because the virtual reality can't give you the real view to monuments, it is true, but you can't try the best cuisine creatures, smell the streets or meet the natives and you can't take a selfie there.

In my opinion, traveling opens up new perspectives on our lives. We compare the environment in which we live, traditions, gastronomy with the one from abroad. And man is a teachable creature. We gain experience that allows us to choose the best for our own lives so that we have what is called a happy life. Therefore us, the young tourism scientists should take care on how the tourism is shaping, and what is going on around us. Who knows maybe the future tourism is in animal tourism or in super smart cities?

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