MERCURY

Global Tourism and Travel Trends

29 August – 2 September 2027
Doha (Qatar)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

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Ref: 15710_1065920 **Date:** 29 August – 2 September 2027 **Location:** Doha (Qatar) **Fees:** 5500 Euro

Introduction:

Global tourism and travel trends evolve in an increasingly interconnected world, shaping how we experience and engage with destinations. As economic, technological, and social factors drive change, industry professionals must stay informed about emerging patterns and consumer preferences. This Global Tourism and Travel Trends course delves into the latest trends influencing global tourism and travel, including the impact of digital technology, shifting demographics, and sustainability concerns.

By understanding these trends, businesses and travelers alike can adapt to new opportunities and challenges, ensuring a more informed and strategic approach to the ever-changing landscape of global tourism. Various factors influenced recent trends in travel and tourism, and it's important to understand these developments more deeply.

Future trends suggest that a blend of technological advancements, personalized experiences, and sustainability will define the industry's trajectory. Participants in these new trends in travel and tourism prepare for the dynamic evolution of traveler demands and market opportunities. Through detailed analysis and discussion, this Global Tourism and Travel Trends course offers insights into trends in travel and tourism and why they matter to all stakeholders in this global sector.

Targeted Groups:

- Tourism Industry Professionals.
- Travel Planners and Agents.
- Hospitality Managers.
- Marketing and Communications Specialists.
- Destination Management Organizations.
- Travel Technology Developers.
- Policy Makers and Regulators.
- Academic Researchers in Tourism.
- Sustainable Tourism Advocates.

Course Objectives:

At the end of this Global Tourism and Travel Trends course, the participants will be able to:

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- Analyze current global tourism and travel trends.
- Identify key factors driving changes in the industry.
- Understand the impact of digital technology on travel.
- Explore consumer behavior and preferences.
- Assess sustainability practices and their significance.
- Develop strategies for adapting to emerging trends.
- Evaluate the role of technology in shaping travel experiences.
- Examine case studies of successful trend adaptation.
- Enhance skills in market research and data analysis.

Targeted Competencies:

By the end of this Global Tourism and Travel Trends training, the participant's competencies will:

- Trend Analysis and Forecasting.
- Digital Marketing Strategies.
- Consumer Behavior Insights.
- Sustainability Practices in Tourism.
- Technology Integration in Travel.
- Market Research and Data Interpretation.
- Strategic Planning and Adaptation.
- Cultural Awareness and Sensitivity.
- Policy and Regulation Understanding.

Course Content:

Unit 1: Overview of Global Tourism and Travel Trends:

- Introduction to key global tourism trends.
- Historical context and evolution of travel trends.
- Analysis of current market dynamics.
- Major geographical trends and emerging markets.
- The role of international events and economic factors.
- Impact of global crises on tourism patterns.

Unit 2: Technology and Digital Transformation in Travel:

- Overview of digital technology impacts on tourism.
- Rise of mobile apps and online booking platforms.
- Role of artificial intelligence and machine learning.
- Influence of social media on travel decisions.
- Virtual reality and augmented reality in tourism.
- Data privacy and cybersecurity concerns in travel tech.

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Unit 3: Consumer Behavior and Preferences:

- Analysis of changing consumer demographics.
- Influence of millennial and Gen Z travelers.
- Shifts in travel motivations and expectations.
- Trends in eco-tourism and sustainable travel.
- Importance of personalized travel experiences.
- The impact of global health and safety concerns.

Unit 4: Sustainability and Responsible Tourism:

- Principles of sustainable tourism practices.
- Strategies for minimizing environmental impact.
- Importance of community engagement and support.
- Certification and standards for eco-friendly tourism.
- Case studies of successful sustainable tourism initiatives.
- Challenges and opportunities in implementing sustainable practices.

Unit 5: Strategic Adaptation and Future Outlook:

- Developing strategies to adapt to evolving trends.
- Best practices for integrating new technologies.
- Forecasting future trends and preparing for disruptions.
- Case studies of companies successfully adapting to trends.
- Tools and methodologies for trend analysis.
- Crafting strategic plans for future growth and competitiveness.