

# *New Trends in International Sustainable Tourism*

## *Uluslararası Sürdürülebilir Turizmde Yeni Eğilimler*

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### **ABSTRACT**

*The development of information technologies and transportation services; individuals, society and the interaction between countries have intensified. Individuals' lifestyles, tastes and habits, values and cultural activities vary with the global interaction. In today's economy, worldwide tourism industry plays an active role. The tourism industry, increasing income level of individuals, welfare level and parallel to the changing philosophy of life, an important source of income for the country to be the remains. Therefore, to examine new trends in tourism is important. The main purpose of this study new trends in tourism; individuals, suppliers, tourist destinations and activities are to examine.*

### **KEYWORDS**

*Sustainable Tourism, Tourism Marketing, Employee Relationship Management, Customer Relationship Management*

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**ÖZ**

*Bilişim teknolojilerindeki ve ulaştırma hizmetlerindeki gelişmelerle; bireyler, toplumlar ve ülkeler arasındaki etkileşim yoğunlaşmıştır. Bireylerin yaşam tarzları, zevk ve alışkanlıkları, değer yargıları ve kültürel faaliyetleri bu küresel etkileşim ile değişmektedir. Bu etkileşim, uluslararası turizm faaliyetlerine de uluslar üstü bir boyut kazandırarak farklılaştırmıştır. Günümüz ekonomilerinde, dünya genelinde uluslar arası turizm endüstrisi etkin bir rol oynamaktadır. Turizm endüstrisi, bireylerin artan gelir seviyesi, refah düzeyi ve değişen yaşam felsefesine paralel olarak ülkeler için önemli bir gelir kaynağı olma özelliğini korumaktadır. Bu sebeple, yeni uluslar arası turizm eğilimlerini incelemek önem arz etmektedir. Bu çalışmanın temel amacı yeni uluslar arası turizm eğilimlerini; bireyler, tedarikçiler, turistik destinasyonlar ve faaliyetler açısından incelemektir.*

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**ANAHTAR KELİMELER**

*Sürdürülebilir Turizm, Turizm Pazarlaması, Çalışan İlişkileri Yönetimi, Müşteri İlişkileri Yönetimi.*

## **INTRODUCTION**

Tourism is a significant source of income in the world economy. Approximately 350 millions of people are employed in tourism industry in the world and 9% of the international capital investments is from tourism industry (UNWTO, 2013). As a result of increasing in income levels, betterment in working conditions, developments in transportation technologies and increasing facilities of communication by developments in information technologies, tourism has become concern of a wide mass. Accordingly, tourism is indispensable for countries because of providing a positive interaction between societies, improvement in balance of payments, contributions to employment and regional developments (Budeanu, 2005: 90; Makame and Boon, 2008: 93-94).

In 21st century geographical borders have removed; international investments have become widespread; interaction among different cultures have increased; common languages which are valid in all over the world have been started to use; and developments in economic, social and technological areas has been occurred. These factors make service industry focal point of the economic benefit and globalize markets. Accordingly, international competition has been differed in tourism industry like all other industries (Khairat and Maher, 2012: 214).

Competition in tourism industry tends to increase quality, reliability, and variety of produced touristic products; and create a product mix which is matching with the tourists' expectations. Shortly, today, market and economy rules particularly tourist behaviors have changed radically (Garrod and Fyall, 1998, 202).

Consumers of touristic products tend to direct their leisure time and expenditures to more active opportunities by purchasing a tour. By this way they might gain new experiences instead of repeating same experiences

## **SUSTAINABLE TOURISM**

In tourism industry, increasing number of brokers, offered various experiences and travel opportunities and using modern technology more intensively varied tourists' free time activities. In tourists' purchasing decision, factor of travelling cost keeps its importance and satisfaction levels of them is increasing its importance day by day (Budeanu, 2005: 90).

Tourists prefer activities which offer a value for them. A real touristic product must create new priorities and values for tourists. Because of that, analyzing significant studies in tourism marketing area is purposed. Developments in international tourism industry are analyzed in the frame of four elements. These four elements are determined as participants, activities and products, destinations and suppliers.

### **Evaluating Sustainable Tourism in terms of Participants**

For tourism participants who are in their middle age or over the middle age and whose needs in 5th level in classification of Maslow's (1954) hierarchy of needs, self-actualization is more important motive than escaping from daily routine and this supports discovery tourism. Some of these consumers will not allow their middle ages to reduce their energy and dynamism by aiming at preserving their physical abilities. Accordingly, share of this market segment increases the number of holidays which includes physical struggle. According to Millington (2001); one-third of the people who travel in order to join rafting, winter sports, riding and other tourism activities prefer the same activities in their fifties, sixties and even seventies. Mintel (2000) emphasizes that some travelers avoid traditional "senior travels" decisively (as cited in Ewert and Jamieson, 2003: 76).

Well-educated younger people who can be called as "world travelers" can be evaluated as a market segment who have education travel expectations. Individualized life styles affects families and by this way their possibility of joining a tour with their elder children is decreased. This provides that tourism marketers see young people as cultured and well-educated audience. Internet habits of young people make obtaining information and personal selections easier. Because of that, making tourism expenditures decisions by children is possible (Richards and Wilson, 2006: 45-47).

Today, number of family focused tourism products have increased because people postpone marrying and starting a family to their elderly ages in the early of 2000s. The reason of this increase is that when adults start a family, they are unwilling to leave their children alone to join leisure time and travel activities. In family life-cycle, leisure time is an invaluable commodity for adults. In Mintel's (2000) study, holiday priorities of parents who have 0-15 years old children are activities like watching television or eating out. The meaning of time pressure for this type of consumers is to provide maximum benefit from well-quality holiday experience. They don't want to spend their

limited time for mediocre and ordinary holiday. Budget is also a factor which can avoid families to choose distant and extraordinary destinations (Williams and Soutar, 2005: 248-249).

Increasing in service and information industries which offers flexible working hours makes women to join working life easier. This tendency increases the rate of women who benefit from tourism services personally. This opportunity for sustainable tourism prevents suppliers from organizing activities only for men in their tourism products (Swarbrooke et al, 2003: 258).

Increasing in the number of single people directs tourism industry to prepare touristic products to socialize single people. Products which are designed to satisfy the needs of people from different nationalities have a wide range of consumer potential (Bramwell and Lane, 2005).

There are four significant motivation which contributes for development of sustainable tourism movements (Bramwell and Lane, 2005; Sung et al., 2001: 47-48):

- **Escape:** is an escape motivation from stress of the urban life, heavy work load and material culture of the consumption society.
- **Self-Actualization:** Discovering the concept of self-improvement by higher education, professional improvement and media products create a demand. Needs of this demand are varied. According to Muller and Cleaver (2000), this situation brings two changes in its wake. These are introspection which provides people to review their aims. And second one is a desire which is to do something in the same direction with personal abilities. By this way, elderly participants become the big segment of the tourism market.
- **Stimulation and enthusiasm:** desire of consumers oriented to innovation and different experiences is seen as insatiable. The stress of the time limitation conduces to demand intensive and enthusiastic experiences. These activities have extraordinary and empirical nature and they are seen as the solutions to supply sensation seeking needs. Information about activity types is gained from television and the Internet.
- **High qualities which consumers want to have:** today, leisure time activities and holiday types which individuals prefer present their characters and values. Active attended activities put individuals these qualities courage, durability, bravery.

### **Evaluating Sustainable Tourism in Terms of Activities and Products**

New products are improved on the basis of changing market conditions and technologies (Makame and Boon, 2008). According to Swarbrooke et al. (2003: 260) active tourism products will be more popular in the future and they could be named as hard nature sports activities, family travels, benefit travels, technology mediated activities, prestige travels and short breaks. Ordering of these products is made from products which requires physical struggle to products based on mental activities.

Hard nature sports are more than an activity which conducted by participants, it is a life style. Also, these activities can be expressed as the amusing and exciting way of sharing enthusiasm with people who have similar taste and habits. In this era, "hard nature" activities is a significant part of the tourism industry. Especially activities which require physical struggle have more difficult and faster nature. Participants prefer these type of activities to raise their performance and achievement levels. Because of that, innovation in sportive activities like ski, climbing, rafting, mountaineering are tried by beginners, people who want to improve themselves technically or highly talented professionals. Desire to achieve similar standards with the professionals orientate amateurs to try these innovations (Bramwell and Lane, 2005).

Tourism suppliers offer package tours which include wider hard nature sport activities. These tours include one more activities. For example, a package holiday which offers scuba diving and mountain biking at the same time has more attractive view in the market. One of the problems of tour operators in preparing package tours is obligation to struggle with risky nature of these activities. Also in some hard nature activities it is not easy to make a balance between unsettled life styles of participants and commercializing their expectations. Although the effect of advertising and sponsorship activities has decreased, undoubtedly, these types of promotion activities are included in tourism industry. (Buckley, 2008: 227).

Multiple activity holidays which give a chance for consumers to make selection among activities are in progress and they are growing day by day. It is emphasized that all multiple activity holiday types like biking, trekking, riding will be more preferred. (Mihalic, 2006: 117).

Mintel's study (1999) proves that market of activity holidays has not been discovered yet. There is an extension in three potential market segments

about activity tourism. Firstly, people who are in their middle of twenties and disposed to postpone marriage responsibility. Secondly, people who are 18-25 and want to go on a holiday independently from their families. Thirdly, mature and wealthy family market and this market's average of age is high. Today, multiple activity holidays are organized to satisfy different expectations for these micro niche markets (cited in Swarbrooke et al., 2003: 264; Williams and Soutar, 2005: 248).

Popularity of activity based package holidays have increased for family market segment. Activity theme in these holidays is significant for both adults and children. Also, family holidays don't have characteristics of general family holiday like cheapness, health rehabilitation, low risk and short trip time.

The base of benefit tourists' activities is helpfulness and it includes travels in leisure time. Benefit tourist have personal rewards like living happiness from doing something beneficial in return spending time, labor and professional knowledge in participants of social and environmental projects. This type of tourism will continue its growing by ethical and nature-friendly projects of non-profit organizations.

Technology support growing tourism industry in different ways. However, some activities are executed by technology dependent and this area will continue to grow. However, heli-trips includes trips to distant and virgin areas via helicopter and this can be an example for technology mediated activities. However, most of the participant may find more exciting landing snowcapped ridges or emptying helicopter while passengers are inside. Especially the basic element of space travel is innovation, discovery and self-actualization (Buckley, 2009: 228; Ewert and Jamieson, 2003: 77).

Millington (2001) evaluates prestige travels as one of innovative products of tourism in information age. Maybe space travel is the most extreme end, but there are more accessible types of prestige adventure travel. Participants are eager to participate this kind of unique travel by affecting prestige of the activity or destination or envying others (cited in Ewert and Jamieson, 2003: 80). Like luxury safaris, uniqueness affects the price of the travel. They are quite expensive products and include extra prestige with accommodation, food and beverage service and all other services which are offered in luxurious standards. Climbing the Everest is prestigious in terms of destination and activity. Because it includes difficulties and struggle. Gorilla tracking tours are rarely organized extraordinary activities which are in the base

of panic and excitement. Prestige adventure travels could include high and low risky activities. Prestige adventure travels address to people who have high disposable income and desire to have superior abilities. Products of prestige adventure travels are publicized to people via media. Wealthy consumers are willing to pay high price for these holidays in order to reduce their problems, use limited time for only amusement and increase excitement of the experience (Swarbrooke et al., 2003: 268).

In 21st century non-physical tourism types gain attention because of both demand and supply factors. Mintel (2000) expresses that limited leisure time will direct people to change their life style. Also, desire for experience new things will direct people to non-physical adventure travels. At the same time, three groups of people below can be evaluated as active participants of non-physical tourism types in future. First potential market segment is people with disabilities. They benefit from offered services around the world for their personal developments. Another one is that children travel with other children without their families non-physically. The last effective market segment of non-physical adventure activities is that retirees prefer this type of travel in order to rehabilitate their health.

People tend to bring package tours which include flight reservations, rent a car, accommodation and various activities together by purchasing them from different companies. Technological developments shorten the time which spent on creating personal package tours for people. Independent travels have some advantages like preparing in the direction of individuals' needs, not to pay commission for intermediaries.

Decreasing in flight costs promotes short break market. By this way an increase in the rate of weekend trips has seen. Professionals who have over workload need short breaks to get rid of pressure. Short breaks are a rapidly growing market which includes potential consumers who have financial power and limited time. Weekend package tours have speeded growing of this market up. By this way, people get their money and time's worth (Swarbrooke et. al., 2003: 272).

### **Evaluating Sustainable Tourism in terms of Destinations**

A destination which offers new touristic experiences and sense of discovery increase their importance day by day in information age for tourism industry. In this context, alternative touristic destinations have an important place in tourism industry. Areas which have rich resources and services attract



tourists. Types of resources which will be required vary on the basis of sub-segments of the market. (Buckley, 2007: 1428).

Demand for new experiences is met by increasing visits on developing countries. Attraction components which are offered by developing countries are various cultures and rarely seen wild life. Meaning of less developed substructure is to make some areas essential attraction of touristic activities. Economic conditions of developing countries make these areas pretty cheap for visitors. Politic equilibrium between local suppliers and tour operators determines which one of these countries win and lose. Also, alternative destinations to developing countries are countries which have cold climate. Market of consumers who go on winter holiday one more time in a year continues its growing. For this reason, this market becomes non-negligible market for suppliers (Wu, 2009).

Because of negative effect of increasing tourism activities on natural resources and local cultures, limitations increase in destinations. Limitations could be used to control visitors' number, distribution and behaviors. Limitations can be seen in various ways on the basis of sensitivity differences. For example, by leaving some areas virgin, these areas continue their attractiveness for tourists and this is possible to limit building constructions in these areas. Also, applying reservation system and high price policies are different type of limitations.

### **Evaluating Sustainable Tourism in terms of Suppliers**

Mintel (2000), foresees that in information societies which are accepted as individualized and divided societies micro marketing will increasing and mass media usage in tourism marketing will be left. Today, brand managers key market incentives to specific lifestyle groups, media and amount of expense (Ewert and Jamieson, 2003: 76).

According to Millington (2001) tour supplier industry is in the face of danger created by increasing number of small-scaled supplier firms. The biggest advantage of small and medium sized tour operators is to offer personal attention and interest required for most of the tourism products. Despite this, it is quite attractive area for professional tour operators.

Dominant suppliers in offering current specific touristic products are small scaled independent ones. Despite this, large and vertically integrated operators have started to compete by recognizing profitableness of this market.

While mentioned vertically integrated operators offer products which are well structured and match with customers' expectations, small scaled professional operators offers touristic products in a wide range by focus on rising products. In this context vertically integrated tour operators develop product range in tourism area in direction of current and potential customers' expectations (Khairat and Maher, 2012: 215).

In information age, increasing number of tourism organization use various activities as a marketing tool increase awareness of the niche holiday products. Various standards have been set on the basis of ecotourism concept to protect quality of products and attractiveness of destinations. Within the scope of environmental management system, quality of products is certified by given certificates (Atherton and Atherton, 2003: 115). Partnership between suppliers and tour operators in destinations to create new tourism centers will continue in ensuing years. Developing countries might get a higher share from the market more experiencedly. This means the requirement of reviewing benefit and loyalty in terms of tourists.

Today, concept of health, safety and risk management in tourism activities will gain importance by increasing number of travels include dynamism and various experiences. More formal procedures are applied to protect health and safety of customers. In periods which competition intensifies by increasing number of suppliers, risk management has become quite important place in existence and continuity of competitive power of firms (Khairat and Maher, 2012: 216; Page et. al, 2005: 381). Also, touristic product retailers compete with each other in sales area. Experiences gained from this competition are more suitable to create leisure time value for consumers. Created market segments to create leisure time value have different scales and potential. So, market segmentation which is made help firms to distribute their resources in a better way and to limit marketing goals in a correct way. By this way, better service quality is offered for market segments which have different product preferences and needs (Budeanu, 2005: 93).

On the other hand, by based organization of supplier tourism firms upon meeting customer expectations in the most effective way, they have a chance to get highest efficiency and benefit from their activities. The most suitable consumer type is determined by accessing limited sources via segmentation of tourism market. By this way, customer requirements are met in the best way and the highest success and profit is provided and it is intensified to market segment. (Hacıoğlu, 2000: 32; Kotler, 2000: 37).

As generally accepted market segmentation of suppliers is determined by before production on the direction of tourists' expectations and by this way efficiency of marketing activities is increased. In this context, analysis of markets, finding and developing of niche markets provides competitive advantage for the firms because competition level is higher and consumers are more selective in international markets especially for sustainable tourism.

### **CONCLUSION AND SUGGESTIONS**

Sustainable tourism gives a different meaning and special position for tourists who are the consumers of touristic products. Tourists are seen as important partners who participate actively in production process by touristic organizations. Accordingly, the main purpose of the companies which are in tourism industry is to provide win-win relationship with their customers. Today, this change forms consumers of touristic products as internal customers (employees) and external customers (people who benefit from the services). With the concept of customer satisfaction is aimed the satisfaction of not only tourist, but also employees. In service industry, in order to satisfy external customers, primarily internal customers should be satisfied. By this reason in recent years scientific studies about Employee Relationship Management are made to provide employee satisfaction (Rogers, 2008, 48; Strohmeier, 2013). Employees are the most dynamic powers who produce services and share, use, multiplies, and controls the information. Comparative advantage is provided mostly by dynamic elements of the company which include high satisfaction levels of both internal and external customers than financial resources of companies. In this frame, tourism companies should give importance on continuing training activities and they should employ their employees in suitable positions by discovering employees' personal talents.

Employees, customers and usage level of the information are accepted as "intellectual capital" of the company in sustainable tourism. Intellectual capital can be described as used knowledge, information, intellectual property and experience to create benefit for companies (Steward, 1997: 13).

Steward (1997, 81–120), states that the concept of intellectual capital is composed of bringing human capital, customer capital, and structural capital components together synergistically. In human capital, the importance of requirement for contributing personal improvement of employees; in structural capital, the importance of availability of profession, information and experiences of the firm by sorting on the basis of the plans; and in customer

capital, the importance of high level of loyalty and satisfaction of people, institution and organizations which have relationship with the firm is emphasized. Deploying of these 3 components compatibly with each other develops creativity, innovativeness, collaboration and feedback within the company.

Sustainable tourism needs to provide actively participation of employees on management and the system. Employees are the most valuable assets of the companies in service industries like tourism industry so benefit from their creative ideas and opinions is important for increasing performance. Comparing freely stated numerous opinions and suggestions each other enables to make the best and correct decisions. By this way comparative advantage is gained and the existence of the company will not be under threat in the global world.

In the frame of sustainable tourism it is required to make decisions by thinking globally. Within new economic system geographical borders give their place to global borders and systems. As a result of unsuitable decisions with global developments, a negative interaction has been occurred. For all stakeholders which have an active role in tourism industry, the concept of profit has given its place to creating a value. In this context create a value for customers by offered service, care customers is more important than gain a short term profit. To care customers is provided by offering high quality services, offering after sale services and behaviors which make customers feel special. Accordingly, “e-Consumer Relationship Management” approach has a wide range of execution area, today (Mekkamol et. al., 2013: 109). Customer Relationship Management includes values which protect companies in difficult competition conditions like continuing relationship of customers, customers’ loyalty and increasingly buying behavior. CRM handles these relationships of customers which are desired to continue operationally and analytically. In this context CRM is seen as a technology based concept, but it is a new management philosophy. In this customer-oriented management philosophy, customer relationship and loyalty in long term is purposed.

In the frame of sustainable tourism, managing technological changes effectively could be evaluated in the scope of structural capital. Firstly, determining success levels of companies by measuring their performance is required. Efficient and effective performance measurement and evaluation system is possible with technological change management. Technological change management will be able to be provided by executing research and

development activities, using information systems, and making comparisons. Unless technological developments are applied to whole of the economic system, existence of sustainable tourism is not seen as possible.

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