Forecasting Future Tourism Market Trends

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Abstract

It has been recognized among countries that tourism stands as an important hospitality industry for bring in a good amount of revenue for national development. Since competition in this industry is fierce, host countries need to use information technology to operate effectively in the tourist market. In particular, forecasting future travel market trends serves as an important tool to differentiate tourism products and services while creating future product value. Based on this marketing scenario, the researcher aimed to explain and justify the need to forecast future tourism market trends. The researcher used a bilingual online survey questionnaire on 15 variables to collect data from 1,600 Thai and foreigner participants. The 5-level estimation questionnaire was tested for IOC at .765 which was considered appropriate to create an online bilingual questionnaire via the Google program. The results from the survey analysis revealed positiveness in future tourism market trend factors and consumer behaviors**.**

Keyword: *Trend forecast, tourism market factors, future tourist market trends, hospitality industry*

1. Introduction

All countries have generally aimed at tourism in the hospitality industry as an economic tool with a profound impact on the country's development. Each country wants to attract a large number of tourists by promotional activities. They have taken the promotion of tourism seriously and implemented a variety of promotion mechanisms for more tourists all year round. As known, tourism has become the world's largest industry which has been expanding rapidly worldwide. The World Tourism Organization (2001) reported about 500 million people traveling to Europe and the Pacific, the Middle East and Africa each ear. The forecast shows that regions with high tourism growth include Asia Pacific, China, India, the Middle East and Central Europe. In Russia and Latin America, tourists traveled within the region; intra-region tourists counted 1200 million people and about 378 million people were long haul tourists (Agenda 21 for the Baltic Sea Region, 1998; World Tourism Organization, 2001).

With the reported statistics of the number of tourists worldwide, acceleration of the number, particularly as supported by information communication technology, would be possible in sight. Information communication technology has been used by countries to

compete in the tourist market by creating value for future products and boosting the demand for tourism and leisure. All countries have been well aware of the fierce competition and tried to campaign quality travel plans and packages to potential customers. These plans and packages are catered for the needs and preferences of tourists for pursuit of knowledge, experience, way of life and culture (Oliveira, Araujo & Tam, 2019). Those people involved in the tourism industry try to find ways to accommodate their customers from different economic, social and cultural backgrounds who are diverse in behaviors related to or preferences for consumption of tourism goods and services. Taken into consideration are five known factors: economic, social, technological, biological and political (Buhalis & Amaranggana, 2015; Monphan, 2016).

2. Literature review

2.1. Situation of the Tourism Industry in Thailand

The tourism industry or the service sector plays an important role in the economy of Thailand. It has generated income as number one value of the total trade in services while supporting other related businesses, such as hotels and local accommodations. Restaurants, souvenir shops and transportation services have become part of investments in foreign currency of hundreds of billion baht per year. Domestic circulation flows from Thai people traveling in the country counted as hundreds of million baht in 2009; the country had income from foreign tourists of about 527,326 million baht or about 8.5 percent of the total export value (51% of the export value of the service sector or approximately 5 percent). Tourism accounted for more than 2 million people, or 6-7 percent of the entire workforce. It has helped distribute income and employment to rural areas. The revenue has also contributed to the trade deficit during the time of Thai exports being slowed down in line with the world economy. Obviously, in making a plan for effective tourism, the country must provide sufficient infrastructure as a strong foundation for the tourism industry (Monphan, 2016; Almuhrzi & Al-Azri, 2019).

2.2. Changes in Tourist Behaviors

Changes in tourist behaviors have been reported in the tourism literature in five areas (Agenda 21 for the Baltic Sea Region, 1998; Boley & Green, 2016) as follows:

(1) Consumer behavior changes according to economic conditions caused by economic downturn--resulting in tourists being cautious about the value for money. In particular, competitors have turned to price strategies to survive in the shrinking tourist market. This triggers the so-called *last minute behavior* that affects booking/ purchase of travel products and services for greater value.

(2) Tourists currently prefer to travel short distances. They may choose to travel more in the same country or within the same region. This has prompted various economic activities being integrated into tourism in a cooperation framework.

(3) Tourists tend to choose special interest tourism, such as health tourism, adventure tourism, sport tourism, and conference and exhibition tourism. Such a form of tourism focuses on to learning experiences.

(4) Tourists' caring about health and exercise creates health tourism and sport tourism, as seen in countries providing health or treatment packages as well as organizing

sport events. Thailand is one of the countries well equipped with facilities and services in organizing international sport events.

(5) Tourists' interest in social, cultural and environmental preservation traditions is gaining popularity in tours related to sustainable development in specific areas. This new trend is inevitably transforming tourism into a new dimension of service management that emphasizes nature and scenery as tourism products (Agenda 21 for the Baltic Sea Region, 1998; Boley & Green, 2016).

2.3. Future Tourism Trends

The tourism literature reports future tourism trends as follows:

- Obligation travel group is considered a future trend in tourism. Obligatory tourists refer to those who need to travel to carry out necessary activities, such as business transactions and negotiations, religious events, festivals, and weddings. They travel with a clear purpose and tour organizers need to arrange for other needed activities outside of the main activity, particularly visiting important tourist attractions.

- Ethical traveler groups refer to travelers with a focus on ethics. They pay attention to the surrounding environment, the environmental impact, the amount of carbon dioxide emitted by air travel. These concerns directly affect this group of tourists. Most travel plans focus on the nature of tourism for community service in the form of volunteer work or participation in reality activities.

- Simplicity attracts travelers who avoid the hassle of managing their trips, and prefer convenience provided by their travel agencies for touring arrangements. They tend to use travel agency services for various tour packages of their choice.

- Tourists who seek a life reward are those travelers who pursue a life reward from work by indulging in luxury products as well as services for relaxation and better health.

- Tourists seeking cultural differences are those who take the opportunity to travel to discover new cultures different from their own. These travelers are looking for new experiences as inspiration in life.

- Tourists seeking outstanding social presence are those travelers who seek prominence in society. They want to share their travel experiences via social media to showcase a classy travel experience. They also seek acceptance and praise from the surrounding society.

(Buhalis & Amaranggana, 2015; Monphan, 2016; Almuhrzi & Al-Azri, 2019).

3. Research Objective

This research was to identify by the survey method, factors that forecast future tourism market trends.

4. Research Methodology

This research used a survey questionnaires on 15 variables to collect data from 1,600 Thai and foreign participants on a voluntary basis. The researcher used a quantitative research method. The researcher tested the constructed questionnaire for IOC at .765. The tool was therefore considered appropriate for data collection in Thai and English (See 15 variables in Table 1). The bilingual questionnaire was used to collect data online via the Google program.

5. Results of the Study

It was found from data collection that the respondents were male (670 or 41.9%) and female (930 or 58.1%). The respondents' salary data were: 334 (20.9%) earned more than 55,000 baht; 498 (31.1%) between 45,001-55,000 baht; and 387 (24.2%) between 30,001-45,000 baht; 381 (23.8%) between 15,000-30,000 baht.

As for the nationality variable, there were 877 (54.8%) Thai respondents, and 723 (45.2%) foreigners.

Table 1: Results of Responses to the Questionnaire in 15 Variables

Variables or Issues	Statistics analysis				
	$\bar{X}$	SD	β	t	Sig
Social factors. Most of the population has a higher education. There is a better standard of living. Having less working hours Giving more time to travel	4.433	0.640	.007b	.261	.794
Economic factor. More competition for tourism causing the prices of travel products and services to be lower and tourists have high expectations for tourism services. There are more bargains.	4.401	0.454	-.007b	-.268	.789
Technological factors. The rapid development of communication technology has resulted in quick and easy access to information that helps in planning travel.	4.363	0.454	-.016b	-.623	.533
Biological factor. The integrity of nature is of great added value. Future travelers will be looking for sustainable and environmentally responsible destinations.	4.347	0.466	-.008b	-.300	.764
Political factors. The high rate of terrorism has led to tourists mistakes, worries and a feeling that the safety of traveling is less.	4.366	0.466	.044b	1.737	.083

Taking into account the value of money. The more behavior occurs, the more last minute thinking before the trip to decide on the booking / purchase of travel products and services in order to get the best value.	4.336	0.471	.045b	1.799	.072
Short distance travel. They may choose to travel more in the same country or within the same region.	4.382	0.481	.013b	.522	.602
Interested in tourism in a special interest (Special Interest Tourism), such as health tourism, adventure tourism for conferences and exhibitions and sports tourism.	4.387	0.454	.062b	2.480	.013
Social and environmental responsibility. Preservation of original cultural traditions is gaining popularity with tourists.	4.434	0.458	.046b	1.794	.073
The group travels to carry out the necessary activities.	4.385	0.474	.015b	.588	.557
Groups that need convenience from the source.	4.364	0.486	.007b	.272	.786
Groups leading environmental factors and ethical planning in tourism.	4.327	0.486	.001b	.036	.971
Groups that reward themselves for work.	4.391	0.472	.021b	.845	.398
Groups that seek to discover new cultures which are different from what is familiar.	4.406	0.452	.023b	.923	.356
Popular groups sharing travel experiences through social media and wanting to be accepted.	4.443	0.438	.043b	1.706	.088

The researcher found from Table 1 that the future tourism market trends could lie in (1) *Popular groups sharing travel experiences through social media* (Mean = 4.443, S.D. = 0.438) and (2) *Groups that seek to discover new cultures which are different from what is familiar* (Mean = 4.406, S.D. = 0.452), and (3) *Social and environmental responsibility for preservation of original cultural traditions* (Mean = 4.434, S.D. = 0.458).

When considering the mean and standard deviation of future tourism market trends, the researcher found the results in Tables 2-3.

Table 2: Results of Model Summary

		R	Adjusted R	Std. Error of	df	F	sig
Model		**Model Summary**					
Model	R	Square	Square	the Estimate	df	F	sig
Thai tourists	.089a	.008	.007	.497	1	12.87	000 **
Foreign tourists	.109b	.012	.011	.496	2	9.53	.000 **
a. Predictors: (Constant), Behavior 4.							
b. Predictors: (Constant), Behavior 4, Behavior 3.							

Regression equation analysis was performed to analyze the feasibility of the future tourism trends which turned out positive. Thai tourists are valuable (R square. = .089) and foreign tourists (R square =.109). However, the values for both groups by R square were low, probably due to general human behavior prediction.

Table 3: Results of Correlations

Correlations		Nationality	Factor 1	Factor 2	Factor 3	FactoR 4	FactoR 5	Behav 1	Behave2	Behave3	Behave 4	Behave5	TRavel 1	TRavel 2	TRavel 3	TRavel 4	TRave l5	TRavel 6
Pearson Correlation	Nationality	1.000	.012	.001 **	-.006 **	.007 **	.058 *	.054 *	.026 *	.069	.097	.059 *	.033 *	.013	-.005 **	.023 *	.026 *	.048 *
	Factor 1	.012	1.000	.120	.210	.052 *	.071	.027 *	.086	.040 *	.058 *	.102	.102	.038 *	.027 *	.058 *	.050 *	.039 *
	Factor 2	.001	.120	1.000	.107	.178	.021 *	.084	.058 *	.152	.080	.122	.097	.076	.034 *	.027 *	.044 *	.021 *
	Factor 3	-.006	.210	.107	1.000	.046 *	.121	.010 **	.136	.084	.105	.121	.089	.109	.052 *	.024 *	.048 *	.032 *
	Factor 4	.007	.052	.178	.046	1.000	.028 *	.201	-.009 **	.140	.132	.148	.110	.086	.010 **	.041 *	.059 *	.062
	Factor 5	.058	.071	.021	.121	.028	1.000	.086	.153	.033 *	.160	.140	.135	.122	.029 *	.032 *	.011 **	.009 **
	Behavior1	.054	.027	.084	.010	.201	.086	1.000	.103	.206	.104	.190	.102	.085	.026 *	.057 *	-.004 **	.025 *
	Behavior2	.026	.086	.058	.136	-.009	.153	.103	1.000	.160	.165	.042	.084	.080	.088	.067	.058 *	.033 *
	Behave3	.069	.040	.152	.084	.140	.033	.206	.160	1.000	.096	.156	.068	.067	.136	.054 *	.054 *	.022 *
	Behavior4	.097	.058	.080	.105	.132	.160	.104	.165	.096	1.000	.217	.148	.080	.029 *	.068	.037 *	.060
	Behavior5	.059	.102	.122	.121	.148	.140	.190	.042	.156	.217	1.000	.150	.113	.006 **	.041 *	.020 *	.054 *
	Travel 1	.033	.102	.097	.089	.110	.135	.102	.084	.068	.148	.150	1.000	.135	.107	-.001 **	.050 *	.072
	Travel 2	.013	.038	.076	.109	.086	.122	.085	.080	.067	.080	.113	.135	1.000	.056 *	.020 *	-.024 *	.058 *
	Travel 3	-.005	.027	.034	.052	.010	.029	.026	.088	.136	.029	.006	.107	.056	1.000	.116	.057 *	.070
	Travel 4	.023	.058	.027	.024	.041	.032	.057	.067	.054	.068	.041	-.001	.020	.116	1.000	.121	.113
	Travel 5	.026	.050	.044	.048	.059	.011	-.004	.058	.054	.037	.020	.050	-.024	.057	.121	1.000	.118
	Travel 6	.048	.039	.021	.032	.062	.009	.025	.033	.022	.060	.054	.072	.058	.070	.113	.118	1.000

** Statistically significant at the .01 level.
 * Statistically significant at the .05 level.

5.1. Variables for Correlation Analysis

The researcher earlier listed 15 variables as shown in table 1 and added one more variable *Behavior 4 = Health-conscious and tourist-conscious*, labeled as Variable 9 in Table 3 on Correlation Analysis as shown below.

1. Factor 1 = Social Factor. Most respondents have higher education and a better standard of living. They have less working hours and give more time to travel and pay more attention to the environment. This includes mental relaxation from the stressful routine of work or social conditions. Moreover, their increased awareness of ethics and morality will have an effect on tourist attractions; tourists will not tolerate animal torture and unfair use of labor of women and young children.

2. Factor 2 = Economic factor. More competition in tourism causes the prices of travel products and services to be lower and tourists have high expectations of tourism services. There are more bargains. Tourists have been looking for cheaper and good quality options.

3. Factor 3 = Technological factor. The rapid development of communication technology factors has resulted in quick and easy access to information that facilitates travel planning, such as travel reservations, airfare, rental cars, trains, hotels and other destinations. Tourists tend to travel on their own.

4. Factor 4 = Biological factor. The integrity of nature is of great added value. Future travelers will be looking for sustainable and environmentally responsible destinations. Inevitably, tourist attractions have to be rich in nature to gain popularity.

5. Factor 5 = Political factor. The high rate of terrorism has led to tourists' unintentional mistakes, worries and a feeling that the safety of traveling is not sufficient.

6. Behavior 1 = Considering more value for money. Tourists' last minute behavior to decide on booking/ purchasing of travel products and services.

7. Behavior 2 = Taking short distance travel. Tourists may choose to travel more in the same country or within the same region.

8. Behavior 3 = Interested in special interest tourism. Special Interest Tourism focuses on health, adventure, conferences, exhibitions, and sports. Tourists want to learn and gain new and different experience in each tour.

9. Behavior 4 = Health-conscious and tourist-conscious. Tourists are interested in body exercise, health programs and sport competitions.

10. Behavior 5 = Social and Environmental Responsibility. Preservation of original cultural traditions is gaining popularity among tourists.

11. Travel 1 = Travel to carry out necessary activities.

12. Travel 2 = Need convenience from data source.

13. Travel 3 = Want to bring environmental factors and ethical planning in tourism.

14. Travel 4 = Want to reward oneself for getting a job done.

15. Travel 5 = Want to focus on finding new cultures which are different from what is familiar.

16. Travel 6 = Want to share travel experiences through social media and want to be accepted.

5.2. Correlation Coefficients between Independent and Dependent Variables

The researcher analyzed the tourism market trends by Pearson's Correlation Coefficient Analysis (Pearson's product-moment correlation) between factor variables, behavior variables, and tourism trend factors. As shown in Table 3, there were 13 pairs of variables with a correlation coefficient at the .01 level. The results are reported below:

1. Nationality relates to Economic factors showing more competition for tourism causing the prices of travel products and services to be lower and tourists have high expectations for tourism services. There are more bargains (R =.001, Sig = 0.001).

2. Nationality relates to Technological factors: communication technology has been rapidly developed, resulting in quick and easy access to information that helps in planning travel (R = -.006, Sig = 0.001).

3. Nationality relates to Biological factors. The integrity of nature is of great added value. Future travelers will be looking for sustainable and environmentally responsible destinations. (R = .007, Sig = 0.001).

4. Nationality relates to the need for convenience from the tourism service source (R =.013, Sig = 0.001).

5. Nationality relates to Environmental factors and ethical planning in tourism (R = -.005, Sig = 0.001).

6. Technological factors. The rapid development of communication technology has resulted in quick and easy access to information that helps in planning travel. This is associated with greater consideration for the value of money. Tourists' last minute behavior to decide on the booking / purchase of travel products and services is to seek value (R = .010, Sig = 0.001).

7. Biological factors. The integrity of nature is of great added value. Future travelers will be looking for sustainable and environmentally responsible destinations. Related to consumer behavior, changing conditions for tourists includes preference to travel for short distances. Tourists may choose more of *domestic travel or within the same region* (R = -.009, Sig = 0.001).

8. Biological factors. The integrity of nature is of great added value. Future travelers will be looking for sustainable and environmentally responsible destinations. This is related to the adoption of *environmental factors and ethical planning in tourism* (R = .010, Sig = 0.001).

9. Political factors. The high rate of terrorism has led to tourists' unintentional mistakes, worries and a feeling that the safety of traveling is not sufficient. This is related to finding *new cultures unfamiliar* (R = .011, Sig = 0.001).

10. Political factors. The high rate of terrorism has led to tourists' unintentional mistakes, worries and a feeling that the safety of traveling is not sufficient. This is related to *popularity of sharing travel experiences through social media and wanting to be accepted* (R = .009, Sig = 0.001).

11. Consumer behavior can be adjusted according to economic conditions. Coming from the economic downturn, tourists take into account the value of money for traveling experience in new cultures that are unfamiliar (R = .009, Sig = 0.001).

12. Social and Environmental Responsibility. Preservation of original cultural traditions is gaining popularity among tourists. This is related to the environmental factors and ethical planning in tourism (R = .006, Sig = 0.001).

13. Travel to carry out the necessary activities. This is related to *rewarding oneself for work* (R = -.001, Sig = 0.001).

5.3. Correlation Coefficients Statistically Significant at .05 Level

The results on Correlation Coefficients statistically significant at the .05 level are reported below:

1. Nationality correlates with political factors. The higher the rate of terrorist incidents, the more tourists feel less safe about traveling (R = .058, Sig = 0.005). Also statistically significant are: (1) Considering more value for money, last minute behavior to decide on booking/purchasing travel products and services to seek value (R = .054, Sig = 0.005); (2) Consumers' behavior has been adjusted according to the situation of tourists, preferring to travel in a short distance, which may choose more domestic travel or within the same region (R = .026, Sig = 0.005); (3) Social and environmental responsibility--tradition preservation (R = .059, Sig = 0.005), (4) The original culture is gaining popularity with tourists (R = .033, Sig = 0.005), (5) Rewarding oneself for work (R = .023, Sig = 0.005), (6) Finding new cultures that are different and unfamiliar (R = .026 Sig = 0.005), and (7) Sharing travel experiences through social media and wanting to be accepted (R = .048 Sig = 0.005).

2. Social factors. Most of the respondents have higher education and a better standard of living. They work fewer hours and give more time to travel. Also statistically significant are: (1) Future travelers are looking for sustainable and environmentally responsible travel destinations (R = .052, Sig = 0.005); (2) Considering more value for money takes place, tourists show their last minute behavior to make decisions on reservation / purchase of tourism products and services to seek value (R = .027, Sig = 0.005); (3) Tourists tend to be interested in special interest tourism, health tourism and adventure tourism (R = .040, Sig = 0.005); (4) Interest in health and sport tourism (R = .058, Sig = 0.005); (5) The convenience of touring reservation services (R = .038 Sig = 0.005); (6) Ethical travel planning (R = .027, Sig = 0.005); (7) Rewarding oneself for work done (R = .058, Sig = 0. 005); (8) Finding new cultures that are different and familiar (R = .050, Sig = 0.005); and (9) Sharing travel experiences through social media and wanting to be accepted (R = .039, Sig = 0.005).

3. Economic factors. More competition for tourism causes the prices of travel products and services to be lower and tourists have high expectations of tourism services. There are more negotiations in relation to political factors. Statistically significant variables are: (1) The higher the rate of terrorism incidents, the more travelers feel unsafe (R = .021, Sig = 0.005); (2) Tourists tend to travel in the same country or within the same region (R = .058, Sig = 0.005); (3) Ethical travel planning (R = .034 Sig = 0.005); (4) Rewarding oneself from work done (R = .027, Sig = 0.005); (5) Finding new cultures that are different and unfamiliar (R = 044, Sig = 0.005); and (6) Sharing travel experiences through social media and wanting to be accepted (R = .021, Sig = 0.005).

4. Technological factors in communication have been rapidly evolving, resulting in quick and easy access to information that helps in planning travel. This is related to biological factors in the integrity of nature for added value.

Statistically significant variables are: (1) Future travelers will be looking for sustainable and environmentally responsible attractions (R = .046, Sig = 0.005); (2) Ethical travel planning (R = .052, Sig = 0.005); (3) Rewarding oneself from work done (R = .024, Sig = 0.005); (4) Finding new cultures that are different and unfamiliar (R = .048, Sig = 0.005); and (5) Sharing travel experiences through social media and wanting to be accepted (R = .032, Sig = 0.005).

5. Biological factors. The integrity of nature is of great added value. Future travelers will be looking for sustainable and environmentally responsible destinations.This factor correlates with political factors. The higher the rate of terrorist incidents, the more tourists are likely to make unintentional mistakes, show anxiety and feel unsafe on the trip (R = .028, Sig = 0.005). Other statistically significant variables are: (1) Rewarding oneself for work done (R = .041, Sig = 0.005); and (2) Finding new cultures that are different and unfamiliar (R = .059, Sig = 0.005).

6. Political factors. The higher the rate of terrorist incidents, the more tourists tend to make unintentional mistakes, show anxious, and feel unsafe. Safety of tourism is less related to special interest tourism, health and adventure tourism (R = .033, Sig = 0.005), Environmental factors and ethical planning in tourism (R = .029, Sig = 0.005), and Rewarding oneself for work done (R = .032, Sig = 0.005).

7. Consumer behavior can be adjusted according to economic conditions. Coming from the economic downturn, tourists are cautious about the value for money. This is related to Environmental factors and ethical travel planning (R = .026, Sig = 0.005), Rewarding oneself for work done (R = .057, Sig = 0.005), and Sharing travel experiences through social media and wanting to be accepted (R = .025, Sig = 0.005).

8. Tourists tend to travel short distances. They may choose to travel more in the same country or within the same region. This is related to the current social and environmental responsibility, and preservation of original cultural traditions (R = .042, Sig = 0.005), Finding new cultures that are different and unfamiliar (R = .058, Sig = 0.005), and Sharing travel experiences through social media and wanting to be accepted (R = .033, Sig = 0.005).

9. Tourists currently prefer special interest tourism. This is related to Rewarding oneself for work done (R = .054, Sig = 0.005), Finding new cultures that are different and unfamiliar, followed by Sharing travel experiences through social media and wanting to be accepted (R = .054, Sig = 0.005).

10. Interest flow of tourists in health, exercise and sport tourism is related to Environmental factors and ethical planning in tourism (R = .029, Sig = 0.005). This is also related to Finding new cultures that are different and unfamiliar (R = .037 Sig = 0.005), Rewarding oneself for work done (R = .041, Sig = 0.005), Discovering new cultures (R = 0.241, Sig = 0.005), Sharing travel experiences through social media and wanting to be accepted (R = .020, Sig = 0.005).

11. Traveling to carry out necessary activities is related to Finding new cultures that are different and unfamiliar (R = .054, Sig = 0.005).

12. Convenience from the touring sources or agencies for information is related to Environmental factors and ethical planning in tourism (R = .056, Sig = 0.005). This is also related to Rewarding oneself for work done (R = .020, Sig = 0.005), Finding new cultures that are different and unfamiliar (R = .024, Sig = 0.005), and Sharing travel experiences through social media and wanting to be accepted (R = .058, Sig = 0.005).

13. Environmental factors and ethical planning in tourism are related to Finding new cultures that are different and unfamiliar (R = .057, Sig = 0.005).

6. Discussion and Conclusion

It can be seen from the results of the study that specific factors or variables could serve as good potential areas for development in future tourism trends. They are (1) Social factors that deal with tourists' education background, income, working hours, and time for traveling; (2) Economic factors that focus on competition regarding prices of travel products and services, and high expectations of tourism services from bargains; (3) Groups that are interested in environmental factors and ethical planning in tourism; (4) Groups that seek to discover new cultures which are different and unfamiliar from their own; and (5) Popular groups sharing travel experiences through social media and wanting to be accepted.

It was clear that the variable Nationality is related to Economic factors, Technological factors, Biological factors; and nature tourism is of great added value. Future travelers will be looking for sustainable and environmentally responsible destinations, as reported earlier in the work by Pan et al. (2018) who emphasized relationship between tourism and sustainability from a cross-disciplinary perspective. The cross-disciplinary elements are important in sustainable tourism, including green energy, green transportation, green buildings, green infrastructure, green agriculture and smart technology. The future trend of tourism will potentially lead to a transformational change to the green economy. This particular future trend in tourism has called attention from all parties concerned to plan for sustainable tourism and encourages research into different fields to examine broader community/cultural, environmental / ecological and energy / water / food relationships.

Technological factors deal with rapid development of communication technology for quick and easy access to information that supports travel planning. The use of communication technology enables travelers to decide on the reservation/ purchase of tourism products and services for greater value, as studied by Buhalis & Amaranggana (2015). These researchers addressed the issues of change in tourism as affected by Information Communication Technology (ICT) in the form of E-tourism and the Internet. Interactions between tourism organizations and consumers need a new design for the entire process of developing, managing and marketing tourism products and destinations. Thus, all stakeholders involved in tourism and hospitality are gradually seeing their roles changing and presenting new opportunities and challenges. The researchers signified the

future of e-Tourism with center on technology-based service operations and consumers' communication. Consumers will be provided with services and new experiences. A new data structure is needed for tourism organizations to manage their internal functions, relationship with partners and interactions with consumers and all stakeholders concerned. Tourism organizations will have to manage their resources with innovation for competitiveness in their operations in the very near future and beyond.

As for Biological factors, the integrity of nature is a great added value for future travelers who will look for sustainable and environmentally responsible tourism destinations. Tourists may choose to travel domestically in the country or within the same region. Such a trend was noted by Boley & Green (2016) for importance of a sustained symbiotic relationship between the tourism industry and sleepless environmentalists. The shift of growing land from natural conditions to unsustainable exploitation has resulted in the two becoming allies in the fight to protect the remaining natural landscape for the tourism industry. This partnership introduces the sustainable symbiotic relationship presented between the conservation of natural resources and the competitiveness of ecotourism destinations. Under this symbiotic relationship, ecotourism destinations will benefit in the form of increased competitiveness through the protection of quality natural resources while the conservation of natural resources is of greater value due to scarcity of resources. These are recognized as the foundation of the ecotourism industry and drive all the economic benefits involved in the direction of environment protection for ecotourism.

It is evident that consumer behaviors can be adjusted according to economic conditions. The economic downturn would result in tourists being cautious about their choice of travel destinations to experience new cultures that are different and unfamiliar. Oliveira, Araujo & Tam (2019) pointed out that travel practices and destination decisions are increasingly affected by trust in peer opinions transmitted via social media. It is important to understand the behavior of people commonly known as "ambushers" who travel and tend to share their rather negative experiences with others. The researchers identified three social influence theories and structures: *identification*, *internalization* and *compliance* to examine these *ambushing* issues from 381 responses. It was found that most tourists shared their travel experiences on online primarily for pleasure, followed by wanting to be recognized on networks and travel websites, and need to hear from fellow travelers about their comments and reviews of visited destinations. Security, privacy issues, online behaviors are major concerns in the travel literature that should deserve attention from researchers to pursue in further investigation.

The researcher of the present study identified the flow of social and environmental responsibility with emphasis on preservation of original cultural traditions. Environmental concerns and ethical planning are gaining popularity along with travel to carry out necessary activities and rewarding oneself for work done. Such a trend was highlighted by Almuhrzi & Al-Azri (2019) in their study that environmental resources, natural heritage conservation and biodiversity have become key components in tourism development. The socio-cultural validity of the host community is coming with cultural heritage and traditional values for intercultural understanding and tolerance. Additional considerations should be given to equitable distribution of economic and social benefits in support of

tourism and these are issues that all stakeholders should pay attention to in terms of employment and income generating opportunities for all host communities concerned.

7. Suggestions for Future Research

Based on the obtained findings, the researcher would like to suggest further research into the promising areas/ variables, particularly social factors, economic factors, environmental factors and ethical planning in tourism, new cultures that are different and unfamiliar, sharing travel experiences through social media and wanting to be accepted. The research results in these potential areas could provide a good guideline for flexible and effective marketing mix strategies in tourism.

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