

Editorial Column

Moustafa A. Mekawy*

Assistant Professor, Tourism Studies Department, Meoufiya University, Egypt

Welcome to the special issue of Tourism & Hospitality, the open access Journal of OMICS publisher. The journal continues to grow and is now attracting submissions from a wider range of authors and editors and thus this edition's submissions reflects an increasingly diverse set of interests and perspectives on the future of tourism. With the increasing number of proposals and with increasingly specialized submissions, our journal will increase its profile among scholars and others interested in the study of Tourism and Hospitality, I do feel.

To foresee the future of tourism, it is important to get a glance about the status-quo of this significant industry. Interestingly, many reports highlighted that the tourism industry, which includes many diverse activities such as entertainment facilities, transport, accommodation, tour guiding and catering, serves more than 613 million people each year, some travelling internationally and many more domestically. With more than 260 million employees, and an annual investment in capital projects of over \$800 billion, it ranks as a main sector of the world economy, accounting for nearly 11 per cent of global GDP. And it is growing at an average rate of 4 per cent a year. Given its scale, it is not surprising that emerging tourism trends, underestimated in the past, are now receiving attention. Its potential role and importance are numerous and varied, and are linked to tourist resources, systems of production, tourists' preferences, forces of change and affordability.

This editorial aims to shed light on the way that scholars and professionals as well as other stakeholders can use to improve the competitiveness and strategic direction of the emerging tourism trends and in particular the innovative tourism-oriented models in various international regions. Initially, I believe that this may be achieved through the establishment of a professional-academic platform for knowledge transfer based on technological innovation and research in the tourism sector. In more details, the strategic objective of this editorial is to establish a podium for developing a competitive tourism-trend framework based on the generation and application of knowledge in progress around a new international research-driven cluster in the tourist industry.

Essentially, I am especially pleased that many of the current efforts now report the findings of comprehensive surveys and thus can present the Tourism and Hospitality Journal's readers with "useful facts" to supplement the theoretical underpinnings of the emerging insights. In this special edition, we have an impressive variety of thoughts that

should be of interest to people for their insights into theoretical issues in the future tourism trends, their innovative methodologies or the substance of their findings.

Other future thoughts have also considered being a contributor to the promotion of effective shaping of the planning process for the foreseen trends. Foremost among these has been the precise determination of predictable travel activities. According to many studies, tourism businesses are generally willing to support new trends through educational campaigns for tourists. However, the activities of these campaigns experiences can be challenging in drafting the forecast plan. Questions such as, "What can we then say about the future of travel?", "How much of the traveling will be more of the same?", "What changes are ahead of tourists? And why?", "Will we as travelers search for other experiences and activities than before?", "Or are the coming changes mainly due to shifting traveling conditions with new products, modes of communication, prices and information systems?", and "What role will the packaging of already existing tourist products and services play?" are carefully linked.

Given that such questions must be addressed in the planning stages and forecasting paths to maximize the experience for all involved. In this tone, it is argued that tourists like others in the process of designing new tourism trends; need structure so they don't become lost, confused or bored. However, on the whole this will just be a minor occurrence for the foreseeable future. The question is what will happen on the nearest future? That is the focal point of upcoming research. The challenge, however, is to develop new tourism trends while addressing the necessary reflections of tourists' demographics.

Importantly, it is ensured that demographic, sociostructural and sociocultural developments have always led to changes in tourist demand and faced service providers in tourism trends with substantial need to adjust. These constant challenges have expanded and intensified considerably in the first few years of the new millennium. Revelations and tourism, extreme weather, the ongoing internationalization of tourism and the ageing of society (increasingly prominent in public awareness) have emphatically demonstrated the latent vulnerability of tourism as a boom industry. Therefore, it is essential to conclude that the survival of the tourist industry depends decisively on recognizing relevant trends and allowing for them in good time.

*Corresponding author: Moustafa A. Mekawy, Assistant Professor, Tourism Studies Department, Meoufiya University, Egypt, E-mail: mekawymoustafa@yahoo.com

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