A shift in Customer Expectation and its Impact on Human Resource Development

Presentation by Dr. Phuong Bui L.A. – HTi

http://dtu-hti.edu.vn/
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I. Rising Tourist Expectations
Out of 43,943 research papers on "tourist", a subset of 209 results is retrieved from the Web of Science Core Collection that specifically pertains to the topic of "expectation".

Note: Author analysis, 2023
## I. RISING TOURIST EXPECTATIONS

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*Note: Author analysis, 2023*
01 Digital Renovation

I. Rising Tourist Expectations
I. RISING TOURIST EXPECTATIONS

Note: Author analysis, 2023
I. RISING TOURIST EXPECTATIONS

01 Digital Renovation & AI

- Social media adoption
- Mobile technologies
- Digital Marketing Strategies
- Smart tourism
- Chatbots
- Tourism technology

Note: Author analysis, 2023
I. RISING TOURIST EXPECTATIONS

01 Digital Renovation & AI

• Digitalization has penetrated global industries for over 30 years.
• The travel and tourism sector has embraced online travel services and digital experiences.
• Online travel market features OTAs (e.g., Booking, Expedia) and review/travel booking websites (e.g., Tripadvisor).
• Travelers seek digital options, like virtual tours and mobile apps for exploration and hotel check-ins.
• Statista’s Digital Market Outlook anticipates a 17% increase in global travel app revenue in 2023, reaching nearly 400 million USD.

Note: Tourism & Hospitality - Leisure Travel - Published by Statista Research Department, Mar 2023
I. RISING TOURIST EXPECTATIONS

01 Digital Renovation & AI

• AI can suggest destinations and travel activities;
• The convenience of booking, planning, and managing trips online;
• User-friendly websites, mobile apps, and online check-in options;
• Real-time updates on travel-related information such as flight delays or changes in accommodation reservations;
• Chatbots powered by AI can assist travellers with their queries 24/7;
• AI-powered luggage tags can help travelers track their luggage throughout the journey;
• AI also streamline the check-in process by using facial recognition technology.
Video iplan.ai - Get your travel plan with help of AI
Facebook, Zalo and YouTube are currently the top three social media usage Platforms among Vietnamese while Tiktok is on a speedy rise.
I. Rising Tourist Expectations

02 Personalization
PERSONALIZED TRAVEL RECOMMENDATIONS

TA/TO can offer individualized travel advice to customers, aligning with their unique requirements and preferences. This enhances the ability of travellers to discover ideal destinations and experiences, thereby enhancing the enjoyment and fulfilment of their journeys.

Tourist Recommendations

AI-driven personalization aids travellers in planning trips more efficiently by delivering customized recommendations and itinerary suggestions tailored to their specific preferences and requirements.
The travel industry employs personalized travel marketing through AI chatbots and data from past trips for recommendations during booking.

*Note: Ashay Arga et al., 2018*
I. RISING TOURIST EXPECTATIONS

In a May 2022 survey of U.S. travelers:

• 72% were more likely to visit a destination if advertised to personally.
• 69% felt more favourably about the travel company with personalized ads.

Note: Attitudes to personalized and non-personalized advertising among travelers in the United States as of May 2022, statista
I. Rising Tourist Expectations

03 Sustainability and Responsibility
I. RISING TOURIST EXPECTATIONS

Note: Author analysis, 2023

Sustainability and Responsibility

Responsibility and climate change, destination management, seasonality.
There is a growing awareness and demand for sustainable and responsible tourism. Travelers expect businesses to engage in eco-friendly practices, support local communities, and have a positive impact on the destinations they visit.

Note: Anca C. Yallop at al., 2020
I. RISING TOURIST EXPECTATIONS

69% of tourists plan to travel sustainably in 2023 (Avantio).

Traveling in business class has a bigger carbon footprint, since first-class seats consume four times as much as economy (Greenbiz).

The sustainable travel market in the business travel & tourism sector is expected to grow by $235.21 billion during 2021-2025 (Research and Markets).

Worldwide flights produced up to 915 million tonnes of CO2 in 2019 (Air transport action group).

Note: Sustainable Tourism Statistics 2023 – Avantio
I. RISING TOURIST EXPECTATIONS

03 Sustainability and Responsibility

- 83% of travelers want to decrease their energy usage
- 79% want to use more environmentally friendly modes of transport
- 76% are keen to reduce water usage
- 69% reducing the carbon footprint of their trip or pay to offset this whenever possible

Source: Booking.com, 2021
I. RISING TOURIST EXPECTATIONS
I. Rising Tourist Expectations

04 Cultural Immersion
I. RISING TOURIST EXPECTATIONS

Tourists seek authentic cultures, influenced by colonial views, media, and tourism trends. Explores community-based projects creating awareness of traditions in contemporary life. Cultural tourism serves as a key traveler motivation. Other five motivation factors identified: local culture learning, relaxation, status, escape, and curiosity.

Note: Falk et al., 2023
A Travelhorizons survey by MMGY Global found growing American interest in cultural immersion when choosing vacation destinations.

Desire to Learn About New Cultures:
- (53%) find it essential to learn about new cultures and gain perspective on new ways of life when traveling;
- Millennials (65%) and Gen Xers (53%) value this finding;

Importance of Learning About Destination Culture:
- (58%) believe it’s vital to learn about the culture of the destination they are visiting;
- (53%) wish to explore a different culture;
- (48%) wish to spend time with local people;
- (36%) Visiting a foreign country and meeting its residents changed perceptions;

Impact of Meeting Locals:
- (50%) felt great affection for the people they met;
- (39%) believed they shared many social values with them.

Source: Travel Agent Central, 2019
Cultural Immersion

The travel trends of 2022 suggest a year of high-spending bucket list adventures that prioritize local engagement and cultural immersion.

According to the report 2022—it surveyed 2,000 people in the U.S. and an additional 1,000 people in Australia, Canada, Mexico, Japan, India, and the U.K.

- Travelers aim to make a positive impact, with 62% wanting to be more considerate about where and how they travel.
- 81% wish to support local communities with their travel expenditures.
- Seven out of 10 travelers express interest in cultural immersion experiences, from walking tours to homestays.

Notes: TripSavvy - 2022 Travel Goals: Cultural Immersion
I. Rising Tourist Expectations

05 Health and Safety Concerns
I. RISING TOURIST EXPECTATIONS

05 Health and Safety Concerns

• Health and safety precautions are a primary determinant for most respondents.
• Travelers prioritize health and safety measures when choosing dining and accommodation.
• Expectations for service providers and destinations to implement precautions remain significant.

Note: Tripadvisor & MORI, 2022
I. Rising Tourist Expectations

06 Instant Communication
With the prevalence of smartphones and social media, tourists expect quick responses to inquiries and issues. They also value real-time communication with service providers through various channels, including chat support and messaging apps.

Note: Author research, 2023
I. Rising Tourist Expectations

07 Unique Experiences
Travelers often seek unique and off-the-beaten-path experiences. Guests’ booking intention is to explore hidden gems and experience something different from the typical tourist attractions. For instance:
1) Conquer new heights,
2) Explore the unbeaten path
3) Earn scuba diving licence
I. Rising Tourist Expectations
I. RISING TOURIST EXPECTATIONS

Price & Advertisement

Affordable luxury & price promotion

Transparency

Keywords: price, satisfaction, service, national park, travel motivation, environment, museum, advertisement, consumer neuroscience, affordable luxuries, price promotions, event-related potentials.
It involves finding ways to enjoy luxury amenities, services, and destinations at more affordable prices.

The price travellers see is NOT always the price they pay.
Travellers crave price transparency:

- TripAdvisor.com found that 71% of travellers are annoyed by baggage fees and seat selection fees, which used to be included in their fare.
- Another study by the Chief Marketing Officer Council found that almost two in five travellers were stressed out by the process of researching and finding deals.

I. Rising Tourist Expectations

09 Quality of Service
I. RISING TOURIST EXPECTATIONS

- Quality of Service (QoS) in travel pertains to the service level delivered by businesses, encompassing aspects like reliability, responsiveness, and customer satisfaction.

- Traveler QoS expectations are the particular service quality criteria that travellers anticipate, varying based on travel type, mode of transportation, and specific services involved.

Note: Author, 2023
I. RISING TOURIST EXPECTATIONS

Travelers prioritize the quality of:

a. Cultural tourism
b. Medical tourism
c. Destinations
I. RISING TOURIST EXPECTATIONS

Quality of Service

a. Cultural Tourism

Adventure and Cultural tourism will deliver bigger returns for the Pacific (World Bank)
I. RISING TOURIST EXPECTATIONS

• The global cultural tourism revenue is set to total US$ 5,931.2 million by 2023.
• At the end of 2033, the worldwide cultural tourism market size is set to reach around US$ 22,772.0 million in 2033.

Notes: Future Market Insights
I. RISING TOURIST EXPECTATIONS

Key Factors Impacting the Cultural Tourism Industry Dynamics:

• **Government initiatives** towards sustainable cultural development bringing rise to revenue;

• Introduction of **new cultural tour packages** by key companies will facilitate market expansion

Notes: Future Market Insights
I. RISING TOURIST EXPECTATIONS

Quality of Service

a. Cultural Tourism

Culture Ministry details plans to encourage tourism within Korea

Second Vice Minister of Culture, Sports and Tourism Cho Yong-man speaks to reporters about the ministry’s K-tourism policies during a press conference at the Press Center in Jung District, central Seoul, on Wednesday. [MINISTRY OF CULTURE, SPORTS AND TOURISM]
I. RISING TOURIST EXPECTATIONS

09 Quality of Service

b. Medical tourism

• In 2023, approximately 45% of medical tourists were aged between 40 and 60.
• Individuals aged 60 and older made up around 25% of the total medical tourists.
• Young adults between 18 and 30 years accounted for an estimated 15% of medical tourism worldwide.

![Distribution of medical tourists worldwide as of 2023, by age](image_url)

Note: Medical tourists worldwide as of 2023, by age, Statista 2023
I. RISING TOURIST EXPECTATIONS

- Global medical tourism market in 2020: $44.8 billion, with an expected annual growth rate of 21.1% from 2020 to 2027.
- Anticipated market size by 2027: $207.9 billion.
- Average expenditure on medical services: $3,000–$10,000.
- Annually, 63,000 UK residents seek medical services abroad.
- In 2022, Thailand led the medical tourism market with a 22% market share, attracting 1.8 million visitors.

Note: jerseyislandholidays, 2023
I. RISING TOURIST EXPECTATIONS

• Sustainability, the SDGs and Tourism Destination Quality

• Tourism Destination Quality dimensions, such as "authentic," "safe," "well kept," "affordable," "novel," "varied," "relaxing," "uncrowded," "hospitable," and "informative," show strong links to SDGs due to their quality-related aspects.

• The research suggests a positive relationship between improving destination quality and achieving SDGs at tourism destinations.

Note: Mason et al., 2023
Limited measurement of tourism project impacts against SDGs makes objective assessment challenging.

Japan International Cooperation Agency (JICA) and World Tourism Organization (UNWTO) introduced the Toolkit of Indicators for Projects (TIPS) to overcome this challenge.

Notes: https://tourism4sdgs.org/TIPS_indicators/
I. Rising Tourist Expectations  

Video of Hoi An Express
I. Rising Tourist Expectations

10 Sensory Experiences
I. RISING TOURIST EXPECTATIONS

- Sound preference minimally affects soundscape and tourist satisfaction.
- Soundscape expectation strongly impacts tourist satisfaction.
- Digital tourism evolved into smart tourism, integrating technology into the tourist experience.
- Photography is highlighted as a smart technology, enhancing the tourist experience beyond visual communication.
- A cross-modal approach underscores the importance of capturing multisensory experiences through photography in smart tourism.

Note: Liu et al., 2018 & Malvica, 2023
I. RISING TOURIST EXPECTATIONS

10 Sensory Experiences

• To see stunning landscapes, vibrant cultures, and wildlife.
• To hear the lion's roar, distant thunder, and tribal music.
• To taste fiery flavours, local delicacies, and irresistible desserts.
• To smell the post-storm earth, fresh grass, fragrant flowers, and the aroma of delicious meals.
• To touch the earth, textiles, trees, and the hearts of others.

https://www.andbeyond.com/magazine/top-10-sensory-experiences/
I. RISING TOURIST EXPECTATIONS

In today’s digital world, people increasingly seek authentic, immersive travel experiences that go beyond sightseeing.

Note:
I. Rising Tourist Expectations

Eco-Friendly and Tech-Forward Accommodations
I. RISING TOURIST EXPECTATIONS

- Choose eco-friendly accommodations
- Support local communities
- Respect wildlife
- Reduce carbon footprint
- Pack light (take a small amount of luggage)
- Learn about local cultures
- Offset carbon emissions
- Use travel insurance
- Work remotely
- Virtual reality, robot service, comfortable hotels

Note: Author, 2023
I. RISING TOURIST EXPECTATIONS

Eco-Friendly and Tech-Forward Accommodations

I. RISING TOURIST EXPECTATIONS

• Increasing global travel demands multilingual services.

• Narita Airport is expanding its multilingual offerings, including an Indonesian voice translation feature on the NariTra app.

• New multilingual information leaflets and personalized welcome messages in travelers’ native languages will be introduced, covering all 33 countries in the airport’s global network.
I. RISING TOURIST EXPECTATIONS

Eco-Friendly and Tech-Forward Accommodations

Multilingual translation services for mobile phones, e.g., image translation by google translate
I. RISING TOURIST EXPECTATIONS

Eco-Friendly and Tech-Forward Accommodations

Why India is considered hub of multilingual call centers

As there is an adequate customer support, chances for your business to flourish are very thin; it will surely be an
operator’s native language is always a boon. Not only that it allows you to deal with customer inquiries and concerns, but
it also maintains a personal connection. Connecting properly with your customers is vital to get new businesses and retain the existing ones.

As your business expands, the need to deal with customers too increases. This is not always feasible or comfortable for
anyone other than the language of the country they are located in. Handling customer's calls and chats needs a special skill set and that's where
India comes in. When your business spreads to different geographical locations, language becomes a major hindrance and that's where
why India is considered as best multilingual customer support providing country?

There are various countries outsourcing their native language support requirements to companies providing diverse language
services. Some of the most important among them are Spain, France, Germany, Portugal, Italy, Poland, Sweden, Norway, Japan,
China, and South Korea. Languages which are normally outsourced include English, French, Spanish, Italian, Swedh, Polish, Portuguese, Chinese,
and Korean.

Multilingual translation services for tourists in India

An airport arrivals sign in four different languages.
I. RISING TOURIST EXPECTATIONS

CONCLUSION

- Modern tourists seek personalized and authentic experiences.
- They expect convenience, sustainability, and cultural immersion.
- Travelers desire transparent and responsible tourism practices.
II. Changing Demands on Tourism Staff
II. CHANGING DEMANDS ON TOURISM STAFF

Global tourism Workforce

- WTTC produces reports on the economic and employment impact of Travel & Tourism for 185 countries/economies and 26 geographic or economic regions in the world.
- In 2022, the Travel & Tourism sector contributed 7.6% to global GDP; an increase of 22% from 2021 and only 23% below 2019.
- 2022 there were 22 million new jobs, representing a 7.9% increase in 2021, and only 11.4% below 2019.

Notes: WTTC, 2022
II. CHANGING DEMANDS ON TOURISM STAFF

Tourism post pandemic

- Tourism sector rebounding after pandemic restrictions.
- Challenges in digitalization for micro, small, and medium-sized enterprises.

Changing Tourist Preferences

- Shift in tourist preferences post-pandemic.
- Interest in local travel, nature tourism, and wellness experiences.
- Heightened awareness of environmental issues.

Requirement for workers

- Workers need to enhance digital skills and integrate informal and migrant workers.
Staffing shortages in the tourism business, to build resilience in times of staff shortages, some innovations are being considered:

- **Combined roles build skills across disciplines**—for example, supporting a housekeeper to train and become proficient in some maintenance areas, or a front-desk associate to build managerial skills;
- **Creating job networks across properties**, Where management or ownership is shared across properties, roles may be staffed to cover a network of sites, such as legal, accounting, and human resources.

Notes: mckinsey.com
II. CHANGING DEMANDS ON TOURISM STAFF

The future of tourism: Bridging the labour gap, enhancing customer experience

Enhancing Travel with Chatbots - Tech-driven changes raise service expectations:

- Seamless and digital services in various industries (Airport and airline services)
- Tech streamlines travel while preserving meaningful human interactions.
- The blend of digital and human elements improves traveller experience.

Notes: mckinsey.com
II. CHANGING DEMANDS ON TOURISM STAFF

Vietnam Airlines Video: Seamless and digital Airline services
The future of tourism: Bridging the labor gap, enhancing customer experience

"Digital Solutions to Bridge Labor Gap:

• "Digital Solutions to Bridge Labor Gap:

• Enhance customer experience and address labor shortages.

• Car-sharing apps and self-check-in kiosks streamline travel.

• The Pandemic accelerated digital solutions in restaurants.

• Automation frees staff for personalized roles.

• Virtual experiences may compete with tourism.

• Metaverse benefits business travel and events.

• Digital innovations ease labour shortages in tourism."

Notes: mckinsey.com
II. CHANGING DEMANDS ON TOURISM STAFF

There is significant potential for solving staff shortages through a combination of solutions.

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<td>Maintenance Cleaning Security</td>
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<td>Digital booking platform</td>
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<td>Self check-in App-based transaction tool Chatbot customer support</td>
<td>Car rental app with automated process Autonomous vehicle fleet Chatbot support On-demand ride sharing app</td>
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<td>Value add through personal touch</td>
<td>Concierge or butler service</td>
<td>Relationship and trust-based recommendation</td>
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Notes: mckinsey.com

Outsourcing and remote work could also help resolve the labour shortage
II. CHANGING DEMANDS ON TOURISM STAFF

Four points by Sheraton: HRD - Labour shortage, Recruit and Training
II. CHANGING DEMANDS ON TOURISM STAFF

Conclusions

Workers need digital literacy and cultural sensitivity.

Workers need skills across disciplines training.

Workers need engage in lifelong learning to stay updated with the latest trends.

By 2033, the WTTC forecasts the travel sector will employ some 430 million people around the world, representing nearly 12% of the global workforce.

Source: WTTC 2023 Economic Impact Research
III. Educational Readiness for Tourism Post Pandemic
III. EDUCATIONAL READINESS FOR TOURISM POST PANDEMIC

Duy Tan University Perspectives

- Founded in 1994
- First and largest private multidisciplinary university of Central Vietnam
- 28,000 full-time students from Undergraduate to Ph.D. levels

- DTU is ranked in the top 500 universities of Vietnam by THE (2023).
- DTU is ranked in the top 32 best South-Eastern Asia universities by QS in 2023
III. EDUCATIONAL READINESS FOR TOURISM POST PANDEMIC

About DTU Hospitality & Tourism Institute

- Over 4500 students.
- 11 programs

• The first Hospitality & Tourism institute to achieve TedQual Accreditation in Vietnam

• Top 51-100 – QS World Ranking by Subject 2023
III. EDUCATIONAL READINESS FOR TOURISM POST PANDEMIC

University perspectives - Hospitality and Tourism Institute, DTU

- Updated Curriculum
- Practical Experience
- Industry Collaboration
- Digital Literacy
- Language Skills
- Cultural Competency
- Sustainability and Responsible Tourism
- Customer Service Training
- Entrepreneurship and Innovation
- Continuous Learning
- Certifications and Specializations
Updated & Redesign Curriculum:

- HTi regularly review and update its tourism-related curricula to incorporate the latest trends and emerging products.
- This includes courses on eco-tourism, adventure tourism, wellness tourism, cultural tourism, and other evolving segments.

Source: HTi Forum, DTU
Redesign Curriculum - Stimulation courses in hospitality:

- Provides interactive tasks in an immersive virtual environment to simulate real-life scenarios.
- Comprehensive reporting allows users to track their progress and analyze the impact of their decisions.
- Ideal learning platform for hospitality students to gain practical experience and prepare for the job market.

III. EDUCATIONAL READINESS FOR TOURISM POST PANDEMIC
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III. EDUCATIONAL READINESS FOR TOURISM POST PANDEMIC

Industry Collaboration

Can provide students with insights into the latest industry trends and facilitate guest lectures, workshops, and hands-on experiences.
III. EDUCATIONAL READINESS FOR TOURISM POST PANDEMIC

Video of DTU HTi Lecturers - Ms. Linh Ly + Ms. Trang
III. EDUCATIONAL READINESS FOR TOURISM POST PANDEMIC

Practical Experience:

- Incorporate practical components into the curriculum, such as internships, fieldwork, or experiential learning.
- Students will have opportunities to engage with real-world scenarios related to new tourism products, enabling them to apply their knowledge in practical situations.

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<td>Casual/Intern</td>
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III. EDUCATIONAL READINESS FOR TOURISM POST PANDEMIC

Digital Transformation in Education of Hospitality & Tourism at Hti, DTU
III. EDUCATIONAL READINESS FOR TOURISM POST PANDEMIC

Digital Transformation in Hospitality & Tourism at DTU

Transformation in Learning Methods

Transformation in Teaching Methods
III. EDUCATIONAL READINESS FOR TOURISM POST PANDEMIC

Digital Transformation in Learning Methods

Personalized adaptive learning

Chatbots
III. EDUCATIONAL READINESS FOR TOURISM POST PANDEMIC

Video of DTU HTi Lecturer – Ms. Phuc – Digital Transformation in Teaching Methods
Digital Transformation in Teaching Methods

- Smart classes incorporate audio, video, animations, images, and multimedia for enhanced learning, both in-person and online.
- Online consulting services are available for students.
- Online student outcome analysis provides personalized insights to instructors based on individual student performance.
III. EDUCATIONAL READINESS FOR TOURISM POST PANDEMIC

Hybrid Learning with ASEAN Higher Education Institutions (P2A)

International Collaboration
Metaverse Campus is a web-based immersive and interactive virtual website where students and parents can freely move around to discover Duy Tan University and its facilities.
The Education 4.0 framework emphasizes to use advance technology and tools to transform education system in University and Businesses;

Notes: Ankur Gupta, 2023
THANK YOU
For Your Attention