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1 Dr. Woody G. Kim  
Deputy Professor of Hospitality Management  
Director of SHED  
Duluth College of Hospitality  
Princess Songkla University

Changing tourism consumer behavior: the impacts on demand and supply in hospitality and tourism industry

2

3 SKINNER SPECIALS BY TOURISTS Summer 2021

4 Objectives of the presentation

1. To discuss the best practices adopted by tourism industry during COVID-19  
2. To identify the challenges of tourism industry during COVID-19  
3. To identify the challenges of tourism industry during COVID-19  
4. To understand the changing tourist behavior and the impact of the industry  
5. To discuss the future of the industry and the role of the industry in the future

OBJECTIVES

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Kulada Phetvaroon

2020 Charnanee

Jaiah 2038 & Buriya 2034

Woody Kim

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Rebecca

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Woody Kim WK

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DePaul University

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SKINNER SPECIALS BY TOURISTS Summer 2021

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2. To identify the scalability of Industry 5.0 design principles to the tourism (hospitality) industry.  
3. To analyse the demand and supply of the tourism industry during COVID-19.  
4. To understand the changing tourist behavior/preferences of the industry.  
5. To know the factors that can contribute to the needs and preference of the tourists in the tourism industry.

Slide 3 of 73 English-United States

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Slide 4 of 73 English-United States

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3 SUMMER SPECIALS BY TOURISTS

4 Objectives of the presentation

1. To discuss the best practices adopted by tourism industry during COVID-19
2. To identify the sustainability of tourism industry during pandemic in the tourism industry
3. To analyze the demand and supply of the tourism industry during COVID-19
4. To understand the leading travel and tourism products of the industry
5. To know the factors that can contribute to the growth and performance of the tourism in the tourism industry

5 How is the COVID-19 affecting the consumer behavior?

- A noticeable change in the behaviors of consumers during the pandemic is their essential buying (i.e., groceries) and a reduction in the purchase of discretionary items (i.e., non-essential products and services) (Charm et al., 2020).
- Value-based purchasing is the key trend during the pandemic; consumers are looking for "value for money" now more than ever. This is the top priority of people with disposable income (KPMG, 2020).

6 How is the COVID-19 affecting the consumer behavior?

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Slide 5 of 73 English (United States)

Objectives of the presentation

1. To discuss the best practices adopted by tourism industry during COVID-19.
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3. To analyze the demand and supply of the tourism industry during COVID-19.
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How is the COVID-19 affecting the consumer behavior?

- Consumers are becoming more conscious of their purchases and are striving to limit excess spending and wastages (Wright & Blackburn, 2020).
- This change has arisen because customers feel financially pressured and vulnerable due to COVID-19 (KPMG, 2020).

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6 How is the COVID-19 affecting the consumer behavior?

7 How is the COVID-19 affecting the consumer behavior?

8 How is the COVID-19 affecting the consumer behavior?

9 Demand for luxury hotels is rising

How is the COVID-19 affecting the consumer behavior?

Shift to digital platforms across all spheres of life.

Nesting at home- New habits are forming as consumers are staying at home (Kohli et al., 2020)

The fine line between work and personal life is blurred and merging.

Home is now the school, coffee shop, entertainment and restaurant center for consumers.

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How is the COVID-19 affecting the consumer behavior?

Surveys, revealed that when choosing the holiday destination, the low tourist density places and the existence of hygienic conditions are the main preferences.

Price seems not to be the main criterion affecting the selection of the destination place.

Preference will go to national destinations although there is still willingness to travel outside the home country for holidays.

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How is the COVID-19 affecting the consumer behavior?

Shift to digital platforms across all spheres of life.

Meeting at home: New habits are forming as consumers are staying at home (Statista et al., 2020).

The line between work and personal life is blurred and merging.

Home is now the school, coffee shop, entertainment and restaurant center for consumers.

8

How is the COVID-19 affecting the consumer behavior?

Online shopping is becoming a new trend.

Online delivery is becoming a new trend.

Online entertainment is becoming a new trend.

9

Demand for luxury hotels is rising

Consider properties like The Beverly Hills Hotel and Hotel Bel-Air in California — both part of Dorchester Collection.

"We are witnessing a dramatic increase in demand for our hotels," said Helen Smith, chief customer experience officer for the Dorchester Collection. "These hotels are showing high occupancy and an exceptional ADR (average daily rate) of over \$1,000."

"We saw this phenomenon in China in the initial recovery, where luxury led," wrote analysts Richard Clarke and Daniel Roeska in a January report.

10

Demand for luxury hotels is rising

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- Rebecca
- Tan 2085
- Han6330112102
- Woody Kim

Recording The Beverly Hills Hotel - 5-star h... +

dorchestercollection.com/en/los-angeles/the-beverly-hills-hotel/

COVID-19 Safety update

The Beverly Hills Hotel

Your safety The hotel Rooms & suites Restaurants & bars Meetings & events Weddings Spa Offers Moments Get in touch

We're pleased to confirm that all our hotels remain open and we continue to follow local government guidelines and restrictions.

DORCHESTER COLLECTION

# The Beverly Hills Hotel

For over a century, The Beverly Hills Hotel has been the spot for Hollywood's brightest lights, the ultimate beacon of glamour. She greets you like a movie star from the moment you pass the iconic signage, step onto the signature red carpet and enter the grand lobby. Welcome to the legacy.

The Beverly Hills Hotel  
9641 Sunset Boulevard, Beverly Hills, CA 90210  
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8 **How is the COVID-19 affecting the consumer behavior?**

9 **Demand for luxury hotels is rising**

10 **Demand for luxury hotels is rising**

11 **Levels of Needs in the Maslow Hierarchy**

**Demand for luxury hotels is rising**

These American luxury travelers expected to spend an average of \$3,940 on travel, while other U.S. travelers expected to spend \$2,183, said MMGY's recent Portrait of American Travelers survey.

"Without a doubt, they see the strongest level of bookings for premium and luxury types of cruises. They're also enjoying the additional space luxury ships offer."

A pile-up in savings during the stay-at-home restrictions is one of the likely sources of a luxury boom. Worldwide, households have saved \$5.4 trillion above their expected average levels of saving.

A superior class berth on a Regent Seven Seas Cruises vessel, which is part of Norwegian Cruise Line Holdings, which derives roughly a third of its revenue from higher-end cruises, according to Truist. Source: Regent Seven Seas Cruises

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9 Demand for luxury hotels is rising

10 Demand for luxury hotels is rising

11 Levels of Needs in the Maslow Hierarchy: Lower order needs must be satisfied before climbing the needs ladder.

12 The New Hierarchy of Luxury Travel Needs

Slide 11 of 73 English (United States)

Levels of Needs in the Maslow Hierarchy: Lower order needs must be satisfied before climbing the needs ladder.

Relevant Products	Needs Level	Example
Hobbies, travel, education	SELF-ACTUALIZATION Self-fulfillment, Enriching Experiences	U.S. Army—"Be all you can be."
Cars, furniture, credit cards, stores, country clubs, liquors	EGO NEEDS Prestige, Status, Accomplishment	Royal Salute Scotch—"What the rich give the wealthy"
Clothing, grooming products, clubs, drinks	BELONGINGNESS Love, Friendship, Acceptance by Others	Pepsi—"You're in the Pepsi generation."
Insurance, alarm systems, retirement, investments	SAFETY Security, Shelter, Protection	Allstate Insurance—"You're in good hands with Allstate."
Medicines, staple items, groceries	PHYSIOLOGICAL Water, Sleep, Food	Quaker Oat Bran—"It's the right thing to do."

UPPER-LEVEL NEEDS

LOWER-LEVEL NEEDS

This exhibit illustrates Maslow's Hierarchy of Needs. The hierarchy includes five levels: 1) physiological, 2) safety, 3) belongingness, 4) ego needs, and 5) self-actualization. This hierarchy is most closely associated with product benefits that people might be looking for.

Rebecca Han6330112102 Woody Kim Maprang 2031 6030315012 Taan (ES) 4-11

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Rebecca Han6330112102 Tan 2035 6330112084 PRINCE'S ROYALTY Maprang 2031 Kullada Phetvaroon

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Relevant Products

Example

UPPER-LEVEL NEEDS

SELF-ACTUALIZATION  
Self-fulfillment, Enriching Experiences

EGO NEEDS  
Prestige, Status, Accomplishment

BELONGINGNESS  
Love, Friendship, Acceptance by Others

SAFETY  
Security, Shelter, Protection

PHYSIOLOGICAL  
Water, Sleep, Food

LOWER-LEVEL NEEDS

Hobbies, travel, education

U.S. Army—"Be all you can be."

Cars, furniture, credit cards, stores, country clubs, liquor

Royal Salute Scotch—"What the rich give the wealthy."

Clothing, grooming products, clubs, drinks

Pepsi—"You're in the Pepsi generation."

Insurance, alarm systems, retirement, investments

Allstate Insurance—"You're in good hands with Allstate."

Medicines, staple items, generics

Quaker Oat Bran—"It's the right thing to do."

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Exhibit is based on numerous items of found needs, not those used here.

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12 The New Hierarchy of Luxury Travel Needs

13 How is the COVID-19 pandemic affecting consumer behavior?

Slide 12 of 73 English (United States)

The New Hierarchy of Luxury Travel Needs

Health Safety

Privacy/Few Crowds

Indulgence /Decadence

Wellness /Pampering

Authentic, Vivid, All Senses (Opposite of a Zoom call)

High Quality of Service and Product

Indulgence: the behavior or attitude of people who allow themselves to do what they want or who allow other people to do what they want; the act of doing something that you enjoy but that is usually thought of as wrong or unhealthy. Pampering: spend more for yourself, like going to a spa or getting a massage; anything luxurious that will make you feel good and relaxed.

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Slide 12 of 73 English (United States)

## The New Hierarchy of Luxury Travel Needs

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Slide 13 of 73 English (United States)

## How is the COVID-19 pandemic affecting consumer behavior?

Changes are observed in the short-term (e.g. during lockdown and confinement online services increased significantly) and they are expected to persist in the medium and long-term.

There is also a preference for touristic activities that allow enjoyment of nature and the outdoors.

Tourist behavior and choice are affected by psychological and economic factors.

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Slide 13 of 73 English (United States)



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Slide 14 of 73 English (United States)

How is the COVID-19 pandemic affecting consumer behavior?

Domestic tourism: Domestic tourism is poised to dominate the scene with most travelers coming from nearby areas (Marywood, 2020).

Loss of loyalty: Consumers have opted to experience new brands and are adopting new shopping behaviors due to the disruption in their regular purchasing patterns.

Sustainable repatriation and development: Travel and tourism companies and destinations now have an opportunity for sustainable repatriation and development.

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Notes

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16 COVID-19 and Tourism Industry

Slide 15 of 73 English (United States)

How is the COVID-19 pandemic affecting consumer behavior?

Changes in the duration of the trips are also expected - making them shorter or with the same duration but divided into several small trips, especially when traveling by car (preferred mode of transport during the pandemic).

The household budgets allocated to holidays are also likely to be lower due to uncertainty and economic instability.

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14 How is the COVID-19 pandemic affecting consumer behavior?

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16 COVID-19 and Tourism Industry

17 How does the COVID-19 crisis affect the tourism sector?

COVID-19 and Tourism Industry

Disaster

"A serious disruption of the functioning of a community or a society with conditions of exposure, vulnerability and capacity, leading to one or more of the following: human, material, economic and environmental losses and impacts" (UNISDR, 2018).

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Slide 16 of 73 English (United States)

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52

Changes in Russian tourist/ consumer behavior due to COVID-19

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54

Consumer/tourist behavior – Thailand during COVID-19 (Lunkam,2021)

55

International tourist arrival at Thailand

Consumer/tourist behavior – Thailand during COVID-19 (Lunkam,2021)

International tourist arrival at Thailand

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Consumer/tourist behavior – Thailand during COVID-19 (Lunkam,2021)

A study was conducted in January 2021 to understand the tourist/tourist behavior in Thailand .

- Following the declaration of a state of emergency on 25 March 2020, borders to inbound tourists were temporary closed (from 3 April to 5 September)
- There was zero foreign arrivals in Thailand. In October, the situation slightly when the government introduced the Special Tourist Visa (STV) allows foreign tourists to enter the country, subject to strict conditions include a 14-day quarantine on arrival, testing for COVID-19 before arrival, and proof of valid health insurance coverage.

Slide 54 of 73 English (United States)

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Consumer/tourist behavior – Thailand during COVID-19 (Lunkam,2021)

55

International tourist arrival at Thailand

56

Hotellers faced unprecedented disruption.

International tourist arrival at Thailand

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International tourist arrival at Thailand

But overall, in the first 11 months of 2020, tourist arrivals plunged 81.4% YoY, led by tourists from China (-87.7% YoY) and India (-85.5% YoY). The tourism sector lost about THB1.5trn in foreign tourists' receipts in 2020, based on THB1.9trn total receipts in 2019.

Slide 55 of 73 English (United States)

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54 Consumer/Jourist behavior – Thailand during COVID-19 (Lunkam,2021)

55 International tourist arrival at Thailand

56 Hoteliers faced unprecedented disruption.

57 Operators have adopted a variety of responses to address these challenges for meeting the guest demands.

REDISCOVERING THAILAND

Hotel quarantine – guest preferences

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**Hoteliers faced unprecedented disruption.**

From January to November 2020, average occupancy rate slumped to 29.3% from 69.7% in the same period in 2019. Average revenue per room across the country fell 73.6%.

Changes in Room Rates for hotels in Bangkok, Langmai, Phuket, Hua hin and Chonburi

Index (Jan 2020 =100)

Source: Various sources, Krungthai Research estimates

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REDISCOVERING THAILAND

Hotel quarantine – guest preferences

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**Operators have adopted a variety of responses to address these challenges for meeting the guest demands.**

- They slashed room rates.
- Overhauled the kinds of services they offering greater emphasis on domestic tourists and cutting overheads.
- They have also tried to build alternative revenue streams, for example, offering attractive 'work-from-hotel' packages to tap on the 'work-from-home' policy, and working with online delivery services to get revenues for on-site restaurants, though this is largely only an option for 4- or 5-star hotel.

REDISCOVERING THAILAND  
TOURISM TAKES A LOCAL TURN

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56 **Hotellers faced unprecedented disruption.**

57 **Operators have adopted a variety of responses to address these challenges for meeting the guest demands.**

58 **Hotel quarantine – guest preferences**

59 **The factors that hoteliers need to consider in the near future are identified as the following (Krungori, 2021)**

**Hotel quarantine – guest preferences**

- Many hotels in the Bangkok Metropolitan Region – some of which have cooperated with clinics and hospitals – have also tapped on the quarantine requirement to offer 'alternative state quarantine' (ASQ) facilities.
- Some hotels in the other 9 provinces – Phuket, Suratthani (Kho Samui), Ch (Pattaya), Prachinburi, Buriram, Mukdahan, Chiang Mai, Phang Nga and Ch Rai – have also been able to generate revenues from offering 'alternative state quarantine' (ALSQ) facilities (information correct as of 8 January 2022)

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Slide 57 of 71 English (United States)

Operators have adopted a variety of responses to address these challenges for meeting the guest demands.

Hotel quarantine - guest preferences

The factors that Thai hoteliers need to consider in the near future are identified as the following (Krungsri,2021)

Behavior of Thai domestic tourists

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Behavior of Thai domestic tourists

Since the COVID-19 pandemic, 90% of Thais are more cautious of health, hygiene and safety

Thais have expressed interest in Natural Resource Tourism (77%) after exiting lockdown

77% 37% 35%

Natural resource tourism Food and fruit tourism Community Based Tourism

Demographic and social change  
Individualization  
Digital transformation and automation  
Health and hygiene.

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Slide 58 of 71 English (United States)

Hotel quarantine - guest preferences

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Behavior of Thai domestic tourists

Consumer/tourist behavior -Thailand during COVID-19

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Thais have expressed interest in Natural Resource Tourism (77%) after exiting lockdown

77% 37% 35%

Natural resource tourism Food and fruit tourism Community Based Tourism

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59 The factors that Thai hoteliers need to consider in the near future are identified as the following (Krungri,2021)

60 Behavior of Thai domestic tourists

61 Consumer/tourist behavior -Thailand during COVID-19

62 Factors attracting international tourists to Thailand

## Consumer/tourist behavior -Thailand during COVID-19

- Thai tourism sector will be influenced by increasingly individualized travel needs, greater application of new technology in business models and processes, and higher profile for health and hygiene.
- The success factors for hoteliers will not be limited to the conventional criteria such as location, quality of rooms, pricing, and facilities available to guests.
- They will include the extent to which hoteliers cooperate and work together with local communities and other businesses, as well as how quickly and effectively they respond to change and manage risks.
- Operators need to urgently review and make adjustments in their business playbooks ahead of the reopening of international borders and return of foreign tourists. This will allow players in the tourism and hotel industry to secure the required foundation to capture maximum gains from the strong recovery in foreign tourist arrivals to pre-pandemic levels, and to ensure this remains sustainable.

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60 Behavior of Thai domestic tourists

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62 Factors attracting international tourists to Thailand

63 Thai tourism getting ready for Phase -3

## Factors attracting international tourists to Thailand

Factor	Score
Cultural Res. & Business Travel	0.42
Environ. Sustainability	0.38
Price Competitiveness	0.37
Natural Resources	0.35
ICT Readiness	0.34
Int'l. Openness	0.33
Business Environment	0.30
Privatization of SOE	0.29
Health & Hygiene	0.23
Human Resources & Labor Market	0.21
Tourist Service Infrastructure	0.19
Safety & Security	0.15
Ground & Port Infrastructure	0.09

Sources: UNCTAD, OECD, WFP, Krungri Research estimates

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61 Consumer/ tourist behavior -Thailand during COVID-19

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63 Thai tourism getting ready for Phase -3

64 Factors Influencing tourism

Slide 63 of 73 English (United States)

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## Thai tourism getting ready for Phase -3

- Thailand will start to reopen borders to international arrivals through bubble tourism. Because of this, travel may be restricted to 'bubble tourism' with bilateral agreements to allow free travel (e.g., travelers from participating nations would be exempt from quarantine rules).
- Thailand might agree to open its borders to visitors from low-risk countries where domestic transmission is contained, and from countries which were once Thailand's major source of inbound tourism such as China, Singapore, Vietnam and Australia
- It would be necessary for the government to maintain high safety and hygiene standards, including working with insurers or issuing clear policies to prevent the emergence of new clusters of COVID-19 infections

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63 Thai tourism getting ready for Phase -3

64 Factors Influencing tourism

65 Adaptive strategies for hotel and tourism industry

66 Reviving tourism industry post-COVID-19: A resilience-based framework (Sharma et al., 2021)

Slide 65 of 73 English (United States)

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## Adaptive strategies for hotel and tourism industry

**Shocks**

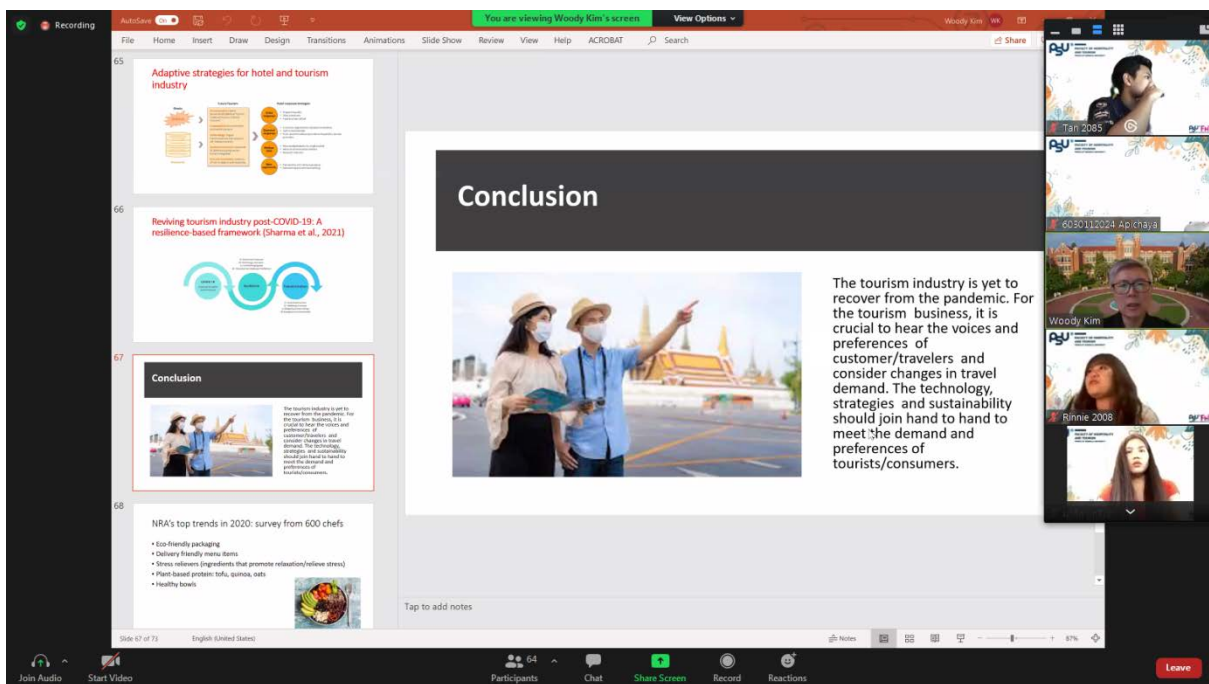
- COVID-19
- Threats to the hotel and tourism industry
- Uncertainty, risk, and volatility
- Health and safety concerns
- Milestones

**Future Tourism**

- Demand patterns: More personalized (Medical Tourism, Creative Tourism, Cultural Tourism)
- Sustainability: Environmental and health concerns
- Technology: Digital transformation (data analytics, IoT, Robotics and AI)
- Borderless industries: Demands of different businesses are closely integrated
- Risk and uncertainty: Caution of risk mitigation and responses

**Hotel response strategies**

- Crisis response**
  - Prepare liquidity
  - Obey measures
  - Keep business afloat
- Demand response**
  - Customer segmentation and personalization
  - Optimized channels
  - From accommodation provider to hospitality service providers
- Reduce risks**
  - Reduce dependency on single market
  - More diverse revenue streams
  - Reduce fixed costs
- New opportunity**
  - Partnership with other businesses
  - Networking and service matching





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Reviving tourism industry post-COVID-19: A resilience-based framework (Sharma et al., 2021)

67

Conclusion

68

NRA's top trends in 2020: survey from 600 chefs

- Eco-friendly packaging
- Delivery friendly menu items
- Stress relievers (ingredients that promote relaxation/relieve stress)
- Plant-based protein: tofu, quinoa, oats
- Healthy bowls

69

Global food trends in 2030: Mintel

- Consumers will be more mindful about environmental and ethical impacts of their diet
- Technologies will allow consumers to build customized approach to physical well-being
- Consumers will likely have recipe and meals that are customized to their flavor, taste, and texture preferences
- Consumers will use the results of big data and biological tests to modify their diets to improve their health, states of mind, and moods.

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Conclusion

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Global food trends in 2030: Mintel

- Technologies will develop more flexible production systems including 3D printing to provide consumers with hyperindividualized products

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Global food trends in 2030: Mintel

- Foodservice firms will develop more flexible production systems including 3D printing to provide consumers with hyperindividualised products

71

Global food trends in 2030: Mintel

- Consumers will become more accepting and trusting in the essential roles science and technology have in guaranteeing access to affordable, safe, and nutritious food
- Food production technology can be used to ensure food safety by eliminating menus and pathogens to protect the shelf life. This is a food processing technique that involves exposing food to radiation to kill bacteria that can cause food poisoning. The irradiated containers will come from facilities that have a higher nutritional value, and are more natural with minimum food additives

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This is a normal cut of veal, while the other meat came from a 3D printer.

#Food #Meat #Veggie

3D Printed Vegan Steak That Tastes Like Real Meat

45,226 views · Feb 20, 2021

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If Giuseppe Scionti has his way, the steaks on our plates will soon come from a 3D printer. The Italian inventor and engineer has printed the first 100% vegetarian steak at his Spanish startup. And it's said to not only look and taste like the real thing — it also has the same consistency.

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Chef Jean-Pierre

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70 Global food trends in 2030: Mintel

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71 Global food trends in 2030: Mintel

- Consumers will become more accepting and trusting in the essential roles science and technology have in guaranteeing access to affordable, safe, and nutritious food.
- Food innovation technology can be used to ensure food safety by eliminating insects and pathogens in poultry production. This is a food processing technology that involves replacing food to eliminate its life cycle that can cause food poisoning. This technology innovation will make food handlers have a higher nutritional value, and are more optimal with extensive food additives.

72 The future challenges and opportunities of the food service industry in the 5th Industrial Revolution

- Consumer's socio-demographic changes (Lifestyles of Health and Sustainability (LOHAS), Interest to explore organic food, decreasing family size)
- Technological changes (New food processing technologies, total shift from wild farming to farm raising; land-based fish farming)

73 The future challenges and opportunities of the food service industry in the 5th Industrial Revolution

- Industrial marketing activities from production to consumption (Changes in the food distribution channels, specialty food requests, seasonal)
- Consumers' attitudes (Food availability, food cost increase, sustainability) and address (Use of new foods, knowledge, online food influence factors)
- Consumers' taste preference and food choice (Delicious cooking choices)
- Uncertainty of food processing facilities (Equipment)
- The state of foodservice industry (forecast life cycle infancy, established, maturity, the rise or decline of establishment)

Slide 72 of 73 English (United States)

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