

Tourism 2017 - Trends and Opportunities for Businesses and Destinations

# What global trends are challenging tourism organizations and destinations today?

*Worldwide Hospitality and Tourism Themes (WHATT)*

Volume 8 Number 6, 2016

**Edited by Jorge Costa, Monica Montenegro and João Gomes**

**An Overview**

By Richard Teare, Managing Editor, *Worldwide Hospitality and Tourism Themes*

[www.emeraldinsight.com/whatt.htm](http://www.emeraldinsight.com/whatt.htm)

# WHATTT's approach: *Uses questions to find and apply solutions to industry challenges*

The Journal aims to:

1. Provide theme-based reviews of real industry issues.
2. Draw on analysis, applied research and dialogue with industry.
3. Offer practical solutions (to industry challenges) in concise, accessible articles.
4. Develop industry-based frameworks that can be used.

## *Beginning and ending with a question ...*

The format:

- Analyzes relevant literature and prior research.
- Reports on dialogue between academics and practitioners (round table discussion, interviews, collaborative work and industry viewpoint articles).
- Concludes by re-visiting the question and draws out recommendations for management action.

## Example theme issue questions: Volume 8, 2016

1. *Service management and the growing number of Asian travellers ...*
2. *Human capital development in the hotel industry in Nigeria ...*
3. *Trends and challenges in the Russian hospitality & tourism market ...*
4. *Innovation in the Indian hospitality industry ...*
5. *Tourism challenges arising from climate change & the environment ...*
6. **What global trends are challenging tourism organizations and destinations today?**

# Outcomes from Tourism 2016: *From Trends to Profit*

The issue features:

- 18 contributors from academia, associations, government, industry, trends analysis)
- 11 articles (including the conclusion)
- Recommendations for: Tourism business scanning, market research, Tourism diversification; Service quality; Technology; Strategy innovation (among others)



## What do stakeholders think about WHATT?

- **Authors** enjoy being part of a broad-based writing team with a shared purpose.
- **Theme editors** say that the writing process is enriched by practical insight and by dialogue about solutions.
- **Readers** like the format! The number of article downloads is increasing:
  - 53,325 article downloads in 2014
  - 64,461 article downloads in 2015
  - 81,359 article downloads in 2016

## A comment from Jorge, Monica and João:

### What did you enjoy about the experience?

IPDT's annual event offers an opportunity to discuss global tourism trends from the different perspectives of industry, government and academia. WHATT provides an opportunity to go deeper: to reflect and formulate responses and refine them via peer review so that recommendations and action points are useful.

The whole team is delighted by what has been accomplished and by the long-term value that the theme issue approach provides as a foundation for future thinking and planning.

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**You can download all the articles in WHATT v8 n6 2016 (free of charge) in week commencing Monday 20 February (7 days only)**  
**We hope you will enjoy reading it and contributing to the 2017 event.**

**Jorge Costa, Monica Montenegro, João Gomes and Richard Teare**

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