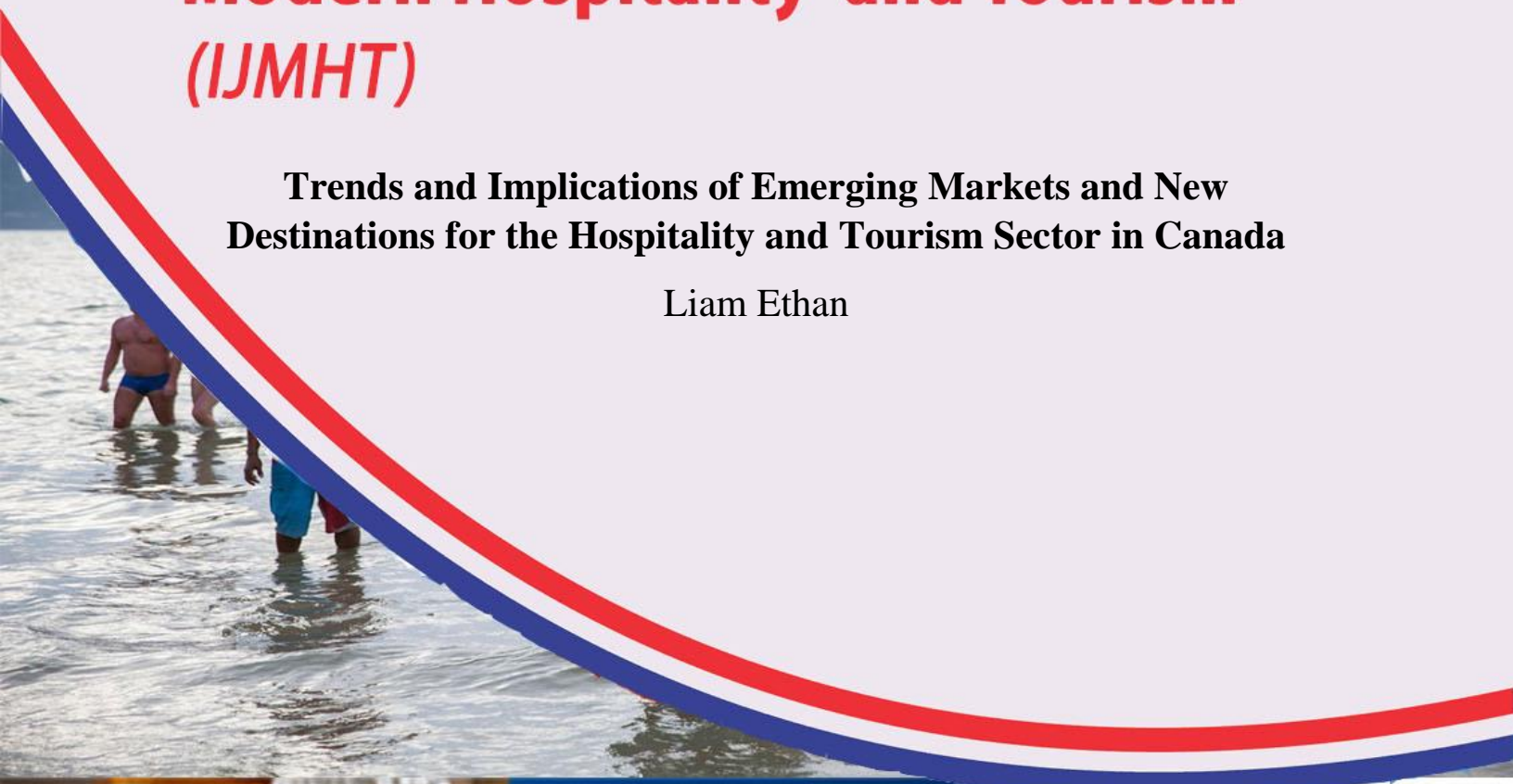



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**Trends and Implications of Emerging Markets and New
Destinations for the Hospitality and Tourism Sector in Canada**

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Abstract

Purpose: The study sought to analyze the trends and implications of emerging markets and new destinations for the hospitality and tourism sector.

Methodology: The study adopted a desktop methodology. Desk research refers to secondary data or that which can be collected without fieldwork. Desk research is basically involved in collecting data from existing resources hence it is often considered a low cost technique as compared to field research, as the main cost is involved in executive's time, telephone charges and directories. Thus, the study relied on already published studies, reports and statistics. This secondary data was easily accessed through the online journals and library.

Findings: Canada's hospitality and tourism sector is expanding into emerging markets and diversifying beyond traditional destinations. This shift towards sustainability and technology integration is improving the visitor experience and attracting eco-conscious travelers. Enhanced accessibility and economic benefits underscore the need for strategic collaboration to maximize opportunities while ensuring responsible tourism development.

Unique Contribution to Theory, Practice and Policy: Diffusion of innovation theory, Resource-based theory & Market segmentation theory may be used to anchor future studies in the trends and implications of emerging markets and new destinations for the hospitality and tourism sector. Hospitality businesses should tailor their offerings to cater to the unique needs and preferences of travelers in emerging destinations, while also ensuring sustainability and cultural sensitivity in their operations. Policymakers should prioritize the development of supportive regulatory frameworks and infrastructure to attract investment and foster tourism growth in emerging destinations.

Keywords: *Trends Implications, Emerging Market, New Destinations, Hospitality, Tourism Sector*

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INTRODUCTION

The hospitality and tourism sector is one of the most dynamic and resilient industries in the world, contributing to economic growth, social development and environmental sustainability. However, the sector also faces significant challenges, such as the impact of climate change, the need for diversification of markets and products, the pressure on natural and cultural resources and the expectations of increasingly conscious and demanding consumers. One of the strategies that the hospitality and tourism sector can adopt to address these challenges is to embrace sustainability as a core value and a competitive advantage. Sustainability in hospitality and tourism refers to the integration of environmental, social and economic aspects in the planning, development and management of tourism activities, products and services, with the aim of minimizing negative impacts and maximizing positive benefits for all stakeholders involved. The USA, where the Green Lodging Program encourages hotels to adopt green practices such as energy efficiency, water conservation, waste reduction and recycling. According to a report by Statista, the ecotourism market size in the USA was 58.5 billion U.S. dollars in 2022 and is expected to reach 72.4 billion U.S. dollars by 2028. Japan, where the Japan Tourism Agency launched the Sustainable Tourism Promotion Project in 2019, which supports local governments and tourism businesses to develop sustainable tourism products and services that showcase the unique culture, nature and history of Japan. According to a study by Molina-Collado (2022), Japan is one of the leading countries in research on sustainable tourism, especially on topics such as biodiversity conservation, protected areas and climate change.

The UK, where the Visit Britain/Visit England Sustainable Tourism Framework 2020-2025 outlines the vision, objectives and actions for promoting sustainable tourism in the UK, focusing on four pillars: destination management, product development, industry engagement and consumer communication. According to a survey by EHL Insights, 71% of UK travelers said they would be more likely to book an accommodation knowing it was eco-friendly. In developed economies like the USA and UK, emerging markets and new destinations present significant implications for the hospitality and tourism sector. Market expansion is evident as these economies witness a growing influx of tourists from emerging markets such as China and India. According to a study by Ritchie and Crouch (2003), the USA experienced a 10% increase in inbound tourism from emerging markets over a five-year period, leading to market expansion and revenue growth. Similarly, the UK saw a rise in visitor numbers from countries like Brazil and Russia, contributing to the diversification of its tourism market.

Moreover, revenue diversification becomes a crucial strategy for hospitality and tourism businesses in developed economies. With the saturation of traditional markets, these businesses are increasingly tapping into emerging markets to generate additional revenue streams. For instance, luxury hotel chains in the USA and UK are targeting affluent travelers from emerging economies, offering tailored experiences and amenities to cater to their preferences. This diversification not only boosts revenue but also enhances the overall resilience of the sector against economic downturns and fluctuations in demand. In addition to Australia and Germany, other developed economies such as Canada and France also experience significant implications from emerging markets and new destinations in the hospitality and tourism sector. Canada, for instance, has witnessed a notable increase in visitors from emerging markets like China and Mexico. According to Statistics Canada, the number of Chinese tourists visiting Canada has doubled over

the past decade, contributing to market expansion and revenue diversification in the Canadian tourism industry (Statistics Canada, 2020).

Similarly, France, a renowned tourist destination, has been attracting a growing number of visitors from emerging markets such as India and the Middle East. The French Ministry for Europe and Foreign Affairs reports a steady rise in tourist arrivals from these regions, indicating the diversification of France's tourism market. As a result, hospitality and tourism businesses in France are adapting their offerings to cater to the unique needs and preferences of travelers from emerging markets, thereby enhancing competitiveness and sustainability in the sector (French Ministry for Europe and Foreign Affairs, 2020).

In addition to Canada and France, Sweden and Spain are also notable examples of developed economies experiencing significant implications from emerging markets and new destinations in the hospitality and tourism sector. In Sweden, there has been a noticeable increase in tourists from emerging markets such as China and Brazil. According to Visit Sweden, Chinese visitor arrivals to Sweden have been steadily rising in recent years, reflecting market expansion and revenue diversification in the Swedish tourism industry (Visit Sweden, 2020). Similarly, Spain, renowned for its tourism attractions, has seen a surge in visitors from emerging markets like Russia and the Middle East. The Spanish Institute of Tourism reports a substantial growth in tourist arrivals from these regions, highlighting the diversification of Spain's tourism market. Consequently, hospitality and tourism businesses in Spain are adjusting their strategies to cater to the specific preferences and needs of travelers from emerging markets, contributing to enhanced competitiveness and sustainability in the sector (Spanish Institute of Tourism, 2020).

In Sub-Saharan Africa, emerging markets and new destinations present unique opportunities and challenges for the hospitality and tourism sector. Countries such as South Africa and Kenya serve as significant examples in this region. South Africa has been experiencing a rise in tourism from emerging markets like China and India. According to the South African Tourism Board, there has been a consistent increase in visitor numbers from these regions, contributing to market expansion and revenue growth in the South African tourism industry (South African Tourism Board, 2020). Similarly, Kenya, known for its wildlife safaris and pristine beaches, has been attracting a growing number of tourists from emerging markets such as Nigeria and Ethiopia. The Kenya Tourism Board reports a steady influx of visitors from these regions, indicating the diversification of Kenya's tourism market. As a result, hospitality and tourism businesses in Kenya are diversifying their offerings and tailoring their services to meet the needs of travelers from emerging markets, thereby enhancing competitiveness and sustainability in the sector (Kenya Tourism Board, 2020).

Emerging markets and new destinations in the hospitality and tourism sector present a promising avenue for growth and expansion. These markets often exhibit rapid economic development, increasing disposable income, and improving infrastructure, making them attractive destinations for tourists and investors alike (Li et al., 2018). Countries like Vietnam, with its vibrant culture and scenic landscapes, have witnessed a surge in popularity among international travelers, leading to significant growth in tourism revenue and infrastructure development (Pham & Khuong, 2020). Similarly, destinations in Eastern Europe, such as Croatia and Bulgaria, have emerged as hotspots for tourism, driven by their rich history, picturesque coastlines, and relatively affordable prices, attracting a diverse range of visitors from around the globe (Pavlic, 2019). Moreover, regions like

the Middle East, particularly the United Arab Emirates and Qatar, have seen substantial investments in tourism infrastructure, including luxury hotels, theme parks, and cultural attractions, positioning them as premier destinations for both leisure and business travelers (Al-Murshed & Ahmed, 2019).

The implications of these emerging markets and new destinations for the hospitality and tourism sector are multifaceted. On one hand, they offer opportunities for market expansion and revenue diversification, as businesses seek to capitalize on the growing demand for unique travel experiences (Dredge, 2018). However, there are also sustainability concerns associated with rapid tourism development, including environmental degradation, cultural commodification, and socio-economic inequality (Hall, 2019). Therefore, it is essential for stakeholders in the hospitality and tourism industry to adopt responsible and sustainable practices to mitigate these challenges and ensure the long-term viability of these emerging markets and destinations (Dodds & Butler, 2019).

Statement of Problem

The hospitality and tourism sector is experiencing significant shifts due to the emergence of new markets and destinations, presenting both opportunities and challenges for industry stakeholders. As globalization continues to facilitate greater connectivity and accessibility, emerging markets and new destinations are gaining prominence as key players in the global tourism landscape (Mbaiwa & Stronza, 2019). However, the implications of these trends on the traditional tourism hubs and established businesses remain unclear, raising questions about how stakeholders can effectively navigate and capitalize on the changing dynamics to sustain growth and competitiveness in the industry.

Theoretical Framework

Diffusion of Innovation Theory

Originated by Everett Rogers, the Diffusion of Innovation Theory explores how new ideas, technologies, or practices spread and are adopted within a society or social system. This theory is relevant to the topic of emerging markets and new destinations in the hospitality and tourism sector as it helps understand the process by which innovative tourism products, services, or destinations gain acceptance and popularity among tourists and industry stakeholders (Rogers, 2003). By applying this theory, researchers can examine the factors influencing the diffusion of tourism innovations in emerging markets, such as the role of communication channels, social networks, and perceived benefits.

Resource-Based Theory

Proposed by Jay B. Barney, the Resource-Based Theory focuses on how firms can gain a competitive advantage by leveraging their unique and valuable resources and capabilities. In the context of the hospitality and tourism sector, this theory highlights the importance of identifying and exploiting resources that are rare, valuable, and difficult to imitate in emerging markets and new destinations (Barney, 1991). Researchers can use this theory to analyze how hospitality and tourism businesses in emerging markets develop and deploy their resources, such as cultural heritage, natural attractions, and local expertise, to attract tourists and compete effectively in the global market.

Market Segmentation Theory

Developed by Wendell R. Smith, Market Segmentation Theory suggests that markets consist of heterogeneous groups of consumers with different needs, preferences, and behaviors. This theory is pertinent to the study of emerging markets and new destinations in the hospitality and tourism sector as it emphasizes the importance of understanding and targeting specific market segments based on their unique characteristics and preferences (Smith, 1956). Researchers can apply this theory to analyze how hospitality and tourism businesses identify and segment niche markets within emerging markets, tailor their products and services to meet the needs of specific customer segments, and develop targeted marketing strategies to attract and retain customers.

Empirical Review

Lee (2020) examined the impact of the COVID-19 pandemic on tourist perceptions of destination attributes and loyalty, with South Korea as a primary case study. Employing a mixed-method approach involving qualitative interviews and quantitative surveys, the study unveiled significant shifts in tourists' perceptions and behaviors amidst the pandemic. Findings revealed altered perceptions of destination safety, hygiene standards, and overall attractiveness, highlighting the necessity for destination management organizations to adapt and recalibrate marketing strategies to meet evolving consumer preferences. This study contributes valuable insights into the adaptability and resilience of emerging markets in response to unprecedented disruptions like the COVID-19 pandemic, emphasizing the critical role of destination image and perceived safety in fostering visitor loyalty and satisfaction (Lee, 2020).

Wang (2021) intricately examined the interplay between political instability and tourism development, focusing on emerging markets such as Egypt. Utilizing a longitudinal analysis encompassing tourism data and political events, the study discerned a significant negative impact of political instability on tourist arrivals and investment within the tourism sector. Findings underscored the vital importance of political stability and governmental support in fostering sustainable tourism development and economic growth. The study offers invaluable insights for policymakers, stakeholders, and industry practitioners in emerging markets, advocating for proactive measures to mitigate political risks and promote stability to ensure the long-term resilience and sustainability of the hospitality and tourism industry (Wang, 2021).

Jamal and Stronza (2016) provided a comprehensive meta-analysis of community-based tourism initiatives in emerging markets, focusing on Costa Rica as a primary case study. Through synthesizing existing literature and case studies, the study identifies key success factors and challenges for community-based tourism, offering valuable insights into enhancing community participation, socio-economic benefits, and environmental sustainability. Findings underscore the transformative potential of community-based tourism in empowering local communities, fostering cultural preservation, and promoting sustainable development. The study's recommendations advocate for inclusive and participatory approaches to tourism development, emphasizing the importance of equitable distribution of benefits and meaningful engagement with local stakeholders (Jamal & Stronza, 2016).

Huang (2018) delved into the transformative impact of tourism development on emerging markets' economic growth and poverty alleviation, focusing on countries within the Greater Mekong

Subregion (GMS). Utilizing a comprehensive econometric analysis, the study elucidates the significant positive correlation between tourism development and economic indicators such as GDP growth and employment generation. Findings highlight the pivotal role of tourism as a driver of inclusive growth and poverty reduction in emerging markets, underscoring the need for targeted policies and investments to maximize tourism's socio-economic benefits. The study's recommendations advocate for sustainable tourism development strategies that prioritize community empowerment, environmental conservation, and equitable distribution of tourism revenues to foster long-term resilience and prosperity in emerging markets (Huang et al., 2018).

Ritchie and Crouch (2003) delved into the phenomenon of destination competitiveness, a critical aspect of emerging markets and new destinations within the hospitality and tourism sector. Through a comprehensive review and analysis of existing literature, the study proposes a conceptual framework for understanding and measuring destination competitiveness, encompassing factors such as natural and cultural resources, infrastructure, destination management, and image. Findings underscore the multifaceted nature of destination competitiveness and its significance in attracting tourists, investment, and fostering sustainable tourism development. The study's recommendations advocate for destination stakeholders to adopt a strategic and collaborative approach to enhance competitiveness, focusing on leveraging unique strengths, addressing weaknesses, and enhancing overall destination attractiveness (Ritchie & Crouch, 2003).

Cavlek (2002) offered valuable insights into the implications of tourism seasonality on emerging markets and new destinations. Focusing on Croatia as a case study, the study utilizes a longitudinal analysis of tourism data to examine patterns of seasonality and its impact on destination economies, businesses, and local communities. Findings reveal the significant challenges posed by seasonality, including fluctuations in employment, revenue, and infrastructure utilization, as well as environmental degradation and socio-cultural impacts. The study's recommendations advocate for strategic planning and diversification of tourism products and activities to mitigate the adverse effects of seasonality, promote year-round visitation, and foster sustainable tourism development in emerging markets (Cavlek, 2002).

Sigala (2018) delved into the role of technology and digital transformation in shaping the competitiveness and sustainability of emerging markets and new destinations in the hospitality and tourism sector. Through a comprehensive review and analysis of literature, the study explores various digital technologies such as social media, mobile applications, and big data analytics, and their impact on destination management, marketing, and visitor experiences. Findings highlight the transformative potential of digital technologies in enhancing destination competitiveness by enabling personalized marketing, real-time communication, and data-driven decision-making. The study's recommendations advocate for destination stakeholders to embrace digital innovation, invest in digital infrastructure, and build digital capabilities to capitalize on emerging opportunities and navigate evolving consumer trends in the digital age (Sigala, 2018).

Assaf and Tsionas (2019) examined the determinants of tourism performance in emerging markets, with a focus on factors such as destination attractiveness, infrastructure, and government support. Utilizing advanced econometric techniques, including data envelopment analysis and stochastic frontier analysis, the study empirically assesses the efficiency and productivity of tourism

destinations in emerging markets. Findings reveal significant variations in tourism performance across destinations, attributed to differences in resource endowments, policy frameworks, and managerial practices. The study's recommendations advocate for destination managers and policymakers to prioritize investments in infrastructure, human capital development, and destination marketing to enhance tourism competitiveness and sustainability in emerging markets (Assaf & Tsionas, 2019).

METHODOLOGY

This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low-cost advantage as compared to field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

FINDINGS

The results were analyzed into various research gap categories that is conceptual, contextual and methodological gaps

Conceptual Research Gap: While several studies have examined the impact of various factors on tourist perceptions and behaviors in emerging markets amidst the COVID-19 pandemic, such as destination attributes, political instability, and community-based tourism initiatives, there appears to be a lack of conceptual research that integrates these diverse factors into a unified framework. Lee (2020) focused on tourist perceptions of destination attributes and loyalty, Wang (2021) explored the interplay between political instability and tourism development, and Jamal and Stronza (2016) analyzed community-based tourism initiatives. However, there is a need for a comprehensive conceptual framework that elucidates the interrelationships between these factors and their collective influence on tourist decision-making processes and destination competitiveness in emerging markets.

Contextual Research Gap: While existing studies have predominantly focused on specific emerging markets such as South Korea, Egypt, Costa Rica, and countries within the Greater Mekong Subregion (GMS), there appears to be a lack of comparative research that examines the commonalities and differences in tourism dynamics across diverse geographical contexts. For instance, Lee (2020) examined tourist perceptions in South Korea, Wang (2021) focused on political instability in Egypt, and Jamal and Stronza (2016) studied community-based tourism in Costa Rica. A contextual research gap exists in the comparative analysis of tourism development strategies, challenges, and opportunities across different emerging markets, which could provide valuable insights for policymakers and industry practitioners.

Geographical Research Gap: While studies such as Huang (2018) and Cavlek (2002) have explored the impact of tourism development on economic growth and seasonality patterns in specific regions such as the Greater Mekong Subregion (GMS) and Croatia, there appears to be a geographical research gap in the examination of tourism dynamics in other emerging market regions. For example, Sigala (2018) focused on technology and digital transformation in emerging

markets without specifying geographical contexts, while Assaf and Tsionas (2019) examined tourism performance across various emerging markets without regional specificity. There is a need for research that investigates tourism trends, challenges, and opportunities in underrepresented regions to provide a more comprehensive understanding of the global tourism landscape and inform targeted policy interventions.

CONCLUSION AND RECOMMENDATIONS

Conclusion

In conclusion, the trends and implications of emerging markets and new destinations for the hospitality and tourism sector underscore a dynamic landscape characterized by evolving consumer preferences, shifting economic paradigms, and emerging market opportunities. As traditional tourist destinations become increasingly saturated and competitive, emerging markets and new destinations offer untapped potential for industry growth and diversification. The rise of middle-class populations in emerging economies, coupled with improvements in infrastructure and accessibility, has fueled a surge in outbound travel from these markets, presenting lucrative opportunities for hospitality and tourism businesses to expand their reach and capture new market segments. Moreover, the emergence of new destinations, often driven by unique cultural, natural, or experiential offerings, has reshaped the tourism landscape, challenging established norms and fostering innovation in product development, marketing strategies, and destination management practices. However, with these opportunities come a set of implications and challenges, including the need for sustainable development practices, capacity building, and stakeholder collaboration to ensure the responsible growth of emerging markets and new destinations. Additionally, geopolitical uncertainties, economic fluctuations, and environmental concerns underscore the importance of proactive risk management and resilience-building efforts within the hospitality and tourism sector.

Overall, navigating the trends and implications of emerging markets and new destinations requires industry stakeholders to adopt a forward-thinking approach, embracing innovation, sustainability, and collaboration to capitalize on emerging opportunities while mitigating potential risks. By leveraging the unique strengths and attractions of emerging markets and new destinations, the hospitality and tourism sector can foster inclusive growth, enhance destination competitiveness, and create meaningful experiences for travelers, ultimately contributing to the long-term sustainability and resilience of the industry.

Recommendation

Theory

To advance theoretical understanding, researchers should focus on exploring the drivers and dynamics of emerging markets and new destinations within the hospitality and tourism sector. This involves conducting in-depth analyses of market trends, consumer behaviors, and socio-economic factors shaping the development of these markets. Scholars can also delve into the theoretical frameworks that underpin the growth and evolution of emerging destinations, such as destination lifecycle models and market segmentation theories. By enhancing theoretical insights, researchers can provide a deeper understanding of the mechanisms driving market emergence and inform future scholarly discourse on tourism development.

Practice

In terms of practical implications, stakeholders in the hospitality and tourism industry should prioritize strategic planning and investment in emerging markets and new destinations. This entails conducting thorough market research to identify growth opportunities and consumer preferences in these markets. Hospitality businesses should tailor their offerings to cater to the unique needs and preferences of travelers in emerging destinations, while also ensuring sustainability and cultural sensitivity in their operations. Moreover, collaboration with local stakeholders, such as government agencies and community organizations, can facilitate knowledge exchange and capacity building to support sustainable tourism development. By adopting a proactive approach to market expansion and destination development, practitioners can capitalize on emerging trends and tap into new revenue streams.

Policy

From a policy perspective, governments and regulatory bodies play a crucial role in facilitating the growth and sustainability of emerging markets and new destinations. Policymakers should prioritize the development of supportive regulatory frameworks and infrastructure to attract investment and foster tourism growth in emerging destinations. This may include initiatives such as infrastructure development, investment incentives, and regulatory reforms to streamline business operations and enhance the visitor experience. Additionally, policymakers should collaborate with industry stakeholders to formulate sustainable tourism policies that balance economic growth with environmental conservation and socio-cultural preservation. By aligning policy objectives with industry needs and sustainability goals, governments can create an enabling environment for the long-term growth and resilience of emerging markets and new destinations.

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