## HOSPITALITY INDUSTRY MAJOR TRENDS IN 2023

According to Press reader, after Covid-19 and the impact on the hotel industry travel trends have shaped and the hospitality industry does not have to miss long-term priorities, considering different tourism systems while moving to stronger, fairer a more sustainable of tourism development.

As a result of the increase of the prices and the ongoing market instability, the hotel industry is looking for news technologies to reduce their energy expenditure, as well as new proceedings and actions that reduce the environmental impact.

Below, there are described the major trends in the hospitality industry in 2023 attending the the sustainability and inclusion priorities initiatives addressed to the Mediterranean region:
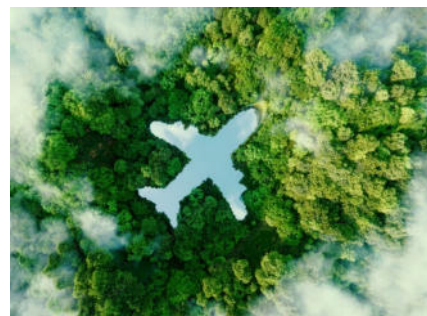
In terms of technology[1]:

- Automation: Smart devices can help minimize the unnecessary use of electricity, heating, and cooling. This technology is part of an emerging trend called Energy as a Service.

- Renewable energy generators: Solar wind and micro-hydro plats ensure a long-term supply of cheap energy. Although, they are expensive to install and maintain, government subsidies are being launched to get green loans in order to invest in renewable-energy technology.

- Air-source heat pumps: UNESCO recommends using pumps to transfer heat between the interior and exterior of the hotel as needed.

In terms of systems[2:]

- Touristic intelligence: Hotels have at their disposal digital tools to incorporate global and up-to-date data analysis to aid decision-making.

- Big data: Helps hotels to offer services adapted to the preferences of their guests. An action that is possible thanks to the collection of data and that results in better management anticipating future demands or trends.

- Intelligent Touristic destinations: The ITDs arise from the need to offer tourists differential and highly competitive services. They are innovative tourist destinations, consolidated on a state-of-the-art technological infrastructure, which guarantee the sustainable development of the tourist territory.

- Eco-apps: In order to provide an experience based on sustainability, some hotels have identified the opportunity to create their own apps that offer guests the most complete tours, promoting tourism that is kinder to the environment.

Finally, regarding the **expected sustainable impact form the hotels,** these two trends should be highlighted:

- Authentic local experiences: "making a positive impact": For hospitality companies, this is a chance to make a positive impact by supporting the local economy and help ensure that they have continued income.
- Engaging with hotel guests: Hotels should consider adding a sustainability or corporate-responsibility page to their website in addition to engaging with potential clients through social media and email marketing. The eco-certification could give hotels an advantage when it comes to search engine optimization.

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[1] https://blog.pressreader.com/hotels/hotel-trends-2023

[2] https://www.ithotelero.com/blog/digitalizacion-y-sostenibilidad-el-turismo-del-futuro/