

New Trends in Tourism Supply and Demand Reshaping the Global World Travel Market

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Abstract:

The current world tourism market indicates the emergence of new demand trends in both domestic and international tourism, encompassing even previously unforeseen tastes. Simultaneously, new actors have entered the market, focusing on creating tourism products in response to the new demand trends. This has led to a more diverse range of tourism products offers. In response, tourism producers have rapidly restructured their operations and revamp their products to align with this new changing world.

Key Words:

New trends, tourism demand, tourism supply, world tourism market shift, sustainable development.

Jel Classification Codes : Q01, Z32, Q56, P28, F68.

Résumé :

Le marché mondial du tourisme actuel révèle l'émergence de nouvelles tendances de la demande, tant au niveau national qu'international, intégrant même des goûts insoupçonnés. Parallèlement, de nouveaux acteurs ont fait leur entrée sur le marché, s'attachant à créer des produits touristiques répondant à ces nouvelles attentes par une offre touristique plus diversifiée. Par conséquent, les professionnels du tourisme ont rapidement restructuré leurs productions et s'adapter à ce nouveau monde.

Key Words:

Nouvelles tendances, demande touristique, offre touristique, mutation du marché mondial du tourisme, Développement durable.

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Introduction:

The last phase of tourism development coincided with the end of the 20th and the beginning of the 21st centuries and was described as a period of maturity due to the diversification of destinations and products, as well as a significant increase in tourists' awareness of the need to choose the most perfect products in line with the prevailing circumstances. Indeed, despite natural disasters, the effects of climate change, wars and kidnappings which all have affected considerably the tendency of international tourism demand and supply, tourism has become an irreversible phenomenon offering alternatives at each occasion. These circumstances have endowed tourists with experience and maturity enabling them to direct their demand towards alternative destinations that can meet their needs at appropriate times. For example, new tourist destinations like Cuba and Vietnam have emerged, while previously popular destinations, such as some African and Middle Eastern countries, have declined and fallen into obscurity.

As a result, tourism continues to grow both locally and internationally at an intensive and remarkable rate, generating significant flows of people and foreign currency revenues, which necessitate careful consideration, analysis, and strategic planning.

In contrast with those multifaceted transformations, tourism has become for experts, as a major service industry and a key activity offering tremendous opportunities for economic and social development.

Furthermore, new and prominent tourist destinations have also emerged globally, particularly in areas with intense tourism activity. These destinations are characterized by an artificial and glamorous aesthetic which are being apparent in most facilities and infrastructures developed specifically for this sector.

As a result of those changes, tourism companies and travel agencies no longer have sole control over the tourism market. Tourism demand has increased and expanded, encompassing even previously unforeseen tastes. Simultaneously, new actors have entered the market, focusing on creating tourism products in response to the new demand trends. This has led to a more diverse range of tourism products offers including a range panel of prices. In response, tourism producers

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have rapidly gone to restructure their operations and revamp their products to align with this new changing world tourism market.

However, the challenge of controlling the growth of global tourism demand remains unresolved and has not yet been fully addressed due to the rapid pace of change in demand that emerges periodically. Indeed, the current state of tourism indicates the emergence of new demand trends in both domestic and international tourism, such as the rise of traditional holiday homes, original products, and sustainable tourism offers. Based on this recent trend, a widespread awareness has emerged among significant segments of society regarding the negative impacts of certain tourism activities on the environment in general and on the populations residing in tourist destinations in particular. This qualitative shift in demand has been accompanied by the development of new tourism products on the supply side, supported by sustainability principles. Consequently, the traditional "tourism system" has undergone mature changes in term of production, manifested by offering a range of products imbued with distinguished services, attractive natural features, and a productive cultural and environmental mix, in line with the expectations arising from the growth in demand.

The objective of this article is to find out the tremendous new trends in global tourism demand and offer and implementation accordingly of field actions in term of adaptation. The findings are basically summed into four sections:

- Section 1: Environment, Sustainable Development, and Ethics.
- Section 2: Deep Trends in Tourist Behaviors, Specificities and Supply and Demand Making great impacts on Pricing
- Section 3: The search of Pleasure, leisure activities and fluidity of services
- Section 4: Expanding the Search for Physical Wellness, Safety in Tourism offers, in leisure and Recreation facilities

Section 1: Environment, Sustainable Development, and Ethics.

1.1. Unprecedented Awareness Among tourists regarding t Impacts of Tourism on the Environment

Similar to other areas of consumption, tourists are now raising questions and concerns about their consumption patterns while in tourist areas during their holidays and travels, especially regarding the potential impact on the natural and human environment of the region. As a result, a sense of responsibility has emerged regarding the degradation of the environment in all its components in the visited areas. This, in turn, has given rise to an awareness of the importance of practicing "responsible tourism," which prioritizes two main concerns: nature and humanity.

The remarkable issue in this way, this segment of tourists includes various ages and social classes and all of them call tourists to respect the host tourism areas they are visiting and to not allow their personal excessive desires to harm what is around them. In this distinctive trend towards responsible tourism, the concept of multi-faceted consumption has emerged, whereby tourists no longer solely focus on pleasure but also consider environmentally relevant consumption patterns.

1.2. Diverse Motives and various Commitments

Several forms of motivation related to responsible tourism have emerged, opening up a range of accompanying market opportunities through various environmental awareness campaigns. These campaigns often encourage citizens to adopt environmentally friendly initiatives in their daily lives, leading the tourism industry to align with citizens' concerns and aspirations. All of this is crystallizing and tending towards the establishment of a fundamental contract between the producer and the customer within the places where tourists stay.

Indeed, accommodation, which is an extension of the tourist's usual stay, has seen a considerable evolution in initiatives that clearly demonstrate a trend towards environmental protection, such as:

- Focusing on the use of energy-efficient light bulbs
- Providing containers for recyclable waste

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- Monitoring energy and water consumption, particularly in bathrooms, restrooms, and other areas where malfunctions and lack of maintenance create significant sources of waste of these scarce resources. Other initiatives can be continuously established to foster vigilance, caution, and commitment.

1.3. The Search of Ecological and Green Tourism

Ecological tourism or green tourism are two terms that essentially refer to the same thing. The demand of this type of tourism has become quite apparent, and customers seeking this product are looking for authenticity and an immersion in nature. For them, ecotourism is the ideal solution to satisfy specific desires, create enriching experiences, and embody ecological experiences in daily life. Strong commitments are seen among tourists in this way, starting from choosing a holiday destination less susceptible to mass tourism, that offers simple natural resources and a spontaneous opportunity to meet others within a local setting.

With the proliferation of green tourism products offers, consumers find it somewhat difficult to choose due to the ambiguity surrounding some products, which prioritize commercial value over the essence of the tourism itself. The term "green marketing" emerged in parallel in various parts of the world, aiming to attract as many tourists as possible to responsible tourism, initially within a regional market. However, this market later expanded for commercial reasons and due to trends, yet the supply components related to this market remain relatively small compared to the overall tourism supply. What is certain is that the demand for green tourism is increasing, and the corresponding supply is constantly rising, leaving challenges to achieving balance.

Section 2: Deep Trends in Tourist Behaviors, Specificities and Supply and Demand Making great impacts on Pricing

2.1. In-Deep Trends in Tourist Behaviors

2.1.1. Individualized Travel Expectations

In recent years, the trend of customized consumption has become a significant and fundamental variable in holiday demand, this trend applies to both individual and group travel. The consumers tend to participate in defining the components of their desired product in accordance with their surrounding circumstances and

environment. This demand takes various forms, reflecting the consumer's personality and lifestyle, thus necessitating a diverse range of options. For example, a traveler to a specific destination might choose to stay in a luxurious villa in a quiet location and do not care about ambiance and interactions, while another traveler might choose a hotel situated in a crowding area to save time in moving. Furthermore, the traveler's circumstances—whether professional or familial—are a decisive factor in selecting suitable offers. In the first case, the traveler seeks peace and quiet stay and avoiding additional family obligations, while in the traveler in the second case looks primarily for services that facilitate family moving with reasonable costs.

2.1.2. Individualized Tourist Expectations and the Tendency to Participate in Shaping Products

Recent years have known a surge in customized demands in holidays choice of groups and individuals' vacations, accompanied by expectations regarding the supply side. These expectations typically encompass a range of elements, such as food and catering services, accommodation, and transport facilities. Examples include:

- Custom-made banquets where individuals select their preferred dishes according to their tastes and culinary preferences.
- The demand for entertainment on high-speed trains, particularly on overnight journeys.
- Additional extra services on organized cruises are offered by the producers to fulfill the customized demand of clients. In this context, supply and demand are taking on multifaceted forms, which many years ago were seen as not appropriate.

As a result, the consumer has become an active participant in the travel industry in contrast with a highly competitive environment. This competition has given support to consumers by involving them in any initiative that can serve their wishes and expectations.

2.1.3. Holiday Aspirations in the Search for Exception

In light of the transient crises occurring here and there affecting tourists vacation decisions, it has been observed that consumers do not let their vacation periods

passing out, indeed they don't give up in the process of searching alternative destinations and time for their rest and recreation. This is due to consumer's awareness about the need to maintain their health and quality of life despite the unpredictable conditions. As a result, the tourists tend to reschedule their vacation planning, particularly in rearranging their life priorities. Budgets allocated for this purpose have not disappeared due to these changing conditions, but have been subject to reorganization and adjustment, opening some new interesting opportunities mentioned in the following two examples:

- It is known that the purchase date is a key factor in determining the price, whether through early booking or, conversely, when it comes to last-minute purchases characterized by attractive discounts. Consequently, consumers are now choosing to purchase and travel not only during usual periods of vacation but as well as in low season periods, they are likely dividing their vacation period to take full advantage of the available price offers. Such behaviors can be seen among the elderly, childless couples, and unmarried individuals, and rarely among families with a young child.
- The demand of travel short-term packages has increased in recent years, coinciding with the introduction of convenient products ranging from one to three days, especially on weekends.

2.1.4. The Search for the Unconventional and New Exceptional Offers

The quest to maximize the benefits from tourism stays and vacation has given consumers a strong motivation to look for exceptional special offers that meet their qualitative and distinguished expectations. Today, service providers make huge efforts to deliver high-quality services to satisfy customer specific desires. Such trend concerns most tourism infrastructures and equipments, even youth centers, hostels and camps, for instance, are now keen to provide the desired quality service. It is nowadays important to highlight the concept of quality which has been shifted significantly from "luxury" previously known to a new concept entitled «the authenticity of the offer and value of the living experience" got during the product consumption in the destination." Simultaneously, the term "aesthetic offers " has emerged, replacing the concept of luxury offers, to reflect the evolving expectations of tourists. In some touristic countries, agricultural

cooperatives have emerged and have successfully attracted so many tourists by offering three distinctive elements in their product:

- Charming guesthouses
- Authentic cuisine and an opportunity to explore local culinary arts
- Discovering local agricultural practices and get involved in

2.1.5. Trend in Self-Development and Growth Through Vacation

The human beings need for their personal development the exploration of all horizons in search of the factors that will help them achieve their aspirations. It is to mention that the modern era of human history has witnessed has identified through research remarkable and pertinent findings in the field of leisure and tourism, which now confirm that an individual's physical and mental well-being is fully achieved when they engage seriously and regularly in specific recreational activities.

In this context, holiday providers have included in their offers all issues that may conduct seriously to tourist's self-development within the tourism destination. They do incorporate diverse themes into their tourism products, relaxation and leisure are no longer enough for them, but they do include elements of physical activity and practical involvement in so many activities in the visited area. Examples include:

- Incorporating elements into the product that allow consumers to develop their physical and cognitive abilities.
- Tourism organizers try Identifying tourists' interests and take actions to meet their unexpressed needs, such as hobbies, special training and educational activities.
- find out and follow-up tourists' behaviors appearing from the core of economic and social transformations. e characterized by a keenness to control budgets and a strong effort to balance supply and demand. Through this, the customer seeks to pay a fair price that allows them to pay precisely for what they expect to consume, without any excess.

2. 2. Specificities in Supply and Demand and Their Impact on Pricing

In front of the diversity of tourism products offered on the market and regarding the consumers increasing awareness and willingness to control their spending, and in light of the generally available packages, a segment of customers appears by expressing a special view regarding the value of the offers and show in parallel the availability to pay the correspondent price. Such behaviors aim to control budgets and find balance between the supply and demand. In this perspective, the client strives to pay exactly both quantity and quality of the consumed product without paying extras in any way.

This consumer awareness has attracted the attention of professionals who have recognized the need for logical offers and the necessity of adopting professionalism and increasing the quality of services provided.

2.2.1. The Continuous Search for Smart Buying and the Optimal Price-to-Service Balance, Supported by the Internet

In recent years, consumer awareness and intelligence in choosing vacation products have become evident and have become part of their behavior. There is a growing desire to find products offered at the lowest price and highest quality, and the internet has provided the opportunity and space for all potential buyers of tourism products. The tourism sector has become one of the most prominent sectors where consumers use the internet to purchase and consume tourism products. The widespread use of the internet for purchasing vacation products varies across different demographics:

- Seniors use the internet for various reasons, including making late purchases in search of quality and lower-cost options, driven by the advantages of independence and trust.
- Young people are the most likely to use this tool and demonstrate the highest levels of control and knowledge. This group takes full advantage of available opportunities to obtain the best prices, insisting on transparency and fair dealings.
- For families, internet use is less pronounced, despite their control over these tools. This is mainly attributed to the unsuitability of offers presented to families during peak seasons, as well as the significant time spent searching for suitable products.

The widespread adoption of the internet in transactions between customers and tourism service providers suggests the potential gradual disappearance of travel agencies and intermediaries in the tourism market. Despite the advantages of the internet, risks exist in remote business transactions due to the ambiguity that sometimes surrounds the implementation of contracts between the two parties. It should be noted here that some buyers are disappointed.

2.2.2. B. Promotion as a Means of Consumption at Lower Prices

Holiday planning has become heavily reliant on promotional campaigns in finalizing decisions. Young people and the elderly are the most inclined to consider promotional campaigns when choosing their destination. Families, on the other hand, remain relatively cautious due to their schedules not usually aligning with promotional dates, as well as the fear of unpleasant surprises sometimes stemming from misleading advertising.

For professionals, promotion and pricing play several roles, but they are hesitant to apply them excessively throughout the year. This is because the savvy consumer knows how to distinguish between different promotional campaigns. Furthermore, a segment of consumers has emerged that is sensitive to advertising and sees more disadvantages than advantages. However, the escalating phenomenon of advertising in recent years has placed consumers in a comfortable position regarding the most suitable choice of products offered, particularly in finding the right relationship between the services provided and the prices applied through several forms, including:

- Low-cost offers.
- Customized offers based on consumer requests.
- Products with added features and conditions set by the consumer.

2.2.3. Price Negotiation

This trend has emerged and is expanding significantly among consumers, making them participants in price setting. The spread of the internet has contributed to removing barriers between consumers and sellers of tourism products, enabling them to discuss the value and cost of offers to obtain the optimal price along with the desired quality.

Producers and suppliers have also indicated that the abundance of offers and their generous presentation to the customer has given the latter more leverage and bargaining power. Indeed, this principle of bargaining has become ingrained in consumer habits and mindset in recent years.

2.3. Authenticity, Humanity, and Collective Form as New Components of Offer Value

2.3.1. Holidays as a Time for Intimate Encounters

Holidays are supposed to be the ideal time for exchanging experiences among friends and family. While individual travel dominated travel at the beginning of the tourism phenomenon, the trend today is towards group travel or solo travel to destinations to meet people. In both cases, tourists have become aware that emotional and psychological aspects are important in individual development. In parallel, providers have recognized this trend and have developed products that meet the expectations of consumers seeking a shared experience during their holidays.

2.3.2. Family Holidays

This trend emerged from emotional and psychological motivations and has taken several forms:

- The number of families traveling together is increasing as life expectancy lengthens, making holiday travel with different age groups enjoyable and desirable. In many cultures, the principle of family solidarity has become integral to all aspects of life, and today it extends significantly beyond holidays.

Nostalgia for early married life is undoubtedly one of the most cherished memories. With a focus on preserving family bonds, couples now plan and seek out suitable opportunities for enjoyable vacations to commemorate their lifelong companionship and initial marriage. It's worth noting that such vacations are not tied to a specific season but are available year-round, with tourists exploring beautiful and unique destinations.

2.3.3. The Spread of Family to Friends on Holidays

Tourism service providers confirm that the desire for group travel is constantly increasing. The gathering of families and friends at holiday destinations has

become a prominent phenomenon in recent years. This gathering manifests itself through:

- Group rentals of tourist equipment
- Sharing a single large vehicle instead of traveling individually
- Engaging in shared activities at the destinations: craft workshops, visits to agricultural cooperatives, various games, etc.

2.3.4. The Need for Human Interaction

A segment of tourists in host countries seeks to meet others and have direct contact with the local population in order to discover and enjoy authentic experiences. This does not preclude sharing benefits when necessary. Forms of this interaction include:

- Getting to know the local people and discovering their identity and way of life
- Seeking out and purchasing the region's traditional crafts
- Offering services to local residents within the framework of small projects supported by various entities. The prevalence of such initiatives is gradually expanding. Following those originating from local residents and tourists, tour operators and producers have begun adapting their products to this new humanitarian trend.

This mutual interest between tourists and residents has given a new dimension to the concept of vacation, resulting in tangible success for the phenomenon of mass consumption, which now fulfills social aspirations and sociological and social interactions.

Section 3: The search of Pleasure, leisure activities and fluidity of services

3.1. Increasing in search of leisure and pleasure from various perspectives

It is evident that finding enjoyment during vacations is a primary motivator for travel. In recent years, it has been observed that the desired pleasure has taken new forms and dimensions and in most times tourists look for simplicity rather than excessiveness:

3.1.1. A blend of beauty of life and beauty the vacation location through new forms of accommodation

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The aesthetic aspect of tourist facilities in destinations is adapting to new desires that are no longer satisfied with the familiar decor of hotels and other facilities. Indeed, a segment of customers now seeks for example "spirited and vibrant" accommodations, some tourist's categories like elderly, families, couples without children, and young people are too much looking for personalize packages including such accommodation and facilities.

3.1.2. The emergence of local cuisine as an added to the offered products.

Discovering components of local cuisine and cooking methods, as well as tasting authentic dishes from the hands of their creators, are among the most prominent trends observed here and there. This trend has added value to holiday products and enriched the experiences gained by consumers. In line with these emerged issue in the demand, some producers have taken initiative by creating special accommodations with main theme "discovering local cuisine and food". To further satisfy such desires, some tourists, during their holidays, seek to interact with local residents or caterers, attempting to participate in the preparation of dishes to be consumed.

3.1.3. T. Extended Holiday Periods and the Desire to Live Abroad

One of the phenomena that has attracted attention and scientific research in recent years is the phenomenon of extended holidays, which sometimes tend to transform into permanent residence. This phenomenon is observed among retirees but has also affected other segments of the population in the society.

The main motives that drive retirees to spend a significant part of their lives in holiday destinations are numerous, including:

- Financial motives, especially when it comes to the strong currency value of some tourists when exchanged in another host country. They discover that the cost of living in their chosen destination is low, with high quality and enjoyable compared to the high cost of living in their home countries, thus their savings are to be increased.
- Psychological factors that make life in retirement homes sad and monotonous for retirees, the reason that makes some of them prefer to live in tourist destinations because of the living conditions characterized by offering high quality services

and involvement in diverse activities allowing them to meet new people and see new things every day.

- Medical and health-related motives, which are a primary concern for retirees. Indeed, the emergence of tourist resorts offering comprehensive health services has become a focus for this group, who find in them all means of comfort, relaxation, and medical treatment in a vacation atmosphere filled with intimacy and social interaction, instead of remaining in traditional retirement homes isolated from the world.

3.1.4. The growing phenomenon of travel abroad and enjoyment of temporary migration.

The culture of globalization has affected all aspects of human life including tourism which is basically oriented towards opening new horizons for people worldwide. In this perspective, tourism has become one of the sectors that contribute to the travelling of people abroad for several reasons, including:

- Seeking diversity in all its dimensions and experience its benefits.
- Escaping from the familiar living conditions and discovering everything new.
- The search of cosmopolitan experiences.

3.2. The search of flawless services

The smoothness and completed services provided to the customer have become essential requirements for travelers who call very often for "a seamless vacation without complications. The vacation procedure of travelers goes through several stages before arriving at their destination:

- Purchasing a flight ticket.
- Going to the airport and the subsequent baggage handling and identity verification procedures.
- Crossing borders accompanied by routine legal verifications.
- Transfer and escort from airports or other points of entry to their accommodation.

- The reception process at the accommodation facilities and recreational amenities.

All these procedures are subject to disturb tourists and bring them boredom. Indeed, the tourists tend to see all the procedures as part of the purchased product. The reason for which, the service providers try to eliminate such constraints as much as possible or by taking in charge travel procedures with most appropriate ways in collaboration with all the involved agents.

Section 4: Expanding the Search for Physical Wellness, Safety in Tourism offers and in leisure and Recreation facilities

4.1. Expanded Search for Wellness and Body Care

In light of the social transformations and worldwide crises characterized by the complexity of individual's daily life such as the rise of anxiety and violence, the need for individuals to seek moments of tranquility, peace of mind, and self-care has increased and became fundamental. Such needs include the following:

4.1.1. A. Integrating Comfort and Quality into Tourism Offers

Pleasure and physical wellness have become essential components of tourism products and offers, reflecting a pressing demand. For example, various types of accommodation now incorporate all the facilities that enable tourists to find comfort and alleviate anxiety through available physical activities. Accommodation establishments no longer focus solely on providing maximum comfort in rooms and surrounding spaces, but also incorporate soundproofing into their buildings to immerse the customer in a world different from the one they are accustomed to, which may have been the reason for their escape to their chosen vacation destinations. Modern accommodation facilities have gone beyond simply providing amenities through innovative decor and other available features in rooms and courtyards. Even restrooms now boast a unique aesthetic design that appeals to guests and allows them to enjoy their time in their temporary space. Similarly, and with a focus on the health and comfort of tourists, some accommodation and dining establishments have begun offering dietary plans and catering to specific dietary needs, such as vegetarians and those who consume organic food. Consequently, some packages now include such services in their

basic contracts with tourists, demonstrating a commitment to the health, comfort, and well-being of consumers.

4.1.2. The non-worrying Value of the Offer: A New Variable in the Quality of the Tourist Destination

In addition to the focus on accommodation and similar amenities in providing comfort and luxury for customers, the tourist destination itself has become a new benchmark for the principle of quality in creating a suitable holiday atmosphere. In this context, customers now consider the advantages of minimizing stress in several areas when choosing a tourist destination, including:

- Traffic congestion and its associated queues
- Excessive noise in the area
- Quality of hospitality
- The overall living environment

All these factors have become important in creating a positive image of the tourist destination and are necessarily reflected in its perception by the consumer.

4.1.3. Insistent demand for various recreation activities

The desire to take care of one's health during vacations is on the rise. A segment of tourists seeks to combine pleasure and wellness through exceptional vacation products such as:

- Traditional “hammam” and saunas
- Gyms equipped with the latest technology to improve physical fitness and alleviate stress and fatigue
- Spas and facilities offering small cosmetic surgery
- “Thalassotherapy” centers offering a full range of treatments and relaxation options using sea water.

4.1.4. C. The Emergence of the Medical Tourism Concept in Producers' Offers

For social or personal reasons, the desire for rejuvenation and aesthetic enhancement is prevalent in most cultures. Tourism service providers have recognized this trend and incorporated it into their offered products. The professionals in the field predict and expect medical tourism to further growth in the coming years. Consequently, aesthetic surgery is no longer the exclusive domain of hospitals and clinics, which were among the first to adopt this type of healthcare. Tourist resorts now offer such services within their facilities, sometimes providing accommodation and medical services to nearby specialized institutions. Retirees, particularly women, have been prominent in purchasing medical tourism products, driven by a desire for independence and a renewed zest for life. However, other age groups have also become consumers of such products.

4. 2. A Strong Trend in the Search for Physical and Mental Security

Tourism is affected, albeit temporarily, by various problems that arise around the world. In light of the complex crises occurred in some regions worldwide in recent years, the phenomenon of "insecurity" has become a real and ever-present threat. Therefore, security has become a key factor in tourists' choice of holiday destinations. However, the concept of security in choosing holiday destinations is broad and encompasses the following:

4.2.1. Human and Natural Disasters

These disasters stand out as key factors for a large segment of tourists when deciding to travel to a particular destination. Fear of armed attacks of all kinds in various parts of the world puts tourists in a position of hesitation about whether or not to go. Often, tourists find themselves changing their destination at the last minute before their trip. The consequences of such decisions can be harmful to the travelers, who may lose part of their budget already paid to service providers. While some tourism providers have begun to adapt to these exceptional circumstances, particularly by providing quick alternatives for tourists, such as changing destinations to others with similar features, for example. The principle of seeking security is also evident when it comes to natural disasters that may strike certain parts of the world (tsunamis, volcanic eruptions, earthquakes, etc.). In addition to the phenomena of security, the spread of infectious diseases in some countries such as viral diseases, push tourists very often to avoid the concerned

destinations through late decisions affecting them in term of potential risk, confusion and waste of money.

4.2.2. Aspirations for high-quality tourism services without surprises and the continued search of "zero" risk.

Tourism professionals through several studies, confirm that the principle of securing the transaction between the tourist and the provider is from now determinant in keeping satisfaction and fidelity of customers and must include all components of the product.

In this context, service providers strive to implement follow-up procedures in managing contracts signed with clients to avoid any unforeseen surprises, aiming to reach the "zero risk" desired by these clients who specifically seek:

- Secure purchases: Payment by credit card with integrated insurance systems.
- Guaranteed services, ensuring the required quality according to expectations.
- Secure facilities and amenities at holiday destinations, as well as the needs and requirements of tourists.
- Protection of people and property at the destinations.
- Transparency in offers presented to clients to avoid any surprises.

4.2.3. Securing Tourists' Personal Needs is on the Rise

With the rise of modern technological advancements, particularly in miniaturized versions, tourists have become indispensable, even during long journeys. Tourists typically carry their audiovisual equipment: computers, cameras, gaming consoles, etc. They often worry about damage or loss while traveling or at their accommodations. Therefore, tourists are increasingly vocal about their concerns and emphasize the need to secure their belongings.

4.2.4. Trend Towards Simplified Offers with Mobility and Symbolic Benefits

A desire for simpler offerings has emerged, contrasting with more complex ones. Despite their advantages, modern technology has introduced some complications into the products offered to consumers. This technological overload and the

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resulting transactional mechanisms no longer satisfy certain consumer groups, such as families and the elderly, who perceive these mechanisms as inhumane. Not all segments of society necessarily have access to such technologies, and worse still, the space for direct interaction between buyer and seller to finalize a transaction has become increasingly difficult due to this automated programming, which typically overwhelms consumers with a sea of options, complicating the sorting and final selection process.

Therefore, some consumer groups are now demanding simpler offers, particularly within the same service, which revolve around a number of desires: - The desire to reduce the quantity and components of the offer; - The elimination of certain ambiguous elements in the offer; - The inclusion of symbolic benefits in the offer, rather than focusing solely on material benefits, such as psychological and emotional benefits like a warm welcome and a welcoming atmosphere; - The desire to meet service providers when finalizing transactions; - The desire to find some form of authenticity in the purchased product, even if it is simple and symbolic, such as a room without modern technological equipment, especially when it comes to a rural tourist destination.

Conclusion:

Nowadays, the world travel market is facing tremendous changes in tourism demand and supply reshaping the global market towards diverse trends mainly based on sustainability and specific needs. Indeed, the concept of sustainable tourism is gradually becoming a reality and attracting global attention and the interest of tourism professionals is rising to become one of the most important new trend in the tourism supply and demand. Having been adopted by international and national organizations, the concept is now a focus for tourism professionals. This is clearly evident in the tourism product offers of companies and actors active in the tourism industry, in parallel with the demands of tourists themselves. Amidst these transformations, similar terms for the concept of sustainable tourism have emerged, such as alternative tourism, ecotourism, responsible tourism, or solidarity-based tourism, etc. All these terms, despite their different origins, agree on the need to rationalize tourism activities through practical and implementable ideas, with the aim of achieving optimal tourism management by minimizing its negative impacts and placing it within a

framework of sustainability. Consequently, tourism actors and stakeholders tend to work hard on the following trend market issues so as to adapt to the industry:

- Optimize the use of natural resources while preserving the necessary ecological mechanisms to ensure their availability for future generations and to maintain biodiversity.
- Respecting the cultural and social heritage of host communities and working to establish mutual respect within a framework of coexistence and tolerance.
- Working to establish a robust, long-term economic foundation while ensuring a fair distribution of wealth among all stakeholders to prevent poverty.
- Providing opportunities for local residents to benefit from available tourism services, particularly social benefits.

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