
19 Conclusion

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This book started some months before the pandemic crisis that forced the massive global arrest of so much tourism. The aim of the work at that time was to document new drivers, details and directions that could shape new horizons in tourism markets. Now many months later and in a different global zeitgeist, this book is even more pertinent as it presents a number of opportunities for restarting tourism. *Tourism's New Markets: Drivers, Details and Directions* explores new segments and markets and all their different needs, interests and cultures. An international set of authors from multiple continents provide interlocking perspectives. As emerging markets and segments hold promise for revamping tourism, questions such as:

- ◆ Are emerging markets or segments really different from tourists from developed markets?
- ◆ Are these differences cultural or socio-economic?
- ◆ What marketing strategies are implemented in developed and emerging markets?
- ◆ How do these strategies impact on tourism development?
- ◆ Should we directly compare developed and emerging markets and segments or create a cultural and marketing identity to approach these realities out of westernized, standardized models?

Those questions, the realm of this book, have been answered, advancing the essence of those markets, providing drivers, details and directions to reboot tourism. The book starts with a discussion of the drivers of emerging markets, details tourism groups and concludes with the presentation of the best marketing practices for those markets and groups. As the world has changed its course, this book finishes with the new narratives and trends that tourism is sending out – the hope that the tourism can start again with a different mission.