**Emerging Trends in the Hospitality Industry**

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**Talk Abstract**

The hospitality industry has been significantly changed over the past decades. Today hoteliers face both new challenges and new opportunities developed by new forces. Practitioners and researchers are striving to understand where the hospitality industry is heading in the near future. Purpose of this presentation is to outline the emerging trends steadily reshaping the hotel operations. Data analyzed in this research represents theoretical and empirical findings of the most recent hotel studies. It was found that industry players need to adapt to the virtual communities, sharing economy, online travel agents (OTAs), digitalized guest experiences, global tourism, asset-light approach, and new generations to sustain in today’s hospitality industry. The way a hotel addresses these trends shapes guests’ purchasing decision. Author will present both specific examples to expand understanding of the hospitality trends and managerial implications to discuss how hotels should address new features to create more economic value.

**Keywords:** emerging trends in the hospitality, virtual communities, sharing economy, online travel agents, digitalized guest experience.