

# The Future of Tourism

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A **NZ\$23,800,000,000** industry with  
**3,000,000 international arrivals**.  
Representing **94,100 jobs** and  
contributing **4%** to New Zealand's **GDP**

**NZ\$41,000,000,000 in 2025**

# The Future



It was **Thomas Watson** of IBM that said "**I think there is a world market for maybe five computers**".

According to **Charles Duell** of the US Patent Office, **everything that can be invented has been invented**. That's the end of innovation and technological change then!



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Look what's happening to milk prices?



Russia food ban

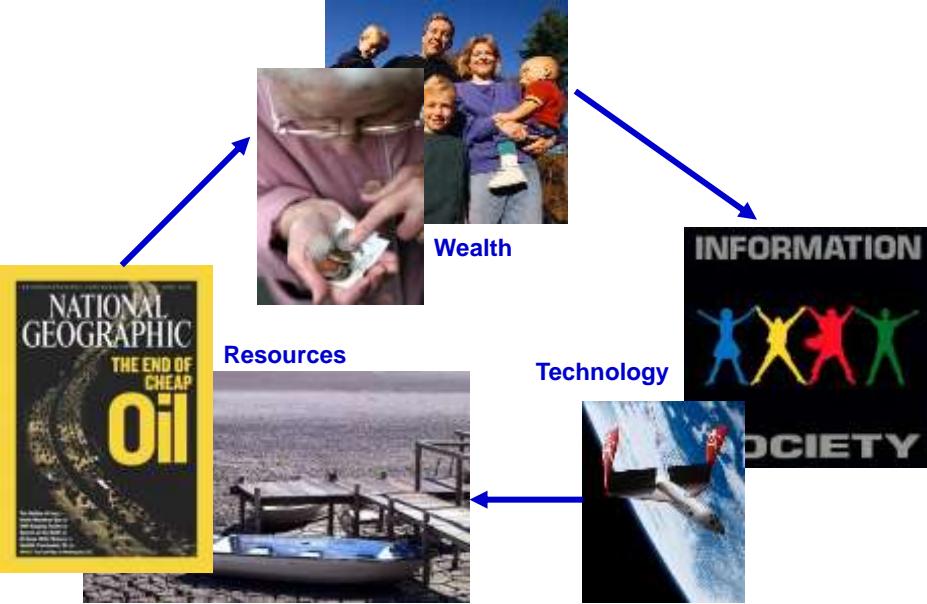
Economics: Middle East & China

**A cycle of deflation**

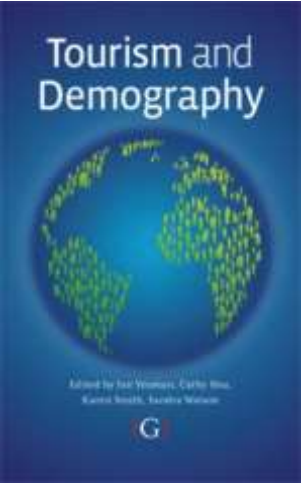
Increased global supply

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Key Drivers of Change:  
*A Long Term Perspective*



Wealth



Changing Markets

	Average Annual GDP Growth	Real GDP in 2050 at 2005 US \$ Prices
China	5.6	46265
USA	2.1	38646
India	5.9	15384
Japan	1.1	6216
Brazil	4.1	6020
Mexico	4.3	5709
United Kingdom	2.1	4997
Germany	1.4	4535
France	2.1	4528
Russia	3.3	4297
Turkey	4.4	3536
Canada	2.6	3154
Indonesia	4.8	2975
Korea	2.5	2818
Italy	1.3	2580
Saudi Arabia	4.8	2419
Australia	2.9	2257
South Africa	4.3	1919
Argentina	4.1	1267

Dadush & Stancil 2010

Changing Markets

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Net Gen by Population

Country	% of total population under 25	Growth in under-25 population since 1980
India	52	46
China	38	-9
United States	35	11
Brazil	47	22
Mexico	49	14
Russia	32	-15
Japan	25	-27
Germany	26	-20
France	31	-7
UK	31	-10
Spain	27	-27
Canada	31	-4

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Source: UN 2009

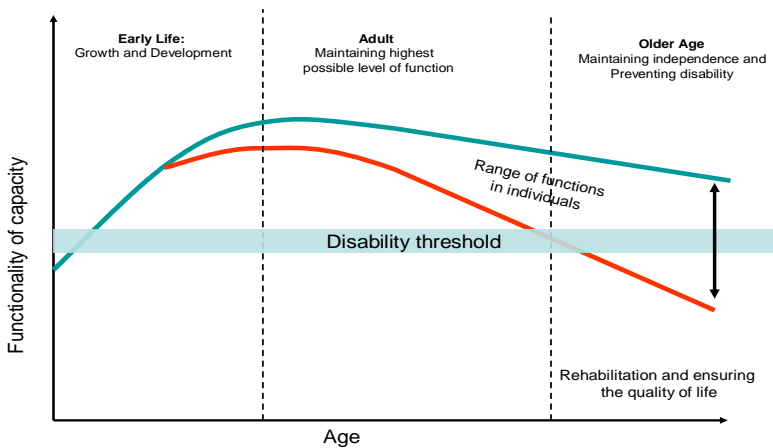
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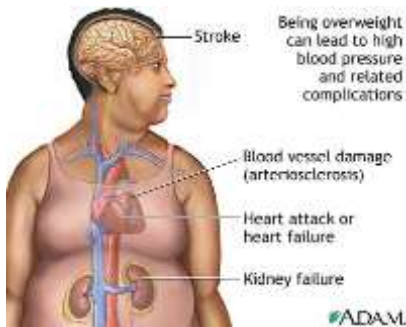
Source: UN 2009

# Changing Life Courses



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Source: Yeoman & Butterfield 2010



**50% of Americans** are forecasted to have **diabetes or pre diabetes** by 2020 according to forecast by the Centre for Disease Control and Prevention



Source: <http://www.cdc.gov/media/pressrel/2010/r101022.html>

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## Urbanisation

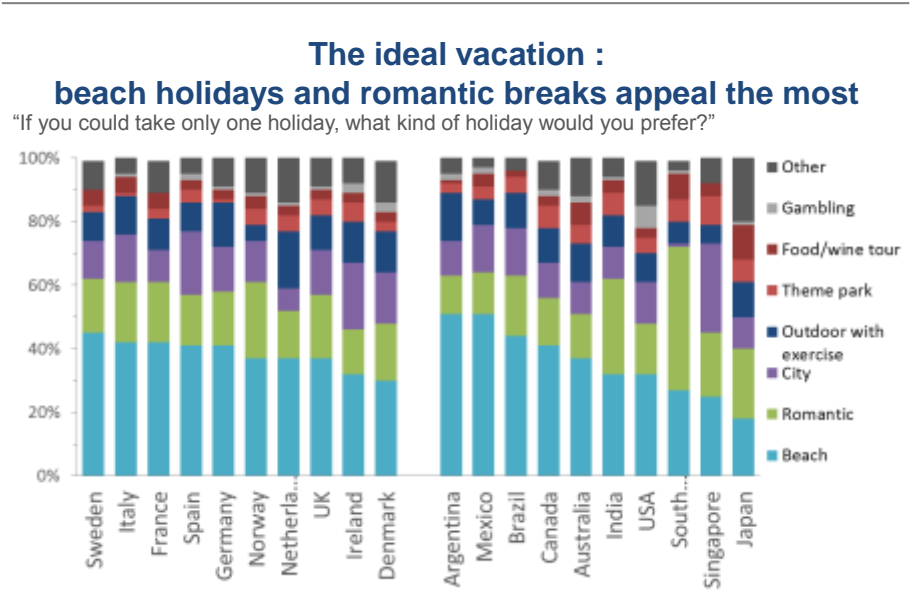


**Cities** have long been the **centre of tourist activity**, **from the early times of civilisation** through to their highly developed state in the global economy.

**2030: 5,000,000,000**

**2050: 6,400,000,000**

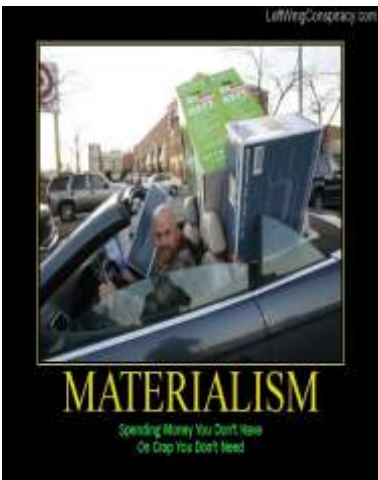
New Tourist



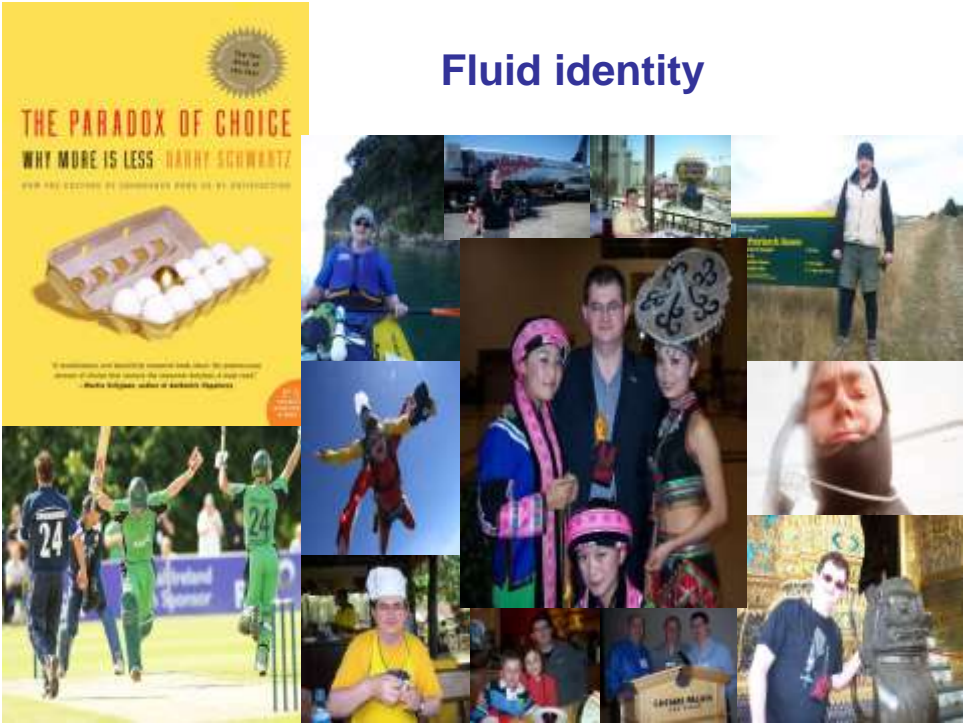
Source: Expedia/hVision | Base: 7,083 online respondents in 20 countries aged 16+, 2011



# The transition of **changing** values

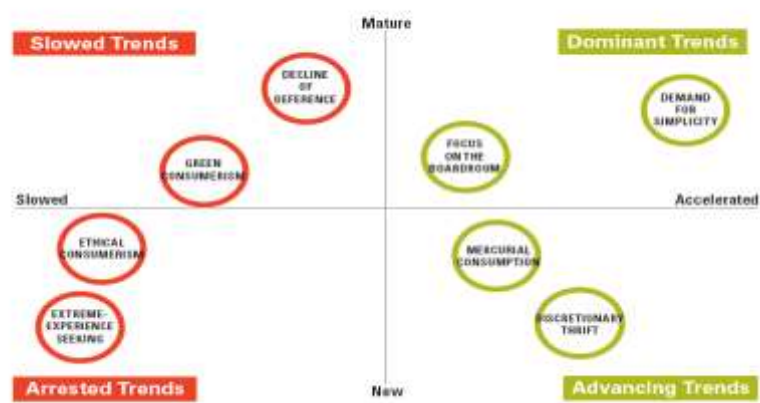


## Fluid identity



# Simplicity

## Trends and Trajectories

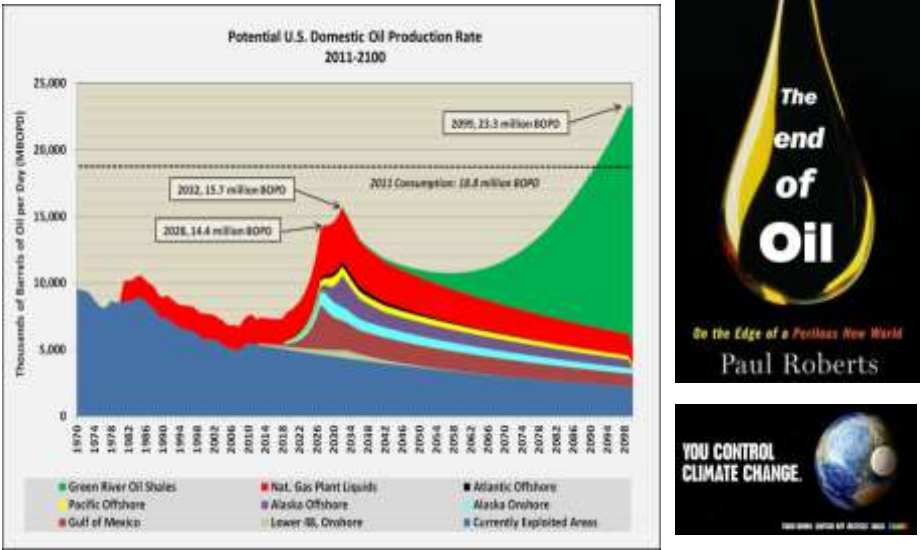


Flatters & Wilmott 2009

# Simplicity



# Resources



# Future of Food



Source: Lipschutz (2006)

## Future of Transport



## Future of Flight





## Future of Transport



*Robotic Power Suites*



*Autonomous vehicles*



*The humble bicycle*



*Tesla Roadster*

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## Sustainable Hotel Design



**Photo: Inter Continental Songjiang Hotel**

**Sustainable architecture** seeks to minimize the negative environmental impact of buildings by enhancing efficiency and moderation in the use of materials, energy, and development space.

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## Future of the Meetings Industry



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# Technology



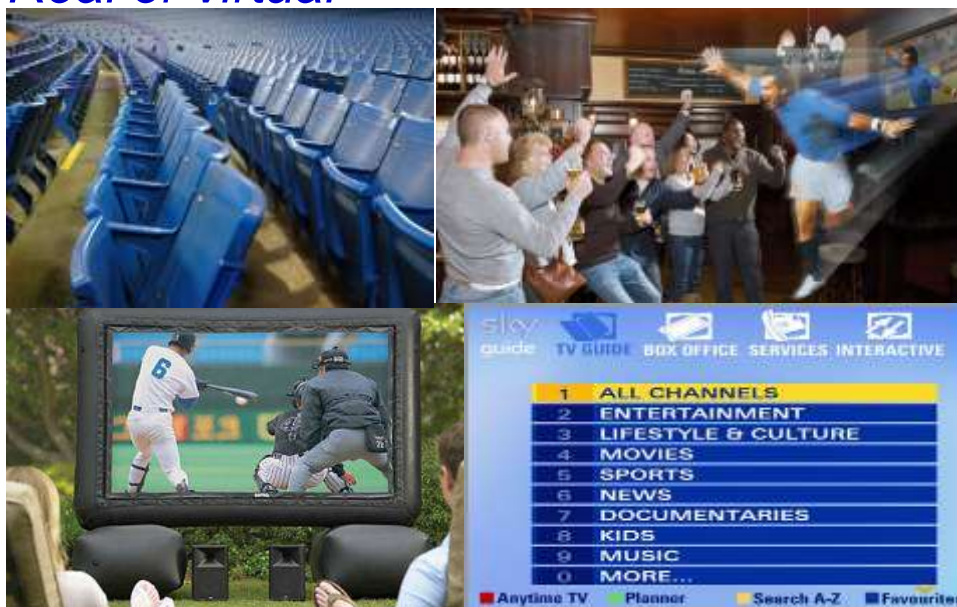
## 2050: An Information Society

- The role of technology in tourism is **increasingly becoming more pronounced**. Constant **innovations** and developments of **new** technologies allow users and suppliers to interact on platforms that were unimaginable in the past decade. Today, the provision of information on tourism products is available through a **variety of channels** and technological **platforms**, bringing with it a range of benefits such as convenience with user-friendly interfaces, up-to-date information and affordability to the end user. These developments increasingly drives the **integration of technology** within our everyday lives with mobile internet, navigation systems and smartphones, which attempts to constantly keep us connected to the digital world..**and this is only the beginning**



## What will the fan experience be?

*Real or virtual*



## Terminator Salvation.....



## Google Patent's Contact Lens





## Artificial Intelligence

Since 1950 when Alan Turing defined the 'Turing Test' in which computers are indistinguishable from human behaviour. Artificial intelligence has proven to be the illusive holy grail of technology forecasters. Computers have beaten chess masters and chatted with humans. But when will we reach **singularity**? The point when the processing power of the computer surpasses the human brain.



## Can I read your mind?



DAPRA's **Silent Talk**. The goal is to **"allow user-to-user communication on the battlefield without the use of vocalized speech through analysis of neural signals."** This is where **telepathy** becomes real.

What is the Future of Visitor Information Centres?



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Ciudad Grupo Santander, Madrid



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## Real People



## The Future



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## Publications

Yeoman, I. *et al* (2015) The Future of Food Tourism. Channelview, Bristol

Yeoman, I. *et al* (2012) 2050: Tomorrows Tourism. Channelview, Bristol

Yeoman, I, *et al* (2010) Tourism and Demography. Goodfellows, Oxford

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