14 Building Future Scenarios

Introduction

This chapter examines challenges for the future and other emerging ideas in the travel, hospitality and events sectors. The tourism industry is rapidly evolving, and change appears to be the dominant trend. Innovative ideas may serve as a future trend or penetrate an industry to generate a new product or service which becomes the norm and are sought out to maintain a vibrant, growing tourism industry. Fifteen future scenarios are explored with the intent to invoke thought and discussion on how change is embraced. The chapter concludes by suggesting that these are only some of the larger challenges faced by the tourism industry and many more issues need to be considered.

15 Tourism themes for consideration

The following themes highlight challenges for the tourism industry identified by a variety of sources. Presenting these themes allows for further discussion in a structured way and ideal for provoking further discussion.

1. **Maintaining a destination's sustainable tourism development: social, cultural, natural and built resources**

    When forming tourism policies and strategies at any destination, social, cultural, natural and built resources are generally considered when striving to be successful and sustainable in the long term (Hassan, 2000). When developing future scenarios, it is important to strive for sustainability. However, researchers find it challenging to define sustainability relating to tourism development but agree that certain factors should be considered. These include global, physical and environmental impacts; environment concerns; equity; organisation and government policy; education; integrity; authenticity; local control; destination and social impacts (Clarke, 1997). More recently,

additional considerations have been added that include a greater focus on conservation, community engagement and community resources in conjunction with other sustainable principles (Pederson, 2016). What is evident in the literature and industry best practices is that all identified factors relating to sustainability should be considered even if they cannot be completely acted upon as discussed in Chapter 10.

An example of an international destination is the Kingdom of Bhutan that asserts sustainable guiding principles (refer to Chapter 13), however, there are other destinations that demonstrate sustainable principles pertaining to social, cultural, natural and built resources. Zanzibar, for example, is an island off the coast of Tanzania that showcases the 'potential of benefit-sharing from sustainable tourism in the Kiwengwa-Pongwe tourism zone' (Makame and Boon, 2008: 93). This case study highlights that when consideration is given to both the made-made and natural environments, positive benefits can flow to all parties concerned and be sustainable in the long-term by achieving collective goals.

2. Concerns for safety and security remain an important issue for the travel and tourism industry

There have always been safety and security concerns in the tourism industry. Dating back to the first travellers in the middle ages (merchants, tax collectors, artists, migrants, students, messengers, military, religious figures, nobles, prostitutes, artists, minstrels, intellectuals, vagrants, beggars), the welfare of life and personal possessions were under real threats due to natural human survival instincts (Ashtor, 2014). Theft among these travellers was common. Fast forward 1000 years and safety and security concerns are still an issue that include terrorism, war, civil unrest, food shortages, increases in populations, exploitation of natural resources, decreasing vegetation areas, reduction in animal habitat, global warming, spread of infectious diseases, government policy, use of technology and online security (Pizam and Mansfield, 2006).

Terrorism for example, is a relative new security concern that has dramatically affected the world and impacts the travel experience of people (Tarlow, 2006) that is also discussed further in Chapter 11. When using air travel for instance, travellers need to consider what to pack in their suitcase and hand luggage. Travellers must pass through a security area that x-rays both people and luggage, test for explosive material, pass through facial recognition cameras and finger-print scanning. Visas, passports and ticket documentation are also required before boarding an aeroplane.

Due to terrorism, travellers will also consider their safety and security at the destination such as the location and style of hotel, the country and

geographical location, the stability of the government, local laws, cultural differences and any international warnings. On the official Australian government website (Australian Smart Traveller, 2020) website for example, from perceived safe countries such as Singapore states:

> Singapore overall, exercise normal safety precautions. Exercise common sense and look out for suspicious behaviour, as you would in Australia.

To perceived unsafe countries such as Yemen, the Australian Smart Traveller website (2020) states:

> Yemen overall, do not travel. We advise against all travel here due to the very high risk. If you do travel, you should typically seek professional security advice. Be aware that regular travel insurance policies will be void and that the Australian Government is unlikely to be able to provide consular assistance.

The Australian government online warnings suggest that these concerns can be attributed to terrorism, kidnapping, crime, civil unrest and political tension. Other countries have similar government websites that communicate travel warnings.

3. **Responding to increased interest in the long-term impacts on tourism of climate change and global warming**

> 'Climate change is one of the major issues facing us today and has been described as a threat greater than terrorism' (Hall and Higham, 2005: 1) and 'tourism is obviously related to climate' (Hamilton *et al.*, 2005: 253). It is statements such as these that highlight the importance of the impacts of climate change on the tourism industry. Studies have indicated that most of the research has focused on the impacts at the destination, however Hall and Higham suggest that three areas should be covered including the 'tourism generating region, travel to and from the destination, and the destination itself' (2005: 13). The literature has a common theme – the impact of climate change and tourism is generally focused on weather patterns and geography at the destination. For island locations this generally includes the impacts on the beach, rainfall and water temperature. For instance, coral bleaching occurs globally due to changes in water temperature attributed to climate change (Hoegh-Guldberg *et al.*, 2007). Tourists may choose not to visit a tourist destination due to localised coral bleaching resulting in a dramatic impact on the region. Consequently, the economic and social impacts on tourism due to climate change may not recover.

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