

1 Introduction: Traversing an unprecedented divide

Philip L. Pearce and Antónia Correia

Unprecedented. This term is perhaps the most widely used expression in the year 2020. And deservedly so. When this book was planned in 2019, tourism was growing strongly. International tourist arrivals of 1.5 billion were recorded in 2019, confirming that tourism was a leading and resilient economic force, even when uncertainties hovered over the performance of the sector. There were multiple uncertainties: Brexit, geopolitical and trade tensions, overtourism, sustainability imperatives, the collapse of Thomas Cook and of several low-cost airlines, were all potentially paving the way for an economic downturn in tourism. But these forces were working as brakes on the growth model, not car crashes. None of these change drivers were to prove as powerful as the lockdown imposed by COVID-19. Unprecedented indeed! 2020 is a year to be remembered in tourism as the era when tourism was razed to ground zero.

In the current global context, this book is rich in its own challenges and uncertainties. It is a challenge to offer academic thinking and research that matters and to do so in the midst of a fluid and highly volatile environment. We do, however, take an optimistic stand. The editors and authors together offer a call for responsible management of future tourism, directing attention to leveraging markets that may seize tourism opportunities. Further, together we highlight details and directions that may help tourism rebound for a better future; in small ways we seek to play a role in redrafting the tourism agenda. As UNWTO secretary Zurab Pololikashvili stated, perhaps a little more in hope than based on transparent evidence, that “in these times of uncertainty and volatility, tourism remains a reliable economic sector”. The UNWTO secretary also added an aspiration and motivational message that the unprecedented times should stimulate a better way of growing. Indeed, growing better, perhaps differently and certainly responsibly, are the mottos for this book. To straddle the 2019 planning of the volume and its delivery in 2020, the work has been shaped by the need not to just describe

new markets but to provide drivers, details and directions for the specification of new tourist interest groups.

The pause in tourism created by the COVID-19 pandemic does provide an opportunity to reflect on the state of the world. In particular, reflection on the psychology of the consumer offers some implications for this volume. The growing complexity of 21st century life drives a need for greater clarity and a quest for a deeper personal sense of meaning, not only in private, spiritual arenas but in all aspects of people's lives, including tourism consumption. The world population is increasing by 80 million per year, mostly in developing countries and urban areas (WTO, 2018). This increase, combined with the decrease in birth rates and the increase in life expectancy, will lead to an ageing population worldwide. For some time it has been recognised that this senior segment, benefiting from a healthier lifestyle, tends to behave according to their aspirational age (McDonald and Kippen 1999). In 2050, 2.1 billion inhabitants will be over 60 years old (United Nations Department of Economic and Social Affairs) and 6 out of 10 persons will live in cities. The number of very large cities, megalopolises of more than 10 million people, will double to about 30 (WTO, 2018). Furthermore, the traditional nuclear family is becoming somewhat less common, and sole-parent and single-person households (singleton tourists) will grow in the coming years. Home and office will be meshed as the labour force will ask for flexibility. Safety, ethical consumption, experiential and personalized products will be pondered at the time of making decisions on the next holiday. International and cross-continental tourism has driven the biggest ever movements of the human species around the world. The chapters document some areas of continuity for this massive phenomenon, while respecting that concerns for health and human safety will be the new bedrock concern, the essential plank for resuming all types of economic and tourism activity. These challenges open paths for new segments and interests that are covered in this volume : seniors, post-communist markets, Chinese millennials, Muslim travellers, food and coffee markets, astronomy tourism, paranormal tourism, luxury tourism and children's roles in tourism are all covered. This book concludes with a section where global trends in marketing relevant to rebuilding tourists' desire to travel and fulfil their needs are defined.

The book is organized in three parts: drivers, details and directions to open new horizons that might assist the tourism rebound.

The first part, *Drivers of the new globally significant tourism markets*, aims to establish differences between developed and emerging markets as well as to identify why and to what extent Western marketing strategies fail in Eastern and non-traditional markets. This part of the book comprises five chapters, all of which provide very innovative market drivers.