

CHAPTER 14

The Future of Tourism

The more things change, the more they stay the same.

—ALPHONSE KARL

LEARNING OBJECTIVES

After you have read this chapter, you should be able to:

1. Describe emerging trends that will affect future tourism marketing decisions.
2. Describe how emerging market segments will affect the future of the tourism industry.
3. Describe how tourism service suppliers will be affected by changing consumer needs.
4. Describe how and why tourism service suppliers are becoming larger through mergers, consolidations, and alliances.
5. Describe how technological changes will affect the future of the tourism industry.
6. Explain why the human touch will remain important to the future success of tourism service suppliers.

CHAPTER OUTLINE

On the Road Again

Introduction

The Shape of Coming Tourism Markets

- Demographic Shifts
- Travelers with Disabilities and Special Needs
- Changes in Business, Professional, and Conference Travel

Emerging Tourism Markets

- Slow Tourism
- Adventure and Extreme Tourism
- Medical Tourism
- Vocation and Real Estate Tourism
- Space Tourism
- Marijuana Tourism

Meeting Future Tourists' Needs

Transportation Transformations

Moving into an Era of Competitive

Cooperation and Consolidation

Service Enhancements

- Amplifying Guests' Experiences

Safety and Security Strides

Keeping the Human Touch

The Green Frontier

Tourism Research

- Types of Tourism Research
- Who Conducts Tourism Research?
- Who Needs and Uses Tourism Research?
- When, Where, and How Is Tourism Research Conducted?

Tourism Research Is Hard to Do

Conclusion

You Decide

NetTour

Discussion Questions

Applying the Concepts

Glossary

References