

Call for Paper – Tourism Trends

We need only look back several decades to understand how the global market for leisure travel has changed. In the 1970's world tourism growth was largely fuelled by the West (both inbound and outbound travel); key established destinations held ultimate sway and the path to purchase was defined and structured. Whereas in 2019, so much has changed. Whether it is the rise of the middleclass consumer from China, ageing populations, the importance of sustainability or big data. Tourism markets, products and distribution is fundamentally different. We are seeing new expectations, new destinations and new tourists. Even outer space is becoming a reality as the ultimate tourism experience. *So, what are the trends that are shaping the future of tourism?*

Mega Drivers of Change

Saritas and Smith (2011, pp. 274-275) note that drivers of change are, 'those forces, factors and uncertainties that are accessible by stakeholders and create or drive change within one's business or institutional environment'. The use of a 'drivers of change approach' is well documented in the futures and scenario planning literature (Luhmann, 1976; McDonald, 2011; van 't Klooster & van Asselt, 2006; van Zon, 1992). They feature heavily because they are considered the building blocks for scenarios (Van der Heijden, Bradfield, Burt, Cairns, & Wright, 2002). The mega drivers of change are structural, they feature human experiences which individuals cannot on their own dilute or change. Without doubt, mega drivers are structural factors, they are big and far-reaching consequences and are unlikely to evanesce soon. These drivers are slow moving compared to other trends and are unlikely to significantly alter year to year. The mega drivers impact every region of the world, although the extent of the impact and pace of change will alter across different regions and nations. Yeoman (2018) identifies the mega drivers of change as *globalisation, shifts in global power, affluence and inequality, technological singularity, demography, climate change and scarcity of resources, mobility and human behaviour*.

Micro Drivers

As mega drivers of change are the overarching drivers shaping society. The application of mega drivers can illustrate from a tourism perspective through a series of micro trends. The term micro trends was coined by Mark Penn (2007) in *Micro Trends The Small Forces Behind Tomorrow's Big Changes* and more recently in *Microtrends Squared: The New Small Forces Driving Today's Big Disruptions* (Penn & Fineman, 2018). Micro trends can illustrate how the mega trend comes to life within a tourism context. Examples of micro drivers include:

Everyday Exceptional

There seems to be a natural increase in the number of occasions human beings choose to celebrate. At one time, steak dinners, party hats and bottles of champagne were the odd treat, reserved for certain special and perhaps extraordinary moments. But now, not only does each new season bring cause to celebrate but one can find an excuse every month, week or day to buy that new outfit, make merry and indulge in new ways. And under the modern forces of globalisation, there are now a number of national and religious holidays we can choose to celebrate. Ours is a constantly imbricating culture, in which there are simply ever more prompts to treat the day differently. The result has been the transformation of the *everyday* into the *exceptional* - and vice versa. (Yeoman, 2013)

Crazy Rich Asians

So many markets thrive on attempting to satisfy human aspirations: how we would like to enjoy life, which possessions we crave, whose lifestyles we would like to imitate. The activities of the seriously

wealthy and often very famous people create a living dialogue with this aspiration. Such activities also directly affect the shape of markets. The mega-rich often own or influence very potent cultural objects (such as sports clubs, famous stores, objets d'art) and favour certain social causes. In this way they drive both expectation and behaviour on the part of the more ordinary citizen. In many ways, the mega-rich are bound closely together as a niche of consumers isolated from the mainstream. They can afford the lifestyles, goods and services of the highest calibre and quality that are simply not accessible to the mass market consumer. Right at the heart of this new wealth are the rich of Asia. According to the Credit Suisse Global Wealth Report (Kersley, 2016) the worldwide population of HNWI's (defined by Credit Suisse as people with net asset wealth of over USD 1 million) has reached 24.5 million with more than 800,000 Chinese millionaires (Florida, 2017). This new middleclass is driving the growth of world tourism. Today, China is the most important inbound market for many destinations.

Special Issue of the Journal of Tourism Futures

Authors are invited to submit a trends paper, of 1000 to 2000 words which focus on a particular trend or driver and how they impact or influence the future of tourism.

Papers could identify mega trends (Yeoman, 2012), illustrating how they will impact and shape the future tourism i.e., climate change, demography, technology

Papers could be micro trends and illustrate a specific consumer behaviour, motivation and application i.e., digital amnesia (Greenwood & Quinn, 2017)

Papers could explain how products and experiences have become more important underpinned by appropriate trends i.e., Food Festivals (Findlay & Yeoman, 2015).

General Guidelines

General author's guidelines for submitting paper to the Journal of Tourism Futures can be found at <https://www.etfi.nl/en/guidelines-journal-tourism-futures>

All paper must be submitted via <https://mc.manuscriptcentral.com/jtf>

The deadline for submission is 1st November 2019

Guest Editors

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