

Dr Ian Yeoman, Victoria University of Wellington  
*"Who will be the Future Tourist?"*

DATE: Wednesday, 24 March 2010

TIME: 12.15 - 13.15– followed by coffee

VENUE: Board Room, Level 12, Rutherford House

**Abstract**

Rising incomes and wealth accumulation distributed in new ways alter the balance of power in tourism. This increase in disposal income, allows real change in social order, living standards and the desire for a quality of life with tourism at the heart of that change. That tourist has demanded better experiences, faster service, multiple choice, social responsibility and greater satisfaction. Against this background, as the world has moved to an experience economy in which endless choice through competition and accessibility because of the low cost carrier, what has emerged is the concept of fluid identity.

However, as wealth decreases that identity becomes simpler, a new thriftiness and desire for simplicity emerges. This desire for simplicity is driven by inflationary pressures and falling levels of disposable incomes, squeezing the middle class consumer. Between now and future the world will go cycles of economic prosperity and decline which is the nature of the economic order. When wealth is great, a fluid identity is the naked scenario, however when a recession emerges, belts are tightened, tourists like other consumers search for a simple identity. This commentary looks at the values, behaviours and thinking of the future tourist, whether it is a Fluid or Simple Identity

This research is an extract from Ian Yeoman's forthcoming book, 'World Tourism 2050' which will be published by Channelview in 2010 and draw's upon 'The Foundation for Research in Science and Technology research project 'Scenarios for New Zealand Tourism in 2050' and EU funded scenarios about the 'Future of Tourism in the Netherlands' which Ian is heavily involved in. Ian is an Associate Professor of Tourism Futures at Victoria University of Wellington and has written extensively about tourism futures around the world. He was previously the Scenario Planner at VisitScotland and has a PhD in Management Science from Edinburgh Napier University.