



Benidorm 2.0

RETAR AL FUTURO:

la reinención de los destinos turísticos

FORO XII
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What will the world look like in 2050? Sustainable Living and I-Robot

In the past, the growth of world tourism has depended on rising affluence and the abundance of resources. Whereas today, the world is facing the situation of peak oil, rising food prices, a tight labour market, aging populations, slow economic growth and climate change. At the same time, technological innovation is growing at an exponential pace, every country in the world has a tourism proposition and space travel will become a reality by 2010 with the launch of Virgin Galactic.

Two scenarios will shape world tourism in 2050. *Sustainable Living* is a scenario about how world tourism has adapted to the constraints of supply and the re-ordering of world tourism into a more sustainable tourism proposition. However in this scenario, there are winners and losers. *I Robot* is a technological revolution rather than an evolutionary world. The athletes at the 2050 Olympic Games are advanced androids as envisaged in the classic Will Smith *I Robot* film, who battle it out for an array of gold medals.

Key themes that emerge in the scenarios include:

The fall of the west and the rise of the east: How world trade and tourist markets will shift by 2050. In 2007, Europe is the world's largest tourism region in the terms of receipts and arrivals, however by 2050 its market share will have fallen dramatically - as Asia and the Pacific grows.

Tomorrow's climate and environment. World tourism in 2050 will be different to 2007, the Seychelles will be no more, skiing in the French Alps will be rationed and Skegness will be the new French Riviera.

Urban Metropolis. In 2050, the world will become one urban metropolis and international travel will only be for the rich and famous. Rural communities will die as they become protected for the environment.

Closed for business - how the forthcoming labour supply crisis could curtail tourism growth or will *I Robot's* save the world. China's population will peak in 2050 and at the same time structural changes will occur amongst world populations as fewer babies are born and we live longer lives. So to save the world, Androids will be employed as the new labour supply - no hotel shall be without their R2D2.

Space travel - the ultimate luxury experience. Virgin Galactic is a reality and commences flights from the New Mexico Spaceport in 2010, how the meaning of luxury is shifting from materialism to inconspicuous consumption in many quarters.



Oil depletion and the hydrogen economy. Peak oil will occur in 2015 driving the creation of the hydrogen economy in the future. Hydrogen cars, solar powered hotels and synthetic bio fuels for aeroplanes are just some of the examples of energy innovation that lie ahead.

How uncertainty, fear and security will reshape travel to the US? Over the next ten years, it is envisaged the world will enter a period of economic stagnation leading to a world of 'closed doors and nation entrenchment'. As a consequence, the US will impose trade barriers and visa restrictions. On the bright side, embedded micro chips will become your new passport - making life easier for the selected few.

How science and discovery will shape Europe's business tourism markets. The MICE market is being revolutionised as the pace of scientific discovery in medicine results in Doctors having to meet every two years rather than every five years just to keep pace with change. In the future, countries with a strong science and university provision will shape the growth of the MICE markets.

Who will be the future consumer? How will generation D be different from today's baby boomer. What will do on holiday what will there attitudes to life be.

Rich and poor: The end of mass tourism by 2050 as housing prices fall and pension schemes close. As a consequence of stagflation, aging populations and the redistribution of wealth across the world - we see the end of the rise of the middle class consumer in parts of the world. Key themes include the future of pension schemes, housing markets and what this means for resort development, second homes and world tourism