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Professional Development Seminars
Travel & Tourism Research Association (TTRA)

presents

Dr. Ian Yeoman

The Future Tourist – Changing Attitudes and Beliefs

Wednesday, November 17, 2010 – 10:00 ET

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Abstract:

Dr Ian Yeoman identifies the key economic, demography and resources drivers of change that will shape the future of the world in 2050? Ian demonstrates how ubiquitous computing as seen in the sci-fi film *Minority Report* will shape the future hotel or the demise of outbound tourism from Germany because of a sclerosis of demography. But what about the future tourist? Increases in disposal income allow a real change in social order, living standards and the desire for quality of life with tourism at the heart of this change. Against this background the concept of a *fluid identity* emerges. This trend is about the concept of self which is fluid and malleable in which self can not be defined by boundaries, where endless choice drive the desire for new experiences and tourist consumption. However, as wealth decreases this identity becomes more simpler a new thriftiness and desire for simplicity emerge. Ian looks at the future face of consumerism and what it could mean for tourism destinations.

Bio

Dr. Ian Yeoman is the world's only professional crystal ball gazer or futurologist specializing in travel and tourism. Ian learned his trade as the scenario planner for Visit Scotland, where he established the process of futures thinking within the organisation using a variety of techniques including economic modelling, trends analysis and scenario construction. In July 2008, Ian was appointed an Assoc. Professor of Tourism Management at Victoria University of Wellington, New Zealand.

Ian has published extensively within the field of tourism futures, with articles published in leading academic journals such as *Tourism Management*, *Journal of Travel Research* and *Journal of Vacation Marketing* on a variety of topics from climate change to the future of energy and consumer trends __ all within the context of travel and tourism. He is a popular speaker at conferences and was described by the UK Sunday Times as the country's leading contemporary futurologist. Ian is the holder of a number of honorary positions, including Visiting Professor at Stenden University, Netherlands and Visiting Research Fellow at Sheffield Hallam University, England. Ian has undertaken consultancy projects for the UN World Tourism Organisation and is sought out by many organisations for advice about the future. Ian is presently undertaking research for the Ministry of Tourism examining the future of tourism in New Zealand in 2050 (see www.tourism2050.com) and an European regional project for the Dutch government. His most recent book, "Tomorrow's Tourists: Scenarios and Trends" (www.tomorrowstourist.com) looks at where the tourist will go on holiday in 2030 and what they will do. Forthcoming books include "Tourism and

Demography" (Goodfellows 2010), "Revenue Management" (Palgrave 2010) and "2050: Tomorrows Tourism" (Channelview 2011). Ian is also the Editor of the Journal of Revenue & Pricing Management and is about to start studying for a second Doctorate in Scenario Planning. ! W! hen not doing the above, you will find him tramping, watching movies, trying to figure out his X-box, supporting his native football team (Sunderland AFC) and adopted one (Wellington Phoenix).