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Building Future Scenarios

Introduction

The chapter examines challenges for the future and other emerging ideas in the tourism, hospitality and events sector. The entire industry is rapidly changing, and innovation appears to be setting the trends. This chapter explores innovative ideas and products, which may serve as a future trend or penetrate the industry, so that the product or service becomes the norm supporting the sector.

15 tourism themes for consideration

The following themes highlight challenges for the tourism industry identified by a variety of sources. Presenting these themes allows for further discussion in a structured way and is ideal for provoking further discussion.

1. Maintaining a destination's sustainable tourism development: Social, cultural, natural and built resources

When forming tourism policies and strategies at any destination, social, cultural, natural and built resources are to be considered when striving to be successful and sustainable in the long term (Stojanović *et al.*, 2024). When developing future scenarios, it is important to strive for sustainability. Researchers find it challenging to define sustainability relating to tourism development, but agree that certain factors should be considered. These include global, physical and environmental impacts; environment concerns; equity; organisation and government policy; education; integrity; authenticity; local control; destination and social impacts (Clarke, 1997). More recently, other considerations have been added, including a greater focus on conservation, community engagement and community resources in conjunction with other sustainable principles (Pederson, 2016). What is evident in the literature and industry best practices is that all identified factors relating to sustainability should be considered even if they cannot be completely acted upon as discussed in Chapter 11.