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Summary

In this book we have examined the current and future capabilities of the tourism, hospitality and events industry by exploring the opportunities available to shape the future through rebuilding, disrupting and developing greater resilience in the tourism industry. We set out in writing the book in times when there was economic prosperity and stability, however this changed all too quickly with the advent of Covid-19.

Over the past months the developments across the world have resulted in unprecedented change and disruption, particularly to the travel, hospitality and events sectors. Yet we firmly believe the tourism industry will survive, however we acknowledge that it will take some time to rebuild traveller and consumer trust and there will be an indelible impact on business operators and the industry overall. As we have emphasised throughout the book, it becomes more important than ever to evaluate the future realising that change is inevitable and that there will be peaks and troughs within industries that have to be managed over time.

Three features of futures studies set the tone of this book. First, a systems view of the industry was adopted allowing for a holistic understanding of the scale of industry, and the important inter-relationships existing between stakeholders likely to shape future scenarios. Second, the potential and probable future trends based on an analysis of the socio-cultural technological, economic, environmental, political and international dimensions were examined. Finally, a medium to long-term view of the future potential and opportunities available to the tourism industry was considered.

As an open system, the tourism industry is subject to constant change and an array of subsequent impacts. While past drivers of change have opened the world up to increased global travel, current and new drivers will shape future travel demand as well as industry operations and supply. Societal changes and shifting tourist demand will result in more personalised and sustainable experiences being sought with the role of technology in facilitating these experiences becoming more essential.