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Summary

In this book, we have examined the current and future capabilities of the THE industry by exploring the opportunities available to shape the future through rebuilding, disrupting and developing greater resilience. The first edition of this book was started in times when there was economic prosperity and stability, however, over the past four years various developments across the world have resulted in unprecedented change and disruption, particularly to THE sectors. Yet the industry has survived, acknowledging that it has taken some time to rebuild traveller and consumer trust, and business operators were greatly impacted. As we have emphasised throughout the book, it becomes more important than ever to evaluate the future. Indeed, change is inevitable and there will be peaks and troughs within industries that need 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 the industry and the important inter-relationships existing between stakeholders that are 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. Last, a medium to long-term view of the future potential and opportunities available to the tourism industry was considered.

As an open system, the THE 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 even more essential.

Increased growth in travel and the demand for more personalised experiences (Herbas Torrico & Frank, 2019) have resulted in some destinations not being able to handle the impact on infrastructure, flora and fauna and local citizens. This intensifies the need for effective destination management to ensure resources are used efficiently, biodiversity conservation is being promoted and, ultimately, the