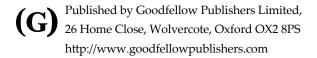


International Tourism Futures

The Drivers and Impacts of Change

Second Edition

Clare Lade, Paul Strickland, Elspeth Frew, Paul Willard, Sandra Cherro Osorio and Astrid Nørfelt



British Library Cataloguing in Publication Data: a catalogue record for this title is available from the British Library.

Library of Congress Catalog Card Number: on file.

ISBN: 978-1-915097-96-5

DOI: 10.23912/978191509794-5895

Copyright © Clare Lade, Paul Strickland, Elspeth Frew, Paul Willard, Sandra Cherro Osorio and Astrid Nørfelt, 2020, 2024

All rights reserved. The text of this publication, or any part thereof, may not be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying, recording, storage in an information retrieval system, or otherwise, without prior permission of the publisher or under licence from the Copyright Licensing Agency Limited. Further details of such licences (for reprographic reproduction) may be obtained from the Copyright Licensing Agency Limited, of Saffron House, 6–10 Kirby Street, London EC1N 8TS.

No part of this book may be used or reproduced in any manner for the purpose of training artificial intelligence technologies or systems. In accordance with Article 4(3) of the Digital Single Market Directive 2019/790, Goodfellow Publishers Ltd expressly reserves this work from the text and data mining exception

All trademarks used herein are the property of their repective owners, The use of trademarks or brand names in this text does not imply any affiliation with or endorsement of this book by such owners.



Design and typesetting by P.K. McBride, www.macbride.org.uk

Cover design by Cylinder

Contents

1	Introduction	1
2	Drivers of Change	9
3	Tourists' Needs and Motivations: Past, present and future	23
4	Tourists of the Future	35
5	Hospitality of the Future	53
6	The Future of Visitor Attractions	69
7	Events of the Future	87
8	From AI to GenAI: Opportunities and implications for tourism and hospitality	101
9	Astro-Tourism: A new frontier	119
10	Health and Wellness Tourism	137
11	From Sustainable Tourism to Regenerative Tourism	153
12	Future Proofing a Crisis	169
13	The Demise of Tourism?	185
14	Building Future Scenarios	201
15	Summary	217
	Index	223

About the authors

Dr Elspeth Frew is an Associate Professor in Tourism, Hospitality and Event Management in the La Trobe Business School. Elspeth's research interest is in cultural tourism, with a particular focus on dark tourism, industrial tourism and festival, event and attraction management. She has published work in these areas as journal articles, book chapters and edited books – most recently on dark tourism and the relationship between tourism and national identities.

Dr. Clare Lade is a Senior Lecturer and Academic Lead of the Work Based Learning (WBL) Industry Placements team in the Office of the Provost at La Trobe University, Melbourne, Australia. She has held previous lecturing positions in tourism, hospitality and events at La Trobe University, Monash University and Melbourne Polytechnic, Victoria, Australia. Her research interests include regional tourism development, dark tourism, gastronomic tourism, event management and WBL. Clare has presented as an expert in these areas at academic and industry conferences within Australia and internationally as well as having published in top tier journals and co-authored several edited book chapters and research books.

Dr Astrid Nørfelt is a lecturer in tourism and event management at Latrobe University. She holds a PhD from RMIT University and a master's degree from University of Copenhagen. Astrid's research interests centre around tourist and consumer behaviour, and she often takes a multidisciplinary approach to investigating these phenomena. She has published on such topics in leading tourism journals.

Dr. Sandra Cherro Osorio is Head of Program in the Bachelor of Hospitality Management at Melbourne Polytechnic. Sandra has extensive industry experience in tourism and hospitality from different countries including Peru, the United States, the United Kingdom and Australia. Her research interests include gastronomy, tourism, community development, and higher education.

Dr Paul Strickland is a Senior Lecturer in the La Trobe Business School at La Trobe University, Melbourne, Australia. Paul lectures in hospitality and hotel management. His research background includes ethnic restaurant studies, Bhutanese

studies, hotel education and wine marketing in Australia. He has also published in fashion, gastronomy, and space tourism. Paul has published in many journals such as *International Journal of Hospitality Management*, *Higher Education and Journal of Human Resources in Hospitality and Tourism* and *Asia Pacific Journal of Tourism Research*, and has authored a number of research books and edited book chapters.

Dr Paul Willard lectures in tourism, hospitality and events at La Trobe University at the Bendigo campus in central Victoria. Paul has an extensive background in the hospitality and events industry having worked under various job titles. His research interests include heritage tourism, cycling tourism, experiential tourism and event management.