

# The Future of Tourism Education and Work



Frédéric Dimanche, Ph.D.



# Today's topics

What will the travel industry have to do to recover?

When will it recover?

What will need to change?


What travel is going to look like for the next few years?

What might be the impact on the region?


What does this mean for hospitality and tourism students?

What is the future of hospitality and tourism management education?





“There is no such thing as the future. Instead, there are before us a multitude of alternative futures, of possible futures, of plausible futures.” (Jim Dator)



# The future consists of four scenarios (Dator, 2002):

**Continuation** (business as usual, more of the status quo growth)

**Limits and Discipline** (behaviors to adapt to growing internal or environmental limits)

**Decline and Collapse** (system degradation or failure modes as crisis emerges)

**Transformation** (new technology, business, or social factors that change the game)

# Dator's "Four Futures" Growth-Based Alternative Scenarios (GBAS)



# What will the travel industry have to do to recover?

In 2019, Travel & Tourism's direct, indirect and induced impact accounted for (WTTC):

US\$8.9 trillion contribution to the world's GDP

10.3% of global GDP

330 million jobs, 1 in 10 jobs around the world

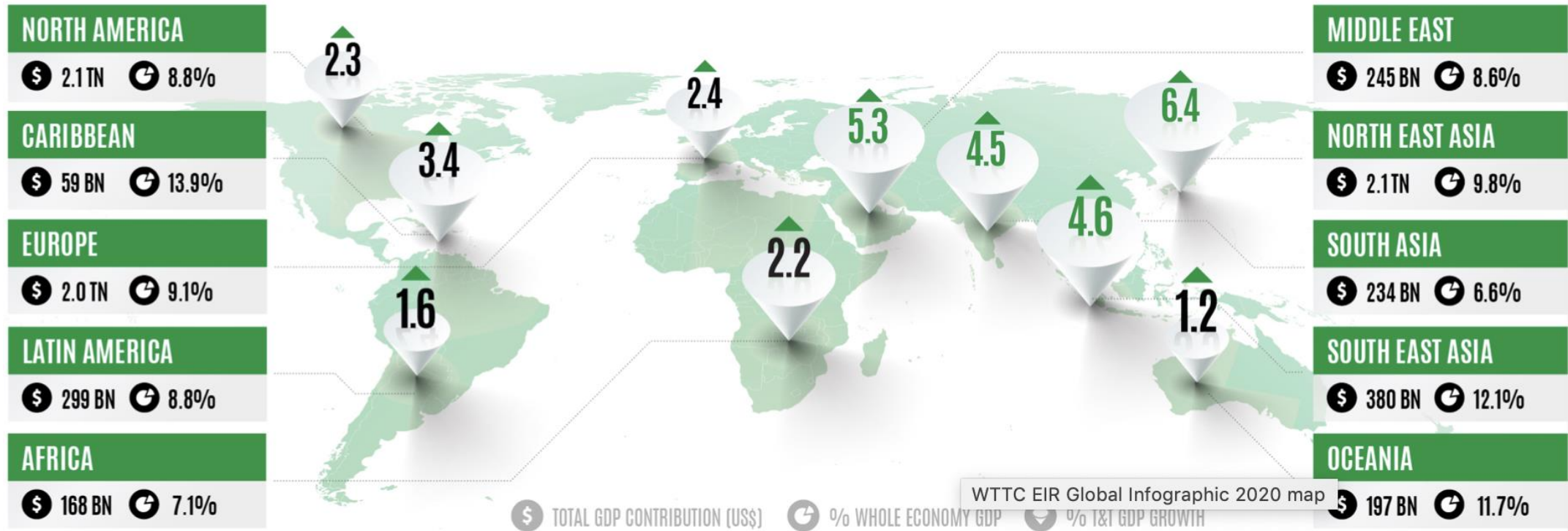
US\$1.7 trillion visitor exports (6.8% of total exports, 28.3% of global services exports)

US\$948 billion capital investment (4.3% of total investment)



# The 2019 situation

## TRAVEL & TOURISM REGIONAL PERFORMANCE, 2019\*



Source: World Travel and Tourism Council



8 hrs ago

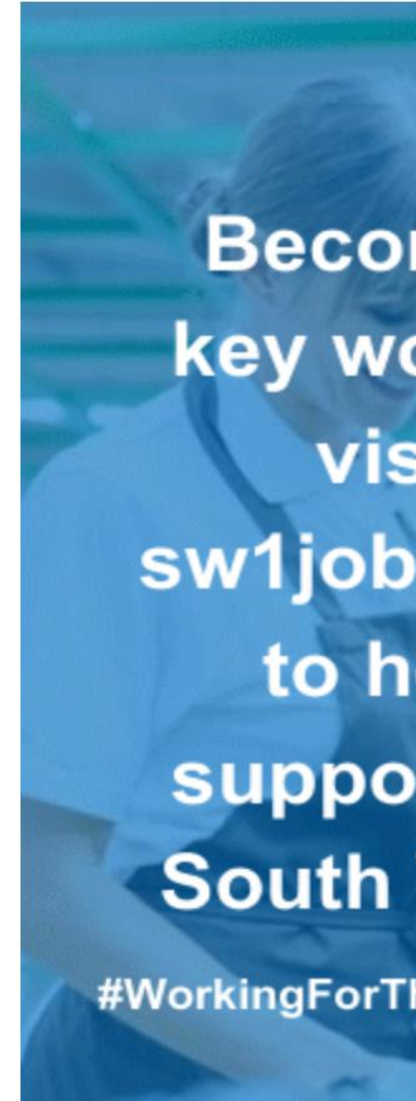
# Staff spat at and abused on Bournemouth Beach

By Emily Liddell



     174 comments

**COUNCIL staff were spat at and abused as crowds swarmed Bournemouth's beaches and abandoned the lockdown laws this weekend.**<sup>9</sup>



# Venezia presa d'assalto dai turisti: e sono quasi tutti veneti

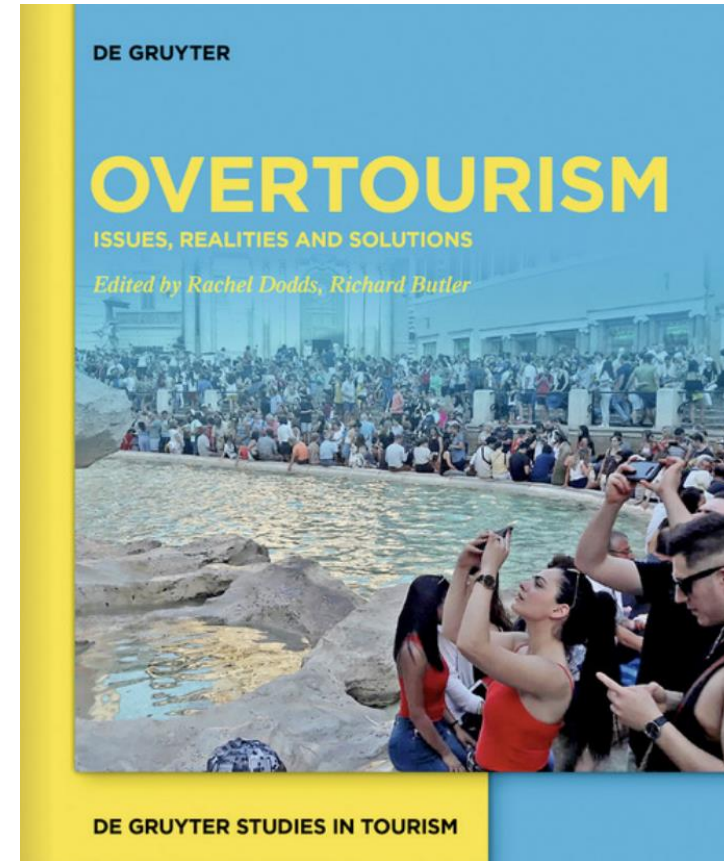


Vigili costretti a chiudere il Ponte della Libertà già alle 10.30 di domenica 31 per i parcheggi già pieni: è il "ritorno alla normalità"



# So the question is: Do we want to revert to that? Is that the recovery we want?

- Overtourism and Overwhelmed destinations / communities
- Fast tourism
- Pollution



# What needs to change

- We need to focus on reassurance and building trust
  - Physical distancing (flow management)
  - Hygiene
- Need to rethink tourism for the planet, the local communities and for travellers

# — Tourism is on life-support



# The Good News...

- Travel is perceived as a necessity
- Escaping, discovering, seeking, meeting others
- Health and wellness continue to grow



# Questions to ask...

How do we conceptualise 'local', 'regional' and/or 'domestic' tourism mobilities and with what implications?

What might a re-focus on rural, domestic tourism mean for transport systems including transport modes, infrastructures and so on?

What transport modes might be prioritised or rejected and with what environmental implications?

What new im/mobilities might be generated?

How might imaginings, experiences and practices of 'regional tourism bubbles' (e.g. Australia/New Zealand) change the aviation sector in the long term?

How is the relationship between urban and rural tourism changing, and with what implications for wide ranging actor groups?

How will a focus on domestic tourism play out in countries and regions reliant on international arrivals?

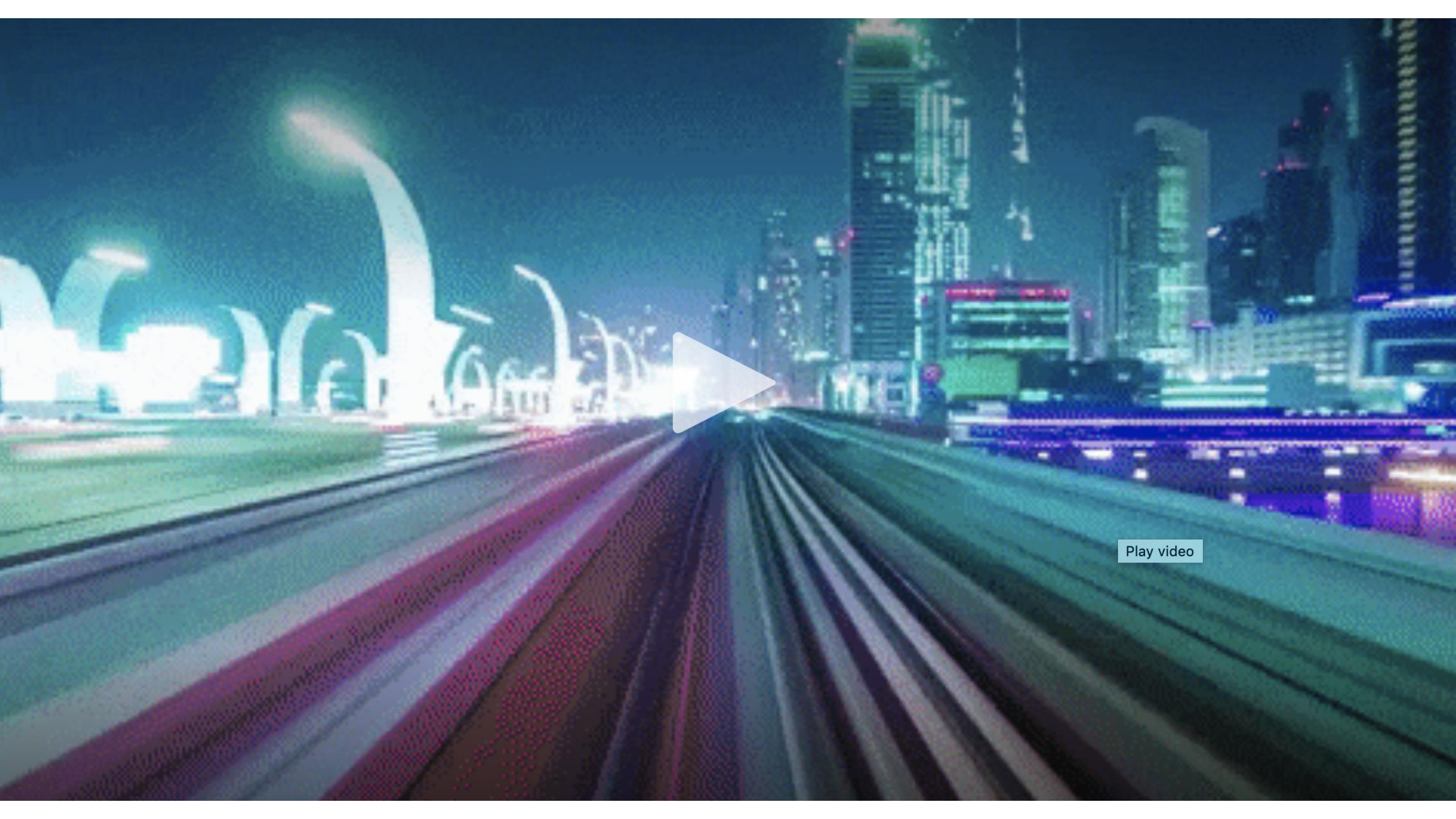
(source: Dr Debbie Hopkins, Associate Professor, University of Oxford)



# For Tourism Education

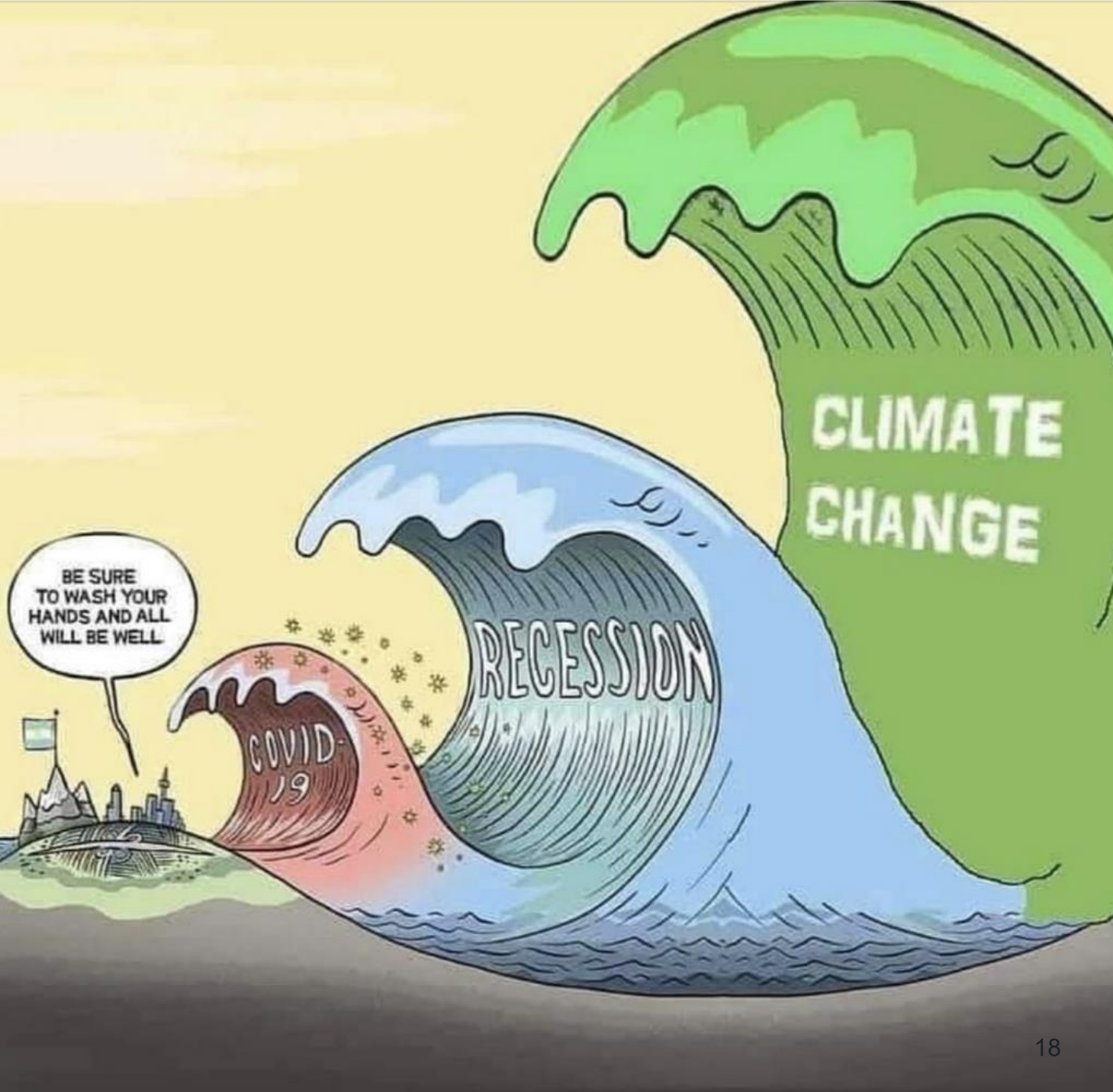
The challenge is about:

- Building trust in the future
- Getting students to understand that they are actors of change
- Involving students and faculty with industry to design the future together
- Focus more on Work-Integrated Learning (WIL)



Play video





**Who is surfing the waves / tsunamis of change?**

# #TOURISMSTRONG #HOSPITALITYSTRONG

Ryerson  
University

TED  
ROGERS  
SCHOOL  
Hospitality  
& Tourism  
Management



Photo: iStock.com

TED  
ROGERS  
SCHOOL  
Hospitality  
& Tourism  
Management