The Future Tourist:  
*Fluid and Simple Identity*  

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History of European Tourism

**TRAVELS IN SCOTLAND 1788–1881**
A selection from contemporary tourist journals
ALASTAIR J. DURIE

**French Revolution and Grand Tours of Scotland**

International Arrivals - Europe

1952: EEU formed

1962: Cuban Missile Crisis

1973: Oil Crisis from $3 to $12

1989: Fall of the Berlin Wall

2008: Global Financial Crisis

2016: Brexit

Source: UNWTO
International Arrivals: Percentage Change

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International Arrivals: Percentage Change

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According to the UNWTO, growth of international tourism arrivals significantly outpaces growth of economic output as measured in Gross Domestic Product (GDP). With a European GDP at 1.6% pa, 1995-2015, international arrivals have grown 2.1 times faster than GDP. An average rate of 3.5% pa.

Source: UNWTO / IMF
• **Identity** is the conception, qualities, beliefs, and expressions that make a person or group. Identity may be distinguished from identification; identity is a label, whereas identification refers to the classifying act itself.

• **Consumer behaviour** refers to the processes consumers go through, and reactions they have towards products or services. Made up with a collection of trends.

• The **future** is what will happen in the time after the present.

Yeoman (2010)
Modelling Future Tourist Behaviour = Trends

**MACRO DRIVERS**
- **AFFLUENCE**
- **DEMOGRAPHY**
- **EDUCATED MASSES**
- **ACCESSIBILITY**

**FLUID**

**SIMPLE**

**IDENTITY AND BEHAVIOUR**

Yeoman (2010)
Fluid identity
Adapted from Flatters & Wilmot (2009)
Adapted from Flatters & Wilmot (2009)
Desire for new experiences

The UK consumer, on average change their hair style every 18 months

Yeoman (2008) / Future Foundation
Fluidity of Luxury

**Materialism**
- Driving an expensive car
- Enjoying the best home entertainment technology
- Having beautiful home furnishings
- Wearing designer clothes
- Having nice toiletries and pampering myself

**Enrichment**
- Eating good quality food
- Going on expensive holidays
- Living in a nice area

**Time**
- Having time on my own
- Having time just to relax

The ‘old’ version of luxury: exclusive, expensive, best quality, self-indulgent, conspicuous, tangible, ‘overt materialism’

Emphasis on ‘quality of life’, experiential, personal, authentic, ‘subtle/covert materialism’

The value of relaxing and de-stressing from the pace of everyday life, focus on self-development and quality of life, intangible, non-material

Source: nVision

Yeoman (2008) / Future Foundation
Differences in the meaning of luxury for different ages

“Please say which of the following things would be the best description of ‘luxury’ in your life.”
% who selected a materialistic, experiential or time option (see notes for definitions).

Source: nVision Research | Base: 5,000 online respondents aged 16+, GB, 2011
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Mobile Living

Dominant Trends

Future Foundation
Contested Liberalism

Dominant Trends

Culture of Immediacy

we waited
30 min
NO SERVICE
Tracking your computer, scouring your old bookings... and even checking the births, marriages and deaths! Travel firms spying on you to hike the price of your holiday

- Firms are collecting vast swathes of data to work out how much
- They find out where you like to sit on a plane and hike prices for
- Some even scan newspaper deaths, marriages and births section in on your plans
Leisure Upgrade

Ageless Society

Yeoman et al (2010) / Future Foundation
Hiking in the Future

https://www.youtube.com/watch?v=kat8I5UM_Vs
Contested Sustainability

Retail therapy

Ecotourist

Advancing Trends

Yeoman (2012)
Is modesty the new bling?

Chanel boss Karl Lagerfeld has advocated inconspicuous consumption as the look for the recession – and the stars are signing up in droves, says Celia Walden

The nominations, the films, the stars, the hot tips telegraph.co.uk/oscars

Oscars 2009

Yeoman (2012)

Inconspicuous Consumption

Slowed Trends
Yeoman (2012)
Information Centre of the Future

Slowed Trends
Familiarity

Benidorm

Slowed Trends

Yeoman (2012)
Simple Identity
What trends do you see?

https://www.youtube.com/watch?v=e9aSdufl8rc
**Dominant Trends**

- FOCUS ON THE BOARDROOM
- SIMPLICITY: IN SEARCH OF SLOW
- AUTHENTICITY
- STAYCATION
- MERCURICAL CONSUMPTION

**Slowed Trends**

- GREEN CONSUMERISM IS CONTESTED
- MATERIALISM
- CONNECTING WITH ROOTS AND FAMILY
- DECLINE OF DEFERENCE
- EXTREME EXPERIENCE SEEKING

**Arrested Trends**

- END OF ADVENTURE
- MATURE
- NEW

**Advancing Trends**

- ACCERATED

Adapted from Flatters & Wilmot (2009)
Simplicity: In praise of slow

Dominant Trends

Yeoman(2010)
Connecting with Family Roots

Backer & King (2015)
Authenticity

Dominant Trends

Yeoman (2012)
Focus on the Boardroom

DOMINANT TRENDS

Flatter & Wilmot (2009)
Mercurial Consumption

Find the fare you’re looking for while you’re not looking.

Price Radar

Yeoman (2015) / Future Foundation
End of Adventure
Staycation

Taking holidays at home and abroad

“Which of these best describes how often you do each of the following activities?” | % taking a holiday at home or abroad at least once in the past year | 2016

Source: FF Online Research | Base: 1000-5000 online respondents per country aged 16-64 (Indonesia & S. Africa 16-54), 2016 February
Green Consumerism is Contested

"Please help keep Samui clean."
Materialism

Slowed Trends

Yeoman et al. (2015)
Extreme Experience Seeking

Arrested Trends
Flatters & Wilmot (2009)
Decline of Deference

A highly educated generation of Baby Boomers (those born 1946-1964), in better health and with more disposable income than previous older generations, will exit the workforce en masse during the 10s decade (although for many, working beyond formal retirement will be a reality). The group now represents a demanding, still aspirational, technologically aware and financially potent market-segment in the most developed economies of the world.

Arrested Trends

Flatters & Wilmot (2009)
Portugal: The Beauty of Simplicity

https://www.youtube.com/watch?v=bHX9UyU8mGg
Fluid Identity

Simple Identity

Yeoman (2010)
Liminality: Blurring of Identity

Fluid Identity  Simple Identity

Yeoman (2010)
References:


Data:

• Special thankyou to the Future Foundation for access to data and trends. www.futurefoundation.net

• UNWTO Library - http://www.e-unwto.org/