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Tourism Industry and Education

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Global Trends

- Five major travel and tourism markets
 - 1 Transportation
 - 2 Air travel
 - 3 Travel retail and travel accommodation
 - 4 Tourist attractions
 - 5 Car rental

Travel inbound

- International Tourist arrivals: 800 M
- Forecasted growth is 5% over next 5 years (2010)
- In 2005 majority of Int. Tourist arrivals corresponded to trips for the purpose of leisure, recreation and holidays
- IT arrived over :
 - land by road 43% or rail 5%
 - air transport 45%
 - water 7%

Travel / Tourism

- Int. Tourism generated over 2 US\$ B a day
- Some 70 countries earned more than 1 US\$ B
- Int. receipts are estimated at US\$ 680 B
- Europe 51%
- As an export category it represents around 6% of the total value of worldwide exports
G&S

Leading Outbound Markets

- Germans, British, Japanese and Americans are largest markets for outbound tourism
- France, Spain, USA, China, Italy, UK top in IT arrivals
- USA, Spain, France, Italy, UK, China top in ITourism receipts
- Asia and the Pacific: the growing giant (8%)
- Africa performed best of all regions (9%)
- UNWTO's Tourism 2020 vision forecast that international arrivals are expected to reach 1.6 B by the year 2020 (378 M long-haul travellers)

Why People Go on Holiday?

- Recreational
 - Search for recuperation, relaxation and regeneration; Holidays as emotional medicine
- Experiential
 - Search for new experiences and sensations; Discover one's self
- Diversionary
 - Search for pleasure, sport, games variety; A chance to get away from it all
- Experimental
 - Search for adventure; freedom from limits self or socially imposed
- Tribal
 - Search for love and togetherness with partner, family and friends
- Existential
 - Search for purpose, happiness, relief and transformation

Source: Bosshart, David, Karin Flick and Eva Ludwig. "The Future of Leisure Travel-Trend Study: An Independent Study Created by the Gottlieb Duttweiler Institute on Behalf of Kuoni," 2006, pg 9.

Emerging Trends-Global

- Health tourism
- Venues and destinations for singles
- Desire for VIP treatment
- More hybrid services will be offered
- Entertainment will move to the back and relaxation will move to the forefront of traveler's expectations
- Lohas consumers wanting nature and outdoor holidays*
- Increasing difference between rich and poor in tourism sector
- Aging population in Europe will have more disposable income to travel
- Travelers want to feel safe and cared for away from home
- More people want exclusive holiday packages
- Leisure travel will slow due to the age of retirement increasing
- Increase in women traveling alone or in groups

Source: Bosshart, David, Karin Flick and Eva Ludwig. "The Future of Leisure Travel-Trend Study: An Independent Study Created by the Gottlieb Duttweiler Institute on Behalf of Kuoni," 2006, pg 9.

Emerging Trends-Luxury

- Traveling more as a family
- Demand for cultural luxury holidays
- Destination Clubs
- Luxury will be defined by experiences, not material possessions
- Customers don't buy based on price
 - Value for money
- Luxury travelers desire more health and wellness services
- Beaches are most requested destination
- Growth in destination luxury weddings
- Privacy and space are vital to luxury travel

Sources: Ascencao, Mario Passos, Principal Lecturer, "Luxury Revolution: Going Up Market in Tourism," PowerPoint Presentation, HAAGA University of Applied Sciences, September 28, 2006. "What is Luxury? The Luxury Market is Growing and it is Crucial for Agents to Keep Abreast of the Trends and Tastes," TTGexpert Luxury 2006.

Luxury Tourism Segments

- Old Luxury (Aristocrats, Monarchs)
 - Travel values based on hedonistic behavior
 - Seek social gratification and approval
- New/Affordable Luxury
 - It's all about the tourism experience
 - Exclusivity does not matter
- Super luxury or “uber premium”
 - Status-craving travelers

Luxury Tourism

- Business analysts predict luxury tourism to be one of the most lucrative markets
 - Financial health of HNWIs to reach \$42.2 trillion globally by 2009
 - Number of HNWIs is increasing in addition to their income is getting larger as well
 - Suggests demand for luxury tourism will increase

Source: Ascencao, Mario Passos, Principal Lecturer, "Luxury Revolution: Going Up Market in Tourism," PowerPoint Presentation, HAAGA University of Applied Sciences, September 28, 2006.

Growth Markets

- North America (luxury consumers in the U.S.)
 - 2.7 million HNWIs
- Japan (middle-aged women; “parasite singles”)
 - 2.3 million HNWIs in Asia-Pacific
- Europe (middle-class)
 - France and Italy in particular
 - 2.6 HNWIs
- Nouveau riche
 - Russians and Chinese

Source: Ascencao, Mario Passos, Principal Lecturer, “Luxury Revolution: Going Up Market in Tourism,” PowerPoint Presentation, HAAGA University of Applied Sciences, September 28, 2006.

What type of education

- Over the last forty years, education related to tourism in some countries has become established as a **notable and distinct part** of the repertoire of higher education but:
- recognition of a new area of study ?
- nature of tourism knowledge?

Curriculum

- From the very beginnings there have been questions about whether **this is really a serious** area of academic endeavor
- The term “**Mickey Mouse**” **degrees** was almost invented for tourism
- Curricula are multidisciplinary, flexible and coherent with impressive **links** to industry and the professions

Nature of education

- The programs: at the start this seemed not to be a major issue. They had a clear and fairly narrow, **vocational focus**.
- Knowledge of new and wider dimensions of tourism expanded such that the aspects of tourism that went beyond vocationalism became almost paramount and was certainly of great interest to scholars

Credibility

- In other words, **tourism education** is not simply about vocationalism but ???
- There is an important uncertainty here: Is the purpose vocational or non-vocational?
- Vocationalism seems to have been good for attracting students but not for academic reputation and multidisciplinary makes for stimulating programs but for fragmented research. [D. Airey]

The problem of knowledge

■ Tribe's distinction between three different types of knowledge in tourism

1 "extradisciplinary knowledge" that comes from outside the academic domain

2 "multidisciplinary knowledge" which comes from a range of disciplines

3 "interdisciplinary knowledge" which comes from the genuine new knowledge when one or more disciplines are brought together to address a question

Conclusion/ Discussion

Uncertainties of tourism in higher education within a growing market

Thank you