Preface and Overview

As in previous years, the 2009 ITB Berlin Convention addressed the most important issues affecting the structure of the global tourism and travel industry in a series of lectures and panel discussions. This compilation unites the highlights of the convention in articles prepared by renowned professionals and scientists from the industry. Readers may benefit from this comprehensive vision of the developments that are shaping the structure of the global tourism industry today and in the future. This book is indispensable for tourism and travel professionals, as well as for academics and students analysing current global tourism and travel trends.

The first chapter describes the status quo in the tourism and travel industry. The World Travel Monitor represents the world’s largest and most important travel survey. It conducts interviews in over 50 countries worldwide. Dennis Pyka and Rolf Freitag provide an insight into data on European and German travel behaviour and travel trends that are dominating the market.

The economic importance of the business travel market segment tends to be underestimated. Gerd Otto-Rieke sheds light on this market segment using up-to-date figures, with a particular focus on the market slump brought about by the economic crisis. Otto-Rieke offers a perspective on business travel by outlining the cornerstones of a comprehensive business travel management strategy.

The second chapter deals with the challenges currently faced by the travel and tourism industry: the financial and economic crisis, oil prices and energy supply, climate change and CO₂ emissions, digital information and communication technology, and corporate social responsibility (CSR).

In September 2008, the global economy was heavily affected by the financial crisis. The slump in economic activity was synchronous (all markets affected simultaneously), sudden (within a few days) and dramatic (the most severe slump since the end of the Second World War). As expected, the tourism industry was not spared by the effects of the crisis.

Martin Buck details the onset of the financial and economic crisis, deals with the duration of the crisis and problems in measuring its effects, outlines the effects of the crisis on the tourism industry, and concludes by commenting on the adaptation measures taken by tourism providers.

Harald Pechlaner and Jörg Frehse investigate the effects of the capital market crisis on investment in the hotel market, which plays a central role in the global tourism industry. They discuss critically to what extent speculation in the hotel property market played a part in causing the financial crisis. An outlook for the hotel market rounds off the article.
Norbert Walter starts by giving a detailed analysis of the causes and effects of the financial crisis. He then discusses the effects of fluctuating oil prices on society’s mobility. Historic highs in oil prices in 2008 showed a significant impact on the structure of the global travel and tourism industry. Norbert Walter concludes with a description of the key challenges for the global travel and tourism industry.

Today’s society faces, like no generation before, two main energy-related threats: first, to guarantee secure and affordable energy supply and, second, to reduce and abolish environmental and climate damage caused by energy consumption. Claudia Kemfert predicts world energy demand, its constitution, and the challenges of energy supply. She goes on to describe the implications of energy consumption and transport processes for the climate. She sketches the basic outlines for a sustainable mobility future.

The transcript from the Round Table at the 2009 ITB Berlin Convention illustrates the position of the World Tourism Organisation on climate change by means of the introductory speech by Geoffrey Lipman, Assistant Secretary-General of the UNWTO.

Wolfgang Strasdas depicts the relationship between tourism and climate change. He then describes the functional principle of “carbon management”. Four case studies taken from air travel, the hotel industry, the travel industry and tourist destinations show how well successful carbon management can work.

Joachim Hunold describes the challenges faced by the airline industry. He places particular emphasis on the financial and economic crisis and on air pollution due to CO₂ emissions. He outlines how a “four-pillar strategy” would make global air travel more environmentally friendly.

On December 30th, 2008, Air New Zealand completed the world’s first commercial aviation test flight powered by the sustainable second-generation biofuel jatropha. Edward Sims describes the challenges in the use of aviation fuels and the measures taken by Air New Zealand which give us a glimpse into the future of fuel use in air travel.

For more than a decade, digital information and communication technology has been driving structural changes in the global tourism industry. In this time, a generation of “digital natives” has emerged, for whom, in contrast to “digital immigrants”, the use of digital technology is matter of course. Urs Gasser and Miriam Simun analyse the generation of digital natives, offering advice to travel operators on how to organise their marketing efforts in order to be able to reach their target audience efficiently and effectively, now and in the future.

The fact that corporate social responsibility (CSR) has recently gained in importance in all industries gives rise to the third chapter. Decision makers from the political and economic spheres show the various aspects of the multifaceted concept of CSR in a number of articles and make recommendations for planning CSR activities in the tourism industry.

Aiko Bode defines the concept of CSR and describes the challenges for travel companies in implementing CSR measures, with a particular focus on certification methods.
Wolfgang Adlwarth analyses the market segment made up of tourists who place particular importance on CSR. On the basis of extensive empirical data from 20,000 respondents, he investigates the size of the market segment, as well as demands for travel offers and current travel behaviour. Of particular relevance to travel operators is the extent to which tourists are prepared to pay higher prices for travel conforming to CSR guidelines. The empirical results provide pointers for companies on how to design CSR strategies and measures.

Erika Harms describes the history of the development of sustainable tourism, the role played by the United Nations in promoting sustainable tourism, and concrete examples of successful sustainable tourism. Erika Harms establishes that sustainable tourism is a “need to have”, not just a “nice to have”.

Klaus Betz argues that CSR is still new territory for many travel operators. He advocates daring to look beyond the “horizon of tourism” and considering best practice examples from other industries. He illustrates success stories from other industries, which offer a guide for the tourism industry and an incentive to reinforce CSR measures.

The Ruhr Area is a European metropolitan area with an important industrial history which has shown a remarkable transformation into a modern economic structure with a diverse cultural range. After being awarded the title of European Capital of Culture in 2010, awareness of the Ruhr Area was raised among international tourists. Fritz Pleitgen illustrates the importance of “barrier-free” tourism, using up-to-date figures relevant to this frequently underestimated market segment. Concrete examples show how “social inclusion” can be practised.

The number of indigenous people is estimated at more than 370 million worldwide. The cultural heritage of indigenous peoples (“the wisdom of old ways”) must be preserved – and not just in order to use it in the future for its tourist attraction potential. It is now widely recognised that tourism can play an important role. Using examples from Canada, the United States, Bali and the South Pacific, Imtiaz Muqbil demonstrates how cultural heritage can be preserved and existential problems of indigenous people can be resolved with the help of tourism.

Igde Pitana delves deeper into the example of Bali, Indonesia, to show how the preservation of a rich cultural identity in an economic and social system which is, to a high degree, dependent on tourism can succeed.

The fourth chapter deals with issues in product and communication policies. As in other industries, effective marketing strategies are of high importance for the competitiveness of companies in the global tourism industry.

Felizitas Romeiß-Stracke investigates changing values in modern societies: they are changing from hedonic fun societies to meaning societies. Understanding this change is necessary in order to be able to continue to offer marketable tourism products.

Using the examples of the tourist destinations South Africa and Costa Rica, Auliana Poon describes the performance, constraints and success factors of destination management. The best practice examples can serve as a guide for other tourist destinations.
In the wake of economic and tourism booms, megaresorts spring up everywhere. Klaus Lengefeld describes the prominent megaresorts, while looking into the sustainability of such resorts.

In the hospitality industry, various shared ownership business models are gaining in importance for the long term. Philip Bacon describes the new business models, dealing with the branded residences in greater detail. He also outlines the effects of the financial and economic crisis on branded residences.

Albrecht Steinecke looks at culture as a tourist attraction. A specially conducted empirical study deals with the following questions: How important is culture when considering a person’s reason for holiday travel? How important are visits to cultural attractions? What does it mean to tourists to visit cultural attractions? What do tourists remember most about a visit to a cultural attraction? What is the potential demand for (self-)organised cultural and educational travel? What do tourists expect from organised cultural travel?

Understanding the modern media world is essential for an effective communication policy for companies. Norbert Bolz provides deep insights into the functional mechanisms of classic and digital media.

Negotiating in buying and selling tourist services plays a central role in the profitability of tourism companies. Michael Schneider illustrates how negotiation processes work for the business and leisure travel market segments and which methods can be used to achieve negotiation aims.

The fifth chapter contains outlooks on the future of various market segments in the tourism industry.

Futurologist Rohit Talwar gives an overview of the future of travel. He paints a picture of travel offers and buyers, which provides inspiration for planning entrepreneurial activities.

Irene Feige predicts travel behaviour in the year 2025. Using the scenario technique, she describes a vivid picture of road, rail and air travel of the future.

The future of air travel in general is predicted by Candan Karlitekin. Richard Aboulafia’s contribution is dedicated to the particular aspect of the delivery of commercial aircraft in the next ten years. Historic highs in orders for aircraft and upcoming deliveries of aircraft are currently met by a notably low demand for air travel. Aboulafia describes the effects of this disparity. He focuses particularly on the market positions of the two major aircraft manufacturers: Airbus and Boeing.

Digital information and telecommunication technology will remain driving forces behind processes of change in the tourism industry. Carroll Rheem shows how mobile applications, the Semantic Web, customisation, new payment methods, Social Media and Metasearch will change travel processes.

This work could not have been achieved without the remarkable dedication on behalf of the authors, who for the most part have taken on executive positions in the tourism economy. Special thanks go to Pia Viehl from the Faculty of Tourism and Travel, University of Applied Sciences, Worms. She once again tirelessly dedicated herself with extraordinary commitment, remarkable skill and well-founded expert knowledge to ensure timely publication of the work. In the proc-
ess, she never lost sight of our high quality standards and was thereby instrumental in the success of the work. Without her contribution, this work would not be in your hands now.

Our thanks also go to the team of highly competent and reliable translators from the Mainz/Germersheim University led by Hans-Joachim Bopst, including Colleen Chapman, Si-A Choi, Winfried Kern, Simone Riga, Ron Walker and Katie Wallace.

Frankfurt/Berlin, November 2009

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Trends and Issues in Global Tourism 2010
Conrady, R.; Buck, M. (Eds.)
2010, XXIV, 309 p. 45 illus., Hardcover
ISBN: 978-3-642-10828-0