



AALBORG UNIVERSITY
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Tomorrow's World: Contested Futures

- a comparative analysis of *futuring*

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A society is a 'partnership not only between those who are living, but between those who are living, those who are dead, and those who are yet to be born'.

(Edmund Burke: 1790)

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Foreword & Acknowledgment

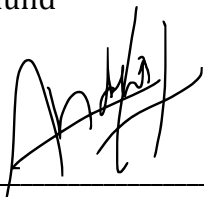
The idea of *futuring* as my master thesis topic arises from my personal interest and curiosity of tomorrow's world in the context of what will happen in the next decades, and what our society will look like, or rather, what it will be like in the future. How will change influence my future life and under what circumstances will I grow old? These questions have contributed to the preparation of this thesis.

I want to thank Carina for providing me with inspiring guidance and for being the reason why I have always left our meetings with new revelations.

The abstract includes 3.033 keystrokes according the exam requirements

Best regards

Andreas Holmelund



Abstract

“Future” literature reflects the last decades’ rapid growth within new innovations and changing consumers’ needs. Six megatrends are being defined when influencing consumer needs, desires and behavior. The segments expressed in political, economic, technological, environmental, social and demographic trends frames the theoretical approach in this thesis.

This thesis seeks to examine futures from a tourism perspective in the way they are changing the structures in society, actors living in it and the impacts on the environment. Futures are created in the present and consist of representations of the past and present. The performativity of futures depend upon how they are constructed or envisioned. Accordingly, the future should be seen as a process, the process of *futuring*.

The primary aim of the paper is to suggest how futures are constructed and envisioned, and to what extent they differ from each other. The author investigates which contemporary tools that are utilized in order to predict concrete scenarios of the future. The thesis places itself in a relation of social constructivism, arguing that the understanding of reality depends on the discourses, practices and expectations that are being operated in. In this thesis the author touches three approaches of futuring: the futurologist, Ian Yeoman, the sociologist, John Urry and the perspective of design thinking. Within these approaches some major perspectives appear as essential influence of how futures perform. These are technology, mobility and sustainability.

Yeoman envisions one future, a future for everyone. He argues, that in 2030 everyone can afford space journeys, and the powerful fluid identity controls the society based on increasing desires for experience, individuality and self-expression. Growth and capital are main drivers for Yeoman, who visions a future virtual reality replacing human activity with avatars and 3D hologram. Climate changes reduce fluid systems, however Yeoman suggests sustainability is a resource in order to maintain global travels as an enterprise for only affluent citizens.

Second, Urry envisions dystopian scenarios due to path-dependency within technology and mobility systems. His concern for welfare is threatened by illicit mobilities in form of terror, epidemics and inequality among those who are immobile. Due to climate changes caused by individuals and governments, the future turns into tribal trading systems consisting of wars between neighbor regions, fighting for the right to oil, gas and water.

Finally, the perspective of design thinking uses consumers as a starting point. Integration and co-construction are keywords, when operating from a design thinking approach. Centralization of contemporary consumer needs, desires and demands elaborate the future hotels that are being customized based on persona research. The emergence of Generation Y demonstrates future hotels are required to be high technological, to consider ecological footprints and to contribute to organic environments.

Keywords: *futuring future scenarios tourism technology mobility sustainability*

Table of Content

CHAPTER 1: INTRODUCTION	7
1.1 PROBLEM STATEMENT	8
1.2 LITERATURE REVIEW	8
1.2.1 Theoretical approach	11
1.3 METHODOLOGY.....	13
1.3.1 Scientific optic.....	13
1.3.2 Discourse theory	15
1.3.3 Research design.....	16
1.3.4 Validity.....	18
1.3.5 Scope and delimitations	18
1.3.6 Structure	19
CHAPTER 2: A TECHNOLOGY PERSPECTIVE	20
2.1 IMPORTANCE OF TECHNOLOGY.....	20
2.2 THE TECHNOLOGICAL REVOLUTION.....	21
2.2.1 Edinburgh 2050	22
2.2.2 A “free” or “real” information society.....	26
2.3 GOOD INTENTIONS	27
2.3.1 Saving the planet.....	28
2.4 ORGANIC FUTURE HOTELS	31
2.4.1 The persona.....	31
2.4.2 Technological capturing of Generation Y.....	32
2.4.3 So how will the future hotels be like.....	34
2.5 CONCLUDING TECHNOLOGY REMARKS	36
CHAPTER 3: A MOBILITY PERSPECTIVE	37
3.1 IMPORTANCE OF MOBILITY	37

3.2 THE SPACE TOURIST – EXTREME MOBILITIES	38
3.2.1. <i>One capitalistic future</i>	38
3.2.2 <i>Fluid identity</i>	40
3.2.3 <i>Questering</i>	43
3.3 THE REBORN OF TITANIC – LOW MOBILITIES	45
3.3.1 <i>Path dependency</i>	45
3.3.2 <i>Future inequality</i>	47
3.4 THE PEER-TO-PEER ERA – CO-CONSTRUCTED MOBILITIES	50
3.4.1 <i>Paul in mobility systems</i>	52
3.5 CONCLUDING MOBILITY REMARKS	55
CHAPTER 4: A SUSTAINABILITY PERSPECTIVE.....	56
4.1 IMPORTANCE OF SUSTAINABILITY	56
4.2 THE FUTURE OF RESOURCES.....	58
4.2.1 <i>Logan’s Run</i>	58
4.2.2 <i>Los Angeles in 2050</i>	60
4.3 NO FREE LUNCH.....	64
4.3.1 <i>Tribal trading</i>	64
4.4 THE LIFESTYLE HUB.....	69
4.5 CONCLUDING SUSTAINABILITY REMARKS	71
CHAPTER 5: ENDING.....	72
5.1 DISCUSSION	72
5.2 CONCLUSION.....	74
5.3 REFLECTION	77
5.4 REFERENCES.....	79

CHAPTER 1: INTRODUCTION

What will the future be like? This simple question raises several distinct opinions, visions and complex issues. Futurologist, Ian Yeoman states, that knowing what will happen tomorrow has always fascinated human beings (Yeoman 2012). This thesis investigates the power of imagining the future by analyzing concrete future scenarios. Mike Michael argues that “the past and future... are constantly created and created in the present”, and thus managing in the present is deployed by representations of the past and the future (Brown et al 2000: 21). Throughout the thesis, it will be clear how the future deployed as extrapolations of the present is addressed as representations through visions, and that this investigation concerns major complexes and controversies. Social actors construct future expectations, which may contest each other occupying different time-frames, carrying different interests and addressing different degrees of indeterminacy (Ibid.: 6). Accordingly, the future is seen to be “more unpredictable” than before as a consequence of extremely heterogeneity and innovative change, which make the futures more complicated and difficult to control. We then need to ask how and why futures are contested, and how future scenarios are elaborated within specific discourses, expectations and practices.

The thesis demonstrates that very different strategies and models for thinking through possible futures are utilized in order to illustrate how visions and concerns may be enrolled in scenario building. In doing so, scenarios may appear to “provide a means of distancing oneself from present arrangements and thus in some circumstances enabling a space for criticism.” (Ibid.: 12). As it will be made clear, criticism not solely exists in present arrangements but also in issues that are only envisioned, that is so to say issues that are not even “born yet”.

Mike Michael argues that we should look at the different representations in terms of performativity (Ibid.: 22), so that we can ask the question, and later answer the question of how these representations are constructed so they can perform in such and such way. The thesis attempts to introduce a number of distinct parameters in form of discourses, practices and visions by which the future is envisioned as performative representations. When doing so, the

future should not be seen a passive noun, but rather as a verb emerging in a process of *futuring* (Jóhannesson et al 2015: 223).

1.1 Problem Statement

Mike Michael argues that the future is constantly being created and recreated in the present as the representation is within the present (in Brown et al 2000). Constructing and envisioning the future consist, as this thesis will try to illustrate, of several distinct methods, which should be considered in discussion of how the solutions for the future will be envisioned. The thesis aims to illustrate how futures currently are constructed, by asking how the representations of the future are constructed so they perform in a particular way, and by which parameters the future is constructed. Futuring is interesting, because we are only able to operate in the present, whereas managing the future is deployed by representations of the present. With regard to the motivation explained in the introduction the following research question has consequently been formulated as:

How are future scenarios currently constructed or envisioned and to what extent do they differ from each other?

1.2 Literature Review

Tourism stakeholders are required to have a clear understanding of the direction of change and its implications, as major shifts will occur by 2020, and already are occurring, in the leisure and tourism environment reflecting changing consumer values, political forces, environmental changes and growth in information and communication technologies (Dwyer et al 2008:63). The challenge in both the private and public sector is to achieve and maintain competitive advantage for organizations. In this circumstance, research plays a major role for stakeholders strategically

acting as “future makers” rather than “future takers” (Ibid.). This requires tourism stakeholders to ask, “what *should* the future be” and “how can we meet that future”?

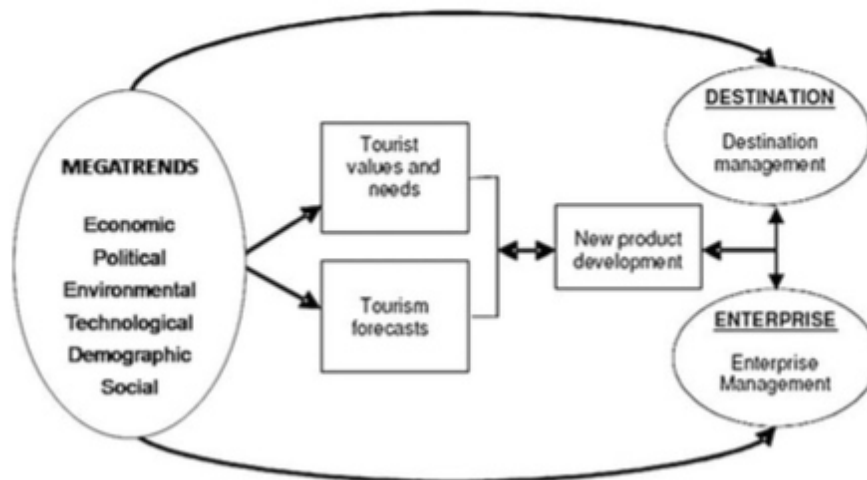
This literature review clarifies the major forces driving global change towards 2020 appearing in the general “futures” literature.

A trend is a general direction or tendency, and the term trend is often found in graphical data utilized to extrapolate from existing information to some future point (Ibid.: 64). In tourism several factors that affect supply and demand, constantly change and thus the purpose of trend analysis is to identify these key factors. These changes are in some situations overwhelming, which is why the pervasive and global forces affecting the society are generally called megatrends. Megatrends are utilized in order to involve with consistent patterns in the adaption of new behavior by a large number of people. The STEEP model (Evans, Campbell & Stonehouse 2003) is useful when identifying and structuring the important drivers of change that will influence tomorrow’s tourism and travel trends (Dwyer et al 2008: 64). The major drivers are identified as political, economic, social, technological, demographic and environmental that changes realities. These changes also influence the external environment, such as where consumers will travel, how they will do it, what they will do and how much money they will spend.

In drawing upon these literature forecast authors found the following point to keep in mind:

- *No single driver or trend will dominate the global future in 2020*
- *Each driver will have varying impacts in different regions and countries*
- *The drivers can be mutually reinforcing and in some cases, they will work at cross-purposes* (Dwyer et al 2008: 64).

Figure 1, illustrates how these trends will influence tourist values and attitudes, management of destinations and enterprises, including product and service development. The six segments mentioned above influence the destination management, enterprise management and tourist values, needs and flows.



In: Dwyer et al 2008: 64

This thesis' focus is directed to the left side of the figure, as the six megatrend segments and the influence of tourist values and needs, as well as tourism forecasts, will be elaborated in the empirical material later on. Before moving on to the theoretical frame of the thesis' research, the last part of the literature review contains a brief description of the six segments.

Economic drivers indicate that the world economy is likely to continue growing and studies demonstrate that a rising income is the most powerful generator of tourism flows (Ibid.: 65). Economic liberalization and globalization will, however, at some point entail risks and problems in the form of growth breaks and downturns in economies.

Political drivers are referred to as international power and security (Ibid.). The USA is likely to remain a significant influence, while Europe seems to increase its weight internationally. The threats of terrorism and risk of infectious diseases are likely to continue towards 2020. Furthermore regional and ethnic conflicts will emerge in the Lesser Developed Countries due to variables like fuel costs of travel (Ibid).

Environmental drivers are closely linked to tourism, as the natural environment and climate conditions will be of major importance regarding the attractiveness of a region. Climate changes and global warming are two aspects that will be of increasing relevance.

Tourism is highly dependent on information and transport technology (Ibid.: 66). The evolution in technology will continue to influence suppliers in the tourism industry by reducing the operating costs and increase the ability to add value for costumers. Furthermore, the interactive access to the Internet gives consumers unprecedented control.

Moreover, unprecedented demographic shifts have profound effects emerging in diversifying household types, moving away from the traditional family in developed economies, continuing with Generation Y, which is as the largest and most diverse demographic (Ibid.). Changing work patterns will also occur, including more demands for work flexibly.

The final driver concerns social changes of individualism, including consumers who seek the unusual and the authentic varying experiences by discovering, participating and learning (Ibid.: 67). At the same time individuals are becoming more interested in their own self-improvement such as personal health, well-being, education and skill development.

1.2.1 Theoretical approach

Relevant theoretical material is selected in order to academically look into the future, by utilizing general and theoretical explanations when investigating how futures are constructed and envisioned and under what circumstances. The futurologist, Ian Yeoman, is the author of two books entirely focused on future scenarios within tourism. Theoretical explanations deconstruct his scenarios in order to analyze and discuss his results and visions. In addition, the sociologist, John Urry, deploys scenarios of the future, which will later be deconstructed and analyzed in order to compare the aspects with Yeoman's future. Eventually, the Dutch case study, *The Lifestyle Hub*, concerns the development of the hospitality industry within future hotel constructions aspiring from a design thinking approach. This case study will be analyzed with purposes of comparing findings with both Yeoman and Urry's visions of the future. Three perspectives are selected as the essential focus within this thesis based on the empirical material mentioned above. These perspectives are: technology, mobility and sustainability.

Accordingly, these three different perspectives of futuring represent the frame for the thesis. Relevant theoretical material will underpin, distinguish and deconstruct the distinct visions of futures in order to academically explain how the future scenarios are currently constructed and

to what extent they differ from each other. Below contains the arguments of how technology, mobility and sustainability is considered relevant within a tourism perspective.

In order to address the future, theoreticians suggest aspects where society is reflected when constructing or envisioning the future. Brown et al argue, that technology is fundamental as a main agent in the contemporary society due to high-technological innovations. These innovations lead to the complex of path dependency, which will be elaborated further. By the technological innovation issues of reducing human activity is argued, by Brown et al, a consequence of technological adaption. These theoretical technological explanations form the basis for the empirical investigation within future scenarios.

According to Hannam et al, mobility is a key driver for the twenty-first century. Powerful discourses create effects and contexts. These are for instance the movement of people, objects' capital and information, local processes of transportation, movement through public space and the travel of things with the everyday life. A lot of different stakeholders such as business strategies, advertising and government policy are driven by the dreams of "hyper-mobility". Both public and private sectors seek to understand, monitor, manage and transform aspects of these multiple mobilities. Hannam et al suggest that mobility's turn is transforming the social sciences into a new paradigm – the "new mobilities" paradigm. The power of mobility is, according to Hannam et al, only possible in the expense of immobility that emerges as social exclusion and security threats. The importance of the relationship between mobility and immobility is essential within the future tourism constructions and visions.

As a consequence of the phenomenal growth within technology and mobility systems, the impact on the environment is, as Holden argues, of significant concern. Climatic changes are already on the agenda at global summits, where the use of the Earth's natural resources are raised as an important issue. Sustainability is argued as an essential aspect in the future scenarios of tourism as the environment can no longer be taken for granted.

Holden argues, that sustainability is relevant for the future, because systems in society, human behavior and the attitude against the environment provoke important damage.

These aspects of addressing the future are by various theoretical approaches argued as central fundamentals when constructing and envisioning the future. The theoretical approaches open up possibilities and complexes that will be utilized to manage the future scenarios of Yeoman, Urry and the perspective of design thinking.

1.3 Methodology

Relevant theoretical literature, as addressed in the section above, creates foundation for managing futuring. The methodological approach for the thesis is furthermore essential in order to understand on which circumstances the constructed futures have been envisioned. A critical discourse analysis will establish the basis of the methodological decisions made through this paper. This chapter clearly specifies why and how discourse analysis is a methodological tool in order to open up and engage with the specific field of futuring in the analysis. Furthermore, the discourse analysis demonstrates how categorizations, differences, patterns and discourses are expressed in the texts of Yeoman, Urry and from the perspective of design thinking, which are selected as empirical material.

1.3.1 Scientific optic

Theory of science creates relevant and critical questions in every field of study related to the empirical material (Beck Holm 2011: 4). Theory of science is an essential aspect within constructions of the future. In the following section, the constructivism is argued as a relevant scientific foundation for the further research. With the fundamental understanding of constructivism the relationship between subject and object, between human being and the surroundings, is considered an integrative part of each other (Hjort 1997: 10). Constructivism is

inspired of the phenomenological thinking, the study of the visible and the idea that the world is being created in the consciousness. Reality is generally argued as a social construction, more precisely, as the ties between the researchers decide what there is to be seen and hence what is understood as “real science” (Beck Holm 2011: 69). Ludwig Wittgenstein (in Beck Holm 2011) argues that the meaning of words and sentences are expressed in the way we utilize them, not in their reference to “reality”. We form our lives through the utilization of language, thus the determination of how we live our lives is created through our choice of language. The construction of “reality” depends on the researcher’s understanding of language. As the following sections in this methodological chapter demonstrate, futuring is constructed by different presumptions regarding the empirical material of Yeoman, Urry and design thinking. Constructivism argues, that the identification of language is metaphorical and demands cultural background knowledge in order to understand the meaning. Depending on how the researchers manage futuring, the results are reflective of these circumstances. One of the core principles of constructivism is argued as the unnecessary connection between the world and our concepts of the world, due to the language, which is a picture of the social interaction and not the reality (Ibid.: 70). The world is, so to say, something we create in our discourses and due to this presumption the “truth” might be abandoned. However, another core principle of constructivism argues, that the formation of the future is constructed through our understandings of the world, and that reflections of these understandings are crucial on our future in order to change or improve the society (Ibid.). The constructivism argues that if we are critical against the utilization of language, we will be able to actually change the world, thus the construction of “reality” in our discourses can be taken into discussion. The objective of this core principle for the researchers is therefore to articulate a new social reality and also utilize it the way they wish. This is meanwhile an answer to what the constructivism is best at, namely to critically reflect on the different perspectives we create as a common social reality (Ibid.: 75).

Bruno Latour argues (in Beck Holm 2011), that we by nature are raised to believe science and the truth about how the science actually constructs the world. However, Latour succeeded in releasing from these prejudices based on his research, which argues, that while science is a social

practice consisting of collaboration between researchers, the social practice is forgotten when researchers determine something as a fact (Ibid.: 76).

This presumption must be understood as a critique of the science's self-understanding, and will be taken into consideration during the analysis.

Summing up, an illustration of constructivism must be done by demonstrating perspectives of how the world is understood from the discourses in which it is articulated. Hence, the relationship between text and social context, or rather, the role of the text in the social context, is what constructivism wishes to demonstrate (Hjort 1997: 9). The theory of science has been conducted in order to understand the background for methodological discourse analysis explained below.

1.3.2 Discourse theory

Within the discourse analysis two aspects are essential as “open up” texts are used to demonstrate categorizations, differences, patterns and discourses. The first aspect, aspiring from the constructivism argues that the language *about* the reality not *is* the reality. The other aspect claims that language is a part of the social practice and the effect on this practice (Hjort 1997: 12), as demonstrated previously. These aspects lead to discourses that are understood as forms of actions or practices.

Norman Fairclough (1992) (in Andersen & Kaspersen 2013: 195), who elaborated the *critical discourse analysis*, observed discourses during three generations, in which he established the linguistic entity and extension of the social phenomena as central perspectives in the discourse analysis.

In order to concretize the scope of this thesis regarding futuring, the research design as clarified below takes part from the social and linguistic practices. These practices will “open up” texts by the different researches in order to demonstrate how they construct or envision the future, what their patterns demonstrate and which differences they contain.

Discourse is defined as a term that refers to a text concerning a particular theme, in this case, futuring. The *utilization* of language generates significance for the conventions that are implicated in the specific texts (Hjort 1997: 13). This structural definition is analyzed in order to demonstrate patterns and differences in the research of Yeoman, Urry and design thinking of how they construct the future. Discourse is thereby a part of a social negotiation or power struggle, and exactly this power struggle, is of important significance when defining the reality (Ibid.). Michel Foucault (2000) presents the power-knowledge definition as a permanent struggle between the social relations, defining the reality and thereby achieving a hegemonic position. *Omnipresence* of power, as Foucault expresses it, is the result of constant struggles of power, and operating with the terms *target* and *agent* (Foucault 2000: 380). The researchers (agents) struggle to define themes within the content of the discourse. They decide what has to be discussed and how (Hjort 1997: 13). The agents struggle with a definition of relations among the participants (targets), determined by specific social relations and identities.

By framing the discourse analysis to social and linguistic practices, as well as the importance of hegemony, the research design illustrates how the selected texts construct the future in the analysis.

1.3.3 Research design

Common for the selected texts in this study is that they reflect differently on the relationship between discursive practices and the relationship between the text and the social context they are enrolled in. The empirical material in this thesis consists of the books “Tomorrow’s Tourist – Scenarios & Trends” (2008) and “2050 – Tomorrow’s Tourism” (2012) when analyzing the perspective of Yeoman. These books contain insight into Yeoman envisions the future tourism destinations and tourist experiences. Furthermore, Urry’s article “Climate change, travel and complex futures” (2008) is selected as empirical data, as his radical approach of envisioning futures contains a perspective of complexes and warnings regarding contemporary tourism systems. Eventually, the case study “The future of hotels: The Lifestyle Hub. A design-thinking approach for developing future hospitality concepts” by Lub et al (2015), has been selected as an alternative and creative approach when managing and envisioning futures.

Hannam & Knox argue, that tourism researchers utilize critical discourse analysis for critical investigation of tourism experiences, destinations, motivations and practices through textual data reflected in their own and others' world (Hannam & Knox 2010: 24). This thesis analyzes three different approaches of futuring with distinct visions of what the future tourism destinations will be like, what will motivate tourists and which experiences and practices that will expand and ultimately, what consequences these changes might provoke. A textual analysis has been utilized in order to distinguish patterns, similarities, and differences from the empirical material. By going slowly and thoughtfully through the material one line and sentence at a time, it has been possible to explore in depth specific themes and cases. This is done in order to carefully understand definition, reasoning and what means what and why. Eventually, these findings have been compared and reflected in a social context. As themes have accumulated, theoretical approaches have connected. as the aim has been to get close to these themes and not missing out on anything. As it will be demonstrated, the empirical material has been organized so that consistent aspects or themes appear as substantial importance.

Within the discourse analysis a rigorous awareness of the social context emerges, conceptualized through agencies and actions including constructions of identities, social relations, knowledge and constructions of contexts (Ibid.: 27). Hannam & Knox argue that the method of deconstruction is essential when managing the outcome of series, structures etc. that are in conflict with each other. Yeoman, Urry and design thinking demonstrate certain conflicts when envisioning and constructing the relationship between future social relations and constructions of the context. Accordingly, deconstruction has been utilized in order to understand how and why futures are contested. Furthermore, deconstruction looks for dichotomies and seeks to understand what has been left out as "secret" meanings that are not immediately obvious (Ibid.: 29). The material of Yeoman, Urry and design thinking has been deconstructed in order to find secret meanings and patterns and ask questions that tend to be ignored. As it will be demonstrated several issues seem to be ignored by some researchers, while these issues are of major importance for others. Eventually, deconstruction has made it possible to explore alternative meanings and potential effects of these.

1.3.4 Validity

Lincoln & Guba (1985) (in Jamal 2001: 76) provide a number of useful techniques for meeting the trustworthiness criteria in a research. The basic issue of trustworthiness relates to the arguments that are being utilized to demonstrate if findings of an inquiry are worthy of relevance (Jamal 2001: 76). Particular techniques in this thesis when determining trustworthiness include dependability and confirmability. The three different approaches of futuring contain diverse research methods, and the writer's purpose is to clarify how the future scenarios are currently constructed. Arguments of these methods based on differences and similarities of the empirical inquiry, lead to dependability of the thesis' results and findings. Furthermore, by examining the output of the constructed futures in form of differences and similarities the writer obtains confirmability of the findings.

For interpretive studies, as this thesis is, *transparency* is appropriate to include. A certain transparency enables to sense the meaning structures of what is being described in the text (Ibid.: 77). Due to the fact, that the future does not yet exist, transparency is of essential value, as the identified themes mustered by the researchers in creating exemplary descriptions, must lead to thoughtfulness. The writer discusses the distinct opinions and further links them to theoretical explanations, which creates transparency to the thesis. Eventually, *reflexivity* is hereby important to demonstrate throughout the thesis. According to Hannam & Knox, it is impossible to make research entirely objective (Hannam & Knox 2010: 186). The writer's purpose is therefore to critically and analytically compare and discuss the distinct visions of the future in order to cause validity.

1.3.5 Scope and delimitations

The social constructivism contrasts other scientific methods such as the natural science, and hence the methodological approach and consequence of this might have differed comparing to this thesis' approach. For instance, the *realism* believes that the world exists in itself without depending on our sensation, and the objective of the science is to identify the world, not only our

sensation of it (Beck Holm 2011: 39). Natural sciences, which believe in only one objective reality, furthermore critiques constructivism for missing out on the *truth*, as clarified previously. In this thesis the discourse analysis and the social constructivism do not focus on one reality and how it is, but rather examine the diverse futures that through different practices are being constructed. As emphasized in the literature review this thesis concerns the influence of megatrends within economic, political, environmental, technological, demographic and social practices. Moreover, the theoretical approach has demonstrated a specific focus area within the futures of technologies, mobility systems and sustainability. Due to the limited scope, the supply perspective is excluded regarding destination and enterprise management and these influences on product development.

1.3.6 Structure

In order to maintain the reader's understanding through the thesis, an explanation of the structure is elaborated below.

The thesis consists of five major chapters, including this introductory chapter. Subsequently, three main chapters represent the most substantial parts of this process. These three chapters are divided into a section focusing on the main issues elaborated above concerning technology, mobility and sustainability. Each chapter begins with an important explanation of the specific perspective focused on in the particular chapter. Within each theoretical perspective Yeoman, Urry and design thinking introduce their opinions and visions of the specific topic, beginning with Yeoman, followed by Urry and eventually design thinking. In some sections specific future scenarios are described in order to fully adapt and understand the visions of the three approaches within futuring.

The last chapter contains a discussion of the findings and complexes throughout the analysis, before ending the thesis with conclusion and reflection of the topic.

CHAPTER 2: A TECHNOLOGY PERSPECTIVE

The objective of this analysis is to address technology, mobility and sustainability within the future scenarios, which have been constructed and envisioned by Yeoman (2008 and 2012), Urry (2008) and the design thinking approach (2015). These three approaches of futuring involve technology, mobility and sustainability as the main aspects of constructing and envisioning the future within tourism. Accordingly, in order to answer the research question, analytical procedures will emphasize similarities and differences of the distinct approaches of how to manage futures, starting with future constructions within a technology perspective.

2.1 Importance of Technology

In this first part of the analysis technology is argued as an agent for the future scenario constructions within tourism. Technology has been selected as the first perspective and technological innovation is argued as a main driver for future changes. This will be further elaborated below. This first section describes why technological innovation achieves importance within tourism and in particular how the three approaches address technology in the thesis.

This chapter pursues the duality of technology's influence and the pitfalls and possibilities on tourist behavior. The interest in this chapter is to examine the paradigms within technological innovation and where complexes can be raised.

In this part, Yeoman, Urry and design thinking demonstrate how technological innovations have changed and will change the future within tourism and further illustrate to what extent technology develops as a social product, patterned by the conditions of its creation.

Brown et al (2000) argue that our visions of the future are typically dominated by new technologies, such as nanotechnology that will cure diseases, cars that will drive themselves, computers that will get even more ubiquitous parts of life, or the Internet that will increase as a

venue choice for our relationships. Hence the argument that only little space for human relations is left in the future will be further analyzed in the following.

Brown et al argue that technology is a main driver within the innovations of the future, which works to promote convergence in social structures. However, the path dependence will yet again be brought into considerations of the technological development due to critique of lock-in systems.

Mike Michael (2000) concerns the term “performativity” and argues, that social scientific technology is a “fabrication” of problems in the past aiming for solutions in the future while the present is representations of sociotechnical pasts and futures. Hence, his term of performativity will try to demonstrate how such representations are constructed so they perform in specific ways.

2.2 The Technological Revolution

In this section, Ian Yeoman (2012) aims to explain how the future is envisioned and constructed within the innovation of technology. As demonstrated below this case takes part from looking into the future of Edinburgh in 2050. Yeoman (2012) has been selected in this part due to the technological change that has occurred since his first book, Yeoman (2008). Accordingly, he argues, that the 2012 edition is a consequence of the rapid change in the world, demonstrating a more creative edition and taking a quantum leap into the future in order to provide a realistic picture of what is coming.

Yeoman argues that the Internet is one of the main drivers within technological innovation that has lead to faster and more immediate access to information, and is further the most important channel for holiday sales (Yeoman 2012: 66). Brown et al agree:

“This view is typically found in commentaries on the ‘future impact’ of a list of new technologies. Here, the key question is not whether a certain option will be pursued, but rather when it will come

in being. In its more elaborate forms, such thinking has led to some of the more sweeping claims about the dynamics of technology in industrial society.” (Brown et al 2000: 9).

This specific view on technology demonstrates that the technological innovations are main drivers within the constructions of future scenarios.

“Ubiquitous computing refers to technologies which interact with humanity out in the open rather than users connecting with the computer; it is the interaction of one user with many interfaces through technology that is interwoven into the external environment.” (Yeoman 2012: 67)

Yeoman sees technology as an agent that becomes integrated and “invisible” in the interaction of our daily lives creating a digital society. Brown et al state that typically the visions of future are dominated by new technologies such as nanotechnology that will cure diseases, cars that will drive themselves, computers that grow even more ubiquitous and cyberspace that will turn into the venue choice of our relationships (Brown et al 2000: 4).

2.2.1 Edinburgh 2050

By the technological changes, Yeoman envisions the future as a phenomenon of growth and resources that shape the future society. In the following he visions the future for Edinburgh by 2050:

When planning to visit Edinburgh in 2050, visitors utilize mobile phones watching the last videos on www.visitscotland.com for being inspired of what to do. By “tagging” the things they want to do, places to stay etc., the holiday is already planned. Before heading for Scotland everything is being confirmed speaking to Visit Scotland’s intelligent agent, a 3D hologram image on the phone. On arrival at Edinburgh airport, tourists are able to check local information about for instance pubs and restaurants by interacting with a cyborg information assistant standing in the airport, who is a wealth of knowledge advising.

A biometric eye registration system functions as checking into the hotel when arriving to this. When leaving for a tour in the old town, purchasing a “witchery tour” app visualizes buildings and roads in order to find way and furthermore it is able to visualize what Edinburgh would be like in 1650. After dinner the night finishes with drinks at a seven star bar with mind reading bar attendants who offer immaculate service.

Yeoman envisions one giant future of technology within ubiquitous networked systems constructed on technological innovation. Several drivers for future scenario appear from the above mentioned future city of Edinburgh. The future scenario of Edinburgh is clearly envisioned from a capitalistic perspective based on technological growth, and Yeoman sees the technological innovation as a positive development in the society.

As Michael (in Brown et al 2000: 21) states: “the past and future... are constantly created and recreated in the present”, thus managing in the present deploys representations of the past and the future. In the Edinburgh scenario, some factors of managing the future in the present appear regarding the cyborg information assistant in the airport and the biometric eye registration system at the hotel. The Santander bank in Madrid has already created a futuristic visitor center encompassing knee-high autonomous robotic butlers meeting costumers when they enter (Yeoman 2012: 76). It allows visitors to choose language and robot guidance. Furthermore, walls are constructed as touch-screen-based interaction design:

“With a digital information layout and mobile transparent-like screens, users can manoeuvre them and explore information, facilities and architectural tales of the centre, acting as a guide on its own.” (Yeoman 2012: 77).

Yeoman’s construction of the future Edinburgh seems to be based on the already existing technological innovations of today’s society, but containing even more creativity and growth systems. The biometric system is a recognition system used widely in commercial, government and forensic applications and was first developed in 19th century in order to identify criminals (Ibid.: 75). With the increased use of technology in security, this trend will accelerate as seen in

the Edinburgh scenario. Here again, Yeoman demonstrates how the future is constructed by representations of the past and present, introducing a future eye registration system based on a development in the 19th century.

It seems from Yeoman's future scenario, that public spaces become increasingly incorporated with digital features, and hence, the future of visitor centers may see a decrease in human staff, eventually replaced by robotic staff, along with digitalized platforms to present information in an interactive manner. Brown et al argue that: "human agency becomes reduced to engaging in behaviour to ensure the speedy uptake of particular technological possibilities" and "little space is made for questions of human relations that are not structured around or presented as a consequence of the very latest gadgets." (Brown et al 2000: 4, 9). Edinburgh 2050 clearly shows the reduction in human relations as no interaction between human beings is mentioned in the scenario. From the very first step of planning the holiday to the last cocktail on the seven star bar, only 3D hologram, cyborg assistants and mind reading bar attendants are mentioned. Yeoman clearly operates in a growing system of only one future, which expresses the contemporary development that will forever continue:

"Future gestural interfaces will enable humans to interact with machines without having to use any mechanical devices; it is the next big thing in computer interfaces." (Yeoman: 2012: 70).

The future will according to Yeoman consist of platforms that bridges communication between humans and machines, allowing computers to understand human body language and without being controlled by devices. Another aspect that demonstrates Yeoman's endless positive development of technology is the bar mentioned in the Edinburgh scenario, called Balmoral Champagne Bar. The technological innovation has by 2050 been elaborated on to such an extent that it will be possible to delegate no less than seven stars. This significance of luxury will be further emphasized later on in this thesis.

"The ability for technologies to connect to brain waves has resulted in an emerging field of synthetic telepathy. This is demonstrated in the scenario at the Balmoral Champagne bar, where the bar staff

have mind-reading abilities. Synthetic telepathy involves the development of a 'telepathy chip', which is a neural implant that allows users to project their thoughts and feelings, and receive the same thing from others without the use of verbal words or actions." (Yeoman 2012: 81).

Communication systems in which messages or commands that an individual sends are communicated through external devices that translate them into actions, demonstrate that human activity more than ever seems to disappear in 2050. Pearce argues that a dimension of tourist information and technology is an issue of privacy:

"For others it may be disconcerting to expose one's insecurities, financial status and relationship complexities as well as one's secret motives in a direct and personal encounter. Using the internet by way of contrast the tourist can arguably make all sorts of inquiries anonymously." (Pearce 2011: 35-36)

Pearce expresses the issue of reducing human relation activity due to the technological development of computer and mobile systems. He argues that there is a potential for moral concerns and challenges to people's identity that may "disappear" entirely within the domain of technology. This complex is not demonstrated in the future scenario of Edinburgh, but rather Yeoman sees this evolution of technological revolution as a "facileness" that causes simpler and easier ways of living:

"This virtual human will be able to recognise the real participants in the meeting, register what is being said and report to the absentee after the meeting. Other prototypes include the development of an 'avatar' - a mobile robotic mannequin that takes on the appearance of its far-away human host - that can be remotely controlled and navigated from distant environment." (Yeoman 2012: 80).

Accordingly, Yeoman finds it attractive that the direction of future technology allows people to communicate using interactive real-time 3D communication in the form of an autonomous

“avatar”, when for instance the actual person is unable to attend a meeting (Yeoman 2012: 81). From the perspective of Pearce this “avatar” is a worrying signal for the future due to lack of human interaction and the reduction of people’s identity.

2.2.2 A “free” or “real” information society

Yeoman distinguishes between two scenarios of the future: the “free information society” and the “real information society”. Virtual and augmented reality developments have blurred the definition of the real world and the computer-generated world. “Virtual reality” is the utilization of a computer-generated 3D environment that consists of scenarios, where the user is fully immersed in a virtual environment, without any interaction with the real world (Yeoman 2012: 73). “Augmented reality” is driven by technology that enhances rather than replaces reality.

“For example, a mobile application, Layar, uses the mobile phone’s camera and GPS capabilities to overlay information such as histories or photographs of nearby sites and restaurants on screen.” (Yeoman 2012: 74).

In the scenario of Edinburgh the virtual reality is clearly expressed as a free information society operating in the city like it was a virtual place. The “witchery tour” app makes it possible to experience and interpret medieval Edinburgh. Furthermore, shifts in using maps from “way-finding” to “way-showing” enables to navigate through urban environments.

“For example, a user at present will be able to obtain information on the type of cuisine a particular restaurant offers, but in a ubiquitous urban environment, the user can choose to obtain information on whether the restaurant is open at that moment, or whether there is a queue for tables.” (Yeoman 2012: 69).

It seems that the scenario of Edinburgh transforms the society from an augmented reality in a real society into a virtual reality operating in a free information society. Based on the everlasting technological revolution, Yeoman envisions the future as a virtual reality that will empower

people to have more control of the type and amount of information presented to them. Pearce argues that linear predictions of growth are unreliable because the technology evolves daily (Pearce 2011: 26). It is clear that the power and the uses of the Internet have a major influence on the tourists' access to knowledge, and hence Yeoman envisions this creative and "nonlinear" future scenario of Edinburgh.

Another issue that arises from this is the "location agency", which Brown et al concern: "Breakthroughs are often presented as speaking for the future implications of a technology when in fact the future career of the specific knowledge-claim is still yet to be built." (Brown et al 2000: 8). The future technologies concentrate on products or scientific claims, that thereby are aiming for breakthroughs and open up new work even though it is not real yet. Through creativity and focus on everlasting technological revolution, Yeoman envisions the future Edinburgh with extrapolations of the present that works the convergence in the social structures.

2.3 Good Intentions

John Urry (2008) addresses technology as an agent for "solution", as it will be emphasized in this part. He claims that technologies are always seen as embedded within forms of economic, social and political life (Urry 2008: 264). Limits and possibilities of how new technology enter and remake the society and environment is, as argued by Urry, essential issues, which therefore will be analyzed in this part.

"Overall, therefore futures are heavily circumscribed by an array of cognitive and non-cognitive human capacities, the embedded practices and traditions within each society, the power and conserving effect of national and international states, interlocking global processes operating at multiple scales, the relative fixity of the built environment, various economic, technological and social path dependencies, and large-scale enduring economic-technological, social, environmental and political inequalities around the globe." (Urry 2008: 265)

Urry indicates that due to power the futures are contested as different systems that can be locked in and limit the possibilities of future change. Brown et al furthermore criticize technological path dependency:

“The difference lies not in the technology necessarily but rather in the contingencies of socio-technical circumstances and the play of institutional interests that favour on technology over another. A war-time crystal radio is as good at being a crystal radio today as it was then. But locate it in the wider heterogeneous context of contemporary expectations of digitised communications and new interfaces and it becomes easy to mistakenly think of the crystal radio as itself an inherently’ flawed effect.” (Brown et al 2000: 10).

This quote indicates that rapid growing technologies determine and shape the society into “lock-ins”, that is, when technologies demonstrate adoption and problem resolving. This generates a powerful path dependency, which Urry argues as a negative development, when systems develop irreversibly through “lock-ins” that are unpredictable and difficult to foresee (Urry 2008: 266). Moreover: “the system turns over, as with a liquid that turns into a gas with small changes in controlling temperatures.” (Ibid.). These arguments about criticism of path dependency are very unlike Yeoman who sees the future as a “happy” incorporation of technological development systems. Urry sees the future as worrisome due to the power of “lock-in” systems.

2.3.1 Saving the planet

As it will be demonstrated later on in this thesis, Urry envisions dystopian future scenarios due to path dependency in certain systems. He suggests the elaboration of an organic system based on technological innovation aiming for saving the planet due the path dependency complexes. Michael (Brown et al 2000) argues that the future is the “solution” based on the “problems” that shaped the past. Accordingly, he argues that the present is a “locus” that is representations of sociotechnical pasts and futures (Brown et al 2000: 22). Urry utilizes the “problems” of the contemporary society to envision a better future, with a system called “good intentions” that also influences mobility systems, which will be demonstrated in the next chapter. This “good

intentions” scenario is a structure of architecture of technologies and practices and Urry describes it as following:

“Such a society of the future would involve rejecting the ‘modernist’ separation of different transport systems and would seek to replace this with an ‘organic’ model.” (Urry 2008: 270).

This organic design seeks to integrate traffic participants as a networked system rather than as separate “iron cages”, as a potentially integrated nexus instead of parallel series. By iron cages, Urry describes current cars as useless and “interrupting”. The “good intentions” scenario requires some major issues (Urry 2008: 272). First, the scenario must aspire through certain small changes provoking a new dependent locked-in pattern. Secondly, in order to develop the “good intentions” scenario a “digital panopticon” is required of tracking and tracing people through satellites, location of sensors within street furniture and moving vehicles, smart code space to determine the route, processors to self-navigation and tracking and tracing person’s carbon allowances (Ibid.: 273). Urry’s future scenario indicates a “smart city” society:

“Smart city may be the solution, which generally relies on the widely distributed smart devices to monitor the urban environment in real-time, to react in time, to establish automated control, to collect information for intelligent decision making, and to facilitate various services and improve the quality of urban living. The distributed network of intelligent sensor nodes, as well as the data centers/clouds where the sensor data are stored and shared, constructs the main body of smart city infrastructure.” (He et al 2014: 1).

The definition of a “smart city” society is similar to the scenario Urry describes that “would consist of multiple, dense forms of movement mainly small, ultra-light, smart, probably battery or hydrogen-based, deprivatised ‘vehicles’. Flexibilized travelling would involve accessing small, light mobile pods as and when they were required.” (Urry 2008: 271).

This scenario is similar to Yeoman, who also envisions Edinburgh as a smart city of a ubiquitous network of technology systems. Although it seems similar to Yeoman, Urry’s scenario describes it

as being a consequence of the damaging path dependency systems through the nineteenth century. He argues:

“The future of human life seems to depend upon moving across a tipping point towards a system based upon the extensive and intensive ‘digitization’ of each self. Such a system of tracking and tracing involves step changes in the character of life.” (Urry 2008: 274).

The panopticon system thereby functions as digital tracing and tracking of people rather than the freedom of movement. Everything in the society will thus be transparent and open, so to say, that the freedom of every individual is being threatened by panopticon system controls. Urry indicates here that the future scenarios constructed as a consequence of our own environmental behavior in the past years, so that the bitter revenge seems to have arrived. As a consequence, the future will transform into a monitoring society. On the other hand, if the “good intentions” scenario is not being developed in time, the future will be characterized by regional “warlordism” as Urry concerns in Chapter 4.

“And this tipping depends upon a rich environment of information and messages that are themselves mobile and increasingly sentient. People would need to be locked into sentient, smart and responsive swarming behavior and this would hugely change the very nature of the ‘car-driver’ affective experience (Sheller 2004).” (Urry 2008: 273).

Urry argues that the new organic system will elaborate more sentient and swarming behavior among the tourists, when interacting closely with each other in nexus systems, rather than systems of transportation series. This aspect of a future “smart city” distinguishes from Yeoman future construction of Edinburgh. The future tourist in Edinburgh seems to live within a virtual reality in a free information society, while Urry claims that the co-presence within the “good intentions” scenario demands sentient actors operating in systems of an organic nexus. While Yeoman predicts a capitalistic ascending technological curve, Urry seems concerned with this “strong” expand of technologies and rather focuses on organic networks.

2.4 Organic Future Hotels

In this section technology within the perspective of design thinking is analyzed, and as it will be demonstrated design thinking operates in a system of organic and “soft” customizing co-operations between actors and structures in the society.

2.4.1 The persona

From a design thinking perspective, the future tourist is described by defining a “persona” in order to gain deeper understanding of desires and interests. The development of a persona, who is a fictitious, specific, concrete representation of target users who share common behavioral characteristics, indicates that in order to envision or construct the future, the persona must be seen from its social context in the present. On this basis the needs and desires for the persona can be designed, i.e. by understanding the contemporary existence of the consumer and hence to understand people in a “structure” or “frame”.

“To develop personas, it is important to immerse oneself in his/her daily lives and develop a mindset to deeply understand people’s activities, needs, motivations, experiences, dilemmas, and how they deal with them.” (Lub et al 2015: 6).

Based on the findings this case study, a persona reflecting lifestyles and values is defined and dubbed as “Paul, the digital bohemian”. The persona can be described as a young, urbanite, aged 25-45, travelling around the world with laptops, with the goal of pursuing his/her own projects and often swifts between different projects (Ibid: 7). Paul describes himself as following: “I am constantly travelling for professional or personal reasons. I see the world as my playground. I look for constant amusement and surprise.” (Ibid.: 9).

2.4.2 Technological capturing of Generation Y

Morrison (2013) argues, that people born between 1980 and 2000 belong to the definition Generation Y. This generation is especially well known for “gap years” travelling farther away and more frequently than Generation X and the Baby Boomers, which are generations born before Generation Y (Morrison 2013: 420). Paul fits into the categorization of Generation Y, as the description of him relates to the definition. Furthermore, Morrison states that a tourism industry project called QTIC-Y has been founded with the purpose of linking tourism students, employees, entrepreneurs and stakeholders together in one integrated network:

“The network will encompass all sectors of the tourism industry, including tour operators, accommodation, travel, events and more. QTIC-Y will endeavour to strive for positive changes in the industry while working on issues affecting or of importance to Generation Y.” (Morrison 2013: 420)

The network of co-construction between distinct structures and actors in the society attempts to achieve understanding and accommodate Generation Y’s desires, and this is what the perspective of design thinking also illustrates:

“Florida believes that cities need a ‘people climate’ even more than a business one. To him, this means enabling creativity ‘across the board’ by building communities that attract creative people rather than only high-tech companies” (Lub et al 2015: 9).

The future hotels of the design thinking perspective are being constructed not only within high-technological innovations, but rather engaging with the consumers’ need and desires of creativity. This will generate a “people climate”. The quote expresses a need for customization and individualization when developing future technologies.

Yeoman also considers himself with the evolution of Generation Y as different generations reflect distinct attitudes and beliefs shaped by external factors. He argues, that Generation Y is heavily

recognized as a generation wholly different from earlier generations, because they are born into technology – they live life through a screen:

“These characteristics, which include their love for customisation, desire for freedom of choice and speech and innovative ideas have transformed the internet from an information-provision platform, to an information-sharing platform; from passive media to interactive media.” (Yeoman 2012: 78).

Talking to friends, listening to music, and surfing multiple websites all at the same time are of essential importance within the Generation Y. This generation not only *observes* but rather *participates* in online activities (Ibid.: 78). Mobile phones are no longer communication devices but rather a vital connection to their social networks, enabling them to stay connected online wherever and whenever.

“Smartphones such as iPhone and Blackberry are mobile phones that have access to general internet and support user applications... Increasingly, users are also integrating smartphones into their daily lives, utilising it as an alarm clock, replacing computers and using it to access emails and surf the internet, using it as a GPS guide during trips, loading their favourite music on the go rather than listening to radios, as well as obtaining up-to-date, personalised news feeds through their mobile devices instead of reading the newspapers.” (Yeoman 2012: 78).

Generation Y is a main driver for technological development, which both Yeoman and the perspective of design thinking agree on. This development of technologies emerges in the system of “people climate”, as stated above. For Generation Y this engagement and adoption of technological innovation is habitual as they are born into technological change. The Y’s are absolutely comfortable in creating, interacting and utilizing multiple platforms, which make them a powerful generation in demanding and requiring, as the construction of future hotels will demonstrate below. This hegemonic power separates from those who are not able to adapt technological change, most likely the baby boomers born between 1946 and 1964 (Morrison 2013: 419). The power of Generation Y demonstrates, that due to the birth into technological

innovation, their desires separate them from earlier generations by this creative customization of “people climate”. Earlier generations have throughout their lives experienced technology as something new and hence they seem to be the “laggards”, as Pearce states it, when adapting the technological changes (Pearce 2011: 33). Due to new technological innovation, from a design thinking perspective, it is essential to adapt these innovations, that is, what Pearce calls the “innovators” and “early adapters”, in order not to end up as “losers”.

2.4.3 So how will the future hotels *be* like...

The future hotels are rather a question of how they will *be* like, more than how they will *look* like. Due to the findings from trends, aims and ambitions of the persona, Paul, the future construction of hotels reflect his demands:

“... a future hotel as an integrated space in constant evolution that serves highly dynamic lifestyles of tomorrow. Its key attributes involve physical and mental requirements as well as a proposed assembly of single services. Furthermore, the key feature is a space that transforms and caters to the needs of consumers along their active and demanding journeys in one place, with clear and separated functions to work independently and with others, to relax, sleep, nap, recharge and eat, which reflects the increasing need for individualization and customization visible in all phases of the case study.” (Lub et al 2015: 12).

This scenario of future hotels indicates the integrated perspective of design thinking’s future vision regarding centralization of dynamic, organic and creative customer needs. Brown et al argue that the future is as seen to be more unpredictable than before as a consequence of the pace of innovative change and heterogeneity.

“The future seems no longer to be produced collectively through some subscription to a wider collective set or norms, but consumed through disaggregated stakeholder populations.” (Brown et al 2000: 12).

Design thinking demonstrates that futures are constructed on the basis of a consumed co-construction, just as Brown argues it. This allows Paul to arrive at the hotel checking with his app to see if any other friends will check in later (Lub et al 2015: 12). After this he chooses to “work in high concentration” and the app is showing in which space of the hotel he can take place. Entering the silent room, he starts to work with a boosting drink that is available.

“The spaces has a cancelling function of what he might consider obstructive ‘noises’ and only allowing predetermined sounds for increasing concentration. The lighting on the room also adjusts to improve the food properties so that they act faster. The space supports Paul’s high concentration needs through offering integrated food, space, silence and lighting solutions.” (Lub et al 2015: 12)

The future hotel clearly expresses an organic environment similar to Urry’s construction of an organic nexus elaborated by the “good intentions” scenario.

Paul’s silent corner changes as his mental and physical needs require a space for sharing his working ideas with his friends:

“They are now at a space that sparks equal physical and mental agility. There is high engagement with his peers through walls and tables as interfaces that support easy projections and clustering ideas and mind mapping activities...” (Lub et al 2015: 12).

Paul finishes the afternoon in a recharging suite that allows him to fulfill reenergizing purposes selecting special kind of mediation smoothie with dopamine cookies (Ibid.). Design thinking share similarities with Yeoman, constructing high-technological walls as interfaces, however design thinking sees the future more as a soft and spiritual society engaging with meditation technologies. Design thinking seems to operate in a system of organic welfare with the consumer in absolute focus. The future hotel seems to operate as a home, as an app allows him to check if other friends are checking in the same day. The possibilities and complexes of this integration of public places and homes, will be further concerned during the mobility chapter.

2.5 Concluding Technology Remarks

Yeoman envisions the future of Edinburgh as a ubiquitous networked society based on technological innovations. According to him, the high-technological Edinburgh is a creative and realistic vision of the future. His future scenarios are thus driven by positive and capitalistic growth tendencies that are already occurring in the society. According to Yeoman, this development of technology will be everlasting and ongoing. Furthermore, he distinguishes between a free information society and a real information society. Based on the technological changes he suggests “avatars” as human replacements when for instance a person is unable to be present in real life. This leads to the issue of privacy that seems to provoke identification complexes and the reducing stimulus of human interaction.

According to Urry, path dependency within technological innovation seems to be complexes of “lock-in” system that are difficult to get out of. He sees the future as a “solution” for the damaging path systems the past decade has caused, and elaborates the “good intentions” scenario that is an organic system engaging with people in a nexus. However, this scenario causes private tracking and trading of people, which seems to violate the freedom of humanity. Accordingly, Urry envisions technological innovations as a manner to shape an organic society, but only at the expense of human freedom. This complex will be further elaborated on within the next chapter.

Individualization and customization are essential aspects within the future constructions of hotels in the perspective of design thinking. The emerging of Generation Y has provoked high importance of consumer needs such as personal desires and interests. It seems essential that generations adapt new high-technological innovations as the changes occur rapidly in contemporary society. Power and hegemony seems to be of important value, as Generation Y demands customized hotels with organic spaces of working environments and recharging areas containing spiritual and mediation features. Design thinking demonstrates how co-operation between any stakeholders customizes future, organic hotels.

CHAPTER 3: A MOBILITY PERSPECTIVE

3.1 Importance of Mobility

The second part of the analysis concerns mobility systems, beginning with an explanation of why and how mobility is being addressed in this thesis as a main agent for future scenarios within tourism.

Hannam et al (2006) state that mobility has become an evocative key driver for the twenty-first century and a powerful discourse creating its own effects based on movements of people, capital and more local processes such as daily transportation. A new paradigm is being formed as the “new mobilities paradigm” (Hannam et al 2006: 2). This new paradigm of mobility reflects structures and hierarchies of power and position, hence the shift away from the traditional model of statehoods towards a complex and multi-scalar regulatory geographies, which restructures both space and time. “Personalized networking” is essential in the mobility paradigm – the greater the personalization of networks is, the more important systems are to facilitate personalization (ibid.: 4). People, machines, images, power, money, ideas and risks are therefore “on the move” constantly making and remaking networks increasing rapidly. For instance, airports have turned into mass mobilities, as systems that link together places, forming networks and bringing connected places together (ibid. 6). However, as Hannam et al argue, mobility is always conditional of immobility. While mobility systems bring connected places together, the places that are not so connected are being distanced. Airports as a form of mass mobility requires an extensive and immobile place, “places of in-between-ness” so to say, involved in being immobilized in lounges, waiting rooms, cafés etc., not forgetting the thousands of workers in airports, who are constantly immobilized in the airports (Ibid.). The example of airports is only brought up here to introduce mobility and the complexity of it. In the following, it will be demonstrated how mobility provokes extreme and dystopian visions of the future.

3.2 The Space Tourist – Extreme Mobilities

The objective of this chapter is to demonstrate how Ian Yeoman (2008) addresses mobility in his visions and constructions of the future. The edition of 2008 is in this part being utilized as it contains a series of predictions about where the tourist will go on holiday in 2030, including trends and drivers that shape tourism demands. He sees mobility as a capitalistic tendency of growth and wealth, including utopia of an ideal society, where consumers in abundance and equality are shaping an identity of individualism, self-esteem and luxury. Beginning with space tourism as a metaphor for tomorrow's tourists, Yeoman emphasizes, that increasing desires for a "have-it-all" society shapes the future of the mobile consumers:

"With rising affluence, consumer values have changed, with a lessening emphasis upon material possessions and an increasing concern for experiential and quality of life issues. The tourist in 2030 will be keen to spend money in new ways that grant them access to new experiences and awareness of new ways of living." (Yeoman 2008: 234)

However, the space tourist is so much more than a metaphor for the future tourist. The space tourist arises from a capitalistic society in 2030, that by Yeoman is argued as a tourist that can easily afford journeys to the outer space. This extreme form of mobility is demonstrated in the following based on Yeoman's envisioning and construction of the future. The space tourism phenomenon is driven by the consumers' desire for luxury and novelty (Yeoman 2008: 233).

3.2.1. One capitalistic future

Yeoman argues, that by 2030 space tourism should be affordable for everyone, comparing with prices from the first flights crossing the Atlantic in 1939. "Then, passengers paid US \$75,000 in today's money. Today the average fare across the Atlantic is over US \$600. So by 2030 space tourism should be affordable for us all." (Yeoman 2008: 233). A rising affluence affects the consumers' values and increases thereby a desire for experiences and quality of life. This

affluence thus seems to be issues of wealth and growth operating in a clearly capitalistic system. In 2030 the tourist will be able to spend money in such new ways that will create opportunities for new experiences and awareness of new ways of living (Yeoman 2008: 234).

It appears that Yeoman predicts the future, based on the parallels of the past and thereby, assumes that by 2030 space tourism is affordable for everyone. Yeoman's prediction of price in connection to mobility provokes an exponential growth that indicates only "one future", so to say. Accordingly, when people's affluence increases and the price reduces, then the mobility systems develop and expand. This positive construction of the future might be connected with the new paradigm of mobilities, as stated above. Mobility links together those who are able to be mobile, but distances from those who are not as connected. Yeoman's positive vision of the future determined by capital, leads to extreme space journeys for those who have capital, but what about those who are not as affluent as others? Mobility only exists through immobility, as argued by Hannam et al. Here again, it seems that Yeoman operates in only one future within a capitalistic system, while Hannam et al indicates "more futures", as mobility only exists through immobility. Further, John Urry argues, that the worldwide expansion of capitalism will spread capitalist exploitation and hence smash down the proletarian class (Urry 2008: 262). By this, he critiques the utopian future as mistaken and dangerous for specific social groups.

Yeoman argues the future seen as capitalistic key drivers based on a phenomenon of growth and wealth, which therefore forms the consumers' motivations and desires. "As affluence has increased over the past 30 years there has been a corresponding rise in the repertoire of activities that consumers 'try-out' in any given time period." (Yeoman 2008: 235).

The space tourist will change the meaning of luxury and expand a desire for new experiences. Going out for dinner will no longer be of special value, as it is considered as an everyday activity. There is a profound interest for new experiences resulting in a "check-list" mentality when it comes to trying new things (Yeoman 2008: 235). Luxury arises from the capitalistic system and as affluence is rising, luxury becomes an important aspect of the consumers' motivations and desires:

“Luxury is no longer reserved for the selected few; it is now within the reach of middle classes of the world due to rising affluence based on property prices, low interest rates, stable employment markets and low inflation. Times have never been better for the average consumer. Luxury is no longer the embrace of kings and queens but mass marketing phenomena of everyday life.” (Yeoman 2008: 238).

As Yeoman defines luxury as phenomena of everyday life, it appears that luxury and mobility are closely related. Yeoman’s future consists of capitalistic affluence and thereby of luxury for everyone. Wealth is thus a key driver for luxury that changes the consumers’ behavior within the consumption of self-esteem and status displayed by materialism through experience in order to construct the one future of free mobility.

3.2.2 Fluid identity

According to Yeoman, the future of mobility is for everyone, as stated before. Moreover, the concept of luxury has changed and is now more fluid and has become more difficult to define. As wealth has become a more integratal part of the middle class, according to Yeoman, this increase of growth forms the paths and roads of the society. However, the concept of luxury as fluid is much more complex and changes dramatically through time and culture (Yeoman 2008: 238). Due to personal transformations luxury has become more difficult to define, as the language has changed (Ibid.). A common background and understanding is therefore essential in this specific area and according to Yeoman (2012), who operates in this book with a more significant level of knowledge and insight in the future, in which he considers the rapid development of the society. Yeoman argues, that the “new tourist” is described as *fluid*, individual and less restricted or influenced by background (Yeoman 2012: 50).

“Tourists have the means for endless choice and creative disorder. They have the power to express opinion and they do so, whether it is through www.tripadvisor.com or www.youtube.com. In fact, they form their opinion not trusted on sources from authority but from peer review... Tourism

destinations need to understand their tourists, not engaging in a relationship which is about mass selling, but focusing on what tourists want at the right time and the right place. To a certain extent, fluid identity is about wealth and have-it-all society; these tourists can afford holidays several times a year and a multitude of short breaks.” (Yeoman 2012: 53-54).

The fluid trend is founded on the basis of desires for experience and novelty, for instance by “collecting” countries, trying new things and being in a constant changing process. These trends create, according to Yeoman, the *fluid identity*, that consists of tourists that have the power to express opinion everywhere based on fast moving technological channels, consumers that are online 24 hours a day based on various feature activity and consumers that engage with the local culture and living (Ibid.: 53). The fluid identity is a main agent for mobility as the individuals who operate in fluid systems are in possession of power in the society. For those, who engage in the fluid identity, are secured by personalized networks when interacting across a wide range of cyber-devices and integrated places.

“No longer is the internet bound to a wire or a desk, but is mobile and wireless. Everyone seems to be online 24 hours a day, anywhere, as technology has become more accessible and costs of transactions are falling. The power of personal mobile technology means more features, interactivity and multi-functionality delivering a different way in which tourist providers have to engage with the future tourists.” (Yeoman 2012: 53).

Yeoman’s capitalistic future is determined by power of the fluid identity that appears to achieve hegemony in the society based on rising affluence. The above mentioned quote demonstrates how the personalized networks based on personal mobile technologies have shaped the fluid identity, and transformed it into a hegemonic “have-it-all”-society reflected in the desire for a richer and more fulfilling life.

Zygmunt Bauman engages with the shift from postmodernity to liquid modernity, which brings him closer to the understanding of development of new levels of poverty, redrawing of class lines and wide ranges of social transformations (Lee 2005: 61). Liquid modernity is seen as a general

response to the decline of postmodernism, by reducing the social to a mere system of differences and considers the subject as an illusion of self-presence and individuality. Similar to Yeoman, the heterogeneity of power relations challenges the solid systems, but where Yeoman sees the fluid identity as a positive development of the future affluent tourist, Bauman on the other hand critiques this development by his term of liquid modernity. The fluid identity breaks down the traditional systems of luxury and experience due to shifts in capital and wealth, and Bauman suggests that this will lead to inequality in society. The free movement of capital and money will thus provoke, roads of liquid modernity is going down leading to human suffering and injustice, as Abrahamson (2004: 177)(in Lee 2005) puts it. But here again, as stated previously, the fluid identity controls the power and will be the winner.

“What is valued today (by choice as much as by unchosen necessity) is the ability to be on the move, to travel light and at short notice. Power is measured by the speed with which responsibilities can be escaped. Who accelerates, wins; who stays put, lose...” (Lee 2005: 66)

By this quote, Bauman clearly expresses worries and concerns about the future of the fluid identity, elaborated by Yeoman. Bauman not only sees one future, but two, one future of the rich upper class, and one future of, in his own words, the losers. It seems that the extreme mobilities paradigm in the future will develop into important inequalities. Bauman argues how this liquidity has emerged rapidly the past years. The liquid modernity is a conception of how the world today denies solidity in order to replace defected and stiff solids with another set of new lightness and fluidity of the increasingly mobile, slippery, shifty and fugitive power (Ibid.: 66).

“... in their search for spatial ordering, the social sciences have still failed to fully recognize how the spatialities of social life presuppose, and frequently involve conflict over, both the actual and the imagined movement of people from place to place, event to event. Travel has largely been for the social sciences a black box, a neutral set of technologies and processes predominantly permitting forms of economic, social and political life that are seen as explicable in terms of other, more causally powerful processes.” (Hannam et al 2008: 4).

Accordingly, the development of the spatialities of social life, and in particular the fluid identity, is essential to occupy more research and understanding of how mobility is not just “neutral”. In the contemporary society there is no casually powerful processes, as there is no linear increase in fluidity. Yet there is a growing capacity for more flexible and dynamic scalar shifting, provoking a crucial dimension of unequal power relations, as argued previously, but also due to fears of illicit mobilities and their attendant security risks, which Yeoman himself also worries about. He argues, that the fluid identity contains a number of possible fears that must be considered. Including these are for instance terrorism and health scare (Yeoman 2012.: 54). When mobility is threatened, for example during the attack on the World Trade Center back in 2001, it leads to simultaneous destruction of multiple mobility systems and thereby affects mobility as a way of life.

What can be lead out of this appearance and development of the fluid identity is the relationship between “structure” in the society and the “actor” operating within it, and the causality of these shifts from stable systems to more liquid systems, as by Yeoman is argued as a sign of more freedom.

3.2.3 Questering

Yeoman argues that the future relations among human beings will be based on personal interests, that are what Silverstein et al (2005)(in Yeoman 2008: 236) call *questering*, expressing the passion about a specific activity. This personal interest of questering forms a specific view on the individual or the tourist elaborated on term of fluid identity. By the raising affluence, capital and fluidity in the overall picture of the society occur, the development of personal desires arises. The structure in the society creates so to say the “spoiled”, who desires novelty, self-esteem and identification. Related to this aspect of questering, *Longevity* is by Yeoman argued as a new coming trend based on the fluid identity.

“Longevity is a key trend associated with fluid identity, as consumers live longer with wealth they expect richer experiences and more. They visit places and do things that their parents could not

afford or would not have heard of. They will search for experiences that hold back the wrinkles of old age..." (Yeoman 2012: 54).

The affluent structures in the society cause this desire for travel as long as possible, and leads furthermore leads to strivings for cultural capital: "The importance of cultural capital defines identity and status, it becomes the critical currency of conversation, that is, 'have you been to South Africa', I swam with dolphins in New Zealand' or 'I built a bridge for a community in India.'" (Yeoman 2012: 55)

Indeed, the cultural capital is caused by economic capital, thus the process of defining identities based on cultural travels is conditional of what extent the individual is mobile and affluent. Due to the differential mobility empowerments as mentioned before, Ahmed (2004)(in Hannam et al 2012: 3) critiques the mobile forms, and argues the idealization of movement depends upon social exclusion of others who are not as free in the same way. Hence, mobility leads to inequality in the liquid modernity and demonstrates that the ones, who are "inside" wins, the rest lose.

Yeoman argues, that only economical issues are able to break down the fluid identity and instead provoke a *simple identity*. Economic inflation will lead to less travels, or domestic travels over international, budget holidays stemming from a desire for authenticity and where visiting friends and relatives are of valuable importance (Yeoman 2012: 58). When wealth is threatened and causes the simple identity the mobility will furthermore come to an end.

The simple identity demonstrates to perfection the causality of Yeoman's capitalistic visions and constructions of the future. By the statement, that only inflation can threaten the fluid identity, Yeoman thus expresses that capital is the main driver for the futures of tourism. If the world economic suffers, the fluid identity will break down. Until then, it seems that the liquid modernity can happily continue developing, based on the positive prognosis that Yeoman has proposed throughout this section.

3.3 The Reborn of Titanic – Low Mobilities

In this section it will be demonstrated how John Urry (2008) envisions the future within the mobilities paradigm. As it will be emphasized Urry operates in a system of complex mobilities and concerns about immobility as main agent for inequality, which in the future might provoke social states of divisions as well known among upper and lower classes onboard on *Titanic*.

3.3.1 Path dependency

Urry argues, that the systems of mobility spread along many paths and roads and draw several aspects of the environment, which is essential to the social patterns of the twentieth century capitalism. Urry points out, that this generates dangers for those “outside” of the system, while those “inside” the system achieve security:

“... it externalizes dangers onto those ‘within’, and it is central to individualist, consumerist affective culture of contemporary capitalism... Thus different systems can be locked in and limit the possibilities of future change.” (Urry 2008: 265)

Furthermore, he argues that the future adapts specific complex systems, which can never be put back and moreover, there is no tendency for the systems to move towards equilibrium. He states that an increased scale of networked relationships produces more system effects, which are unpredictable with energy flowing in and out. They are characterized by “non-linearity” which causes big system shifts. Once these systems have developed and established they can get “locked-in” and hence survive for a very long time, and this is why, according to Urry, the futures are messy and complicated (Urry 2008: 263). The multiple ways of social systems and processes that generate are what Urry’s complexes of the future concern. As mentioned previously, there exists fear of path dependence in mobilities, and thus it is the objective for Urry to create awareness of this fear and risk.

Even though the ones “inside” the systems of mobility seem to win, they can easily end up as losers, despite of their powerful dominance in the social context.

“... because of how systems co-evolve and mutually adapt it is almost impossible for social groups to anticipate what in certain circumstances would be the means of effecting appropriate systems change. So although many social groups are seeking to realize various projects of change it is enormously hard to do so in ways that produce anything like the intended outcomes, especially if the change is or has to be global.” (Urry 2008: 265-266)

In this quote, Urry reflects the issues of path dependency within the systems, as they are impossible to manage and control due to the rapid development. Opposite Yeoman, Urry emphasizes a certain critique about the huge increase in capital and wealth, as this will lead to negative circumstances unable to be tamed. Yeoman’s extreme positive envisions of the future are completely opposite of Urry’s negative prediction of mobility and fluid identities.

Moreover, Hannam et al argue, that when civil airplanes are turned into weapons, as seen in the events of 11 September 2001, mobility complexes have reached new dangers to different spaces and networks, also regarding to the drug trading, infections, urban crime, asylum seeking, people smuggling and slave trading (Ibid.:7). These catastrophes provoke not only massive loss of human life, but also destruction of multiple mobility systems that cannot be tamed and thus a disruption of the global discourse of unfettered mobility as a way of life occurs. Here again, it is the inability to stop the mobility once it is in progress that needs attention. As Bauman states: “Liquidity reduces our sense of durability to suggest new levels of freedom and at the same time dissolves the bonds that reify our sense of security.” (Lee 2005: 67).

Accordingly, the complexes of mobility systems seem to provoke threats in society when they are too “free” and fluid as a consequence of path dependence.

Urry argues, that it is dangerous to be dependent on what the change engenders. Path dependence is thus a process model in which systems develop irreversibly, and especially the “war of terror” is already producing heightened suspicion shaped by development of mobility

systems, that makes the paths highly interconnected (Urry 2008: 275). In some people path dependence causes consequences to danger and insecurity in society.

3.3.2 Future inequality

As path dependency emerges, the complex of future mobilities expands and the issue of immobility arises. In this section, immobility emphasizes how social inequality might be a rising complex if the mobility systems continue to develop.

In 1800 people in USA travelled on average 50 meters a day compared to today where they are travelling 50 kilometers a day (Buchman 2002: 121)(in Urry 2008: 268). This increase of mobility demonstrates what extremes the developments of these systems perform, and the carbon-based transport system is an essential aspect of this increase. Later on in this analysis, sustainability will be analyzed based on Urry's visions of the future, but the future mobility is conditional of carbon and oil, as this is utilized to travel from one place to another. The source of oil production has already peaked, thus energy in the future will be increasingly expensive and mobility is threatened by a possible lack of oil and carbon if savings cannot be achieved in time (Ibid.: 268). If the mobilities continue, then there will be a breakdown of many mobility, energy and communication connections and provoke a plummeting standard of living. Urry states that:

"Only the super-rich would travel and they would do so in the air within armed helicopters or light aircraft, with very occasional tourist-type space trips to escape the hell on earth..." (Ibid.: 269).

He clearly operates within constructions of more than one future. Similar to Hannam et al, Urry argues that mobility only exists as a consequence of immobility. The controversial statement above leads to connections of social division of rich and poor classes on *Titanic*, which now is just a wreck, but by Urry's previsions of mobility could possibly resurrect. Timothy (2001)(in Hannam et al 2006: 3) argues that the differential mobility empowerments reflect hierarchies of power and position by race, gender and class, and the rights to travel are highly uneven. Urry mentions September 2005 in New Orleans as an example of how the inequality has already appeared in social systems. *Hurricane Katrina* is further mentioned in Hannam et al (2006),

where dysfunctional evacuation of New Orleans left the poor without adequate public transportation system to leave the city.

As already elaborated, Urry suggests the “good intentions” scenario as a possible solution for breaking up with the emerging mobility systems.

“Whereas the modern style attempted to solve the problem of intersecting speeds by preventing them from meeting in the first place, the organic design style seeks to integrate traffic participants. In this approach, the traffic landscape had to be designed in such a way that differences in speed were minimized (Peters 2006: 132).” (Urry 2008: 270).

It appears from this “organic” vision of the future that Urry wishes to slow down the speed of the mobility paradigm and return to more traditional conditions. This so called “good intentions” scenario would constitute a dramatic break with the current patterns of travel and communications and may bring a major change in the form of ground transportation.

“Specifically then ‘good intentions’ involves a mixed flow of slow-moving semi-public micro-cars, bikes, hybrid vehicles, pedestrians and mass transport and these are integrated into networks of physical and virtual access. There would be electronic coordination between motorized and non-motorized transport and between those ‘on the move’ in many different ways (Hawken, Lovins and Lovins 2002: 47).” (Urry 2008: 271).

The quote demonstrates, that Urry is worried about the future, if the mobility systems continue the rapid development and the social inequality further emerges. As emphasized previously the relationship between the structure in the society and the actor operating within it also has a valuable importance when analyzing Urry’s future scenarios. Urry takes part from the structures in the society, accelerating from the issues of the present mobility and the consequences hereby, by suggesting a new system of “organic” mobility models, opposite Yeoman, who operates in a clearly capitalistic system based on the tourists’ affluence and wealth. Urry overrides the tourist’s

desires and wishes due to his dystopian predictions of what the world would look like in the future.

Continuing with the “good intensions” scenario, it is relevant to engage with the plausibility of this scenario. Urry argues that the scenario of “organic” systems is unpredictable and may occur through certain small changes that would provoke new path dependent locked-in patterns just as he argues, how the internet and the mobile phone suddenly came from “nowhere”. Urry’s visions of the future in order to avoid the emerging mobilities paradigm is thus to construct soft and organic systems, opposite to Yeoman who operates in “monolithic” strong systems.

Furthermore, hegemony once again appears as a main driver for the future. A decline of the US hegemony can develop a nexus system across EU. Urry argues, that the slow death of the American Dream is occurring and is gradually being replaced with the European Dream as: “more expansive and systematic in nature and, therefore, more bound to the welfare of the planet.” (Urry 2008: 273). Here, Urry demonstrates his social awareness of welfare rather than striving for materialism in a capitalistic light as Yeoman envisions the future. Yet again a soft system is argued by Urry as the way out of the strong “monolithic” mobility systems that expand the social inequality.

The “good intensions” scenario would indicate the movement away from the modernist to an organic system. Yeoman also worries about the globalization issues, but rather from a more capitalistic perspective. The shift of power in the world is by Yeoman, argued as conditional of global financial crisis, which will lead to inflation and thus the tourists will travel less until the economy yet again will rise (Yeoman 2012: 31).

Urry states that before this scenario can exist a transformation, in particular regarding the digital panopticon of the “individual self” is needed, including the threat to the “freedom” to walk, even though such a freedom is already transformed through the consequences of the global terror war (Ibid.: 274). Developing such a model would provoke negative effects upon human rights, but fortunately we already live in an era of heightened “securitization” of individual selves. Urry already predicts the issues of illicit mobilities, by indicating that some social groups might be offended by security of mobilities.

“... of course there is a little personal freedom in being stuck in traffic congestion or being killed or maimed in a car accident (deaths from car accidents are 1.2m worldwide per year). It is certainly necessary to separate the flexibility of personal transportation from any notions of personal freedom although the implications of a digital panopticon are more extensive than this and will engender more opposition.” (Urry 2008: 276).

Urry envisions the future based on dystopia, as indicated in the quote above, and demonstrates the consequences and causalities, which by the current fluidity and liquidity in mobility systems are underlying path dependency in the society. Despite the dystopian scenarios, Urry emphasizes the importance of how the current structures in the society can influence the actors' security in the future if the mobility systems continue to develop the way they do. Furthermore, Urry has illustrated how mobilities can provoke extreme inequality in society if they expand in the future.

3.4 The Peer-to-peer Era – Co-constructed Mobilities

In this section it will be demonstrated how a design thinking approach of managing future mobilities is based on organic co-constructions opposite to both Yeoman and Urry, who are utilizing strong signals when constructing the future within mobility systems.

“Personal and professional lifestyles are changing rapidly, boundaries between work and leisure are blurring and mobility of people is increasing.” (Lub et al 2015: 1). Design thinking operates in systems of how professional and personal life are getting more mobile, and how they will spend extended periods of time living and working abroad. Until now, we have seen how Yeoman's visions of the future are based upon the actor's wealth in the society, while Urry concerns are more “structure driven” in studying structural path of a common future. Design thinking brings up a new approach to scenario forecasting, which tends to have a different understanding of the

future. "Giving the increased importance of understanding customer's changing lifestyles, understanding how design thinking can help build future scenarios is thus a timely issue." (Ibid.: 2). The consumers' blurred flexibility, autonomy and creativity found the basis design thinking's case study of future hotels in cooperation with hotel policy advisors, academic researchers, designers and hospitality entrepreneurs. The future is a co-construction of actors and structures in the society. Design thinking argues against both Yeoman and Urry, who predict the future as, from Yeoman's visions, an extremely affluent system, and from Urry's visions, as a dystopian mobility system. From a design thinking approach, prediction is argued as a naive scientific activity and should rather assist in coming to informed decisions more than making predictions (Ibid.: 3).

"People do not buy products but meaning. People use things for profound emotional, psychological and societal reasons as well as utilitarian ones. Firms should therefore look beyond features, functions and performance and understand the real meaning users give to things." (Lub et al 2015: 3).

This demonstrates that the consumer, and hence the actor in the society is of certain importance, which Yeoman argues further. He constructs the consumers' future based on rising affluence and wealth, but the difference from design thinking is the emotional and psychological meanings that people buy. These perspectives are excluded from Yeoman's predictions. Anne-Mette Hjalager argues, that customer-driven, or "customer-centric", so to say, is a term in focus (Hjalager & Nordin 2011: 296). Based on the changing demographics, tastes and preferences a newborn center for creativity is required. Hence, new products, services and quality improvements are essential when managing futuring. Creativity is an important aspect of design and is necessary in order to challenge perceptions of the future and mental models (Lub et al 2015: 3). It seems that design thinking arises from an "organizational" entity due to the perception and reference of the future tourists as consumers operating within a pattern of organizational stakeholders. Moreover, Hjalager calls it consumer-driven innovation, when explaining creativity as a fundamental aspect of the future development for organizations.

The perspective of design thinking argues, that the future is still seen as providing soft and nebulous information about it is not appropriate to serious decision-making (Ibid: 2). The future is not seen as a serious issue, as this perspective is instead fuelled by anxiety of uncertainty and focuses more on their comfortable landscape of core products, regular customers and regular stakeholders.

3.4.1 Paul in mobility systems

Where Yeoman utilizes “trend analysis” in order to understand the future tourist based on quantitative trend statistics, design thinking concerns qualitative methods based on the previously mentioned persona elaboration of Paul. Qualitative studies describe phenomena in context and provide an interpretation that lead to a greater and deeper understanding of the phenomenon (Justesen & Mik-Meyer 2012: 16). This is exactly the purpose of design thinking – to understand the deeper meaning of Paul and the context he operates in. The design thinking approach focuses more on weak signals and dynamic movements as sources when managing mobility, which is opposite to Urry who visions the future based on strong paths.

Peer-to-peer economy has shown by the design thinking approach to be of significant aspect in the future:

“On an individual level, a different valuation of wealth seems to come up. Previously, the possession of goods were a source of wealth and social status, but for the younger generations, it seems to be more about having access than about possessing the equipment to do so.” (Lub et al 2015: 7).

This is very unlike Yeoman, who considers the valuation of wealth as social status. Design thinking argues that the important thing for the future consumers will exist through the possibility of accessing. As an example, AirBnB is mentioned, as it is the possibility to access a place to live while travelling rather than spending money on huge and luxurious hotels. The

future then becomes more a question of “organic” systems on different levels, rather than individualistic capitalism. Atomizing societies arises from the research of Paul.

“Small, yet highly visible, and globally present agencies are taking the market share of the big business players. They are close to consumers as they are not hierarchically structured, neither process oriented. They are engaged in a content dialogue and co-creating with others.” (Lub et al 2015: 7).

From the perspective of design thinking, flexibility is a key driver to the success of the future consumer due to the engagement of people and places. This flexibility is caused by the significant increase of free mobility. For Paul, this era consists of a niche-oriented way of living, where finding and connecting with his peers become increasingly important to find fulfillment in life. The movement of people and the places they operate in seem to organize and structure the social life, based on the movements of images and information on local, national and global structures. Hence, actors in the society seem to stand out as the ones with hegemony opposite the structures in the society. Here again, the controversies between actors and structures might flourish. Hannam et al argue that studies of global human mobility need to be brought together with more local concerns, as the greater opportunity for proliferation of tools to operate in a mobile system you possess, the better chance you have to fully participate in a networked society. As Urry previously stated, the inequality in the social contexts increases when mobility continues the development of networked society. Places people visit are not fixed as pushing or pulling factors, but are implicated within the complex of networks by hosts, guests, buildings, objects and machines (Hannam et al 2005: 13).

The complex of people and places emerges through the dynamics of places when the places as the bodily co-presence of people, doing activities together, which makes travel desirable or even obligatory for some. The immobility of specific social groups provokes inequality, when these groups are without resources to engage with mobility. Moving between places physically or virtually involves several consequences for different people and places, what is also called the fast and slow lanes of social life (Ibid.: 11).

The peer-to-peer era is similar to the fluid identity, as Yeoman has demonstrated. Paul is being described as a globetrotter, with goals of pursuing his/her own projects, spend longer periods living and working away from home, including individuality, diversity and openness (Lub et al 2015: 7). This reflects the flexibility of the consumers. Most importantly the consumer “identifies with his occupation or profession rather than with a company” (Ibid.). This statement demonstrates how the actor in the society moves between places and people, and hence leaves the structures without any attention. Paul states:

“For me every day is different. I am looking for permanent surprise and constant amusement. I thrive for change and new experiences and prolificness. I want to be inspiring and inspired by others. I live as if every day was my last one. Since I travel and move so much sometimes I wonder where is home.” (Lub et al 2015: 9).

Yet another complex about the fluid identity emerges from this quote, which demonstrates the “rootlessness” that appears of the fluid and liquid way if living. The future consumer displays a lack of belonging to places and due to the long period of staying abroad the consumer might experience a lack of friends and family at home. Bauman considers consumers as people who live from temptation to temptation, which turn into desires and then into wishes, and eventually they seem not to go beyond excitation, which is clearly exemplified also in Paul’s case of design thinking. In the end, the “rise of the consumer is the fall of the citizen.” (Lee 2005: 71). The liquid modernity, or fluid identity, elaborates a new type or irrationality, because consumers become unaware of their own predicament. This way of living regarding the persona of the design thinking research seems to be dangerous and unhealthy for the future consumer, in the striving for constantly novelty, self-esteem, temptation and amusement. Irrationality appears as a fear and threat for the future tourist due to the endless opportunities for mobility. Furthermore, Bauman argues, that the freedom to choose myriad objects of consumption implies that they are constantly uprooted without pause (Ibid.: 72).

The rootlessness of not belonging to any place emerges in the future construction of hotels. The future hotels develop into a hub of myriad of opportunities, and consist of working environments

or recharging rooms with special kinds of mediation. The peer-to-peer era changes enormously in both our physical working environment and also the temporal environment in which we structure our time.

*“Individuals live their days in journeys on multiple stops, therefore they see the **city** as my **bedroom**, my **desk**, my **living room**, my **kitchen**, my **backyard**, my **CITY: MY HOME**.”* (Lub et al 2015: 11).

The places that the consumers operate in and engage with, are constructed in the way they wish and desire it. Their rootlessness is being diverted due to the hotels as their “homes”, as these are constructed as cities. Hannam et al argue that even terminals in airports are becoming like cities due to internet-cafes, WiFi hotspots, GPS systems etc., which provoke immobility among those who are unable to engage in mobility systems.

3.5 Concluding Mobility Remarks

As demonstrated in this analysis chapter, mobility is being described as extremely different from the three different approaches. Yeoman operates within a clearly capitalistic system, focusing on the fluid identity, which is based on wealth and growth in personal capital. This identity is only threatened by economic inflation, which will emerge the simple identity. He considers the actor as the one part who is in possession of the power based on an increase for novelty and experience. Accordingly, Yeoman only sees “one” future that is driven by affluence of the individual who thereby achieves hegemony in the society.

Urry envisions two futures that radically influence the future. He argues mobility as a threat to the future, which will provoke inequality in the society and the rebirth of social division on Titanic. Further, he argues mobility as a warning due to wars of terror as illicit mobility increases the range defection and catastrophes. Urry argues that path dependency within mobility systems is a major complex as we are unable to control them. The importance of immobility is a key

aspect for Urry, who sees the future as messy and complicated due to the myriad of path dependencies in which we are locked in.

Eventually, design thinking engages with both the structures and the actors in the society, and then builds up cooperation between these social entities. This is done in an “organic” and “soft” elaboration in order to understand the consumers deeply and thereby conclude how the future hotels might be constructed. However, some complexes of the results within mobility emerge and illustrate that a profound rootlessness and irrationality will occur in the future due to the endless striving for amusement, entertainment and self-esteem. Furthermore, the complex of people and places is emphasized, as places seem to develop as dynamic places operating just as people. Hence, the inequality of the structures is being expressed, as only those with hegemonic power will engage with the places.

CHAPTER 4: A SUSTAINABILITY PERSPECTIVE

4.1 Importance of Sustainability

The last analysis chapter concerns sustainability that will be analyzed through different approaches of future constructions. Holden (2003) argues, how sustainability is an important aspect when managing futures. Subsequently the objective is to demonstrate how sustainability is seen differently in the visions of Yeoman, Urry and design thinking. Sustainability is a main agent when managing future as it will be emphasized in the three approaches throughout this last part of the analysis.

“... Whilst most stakeholders in tourism would probably agree that ‘sustainable tourism development’ is a desirable goal, the variety of interpretations of what it actually is, typically lends

it a reductionist approach, limited to isolated examples of environmental initiatives and improvements undertaken by tour operators, hotel groups or destinations. This shared observation of the limitations of sustainable tourism leads Saarinen (2006: 1133) to ask 'Are the present local solutions to global challenges enough, and do they represent all that tourism can do?'" (Holden: 2009: 374)

In this quote, the issue of sustainability is emphasized as highly relevant to the future, and is a concern that everyone aims and wishes to solve. However, it questions, to what extent there are different approaches of how to solve the issues of climate change, which in this specific analysis is relevant.

International tourism has experienced a rapid growth during the second half of the last century, which has provoked global spatial impacts. Human behavior and attitudes towards the natural environment influence the tourism environment nexus. Human activity rather than natural processes causes these negative changes in the environment (Holden 2009: 373). This section tries to envision scenarios of the future, as stretched out by the three prospects, if the human activity continues the way we see it now. Furthermore, suggestions of alternatives for how to avoid these consequences in the future will be described. Accordingly, complexes of human ethics follow in advance of these scenarios. Until the early 90's, limited attention was given to the role of ethics within tourism studies (Holden 2003: 94). Yet according to Holmes Rolston (1992)(in Holden 2003: 95), ethics are today the prescriber of human conduct and law, and this is why the term "environmental ethics" is given particular importance, as it will also be demonstrated within the three approaches.

The climate changes present a threat to the ecosystem including food, water, climate and flood control, spiritual benefits and supporting of photosynthesis and nutrient recycling (Holden 2009: 374). In the following, Yeoman, Urry and design thinking envision and construct the future in regard of sustainability, which is an essential aspect of our future existence, but as we see, quite differently.

4.2 The Future of Resources

In this part Yeoman (2012) is utilized, as this book in a more adequate manner than Yeoman (2008), concerns the rapid development in the society and environment, as explained previously. The focus area in this future scenario is Yeoman's visions and constructions of the future Los Angeles.

"Although the concentration of people, enterprises motor vehicles and waste in cities is often seen as a 'problem', high densities and large population concentrations can also bring a variety of advantages for meeting human needs and for environmental management." (Yeoman 2012: 155)

With this statement, Yeoman expresses that the urbanization offers opportunities for the future. He continues that the positive thoughts about the future as demonstrated earlier, and hence sustainability is used as a resource for envisioning and constructing the future. Furthermore, growth is a key driver for sustainability, as it is argued that 193.107 people are added to the world's population each day, which means that in 2050 the amount of humans will reach to 6,4 billion (Yeoman 2012: 153).

4.2.1 Logan's Run

Yeoman argues, that the future might be akin to the movie *Logan's Run*. This movie depicts a dystopian future society, where consumption of resources is managed and maintained by demanding the death of everyone upon reaching a certain age in order to avoid overpopulation. Everyone, who is against this will be tracked down to death (Ibid.: 156). It appears from this science fiction comparison that growth also provokes issues for the future due to overpopulation, which can lead to murder. This dystopian future scenario is unlike Yeoman as known so far, but due to climate changes, sustainability is a relevant concern in any matter. Holden thus states that due to growth in the tourism sector an increasing global significance as a user of natural resources in the future is essential (Holden 2009: 374). The climate changes are relevant to

everyone, and even Yeoman seems to take part as a “dystopian player” within the future of sustainability. The author of *Logan’s Run* suggests a scenario of building closed self-sufficient cities, which are sustainable. Cities seek to reproduce resources and strategies for self-sufficient infrastructure, the so-called “eco-city” or “closed city”. They seek to reduce the reliance on external infrastructure by building more autonomous urban development. Although the climate changes are deemed as important issues, Yeoman sees a future with good forecasts by demonstrating how growth can elaborate eco-cities and further portrays the future by science fiction similar to the space tourist as we have already seen. Science fiction as key driver for constructions of the future indicates that Yeoman only wishes to “scare” the world and put on a pressure in order to change the use of nature resources. It appears that the dystopian futures, as we see it in *Logan’s Run*, will not come true according to Yeoman. Opposite Urry, who directly envisions the future as being a dystopian world of living.

“There would be a plummeting standard of living, a relocalization of mobility patterns, an increasing emphasis upon local warlords controlling recycled forms of mobility and weaponry, and relatively weak imperial or national forms of governance. Infrastructural systems would collapse and there would be increasing separation between different regions, or ‘tribes’.” (Urry 2008: 269)

The difference between Yeoman and Urry is, that Yeoman sees the future as a dystopian world that is based on science fiction scenarios, and he emphasizes that we must take the climate changes seriously. Opposite, Urry indicates that due to the climate changes the world has already started to develop into a terrifying place. Thereby Yeoman’s visions are founded on a more positive aspect than Urry’s, also seen in the light of Yeoman considering sustainability as a resource to a better world, illustrated in this quote:

“The new eco-city developments designed by engineers, planners and architects are seeking to reduce reliance on external infrastructure by building more autonomous urban development.” (Yeoman 2012: 156).

4.2.2 Los Angeles in 2050

Due to the enormous growth in population, cities are central to tourism, and thereby have a significant impact on climate changes (Yeoman 2012: 154). Cities have become activity places for everything, for instance culture, sports and amusements. Here again, as demonstrated previously, the complex of cities and places argued by Hannam et al seem to be an essential issue of futuring, when also concerning sustainability. Los Angeles, which is the central city of Yeoman's future scenarios in this analysis section, will move from "excellent" to "marginal/unfavorable" from 2030-2080. *"As the US's most populous state, California increased from 30 million in 1990 to 36.5 million in 2004, growing on average 600,000 people per year."* (Yeoman 2012: 154-155). This is caused by migration from other parts of the United States, and according to Yeoman this means that the projected increase will increase exponentially in the future years. Yeoman envisions the future as a complex of people and places, which will concern the cities, and in this case the state of California.

In order to avoid the overpopulation of people in the future, the agenda is to develop networks of resources in coalitions defining terms and shapes of responses to pollution (Ibid.: 157). As we have seen previously, design thinking also suggests this form of organic co-constructions when managing the future. Suddenly Yeoman's visions seem to transform into an organic and soft system unlike what we have seen earlier. Pearce (1995) (in Holden 2009: 376) argues that the atmosphere has become a possession of ownership structure due to governmental co-operations that agree limits of carbon emissions, which has turned the world from an open-access resource into a global common property resource. Hence, the climate changes have led to importance of the structures in the society, so to say, that the actors must act in specific ways in order to reduce the carbon emissions and pollution. Due to contemporary climate changes, Yeoman argues as a consequence for a more sustainable Los Angeles in 2050: *"So it was necessary to encourage people to travel less and this in turn required a public policy intervention to help households and individuals change their lifestyles."* (Yeoman 2012: 157). Furthermore, he argues that transport will only be allowed if it is green, clean and generates a low carbon footprint. New technologies will have made short distance transport cars, hence driving beyond 200 km will be heavily taxed (Ibid.: 157). Of these statements of the future it seems that Yeoman argues against himself

regarding encouragement of people to travel less and his previously scenarios of the fluid identity, that consists of the individual's power in the society to travel. Yeoman's own disagreement about structure and actor provokes an insecurity of Yeoman's future scenarios, which on one hand is driven by each individual's affluence to travel, but on the other hand is structurally conditioned of the climate changes. When concerning sustainability, it seems that it limits the fluid identities and their expressions of needs and desires. Holden argues that: *"... a land ethic changes the role of Homo Sapiens from conqueror of the land-community to plain member and citizen of it. It implies respect for his fellow-members, and also respect for the community as such."* (Holden 2009: 378). Respect and concerns for the environment are essential in order to control and manage the climate changes, and Yeoman is in spite of his self-disagreement also aware of the importance of these changes of individual behavior. In his future scenarios of Los Angeles he argues that: *"telepresencing combines video conferencing and virtual reality to create three-dimensional, high speed, fluid interaction across different geographical locations."* (Yeoman 2012: 158). Further, he argues that technology by 2050 will have made it possible to transport people from A to B in mass numbers, reducing individual journeys and therefore reducing carbon emissions. Although the fluid identity is clearly threatened, Yeoman is positive about the future and indicates that the natural resources will create a better world living in.

"... Los Angeles is now a UNESCO tourism colony with award-winning features such as the skyscraper Botanical Gardens. The City's green credentials stretch from the connectivity of its ULRS (Urban Light Rail System), connecting the airport with the city's business and leisure districts, making the city centre a car-free zone, to the novel use of Segways for elderly and infirm tourists." (Yeoman 2012: 158).

By this, Yeoman illustrates positive words such as "award-winning", "green" and "car-free zone", that express the positivism of the future based on how natural resources can transform the urban environments into an attractive and greener place. However, he states that by 2050 the Channel Islands National Park survives as an exclusive destination for the mega rich, who are searching

for an authentic eco-tourism experience. The climate changes thus will provoke an inequality in tourism pleasure due to high costs and taxes of the new green eco-cities. Further he argues that other national parks have been abandoned due to high costs of transport. It appears that Los Angeles is actually a horror itself by 2050, when green cities and car-free zones are really only affordable for the “eco-elite”:

“Air travel is relatively expensive as it is still dependent upon carbon fuels heavily taxed at 80% GST and vulnerable to oil shocks... Tourism in California is predominantly a city-based product with rural destinations offering an exclusive experience for those who can afford to travel to the islands and hinterland” (Yeoman 2012: 159).

Between the lines of this statement an important aspect of inequality emerges. It seems that “fun” and “hedonism” are key drivers for the future scenarios when travelling for holidays, but only for rich upper classes. Yeoman envisions the future of tourism as a privilege for those who have money, and seems to forget about those who cannot afford it. It seems that Yeoman neglects the meaning of travelling as a human right for everyone. He focuses on sustainability as a resource to solve contemporary issues rather than the quality of life specific social groups.

“There would be a plummeting standard of living, a relocalization of mobility patterns, an increasing emphasis upon local warlords controlling recycled forms of mobility and weaponry, and relatively weak imperial or national forms of governance. Infrastructural systems would collapse and there would be increasing separation between different regions, or ‘tribes.’” (Urry 2008: 269)

Urry separates himself from Yeoman, by demonstrating dystopian futures such as “weak forms of governance” and “forms of weaponry”, which is an attempt to illustrate the upcoming inequality as a primary issue in the future scenarios of tourism. The quote further expresses, the standard of living and separation between different regions indicating that the future will be dystopian and conditional of affluence due to these climate changes.

However, on the other hand, Yeoman's visions of the future might also be considered as a warning of social inequality. If his scenarios of the future in tourism depends on affluence and economic capital, then the world will provoke disequilibrium in the society, exactly as Urry argues it.

From these future scenarios that Yeoman has envisioned it indicates that despite of the positive approach in considering sustainability as a resource to secure the future society, Yeoman shares the same visions on certain perspectives related to Urry. Yeoman envisions development of future dystopian disequilibrium between social relations due to luxury travels to Los Angeles for only the upper classes. Yeoman's scenarios express more significant challenges than anticipated in the beginning.

He emphasizes that due to a maximum extraction of global petroleum political, economic and social costs will be elaborated, when the peak of oil is reached in 2020.

"As peaking is approached, liquid fuel prices and price volatility will increase dramatically, and, without timely mitigation, the economic, social, and political costs will be unprecedented." (Yeoman 2012: 160)

As tourism continues, the movement of tourists' mobility, transport and oil will become more important. Higher prices for travelling will become reality, as argued previously, which will further result in lower demand. This increases domestic tourism that involves minimum mobility. Yeoman envisions how we at some point in the future will run out of oil, thus the simple identity, as mentioned earlier, is unavoidable. Thereby he argues that sustainability is a key concept for a favorable society build on natural resources, but on the other hand price inflation, which according to Yeoman, will occur. This promotes tourism for those who have money, while the other social groups are forced to do domestic travel and to keep the mobility on a minimum.

Based on Yeoman's anticipation of price inflation it indicates that the fluid identity, for which he argued previously being a dominant "conqueror" in the future, will come to an end. Accordingly, despite his capitalistic approaches, his own constructions of the future seem to be contested, as the fluid identity will be destroyed by a low supply for travels in exception to the upper classes.

4.3 No Free Lunch

Urry envisions the future of sustainability within a system of barbarism and dystopian scenarios. Similar to Yeoman, a consensus about reducing global carbon consumption is environmentally and economically essential. However, he argues that oil suppliers are about to start running down and *“it seems that oil production worldwide may have already peaked.”* (Urry 2008: 268). Urry hesitates stating that the oil production actually has already peaked, as a response to the fact that it is uncertain if it has already peaked. However, Urry indicates the complex of oil consumption by arguing that there is almost no oil left. This is opposite from Yeoman, who forecasts that the peak will occur in 2020 or later, as emphasized previously. The different assumptions on oil peaking, show Yeoman’s attempt to be positive about the future, and Urry with more pessimistic visions, which is further elaborated in the following quote:

“Such move away from a carbon-based transport system is increasingly expressed as a short term imperative that will generate long term savings if it can be achieved in time. There is a ‘high price to delay’.” (Urry 2008: 268).

Urry operates in a system of warning signals in order to express awareness of many forms of human practices and the consequences of these, which he argues as the reason for the rising world temperatures the past years. Here again, it appears that Urry criticizes mobility systems, which he believes cause climate changes.

4.3.1 Tribal trading

According to Urry, sustainability is essential in the future scenarios because of increasing forms of mobility systems. He further explains the world as a “melting” place due to mobility systems, while Yeoman focuses more on sustainability as a resource to the future. Urry wishes to

demonstrate serious “warnings” due to our human activity the past years. Time is now up for payment in form of troubles and dystopian futures for our standard of living:

“With tribal trading, what I would now call ‘regional warlordism’, oil (and gas) wars and the escalating impact of global warming lead to the substantial breakdown of many of the mobility, energy, and communication connections that currently straddle the world.” (Urry 2008: 268-269)

By “tribal trading”, Urry envisions and constructs a scenario for the world in 2055, consisting of a plummeting standard of living, warlords controlling the society, and where the governance is of weak importance. He argues that war will happen in regions against their neighboring regions concerning control of water, oil and gas. These contemporary basic, yet essential resources will be exceptionally contested and defended by armed gangs (Ibid.: 269). Comparing with Yeoman’s scenarios concerning almost the same year (2050), the natural resources oil, water and gas are also being expressed as essential and of high value, but while Yeoman focuses on inequality among social classes due to high costs of these resources, Urry directly envisions war and destruction in the society. Associations back to wars between cowboys and Native Americans in the Wild West start to flourish, and battles between different tribes in order to survive indicate that the future is more than ever a matter of hegemony and power. These futuristic barbarous scenarios demonstrate that the future is about power battles and the strongest one will conquer. Yeoman also concerns the power-relationship by stating that the rich upper class will have capability to travel in the future. These dystopian predictions that Urry brings up indicate his belief that the world is about to develop into a society of power battles unable to be controlled. As he further states, already contemporary oil wars in Afghanistan, Iraq and Somalia are happening, and when these escalate to the entire world in 2055 the society will be irreparably damaged.

“Societies will be left to ethnic, tribal or religious warlordism, to the multitudes that from time to time re-enter the safe zones as migrants or slaves or terrorists.” (Urry 2008: 269).

Urry argues, due to climate changes and depleting natural resources, that the wars will escalate to a level concerning religion and ethnicity which will, as far as he argues it, lead to “wild zones” where oil or water no longer seem to flow. Holden argues that “tribal trading” scenarios by 2055 should be considered from another perspective.

“This concept of a land-community has synergy and resonance with indigenous belief systems and practices. That genealogies should exist beyond the human to incorporate the non-human, making humans part of the landscape rather than separate from it, is common to many indigenous cultures.” (Holden 2009: 378)

Holden argues that the human-nature relationship should be treated as a moral issue related to the time of the democratic revolution in the eighteenth century, referring to when the ideal of human rights was conducted. Accordingly, in order to avoid a collapse of future societies involved with war between regions over of water, oil and gas, a moral change is required beginning with human ethics, similar to the basic laws and rules of human rights. Further, Attenborough (2007) (in Holden 2009) argues:

“Similarly, to emphasize the significance of what he believes to be the beginning of a contemporary “moral change” in attitudes to global warming, Attenborough makes a comparison to the ethical shift in how slavery was perceived 200 years ago. He suggests that it will be very difficult to impose limits on people’s behavior, such as the freedom to fly, without individuals possessing a stronger environmental ethic.” (Holden 2009: 378).

Attenborough argues that it is essential to change people’s behavior and to possess a stronger environmental ethic in order not to go back to the time of slavery, which Urry emphasized above. The complex about “tribal trading” and democratic human rights seems to demand people of the contemporary society to rediscover ethics again by remembering back to when they were born and raised, learning basic ethical behavior and mutual respect to each other. The contemporary development of social systems thus seems to occur so rapidly, that people are only able to

manage their own desires.

Urry argues that these behavioral changes into a tribal “warlordism” will be provoked due to the individualistic model of society (Urry 2008: 270). There is a need to utilize a powerful set of alternative social-physical systems, and Urry states that only limited time is left before national and imperial systems collapse. *“Climate change is the greatest and wide-ranging market failure...”* (Urry 2008: 270). Here again, the complex of locked in path dependence occurs, as the social systems have locked in actors operating in a specific way. As already emphasized, it is difficult to get out of path dependence, however the struggle seems to be real as people now start to fight and make war, according to Urry, due to the climate changes.

Furthermore, Holden mentions the issue of path dependence. He explains the dilemma of people leaving rubbish in the nature, by stating that even though some people follow the rules, they seem to ask themselves: *“You feel that you put the effort in – why can’t everyone else do the same?”* (Holden 2009: 383). The complex of ethical behavior is thus limited due to path dependence, which seems to be a future challenge to get out of.

As demonstrated previously, Urry suggests a future scenario called “good intentions”, containing panopticon as an essential aspect of introducing changes in mobility machines organized as vehicle systems providing a nexus model among people.

“Regional warlordism’ involves a barbarism of unregulated climate change, increased flooding and extreme weather events, the elimination of many existing ‘civilizing’ practices of economic and social life, and the dramatic collapse of long range mobility and related developments of the past decades, with the flooding of New Orleans iconic of the future. Life even in the ‘north’ will be nasty, brutish and almost certainly ‘shorter’, while life in parts of the ‘south’ is already being transformed by global climate change.” (Urry 2008: 274)

This scenario clearly expresses the inequality that Urry previously has described when criticizing mobility systems. A wide range of social classes will provoke a plummeting standard of living and further lead to wars between regions fighting for resources or religious concerns. Urry envisions

the future based on a governmental market failure, lack of ethical insights and behavioral changes causing extreme mobility patterns, which have all led to global warming and climate changes. Whether the first or second scenario will come true, Urry's dystopian scenarios express the terrible consequences for our way of acting in the contemporary society. He wishes to demonstrate that there is no "free lunch" in this world. His scenarios illustrate that we have operated in the Twentieth Century as if everything was free, but now within the next century we realized that there are no positive outcomes, and perhaps in the future there will be no lunch at all.

As he further states, it will require strong leadership to avoid unpalatability and freedom restricting innovations taking their root. Due to mobility, the war of terror is already producing heightened suspicion. However, by the conduction of panopticon, as mentioned previously: "*... the global war on terror may be 'won' but only by losing the global war on climate change.*" (Urry 2008: 275).

Hence, people's behavior in the modern society has provoked that many challenges that it seems difficult to solve all of them, and by winning the war on terror, the world will be transformed into a regional "warlordism" consisting of "tribal trading".

Holden argues, that it is essential to consider extreme market and governmental actions in order to change people's ethical behavior on the environment.

"We've got a responsibility to make people aware of the information about climate change so people have a less casual attitude towards flying. We want to show that two companies who are direct rivals feel this is an issue important enough to coordinate and cooperate on". Ellingham compares tourism to the tobacco industry in the sense of the denial of its true impacts by the industry, notably the effects carbon emissions from flying are having on global warming." (Holden 2009: 382).

Yet again, the complex between actor and structure provokes issues in the climate changes. People are "locked in" in the way to behave and manage, which puts on a pressure for the societal structure to change these bad habits. By operating with strong leadership, as Urry also expressed, this can be an attempt to solve the climate changes.

4.4 The Lifestyle Hub

Design thinking's approach to sustainability is argued as completely different from the scenarios shown so far by Yeoman and Urry. Based on the persona research in the study case, design thinking demonstrated three megatrends, consisting of peer-to-peer economy and atomizing society, as already described. The last one, era of consciousness, started out as the sustainability era concerned with social and environmental responsibility. This is what Holden calls "corporate social responsibility" (CSR), which is the evident trend to demonstrate a commitment to environmental conversation and protection (Holden 2009: 380). However, design thinking illustrated through deeper examination into this trend, that the question of why the need to acquire environmental issues was the important aspect of the persona. In this section the design thinking approach illustrates how personal desires lead to organic systems within sustainability.

"In other words, there is not only consciousness in the environmental and social domain but a clear personal domain that can be identified as well. This domain focuses on personal well-being and physical and mental health. In response to demanding lifestyles, which produce widespread conditions such as stress and anxiety, maintaining a healthy lifestyle and an overall state of well-being has become a need and a goal for many people." (Lub et al 2015: 7).

People seem to understand that health and well-being are the result of the combination of smart lifestyles and self-awareness. Design thinking indicates an issue of path dependence and is getting locked in within personal and individual choices and concerns. Compared to Urry's future scenarios, design thinking is a strong contrast as people's individual desires are being constructed in the future hotels. Hence the future hotels will consist of organic systems constructed upon the desires and interests of Paul as illustrated previously. According to Urry this is a significant complex as individualistic behavior will lead to wars and hate among regions.

Design thinking argues that people need to involve personally and look at what there is for them to gain personally in order to act environmentally correct. *“It is not about spending a weekend at a spa, but rather about being able to manage balance in a hectic work-life environment.”* (Ibid.: 7). The increasing need for individualization and customization is the complex of individuals’ behavior. People seem to neglect the action of ethical rights if they are unable to acquire something desirable. The society then seem to be developing into an individualistic hub of personal needs wherever we go. The case study with the future constructions of hotel demonstrates customized rooms with space for working, recharging and personal lifestyle hubs. Holden argues that thinking about moral standing of nature during the last four decades, has led to a large array of different views. “Instrumentalism” views nature as having no rights to existence beyond human’s potential harm to the interest of other humans. The opposite ethical position to this is “libertarian extension”, in which all sentient and non-sentient beings’ right to exist is recognized of all humankind. Consequently, the middle between these two perspectives is the “conversation ethic”, which recognizes our reliance upon nature and the values of nature for our own well-being (Holden 2009: 380).

According to design thinking approaches, the future tourist seems to flourish somewhere in between, but mostly inside the “conservation ethic”, as the era of consciousness started out as the era of sustainability, but now have moved to more customized and self-aware concerns.

Individual behavior and one’s lifestyle can also be described in terms of a personal ecological footprint. Patterson et al (2006) argue:

“The ecological footprint is an accounting model of resource consumption and waste production, and relies on comprehensive and reliable data sources available at the relevant scale.” (Patterson et al 2006: 749) in (Pearce 2011: 103)

This measurement in ecological footprints refers to the demand upon natural resources, and similar to Yeoman’s visions of the future for Los Angeles in form of green ecological cities, design thinking also envisions the importance of natural resources when constructing soft and organic consumer based hotels. Furthermore, Pearce argues that the use of ecological footprints is driven

by the contemporary importance of sustainability and efforts to measure and assess human impacts on the planet (Pearce 2011: 103). Organic and soft customizing desires are thus based on the contemporary sustainable era. However, Florida suggests that design thinking should focus on a creative aspect in order to support the customers' needs.

“Florida believes that cities need a ‘people climate’ even more than a business one. To him, this means enabling creativity ‘across the board’ by building communities that attract creative people rather than only high-tech companies (Florida, 2002: 283) and by developing hospitable meeting spaces that support their needs.” (Lub et al 2015: 9)

The emergence of a “people climate” is being developed, as already seen in the technology analysis. This clearly indicates that people’s needs and desires are a central aspect in the future constructions of hotels, and hence people’s personal desires are being “constructed” and “published” in the future hotels. Pearce continues by stating that self-awareness is arguably important, as awareness of one’s influence is prerequisite for change. Design thinking wishes to concentrate on customized hotels constructed upon personal interests and self-awareness, which the elaboration of Paul indicates. Design thinking argues that the customers operate in a hegemonic system of control and their desires are therefore essential.

4.5 Concluding Sustainability Remarks

Future scenarios within sustainability have proved to share close similar interests of both Yeoman and Urry. However, Yeoman envisions the future with more optimism than Urry, by considering sustainability as resources in order to construct a good and safe environment in the future. His future scenarios seem to be contested compared to the fluid identity during the mobility analysis. He claims that sustainability will provoke people to travel less or travel

domestically, rather than be hegemonic rulers in society. Only the most affluent members of the upper classes will travel internationally, which will create an enormous inequality.

According to Urry, the future will transform into a warlordism of fights between “tribes” fighting for the natural resources such as water, oil and gas, which in 2055 will stop to float. The future is about power and only the strongest one will win. All these dystopian scenarios are results of our own lack of ethical behavior and market failure due to mobile systems. Urry argues that we are stuck in path dependence and that only strong leadership and ethical behavior will perhaps change the bad scenarios for 2055. Further, he argues that the society consists of several contemporary challenges, so that it is impossible to solve all of them. He argues that the bitter revenge of our behavior has come. Furthermore, environmental ethics is a key issue in the future, as people might seem to think about what we have done to the world, rather than what the world can do.

Finally, design thinking demonstrates that an era of “personal climate” has come. The awareness for environment has already peaked, so that the time now has come for personal interest and self-awareness. People are most likely to caring for the environment if it benefits their own self-interest otherwise they seem to neglect it. However, the era of consciousness arises from the importance of sustainability, thus personal ecological footprints are essential in the future constructions of hotels. An organic and soft self-awareness in the environment the tourist operates in is therefore a fundamental aspect from the perspective of design thinking.

CHAPTER 5: ENDING

5.1 Discussion

In the following section some major questions will be raised and taken into a brief discussion, as there are still circumstances that produce relevant issues based the thesis’ research of futuring.

First, the “one billion” question sticks out of what we have learned, and how this research can contribute to the existing academic literature?

Above all, the futures are contested due to distinct discourses and practices that researchers operate in. We have seen a wide range of scenarios varying from dystopian futures to powerful and positive forecasts. These scenarios are envisioned and constructed differently, however, underlying patterns indicate that in some cases the future acts in only one direction. Some of the major issues in this area are the emerging inequality and the increasing importance of environmental concerns. So perhaps the future is not as uncertain and unpredictable, but rather depending on who is predicting the future and how it is done. We have seen how researchers to some point can disagree with one another, when envisioning the future. Accordingly, it might be essential to distinguish and compare different approaches of futuring, and not solely put all trust in only one perspective of how to manage futures.

Second, how do researchers of futuring possess powerful positions?

Researchers concern contemporary possibilities and complexes when managing the future. Perspectives such as technology, mobility and sustainability are argued as essentials within practices and theoretical investigations. These different perspectives are attributing major value in agenda setting processes, provoking publicity and investigation within the specific area. The powerful positions emerge in these agenda settings that are being “measured” and “weighed” from several approaches. The performativity of these scenarios determine the prevailing futures. Differing discourses and practices demonstrate how futures are contested, and thereby maintain persistent attention and curiosity.

And finally, which underlying ideals appear in order to improve future scenario visioning?

The thesis has managed to point out several issues and complexes within contested futures. Increasing inequality, reducing human activity provoking lack of identity forming, and ethical concerns about breaking up with current systems in order to “go back” to basis, involving the damage we have made ourselves in the world, are fundamental issues that strategic resources in political agenda setting processes might take into further consideration.

5.2 Conclusion

The future is constantly being created and recreated in the present. The past and the future are representations of the present performing very differently. These creations and recreations that are being envisioned from diverse perspectives depend upon which discourses, practices or expectations they represent. The constructivism argues that the reality in general is a social construction and the meaning of the world is reflected and expressed through the understanding of language. This thesis has demonstrated that Yeoman, Urry and the perspective of design thinking understand the reality differently, thus the constructions of futures perform in several directions. These different perspectives lead to critical reflections of how a social common reality is created. Throughout the research the futures have been discussed and appeared as contested futures due to distinct practices and expectations. Critical discourse analysis has “opened up” alongside deconstructed texts in order to clarify how futures are currently constructed or envisioned and which patterns, similarities and differences they contain. Six major segments have been elaborated as fundamental when managing change in patterns, behavior and needs. These segments consist of megatrends within political, economic, technological, environmental, demographic and social changes. This guide us back to the beginning of the thesis where the question was asked:

How are future scenarios currently constructed or envisioned and to what extent do they differ from each other?

Future scenarios are constructions based on power, path dependency and the relationship between actor and structure in the society. The power-knowledge relationship emerges in hegemonic positions among the researchers’ understanding of futuring. Constant powers of defining the reality appear in order to envision the future. These power battles reflect distinct prospects of futures in form of, on one hand, worrying and dystopian scenarios, and on the other hand, optimistic and utopian visions. Furthermore, mobility systems and technological innovations provoke “lock-ins” through path dependency, and due to these systems major

concerns about the environment lead to interest among researchers. Finally, futures are constructed upon the relationship between actors and structures in the society. Different expectations and practices of whether actors cause specific future patterns or rather the structures in society cause actors' behavior, are given major interest and discussion.

Yeoman operates within a clear capitalistic system, constructing futures by "tools" of affluence, growth, resources and fluidity. He envisions the future as a singular form characterized of everlasting innovations within technology, mobility systems and sustainability developments. Yeoman considers the technological changes as a revolution, making the society a better and easier environment to live and operate in. Avatars will replace human beings provoking a virtual reality rather than a real society. Yeoman envisions these innovations based on creativity and a realistic picture of the world if the innovations continue. His creative and realistic expectations emphasize his vision of only one capitalistic future. Growth in people's economies is a main driver of the emerging fluid identity, in which Yeoman expresses powerful individuals demanding a "have-it-all" society. Extreme growth contributes to a future for everyone, who can easily afford a trip to the outer space by 2030. However, Yeoman's own futures seem to be contested as future developments in Los Angeles provoke extreme inequality among the social classes. He considers sustainable possibilities as a resource to maintain global holidays for richer upper classes, meanwhile other social groups are forced to stay home.

Urry is, opposite Yeoman, worried about the contemporary systems emerging in society. He predicts scenarios based on dystopia and war-zone societies. He utilizes path-dependency to criticize the patterns appearing the environment. Due to "lock-ins", Urry envisions a "good intentions" scenario consisting of an organic nexus among citizens and turn the society into a "smart city". However, this scenario is only possible in the absence of people's freedom. Technological systems will require tracking and tracing of people wherever they go, as a consequence of the damaging systems emerged in the past years.

Urry's scenarios are constructed and envisioned on major inequality and the concern of immobility. According to Urry, scenarios are constructed of not only one future, but two futures. The expand of mobility will provoke conditions of social class division, where the rich people

turn out as winners, while exclusion of other social classes will appear. Furthermore, actors' utilization of mobility systems has provoked threats and implications within security and healthcare systems, such as the threat of terror and global infection epidemics.

Sustainable futures are by Urry envisioned as tribal trading scenarios, emerging in global wars everywhere, fighting for the right to natural resources, such as oil, water and gas. The scenarios are driven by the consequence of all the damages human beings and governments have caused. Urry's visions of the future are based on a giant critique of market failure, and sees the future as a scenario when "time has come to pay back" of devastating patterns.

The perspective of design thinking envisions the future based on contemporary co-constructed research of individuals. Design thinking is an integrative approach that uses people as a starting point, operating in a perspective of contemporary consumer needs and demands, rather than directly predict the future, as the future is fuelled by anxiety for uncertainty. Rather, design thinking is "nubulous" and operates in organic and soft customizing systems. An elaboration of a persona is a contemporary tool that is being utilized in order to construct future hotels. Generation Y appears to reflect the same values and desires as the fluid identity, but where Generation Y operates in the contemporary society, the fluid identity is described as the future identity. Focus on a "people climate" as expression of self-awareness and ecological footprints, envisions the future constructions of hotels as dynamic and high technological with recharging rooms, mediation features and inspiring working environments.

Customization and individualization arise from the co-constructions between actors in society and different stakeholders on the consumer market. Accordingly, the future visions from a design thinking perspective demonstrate powerful consumers possessing hegemony in the systems they operate in.

Throughout the thesis the futures have shown to differ enormously as contested futures. Not only due to future complexes and possibilities in the future in itself, but also due to disagreement between researchers and different approaches to futuring as emphasized above.

Futures perform differently depending on the practices and expectations they represent. Urry represent dystopia, however, he claims that we can make the world a better place, if we start

thinking about what we have done to the world through the past decades. Yeoman and design thinking agree on the fluid identity and Generation X as powerful. However, seen from a perspective of rootlessness and lack of identity forming, the development of these practices are worrying. The future hotel constructions acting like homes and expansion of mobility systems cause hegemonic possibilities for some, while inequality among those who are not in position of mobility is a bigger concern.

5.3 Reflection

As demonstrated, theoretical framework and investigation frames the perspective of this thesis. The research is conducted through Yeoman's books, Urry's article and a case study possessing a perspective of design thinking. To conclude, an alternative approach of the topic is suggested for further research. Throughout the research influences of megatrends within economic, political, technological, social, demographic and environmental segments have been analyzed in order to envision and construct tourism forecasts and future tourist values and flows. An interesting approach for further research takes part from the excluded perspective of the model examined in the literature review. The model examines how the six segments influences destination and enterprise management, which have been excluded in this thesis. Selecting a specific market or target group, implications of global trends within destination or enterprise management could be investigated. For instance, risk management concerning policy, planning and development is relevant to examine, so that tourists are safe and also to maintain visitor attractiveness. Another aspect would concern how destinations or enterprises will handle the climate changes and how new product development reflects sustainable tourism. Furthermore, investigation of future product and marketing development might be interesting when managing specific target groups in order to understand, communicate and build relationships with key markets.

Finally, the global trends might change to an extent that tourism management needs to improve their knowledge and skills in order adapt the global changes. Accordingly, a perspective of education and learning could be interesting to investigate in a further futuring research.

The investigation of destination or enterprise management might take its beginning from a perspective of positivism. Interviews and surveys conducted for foundations of future prospects, trend agencies or private companies working with tourism and futures might be interesting in order to analyze and discuss futuring from this perspective. Furthermore, inclusion of interviews or surveys directed to tourists is suggested when focusing on a specific target group.

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