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# 2050 – Tomorrow's Tourism

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Reviewed by Maximiliano E Korstanje

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Tourism is facing some radical changes that led experts to reconsider its nature. In fact, some external risks are not only putting the industry in jeopardy but igniting a hotly debated respect for the role of technology in the years to come. As Beck puts it, one of the paradoxes of technology rests on its shaky foundations. While technology was originally oriented to enhance security in urban globalized cities, no less true is that human errors may lead very well towards Chernobyl's incidents (Beck 1992). Although robots tourism exhibits a fertile ground for next research, no less true is that the introduction of technologies in the production system is vulnerating the independence of the work-force (Korstanje 2015).

In such a context, Ian Yeoman, a well-read scholar who does not need a previous presentation, in collaboration with Tan Li Yu Rebecca, Michele Mars and Mariska Wouters presents his innovative and intriguing book 2050- Tomorrow's Tourism. In their text, Yeoman and colleagues interrogate on the future of tourism for 2030. To some extent, the sustainability of the industry is seriously compromised by the rise of the demand worldwide. Their main thesis departs from the Malthusian thesis, which indicates that the human population is directly subject to disease and famine. As Yeoman observed, Malthus did take the wrong direction in view of the fact that cultural process is seriously determined by human creativity. Over the centuries, humans appealed to the technological breakthrough to solve their problems but recently, technology became as part of the problem, not the solution. The introduction of technology not only can generate political instability but also undesired effects in the local destinations. How will mankind adapt to major risks as the climate change, the economic scarcity or ageing are some of the points this book unravels.

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As the previous argument given, the introductory chapters explore the leaps and bounds of applied-algorithms to predict the future, as well as the limitations of scientific ambitions to anticipate to what has not yet occurred. This is exactly the goals of science fictions that sounds a something else than a speculation, but an attempt to provide a clear future, which is based on past, and presently-extracted information. Yeoman overtly writes that “*science fiction differs from fantasy in that, within the context of the story, its imaginary elements are largely possible within scientifically established or scientifically postulated laws of nature*” (p. 5)

Novels, films and cultural entertainment industry in general offer not only a futurists landscape but also provide with real solutions to problems sooner or later the humankind will face. As a result of this, we have to reconsider that tourism and the leisure practices are being radically changed towards unknown bounds. Hence, the science fiction plays a leading role in imagining the future. Methodologically speaking, Yeoman argues that science fiction offers the implementation of new emerging instrumental platform where managers and policy-makers grasp a hypothetical “scenario of planning method” which helps in understanding the future. While we adapt our brain to work in multiple directions, so the unthinkable may be very well possible. In consonance with this, the second chapter discusses the reclusion of travel agencies before the expanse of ICT. Possibly, 2050 marks the beginning of a new era, where travels and aeroplanes would be manned by robots that delineate the borders of our experiences. Still furthermore, in a more decentralized world, it is safe to say almost 4.7 billion people will become a tourist. Equally important, the current patterns of tourism consumption will surely change according to the rise of new superpowers as China, India, Russia and Brazil.

The third chapter deals with the problem of *ageing population* and how technology expanded life-expectancies. In one of the most polemic chapters, Yeoman and collaborators assume “*Ageing population and demography will be the trend that significantly shapes tourism flows and expenditure. On one hand, an ageing population means tourists will seek to extend the wellness years through well-being tourism, spirituality and medical procedures, whereas on the other hand the structural changes in pension provision from state to company to individual will reduce per capita wealth* (p. 10)

The fourth and fifth chapters centre on what authors names as “tomorrow tourist”, a term coined to denote the explorations of identity and future behaviour in leisure spots and tourist destinations. By this end, the breakthroughs of technology will play a leading role configuring the landscape for an internet-equipped reality. While the sixth chapter delves into the world of health or medicine tourism, the seventh chapter introduces a pungent theme, sex tourism and robots. To some extent, the induction of cyborgs or robots to come into close contact with tourists resolves definitely the ethical problems of sex-workers in the currently-based tourist practices. This raises a more than an interesting question, is this the end of human trafficking or sexual-transmitted infections?.

Chapter 8 offers an interesting diagnosis of sports tourism and Rugby in New Zealand. One of the main challenges not only Rugby but also other sports will undergo seems to be that the ageing population will diminish the number of sportsmen and professional athletes in the next decades.

Last but not least, those chapters conforming rest of the book bring an interesting discussion along with the problems of infrastructure which is needy for tourism. Yeoman eloquently acknowledges that developed and developing nations not only face with the slippery matter of climate changes, other additional troubles have emerged such as the limitation of food provision, the good functions of hotels, adjoined to the grim future of transport are some of the topic this must-read book places under the critical lens of scrutiny. This book is the centre-piece for those who are concerned for the future or the potential threats the industry will overcome in the next years, but since future is always nothing to what extent Yeoman`s interrogations will take room the reality, remains doubtful. As Baudrillard (2006) brilliantly noted, in the world of tomorrow the sense of reality as we know will set the pace to pseudo-reality, which is no other thing than the hegemony of future over daily lifestyles. For better understanding, Baudrillard cites the plot of *Minority Report*, which is Spielberg`s movie. In this film, *precogs*, which were a sort of technological-powered mediums, not only envisage the future but predict crimes before they were committed. The efficacy of state to reduce crimes rested on the possibility to efface it in the future, but the problem is, Baudrillard adds, that the future does not exist. So the ideological core of late-capitalism consists in inflating risk to pose solutions otherwise would be neglected. Our

prone and fascination for future, following Baudrillard, would usher us as a civilization into a confiscatory present.

## **References**

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