

# ABSTRACTS

*Barbara Gisi*

## **SWISS TOURISM IN 2040 – AN ESSAY**

Many service providers bring about tourism. To maintain a blossoming sector for the future it is necessary to react to changed (environmental) conditions. This not only means mastering the challenges of climate change and sustainability but to keep an eye on the persistent shift to individualism. In her essay, the author provides a view of what tourism in Switzerland could look like in 2040.

Keywords: Swiss tourism, golden-agers, climate change, individualism, structural change, sustainability, multi-culturalism

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*Gerd Leonhard*

## **REAL EXPERIENCES INSTEAD OF THE RANDOMN**

Our world is becoming increasingly digitalised, virtualised and automatised. As a result much content and many products and services become exchangeable and arbitrary. For this reason the demand for real, physical experiences increases. The tourism of the future is subject to the adventure and experience economy.

Keywords: digitalisation, experience economy, innovation, tourism, virtualisation, future

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*Walter Leimgruber*

## **STASIS IS MOVEMENT – A 2035 SCENARIO**

The borders between work and leisure become porous and could in the near future disappear altogether; work and recuperation become barely distinct from one another. In only 20 years the following paper's scenario is possible. Implanted chip cards monitoring travellers' behaviour, self-driving cars, apartments and role exchanges, simulated pseudo cruises for dementia sufferers and travel enterprises specialised in hunting are just a few potentials that shed light on what 2040 may offer...

Keywords: travel sector, holiday sector, self-driving cars, apartment exchange, life cycle

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*An Interview with Max Rheiner*

## **FLYING LIKE A DREAM**

What does a bird feel like when it flies? – Humans only experience flying in their dreams. In his flight simulator «Birdy» interaction designer Max Rheiner produces a visual, acoustic and physical experience of flying and really enables virtual travel.

Keywords: experience of flying , body, simulation, virtuality

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*Bitten Stetter*

**LET'S HAVE SLUMS! ON THE SEARCH FOR THE PROMISE OF AUTHENTICITY IN SQUALOR**

The (western) social need and longing of its clients for ever more authenticity is a bill paid also by the tourism sector: up to now it was tended more to industrial mass tourism, increasing excursions to slums as sites where one can be offered the «true» and «real» life experience. As a supporting argument to help unburden the conscience of the poverty tourist, emphasis is placed upon responsibility and the educational effect and the economic advantages for the slum dweller.

Keywords: poverty, authenticity, individualisation, catastrophe tourism, trend, slum-tourism

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*Daniel Stanislaus Martel*

**AIRPORTS AS ARRIVAL AND EXCURSION FLIGHT GOALS**

Airports are more connected to long distances than other mobility infrastructures. They are a necessary evil... and the symbol of the disappointment at the end of a stressful day. Exhausted arrival and the boring passage through turn these places often into a bleak holiday. But a few decades ago airports were excursion destinations in themselves. A steadfast group upholds this tradition and will do so in the future – perhaps on transit to the starting point for space travel.

Keywords: airports, photography, plane spotters, terrorism, space tourism

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*Franziska Nyffenegger*

**MEMORIES OF THE FUTURE. SOUVENIRS: AN OBJECT CATEGORY BEYOND ALL TRENDS**

Returning with souvenirs from a place visited, that is to say bringing little things back that typically idealise and condense the place has been a part of travel culture since antiquity. Produced in serial mass production they are created at the interface between collective behaviour and individual experience. Thus commercial souvenirs prove to be downright resistant to innovation or to put it positively: timeless classics.

Keywords: memory mediums, the need for history, glocalisation souvenir design, tourist culture

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*Karlheinz Steinmüller*

**THE PRIVATE INDIVIDUAL IN SPACE**

To explore the expanse of the solar system like astronauts is, up to now, the preserve of only a few private individuals. Extremely high costs are set against space tourism – and alongside the dangers, that space junk poses, there are also ecological problems. Thus the adventure «space» will remain for the foreseeable future as a pleasure only for the most vastly solvent of extreme tourists.

Keywords: suborbital flight, space adventures, manned space travel, space tourism, orbital space junk

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*Lina Ibnidris Stanic*

### **COULD CUSTOMISATION AND PERSONALISATION CHANGE TOURISM IN THE FUTURE?**

How customization and personalization may change tourism in 2030? Tourism, what could that mean in 2030? This is a time when globalization may turn us into «global citizens» who share an analogous global culture despite coming from different countries and backgrounds. It may help us to feel more familiar and less a «tourist» even when travelling to new destinations. However, this feeling of familiarity will not prevent the individual in each of us having his or her own unique perception of tourism, its circumstances and needs. It is precisely here where the personalization of tourism services could play a role in shaping tourism in the future.

Keywords: future tourism, designing tourism, personalization of tourism, Intercultural perceptions, Arabic culture, global identity, millennial Y.

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*Lena Grossmüller*

### **EXPERIMENTAL TOURISM: WHEN ROUTES BECOME DIVERSIONS**

They throw dice for their travel destinations, backpacking in front of their own front door or rigorously walk through a city from A (such as Albisriederstrasse) to Z (such as Zwingliplatz). Friends go on a journey, secretly follow their traces and on honeymoons they travel separately in the same city in order to find themselves again without on site communication. We are talking about experimental tourism, a niche grouping around the French innovator Joël Henry, who playfully thinks travel anew.

Keywords: Experimental tourism, Latourex, Joël Henry, individual tourism, Situationist International, psychogeography, Dadaism, surrealism, coincidence, serendipity

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*An Interview with Ulrich Reinhardt*

### **THE MOST POPULAR FORM OF HAPPINESS**

On the occasion of the 31st German Tourism Analysis Prof Ulrich Reinhardt, academic head of the BAT foundation for future questions will lecture on travel trends and dream destinations. Travel, according to Reinhardt, will still be the most popular form of happiness. He regards space tourism and virtual travel as utopian. Due to the strength of the franc Swiss tourism will face huge challenges.

Keywords: space tourism, tourism behaviour, old age pensioners, length of journey, holiday destinations

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*An interview with Pascal Bühler*

### **EVERYDAY AND WORK WORLDS IN 2050**

The demand for trend studies persists, as the interview with Pascal Bühler makes clear. They enable the mediation of (the changing) requirements of future societies over a longer time period. Societal mega trends are deduced from them and they are able to describe how they will influence everyday life. Alongside the change in role models the specific fields of «mobility», «communication», «leisure time» and «work», are what the trend research investigates.

Keywords: trend studies, cocooning, everyday worlds, trend research, role models, work models

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