

# Green Growth and Travelism

## Letters from Leaders

Maurice Strong Ghassan Aidi Akbar Al Baker Mike Ambrose  
Rick Antonson Raymond Benjamin Madan Prasad Bezbaruah  
Giovanni Bisignani Richard Branson Geoff Buckley Lucian Cernat  
Tony Charters Felix Dodds Thomas Enders Patricia R. Francis  
Edwin Fuller Angela Gittens Harold Goodwin Gloria Guevara  
Peter Harbison Donald Hawkins James Hogan Brian King  
Chris Buckingham Karen Kotowski Gerald Lawless Manfredi  
Lefebvre Chris Lyle Francis McCosker Supachai Panitchpakdi  
Jeanine Pires Randy Powell Taleb Rifai Ignace Schops  
Daniel Scott Vanessa Scott David Scowsill Sonu Shivdasani  
Alain St. Ange Lyonchhen Jigmi Thinley Valere Tjolle Tony Tyler  
Marthinus Van Schalkwyk Dawid De Villiers Gordon Wilson  
Reto Wittwer **Ian Yeoman** Shanzhong Zhu

**(G)** Published by Goodfellow Publishers Ltd, Woodeaton, Oxford, OX3 9TJ  
<http://www.goodfellowpublishers.com>

Copyright © Goodfellow Publishers Ltd 2012

All rights reserved.



Design and typesetting by P.K. McBride, [www.macbride.org.uk](http://www.macbride.org.uk)

This extract is not for circulation or reproduction. Green Growth and Travelism, edited by Geoffrey Lipman et al can be bought from [www.goodfellowpublishers.com](http://www.goodfellowpublishers.com), all good bookshops and as an e-book from all major online vendors



## Ian Yeoman

Associate Professor, Victoria University  
of Wellington

### **Our sustainable future – looking back from 2050**

Dr. Ian Yeoman, Associate Professor, Victoria University of Wellington, New Zealand, is the world's leading futurologist specializing in travel and tourism. Ian was scenario planner for VisitScotland, where he established the process of futures thinking within the organisation using economic modelling, trends analysis and scenario construction. Today he is a leading academic researcher at Victoria University of Wellington and the European Tourism Futures Institute, Netherlands. Ian has published widely on the future of tourism, including *Tomorrow's Tourist* (Routledge 2008), *Tourism and Demography* (Goodfellow 2011). His forthcoming book, *2050: Tomorrow's Tourism*, addresses the three main factors influencing and shaping the future of tourism: wealth, technology and resources with scenarios from Shanghai to Edinburgh, Seoul to California encompassing complex topics such as hotel design, conferences, transport, food tourism or technological innovation. <http://www.tomorrows-tourism.com>

---

---

**W**e know that by 2050 the world will be different compared to 2012, 10 billion will live on the planet, the average citizen will be older, oil will be a thing of the past and the world will be warmer.

But it all depends how the world behaves in relation to these changes. For a sustainable future, that behaviour must be co-operative – a world of scarcity of resources drives policy to focus efficient resource use, waste minimization and collective responsibility

What does this all mean for tourism? In the spirit of this book I have tried to reflect on this from the perspective of three leaders writing to their constituencies, the President of the USA, the Prime Minister of New Zealand and the leader of New Zealand's tourism industry.

## **Our sustainable future – a retrospective look: a letter from the President of the USA**

Dear all,

The landscape, the environment and climate change are the key issues in 2050, just as they were in 2011. Reading the newspapers of the time there were resource shortages in society. In Australia it was water, in Africa it was food, in Asia it was floods and in the Pacific it was rising sea levels. It seemed that the world couldn't agree on climate change, short term behaviours prevailed and no one was a winner. Today without doubt as a consequence of rising populations, new middle classes and climate change we face a situation of scarcity of resources. When I speak to tourism leaders, they agree that access to the environment, the beauty of the landscape and authenticity is luxury because of its scarcity. The world has come together to tackle the problem of climate change. I feel that we live in a world of altruistic values, ethical behaviour and cooperation. When I speak to President Lin Deng of China there is a realisation that taking a global perspective is the only way to deal with this situation. The power of the UN World Trade Organisation has been paramount. Without the world working together for the benefit of humankind the situation would have been a lot worse. A sustainable future has meant everything from ISO standards for architecture, personal carbon allowances for travel and severe punishment to those who operate an unsustainable future.

I do know there have been many conundrums on the pathway to a sustainable future. The debate about food supply and science based alternatives has been a heated one, and we have seen limited success within this field. Where we have seen improvements, it has been about increased yield, better fertilisers and sustainable communities, like the City of Bend who have taken a vertical a farming perspective. Some of the changes have been exceptional such as the advancement of green technologies and in particular Saudi Arabia's ability to export solar energy technologies; under the leadership of Professor Mohammad Dali at the University of Riyadh and the work of the UN Compliance Board with technological tracking. The key in scientific applications has been resource efficiencies and new ideas.

All of this has changed the consumer perspective. Consumers' behaviours and attitudes have fundamentally shifted over the last 40 years. We have a respect and a relationship with the landscape which some call spiritual. Resources today are more expensive and consumers spend a higher proportion of their income on such things as fuel, food and other essentials. There is a noticeable divide in society; the rich have got richer at a faster pace than the middle classes of the world. We still have substantial levels of poverty in Africa and Asia. As demand hasn't equalled supply inflation is now a problem. I would say life is a bit more frugal and simple.

So to summarise the world has become more sustainable because of:

- Growing national, regional and international agreements
- Good science relating to pollution impacts, human health and ecological systems
- Increased regulation
- Market demand for green and clean energy, safe foods, efficient transportation and green buildings
- More effective and active NGOs

On a final note, my children keep reminding me I am responsible for their future so let us hope it is an everlasting future.

Yours

Carolyn Adams  
President of the USA  
30<sup>th</sup> June 2050

This letter represents a number of trends in society. These include:

- The world's middle classes are being squeezed as resources become scarce, price inflation erodes consumers level of disposal income, squeezing disposal income for out of home expenditure i.e., dining, tourism and leisure activities.
- Prioritisation and incentive for resource substitution is driven by entrepreneurship and severe penalties for bad practice. Sustainability is the only business model.
- The environment and natural products are perceived as the new luxury in a crowded, urban and metropolis world.

## **Our sustainable future – a retrospective look: a letter from the New Zealand Prime Minister**

Dear all,

In the 2025 election the issue was New Zealand's green future. Across the political spectrum the only debate was about the degree of resources and commitment. The elected government's first piece of legislation was the passing of the 100% Pure New Zealand Act which establishes New Zealand's low carbon economy based upon a controlled pathway motivated by resource maintenance and economic stability. The Act was necessary given the world's problems of climate change refugees, wars over food supply, and the post peak oil economy. The Act formulates a number of policy levers and instruments that incentivise a Green Economy for business and consumers, educates for change, accelerates investment in Green technologies, facilitates adoption, and penalises 'ungreen' behaviour. New Zealand's real priority is to protect and develop its resources and land economies which are viewed by most of the world as the new gold. In spite of some dissenting voices, New Zealand has come to realise its only future is this Green pathway, to the extent that people talk more about the environment than they do about rugby these days. Green is the kiwi psyche.

Post 2025, New Zealand exports its agricultural produce, mineral resources, environmental intellectual property and tourism. Because of the scarcity of resources in the world New Zealand is a beneficiary. According to the latest OECD tables New Zealand is ranked 8<sup>th</sup> in the world in terms of wealth per capita and purchasing power. New Zealand is a nation of strong political and economic force in Oceania, a place which advocates human rights, a liberal culture which has an open door and promotes cooperation. New Zealand over the last 40 years has seen a number of changes because the country has significant energy resources including oil, hydro and geothermal. This has funded high levels of education attainment which in turn has driven investment in research and development. The Universities of Auckland and Victoria are ranked in the top 100 with particular emphasis on carbon chemistry, technological compliance, digital mediums and the liberal arts. Some of the big issues in 2050 have been the dilution of Maori ethnicity and an

increase in Pacific and Asian economic and climate change immigrants to this country.

The price of this environmental success is the erosion on individual liberties. In order for the government to bring about change, individuals and businesses have set carbon allowances which are monitored via an extensive ubiquitous network of data and mind reading technologies. These technologies allow the government to know what you do, when you do it, how you do it, when you are thinking about it and for how long. Even babies are chipped at birth to monitor their environmental life span. Eco priority principles mean that individual liberty has had to be sacrificed for the benefit of the planet. As a consequence, New Zealanders are morally self-regulating when it comes to the environment.

Yours,

The Rt Hon John Smith,  
Prime Minister of New Zealand  
30<sup>th</sup> June 2050

This letter represents a number of trends in society. These include:

- The kiwi psyche is green whether it is government, business, society or the individual. However in order to attain this position, individual rights are being sacrificed for the collective good through ubiquitous networks.
- New Zealand is a successful nation in a world of scarcity of resources, and is deemed a plentiful society due an abundance of resources that are well managed. The country's diverse economy is based upon intellectual property, a natural resource base and agriculture products, with a strong knowledge research and development attitude.
- New Zealand has a liberal attitude but strong environmental values which is comparable to Nordic countries. Smallness allows uniqueness and specialisation in a global environment.

## **Our sustainable future – a retrospective look: a letter from the Leader of New Zealand Tourism Industry**

Dear all,

According to the Lonely Planet New Zealand is a microcosm of an eco-paradise. In a world of scarcity of resources New Zealand's uniqueness is an abundance of land, water and food in a temperate climate. Although the glaciers have shrunk the impact of climate change has been less compared to many other countries in the world. Now that the Mediterranean fringe is a desert, California is no longer a wine region and there is no reliable snow coverage on the Alps, New Zealand is 'the destination' and the winner of the Condé Nast world sustainable travel award every year since 2038.

In order to preserve this eco-paradise the New Zealand Government operates a variable tourism tax for international visitors with a range from \$50 to \$5,000 per visitor, per day, in order to manage demand. The policy operates in a number of ways; for those tourists involved in community projects and volunteering the tariff is low whereas the top end tourists have a minimum spend per day equating to a high tariff. In addition there are a number of schemes that combine these elements.

The tax, although controversial, is the cornerstone of New Zealand's sustainable tourism policy. Revenues generated have been reinvested into tourism in order to position the industry as the First and Everlasting Industry of the nation. According to Prime Minister Theo Coy tourism is a significant contributor to our economy. New Zealand is the first country that people across the world think of in terms of where to holiday. Tourism is the first industry in terms of professionalism and career choice. The tourism industry has set the standard for others to follow. Its pursuance of an everlasting strategy in which the guardians of the present have set out to secure the environment has enabled the industry to be one of New Zealand's sustainable industries. Those guardians have protected our children's future.

New Zealand has had to position itself as an aspirational eco tourism paradise because of a shortage of resources. Although the world has seen improved transport efficiencies over the last 40 years aviation is still

a problem. The eco paradise tourist represents approximately 10% of all tourists providing 25% of the revenue. The remainder of the market is dominated by New Zealand's domestic tourists and those tourists who advocate a more sustainable life style. All tourism providers comply with an assurance scheme for green businesses which includes sustainable architecture, community involvement, professional practice and energy efficiency. The assurance scheme extends to customer service in which the 100% guarantee policy offers tourists their money back if their experience doesn't meet their expectations. Many in the industry laughed at such a proposition when it was first introduced in 2025, but New Zealand only targets and attracts visitors who have an affinity with its environmental outlook and way of life. The country is marketed as 'the slow holiday place'. According to the Visitor Attitudes Survey, enrichment, solace, space and an abundance of natural products are the reasons why tourists holiday in New Zealand. These are attributes many countries don't have these days!

Yours,

Wendy Liu

Chief Executive, Tourism Association of New Zealand

30<sup>th</sup> June 2050

This letter represents a number of trends in society. These include:

- The impact of climate change globally has been dramatic, but New Zealand is an oasis as climate change here hasn't been as dramatic as in other countries. The environment is temperate and favourable. New Zealand's 'green' credentials and relative abundance of resources make the country popular as a tourism destination compared to 'too hot' California or 'no snow' Europe.
- New Zealand's tourism tax for international visitors balances the needs of the environment with economics. This sustainable approach to tourism taxation is off set if tourists undertake a number of community based projects.
- A strong domestic economy is the main driver of tourism growth to 2050.