

Preface

As other industries, the global travel and tourism industry has been facing immense challenges and highly visible upheaval since the beginning of the new millennium. The International Tourism Exchange ITB Berlin, the world's leading travel trade show, aims at pinpointing the most important challenges, identifying the trends and offering a platform to solve pressing problems. The ITB Convention Market Trends & Innovations has developed into a centre of excellence and a driving force for the global travel and tourism industry, generating a much needed information platform.

This compilation unites the highlights of the convention in articles prepared by renowned professionals and scientists from the industry. Readers may benefit from this comprehensive vision of the developments that are shaping the structure of the global tourism industry today and in the future. This book is indispensable for tourism and travel professionals as well as for academics and students analyzing current global tourism and travel trends.

The first chapter draws on current empirical data on travel behaviour of the world population to establish a foundation for this book. The World Travel Monitor conducts more than 1 m interviews per year in over 50 countries and represents the world's largest and most important travel survey. Rolf Freitag and Dennis Pyka provide insight concerning data of global travel behaviour and travel trends that are dominating the market. Philipp E. Boksberger, Kristian Sund and Markus R. Schuckert focus on one of the most important and enduring trend topics, the implications of socio-demographic change on the tourism branch. This paper discusses the possibilities and limits of today's tourism industry in regards to predicting future travel behaviour based on socio-demographic changes. Based on a written survey of German-speaking visitors at a destination in Switzerland, the results support the thesis of cohort-specific travel behaviour.

The second chapter deals with an issue that like no other deserves the special attention of the global travel and tourism industry: global climate change. First Eric Heymann und Philipp Ehmer present the results of a study from Deutsche Bank Research. The authors outline the ways in which the environmental-climatic and regulatory-market economy dimensions of climate change can affect the tourism industry. By using a scoring model, the authors differentiate tourist regions that can profit from climate change and those that are expected to be on the losing side. The forecast horizon of the Deutsche Bank Research investigation is 2030. Subsequently, Hansruedi Müller from the Research Institute for Leisure and Tourism (FIF) of the University of Berne examines the effects of climate change

on Alps tourism. After presenting a detailed forecast of climate changes in Switzerland, in Austria and Germany, Müller analyses the opportunities and risks of climate change and provides recommended actions for handling climate change. Subsequently Christoph Kessler, Ralf Kadel und Laura Vogel grapple with another region strongly affected by climate change: Africa. As a long-haul destination and as a region that is already very hot today, the challenges for Africa are enormous. Innovative zero footprint examples show how climate-neutral tourism could look in Africa.

The third chapter is devoted to Aviation Management. Richard Klophaus addresses a topic that has already led to a drastic situation for many airlines in 2008: extremely high fuel prices. His paper examines the impact of rising fuel prices on future air traffic. Using route and carrier specific data the short-term impact of higher fuel prices on airline operating costs, passenger fares and demand for short-haul and long-haul services is analysed. Patrick S. Merten considers the future of passenger processes at airports and sheds light on changes from the perspective of passengers, airlines and airports. Mobile tickets, check-in kiosks, web and mobile check-in, and electronic and mobile boarding passes optimise the traditional airport process. Using information from expert and passenger surveys, the article reveals how a passenger process supported by technology could look at airports in the future.

The fourth chapter addresses issues of travel technology. It reflects the results of latest studies on the usage of consumer technologies relevant to travel and tourism. The PhoCusWright Consumer Technology Survey Second Edition focuses on Web 2.0 familiarity and usage patterns of U.S. travellers, on the online traveller shopping behaviour and the influence of consumer technologies on travel, on social media usage and influence. The usage of mobile devices is analysed as well.

The fifth chapter is devoted to the management of tourist destinations. In their article, Campbell C. Thomson and Harald Jahn from the European Investment Bank (EIB) analyse tourism strategies and policies in the southern and eastern countries bordering the Mediterranean (the so-called FEMIP countries). The article reviews the current position of the tourism sector across the region, identifying the strengths and weaknesses of each country, and whether the strategies being followed are compatible with the concept of Sustainable Tourism. Stefan Zimmermann and Tony Reeves examine the potentials and methods of movie tourism as an innovative and effective form for marketing of destinations.

The sixth chapter covers the topics of Marketing and Sales Management. Monika Echtermeyer looks at the source market of China as an example to probe the importance of brands for destination decisions of tourists. It appears that to a great extent Chinese tourists take their decisions depending on how far they encounter known brands at European destinations. In her article Echtermeyer also offers recommendations for management of destination and hotel brands catered to Chinese tourists. Klaus-Dieter Koch provides insight on the luxury market. He describes what opportunities the luxury market segment offers and how global luxury brands in tourism should be managed. Michael Vogel looks into the strongly growing mar-

ket for cruises. He also analyses the international marketing strategies of the Royal Caribbean and Carnival cruise ship corporations.

The seventh chapter is directed towards Business Travel Management. Andreas Wilbers starts off with the current developments in the business travel sector and the resulting demands on Travel Management Companies. Jörg Martin turns his attention to the international aspects of Business Travel Management. Uwe Klapka investigates a particular aspect of internationality: multicultural interaction at meetings and events. Next, Andreas Krugmann discusses the topic of safety when travelling. The results of an empirical study and the implications for Business Travel Management complete this article.

The eighth chapter offers a perspective beyond the borders of the tourism industry. The cultural scientist Asfa-Wossen Asperate asks whether in view of new source markets for international tourism a clash of cultures exists and what the impacts would be. The philosopher Peter Sloterdijk rounds out the work with perspectives on the present economic global tourist scene.

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

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