

Preface and Summary

Just as in previous years, talks and panel discussions were held at the 2011 ITB Berlin Convention on tackling issues dominating the global travel and tourism industry. This publication collates the convention's highlights in contributions from prominent industry professionals and academic specialists. Readers are likely to benefit from this comprehensive vision of the trends that will shape the global tourism industry's structure both today and in the future. This book is an indispensable source of information both for tourism and travel professionals as well as academics and students analysing the way in which global tourism and travel are set to go.

Chapter 1 centres on a variety of perspectives on the future of society, business and tourism. In his article, Ian Yeoman aims to illustrate what the future holds on the basis of the "ten certainties of change". Although you may not agree with him on every count, his conclusions are least enlightening and thought-provoking in the way he assumes tourism will develop in future decades. In the second article, Rohit Talwar draws on study findings in exploring how customer behaviour patterns might evolve, discusses the way technology could transform tomorrow's future travel experience and analyses the strategic implications facing the branded hotel sector. The World Travel Monitor represents the world's largest and most important travel survey; it conducts interviews in over 50 countries worldwide. Rolf Freitag and Dennis Pyka provide insight into worldwide and European travel behaviour and shed light on the trends that are currently dominating the market.

Chapter 2 covers selected aspects of destination management. Damba Gantemur gives insights into a niche destination with potential: Mongolia. This country captivates with unspoiled landscapes and authenticity – characteristics the hardened tourist is increasingly looking for. Klaus-Dieter Koch focuses attention on a well-established tourist destination – the Alps. He addresses the question of how tourism products and destination brand management can or must adapt to the challenges that face it both now and in the future. Burkhard Kieker sets out to explain Berlin's astronomic success as a tourist destination, provoking thought on what's been key in making city destinations the success they are. Andreas Reiter sums up studies carried out by ZTB Zukunftsbüro (a futures researcher) on the reasons for city destinations being such a popular option, concluding that cities need to be "worth living" in three ways: It must be possible to live them in the way locals do, create opportunities for interaction in public areas, and provide sustainability ecologically.

Chapter 3 looks at topical issues in marketing management. Ingo Markgraf, David Scheffer and Johanna Pulkenat apply the latest results of neuropsychological research in the tourism industry. The tourism industry is lagging behind other segments in its use of neuropsychological approaches. Using the Rewe Group as

just one example, the article demonstrates how this new approach can be used in optimising the range of options tour operators can offer. Kirsi Hyvärinen, Dusanka Pavicevic and Dennis Hürten apply findings from change management to give tourist destinations a future-proof hallmark – something many destinations still need to do in face of global competition. They show how Montenegro has been so successful in the experience it has made in realigning, developing, marketing and selling itself as a product tourists wants.

Chapter 4 deals with social media and online bookings. David Perroud provides the latest findings from a study on an issue that's currently on the lips of all tour operators: Putting social media to their best advantage. A global, empirical study shows the part Facebook, Twitter and Tripadvisor play in travel decision-making and booking process: Which users employ social media and for what reasons? What changes can the travel industry expect? – Questions the empirical study can provide answers to. Using previously published panel data from GfK Travel, Alexandra Weigand gives insights into the way Europe's tourism market is going. She then goes on to analyse the differences that exist between booking behaviour at travel agencies and online. One of its innovative features will be the scope of preferences towards holiday hotels.

Chapter 5 concentrates on business trips and events. Stefan Fallert ventures a critical look at the efforts airlines are increasingly making to generate income from ancillary revenues, and demonstrates the impacts this will have on business-travel management. Oliver Graue pursues another dominant trend in the airline industry: The industry's increasing consolidation and its effects on business-travel management. For years, events have not only provided an increasing incentive for taking business trips but also for holiday travel; these too are taking on an increasingly important part in the basket of communication options companies have in attracting business. Markus Weidner defines the key factors that make events successful. Hans Rück discusses the aspect of event briefings. Presenting empirical results, he shows how briefings need structuring to ensure events are a success.

Chapter 6 takes a look at different aspects of the much-discussed aspect of corporate social responsibility. Taleb Rifai kicks off by giving reasons for the necessity of sustainability in the global tourism industry and shows best-practice examples in the public and private sector. Johannes Reißland and Petra Thomas discuss the significant Tourcert System, and analyse the effects CSR certification has on tourism companies. Dietrich Brockhagen devotes attention to a highly topical issue: The EU Emission Trading Scheme in the airline industry. He demonstrates how an airline can benefit from its own offset projects and voluntary passenger-based offsetting benefits – options airlines are still not likely to be aware of today. Using their own research results, Xavier Font and Andreas Walmsley finally illustrate which international hotel chains set a benchmark in the sense of satisfying corporate social responsibility.

Chapter 7, the last in this publication, concentrates on sustainable mobility. Roland Conrady provides an overview of the status quo in sustainable mobility, while illustrating future perspectives and challenges in relation to the various

carriers. And it's not without good reason that Björn Dosch focuses on e-vehicles in the detailed look he takes on electromobility. The passenger car is the key form of transport for holidaymakers. Technical innovations won't succeed on the market if they aren't accepted by the man on the street. Herbert Lechner concludes by showing the results of a study carried out by GfK on user acceptance of electric vehicles in different European countries.

This work could not have been achieved without the remarkable dedication on behalf of the authors, who, for the most part, have taken on leading positions in the tourism industry. Special thanks go to Pia Viehl and Steven Gay from the Faculty of Tourism and Travel, Worms University of Applied Sciences. It is only through their tireless dedication, remarkable skill and well-founded expert knowledge that it has been possible to publish this work on time. Never losing sight of our high quality standards, this has made them instrumental in making this publication such a valuable source of information.

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