Halfway there: the transition from 1968 to 2068 in tourism and hospitality

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Why 1968?

Many critical events for Europe and the World
- “Events of May” in France (May-June)
- Invasion of Czechoslovakia (August)
- Tet Offensive in Vietnam (3 Phases: January-December)
- Democratic National Convention in USA (August)
- Many Other things:
  - Various Riots in the USA (King assassination riots in April/May, Detroit riot, Miami riot, New York City riot, Baltimore riot, 1968 Kansas City riot, Louisville riots, Washington, D.C. riots, and Wilmington riot)
  - Båstad riots in Sweden (soccer/football related)
  - Rodney riots in Jamaica
  - Battle of Valle Giulia in Italy
  - Many others (student walkouts, occupations, protests...) in many parts of the world (developed and less developed)

Some other things in 1968

- The first Big Mac goes on sale in McDonalds costing 49 cents
- Boeing 747 made its maiden flight
- Emergency 911 Telephone service is started in the USA

What was the World Like in 1968, Apart from Volatile / Different?

- Cold War: Separation between East and West
- The Third World: Poor and Undeveloped
- Isolationist China
- Protectionism was rampant
- Corporations were largely national in scope
- Communication technologies centralized
- Prevalence of “old” media—Radio, Newspapers, Magazines, TV (No internet until 1969)
- Populations were young
- Populations were different
- No AIDS
1968—Important Things for Tourism and Hospitality (and Everything Else)

- The world was politically divided
  - Limiting scope of international communication
- Capital was largely thinking in national terms
  - Limiting scope of international capital
- Technologies and media were different
  - Information took more time to spread, using largely centralized channels
- Populations in developed countries were younger
  - Young populations lead to political and social instability
- Populations in developed countries were more homogeneous (ethnically...) than now
- Traditional marriages prevailed
- People did not live as long

1968—USA and USSR: Most Powerful Countries in the World

<table>
<thead>
<tr>
<th>Country</th>
<th>CINC Scores</th>
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<td>USA</td>
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<td>Brazil</td>
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Key Changes 1968 to 2018

- Collapse of Cold War
- Globalization
  - Economic, social, and political
- Rise of the Developing World / Asia / China
- Social changes
  - Lowered birthrates, same-sex marriage, increasing multiculturalism in developed world
- Technological changes
  - Internet and other technological changes
Consequences of Slow Population Growth

The global decline of the fertility rate since 1950.

Birth Rate

Some things from 1968 seem antiquated and seem like a lifetime ago.
No More Cold War: Complicated Political Landscape

Antiquated Things: No longer an isolated population in the East

Antiquated Things: a capital that is now not a capital

Antiquated Things: Old-fashioned media/communications
Shift in Global Power: 1968 to 2012

Powerful Countries Since 1968: CINC Index Measuring Power from Correlates of War Project

Global Power Today: China Prevails

Most Powerful Countries in the World (2012): Correlates of War Project CINC Scores

Populations in Developed Countries

- Old
  - No youth bulge, no upheaval
- Imported labor (and robots)
  - Labor shortage solved with importation of labor and mechanization
- Changing social structure
  - Divorce, low birth rates, same-sex marriage
- Using different technologies

Demographic Decline in Germany and Japan

Data From: https://www.populationpyramid.net
Now and future trajectories

Lots of old people
Very little social upheaval
– No youth bulge
– Police state omnipresent
Asians dominate the world economy, end of the Anglo-American hegemony
Economies will be increasingly robotized
– Human labor increasingly scarce and decreasingly needed
– A new economy must emerge, as humans will not be needed for many tasks

2068

The Meaning for Tourism?

Tourism is increasingly global in scope
– Asian tourists, different tourism demands
– Declines of local and small scale establishments
– Simultaneously, the rise of the sharing economy
Establishments will have to pay attention to the old
– They will continue to have political power and wealth
Robots, Robots, Robots, AI, AI, AI
– Tourism and Hospitality establishments will have to socialize the new customers
– The establishments will have to redesign their premises to be appropriate for robots and AI

Danke