

# The Future of Mobility and its Impact on Tourism

## Part 2: Major trends in passenger transport

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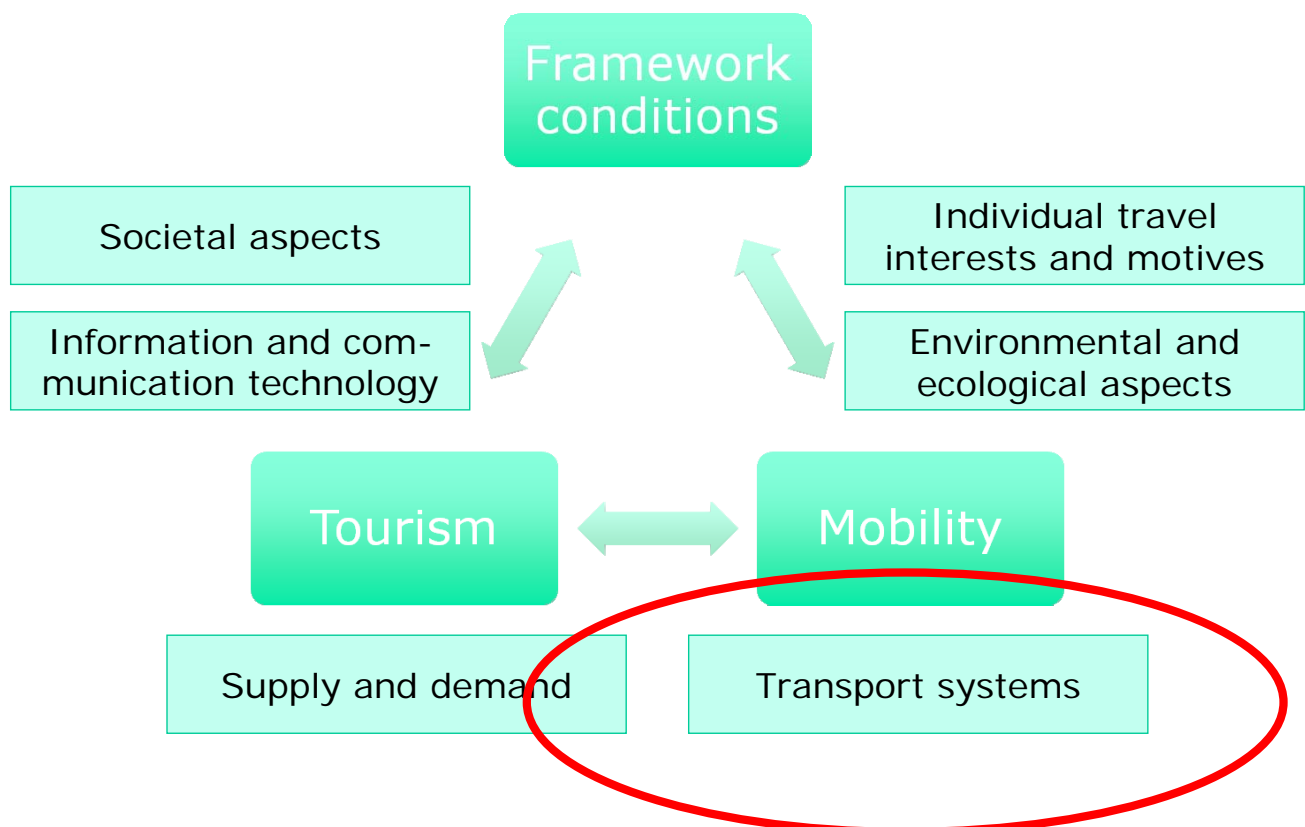
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Lucerne 27 April 2009

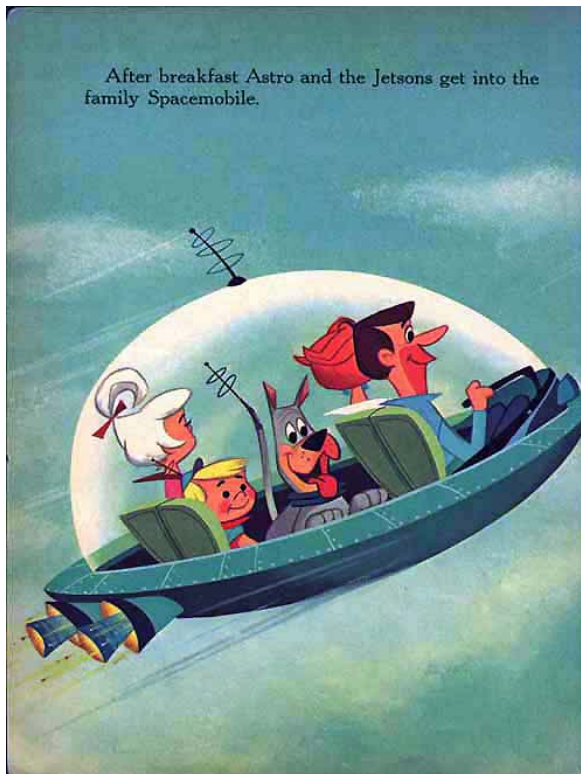
FH Zentralschweiz

### Framework of the study

Lucerne School of Business



# The future of mobility revisited



*"After breakfast ...  
the Jetsons get  
into the family  
Spacemobile."*

"The Jetsons"

TV-series USA,  
1962 - 1978

Cartoon Network  
Studios

## Transport systems

Introduction: **The general impression**

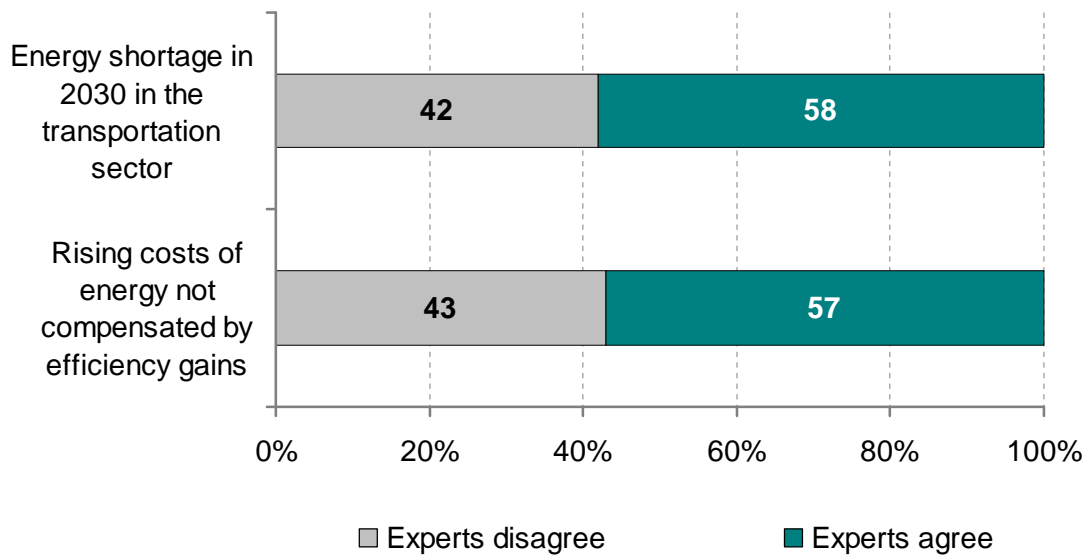
1,600 experts in the study

- are quite reserved in their opinions and try to be "realistic"
- predominantly tend to stick to "known trends"
- try not to be "too visionary" – especially the Europeans

**What could be the reason?**

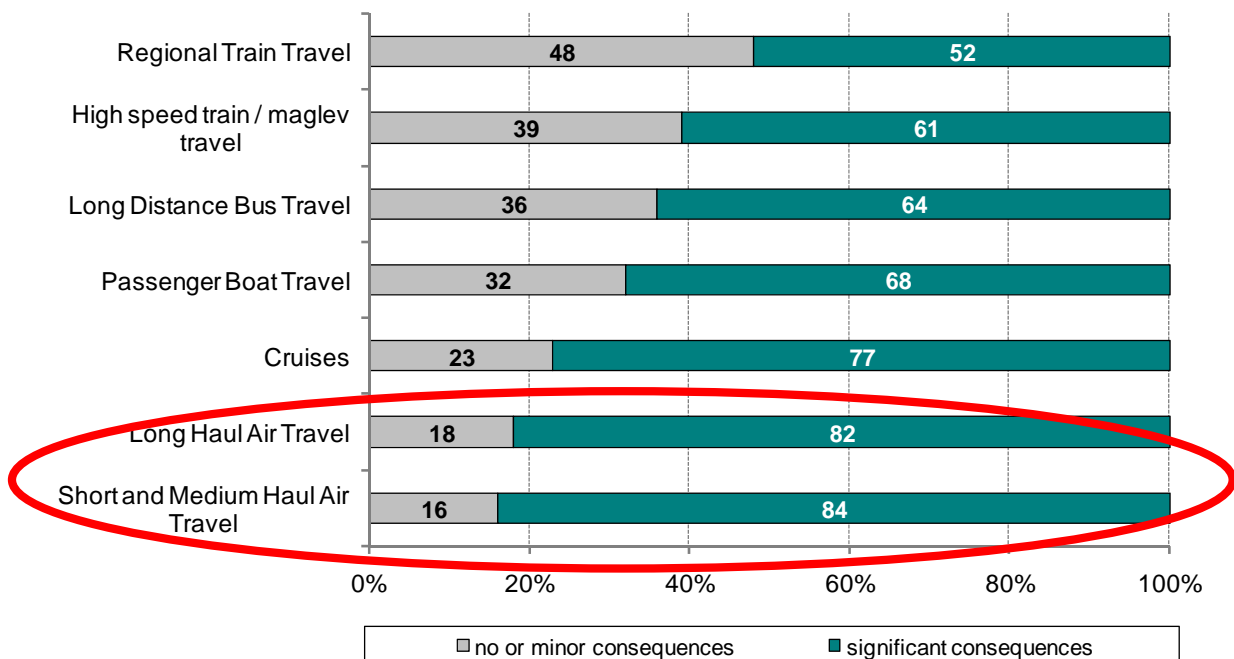
# Transport systems

## Environment and ecology: **Energy issues unsolved**



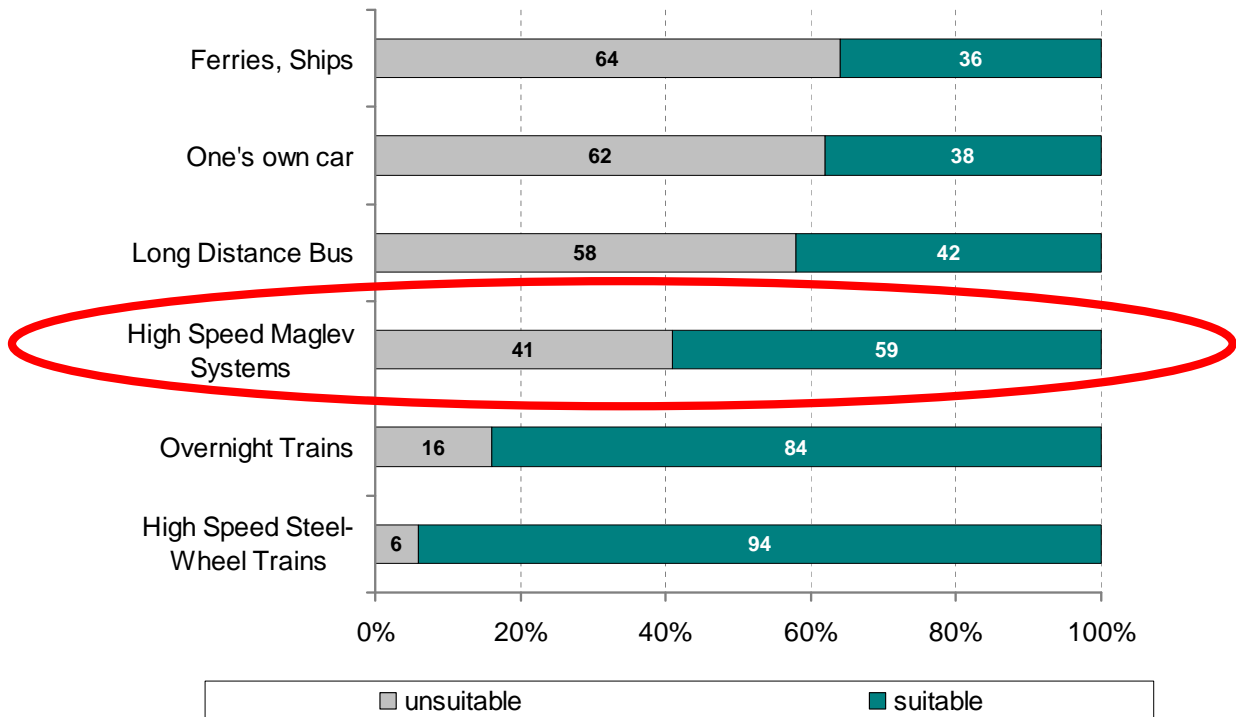
# Transport systems

## Consequences of **climate change**



# Transport systems

## Environment and ecology: **Alternatives to air travel?**



# Transport systems

## Focus: Alternatives to air travel: **Maglev systems**

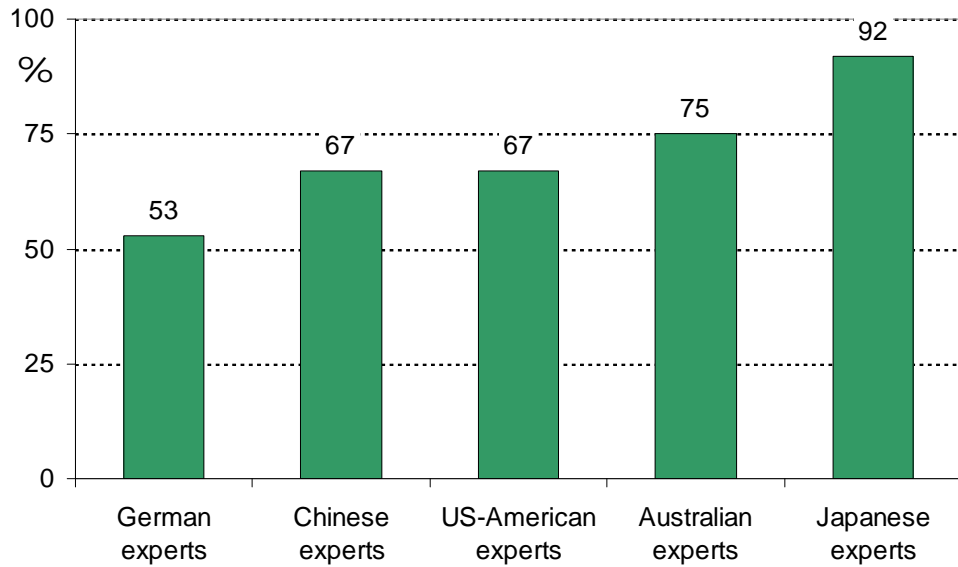


Photo: Courtesy of Transrapid International, 2007

# Transport systems

## Focus: Alternatives to air travel: **Maglev systems**

“High-speed maglevs are a suitable alternative to short-haul flights”



# Transport systems

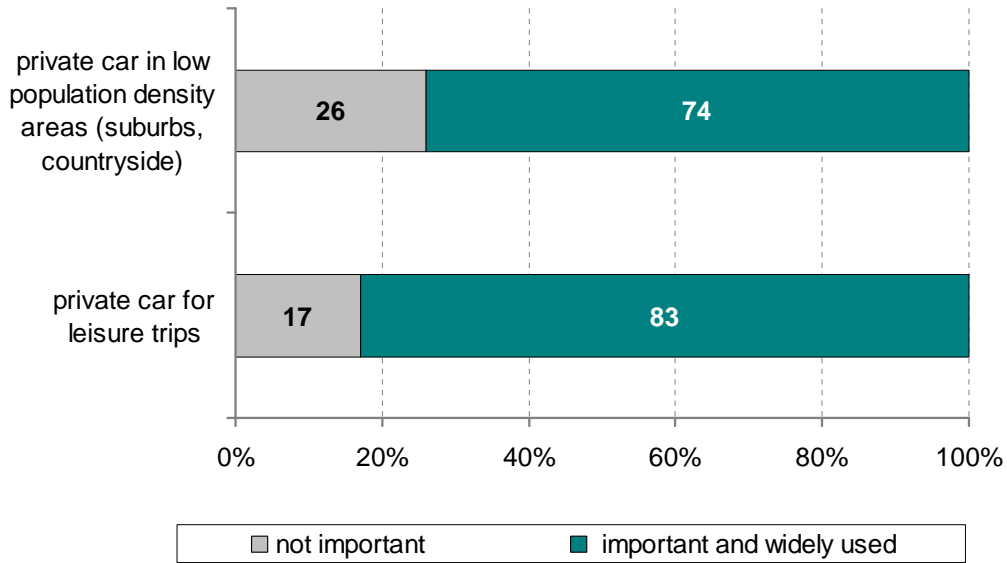
## Society: **Clash of cultural values**



Focus, 2002

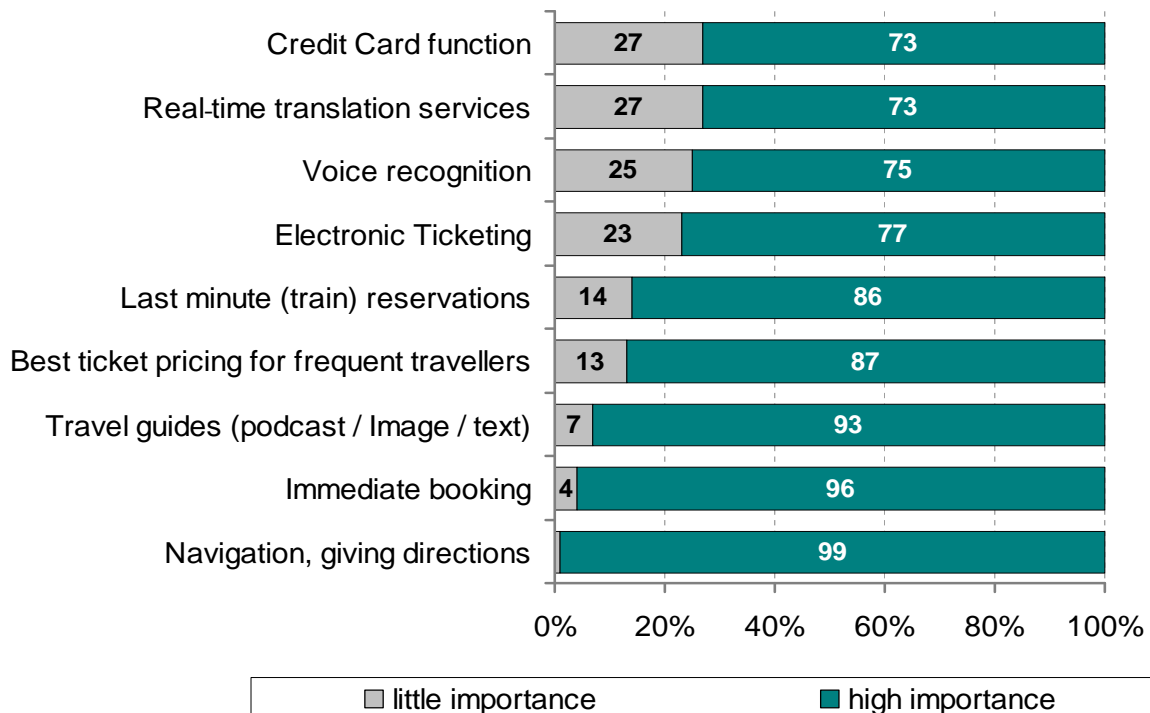
# Transport systems

## Role of the **private car** – important fields of use



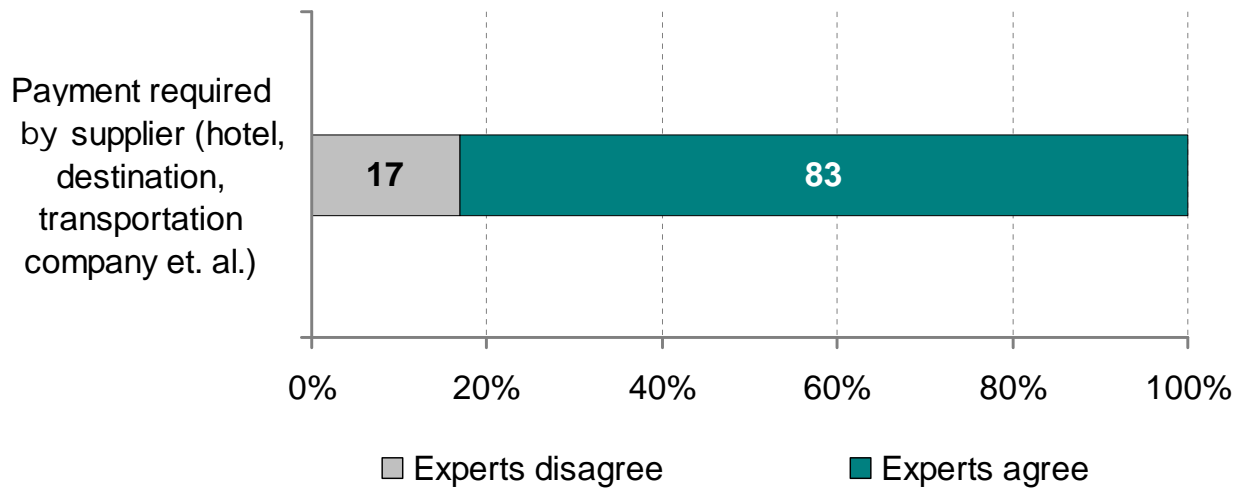
# Transport and information technology

## The role of **handheld devices**



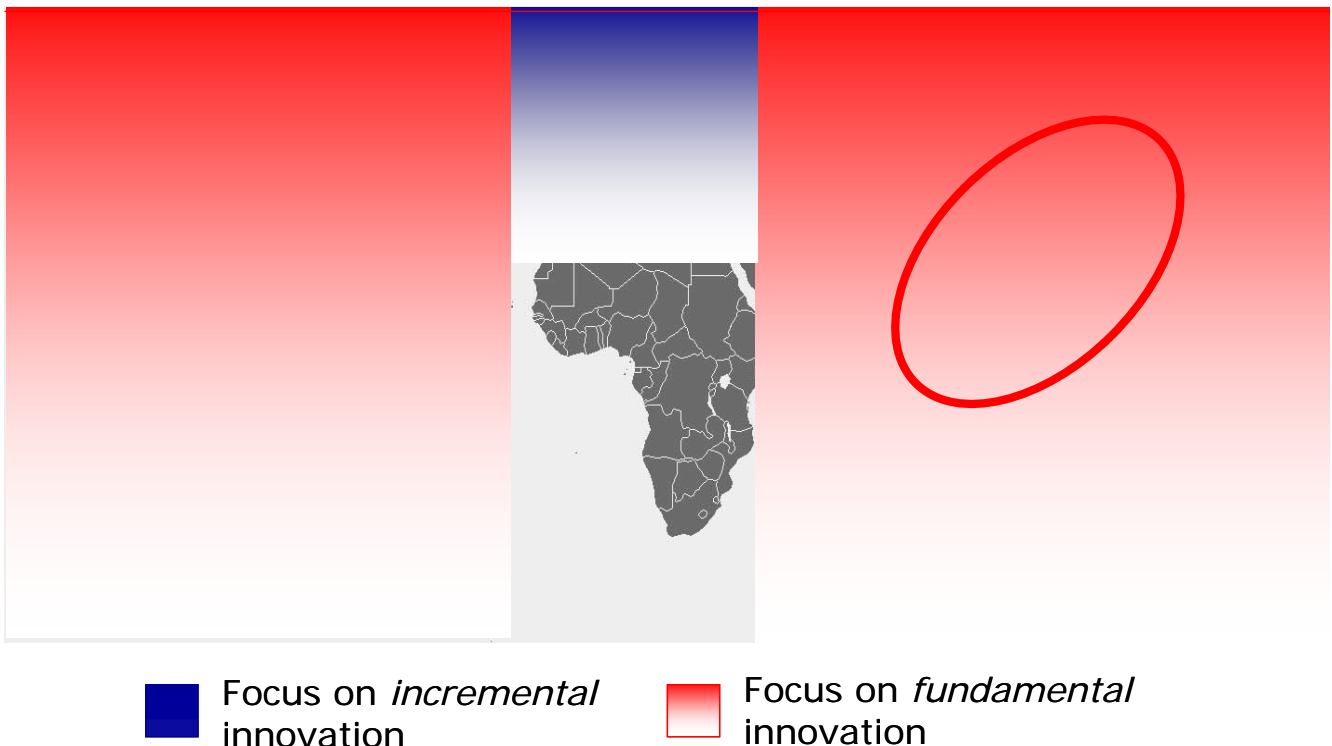
# Transport and information technology

## Handheld devices – **who pays for travel services?**



# Future of transport: The big picture

## Innovation of transport-relevant technologies



# Transport systems

## Worldwide perspective – 2009 – Overview

<u>Location</u> : City						
<u>Location</u> : Holiday resort						
<u>Location</u> : Countryside						
Long distance travel						
Medium distance travel						
Short distance travel						

# Transport systems: Trends

## Means of transport **on the rise**

<u>Location</u> : City						
<u>Location</u> : Holiday resort						
<u>Location</u> : Countryside						
Long distance travel						
Medium distance travel						
Short distance travel						

# Transport systems: Trends 2030

## Means of transport **on the decline**

<u>Location:</u> City						
<u>Location:</u> Holiday resort						
<u>Location:</u> Countryside						
Long distance travel						
Medium distance travel						
Short distance travel						

## The future of mobility and its impact on tourism

### Conclusion 1:

Airlines must cooperate with high-speed ground transport systems (ICE, TGV, Shinkansen, Maglev) on short and medium distances – or they will loose out.

### Conclusion 2:

Information, navigation and booking systems in transport will set new and tough standards for booking procedures in tourism.

**Thank you for your attention!**