

# Theses on business environment in 2029

Society	Peter M. Burns
Environment	Duncan Pollard
Economy & Politics	Eric Heymann
Technology	Michael Hartmann

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University of Brighton

Professor of Tourism and Development

# Thesis 1

## The World is going to get worse

- ▶ Demographic paradoxes: global overpopulation but unequal distribution of birthrates; increasingly demanding aging population
- ▶ Re-mapped global politics: Fukuyama was wrong! Wall Street ethos of 'Greed is good' was wrong; by 2029 the 'big five' developing economies (China, India, Brazil, Indonesia and Russia) will account for more than 30% of global GDP. Competition for scarce resources heats up
- ▶ Global distribution of wealth: will continue to be skewed and resentment will continue to drive agitation and terrorism; unequal societies generate crime, which in turn drives politicians to take 'strong' action, wealthy citizens retreat to gated communities.
- ▶ The "weightless" products of the Knowledge Economy: will become as important in wealth creation as manufacturing and raw material production. Knowledge transfer between rich and poor states stumbles as remnants of once powerful Western corporations hold on to knowledge for corporate profit.

## Thesis 2

### Only social scientists can save us!

- ▶ Social sciences help society to understand itself better. Which research is best: scientific, lab-based investigations into a 'new slimming pill' as a 'cure' for obesity or social-psychological insights into the societal 'need' to overeat?
- ▶ Social sciences enable us to understand how communities interact, the societal consequences of scientific discoveries, and how best to deal with the 'speeded up' 'fragmented' globalising world
- ▶ Social sciences can act as a form of global psychotherapy to cure a 'sick' world through embarking on a 'journey of self-discovery leading to a healthier future.' It is after all, behaviour that needs to change

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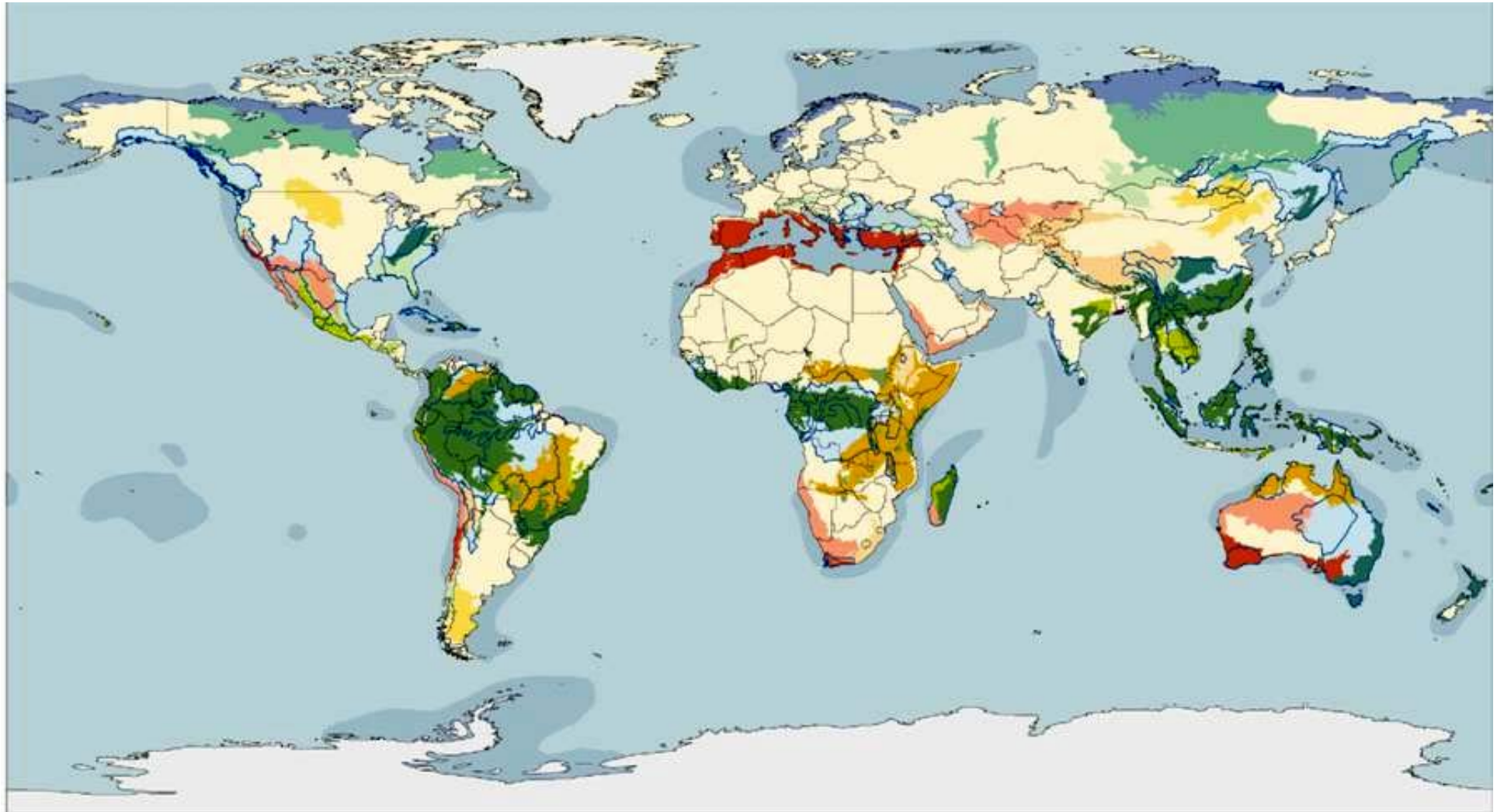
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WWF International  
Director of Conservation Practice & Policy

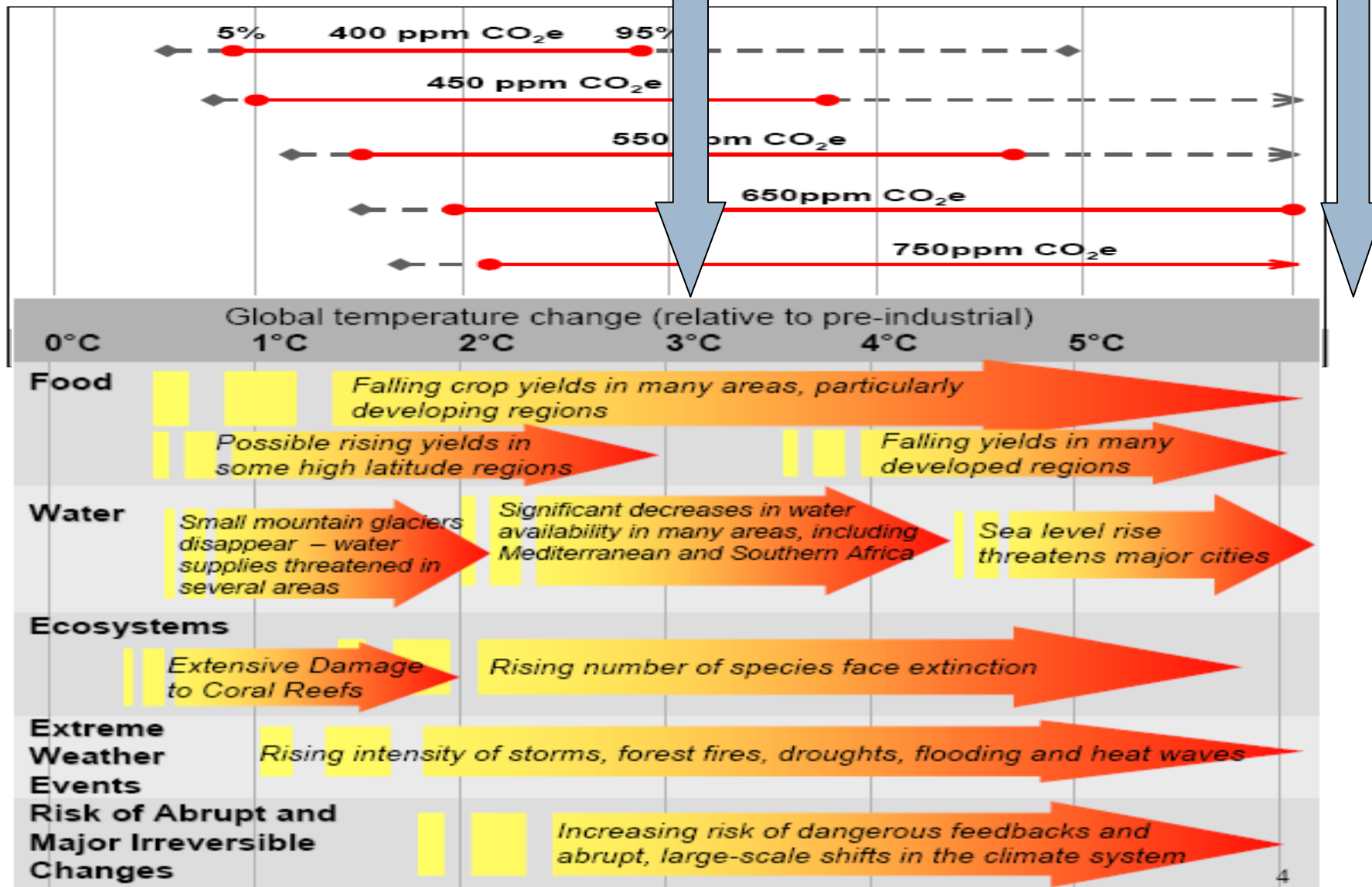




# High Biodiversity



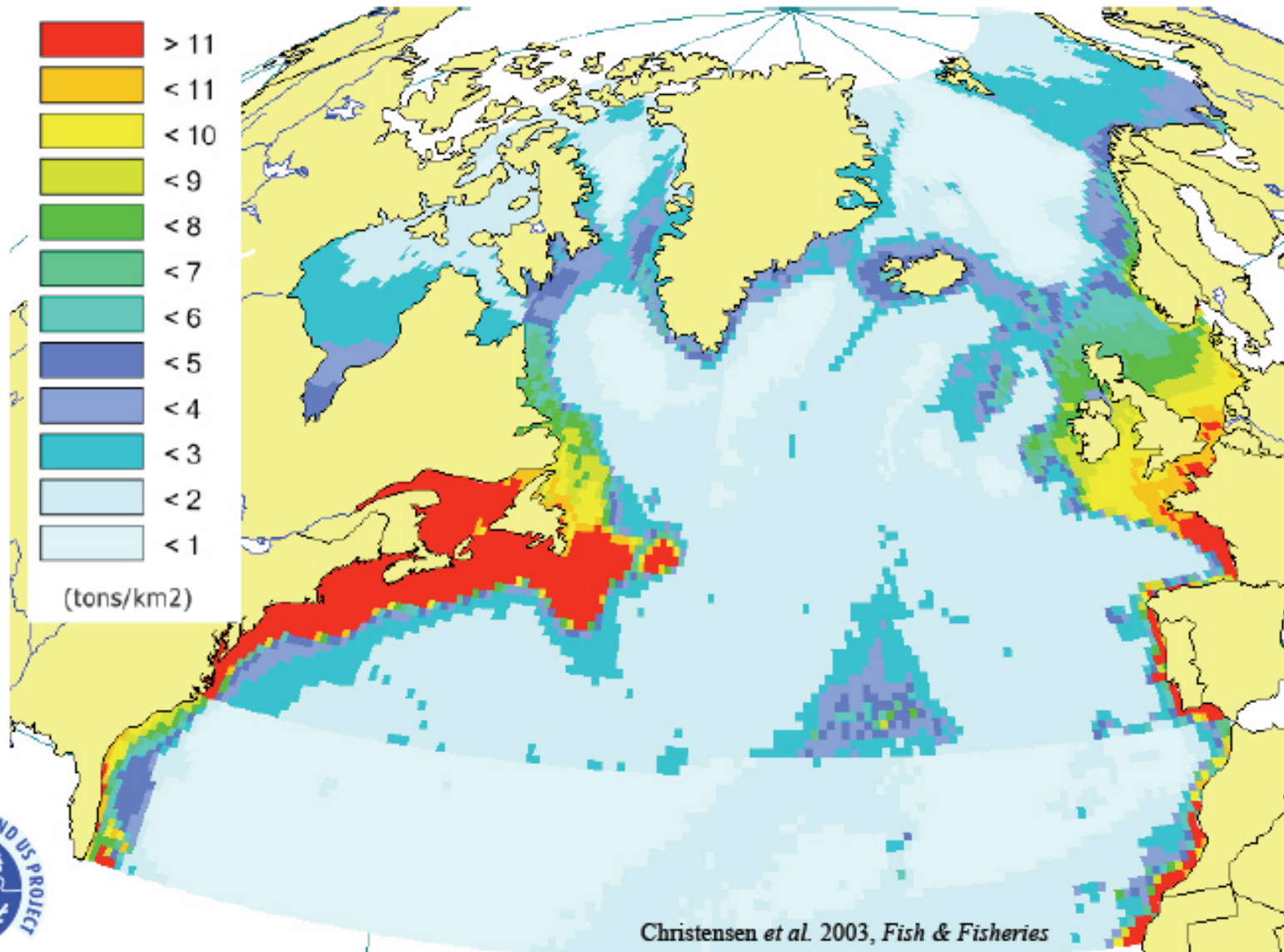
# Climate Change



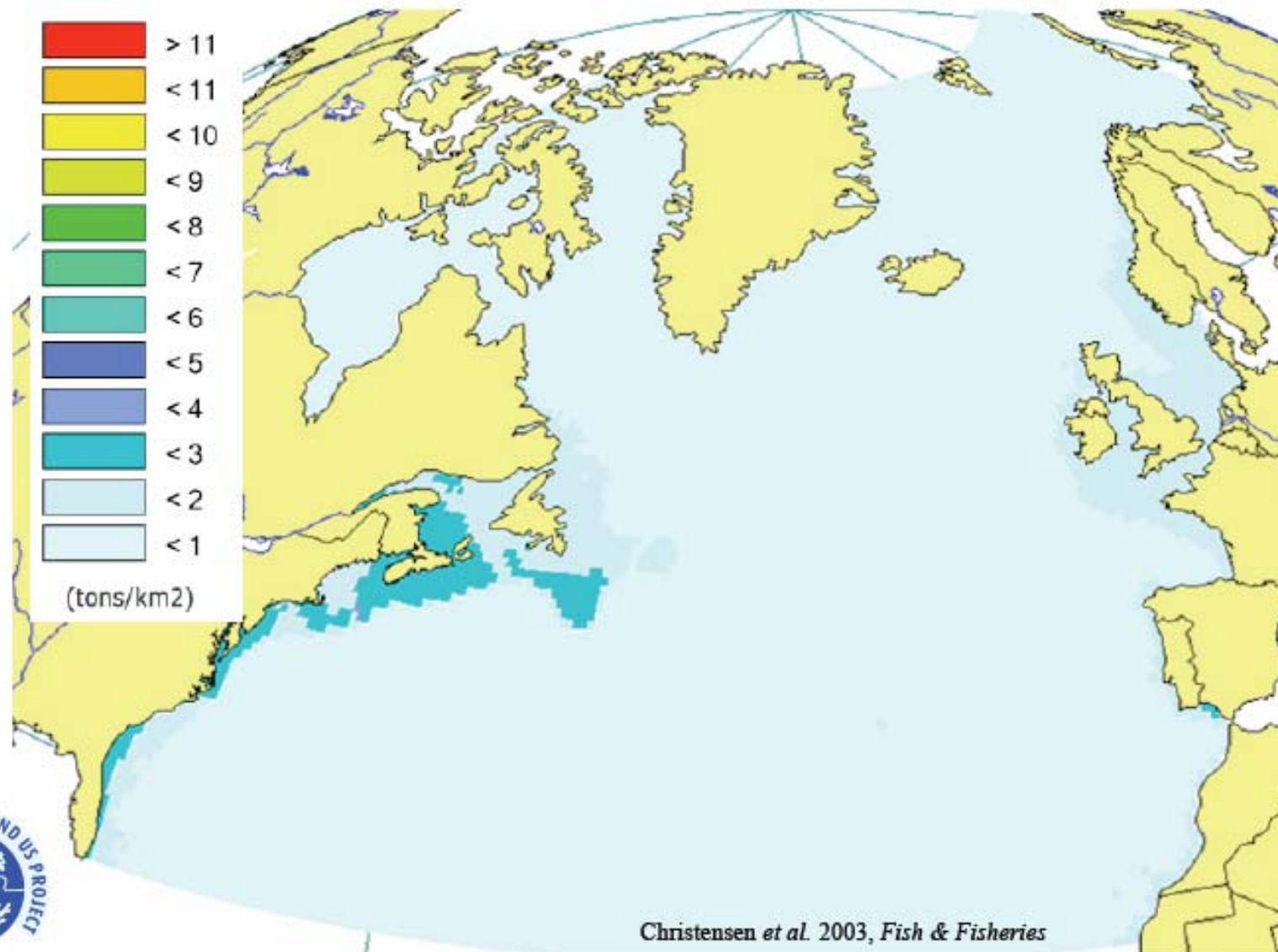
Source: Stern Report

400 ppm CO<sub>2</sub>e equals approx 350 ppm CO<sub>2</sub>

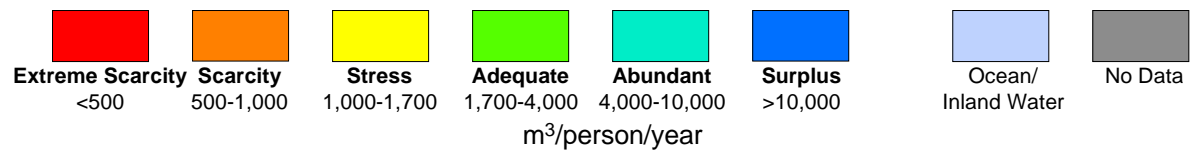
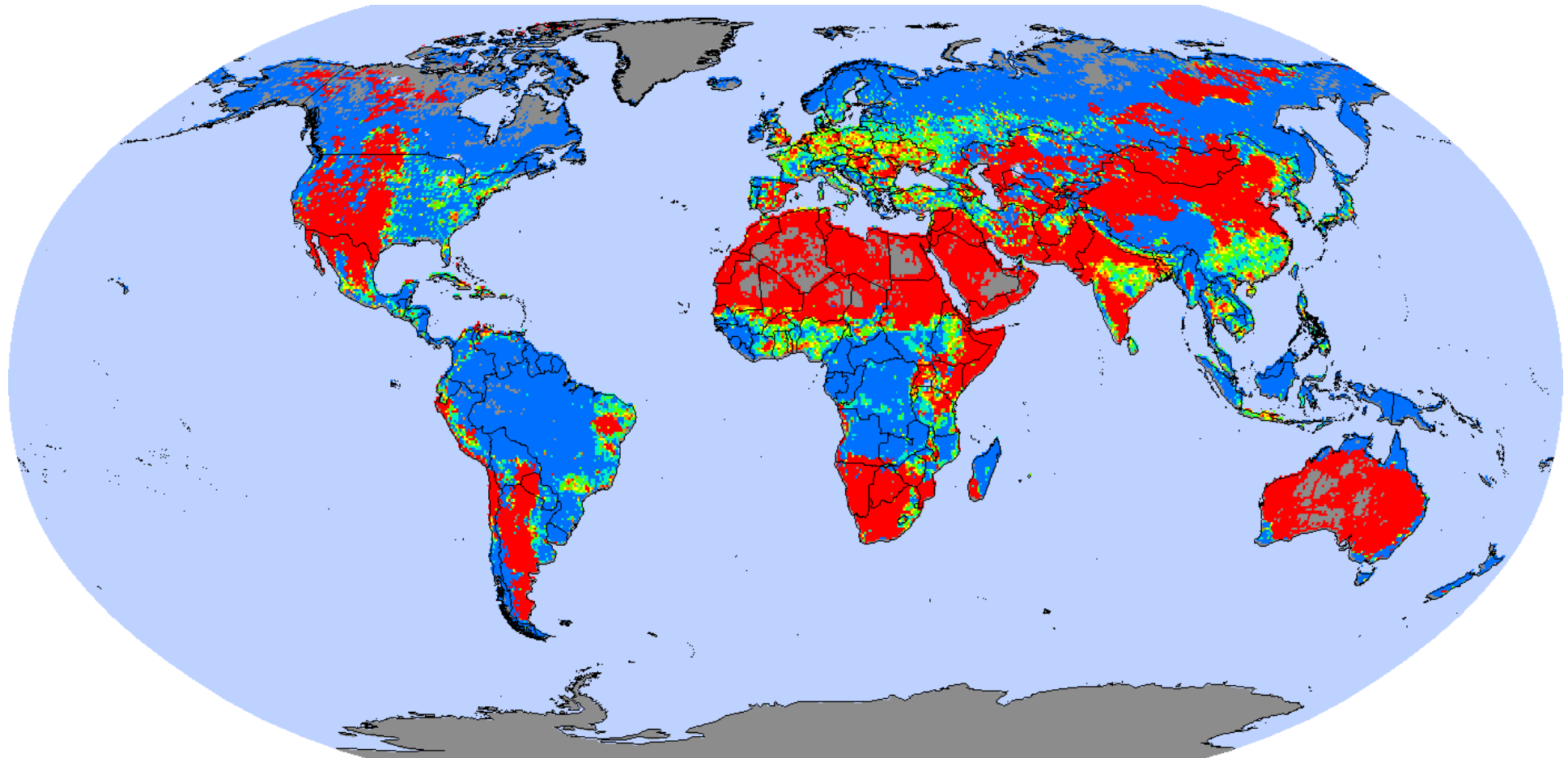
# Biomass of table fish in 1900



and in 2000...



# Water Availability



# The 2029 Environmental Challenge



**PAN Parks**<sup>®</sup> founded by  



# Thesis 1

## A World Without Fossil Liquid Fuels

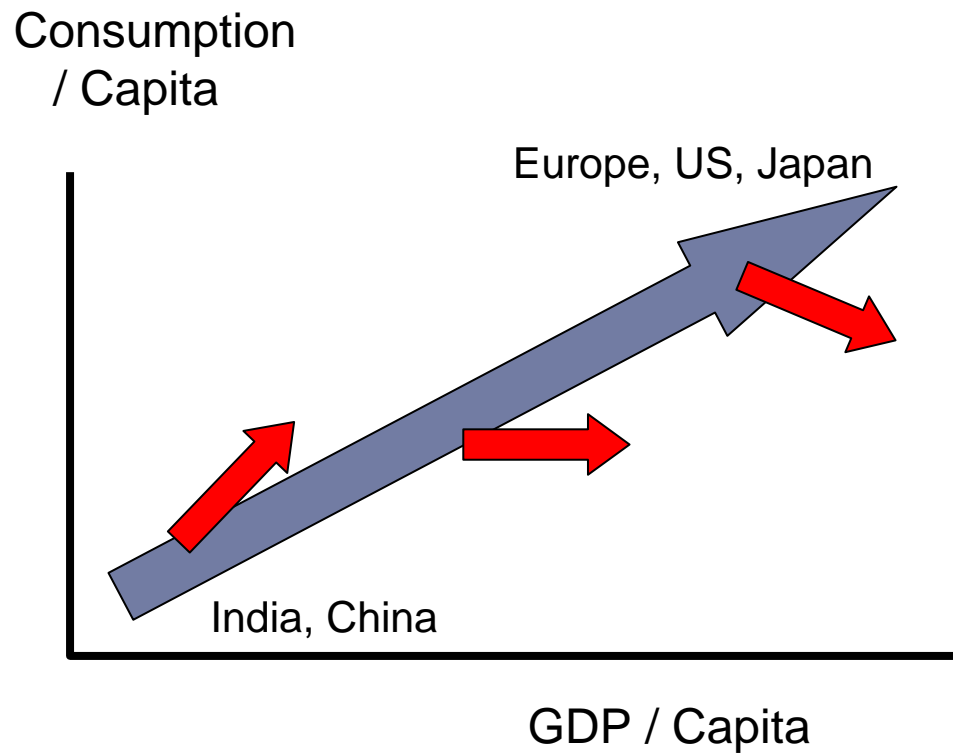


“Easy oil is past”: Shell

Tar sands production emissions 3-4x conventional oil: IPCC

# Thesis 2

## A "Shrink & Share" World



[www.beyond-gdp.eu](http://www.beyond-gdp.eu)  
[www.stiglitz-sen-fitoussi.fr](http://www.stiglitz-sen-fitoussi.fr)

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Deutsche Bank Research  
Vice President, Senior Economist

# Macroeconomic overview

## Sharpest recession since World War II – moderate recovery in 2010

- ▶ Infected by the US, global GDP is set to decline by roughly 3% in real terms in 2009
  - ▶ First decline since World War II
  - ▶ World trade is expected to shrink by 15%
- ▶ All major markets are negatively affected
- ▶ Economic stimulus packages will have a positive effect in the next few months
- ▶ First signs of 'bottoming out' in some sectors and countries
- ▶ Moderate recovery in 2010: global GDP could rise by approximately 1.5%

# Thesis 1

## Asia is the tourism market of the future and Asians are the tourists of the future

- ▶ Asia will be the most dynamic economic region in the world in the next two decades
  - ▶ Young and growing population
  - ▶ Rising disposable incomes
- ▶ Tourism sector will grow twice as fast in Asia as in Europe or the US
  - ▶ Outbound tourism could grow stronger
  - ▶ Huge backlog demand for individual mobility
- ▶ European holiday destinations have to be prepared for an influx of tourists from Asia

## Thesis 2

# Liberalisation of 'mobility markets' will fuel the tourism sector

- ▶ Several political measures will favour international mobility until 2029
  - ▶ Further liberalisation of international air transport ('Global Open Sky')
  - ▶ Single European Sky
  - ▶ Liberalisation of European railway market
  - ▶ Increasing freedom to travel
- ▶ However, higher fuel taxes, inclusion of air transport in EU emissions trading scheme and higher or new road tolls are expected to raise the costs of mobility

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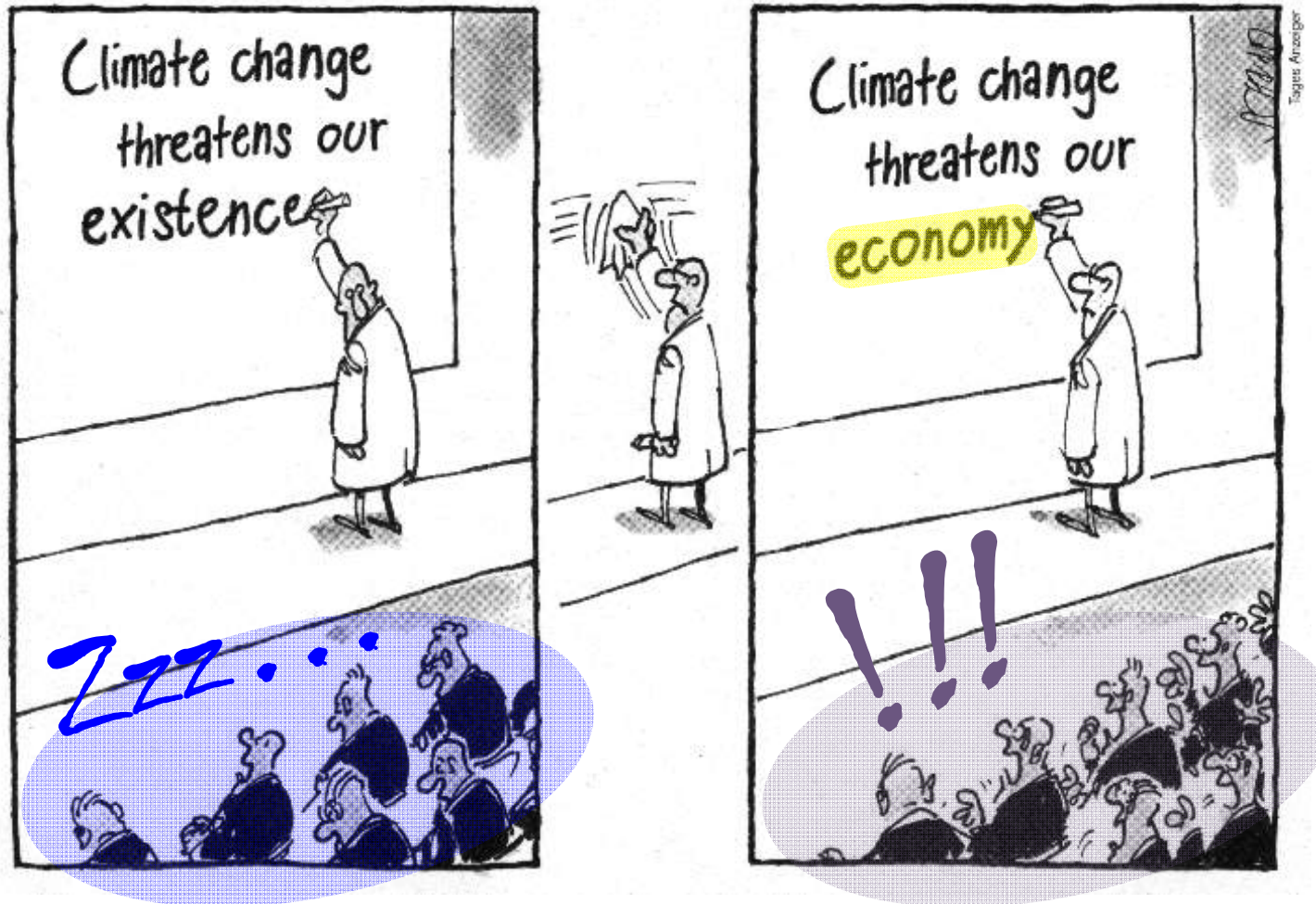
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Siemens One Hospitality  
Senior Vice President Corporate Sales Hospitality

# Introduction

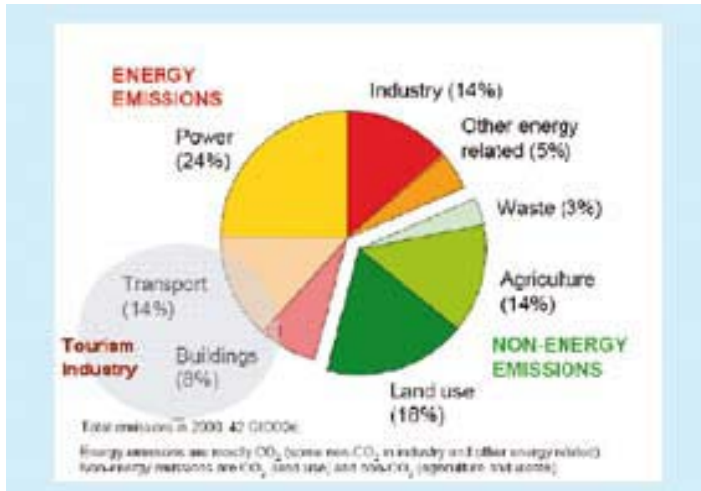
In my view, climate change is the most severe problem we are facing today, a more serious event than the threat of terrorism – David King, Chief Scientific Advisor to the UK Government (King, 2004: 176).





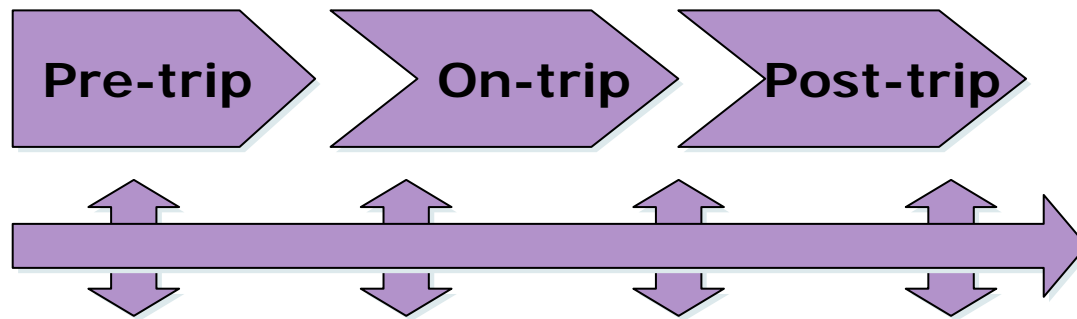
No environmental awareness without economic interests

# Climate change and tourism

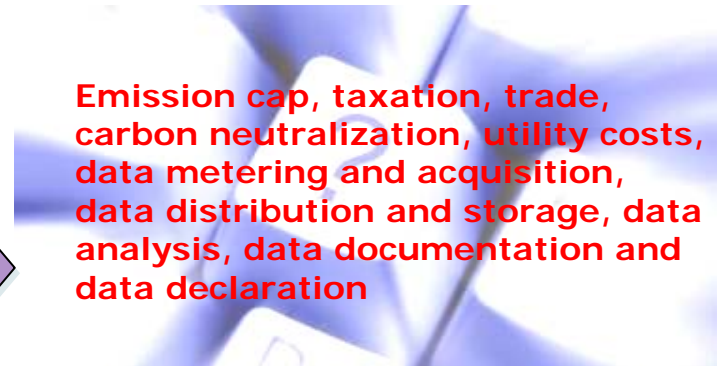
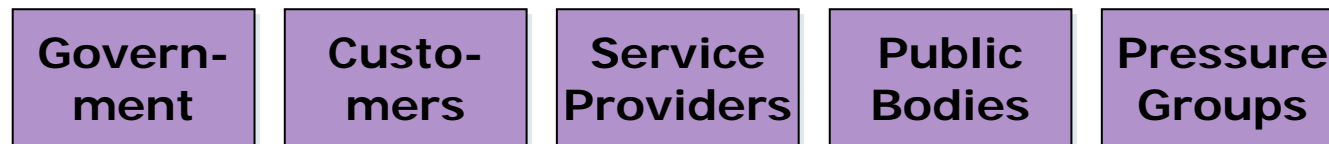


The tourism industry contributes significantly to greenhouse gases, particularly carbon dioxide (CO<sub>2</sub>). This creates costly changes to regional climates throughout the world. To decrease greenhouse gas emissions, cap-and-trade programs have been developed touching the tourism industry very soon.

*Value chain*



*Stakeholder*



# Thesis 1



- ▶ “Greenhouse” regulations will impose significant challenges in terms of data management along the touristic value chain.
- ▶ Data management and declaration will be the key technological and management challenges.

## Thesis 2



- ▶ All touristic service providers will be challenged to transform “greenhouse” policies to green operational behavior and culture change along their value chains.
- ▶ The greatest need for additional qualifications will be in the field of change management, engineering and business administration.