

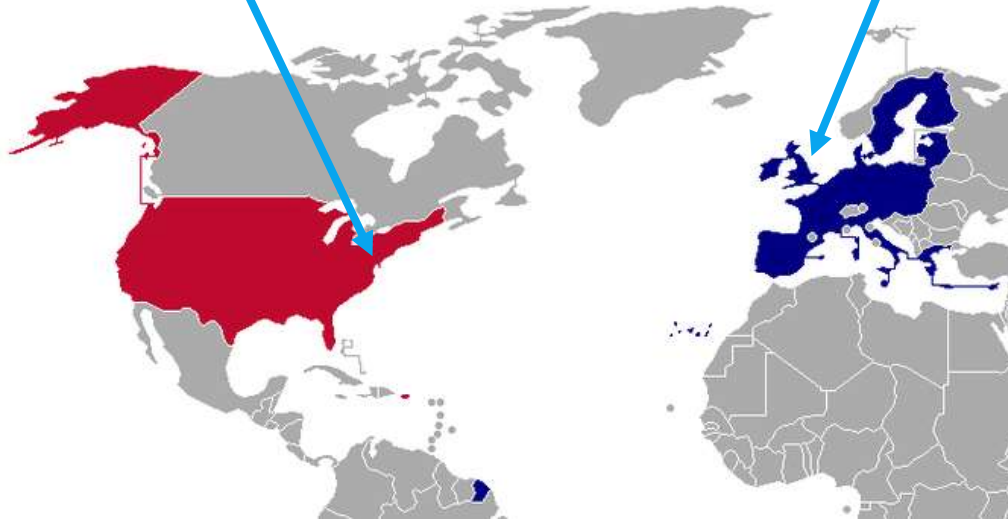
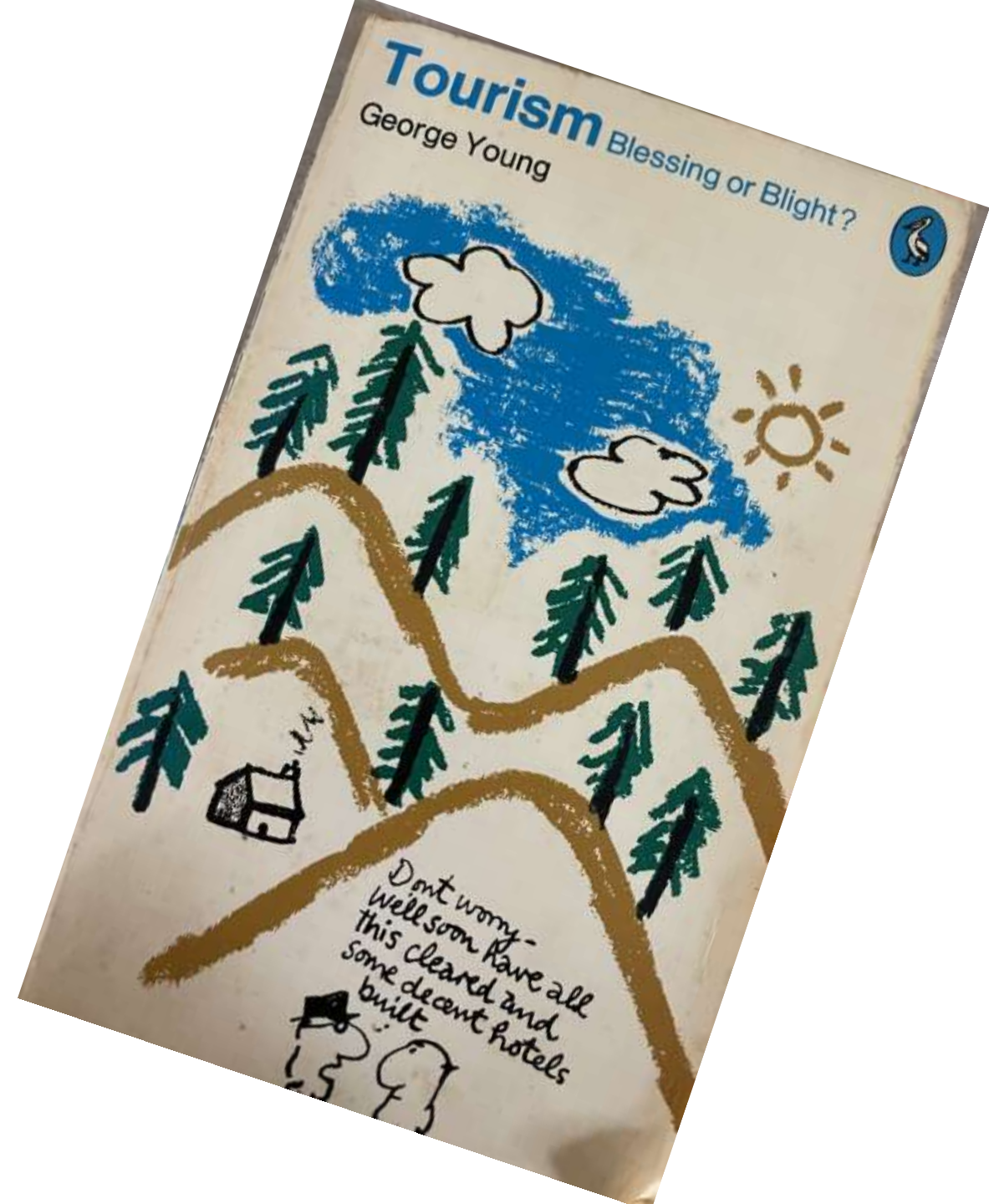


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Paradigms for a New Tourism



Pauline J. Sheldon, PhD
University of Hawai'i, USA



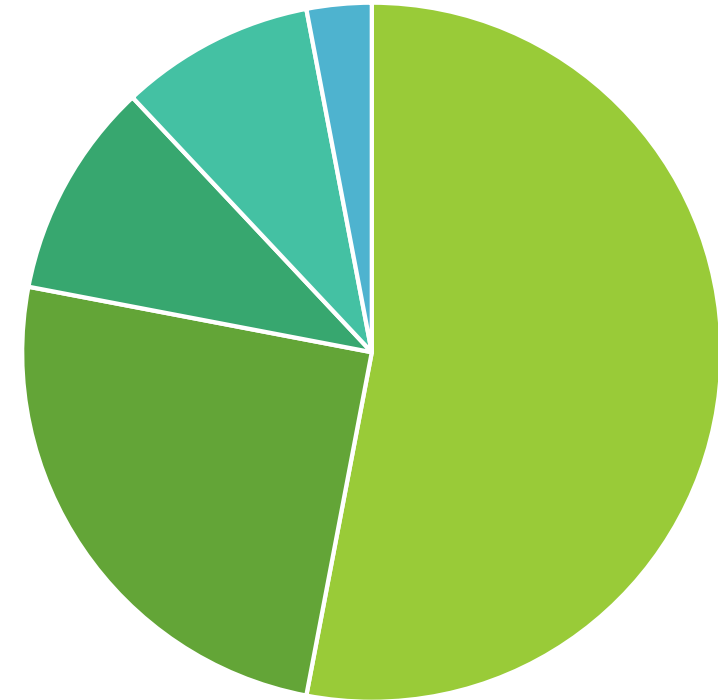
Early 1970's

TRINET

(Tourism Research Information Network)

Region

- 1988 – how to connect with other researchers?
- Listserv – by subscription
- Started with a small group
- NOW:
 - 3,608 subscribers in 81 countries



■ US/Canada ■ Europe ■ Asia
■ Australia/NZ ■ Rest of World



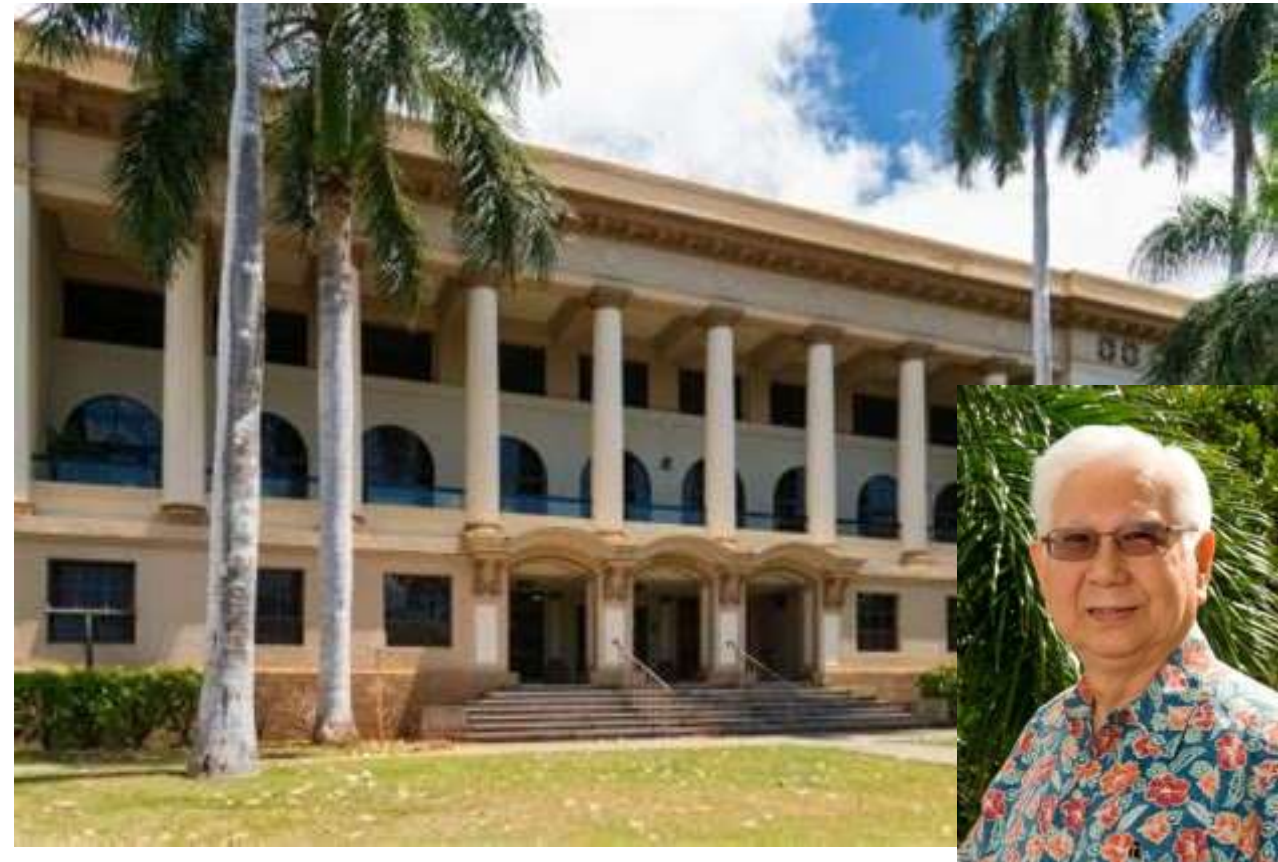
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School of Travel Industry Management



UNIVERSITY
of HAWAI'I®
MĀNOA

- Travel Industry Management
 - Hospitality, tourism, transportation
- UNWTO Research & Policy Center
- China and Pacific
- PATA – EDIT Program
- In 2000 - deanships



Dean Chuck Gee



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“Historically, pandemics have forced humans to break with the past and imagine their world anew. This one is no different. It is a portal between one world and the next. We can ... walk through it, dragging the carcasses of ouravarice... and dead ideas.... behind us. Or we can walk through lightly, with little luggage, ready to imagine another world.” Arundhati Roy, writer, political activist, actress



Old Economic System is Crumbling

- Assumptions:

- ☐ Self-interest drives ideal human behavior
- ☐ Encourages consumption for its own sake
- ☐ Only competition can lead to economic progress
- ☐ Markets are fair and prices tell the truth
- ☐ More income equals more happiness
- ☐ Blind to human values

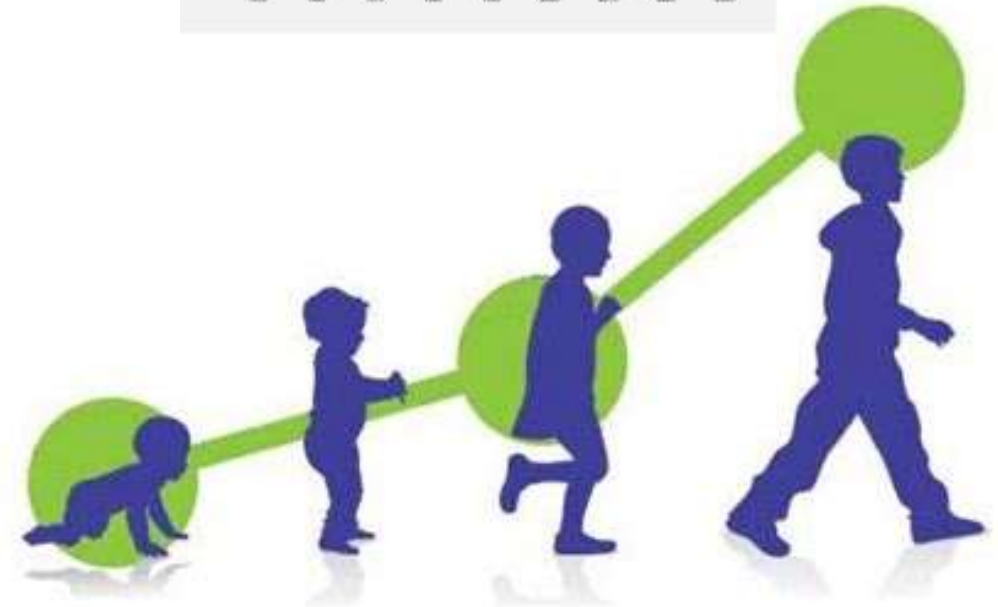
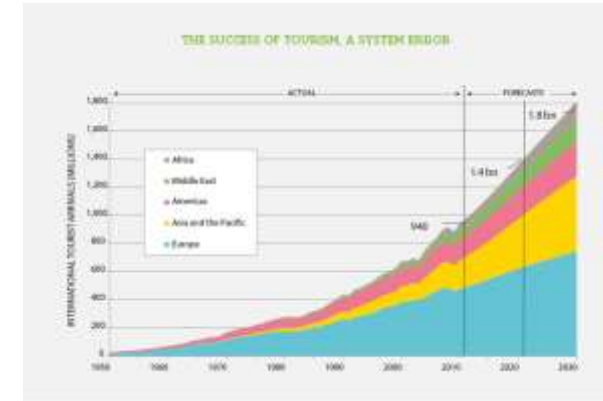
***“Drop the addiction to pure free-market ideologies,
put an end to greed and corporate power and restructure
local economies and strengthen democracies”***

Naomi Klein “This Changes Everything”



Growth?

- GDP Growth?
- Growth in arrivals?
- Expenditure growth?
- Coming of Age: from adolescence to maturity
- Growth of responsibility, wellbeing for all:
 - health, education, happiness, innovation,
 - restoration of damaged eco-systems
 - concern for the greater good



“...individuals and organizations have the obligation to enhance the welfare and interests of society”,

“...a balance between humanity and nature and between mind and body”

Abe Pizam, “Life and Tourism in 2050”.



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Where do we place value?



NEW ECONOMIC STRUCTURES

The background of the slide is a scenic photograph of a calm lake. In the distance, there are snow-capped mountains under a hazy sky. The shoreline is covered with dense evergreen forests. In the middle ground, a person is visible in a small canoe on the water. The foreground shows some dark, possibly submerged, logs or branches.

Collaborative Economy

Economy of Creativity

Circular Economy

Economy of Generosity

Sacred Economy

Regenerative Economy

Creative Economy in Tourism

Redefinition of tourism work & education

- Pizam (1972) "***Psychological Characteristics of Innovators,***" European Journal of Marketing, Vol. 6,
- Pizam (2007) & R. Croes, "***Tourism Through Times: From Agrarian Societies to Innovation-based Economies.***" Asian Journal of Tourism and Hospitality Research, Vol. 1 No.1
- *"My first passion is to design and create something from nothing"*
- *"...having the freedom to be innovative and enterprising..."*



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TEFI TOURISM EDUCATION FUTURES INITIATIVE

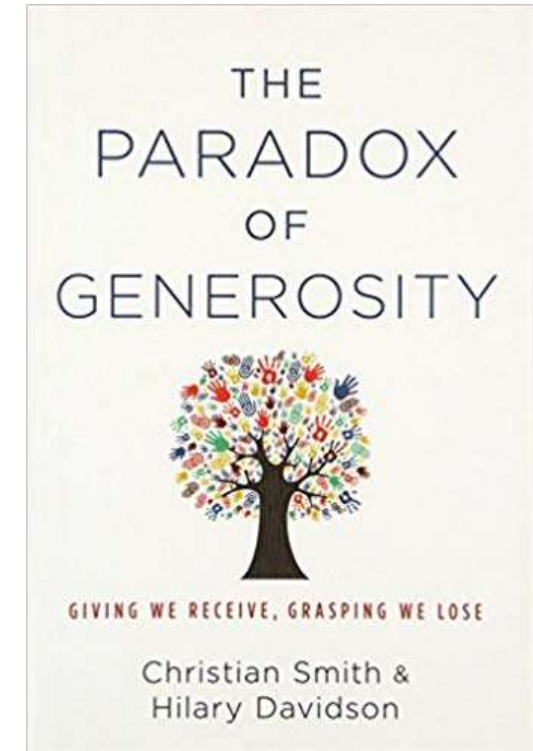
- **Tourism Education Futures Initiative**
- **Educate tourism change-makers**
- **Vision for the future of tourism education**
- **Advocacy for Tourism as a field of study**
- **Values-based education**



- *TEFI ...inspires, informs and supports tourism researchers and educators to passionately and courageously transform the world for the better.*

Economy of Generosity

- **Generosity vs. Greed**
 - Neuroscience
 - **“Designing for Generosity”**
TEDEX talk by Nipun Mehta
 - *Consumption to Contribution*
 - *Transaction to trust*
 - *Isolation to community*
 - *Scarcity to abundance (what is enough?)*
- Circulation of gifts creates networks and a new economy



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What would tourism look like if we designed for generosity?



• Examples

- Tour Operator: Intrepid Travel
- Destination: Amsterdam's "Untourist Guide"
- Restaurant chain: [Karma Kitchen](#)
- Generosity menu: Shinta Mani hotel, Cambodia

SHINTA MANI
HOTEL AND RESORT ON PHNOM PENH
- CAMBODIA -

HOME
LOCATION
ROOMS & RATES
FACILITIES
INSTITUTE OF HOSPITALITY /
COMMUNITY-BASED ACTIVITIES
RESERVATIONS
CONTACT

Community-Based Activities

A part of our ongoing commitment to the local community, especially those who are not tourists, Shinta Mani is pleased to offer an opportunity for you to participate in the local community and provide much needed assistance:

Build a Home (4 X 5 meters) - USD 980

Generally a will take about two and a half years for a family to have enough to live on. Build a home and live in the roof of their own home. They will then contract that and live in it without any more for a further two and a half to three years. With this donation it can be done within 4 weeks and can be arranged so that you are there when it is finished and when it is completed and you are an entire family.

Water Wells with Hand Pumps - vegetable seeds (good for 8 families) - USD 90

Access to clean potable water will dramatically reduce the incidence of diarrhea and illnesses and could help to double a family's income during times of drought.

Pig Connection (Pair of Pigs) - USD 80

This is a live piggy bank. A family can buy two piglets, keep them for 4-6 months and then read them for 8 - 12 times the original cost.

Bicycle procurement - USD 40

Children in Cambodia attend school for half a day, which means the bicycle is not only useful to travel to and from school, but is also available to generate income by using products to the markets. In Cambodia a child must be able to contribute to his family's income if they wish to attend school.

50kg of Rice + 6 bottles of Fish Sauce and Soya Sauce - from USD 20

This will feed a family for about a month and save them working for something else.

School Aids & Supplies - USD 13

In Cambodia uniforms are mandatory. The standard school bag is that no one can distinguish between the rich and the poor.

The school provides textbooks, but because they consist of newspaper they are very easily damaged and each student must pay for the replacement.

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Regenerative Economy in Tourism

- HAWAIIAN ISLANDS
- Aina Aloha Economic Futures
- New leadership at Hawaii Tourism Authority
- Native Hawaiian Values
 - Malama
 - Kuleana



SB1320

ADOPT REGENERATIVE TOURISM

Elevates a new model for tourism by adopting
"Regenerative Tourism" framework in the
Hawai'i State Planning Act.

FOR MORE INFORMATION, VISIT AINAALOHAFUTURES.COM

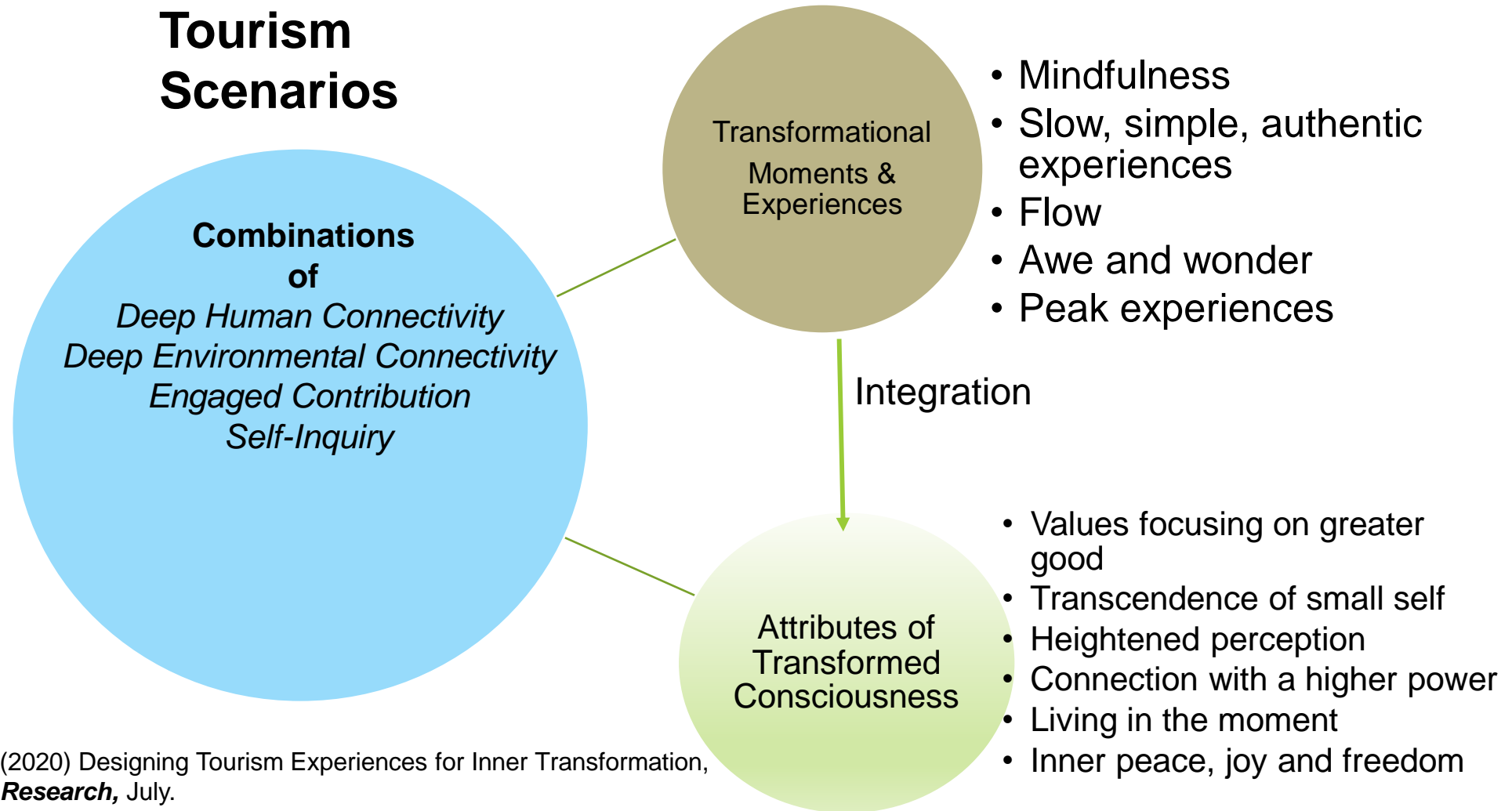




Abe's Predictions for Tourism's Transformation

- "...discovery of life's meaning...a decline in consumer culture...increase in spirituality, exploration, connectivity, morality and holism...with...low impact lifestyles, vegetarian diets and anti-materialistic ethics".

Designing Tourism Experiences for Transformation



Thank you Abe

....

for your collaboration,
innovation, creativity,
generosity and vision



Questions: psheldon@hawaii.edu