Paradigms for a New Tourism

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Early 1970's
TRINET
(Tourism Research Information Network)

• 1988 – how to connect with other researchers?
  • Listserv – by subscription
  • Started with a small group
  • NOW:
    • 3,608 subscribers in 81 countries
School of Travel Industry Management

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

Dean Chuck Gee
“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 our ... avarice... 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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Abe Pizam, “Life and Tourism in 2050”

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Growth?
Where do we place value?

- Financial
- Social
- Natural
- Intellectual
- Cultural
- Compassion
- Trust
- Spiritual
- Experiential
NEW ECONOMIC STRUCTURES

Collaborative Economy

Economy of Creativity

Circular Economy

Sacred Economy

Economy of Generosity

Regenerative Economy
Creative Economy in Tourism
Redefinition of tourism work & education

• Pizam (1972) “Psychological Characteristics of Innovators,” European Journal of Marketing, Vol. 6,


• “My first passion is to design and create something from nothing”

• “…having the freedom to be innovative and enterprising…”
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
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
Regenerative Economy in Tourism

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

Tourism Scenarios

Combinations of
Deep Human Connectivity
Deep Environmental Connectivity
Engaged Contribution
Self-Inquiry

Transformational Moments & Experiences
• Mindfulness
• Slow, simple, authentic experiences
• Flow
• Awe and wonder
• Peak experiences

Integration

Attributes of Transformed Consciousness
• Values focusing on greater good
• Transcendence of small self
• Heightened perception
• Connection with a higher power
• Living in the moment
• Inner peace, joy and freedom

Thank you Abe 
....
for your collaboration, innovation, creativity, generosity and vision

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