

Table of Contents

Introduction	IX
1 2012: the Year of Tourist No. 1,000,000,000	1
2 Tourism's New Geographies	11
3 DIY Tourists	19
1. Grey-haired globetrotters and generation Z	20
2. DIY tourists v organised tourists	23
3. Attention to sustainability	24
4. Food and Wine as a central element in the travel experience	25
4 Technology and Playful Learning to Enjoy Locations and their Attractions	29
1. Dreaming and planning	30
2. Booking	32
3. Living	34
4. Sharing	35
5 From Sharing Tourists to Sharing Economy	39
1. The complex world of the sharing economy	40
2. The sharing economy and tourism	41
6 From Giant Cruise Ships to the Bike: How Tourists of the Future Will Travel	49
7 Space Tourists	59
1. Tourism in space: products and operators	61
2. Orbital tourism	62

3.	Sub-orbital tourism	63
4.	Circumnavigation and point-to-point tourism	64
5.	The demand for space tourism	65
6.	Opportunities for regions on the Earth	68
8	Tourism as a Creative Industry	71
9	Discovering the Reality and Managing it with Big Data	83
10	Wars, Epidemics, Conflicts and the World to Come	91
1.	Terrorism, wars, natural disasters and geopolitical crises	91
2.	The new targets of Islamic terrorism	95
11	Conclusions. Destination: Sustainability	99
	Bibliography	105