



TRAVELLING IN THE 2040

SPRING 2023

Team Members

Christine Chan

Currently studying Masters in Global Business Management at Kajaani University of Applied Sciences, Finland.

With an experience of 20 years in home furnishing industry (UAE) specializing on inventory management and retail operations and merchandizing and sales. She is interested in traveling.

Saud Bin Aktar

He is studying Masters in Global Business Management at Kajaani University of Applied Sciences, Finland. With a background in Human Resource Management, he is interested in outdoor sports, traveling, and watching movies.

Muhammad Jamil

Currently studying Masters in Global Business Management at Kajaani University of Applied Sciences. An experienced Product Manager in the lifestyle industry, specializing in process optimization, efficiency maximization, and delivering top-quality output. With a proven track record of managing production operations and leading cross-functional teams, currently, as a Global Product Developer and Senior Merchandiser at Puls Trading far east Ltd. (H&M), I am responsible for the strategic planning of kids' woven trousers across the country.

Team Members

Sutapa Thakor

Currently studying Masters in Global Business Management at Kajaani University of Applied Sciences, Finland. Completed Bachelors of Commerce in 2009. She wants to be an entrepreneur of restaurant business.

Khushbu Gajjar

Completed her Bachelors of Commerce in 2015. She is currently studying Masters in Global Business Management at Kajaani University of Applied Sciences. She is interested in owning a beauty parlor.

OUR CONCEPT

The Traveling 2040 concept aims to inspire a new generation of adventurers, innovators, and global citizens. It invites us to envision a future where travel is not only about reaching a destination but also about the transformative power of exploration and connection. As we look ahead to the future, envisioning what traveling might be like in the year 2040, we are inspired by the possibilities of a new era of exploration and adventure. The Traveling 2040 concept represents a visionary approach to the way we experience and engage with the world, driven by technological advancements, evolving societal trends, and a renewed emphasis on sustainability and personalization.

In the Traveling 2040 concept, we imagine a world where travel is not just a means of transportation but an immersive and transformative experience. It goes beyond the conventional boundaries of time and space, providing individuals with unparalleled opportunities to connect with cultures, nature, and themselves.



PRESENT STATE

As the travel industry tries to find its footing again while dealing with the risk of another major economic slowdown, brands must produce creative methods to make traveling a non-negotiable, something that consumers will not want to forgo. The most effective approach to accomplish this is by developing unique experiences that captivate audiences and make them feel valued. The best facilitator is technology because it allows for satisfying interactions that generally make life simpler and more joyful. The pain people are experiencing financially can be best relieved in this way.



Traveling abroad will be quicker, simpler, and more environmentally friendly than ever before by 2040. The excursions will also be a lot more enjoyable. According to a recent analysis titled "The Future Travel Experience," the number of air passengers will have doubled by this time, facial recognition technologies will enable our faces to appear on passports and boarding tickets, and virtual trip reports, hotel rooms, and museums will be the norm.

In contemplating the future of travel and exploring the potential landscape of 2040, it is essential to consider the broader macro-environmental factors that will shape the industry. Using a PESTLE framework, we can analyze the political, economic, social, technological, environmental, and legal aspects that will influence the way we travel in the future.

POLITICAL FACTORS

Travel regulations and policies: Governments may impose restrictions, such as visa requirements, quarantine measures, or travel bans, due to political situations, health concerns, or security reasons.

Diplomatic relationships: Political tensions or conflicts between countries can impact travel opportunities and accessibility.

Government support: Governments may provide support, incentives, or infrastructure investments to promote tourism and travel.

ECONOMICAL FACTORS

Exchange rates: Currency fluctuations can affect the affordability of travel for both domestic and international tourists.

Economic stability: Economic recessions or downturns can impact travel demand, as people may reduce their discretionary spending on vacations.

Income levels: Higher disposable incomes can lead to increased travel spending, while economic disparities may limit travel opportunities for some populations.

SOCIOCULTURAL FACTORS

Demographic trends: Ageing populations, changing family structures, or shifting preferences among different generations can influence travel patterns and demand.

Social norms and values: Cultural attitudes towards travel, such as the importance of vacations or concerns about environmental impact, can shape travel behaviors.

Health and safety concerns: Public health events, such as pandemics or outbreaks, can significantly impact travel decisions and habits.

TECHNOLOGICAL FACTORS

Transportation advancements

- Technological innovations in transportation, such as faster airplanes, high-speed trains, or ride-sharing services, can enhance travel accessibility and convenience.

Digitalization

- Online booking platforms, mobile applications, and digital marketing have transformed the way people research, plan, and book their travel experiences.

Communication & connectivity

- Advancements in communication technologies have improved connectivity during travel, allowing travelers to stay connected and share their experiences in real-time.

LEGAL FACTORS

Travel regulations and laws: Legal frameworks related to travel, such as safety regulations, consumer protection laws, or international agreements, can shape the industry and impact traveler experiences.

Employment regulations: Laws governing the rights and conditions of workers in the travel industry, such as airline crew or hotel staff, can influence service quality and customer satisfaction.

Intellectual property and copyright laws: Legal protections for intellectual property impact the availability and distribution of travel-related content and services.

ENVIRONMENTAL FACTORS

Natural disasters: Environmental events such as hurricanes, earthquakes, or wildfires can disrupt travel plans and affect the viability of certain destinations.

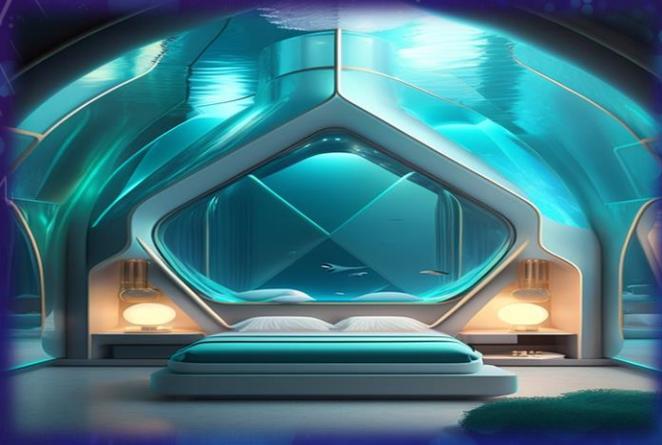
Climate change and sustainability: Growing concerns about the environmental impact of travel have led to increased focus on sustainable tourism practices, eco-friendly accommodations, and responsible travel choices.

Environmental regulations: Governments and international organizations may impose regulations to protect natural resources, wildlife, and sensitive ecosystems, which can impact travel activities and development.

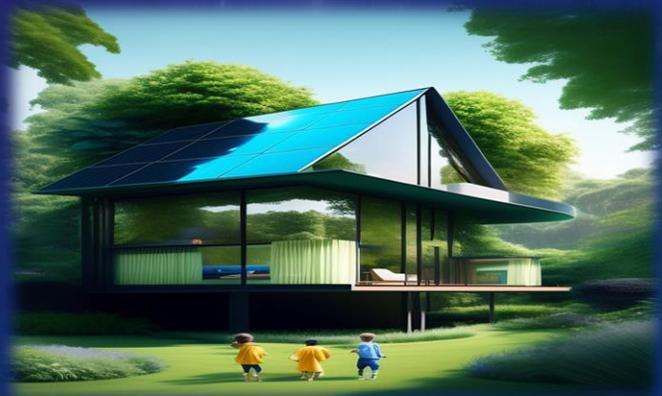
FUTURE STATES



Transparent transportation in tourism



Underwater traveling



Self-sustaining hotels and resorts

Transparent Transportation in Tourism



What if transparent transportation could offer passengers panoramic views of the surroundings? What if transparent transportation could help alleviate travel anxiety, especially for those who experience claustrophobia or discomfort in enclosed spaces? What if transparent transportation might foster a stronger connection with the environment?

If fully transparent airplanes or other modes of transportation were to become a reality, it could have a significant impact on the tourism industry. Travelers would be able to enjoy unprecedented views of the landscape and scenery, making the journey itself a unique and unforgettable experience. It could also alleviate the mental state of travelers with anxiety and other issues. This form of traveling could attract more travelers who are not into outgoing and nature to get more connected to nature itself and the environment.



Transparent Transportation in Tourism

The changes created by this future state:

Enhanced User Experience: Transparent transports have the potential to transform the passenger experience. The transparent design allows passengers to enjoy panoramic views, offering a unique and immersive travel experience. Additionally, the integration of augmented reality (AR) and virtual reality (VR) technologies can provide passengers with interactive entertainment and information during their journey, further enhancing the overall travel experience.

Enhanced Safety: One of the primary benefits of transparent transports is increased safety. With transparent exteriors and advanced sensor systems, these vehicles provide better visibility for both drivers and pedestrians. This feature reduces blind spots and minimizes the risk of accidents caused by limited visibility. Additionally, the use of advanced collision detection and avoidance systems can further enhance safety on the roads.



Underwater traveling

What if there were transparent underwater observatories or viewing platforms that allowed tourists to observe marine life in their natural habitats without causing disturbance or harm? What if underwater tourism became a sustainable and widely practiced form of travel, promoting conservation and preservation of marine ecosystems?

Travelers nowadays are curious not just above the surface but under the water. The future of underwater tourism shows potential exploration, new adventure and discoveries. With the help of the advance technology along with researchers, there might be a possibilities of a new concept coming out. The concept of transparent underwater observatories or viewing platforms is a fascinating idea that could offer tourists a unique opportunity to observe marine life in their natural habitats. Such structures, if designed and implemented properly, could provide an immersive and educational experience while minimizing disturbance or harm to the marine environment. Such observatories can serve as educational tools, allowing tourists to learn about marine ecosystems, biodiversity, and the importance of conservation. Interpretive displays, guided tours, and expert presentations can enhance visitors' understanding of marine life and foster a sense of environmental responsibility.

Underwater traveling

The changes created by this future state:

Conservation and preservation: As underwater tourism becomes more prevalent, there is a greater focus on the conservation and preservation of marine ecosystems. The industry will increasingly prioritize sustainable practices, responsible behavior guidelines, and education programs to minimize its impact on the underwater environment. This heightened emphasis on conservation can lead to increased protection of marine habitats, the establishment of more marine protected areas, and greater awareness of the importance of preserving our oceans.



Environmental research and monitoring: The expansion of underwater tourism can contribute to enhanced research and monitoring efforts. Tourists and industry stakeholders can collaborate with scientists to collect valuable data on marine ecosystems, biodiversity, and the impacts of climate change. This partnership between the tourism sector and research institutions can lead to a better understanding of marine ecosystems, the identification of environmental challenges, and the development of strategies for conservation and adaptation.

Self-Sustaining Hotels and Resorts

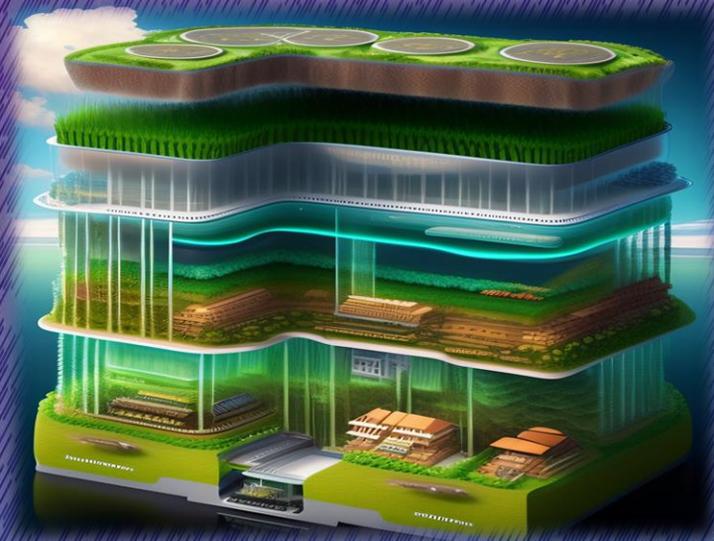
What if self-sustaining hotels could generate their own energy through renewable sources such as solar panels and wind turbines? What if self-sustaining hotels had vertical gardens or hydroponic systems to grow their own fresh produce, reducing the need for transportation and minimizing the carbon footprint? What if self-sustaining hotels integrated smart technology to optimize energy usage, automatically adjusting lighting, heating, and cooling based on occupancy and environmental conditions?

Self-sustaining hotels could generate their own energy through renewable sources like solar panels and wind turbines, they would significantly reduce their reliance on traditional power grids. This would not only decrease their environmental impact but also make them more resilient to power outages or fluctuations in energy supply. The hotels could potentially become net-zero or even energy-positive, feeding excess energy back into the grid. These hotels incorporated vertical gardens or hydroponic systems, they could grow their own fresh produce on-site. This would reduce the need for transportation, minimizing the carbon footprint associated with food sourcing. By integrating smart technology, self-sustaining hotels could optimize energy usage and enhance guest comfort. Sensors could detect occupancy and adjust lighting, heating, and cooling accordingly, reducing energy waste in unoccupied areas.

Self-Sustaining Hotels and Resorts

The changes created by this future state:

Environmental Impact Reduction: Self-sustaining hotels would significantly reduce their environmental impact by generating their own renewable energy, minimizing reliance on fossil fuels, and reducing greenhouse gas emissions. This would contribute to mitigating climate change and preserving natural resources.



Sustainable Food Production: Self-sustaining hotels with vertical gardens or hydroponic systems could grow their own fresh produce on-site. This would reduce the need for transportation and the associated carbon emissions while providing guests with locally sourced, organic food. It promotes sustainable agriculture and supports the farm-to-table concept.

Interpretations

Christine Chan

Doing the Traveling in the 2040 Project has given me a fascinating insight into what the world awaits us. Despite technology changing the way of our life, indeed, human beings are still the captain of the ship. The human capacity for imagination, innovation, and creativity knows no bounds, allowing us to conceive of new possibilities, challenge existing norms, and pioneer breakthrough solutions. With our limitless ideas, transform into reality and bring about meaningful change of our lives.

Saud Bin Aktar

The future of traveling and tourism in 2040 is already in motion. We are surrounded by numerous weak signals that indicate the possibilities of future. To me, in 2040, we will have flying cars in the sky with zero carbon emission. The tourism sector will change drastically with the introduction of self-sustaining hotels. It will also open the possibility of underwater tourism, which will create a new segment in the market.

Interpretations

Muhammad Jamil

Sustainability is current demand . It is obvious we should map our activities such a way that it don't effect our planate . On the other hand, Sustainability is a value it give competitive advantage in any business. I think self sustaining hotel can create Blue ocean in Hospitality business industry. I think even running business should bring in suitable practice , some third-party certified agent should be launched like OKOTEX (OKOTX don't certify sustainability) this certified body will certify or rate any hospitality organization how much sustainable they are there fore , People can share that they have live 50% sustainable hotel , or they have use 89 % tourist operator , and there will have proper traceability system.

Sutapa Thakor

This personal interpretation delves into the "Travelling in 2040" project, offering a detailed overview of its vision for the future of travel. The interpretation explores various aspects such as transportation advancements, sustainable travel, technological integration, immersive experiences, and societal impacts. It highlights key elements such as hyperloop networks, autonomous vehicles, eco-conscious tourism, virtual reality, AI, and augmented reality. The interpretation also addresses challenges and considerations, including privacy concerns, infrastructure requirements, and ethical dilemmas. Ultimately, it emphasizes the transformative potential of the project and encourages readers to envision and shape the future of travel.

Interpretations

Khushbu Gajjar

In this personal interpretation of the "Travelling in 2040" project, we explore the multifaceted aspects of future travel, ranging from transportation advancements to immersive experiences and societal impacts. By considering these possibilities, we gain a deeper understanding of the potential future landscape of travel and the transformative power it holds. It is through such visionary projects that we are inspired to think critically, adapt to change, and work towards creating a future where travel becomes an even more enriching and sustainable experience for all.

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