

ALTERNATIVE FUTURE SCENARIOS FOR BLUE ECONOMIES 4/4

MARITIME TOURISM

Sea and coastal tourism is the largest subsector of tourism, the largest single maritime economic activity and the key economic driver in many coastal regions and islands in Europe.

Archipelago Sea is busy with leisure activities and cities of Helsinki and Tallinn are major tourism destinations.

SUSTAINABILITY ABOVE ALL

The safe and secure Baltic Sea Region has enabled the development of sustainable tourism. Restrictions for tourists to enter certain conservation areas. Well working, unified ICT systems; digitalisation allows easy use of travel related data for planning, reservations, and information on the destination.

UNLIMITED GROWTH

Strong growth has led to increasing mass tourism and environmental damage. All the different planned transport options have been realized. Attitudes towards the environment and sustainability are careless, as is towards local residents. Unsustainable ways of travelling prevail. Clear water is rare.

SUSTAINABILITY DILEMMA

Global tourism has increased. Tourists have different likes; various means of travelling are used and different destinations visited. Concern about the impact of tourism on the environment, but there is lack of environmental leadership and preparedness for the rise of tourist flows. Different smart technologies are available but they are not user-friendly.

VIRTUAL REALITY

People travel less and prefer to experience destinations at home with augmented reality. New types of tourism have been developed with facilities offering blue care and health services from the sea, and 5D digital simulations on ocean swimming and sunbathing.

The attitudes of the travelers themselves towards sustainability will change. A ranking-price system based on the impact and pressure to the environment will be introduced; tourists pay for the externalities that their actions cost. Areas of mass tourism and restricted areas will be determined and specific sectors for travelers will be established. Sustainability will be developed by co-operation of sectors. Sustainable energy for travelling will be used.

All the different planned transport options will be realized; Helsinki-Tallinn tunnel and artificial islands etc. will be built. At the beginning, tourism will increase. There will be a lot of different kind of cruise ships and routes, and for example fishing tourism. Further on, the amount of tourism will start to decline because of the bad state of the environment.

Weak environmental leadership, lack of knowledge and information and too cheap travelling. Weak digital skills and preparedness in companies. Poor preparedness and restricted possibilities of companies to react fast to constantly changing global user needs. Tourism industry develops, but without cooperation between different instances. No common goal.

Extensive digitalisation will lead to development of virtual 3D models of sites, augmented reality. Internet of Things (IoT) - objects will be more extensively connected. Avatars. Extended memory and emotions. Plenty of cultural heritage sites in 5D? Virtual tour of the Baltic Sea. Change in family models – robots, cyborgs. Slaves?

TOP DRIVERS FOR MARITIME TOURISM

- State of the environment
- Safety and security in Baltic Sea Region
 - Attitudes of tourists
- Conditions and trends of global economy
 - Leisure interests

WEAK SIGNALS

= Even minor developments which may strengthen and lead to a certain future scenario.

Sharing economy is growing

Movies & series attract tourists to unexpected locations!

BLACK SWANS

= Sudden developments, which may change the future development into a different direction.

Military situation

Disaster