

## Call for Book Chapter Abstracts: Science Fiction, Disruption and Tourism

We live in a world of rapid change where predictive and rational approaches to understanding the future of tourism need to be created (Yeoman, 2012). Innovative and disruptive technologies are now a mainstream feature of tourism management. Thus thinking outside the box, trying to find new forms of tourism and realising that the future of the tourism is not the same as the past requires new ways of conceptualising the future. Although scenario planning is accepted as the main research methodology in futures studies, it is sometimes constrained by plausibility and the political reality of change (Yeoman & McMahon-Beattie, 2016). So, how can we reinvent the future and take a more radical approach to creating the future beyond rational thinking to account for innovation, disruption and the unexpected?

Dator (1986, 2014; Dator & Yeoman, 2015) stressed that any future of value must have a degree of scepticism. Science fiction has attributes of soft falsification or truth distortion. The concept of scepticism is important as it challenges the notion of truth and expresses the question of what else is possible or indeed impossible (Sardar, 2010). This embraces the arguments surrounding conceptualisation, i.e., the issue of knowing and the issues of being and quality. According to Hales (Hales, 1969, pp. 2-3);

*“Rapid change has affected human thought in another way. The future is no longer regarded as predestined – an existing landscape that will be revealed to us as we travel through it. It is now seen as the result of the decisions, discoveries and the efforts that we make today. The future does not exist, but a limitless number of possible futures can be created. From this mode of thought it is a natural step to the idea of establishing desirable goals towards which we can deliberately work, ranging from the conception of a desirable (but feasible) form of transport to of the scenario of for a desirable society.”*

Yeoman (2012) in his book *2050: Tomorrows Tourism* advocates the use of science fiction as a means to explain the unexplained, the unconventional or uncertainty in tourism futures research. With the pace of technological change prevalent in today's society, technological trends such as autonomous vehicles, holograms or augmented reality that were portrayed in science fiction films like *Minority Report* have become real.

Yeoman and Mars' (2012) paper *Robots, Men and Sex Tourism* portrays Amsterdam's red light district in 2050. Here the android prostitutes are clean of sexual transmitted infections, are not smuggled in from Eastern Europe and forced into slavery, and the city council has direct control over the android sex workers controlling prices, hours of operations, and sexual services. This paper presents a futuristic scenario about sex tourism; it discusses the drivers of change and the implications for the future. The paper pushes plausibility to the limit as boundaries of science fiction and fact become ever increasingly blurred. The proposition of science fiction is not that the scenario might be truthful but that it can be explained with a sense of plausibility. As Parker et al. (2007, p.247) point out science fiction “involves systematically altering technological, social or biological conditions and then attempting to understand the possible consequences”.

Philosophy writers such as Agar (2015) reject exaggerated claims about the value of technological progress. This rejection is not based on an attempt to return to some kind of pre-technological state. As he puts it (Agar, 2015, p. 167), “*The Luddites are wrong. But so are the radical optimists.*” Agar’s viewpoint is a rejection of utopian and dystopian perspectives as they too extreme. He takes a pragmatic viewpoint of the future given the certainty of technological progression and evolution. For example, the shared economy and mobile living (Postma et al., 2013) are continuing to change distribution channels and the holiday decision making processes. Augmented reality is enhancing visitor interpretation experiences but as yet the Star Trek *Holodeck* (Yeoman, 2012) has not come to fruition and tourists are still take holidays to be with family and friends, thus tourism is a still human experience with elements of socialisation. But will this be same in the future?

*Keeping it Pure: Could New Zealand be an Eco Paradise?* (Yeoman et al., 2015) is a scenario paper that portrays a future of collective individualism, with society tackling the issue of climate change and global warming. Although portraying a utopian future, it considers the actions, decisions, and trade-offs required to bring about this future. Yeoman argues that utopias and dystopias are ‘no places’ or ‘no futures’. They represent a vacuum and the role of management is to figure out how to get to that utopian future or how to avoid dystopia through crisis management or contingency planning.

## **Purpose of the Book**

### **Aim**

To reconceptualise tourism through alternative and quantum leap thinking that goes beyond the normative or accepted view of tourism.

### **Ideas**

- To imagine the future using science fiction as metaphor of change
- To engage in the philosophical debate about the future of tourism
- To understand and articulate the role of disruption and surprise in the future of tourism
- To engage in utopian and dystopia debates about the future of tourism
- To construct ontological, epistemological and methods that could be used to create tourism futures

## **Book Structure: Realms of the Future**

Each chapter will be between 5000 – 6000 words. The book will comprise of 18-20 chapters. Target markets for the book are researchers and postgraduate students.

We suggest you propose a chapter within the following realms (an area of activity, interest, or expertise):

*Realm 1: Science fiction as a metaphor for the future of tourism*

You might use science fiction films or other forms of media to portray the future of tourism. [Soylent Green](#) could portray the future of food tourism, social divide in society or luxury tourism. [The Day After Tomorrow](#) could be used to portray a radical climate change future and the consequences on tourism, whereas [I Robot](#) could portray the technological trends of singularity and automation, thereby exploring what this means for the future of tourism?

#### *Realm 2: Disruption, radicalism and quantum leaps*

What are the radical and alternative models of tourism? Where does the shared economy go next? According to Kurzweil et al. (2017), singularity is coming. Does this mean robots going on holiday? Androids, automation and light computing will have a huge impact on the future of tourism. What are the scenarios that will convey that change? What are the models of innovation needed for a new future? What surprises does the future hold? Will Nigeria, Indonesia, Chile and Ethiopia (NICE countries) be the developing world nations driving change? What would be the implications if China was a democratic country? Imagine what space travel will be like in 2050! What are the forms of disruption that will impinge on future tourism flows? Are dramatic weather events going to be worse?

#### *Realm 3: Dystopia and utopia*

What are the dystopian futures for tourism? War, disease, terrorism, drought or a case of the four horsemen of apocalypse (Nickel, 1977)? What will be the circumstances in which tourism fails or is rejected as in the case of community reaction to overtourism? What are the crisis management models and emergency planning models for the future to avoid dystopian futures? How do we envision a future to create a utopia? What is the role of critical realism in utopian futures? Utopia and ethical behaviour – myth or reality?

#### *Realm 4: Philosophy, ontology, epistemologies and research methods perspectives*

Can we use science fiction as a paradigm in tourism research? What is the role of weak signals or emerging trends in futures research? Critical futures dominate the futures studies paradigm, but it is little applied in tourism futures research, why? Tourism research is dominated by a positivist – post-positivist paradigm. Therefore, does tourism futures research stand a chance in this neoliberal world of quantified research outputs? What are the philosophies that will shape the future of tourism?

#### *Realm 5: Other*

We might have missed something, so we are open to suggestions!

### **Abstract structure:**

Authors are asked to submit a 250-300 word abstract that outlines the following:

- Title of proposed chapter
- Author(s) details (with lead author contact email address)
- Realm: Science fiction, disruption, dystopia / utopia, philosophical realms and other
- The value of the proposed chapter from a futures perspective
- Chapter overview

### **Key dates:**

Abstract submissions: 10<sup>th</sup> January 2018

Decision to authors: 19<sup>th</sup> February 2018

Submission of first draft of your chapter: 1<sup>st</sup> September 2018

Feedback to authors: 1<sup>st</sup> November May 2018

Final submission of chapters: 1<sup>st</sup> March 2019

Publication: Late 2019.

### **Publisher**

The book will be published as part of Channel View's *The Future of Tourism Series* (<https://channelviewpublications.wordpress.com/2016/08/03/new-series-the-future-of-tourism/>).

### **Submission details:**

Please send your abstract to [usm.mcmahon@ulster.ac.uk](mailto:usm.mcmahon@ulster.ac.uk) by the 10<sup>th</sup> January 2018 with *Science Fiction, Disruption and Tourism* in the email title heading.

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