



SHIFT



Trend Research & Concept Creation
Fontys Tilburg

Pop-Up-Studio group 6

26 - 11 - 2018

Rafal Bosz - Bianca Crul - Sil van Dommelen
Marlou Drummen- Kathy de Gier

Table of Content

Introduction	5	8	Methodology
	⋮	12	User
Value Framework	10	15	Organisation
	⋮	18	Ecosystem
	⋮	22	Society
Conclusion	26	28	Valuefit
Future Envision	30	34	Process Publication
Bibliography	37	40	Appendix



INTRO

Introduction

How do you think that the future of biodiversity will look like? Are there robots involved? Or is all the soil ruined? This research is done to make an envision of the future of biodiversity. In this future, the possible future of the variability of life on earth with a focus on travelers is visible.

Jargon

- **Mentality group** is a specific group of people that is chosen to research.
- The **user** is the mentality group that is taken into account in this project.
- **Values and needs** are the certain values and needs that the mentality group has.
- **Gains** are the desires coming from values.
- **Pains** are the reasons consumer cannot satisfy their desires.
- **Persona** is the outcome of the mentality group research, put into a fictive person that reflects the values, needs, pains, and gains.
- The **ecosystem** is the specific sectors of the project's topic. At International Lifestyle Studies, we define them in six sectors: health, leisure, appearance, food, human movement, and living.
- **Stakeholder map** is a map that indicates the competitors and opportunities in a particular sector.
- **Society** is the representation of the world we live in, based on trends we find out the changing values.
- **Microtrend** is physical evidence to indicate a shift of changing values of people.
- **Macro trend** is a cluster of micro trends; they indicate a particular movement.
- **Megatrend** is the driver behind the macro trend, it shows in what field, and based on which value, the underlying trends shift.
- **Trend map** is a visual of various trends based on the three different layers: mega, macro and micro.
- **Valuefit** is made from the information you gain from all the analysis. It shows opportunities that can be used for a concept.
- **Valueframework** is a way you do your research. Divided into multiple levels; user, society, organisation, and ecosystem.
- **Future envision** is a future that is created by a person, based on the research and corresponding valuefit.
- **Possible future** is a future vision that is based on change but is closer towards sci-fi.

The research focused on the sectors of food and leisure. However, cross-sectoral developments are taken into consideration. The envision wants to illustrate the possible future of the biodiversity and focus on the mentality group travelers. This inspirational envision is made for the Technical University of Eindhoven.



Mentality group

The chosen mentality group is 'Cultural Social Seekers.' These are incoming travelers in the Netherlands, with the purpose of having social interaction, freedom, and exploration. The future traveler tribes of Amadeus inspired this mentality group (Amadeus, 2015). This mentality group can give international influences in the Netherlands and can inspire the TU from a globalized point of view, by still focusing on the Netherlands. The mentality group is very open to new cultures and experiences, which fits our project because they can give a better view on traveling apart from only sightseeing the obvious tourist attractions.

Report Structure

You are going to go through our process in this report. It all starts with explaining how the research was conducted, and which methods are used to answer the research questions. After that, an insight into the reason for this report is given. The outcomes of the research will be explained to you, divided into four topics: the user, organisation, ecosystem, and society.

User

The user analysis gives an insight into the pains, gains, values and needs of the mentality group, which answers the questions: What influences the quality of life of travelers? Are travelers interested in a sustainable lifestyle? And what is the current behavior amongst travelers? The analysis will also include a persona, to give a clear view of a possible person we want to reach.

Organisation

In the organisation analysis, the vision, mission, and goals of TU/Eindhoven are shown. This gives an answer to the questions: What are the goals of the Technical University? And what is a desirable outcome of the project for the TU?

Ecosystem

In the ecosystem analysis, you will find the current developments of the sectors food and leisure. This analysis will also include a stakeholder map, which shows the competitors and opportunities. The ecosystem analysis will give you an answer to the questions: What developments in the Leisure sector will influence the future of travel? What developments in traveling will influence the future of agriculture? And who are the stakeholders of TU? Then you near the end of the research.

Society

You will find a society analysis which explains our chosen trend. This consists of a micro, macro and megatrend. A trend map will be shown as well to answer the questions: Which current trends in society will influence the future of agriculture in The Netherlands? And in what way will trends influence the travel behaviour of travelers in the future?

Thereupon, the conclusion of the analyses follows. The chosen valuefit with concept statement is explained, and from that the future envision will encounter you. The future envision gives an insight into how the world is going to look like in 30 years.


Methodology

The complete research followed the Serious Concepting route. This route entails multiple steps to create the desirable outcome. This research will end after the valuefit and concept statement phase. Based on the value framework analyses, a valuefit is created. The concept statement is a translation of the valuefit, to establish direction for the end product (2017, Sutmuller & Van Belkom).

The value framework consists of research on a user, organisational, ecosystem and societal level.

To research, the users (Incoming travellers in the Netherlands) observations have taken place. To apply triangulation the Drunense duinen and Eindhoven airport were visited. The observations have taken place according to a scope of focus made by an operationalisation and observation scheme. Exciting insights were gained due to these observations. Furthermore, interviews were conducted. The interviews were held at Eindhoven Airport and gave us a clear insight into the values and needs of travellers. For example that when they travel, they value their freedom and fun. After the observations and interviews, the gathered information was labelled.

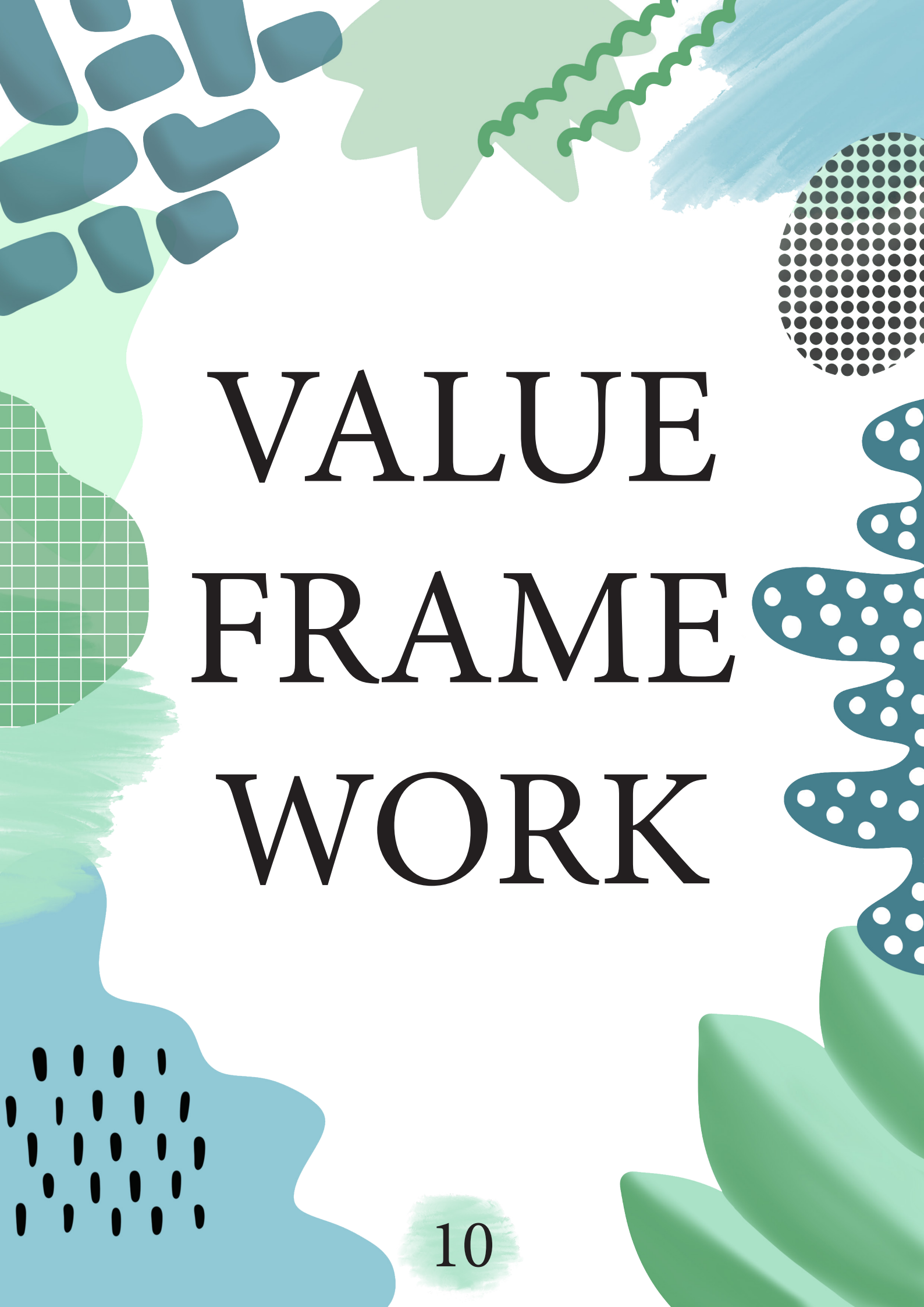
The organisation is researched by looking into the vision, mission and goals of the commissioning party, the Technical University Eindhoven. These insights were taken into account when the valuefit was formulated. The insights into the organisation were collected by desk research and gathered during the debriefing.



Recent developments within the ecosystem of Leisure and Food gave a direction of where the future is headed. Developments are robotisation and digitalisation. These will have a significant impact on how the future will shape itself. Recent developments were researched by desk research. Furthermore, a stakeholder map was made to create an overview of involved parties in this research and how they are linked to each other.

To collect information about the society, a trend map was created. This map showed inspiring trends that are influential for the behaviour of the users, organisation and ecosystem. The trends used in this trend map were collected by spotting signals, clustering them into trends and connecting them to more prominent manifestations of change. Trends in this trend map emerge and are connected. From this map, the most encouraging trend was selected and used in the valuefit.

The valuefit was created by writing down the most relevant insights of the value framework. These insights were connected in multiple combinations. Out of these combinations, the most exciting combination of insights was chosen. The valuefit, concept statement and future envision were formulated based on this combination.



VALUE FRAME WORK

WHY?

The objective of this research is to create an inspirational envision of the future of biodiversity for the TU. Focussed on the values and behaviour of incoming travelers, and soil implemented as an important key factor. The travelers need to increase the biodiversity without making it too obvious.

The end result for the TU will be a Pop-Up-Studio which is based on insights gained during research. In this exhibition, the opportunities for the possible futures will be shown to inspire TU with the future envision.

WHAT?

The goal of the Pop-Up-Studio is to show valuable possibilities to improve the quality of life of people, wildlife and the environment. Implementing a vision of possible futures that connects foreign travellers with the agricultural landscape. This vision can encourage the TU to create robots around this subject.



USER

MEET LUCIANA



13

*"WE TRAVEL NOT TO ESCAPE
LIFE, BUT FOR LIFE NOT TO
ESCAPE US"*

BIO

Luciana Alonso is 26 years old and lives in London and is working as an editor for a small psychological magazine. She is originally from Barcelona, Spain. She is trying to live a sustainable lifestyle, which contains healthy, local food and traveling with public transportation.

INTERESTS

Luciana loves to explore new cities, looking at the architecture and finding local treasures. She tries to go on citytrips twice or thrice a year, to broaden her view and get to know more cultures while having fun. Making pictures is one of her hobbies, especially of the architecture she sees during citytrips.

PERSONALITY

Introvert



Extrovert

Thinker



Doer

Recluse



Social

PAINS, GAINS AND VALUES

The pains that Luciana is facing are the lack of cheap, ecological options, which makes it hard for her to be sustainable while travelling.

When she is travelling, her main goal is to get to know more about different cultures, to expand her view. Being with friends is something she values, being able to socialize and share memories together.

Cultural Social Seekers

This research focused on a possible future for **Cultural Social Seeking travellers**. These are incoming travellers in the Netherlands, with the purpose of having social interaction, freedom and exploration. This mentality group is inspired by the future traveller tribes of Amadeus (Amadeus, 2015).

In this analyses, you can read who these kind of travelers are. What do they value? Are there any pains they face during travelling? And what are their gains?

Most travelers travel with friends or are meeting friends, which makes their travel more fun. A gain for them is getting to know new people, being able to have **social contacts and friends**. This way they can broaden their view on other cultures as well as gaining more knowledge about a country and the traditions.

Travelers love to **explore** new countries, to expand their views and knowledge while **having fun** since that is the main focus of their travel.

Travelers are **interested in a sustainable lifestyle**. However, they think that there are so **many options** that they don't know what to choose.

Another factor that holds them back is **money**; there are not so many cheap and ecological options which makes it harder to make environmental friendly decisions, even if they want to be conscious during their travel. Too expensive sustainable alternatives is a pain they have while traveling.

Travelers do take the environmental issues in consideration but are they are not the priority during traveling. For instance, most travelers make use of public transportation when traveling in the Netherlands. Mostly out of convenience, and not because they think about improving the environmental quality, it's just additional. Another example, travelers know that traveling by plane is causing a lot of pollution, but they don't see another option for quick transportation to their destination. Flying is just the easiest way to get there (see appendix 1 - observation & interviews).




ORGANISATION



TU/Eindhoven

The profile of TU/e

TU/e is a research-based university which focuses on engineering science and technology. This contributes to a number of factors: Solving societal problems, development within technology in the industry and development in sciences and education. With a high quality of doing research, they add value to the development of technical sciences and development of innovation. The university is a great place to start innovating (TU/e, n.d.).



Vision

TU/e wants a future which is improved by implementing engineering science and new technologies. They want the future to be automated. In the vision, they focus on three main challenges; achieve sustainability in all their actions, shaping the revolutionary technological developments in the Fourth Industrial Revolution, and creating a societal impact of technology (TU/e, n.d.).

The population is growing which results in sharing food, water, energy and health facilities. This is why they want to create possibilities to manage earth's resources well and recycling them. The university sees the economy and society changing very fast. They are speaking of a technological revolution. They see a world that is changing quickly regarding new innovative designs. Future technologies should have human values built in them according to TU/e. Concerning education, TU/e sees a significant change in the students and the educational system. The students will be more divergent in age and background. Lots of international students will enter the university, because

of global mobility. The educational system would strive for life-long learning. They recon students in 2030 having unique learning styles, educational needs and ambitions. They see research, education, industry and society intensifying. The Brainport region aims to change the Triple Helix model, to a Multi Helix model. This model does not only include industry and government working together, but also citizens, customers, consumers, investors, designers, artists and corporations (TU/e, n.d.). They envision having sustainable solar fuel in airplanes, 3d-printing our food, drones that take care of your garden, microsurgery robots who perform surgeries as ordinary routines (TU/e, n.d.).



Mission

TU/e has the ambition to be among the leading universities in science and technology. With an international point of view, they want to use technology to improve the quality of life in the future. They aim to keep an open attitude in which collaboration is the main focus of their community (TU/e, n.d.).

The mission of TU/e is to tutor students and to make progress in knowledge in science and technology that will comfort the future lives. Using education and research, they prepare their students to become leaders and think of the impossible. Because they work together with different partners, they can come up with great solutions (TU/e, n.d.).

Goals

TU/e wants to play an essential role in shaping the future. In 2015, 17 goals were set for the upcoming 15 years by the United Nations to protect the planet. TU/e, as a science and technology university, wants to contribute to achieving those goals. They want to be a specialised university of technology, be engaged in research with strong partnerships with the industry and societal stakeholders in the world-class high-tech innovation ecosystem (TU/e, n.d.).

Conclusion

TU/e focusses on engineering science and technology to solve problems that exist in society. To come up with solutions they collaborate with the industry and community, this way there is more insight into the issues and comfort life.

Their challenges are sustainability, societal impact of technology and shaping revolutionary technological development. With these challenges, they can create possibilities to manage earth's resources and recycling them too.

TU/e notices that the world is changing fast, they are talking about a technological revolution. In this revolution, they want to have an input of human values, to fulfil the goal of human comfort.

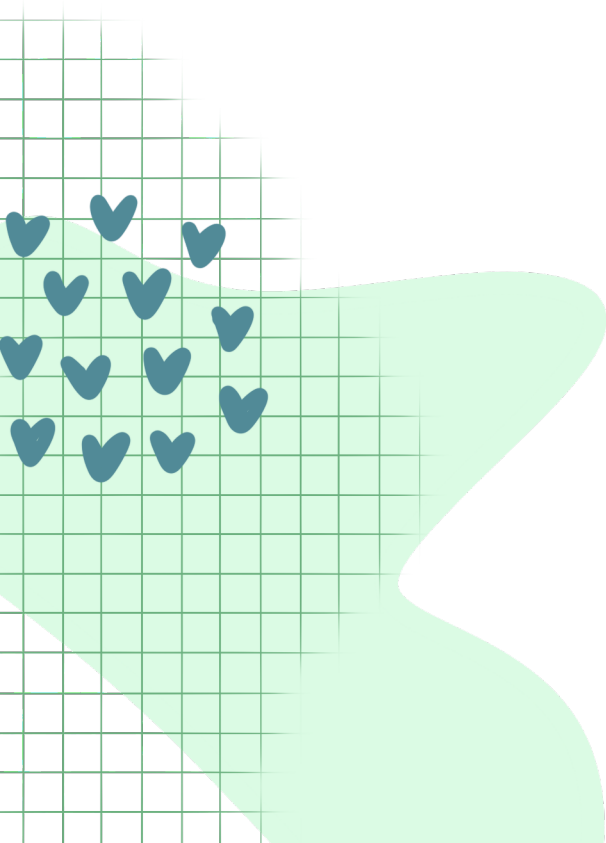
The TU/e does have some expectations towards us; this includes ideas about the needs of the customers, food, soil quality and biodiversity.

From this analysis, we are going to use some strengths and weaknesses. Their way of being human-centric is a strength that can be interesting, focussing on our target group tourists and how to make them the centre in this project.

TU/e is very focused on the education of their students and their way of conducting research, which is logical. However, using other students can make it more interesting, another point of views on different branches and gaining more insights.



ECOSYSTEM



Leisure

What is leisure? Leisure can be used and explained in multiple ways. Some people define it as the time when you are not occupied, your free time. Other people describe it as the time when you are not obligated to do things.

Weisure

As you can see it is hard to tell what leisure exactly is. In the past, people had their working days from 9 to 5, after five they were free to enjoy their 'leisure' time. That is why leisure time is closely related to economic systems. Due to the digitalisation, these days, working time and free time are getting more fluent. Technology changed the economic systems. You never know when you are going to get a work-related phone call, e-mail or text, that you have to reply immediately. People can work wherever and whenever they want to. This means that people can even work in their 'leisure' time. This shift in the

work field can be called **Weisure**: the blurring of work and leisure (Macmillan English Dictionary, n.d.). This development leads even to a new mentality group in society: the Digital Nomads. Digital nomads are people who are location independent and use technology to perform their job (Page, 2017). They can arrange their own working time and free time. These developments are translated into companies as well. For instance, Netflix offers their employees unlimited days off. The workers can decide when they want to work and when they want to have leisure time by themselves.

Digital and Live Realities

The digitalisation also brought us to another development. Everything can be arranged via the internet: buying flight tickets, accommodations, event tickets and holidays. In our leisure, **Digital and Live Realities** coexist (Lukken, n.d.). Virtual reality is implemented in the leisure sector as well, for example, Coastality: virtual reality attractions (Europapark, n.d.). The big attraction parks Europapark and Bobbejaanland are already using this new attraction technique. Due to all these technological distractions, a change can be seen in the relations between people. People value the social connection between people and want more social interaction. Going on family or friends holidays and connect with people without technological distractions.

Multi-Generation Travel

In 2018 we see a significant spike in interest in **multigenerational travel** (Fanelli, 2017). Family members of all ages will reconnect and go on holidays together. Due to the ageing society seniors are getting more important for the leisure industry (Kickham, 2018).

"People are of the mindset that they want to experience all they possibly can with the people they love," says Misty Ewing Belles, Virtuoso's managing director of global public relations.

"They're no longer in this luxury goods accumulation mode. They want to accumulate experiences, and what better way to do it than with your children and with your grandchildren." (Goldberg, 2016). The travel agency ScottDunn offers even special Multi-Generation Family Holidays (Scottdunn, n.d.).

Food

Glocalisation

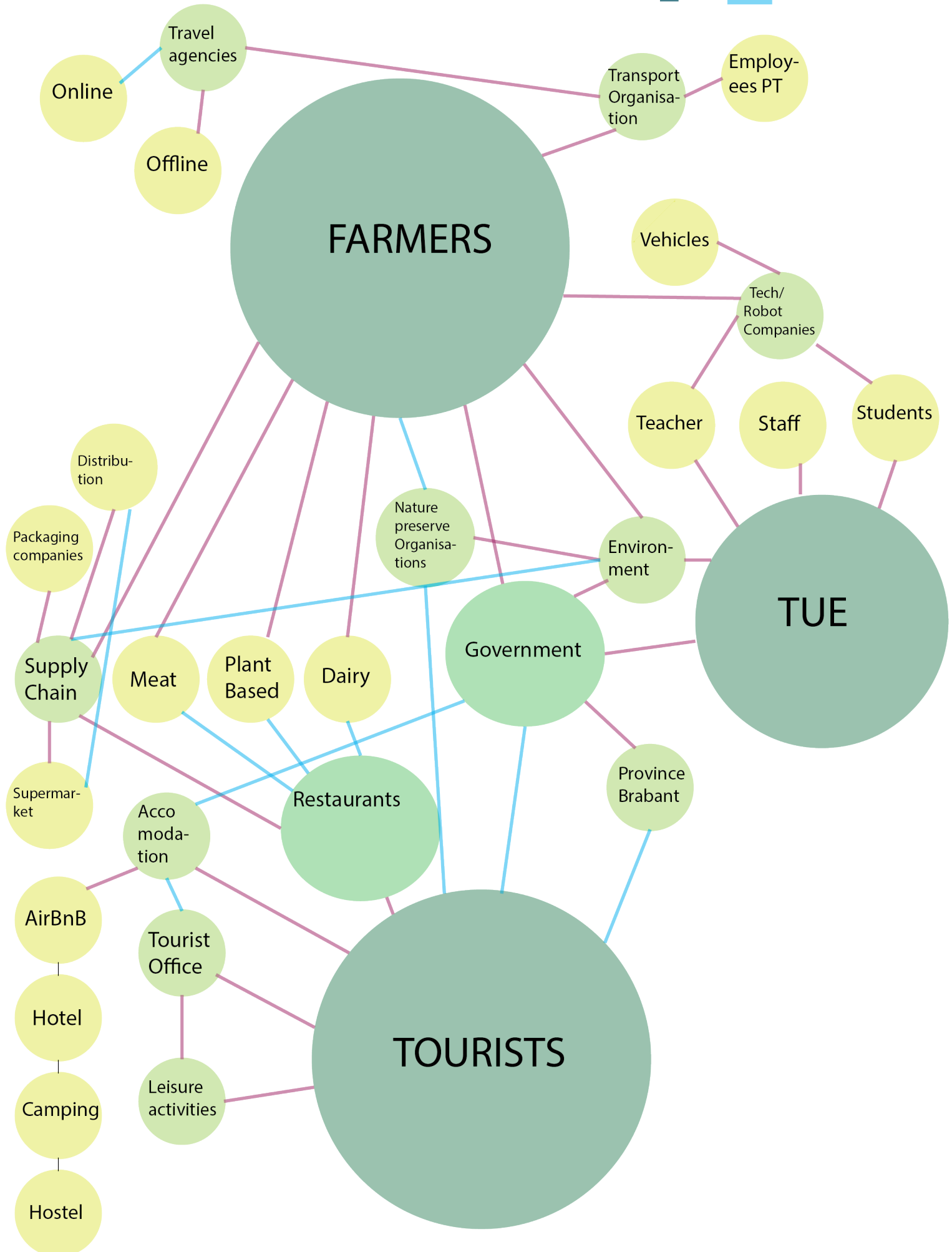
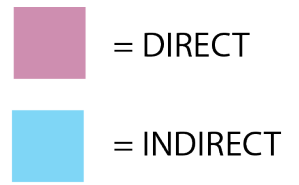
Glocalisation is a term that has been going on for a while now among multinationals. It was introduced in the late 1980s. The term is a combination of the words globalisation and localisation. It means that a global product or service needs to adapt to the local market to succeed (Hopp, 2018). We see a lot of food multinational chains using this method, like Starbucks, KFC, Subway, Taco Bell and many more (Casestudy, 2013).

McDonald's, being a worldwide seller with 37 thousand restaurants all over the world (Statista, n.d.), understands that people eat different food all over the world. That is why their breakfast menu varies locally. A few examples are a pancake around a fried dough stick, with bacon, scrambled eggs and hoisin sauce to fit the target group in China. Also, the well known Italian brioche in Italy and a halloumi patty in the United Arab Emirates (Business Insider, n.d.).

Talking about the United Arab Emirates, HEMA a typical Dutch store wants to expand to Dubai. They will not sell Dutch smoked sausage or any other Dutch foods but will base their assortment on the needs of cheap clothes, cosmetics and home-accessories (Andersen, 2018). This concludes that through social connections the other sides of the world are more accessible and the food industry can share their products faster than ever, but also need to take into account that people from different nationalities are used to different dishes.

Glocalisation can also be seen on a political level. When a multinational is deciding to expand to a new country, they have to choose to whether stick to their business strategies or change them to suit the countries' socio-economic and political environment. Changing the business strategies is economically seen expensive and needs to be taken into account. The multinationals regarding agriculture are in the most complicated position since food habits differ across countries, so do the laws regarding food. They need to adapt to glocalised strategies to succeed, because of society's need per country (Kumar, 2007).

Stakeholder Map





SOCIETY

Value Economy

Within this research the main focus was on the trend Value Economy. Most opportunities involving biodiversity and travelling were seen in this trend. This trend is built from the trends Try Before You Die and Brand Activism.

Try Before You Die

The Try Before You Die trend implies the need in the society of wanting to experience multiple experiences at once. Instead of just wanting to dye your hair, do it with Nutella. Instead of just seeing art, trigger various senses.

Brand Activism

People express their values more often and need to see brands expressing their point of view as well. They want to see that brands care more about only making a profit (Hodge, 2018).

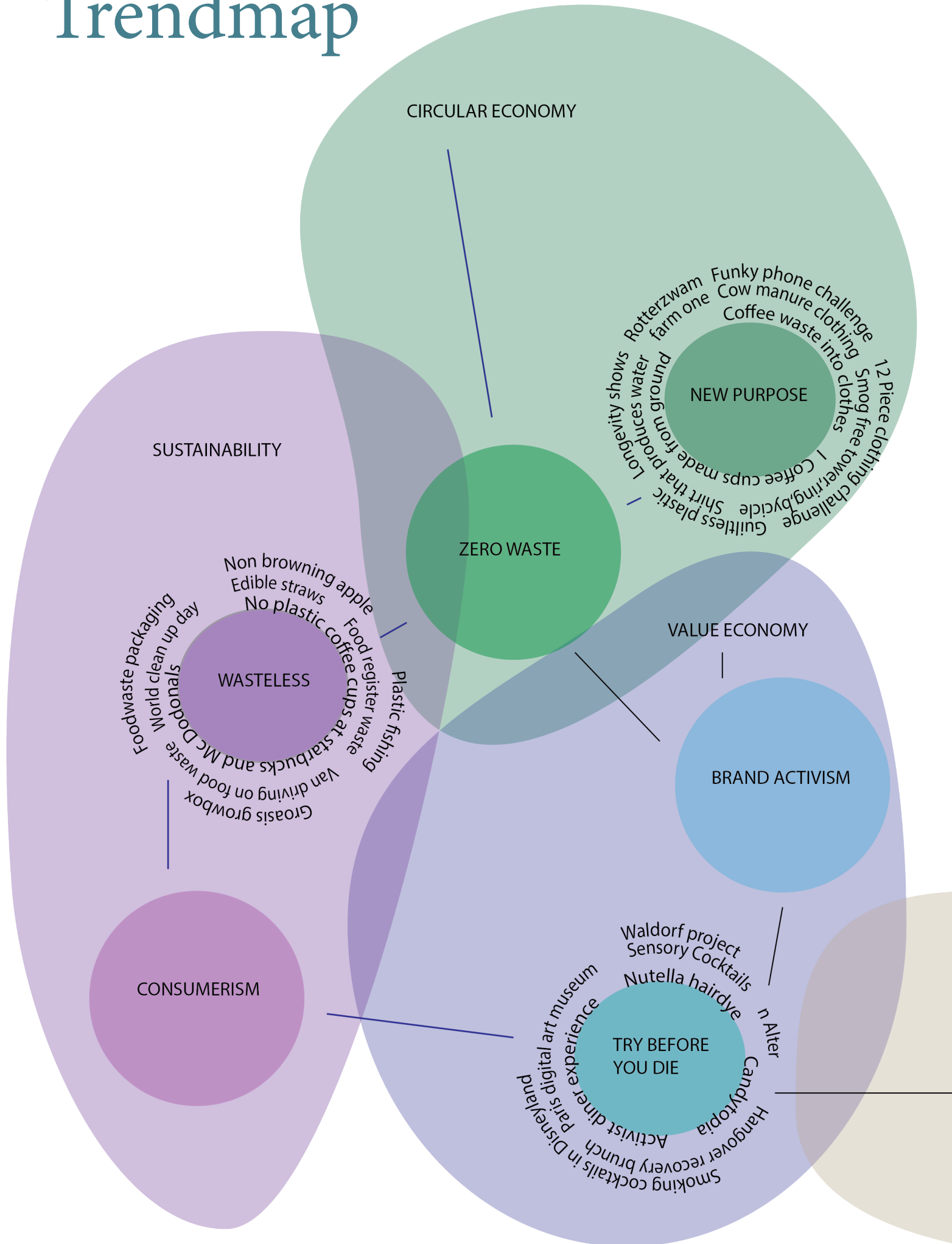
Value Economy

Value economy trend focuses on needs and values that people associate with various concepts. Society starts noticing more importance in the idea of a product than in a product itself. The true usage, the purpose of a product becomes less important than the story/ideas around it. Customers, for example, prefer buying sustainable products instead of usual ones, since it shows the importance of the environment behind it. This trend shows a direction in which society is going as well as an increased interest in concepts/ideas that refers to customers' values.

This trend is interesting because they show a change in needs in society. There is a need for participation, interactivity and the idea behind a product or service. These needs are interesting for our research because it gives a direction in which the concept can be developed. This direction can be inspiring because we want to create a concept suitable for the mentality group, travellers. We see opportunities in envisioning a future with a matching idea behind of the travellers and a sustainably responsible purpose. This, with the goal of reducing the environmental impact of travelling.

In the upcoming page a trend map will be presented. This map includes the most interesting trends that will influence the future of biodiversity.

Trendmap



INDIVIDUALISM

FAST SOCIETY

Energy forming jeans
All digital coffee bar
EFFICIENCY
Peloton bike
Nutri pulse sustainable food prep

THINKING
HEALTHIER

New convenience store
Food for brain menu
Nima gluten tester
Teeth drinks
Sugar free soft ice cream
Light phone
chamber for students
Lifesaving wearable techs
Sleep coaching app
CBD oil

REMOVING
BOUNDARIES

SELF MANAGEMENT

OUT OF THE
ORDINARY

Lidl socks
Zeeman shirts
Parkinson dance
Beginning till end food photo reportage
Modcloth
Military service for girls

INCLUSION

HEALTH STYLE

CROWD ACTION

SHARING
IS CARING

Gross grow box
De pannenkoeken koerier
Fog to water
Pikkel arm uur
Angel shot
Eet geen dieren dag
Peer by

CONNECTED WORLD



CONCLUSION

Conclusion Analyses

The primary goal of this research was to provide TU/e with our future envision concerning travellers' behaviour.

The research was conducted on the mentality of travellers, organisation TU/e, ecosystem of the Leisure and Food sector and the society. The outcomes are elaborated in a Value framework analysis. The mentality research and observations show, [travellers](#) tend to follow the path, think inside of the box. They seek convenient, cheap options and are interested in a sustainable lifestyle, however not fully aware of adverse environmental effects of travelling. The [Technical University](#) has a clear vision on the future that includes technological and sustainable developments with an impact on society. Implemented travellers' values combined with technological innovations are a desirable outcome of the

project, involved in the future envision. According to the trend map and insights gained from interviews, [The Try Before You Die trend](#) was chosen alongside with deriving trends of [Brand Activism](#) and [Value Economy](#) where society relates their values and needs with concepts of products. Since technology is a force that drives these trends, we see opportunities in reflecting travellers' values into technological aspects. Based on conducted research on the ecosystem and crucial developments concerning travellers, we believe society aims towards [automated future](#) where [sustainability](#) and [glocalisation](#) are prioritised.



VALUE FIT

Value Fit

Pains and gains

In the research, multiple pains can be seen amongst travelers. For instance, getting **too many impulses to handle**. Therefore travellers **do not prioritize sustainability**. Travelers think that there are too many influencing factors regarding environmental quality. There are too many options to solve ecological problems. Besides that, travelers prioritize other factors over the environment, such as time and money. This hesitates them from taking action. An additional pain is that having fun can frequently become **too expensive** because travelers want bigger experiences which cost more money while their goal is **enjoyment**.

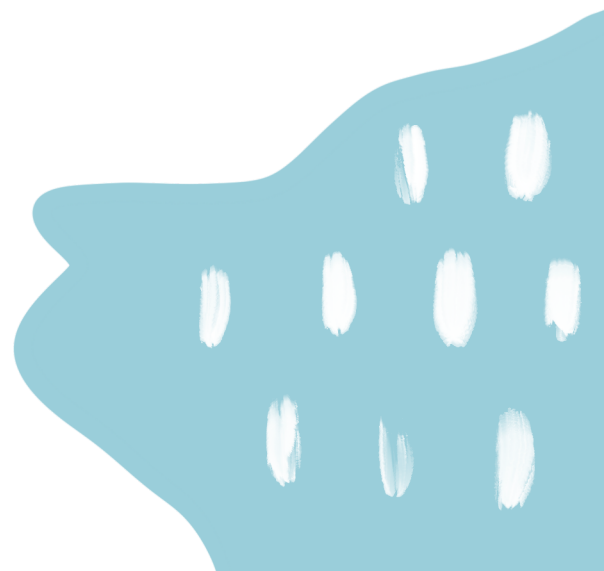
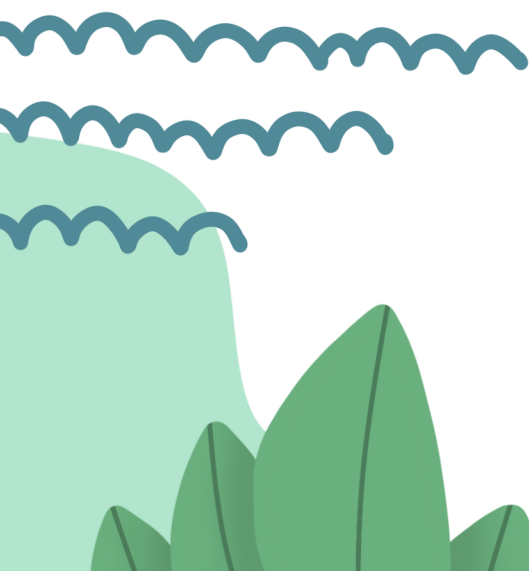
Travelers value **freedom** and **exploration** on a trip. They want a convenient trip in which robotisation of the leisure and food sector can play a big role.

Opportunities

The **Try Before You Die** trend is inspiring, since there is a visible movement in values and needs in society. More people want to trigger multiple senses/extraordinary experiences at once. The Try Before You Die trend is a smaller trend of the Value Economy, in which the concept of a product is more important than the product itself. These trends are of use because they can reflect the **values of travelers into technology** because technology makes this extraordinary trend possible. **Organism Centric design** matches the Value Economy trend because it focuses on the organism aspect (the value) of technology. This will create a **social impact** on robotization and **digital life realities**. The goal is to achieve an **automated future** in which **sustainability is included** in all actions. However, because of **glocalization**, companies need to keep in mind that people from different countries have different needs and their laws vary.

Do you shift or do you shame?

"We all want to take good care of the environment, but we just don't know how to do it. Now we are ashamed for not taking action. Shift to save the environment, yourself and humankind"





FUTURE ENVISION

SHIFT

*The future can either shift **GOOD** or **BAD**, these two opposites of the Possible future are envisioned in the upcoming pages.*

*The **BAD** future could be a realistic future if travelers do not change their behaviour towards the environment.*

*The **GOOD** future can become a reality if the Technical University and travelers collaborate within the improvement of the future of biodiversity. Combining their innovation skills with societal involvement can lead to a brighter future.*



Bad Future

Imagine a **roboticized** world, in which the world will become superficial and individualistic. Due to the more **connecting world, individualism** will be playing an even more prominent role than it already does. Humans and Robots will coexist. Robots take over normal jobs, and take away human contact thinking about services and socialising. Imagine going to an airport, and instead of being assisted by a human being, robots will take over the services. People will start living with a tunnel vision. On the other hand, job offers in the creative sector will increase since robots cannot think creative. Due to **human unemployment**, a different economy will be created because people do not work but still need/want valuta. In this economy, people will have **more leisure time**.

Travelling will increase by more leisure. There will be a growing offer in flights so the ticket prices will drop. People **do not care** about the consequences of traveling on the environment, and therefore the air will be polluted even more. The harmful effects on the environment will increase by the **growing amount of flights**.

There will be **too many impulses to handle** according to food, sustainability, travel and health. Therefore the need to tackle global issues decreases because **one doesn't know what to improve** anymore. Their lifestyle or the environment? Due to the vast amounts of stress, the **need for convenience** continues to grow. The convenience culture is often paired with **unsustainability**. The number of disposable goods and one-time usage of products will grow. Often there will be only thought about the short-term effects of the product. Not about the impact on the environment nor their own body in a more extended period.

If we do not think about the environment, the **quality of the soil will decrease** tremendously, and agriculture will become more exclusive. When imagining a wholly polluted world we see constant grey skies, **dead flora and biodiversity**. When the biodiversity fails, crops will fail, and eventually, **famine will increase**. That leads to not caring about what we eat anymore, and people will not have another option than to give up their dietary preferences.

If we do not change our current behaviour the future of biodiversity will look bad. In this fast society we use our essential earth's resources too fast, and therefore will run out quickly. The **quality will only go downhill**, and pollution will grow. This will lead to the heating of the globe and speed up global warming processes. Moreover, it will result in animal extinction and the need to find replacements for natural sources will be required. The bad future will cost a lot of money and resources. **What are the right solutions?**



Good Future

Always wanted to live in a world in which your quality of life is considered? Where there are no problems regarding the environment, famine and society?

In an ideal world in which the **biodiversity is stable**, **world problems are solved**, and the **quality of life is high**.

The future will improve by implementing **Organism Centric Design**. Organism Centric Design means centralising all organisms' values and needs as drivers of society. This includes flora and fauna. Using **robotisation as a supporting factor** in daily life to add convenience. Robots and humans will be living side to side in a harmonious way. This balance is also implemented in experiences; having a **social based experience and giving it a digitalised twist**. Experiences will be the centre in the leisure sector and will add to the development of humankind.

The public value will develop into individualism. This will take its turn when it comes to growing crops. Because of the increasing population, space needs to be filled practically. By **vertically pixel farming** the community will provide itself with healthy, environmentally responsible foods. Vertical Pixel Farming is a space efficient farming method that has a full digital and environmental friendly approach using the benefits of data and biodiversity. This, while thinking about others and the quality of the soil. The new way of individual food production decreases the power of multinationals which will **lower the ecological footprint** of these companies.

A world in which **fun and freedom are central**, by implementing **weisure** and making travelling more accessible and sustainable. There will become a **comfortable balance between work and leisure** due to the increasing amount of freedom. Because of digitalisation, robotisation and globalisation, people can do whatever they want, whenever they want.

Glocalisation increases the transparency of products. This means that local markets will grow and **culture will stay intact** which is a driver for travelling. **Innovative travel options** will be more accessible. Imagining groundbreaking alternatives such as teleportation and movie like devices.

Dreaming about a world in which **taxes on healthy & sustainable options**, **diminish** and **awareness** about healthy alternatives is present. This will increase the lifestyle and bring back the **healthy environment**. The fees will improve the biodiversity and fauna. By keeping those intact, the world will improve itself beneficially and will keep on improving.

This can be a reality, but to accomplish this, we need you!



PROCESS PUBLICATION

Process

We began our process of this project, with writing a [research proposal](#). In this way, we got a clear overview of what our main commissioning party, Technische Universiteit Eindhoven, and our school assignment wanted from us and what we expected from ourselves.

After that, we started researching the [value framework](#). We chose the value framework because this project incorporates lots of stakeholders that you can easily map with this model.

User

For the user analysis did an [observation](#) and a [contextual observation](#). Before we started we made an operationalisation scheme (Appendix 2), because it makes you define your topics in a better way then just coming up with questions. We did the observation with all five of us at the [Drunense Duinen](#), because we wanted to see how incoming travelers in Brabant behave in nature. The tasks got divided among us, so we could all focus on something else. For example, one focused on the trash, the other one focused on how many older people he saw and another one focused on bikers, etc. The contextual observation was held at [Eindhoven airport](#). There we split up into three groups; two groups of two were doing the interviews together: one asking the

questions, the other one recording it and writing it down. This way the one getting interviewed would not be intimidated by all of us at once. The one left alone had to do observations on the behavior of the travelers. After every person had done two interviews, the person who did the observation before, teamed up with another group member to do her interviews. We chose to do the contextual observations at Eindhoven airport because we figured that at nature spots there are not a lot of travelers on workdays. And where better to find travelers than at an airport. After that, we [labeled](#) the observations and interviews and wrote an analysis to answer the research questions. To show all the [pains, gains, values and needs](#) in the blink of an eye a [persona](#) was created.



Organisation

The organisation analysis was started by taking a look at the website of TU/e and collecting the information from the briefing that could help us. We chose beforehand to only look at the vision, mission, and goals because we do not need to know their history in this project.

Society

We started with taking a look at our signals for the society analysis. Putting our signals from the sectors leisure and food together, we began to look at the values behind them and clustered them together. We soon got macro trends. To make it more elaborate and cross-sectoral, we added signals from other sectors and put them underneath the corresponding macro trends. After that, we started to look for the megatrends that drive the macro trends in a specific direction. We did our process on paper with sticky notes, so to make it digitally visual a trend map was created in Adobe Illustrator.

Ecosystem

To make the ecosystem analysis, we started by searching for current developments in the sectors food and leisure. This is done by searching for statistics and/or signals. Afterward, we selected certain developments that we think are the most important currently. After that, we start writing the analysis and search for corresponding sources to make the story more reliable. A stakeholder map is also created to see who are the competitors and where possible opportunities are. This is made by thinking what kind of organizations are related to the project and the corresponding sectors.

After that, we wrote our insights on post-its and tried combining them to make various options. In the end, we chose the one that seemed the most interesting for us. We wanted a combination that is not obvious since we decided to envision the possible future. Then we started to explain the pains, gains, and opportunities in a [valuefit](#).

From the valuefit we created a [concept statement](#), so we know in which way we want to go. After that we translated the valuefit into [possible future visions](#), including the bad and the good one. In the end, we made the design for the [pop-up studio](#) which would be a visualization of our futures. Since we have a bad and a good scenario, we sort of split the box we received in half. We have a globe in the middle that will be divided in two. At the back, you will find the explanation of the futures, with highlighted keywords and pictures from the observations. At the bottom of the cube, you will see beautiful plants on one side and trash on the other side. This reflects the future visions that we came up with.



BIBLIOGRAPHY

- Amadeus (2015) Amadeus traveller tribes 2030. Retrieved from <https://amadeus.com/documents/en/blog/pdf/2015/07/amadeus-traveller-tribes-2030-airline-it.pdf>
- Andersen, R. (2018, January 16). 'Hayma' opent in Dubai, waarom is de Hema zo succesvol in het buitenland? Retrieved from <https://www.volkskrant.nl/economie/-hayma-opent-in-dubai-waarom-is-de-hema-zo-succesvol-in-het-buitenland-%7Eb5de3f96/>
- Belkom, S. &. (2017). Serious Concepting.
- Business Insider. (n.d.). The Daily Meal. Retrieved from <https://www.thedailymeal.com/eat/you-won-t-believe-what-mcdonald-s-sells-breakfast-around-world-slideshow/slide-9>
- Casestudy. (2013, July 11). Glocalization Examples. Retrieved from <http://www.case-studyinc.com/glocalization-examples-think-globally-and-act-locally+>
- Europapark. (n.d.-a). Alpenexpress Coastality. Retrieved from <https://www.europapark.de/en/attractions/alpenexpress-coastality>
- Europapark. (n.d.-b). Homepage. Retrieved from <https://www.europapark.de>
- Fanelli, S. (2017, December 30). The rising trends in travel and tourism for 2018. Retrieved from <https://www.momondo.com/discover/article/trends-travel-tourism>
- Goldberg, B. (2016, June 27). multigenerational-travel-made-easy. Retrieved from <https://blog.virtuoso.com/tips-and-trends/multigenerational-travel-made-easy/+>
- Hodge, A. (2018, September 4). The Advantages & Perils of Brand Activism. Retrieved from <https://instapage.com/blog/what-is-brand-activism>
- Hopp, A. (2018, May 3). The Need for Glocalization. Retrieved from <https://www.speexx.com/speexx-blog/the-need-for-glocalization/>
- <https://www.strategy2030tue.nl>
- <https://www.tue.nl/en/our-university/about-the-university/profile-tue/>
- <https://www.tue.nl/en/university/>

- Kickham, D. (2018, May 20). Multigenerational Travel Is The 2018 Top Travel Trend, Reports Virtuoso. Retrieved from <https://www.forbes.com/sites/debbikickham/2018/05/20/multigenerational-travel-is-the-2018-top-travel-trend-reports-virtuoso/>
- Kumar, S. (2007, January). Glocalization in Food and Agribusiness: Strategies of Adaptation to Local Needs and Demands. Retrieved from https://www.researchgate.net/publication/241869506_Glocalization_in_Food_and_Agribusiness_Strategies_of_Adaptation_to_Local_Needs_and_Demands+
- Lukken, G. (n.d.). De VrijetijdsTrends van 2017. Retrieved from <https://www.nritmedia.nl/kennisbank/37318/de-vrijetijdstrends-van-2017/?topicsid=+>
- Macmillan English Dictionary. (n.d.). weisure (noun) definition and synonyms | Macmillan Dictionary. Retrieved from <https://www.macmillandictionary.com/dictionary/british/weisure>
- Page, V. (2017, November 21). Digital Nomad. Retrieved from <https://www.investopedia.com/terms/d/digital-nomad.asp+>
- Scottdunn. (n.d.). Family Holiday. Retrieved from <https://www.scottdunn.com/luxury-holiday/family-holidays/multi-generational-holidays+>
- Statista. (n.d.). McDonald's: number of restaurants worldwide. Retrieved from <https://www.statista.com/statistics/219454/mcdonalds-restaurants-worldwide/>
- TU/e - Technische Universiteit Eindhoven. (2018). Briefing.
- TU/e - Technische Universiteit Eindhoven. (n.d.). 2 | Challenges and drivers of change - TU/e STRATEGY 2030. Retrieved from <https://www.strategy2030tue.nl/2-challenges-and-drivers-of-change/>
- TU/e - Technische Universiteit Eindhoven. (n.d.). Frontpage - TU/e STRATEGY 2030. Retrieved from
- TU/e - Technische Universiteit Eindhoven. (n.d.). Profile TU/e. Retrieved from
- TU/e - Technische Universiteit Eindhoven. (n.d.). University. Retrieved from



APPENDIX

APPENDIX 1: (Contextual) Observation Notes

Observation Notes

Sil

Free Wifi

Electric Bike: 22

Old people: 11

Younger couple: 1

Friends: 6

Mountainbikers: 7

Dogs: 4

Lonely man on bike: 11

Wielrenner: 3

Lonely man with dog: 2

Horse: 1

People use the bankjes

lonely woman on bike 1

one group of younger woman together

Kathy

Where do travellers throw their trash away?

There are a lot of trashcans

Bins do have trashbag

Where do travellers pay attention to?

Nature and if it is easy to get there

What triggers people?

They often bring their dogs with them

Are travellers interested in the usage of technology?

Which technology devices do they use?

Phones

How do travellers travel?

- to this place

A lot of cars

View bikes

- in this place

Some with horses

Hiking

Bikes

With whom do they come?

Couples
Friends
Dogs
Horses

(what) Do they eat at this place?
There is a herberg and a biergarten

The trashbins do have trashbags in it, so the trash can be easily removed

People like to follow a track or route, font like to go off route
Dogs: 10

Bianca

Horsestalls
Trash cans ||
It is nice weather for a hike. Not too cold not too warm and no rain.
Two hertjes
Young couple with a dog
Old couple hiking
Old couple on bikes
Old man alone on electric bike
13:30
Racebiker 1x 2x
Dog openroute
Friends |||
Campfire
Trash on the ground
Horsefootsteps
Horse
Two friends hiking
Young man with normal bike

Rafal

1.20 pm, 18 degrees
Lots of People come here with dogs,
Multiple bikers
Information board in Dutch with QR code
People clean after their dogs
People usually carry backpacks
Remnants of campfire
When you walk out of the pathway you can spot trash in several places
Horse footprints
Elderly couple takes a brake on a bench from cycling
When we were passing, only few people said hi
Almost all the people are around 50-70 y old and use electric bikes

Couples usually come here with dog
5 male (3) off-road cyclist rider
17 female, 23 male cyclist

Marlou

Travellers come by car
Dutch, Belgium, German and Bosnie
Bikers & Hikers
Visitors with dogs, no shit on the ground
Map + QR code
Restaurant with free wifi
Race bikers
Playground
General age: elderly, 45 +
Horse stable and path
campfire places
Trashbins
A lot of electric bikes
Benches
Couples, friends, solo and with dogs
off road paths, not used
care farm
trash: drinking cartons
Wandelsportorganisatie NL
Woman: 20
Men: 21
People who said hello: 3

Summary

The travellers at Drunense Duinen were not very diverse. Lots of seniors biking there with the electric bike. We noticed that there are a lot of senior man alone. It seems that they are lonely and search for a space where they can do something they like alone and stay active. They use technology regarding the electric bike, but not something else. There was free-wifi and qr-codes so the opportunity was there. Since lots of people are biking, hiking and even horse riding, we think that they travel there to stay healthy and enjoy nature in the meanwhile. Some people were with dogs, which concludes that the dog is a reason to go into nature. People like to follow the gravel paths, this means that they do what they want in the borders of what the maker makes and don't go "outside the box".

Contextual Observation Notes

Legend: **Pain**, **Gain**, **Opportunity**, **Values** and **Need**

Eindhoven airport, interview 1

Guy 24 romanian

- Travelling to portugal, to meet up with friends
Meet up with friends
Getting to know new cultures
- Goals: planning to go to south africa
Exploring
Expanding views and knowledge
- Nature: yes i want to visit the nature, but more locally with the cultures
- Favorite holiday: ¾ friends, by car, drinking, EU because more liberal
Social engagement
Meeting up with friends
Be around friends
- Aware about environment: yes but there are so many influential sources, not only travelling.
Environment
Too much harmful things
- Technology: google maps, wayz?? show where the police is.
Know which way to go
Technology
- Why travel? like it, gives a feeling of release, go to new places
Expand knowledge
get to know new places and cultures
- Does income affects? Yes sure, choose the cheapest flight. I'm a student.
lack of money
cheapest option is a gain
cheap option
Money to do whatever you want

Eindhoven airport, interview 2

Guy 21 greek

- To netherlands for friends
social connections
meeting up with friends
- Goals: for fun, for friends
fun friends
- Nature: No, not important and no time
no time
- Favorite: Amsterdam, Wiet, plane, friends
Freedom
- Environment aware: no
- Does income affects: well I will still travel when I have no money

Eindhoven airport, interview 3:

Man, 21, portugal

- Mini-holidays, with friends, **social connections** **meeting up with friends**
- little sightseeing **doing activities**, Amsterdam, no particular goals.
- Prefers citytrips, cultures **exploring** **getting to know new cultures**,
- Culture, food, ways of having fun **having fun**
- Weed **freedom**,
- Takes environmental impacts into consideration **environment**, but all transportation harms the environment. **to much harmful things**
- Uses public transport or bike.
- Likes to learn new things and visit new places. **learning/knowledge** **getting to know more knowledge**
- People can make the holiday **social connections**. With whom you go and encounter with.
- Not much technological devices, only maps.
- Income and how expensive the country is influences the trip **money**.

Eindhoven airport, interview 4:

2 man, polish, 31, 29,

- Business-trip, 4/5 weeks,
- Rotterdam, No time for leisure,
- company arranged the trip,
- **Not involved in with the environment**.
- **No time**

Eindhoven airport, interview 5

Polish couple 25, 28

- 3 day vacation in The Netherlands, Amsterdam.
- Because the flight tickets were cheap.
no money
cheaper options
- Going to sightsee.
Exploring
- Travel by train and bus because it's convenient and cheap. No car, because it is too difficult.
- They use their phones mostly for google maps and look for nice places to eat etc.
using technology to search for places
- The **weather** could break their vacation. Beach vacations are their favourites.
relaxing
- They do **want to learn about new cultures** and eat different intercultural dishes.

Eindhoven airport, interview 6

Belgian brothers Sam and Tim 21, 16

- Going to Spain for **relaxation** with their parents.

- They like to **visit nature** when on vacation, but **do not choose their vacation based on that**.
- They **use their telephones and tablets** on vacation, also during the traveltime.
- Renting a car in Spain for **convenience** and having the possibility to go where and when they want to go.
Freedom
- If the **information about public transport was more available**, they would reconsider it.
Information public transport not available

Eindhoven airport, interview 7

Woman, 70, Dutch

- Going on a holiday to Portugal.
- Staying at a AirBNB, Did that more often already and is very positive about booking a holiday this way.
- Is going on a holiday for relaxation **relaxation relaxation**
- likes the combination of a city trip, but also being active in nature **nature, culture???**
- Thinks about environmental issues **environment**, but still wants an easy and fast way to travel → by plane **fast, easy (so can be a pain as well)**
- Travels with public transport in the country itself
- In daily life more conscious about pollution and environmental issues
- Uses the bike or public transport more than the car

Eindhoven airport, interview 8

Man, 37, England

- 3 days visiting the Netherlands
- Sightseeing is what he likes to do **doing activities**, looking at the architecture **insights in architecture**
- Best place to spot some nice architecture according to him is Den Haag
- Cheapest option to travel, not really consider environmental issues only if there is a cheap option to travel conscious **cheap**
- There is a thing where we all want to take great care of the environment, still hard to do it when there are options that are way cheaper **money**
- Interact with culture makes the holiday **cultural exploration**, speak the language for example too → **socialization**
- Architecture and history are the things to spot and explorer during a holiday
- Uses public transport when traveling in the country itself
- Event of travelling, the experience around it → **experience economy experiences**

Eindhoven airport, interview 9

- He doesn't know much about nature, maybe he is not that educated and doesn't care that much about environmental factors that can harm nature

- He travels mainly because it is **fun** for him, but he wouldn't do it alone, prefers, **has a need of being around friends**. He said he goes to nature occasionally, mainly with his friends after work to park
- Values **freedom**

Eindhoven airport, interview 10

- She said she mostly used technology to take pictures while sightseeing
- She wouldn't go for trip alone, prefer going with family, - **value family**
- She thinks traveling by plane is better for environment than traveling by car -> not educated
- She often goes to nature but during a trip it isn't her main activity, she **prefers exploring culture**
- People I interviewed were not aware of factors that harm nature, or they **don't have other options, like ecological flights e.g.**

APPENDIX 2: Operationalisation Scheme

OBJECTIVE	DEFENITION	DIMENSIONS	INDICATORS	ITEMS
Behaviour and values of travellers	Behaviour: the way in which a person acts especially towards others.	Environmnet	Nature	Biodiversity
	Values: principles or standards in behaivour, one's judgements of whats important in life.			Soil
	Travellers: people who go to a different place for leisure purposes			Trash
				Co2
				Parks
				Forest
		Influences	Income	Low income
				High income
			Housing	Tiny house
			Accomodation	Hotel
				Hostel
			Work	Vacation
		Transport	Travel	Plane
				Car
				Bus
				Bike
				Walk
			Where	Nature
				Cultural monuments
				Atractions
				Events
				Traditional things
		Technology	Digitalisation	Camera's
				Phone's
				Robots
		Social	connection	Phone use
				Making friends
				Family
		Food	Diatary preferences	Vegan
				Vegetarien
				Meat lover
				gluten free
				Diary Free
				Allergies
			Farming	Growing corps