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Original research article

## Cloning animals for tourism in the year 2070

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### ABSTRACT

What role do animals have in a future tourism world – in the year 2070? Contemplating over meat and fish delights on restaurant menus, hunting for sport and leisure purposes, and the presence of safaris and zoos have aspects in common, significantly animals are central to their existence and tourists are key consumers. Importantly, these pastimes, social activities, and leisurely pursuits have their ancestral roots that pre-date modern society. Humans have long been associated with eating meat, hunting animals and holding animals in some form of captivity for recreation and education. Distinctively, this paper explores animal cloning and how it could support the extension and existence of these tourism pursuits in the future, focusing on the year 2070. The paper applies a scenario planning approach as its methodological approach to research. The study contributes innovative and original concepts to the future tourism landscape. Through rigorous analysis and discussions in the fields of animal cloning and its relationship with tourism and tourists in potential future settings, a gap in the future market is presented. This research paper presents three scenarios in which cloning could support future tourism markets, Food tourism 2070: A Japanese restaurant perspective, Sport Hunting and tourism 2070: Designated hunting reserves in South Africa; and Safari-zoo tourism 2070: Into the Wild, cloning for education & conservation in the U.S.A. The paper offers interesting research for the futures field and tourism studies, offering scholars and industry with novel concepts for debating.

### 1. Introduction

*“The allure of travel used to be the new, but as climate change continues to alter the environment, focus is shifting towards the nearly-extinct” (Ingham, 2015).*

Are you the gastro tourist type when on holiday? Tasting and indulging in the local delicacies that are less accustomed to your place of permanent residence? Are you favourable to sport hunting and catching large game for purposes of pleasure and leisure, purposefully booking a holiday with the intent of visiting a destination to hunt wild game? Alternatively, are you more interested in seeing animals roam freely in natural habitats, more inclined to partake in a safari to witness wild animals interact with nature and other species? Nevertheless, what if our natural environments are depleted of species? What if in the coming years we begin to see large numbers of species go extinct, as numerous reports are suggesting? Does society have a solution to such extreme and potentially volatile mass depletion of species extinction? With such potentiality and on reflection to the opening questions, how comfortable are you with the idea of eating cloned meat? Would you pay to clone an animal so that you could be provided with the opportunity to hunt it? Would you allow specialists to clone animals for conservation and education and to set them free in natural habitats to learn and understand possible ways in which cloning could potentially be used as a method of saving species in risk of extinction, repopulating animal environments, and even bringing back animals that have become extinct? These questions and specifically, these

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three areas, *cloning for food*, *sport hunting* and *animal preservation* are not merely considered in a future context, where limited numbers is looking likely to become the norm. Finding answers can be complex, but society has within its knowledge a solution, one it has been exploring and developing for over a century, cloning.

Civilisation is faced with massive challenges within the natural environment and if reports have us believe, there is the potential that in the coming decades our natural world will look and be very different. With recognisable developments throughout the globe in the cloning field, there is much debate to its future practices and possibilities. The future uses of cloning is fascinating, especially from a tourism perspective. In as much, considering cloning from a supply and demand perspective to meet the needs and desires of future societies and their leisurely activities. This paper initially presents an insight into current developments in cloning before offering three scenarios, set in the year 2070, in which tourists could be engaging with cloned animals. The purpose and reasoning behind the selection of topic areas is further justified throughout the article. However, the topic areas evoke interest; stimulate debate, on individual and collective levels. The topics offer a sense of realism, rational ideas that readers will be able to associate with for varying motives, much to the past and present existence. The three scenarios in this research are entitled:

*Scenario one – Food Tourism: Luxury species dining*

*Scenario two – Cloning animals for sport hunting*

*Scenario three – Cloning animals for education & conservation: Future safari zoo*

The aim of this paper is to offer potential future scenarios, driven by evidence and factual knowledge, in which the act of cloning animals for tourism purposes could become a reality. This is significant, as the potential actuality of such scenarios could have significant impacts not only on the tourism industry, but more generally, it's broader, social, ethical considerations could have far reaching implications for future societies. Remarkably, this paper allows readers to conceive the prospect of tourism being potentially responsible for evolving and influencing societies association and accountability with animal cloning. The paper uses scenario planning as its methodological approach to research whilst taking a pragmatist position. The study offers innovative and original analysis and discussions in the fields of animal cloning and its relationship with tourism and tourists in potential future settings.

*“We tend to approach the future tentatively, assuming it is unknowable, beyond the reach of our mental powers. Yet below the surface of daily events flows the endless progress of time in which everything in the universe evolves through an ordered sequence of states towards its final purpose” (Lee, 2012, p. 1).*

## 2. Research epistemology, method and approach

*“A future based upon prediction is founded upon certainty and a short time horizon whereas a science fiction future suspends all belief systems and looks for an explanation for how something could occur” (Bergman, Karlson, & Axelsson, 2010 in Yeoman, McMahon-Beattie, Fields, Albrecht, & Meethan, 2015, p. 3).*

Science fiction aka Sci-fi is a broad genre, which often contains speculations based on current science and technology (Yeoman, 2012). Not to be mistaken with fantasy, sci-fi offers narratives, plots, stories in which its imaginary elements are conceivable – as belief is based on plausible explanation, routed in the dynamics of social and cultural understanding and claimed within the laws of nature. Scenario planning could be interpreted as science fiction. Importantly, Sci-fi is becoming more and more immersed into our everyday lives with technology bridging the gap between sci-fi reality and everyday life as highlighted by futurologist Lesley Gavin (Hartley, 2009).

*“Future studies, or futurology, is the science, art and practice of postulating possible futures, or more basically, the study of the future seeks to understand what is likely to continue, what is likely to change, and what is novel. Part of the discipline thus seeks a systematic and pattern-based understanding of the past and present, and to determine the likelihood of future events and trends” (Yeoman et al., 2015, p. 25–26).*

What are scenarios and scenario planning? A research method taken in this study, scenario planning is often a methodology applied in the futures field of study. There are different definitions, interpretations, and applications of scenario planning dependent on the perspective one agrees. From a more broad and historical sense, scenario *analysis* became a method for generating futures thinking and were seen as an effective presentation format. Alternatively, *strategy* was the focus for strategists and managers searching for tools and methods for complex issues (Yeoman et al., 2015). More recently, Walton (2008) considered scenarios within the paradigm of constructivist interpretation. A position somewhat undermined by the scenario approach that seeks *‘plausible explanation’*. Here, Fahey and Randall (1998, p. 9) stress the need that *“plausible evidence should indicate that the projected narrative could take place (it is possible), demonstrate how it could take place (it is credible) and illustrate its implications for the organisations (it is relevant).”* Heijden, Brandfield, Burt, Cairns, and Wright (2002) suggest that *“scenario planning is a process of predicting multiple, plausible and uncertain futures”*. According to Ramirez, Mukherjee, Vezzoli, and Kramer (2015, p. 71) *“scenarios are understood to be a small bespoke set of structured conceptual systems of equally plausible future context, often presented as narrative descriptions, manufactured for someone and for a purpose...”* The importance of narrative writing as a method is also recognised by Lindgren and Bandhold (2009), who identify the importance of telling a story to the reader, one with narratives, assisting ones understanding and interpretation.

*“It is thought that foresight could be our most effective evolutionary tool for long-term survival and mastery of our environment. It is not just that foresight is a fundamental human skill. But we have amassed sufficient understanding of how the world works to produce real foreknowledge which anticipates future social conditions” (Lee, 2012, p. 2).*

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