Abstract

Demographic transition in leisure and labor

An analysis with expert interviews and scenarios for the year 2020

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Demographic transition is determined by factors of an increasing older population, low fertility rates, and spatial mobility within inward and internal migration. For this thesis the survey sections *leisure* and *labor* were examined, by interviewing experts and creating scenarios using cross impact analysis. The descriptors illustrating the world of labor and leisure in the year 2020 are *politics, occupation, migration, fertility, education, target group,* and *travel behavior*.

The future leisure and travel behavior is defined by belonging to age cohorts. When entering the retirement age, previously dominated by the economical war generation, the upcoming *baby-boomers* will change the picture of older people entirely. For them it is not the affiliation to a numerical age anymore, but being addressed by the coining parts of their lifetime experience like youth, education, and family and their socialization by trivia and high culture, music, television, and the movies.

Demographic transition within the labor market raises the question of staffing older employees, livelong education of aging workforce, strategic human resources marketing, employer branding and meeting the challenge in higher education. Additionally there are spatial implications by the internal migration into cities not only from the rural areas of eastern Germany. These opening gaps cannot be closed again only by means of immigration into Germany.