

Future of tourism destination management

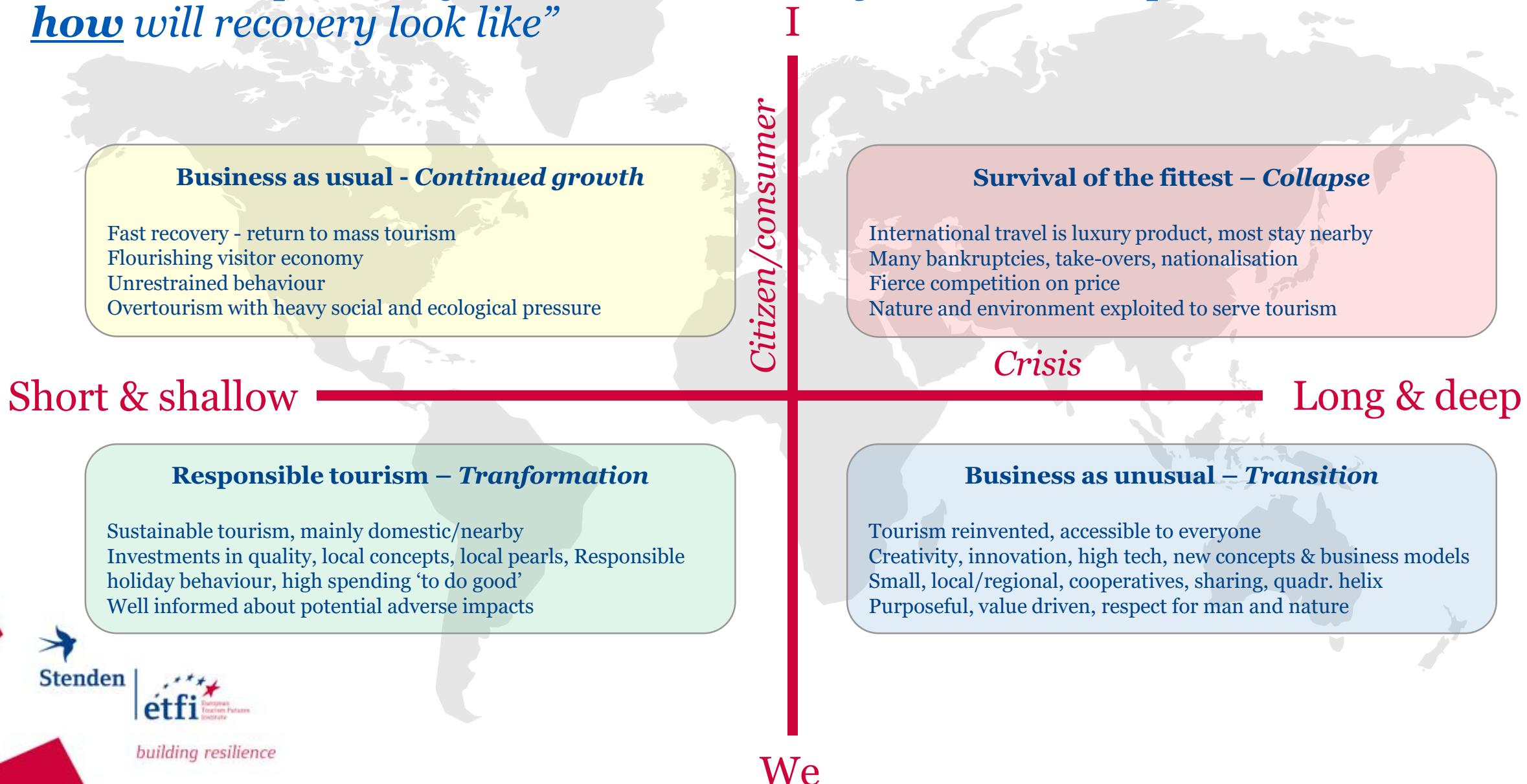


Caution: complexity ahead!

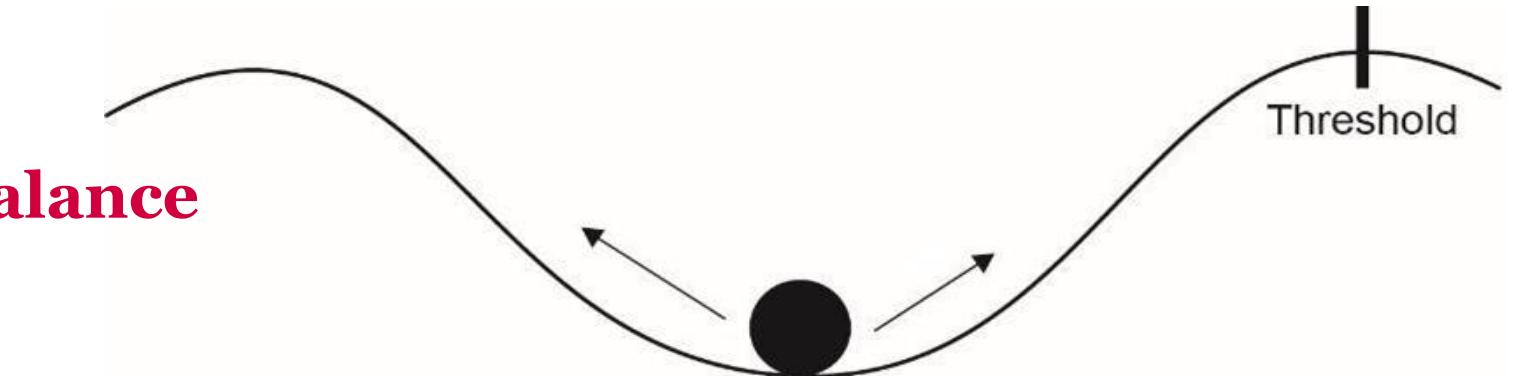
Multi-actor, multi-level, multi-domain, multi-goals, multi-options

Tourism in a post COVID-19 world: four scenarios

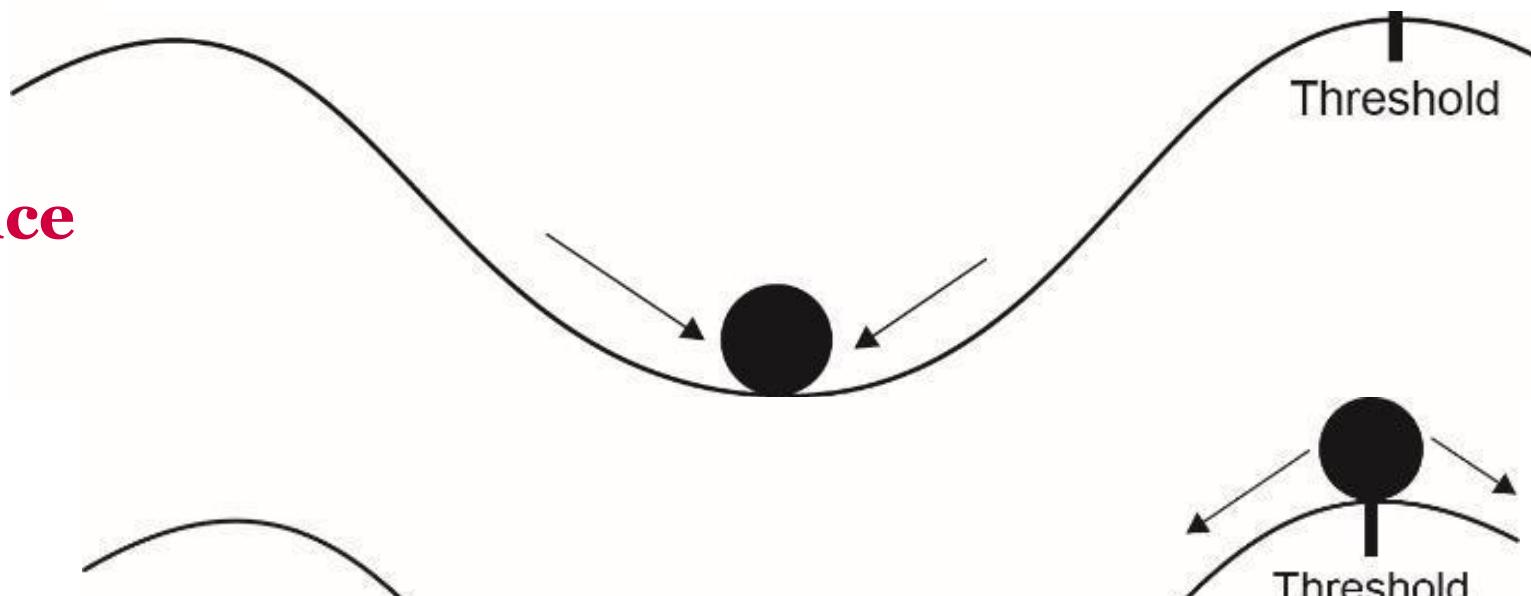
*“It is not the question **if** there will be recovery. It will be the question **when** and **how** will recovery look like”*



Out-of-balance



Re-balance



Threshold/‘tipping point’

“You see this tipping point where the visitor economy causes more harm for the locals than it adds value, and then you’re in an unhealthy situation,” said Geerte Udo, the director of [amsterdam&partners](#), a nonprofit, government-supported organization that manages tourism in the city. “We need to change everything we have on offer in the city center if we want to bring the balance back to living, working and recreating,” she said.

Strategic challenge: building adaptive capacity

“Bounce back”

“Recovery”

“Business as usual”

versus

“Bounce forward”

“Re-set”

“Business as un-usual”

