

11 Reimagining Global Tourism in a Post-COVID World

After reading this chapter, you should be able to:

- Analyse the impacts of the COVID-19 pandemic on international tourism flows and travel behaviours.
- Evaluate emerging patterns in tourism preferences, including risk aversion, nature-based travel, and slow tourism.
- Explain the principles of regenerative tourism and discuss how they differ from traditional sustainability models.
- Assess the role of community-based tourism, ethical representation, and intercultural competence in fostering cross-cultural understanding.
- Critically examine the integration of digital platforms and remote work in reshaping tourism experiences and mobility patterns.

Introduction

This chapter will examine the profound transformations in global tourism systems triggered by the COVID-19 pandemic. It will begin by analysing the collapse of international travel networks and exploring the emergence of regenerative tourism as a pathway toward resilience, equity, and socio-ecological restoration. Attention will then be given to discuss the changes in travel behaviours, noting shifts toward safety-conscious, nature-based, and domestic tourism, alongside the rise of ‘untact’ travel and hybrid work-travel lifestyles. This chapter will also investigate the role of tourism in fostering cross-cultural understanding. Emphasis will be placed on community-based tourism, ethical representation, and the cultivation of intercultural competence. In addition, it will consider the growing use of digital platforms as tools for virtual cultural exchange and storytelling. Taken together, these discussions