

2 Redefining Destination Planning and Development

After reading this chapter, you should be able to:

- Analyse strategies for reshaping tourism infrastructure to enhance safety, sustainability, and alignment with evolving traveller preferences.
- Examine the role of sustainable recovery strategies in building destination resilience, including diversification, responsible practices, and crisis preparedness.
- Discuss the importance of community involvement and development in tourism planning and decision-making.
- Explore the rationale and strategies for repurposing outdated tourist sites through diversification of offerings.
- Understand the synergies between sustainable recovery strategies and community involvement in resilient tourism management.

Introduction

This chapter explores strategies for building resilience and flexibility into destination management amid unprecedented disruption. Core themes include reimagining tourism infrastructure to meet evolving preferences, implementing sustainable recovery programs with community involvement, and repurposing tourist sites through diversification. The discussion emphasises proactive, adaptive policies that balance tourism growth with conservation and community development. As the foundation of any destination's tourism sector, its infrastructure requires urgent safety, sustainability and creativity upgrades. Meanwhile, sustainable recovery strategies must engage local communities, reflecting their integral role as natural and cultural heritage stewards. Repurpos-