

CAUTHE 2021 CONFERENCE ONLINE

TRANSFORMATIONS IN UNCERTAIN TIMES: FUTURE
PERFECT IN TOURISM, HOSPITALITY AND EVENTS

9-12 February | #cauthe2021 | We're expecting you!



Dr Roger Carter

Destination Management in the Post-COVID era: How can we 'Build Back Better'?

Thursday 11 February 13:00 - 14:00 (AEDT)

About the session

Panel discussion with industry and academic speakers

Looking beyond the current short-term recovery efforts, this multi-continental discussion panel will focus on unravelling how the pandemic influences and transforms the medium- to long-term strategies and programs of tourism destinations. To better understand destination implications from an international but also local perspective, the members of the discussion panel represent leading destination professionals. The panel will help destination managers, policy makers and educators to obtain a better understanding of the emerging challenges and the competitive ways to grow and manage destinations at a global level but with a local appeal and relevance.

In sharing their experience, the panelists will address questions relating to destination development, management and marketing such as:

- Will destinations simply want to get back to 'business as usual'? Or will they seek to reshape tourism in ways that will deliver greater benefit for people living in the destination and/or support achievement of the UN's Sustainable Development Goals? If so, how will they do this?
- Will the primary target markets of the future be different to those of the past? If so, how and why they differ?
- How would destinations need to adapt their offerings to satisfy the 'next' tourists? What should be the future focus of destination product and experience development?
- What role do digital technologies and applications play in reshaping tourism post-COVID? How should institutions of higher education reshape their curricula and research to reflect the challenges and opportunities of tourism post-COVID?

To establish a framework for discussion and debate, the panel will be structured as follows:

- The panel chair will provide an overview of the key trends in destination development, management and marketing over the past ten years.
- Panel members will share their destination perspective and experience in terms of lessons to learn from responding to COVID-19 and setting long-term strategic plan.
- Conference participants are invited to **email their questions for the panel members to Isabella Ye <q.ye@business.uq.edu.au> PRIOR to the online event.** The chair of the discussion panel will collate the questions and seek answers from the panel members to moderate the discussion.



Prof Susanne Becken



Royce Chwin



Dr Mario Hardy



Brent Hill



Norbert Kettner