

## **Developing a strategy for Philippine tourism recovery post-pandemic: A Systems Thinking approach**

**Fernando Martin Y. Roxas**

*Asian Institute of Management*

**John Paolo R. Rivera**

*Asian Institute of Management*

**Eylla Laire M. Gutierrez**

*Asian Institute of Management*

### **Abstract:**

Tourism has become one of the economic pillars of the Philippines. Primarily steered by domestic travel, tourism is recognized for its contributions to ensuring sustainable growth and inclusive development in the country. However, the outbreak of Covid-19 challenged its resiliency, making it one of the most heavily affected industries due to its susceptibility to the pandemic. The sudden hiatus of tourism activities in the country posed immediate debilitating effects to the whole economy. Aggravated by the pandemic's expected impact on existing travel behaviors and business models, recent events induced transformations that require a more complex and systemic approach to creating a strategic recovery plan for the industry. Given an opportune time to reassess established paradigms on tourism growth, this study contributes to the discourse on tourism recovery and Covid-19. By examining the literature on pandemic management and response, this study utilizes Systems Thinking to craft and present a strategy in restarting tourism activities. By using causal loop diagrams, we generate valuable insights for policy action. Findings suggest the need to prioritize domestic tourism by utilizing multi-stakeholder collaboration with an end goal of pursuing a more sustainable Philippine tourism industry that aids in rebooting the economy.

Keywords: Systems Thinking, Tourism Recovery, Covid-19

JEL Classifications: L83, O29, P41