

Tourism Affordances Through the Lens of Ecotourism Destination Management.

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- **Abstract:** This paper aims to review the concept of affordances and deliberate its application in the context of ecotourism destination management. Drawing from published tourism academic research studies on tourism affordances, this is a viewpoint paper that highlights the importance of this concept towards sustainable recovery and growth of ecotourism. Affordances refers to modern theoretical progress in tourism and are regarded as opportunities for action that the physical and social circumstances can afford to an individual. This interaction highlights the dynamism of affordances as it overcomes the limitations of present ecotourism models that concentrate exclusively on psychological or social behaviour. Given the need to rethink and reset destination management in the next normal of tourism post COVID-19, this paper explores the extent to which the integration of affordances opens important areas of investigation pertaining to the tripartite elements of socioeconomic, environmental resources and ecotourism destination organizations.
- **Keywords:** tourism affordances, ecotourism destination, tourism post, opportunities