



AGORA

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Educator's Guide



Module 3

Community-led Regenerative Tourism Development

Prepared by:



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Module 3	Community-led Regenerative Tourism Development
Learning approach	Active learning Collaborative learning Challenge-based learning
Teaching method	Blended-learning opportunity F2F training Individual e-learning
Group size	Depending on the session format and needs of the participants: 5-25 participants
Learning Outcomes	After you have completed the module, you will: Knowledge • Gain a comprehensive understanding of the principles of community-led development applied to regenerative tourism. • Acquire knowledge about the role of the community in fostering regenerative tourism development. Skills • Develop the ability to identify strategies for empowering and engaging communities in regenerative tourism planning and development. • Learn how to align tourism offerings with regenerative principles and local needs. Competences • Demonstrate the competence to recognise opportunities for collaboration and partnerships among diverse stakeholders within a community.



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Module 3	Community-led Regenerative Tourism Development
	Cultivate the competence to develop and implement a long-term vision for community-led tourism that prioritises cultural authenticity, ecological integrity, and community well-being.
Preparation	Before the workshop, participants need to read Module 3 , paying special attention to the Best Practices <i>The Islander Way</i> (page 28) and <i>The 100% Valposciavo Project</i> (page 23).
Warm-up/ice-breaking activity 10 minutes	As a warm-up/ice-breaking activity , participants can discuss their current thoughts and knowledge about regeneration, and share examples they might have about community-led tourism.
Module Overview 15 minutes	At the beginning of the workshop, a trainer gives an overview of the module , going over each chapter and sub-chapter, providing a concise overview of key concepts to ground participants in the subject matter. Answer any questions or explain some of the key points more in depth if needed. (15 min)
Activity 1 hour 45 min	Designing a Regenerative a Community Tourism Vision
Facility/ Equipment	Materials Needed: - Flip charts or large sheets of paper - Markers, pens, sticky notes - Projector and screen for presentations - Handouts summarising key concepts of regenerative tourism and community-led tourism - Timer to keep the session on track
Objectives	1. Understand the principles of regenerative tourism and community-led development.



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	2. Explore the importance of community involvement in tourism planning. 3. Collaborate to design a regenerative tourism vision for a fictional or real local community. 4. Reflect on the challenges and opportunities associated with implementing regenerative tourism practices.
Introduction 10 minutes	Step 1: Introduce the Activity and divide participants into 3 groups. Assign each group to a fictional community (see possible community profiles in annex). Each represented community will be composed of: at least 1 local resident, 1 local tourism business, and 1 destination representative.
Main Tasks / Procedure 75 minutes	Step 2: Each group is tasked with creating a regenerative tourism vision for their assigned community. They should: <u>1. Understand the Community Profile and assess the current conditions</u> - Begin by reviewing the fictional community profile provided in the annex. Understand the demographic, economic, cultural, and ecological characteristics of the community. <i>Participants answer the question: What are the strengths and resources of the community that could support or be supported by a regenerative tourism approach ?</i> - Each member of the community will consider its unique perspectives, interests, and potential concerns regarding tourism following the stakeholder they represent. <i>Participants answer the question: How am I impacted negatively or positively by tourism development? How can I contribute to positive tourism development?</i> - After these discussions, each group will create a table to help identify existing challenges within their community. The table will have two columns : 1. Challenges that could be exacerbated by tourism (some challenges faced by the community might not



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	<i>be directly linked to tourism but will be impacting the community's relationship with tourism overall)</i> 2. Challenges that tourism might help address. - From these challenges, deduct a list of needs: <i>What are the community's immediate and long-term needs? Consider economic, social, cultural, and environmental dimensions.</i> <u>2. Map Stakeholder Roles</u> - Together, participants will clearly define their role in the tourism development process. <i>For instance, what can local residents contribute, and how can they be more involved? What role does the local tourism business play in promoting sustainable practices?</i> - Participants will think of creative and engaging ways to actively engage each community member in tourism planning and decision-making. <i>How does the community ensure that all voices are heard and valued? How are underrepresented or marginalised groups within the community empowered to have a meaningful role in the tourism development process?</i> - Participants will discuss and write down potential collaborations between each other and suggest how they can be mutually beneficial, for each other and for all other key actors. <i>How can alliances align tourism with community goals and regenerative purposes in general?</i> <u>3. Craft and share your Community Vision</u> - From the table of Challenges, the list of needs and the potential collaborations, participants will craft a new vision for the local tourism development. This vision can take the shape of a story, a campaign, or a specific tourism initiative that will tackle these challenges, address those needs, and tap into the collaboration



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	opportunities to help the local tourism ecosystem grow towards a regenerative approach. <i>Make sure the vision that considers the long-term effects of tourism on the community. How will the community maintain its regenerative practices in the face of potential challenges like climate change, economic shifts, or changing visitor trends?</i> <i>Consider how to ensure that tourism benefits are distributed equitably among community members, reducing the risk of social or economic polarisation.</i> <i>Outline how the community can remain flexible and adaptive, allowing the tourism plan to evolve as conditions change. This might include periodic reviews, community feedback sessions, or partnerships with academic institutions for ongoing research.</i> <i>This is the time for participants to be creative ! There are no set rules or frameworks for regeneration.</i> Step 3: Groups should visually present their vision on a flip chart, including key elements such as community involvement, regenerative practices, and the benefits to both locals and visitors. Step 4: Each group presents their vision to the entire workshop. Allow time for questions, feedback, and discussion after each presentation.
Completion and Debrief 10 minutes	Step 5: Facilitate a group discussion on the following questions: 1. What challenges did you encounter in designing your regenerative tourism vision? 2. How did you address the needs and interests of different stakeholders? 3. What insights or new perspectives did you gain from this activity? Encourage participants to share their thoughts on how they might apply these concepts in their own communities or professional roles.
Closing 5 minutes	Conclusion



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	Summarise the main points from the workshop and acknowledge the efforts of the participants. Provide resources or reading materials for further exploration of regenerative tourism and community-led development. Encourage participants to stay connected and consider how they can apply the workshop's insights in their work or community projects.
Group Size	Depending on the number of participants, group size should vary between 3-5 people.
Annexes	Annex : 5 Community Profiles <u>1. Rivertown</u> <i>Location: A small riverside town in a temperate region.</i> Local Culture: - Rivertown is known for its rich history, which dates back to the 18th century. The town has a strong tradition of craftsmanship, particularly in woodworking and pottery. - The community hosts an annual "River Festival" that celebrates local arts, crafts, and music. - The town's identity is deeply connected to the river, which has historically been the lifeblood of the community. Environment: - The town is situated along a picturesque river surrounded by lush forests. The area is home to a variety of wildlife, including beavers, otters, and a diverse bird population. - The river is clean and supports local fishing, but recent industrial activity upstream has raised concerns about water pollution. - The surrounding forest is healthy but faces pressure from logging companies interested in the timber resources. Challenges: - There has been a decline in traditional crafts as younger generations move to urban areas for work. - The town is experiencing economic stagnation, with few opportunities for growth outside of tourism. - The community is divided on how to balance economic development with environmental conservation, especially concerning the river and forest.



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	Current Tourism Practices: - Tourism is mainly centred around the river, with activities such as fishing, boating, and guided nature walks. - There are a few bed-and-breakfast establishments, but most visitors are day-trippers. - The "River Festival" draws visitors annually, but the town lacks year-round attractions. <u>2. Mountain Haven</u> Location: A remote village in a mountainous region. Local Culture: - Mountain Haven is home to a close-knit community with a deep connection to their land and traditions. The village has a strong heritage of folk music, storytelling, and herbal medicine. - Local festivals celebrate the changing of the seasons, with traditional dances and rituals that have been passed down for generations. - The community places a high value on self-sufficiency and has a strong tradition of farming and animal husbandry. Environment: - The village is nestled in a valley surrounded by high peaks and alpine meadows. The area is known for its stunning landscapes, including waterfalls, wildflower meadows, and pristine lakes. - The environment is fragile, with certain areas prone to landslides and soil erosion due to deforestation and overgrazing. - The local flora and fauna are diverse, with some rare species found only in this region. Challenges: - The village faces the threat of depopulation as younger residents leave for education and employment opportunities elsewhere. - There is limited infrastructure, making it difficult to attract and accommodate tourists. - The community is concerned about the impact of tourism on their traditional way of life and the fragile environment. Current Tourism Practices: - Tourism is minimal, with only a few adventure tourists visiting for hiking, mountaineering, and wildlife spotting. - There are no formal accommodations; visitors often stay with local families or camp in the wild. - There is interest in developing eco-tourism, but the community is cautious about over-commercialization.



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	<u>3. Coastal Breeze</u> <i>Location: A small coastal village on a tropical island.</i> Local Culture: - Coastal Breeze is a vibrant fishing village with a rich maritime culture. The community has a strong tradition of boat-building and sailing. - The village celebrates several festivals throughout the year, including the "Sea Harvest Festival," which honours the ocean's bounty. - Music and dance are integral to the community, with traditional drumming and dancing performances often held on the beach. Environment: - The village is located on a white sandy beach surrounded by coral reefs. The marine environment is home to diverse species, including sea turtles, dolphins, and colourful reef fish. - The area is vulnerable to the effects of climate change, including rising sea levels and coral bleaching. - The island's interior is covered in dense tropical rainforest, which is home to several endemic species of plants and animals. Challenges: - The coral reefs are suffering from overfishing, pollution, and the impacts of climate change. - There is increasing pressure to develop the coastline for luxury resorts, which threatens the village's traditional lifestyle and the health of the marine ecosystem. - The community lacks the resources to invest in sustainable tourism infrastructure. Current Tourism Practices: - Tourism is primarily focused on snorkelling, diving, and beach activities. There are a few small guesthouses and locally-run tours. - The village has started offering cultural experiences, such as traditional cooking classes and guided tours of the rainforest. - There is a growing interest in marine conservation, with some local initiatives aimed at protecting the coral reefs. <u>4. Desert Oasis</u> <i>Location: An oasis town in a vast desert region.</i> Local Culture: - Desert Oasis is a historic town that was once a key stop on ancient trade routes. The community has a rich tradition of storytelling, desert crafts, and music. - The town is known for its vibrant markets, where traders sell handmade goods, spices, and textiles.



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	- The community celebrates an annual "Desert Festival," which includes camel races, traditional music, and storytelling sessions. Environment: - The town is built around a natural oasis that provides water to the community and surrounding agriculture. The oasis is surrounded by arid desert landscapes with sand dunes and rocky outcrops. - The environment is fragile, with water resources under threat due to overuse and climate change. - The area is home to unique desert wildlife, including gazelles, foxes, and migratory birds. Challenges: - The oasis is shrinking, and water scarcity is becoming a serious issue for the community. - The town is isolated, with limited infrastructure and few economic opportunities outside of agriculture and small-scale trade. - The community is concerned about the impact of tourism on their limited water resources and the preservation of their cultural heritage. Current Tourism Practices: - Tourism is focused on desert experiences, such as camel trekking, sandboarding, and star-gazing. There are a few desert camps that offer basic accommodations for tourists. - The town markets are a draw for visitors, but tourism infrastructure is underdeveloped. - There is interest in developing eco-tourism and cultural tourism, but the community lacks the expertise and resources to do so. <u>5. Forest Edge</u> Location: A small village on the edge of a vast temperate forest. Local Culture: - Forest Edge is a community with deep ties to the forest, which has been a source of food, medicine, and materials for generations. The village has a strong tradition of herbal medicine and foraging. - The community celebrates the "Forest Harvest Festival," which marks the end of the foraging season with feasts and traditional ceremonies. - Storytelling and folklore related to the forest are an important part of the local culture. Environment: - The village is located on the edge of a dense forest with a rich diversity of flora and fauna, including several rare species of plants and animals.



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	- The forest is facing pressure from illegal logging and land conversion for agriculture. - The area is prone to wildfires, which have become more frequent due to climate change. Challenges: - The village is struggling to protect the forest from illegal logging and encroachment. - There are few economic opportunities in the village, leading to outmigration and a declining population. - The community is concerned about the impact of tourism on the forest, particularly the potential for increased wildfires and habitat destruction. Current Tourism Practices: - Tourism is limited but growing, with a focus on forest walks, wildlife spotting, and foraging tours. There are a few eco-lodges run by local families. - The community has begun offering workshops on herbal medicine and traditional foraging practices to visitors. - There is potential for developing sustainable tourism practices, but the community lacks the resources to manage and promote tourism effectively.



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