



AGORA

AGORA

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Module 1

Sustainable Tourism – Key Concepts and Trends

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LEARNING OUTCOMES

After you have completed the module, you will:

Knowledge

- Have a comprehensive understanding of Sustainable Tourism, including its definition, principles, and importance.
- Be familiar with the key benefits of Sustainable Tourism, particularly its environmental advantages.
- Identify and analyse current trends in Sustainable Tourism, mainly distinguishing between regenerative tourism and conventional tourism.
- Understand the role of local producers and communities in the development and management of tourism destinations, including their economic and social impacts.
- Explore best practices developed by local producers and communities through AGORA's Interactive Map.
- Gain insights into developing a vision for regenerative tourism and understand the tools and strategies involved in the process.

Skills

- Critically evaluate sustainable tourism practices and distinguish between different approaches.
- Analyse the economic and social impacts of local involvement in tourism development.



- Engage effectively in partnerships with local communities for sustainable tourism initiatives.
- Utilise tools and strategies to develop a vision for regenerative tourism.
- Apply effective practical exercises to develop personal or organisational visions for regenerative tourism.

Competences

- Demonstrate competence in applying sustainable tourism principles to real-world scenarios.
- Showcase proficiency in fostering collaborative partnerships with local communities for sustainable tourism development.
- Exhibit skills in vision development and strategic planning for regenerative tourism initiatives.
- Apply critical thinking and problem-solving skills to address challenges in sustainable tourism practices.
- Demonstrate effective communication skills in conveying the importance of sustainable tourism principles and practices.

Duration: This module requires a commitment of approximately 20 hours of preparatory, implementation and follow-up work, including instructional time, hands-on activities, and project work.



MODULE IN A NUTSHELL

In this module, you will examine the world of Sustainable Tourism, gaining a deep understanding of its key concepts, trends, and principles. From defining Sustainable Tourism to exploring its importance and benefits, you will also uncover its environmental advantages. Looking into current trends, including regenerative tourism, you will learn to distinguish between different approaches and identify best practices.

You will also examine the pivotal role of local producers and communities in tourism development, understanding their economic and social impacts. Through interactive tools like AGORA's Interactive Map, you'll explore real-world examples of collaborative partnerships and best practices.

Furthermore, you will develop practical skills in vision development for regenerative tourism, utilising tools and strategies to create impactful visions. Throughout the module, you will refine critical thinking, problem-solving, and communication skills, equipping yourself to apply sustainable tourism principles effectively in diverse contexts.



Sustainable Tourism – Key Concepts and Trends

Introduction

In this module, we explore and analyse key concepts and trends of sustainable tourism, emphasising the importance of adopting sustainable practices to mitigate negative impacts and promote positive change in the tourism industry. The training material aims to provide professionals, enthusiasts and stakeholders with the knowledge and tools needed to effectively understand, promote, and implement sustainable tourism effectively. Through exploring topics like regenerative tourism, the role of local communities, and practical examples from the AGORA project OER, participants will gain insights and strategies for fostering regenerative tourism experiences. The module aspires to bridge theory with real-world examples, offering inspiration and practical guidance for implementing sustainable tourism initiatives and working towards a more sustainable and regenerative future for tourism.

1.1 Definition of Sustainable Tourism

Sustainable tourism refers to a form of travel that aims to **minimise negative impacts** on the **environment, society, and economy** while **maximising positive outcomes for all** stakeholders involved. It involves responsible planning, management, and operation of tourism



activities to ensure the long-term viability and resilience of destinations.

According to Fennell (2014), sustainable tourism is perceived as *"tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities."* This definition emphasises the holistic approach of sustainable tourism, which considers the interconnectedness of economic, social, and environmental factors.

Moreover, the Sustainable Development Goals (SDGs) set by the United Nations highlight the importance of sustainable tourism in achieving broader global sustainability objectives. *Goal 8 (Decent Work and Economic Growth), Goal 11 (Sustainable Cities and Communities), Goal 12 (Responsible Consumption and Production), and Goal 13 (Climate Action) all intersect with the principles of sustainable tourism (UNWTO, 2021).*

1.2 Importance and Principles of Sustainable Tourism

Sustainable tourism plays a pivotal role in achieving global sustainability objectives by fostering positive outcomes for destinations, communities, and travellers. Understanding the principles that underpin sustainable tourism is essential for the effective implementation and management of tourism activities.



1. Environmental Conservation: Sustainable tourism principles prioritize the protection and preservation of natural resources and ecosystems. By adopting eco-friendly practices such as reducing carbon emissions, conserving water resources, and promoting biodiversity conservation, sustainable tourism minimises its ecological footprint (World Tourism Organization, 2019).
2. Social Responsibility: Sustainable tourism places a strong emphasis on social responsibility and community engagement. It seeks to enhance the well-being of local communities and indigenous populations by promoting equitable employment opportunities, supporting cultural preservation initiatives, and fostering meaningful interactions between visitors and residents (Fennell, 2014).
3. Economic Development: Sustainable tourism catalyzes economic development, particularly in rural and marginalised areas. By generating income and employment opportunities, supporting local businesses and enterprises, and diversifying revenue streams, sustainable tourism contributes to poverty alleviation and economic resilience (UNWTO, 2021).
4. Cultural Respect: Sustainable tourism respects and celebrates the cultural heritage and diversity of host communities. It encourages authentic cultural experiences, promotes cross-cultural understanding, and safeguards intangible cultural heritage, thereby enriching the cultural fabric of destinations (World Tourism Organization, 2019).
5. Long-Term Viability: Sustainable tourism principles prioritise the long-term viability and resilience of destinations. By integrating



sustainability into tourism planning and management processes, destinations can mitigate the negative impacts of tourism, enhance destination competitiveness, and ensure the preservation of natural and cultural assets for future generations to enjoy (Fennell, 2014).

1.3 Key Benefits of Sustainable Tourism

Sustainable tourism provides numerous benefits for destinations, communities, tourists, and the environment. Embracing principles of sustainability and responsible stewardship enables stakeholders to leverage tourism's transformative potential.

Environmental Benefits

Sustainable tourism conserves natural resources, biodiversity, and ecosystems for future generations through practices like efficient resource use, waste reduction, and minimising environmental footprint. It protects biodiversity by reducing habitat destruction, pollution, and introduction of invasive species, while initiatives like ecosystem restoration and marine conservation enhance ecosystem services. Stakeholders' responsible stewardship ensures tourism sustainability and protects the planet's natural heritage.

Social Benefits





Sustainable tourism supports local communities by *fostering economic participation, skill development, and decision-making opportunities*. It promotes *authentic cultural experiences, heritage preservation, and social inclusivity*, ensuring an equitable distribution of benefits and community development. By prioritising community participation, cultural preservation, and social equity, sustainable tourism enhances the well-being of destination communities and fosters a more inclusive industry.

Economic Benefits

Sustainable tourism drives economic development by creating livelihoods, income streams, and diversification in communities. It promotes responsible practices, and community-based initiatives, and supports small enterprises, fostering resilience and prosperity. It reduces dependency, enhances economic resilience, and ensures equitable benefit distribution, fostering social equity and inclusive growth by offering employment in various tourism sectors and encouraging entrepreneurship.

1.4 Trends and Distinctions in Sustainable Tourism

Introduction

This topic explores key trends within sustainable tourism, including ecotourism, community-based tourism, etc. It also presents a comprehensive comparison of regenerative tourism and conventional tourism. These discussions offer an overview of the practical implications for tourism practitioners and policymakers and the ability



to discern between sustainable tourism approaches based on their goals and outcomes.

1.4.1 Key Trends in Sustainable Tourism

Sustainable tourism is an evolving sector and identifying trends in sustainable tourism is vital for stakeholders to plan effectively, enhance visitor experiences, and remain competitive. Current Key Trends in Sustainable Tourism are:

1. **Ecotourism, Agrotourism (rural) and Nature-based Tourism:** The growing demand for authentic nature experiences has fuelled the popularity of *ecotourism, agrotourism, and nature-based tourism*. Travellers seek destinations that offer *opportunities for wildlife viewing, to get acquainted with nature and everyday rural life, as well as local customs and traditions, nature conservation, and outdoor recreation*. Sustainable tourism initiatives focus on preserving natural habitats, minimising environmental impact, and supporting local communities dependent on ecotourism activities (Weaver & Lawton, 2014).
2. **Community-based Tourism and Homestays:** *Community-based tourism empowers local communities to participate in tourism development, offering authentic cultural experiences and fostering meaningful interactions between visitors and residents*. Homestay programs, cultural exchanges, and community-led tours provide travellers with insights into local lifestyles, culinary and gastronomic customs, traditions, and heritage while generating income and employment opportunities for host communities (Hall & Lew, 2018).



3. **Adventure Tourism and Outdoor Recreation:** Adventure tourism appeals to adventure enthusiasts *seeking adrenaline-pumping experiences, including hiking, trekking, mountaineering, cycling, and water sports*. Sustainable adventure tourism initiatives *prioritise safety, environmental conservation, and cultural sensitivity while promoting responsible travel practices and minimising negative impacts on fragile ecosystems* (Varley & Stone, 2016).
4. **Volunteer Tourism and Workcations:** Volunteer tourism, also known as *voluntourism*, involves travellers *participating in voluntary service projects while visiting destinations*. Workcations combine work and travel experiences, allowing individuals to work remotely while exploring new destinations. Sustainable volunteer tourism initiatives focus on community development, conservation projects, and cultural exchange programs, promoting positive social impacts and cross-cultural understanding (Wearing, 2001).
5. **Emerging Technologies in Sustainable Tourism:** Technological innovations, including *digital platforms, mobile applications, and data analytics*, are *transforming the tourism industry, and shaping sustainable tourism practices*. Advances in technology *facilitate destination management, enhance visitor experiences, and enable real-time monitoring of environmental impacts*. Sustainable tourism stakeholders leverage technology to streamline operations, engage with travellers, and promote responsible travel behaviour (Buhalis & Amaranggana, 2015).

1.4.2 Comparing Regenerative Tourism and Conventional Tourism



Regenerative tourism and conventional tourism represent two distinct paradigms in the tourism industry. Understanding the differences between these approaches is essential for stakeholders seeking to promote sustainable/regenerative tourism initiatives and foster positive impacts on destinations and communities.

Regenerative Tourism: Regenerative tourism reaches beyond the principles of sustainability to actively restore and regenerate natural ecosystems, social fabrics, and cultural heritage. *It emphasises the idea of leaving a destination better than it was found by implementing practices that contribute to ecosystem health, community well-being, and cultural revitalization* (Sundar et al., 2021).

Conventional Tourism: Conventional tourism, on the other hand, *typically prioritises short-term economic gains and visitor satisfaction without necessarily considering the long-term impacts on the environment, society, and economy*. It often leads to environmental degradation, cultural commodification, and socio-economic inequalities, as resources are exploited for tourism purposes without adequate consideration for sustainability (Mowforth & Munt, 2015).

Key Differences between the two (2) approaches are:

- ✓ **Environmental Impact:** Regenerative tourism aims to minimise environmental harm and actively contribute to ecosystem restoration, while conventional tourism may result in negative environmental impacts and overconsumption of natural resources.
- ✓ **Social and Cultural Impacts:** Regenerative tourism prioritises the well-being and empowerment of local communities, fostering



cultural exchange and preserving traditional knowledge and practices. In contrast, conventional tourism may lead to social disruption, loss of cultural authenticity, and displacement of indigenous populations.

- ✓ **Economic Considerations:** While both approaches can generate economic benefits, regenerative tourism seeks to maximise local economic opportunities and ensure equitable distribution of benefits among stakeholders. Conventional tourism, however, may result in a leakage of revenue, where profits primarily benefit external investors or large corporations rather than local communities (Fennell, 2014).

1.4.3 Identifying Key Characteristics and Principles of Regenerative Tourism

Understanding the key characteristics and principles of regenerative tourism is essential for stakeholders seeking to embrace this paradigm and promote positive change within the tourism industry.

Holistic Systems Thinking

Regenerative tourism recognizes the interconnectedness of social, environmental, and economic systems within destination areas. It emphasizes the importance of adopting a holistic approach that considers the complex interactions between human activities and natural processes, aiming to create regenerative loops where resources are replenished rather than depleted (Sundar et al., 2021).

Ecosystem Restoration and Conservation





A fundamental principle of regenerative tourism is the restoration and conservation of natural ecosystems. It involves implementing practices that enhance biodiversity, protect fragile habitats, and promote ecological resilience. By prioritizing ecosystem health and integrity, regenerative tourism seeks to mitigate environmental degradation and safeguard natural resources for future generations (Santana & Duff, 2017).

Community Empowerment and Cultural Revitalization

Regenerative tourism prioritizes the well-being and empowerment of local communities, fostering inclusive participation, equitable distribution of benefits, and cultural revitalization. It encourages authentic cultural experiences, supports local businesses and enterprises, and promotes community-led initiatives that enhance social cohesion and resilience (Sharpley & Telfer, 2015).

Regenerative Design and Innovation

Regenerative tourism embraces innovative design and planning strategies that minimise environmental impacts and maximize positive outcomes. It encourages the adoption of regenerative practices such as renewable energy use, waste reduction, sustainable transportation, and green infrastructure development, aiming to create regenerative destinations that benefit both residents and visitors alike (Fennell, 2014).

Long-Term Sustainability and Resilience

Regenerative tourism prioritises the long-term sustainability and resilience of destinations, aiming to create regenerative loops where resources are replenished, and communities thrive. By integrating regenerative principles into tourism planning and management processes, destinations can build resilience to external shocks, ensure economic stability, and preserve natural and cultural assets for future generations (Sharpley & Telfer, 2015).





1.5 Role of Local Producers and Communities in the Development and Management of Tourism Destinations

Local producers and communities are integral to sustainable tourism, enhancing experiences and creating economic opportunities. Their involvement fosters authenticity, diversity, and resilience in destinations. Recognizing their importance cultivates inclusive practices benefiting all stakeholders. The following discussion looks into their role, addressing challenges and opportunities in leveraging tourism for economic and social development.

1.5.1 Economic and Social Impacts of Local Involvement

Local engagement is fundamental to sustainable and regenerative tourism development. By actively involving local producers, communities, and residents in tourism planning, management, and decision-making processes, destinations can realise significant economic and social benefits, such as:

- **Community Empowerment:** Engaging local communities in tourism initiatives empowers them to take ownership of their cultural heritage and natural resources and shape tourism development in line with their values and needs (Reed, 2008).
- **Cultural Preservation:** Locals engaged in sustainable tourism help preserve and promote traditional knowledge, practices, and customs, by showcasing authentic cultural experiences, tourism



contributes to cultural revitalization and intercultural exchange (UNESCO, 2019).

- **Economic Benefits:** Involvement of local producers and entrepreneurs in tourism activities creates economic opportunities and enhances livelihoods within communities. Tourism stimulates local economies, generates income for small-scale producers, and fosters community development projects (Hjalager & Richards, 2002).
- **Social Cohesion:** Sustainable tourism initiatives prioritise local engagement, contributing to social cohesion and inclusivity within communities. By fostering dialogue and collaboration among residents and visitors, tourism strengthens social bonds and promotes social integration (Dredge & Jenkins, 2007).

1.5.2 Collaborative Partnerships with Local Communities

Collaborative partnerships between tourism stakeholders and local communities are essential for fostering sustainable tourism development, promoting community ownership, and ensuring mutual benefit sharing. By engaging in meaningful dialogue, building trust, and sharing responsibilities, destinations can create inclusive and participatory tourism processes that prioritise the interests and well-being of local communities.

Stakeholder Engagement: Joint collaborations involve the active participation of a wide range of stakeholders, including government agencies, tourism operators, community organisations, NGOs, and local residents. By bringing together diverse perspectives and expertise, collaborative partnerships can facilitate more informed



decision-making, enhance accountability, and foster consensus-building around tourism development priorities (Bramwell & Lane, 2000).

Capacity Building: Mutual partnerships with local communities provide opportunities for capacity building and skill development, empowering communities to actively participate in tourism planning, management, and entrepreneurship. Through training programs, workshops, and knowledge-sharing initiatives, stakeholders can equip local residents with the tools, resources, and expertise needed to engage effectively in tourism activities and decision-making processes (Puri & Sandbrook, 2015).

Resource Sharing: Collective ventures promote the equitable sharing of benefits and responsibilities associated with tourism development. By establishing mechanisms for revenue sharing, job creation, and community investment, destinations can ensure that tourism generates tangible benefits for local communities, such as improved infrastructure, social services, and environmental conservation initiatives (Mowforth & Munt, 2009).

Cultural Respect and Recognition: Strategic joint initiatives with local communities prioritise cultural respect, recognition, and representation within tourism initiatives. By consulting with local stakeholders and incorporating their cultural values, traditions, and perspectives into tourism products and experiences, destinations can foster a sense of cultural pride and identity among residents, while also enhancing the authenticity and appeal of tourism offerings (UNWTO, 2018).



1.5.3 Exploring Best Practices developed by Local Producers and Communities – AGORA's Interactive Map

In this section, we will explore together exemplary sustainable and regenerative tourism experiences showcased by the AGORA project's Interactive Map. This online, openly available, database serves as a valuable resource, offering a collection of best practices from diverse destinations around Europe and beyond.

The AGORA's interactive map is a dynamic platform showcasing diverse regenerative practices across Europe that are contributing to the future of sustainable tourism.

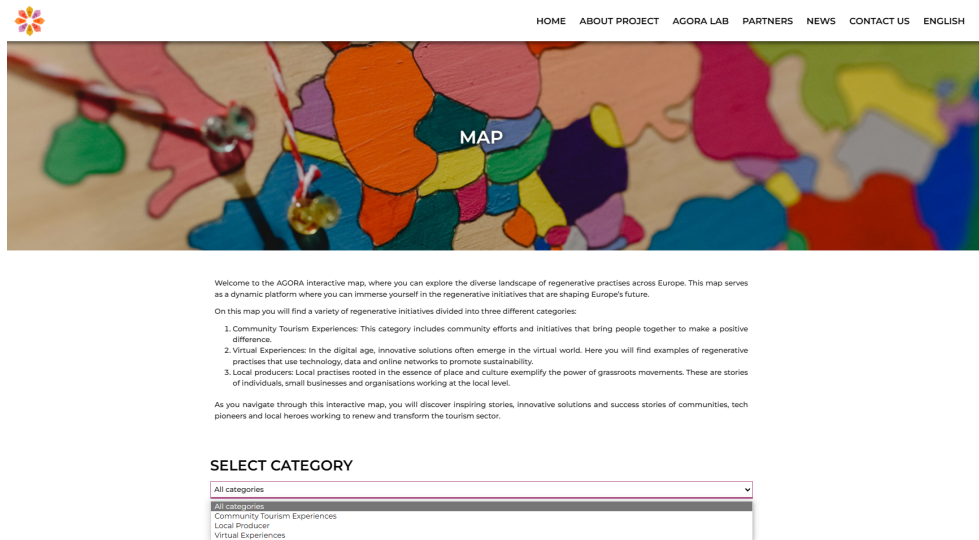
Divided into **three categories**, the map features **Community Tourism Experiences**, **Virtual Experiences**, and **Local Producers Initiatives**, highlighting community efforts, innovative digital solutions, and grassroots movements rooted in local culture.

As you navigate through the map, you will encounter inspiring stories of communities, tech pioneers, and local heroes working towards renewing and transforming the tourism sector. This resource not only features sustainable tourism initiatives but also showcases regenerative projects that actively restore ecosystems, communities, and cultures, integrating principles of regeneration, resilience, and reciprocity.

By exploring real-world examples and best practices, using keyword-based selection within the AGORA Interactive Map, users, participants, and various stakeholders, are welcome to gain valuable insights and inspiration for implementing sustainable and regenerative tourism initiatives in their own contexts. Through interactive engagement, including discussions and sharing of



experiences, participants can learn from these practices and each other, further contributing to the local, regional, national, international, and global advancement of sustainable tourism practices.



Source: [Map – agoraproject](#)

1.6 Developing a Vision for Regenerative Tourism

A regenerative tourism vision seeks positive change for destinations, ecosystems, and communities. Key elements include environmental stewardship, community empowerment, and cultural revitalization. In this section, participants can explore strategies to minimise negative impacts and foster regeneration. Developing a shared vision guides strategic planning, promoting sustainability and inclusivity.

1.6.1 Insights about the Concept of Vision in Tourism Development



Vision in tourism development refers to aspirational goals aligning with sustainability, community well-being, and destination resilience.

Strategic Planning and Direction: Vision serves as a guiding framework for strategic planning and direction-setting within the tourism industry. By articulating a shared vision for tourism development, stakeholders can align their efforts, resources, and initiatives towards common goals and priorities towards more effective decision-making, resource allocation, and implementation of policies and programs (Ritchie & Crouch, 2003).

Stakeholder Engagement and Collaboration: Vision fosters stakeholder engagement and collaboration by providing a common purpose and shared vision of success. Through participatory processes, such as workshops, stakeholder consultations, and multi-stakeholder partnerships, stakeholders can contribute their perspectives, ideas, and expertise, in a way that reflects the values, aspirations, and needs of diverse stakeholders (Hall & Jenkins, 2004).

Innovation and Adaptation: Vision stimulates innovation and adaptation within the tourism industry by inspiring creativity, experimentation, and continuous improvement. By envisioning a future state of tourism that embraces sustainability, resilience, and inclusivity, stakeholders are motivated to explore new ideas, technologies, and business models that can contribute to achieving the desired vision (UNWTO, 2017).

Measuring Progress and Accountability: Vision provides a framework for measuring progress and accountability. By establishing clear benchmarks, indicators, and targets aligned with the desired vision,



stakeholders can monitor and evaluate the effectiveness of their actions and initiatives over time, thus tracking progress towards achievement, identifying areas for improvement, and holding themselves accountable for their contributions (Pearce, 1992).

1.6.2 Tools and Strategies for Developing a Vision in Regenerative Tourism

Developing a Vision in regenerative tourism involves the use of various tools and strategies to facilitate collaborative dialogue, strategic planning, and goal-setting processes aimed at articulating a shared vision for sustainable and inclusive tourism development. These tools and strategies enable stakeholders to explore possibilities, identify priorities, and envision desired future outcomes, thereby laying the foundation for transformative change within the tourism industry.

Scenario Planning	Example
Scenario planning is a foresight tool aiding stakeholders in envisioning alternative futures and anticipating challenges. By developing scenarios based on different assumptions, stakeholders explore possible outcomes and assess implications for tourism. This identifies key drivers of change, informs decision-making, and aligns with the vision for regenerative tourism. (Dean, 2019).	Stakeholders in a coastal destination engage in scenario planning workshops to explore the potential impacts of climate change in their area. They develop scenarios such as "Sea Level Rise," "Extreme Weather Events," and "Community-Led Adaptation." Through these scenarios, stakeholders manage to anticipate challenges and identify adaptive strategies to ensure the long-term



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	sustainability of touristic development in the face of environmental changes.
Workshops and Facilitated Sessions	Example
Workshops unite stakeholders to articulate a vision of their aspirations for tourism. Through guided exercises and discussions, participants co-create a shared vision for regenerative tourism. Facilitators ensure inclusivity and consider diverse perspectives. (Nelson & Stolterman, 2012).	A destination management organisation (DMO) organises a workshop with local residents, tourism businesses, and community leaders to envision the future of tourism in their area. Facilitators lead participants through exercises to <i>identify key values, aspirations, and priorities</i> . Through guided discussions and brainstorming sessions, stakeholders <i>co-create a shared vision that reflects the diverse interests and perspectives within the community</i> .
Participatory Mapping and Visualization Tools	Example
Participatory mapping helps stakeholders visually represent tourism development visions. It identifies key assets and challenges, fostering an understanding of interrelationships. This aids in leveraging local resources for	In a <i>winery destination</i> , stakeholders could use <i>participatory mapping tools to identify vineyard areas, historical sites, and tourism infrastructure</i> . By overlaying spatial data on a digital map, stakeholders can visualise the connections between vineyards and cultural





regenerative tourism. (Brown & Perkins, 1992).	resources, exploring strategies for sustainable tourism development.
Backcasting	Example
Backcasting starts with a desired future vision and works backwards to identify steps for achievement. By defining a clear vision for regenerative tourism, stakeholders identify pathways for realization. This prioritizes actions and facilitates progress monitoring towards long-term goals (Robinson, 1990).	<i>A regional tourism authority uses backcasting to achieve its vision of carbon neutrality by 2030. Starting with the desired future state, stakeholders identify necessary actions like investing in renewable energy and promoting sustainable transportation. Ambitious targets and actionable plans chart the course towards a sustainable destination.</i>

1.6.3 Practical Exercises: Developing a Personal or Organisational Vision for Regenerative Tourism

Practical exercises are essential for translating theoretical concepts and strategic principles into actionable steps for developing a personal or organisational vision for regenerative tourism. These exercises provide stakeholders with hands-on tools and methodologies to explore their values, aspirations, and priorities, and articulate a clear and compelling vision that guides decision-making and action towards sustainable and inclusive tourism development.

Values Clarification Exercise: This exercise involves reflecting on personal or organisational values that are essential for guiding decision-making and behaviour in the context of regenerative tourism. Participants are asked to identify and prioritise their core values, such





as environmental stewardship, social equity, cultural preservation, and economic resilience. Through guided prompts and group discussions, stakeholders can gain clarity on their values and align them with the principles of regenerative tourism (Schein, 2016).

Visioning Scenario Exercise: In this exercise, participants are invited to imagine a future scenario where regenerative tourism practices have been fully embraced and integrated into destination management and development. Using creative visualisation techniques, participants explore the characteristics, outcomes, and benefits of this future scenario, envisioning a destination that thrives ecologically, socially, and economically. By describing their ideal future state, participants can articulate a shared vision that inspires collective action and commitment (Morgan & Kennedy, 1995).

SWOT Analysis and Visioning Workshop: SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is a strategic planning tool that can be integrated into a visioning workshop to assess the internal and external factors influencing regenerative tourism development. Participants identify strengths and opportunities that can be leveraged to achieve the vision, alongside weaknesses and threats that may hinder progress. Through facilitated discussions, stakeholders brainstorm strategies for maximising strengths and opportunities while mitigating weaknesses and threats (Hill & Westbrook, 1997).

Action Planning and Goal Setting Exercise: This exercise focuses on translating the vision for regenerative tourism into actionable goals, objectives, and initiatives. Participants work collaboratively to identify



specific actions, timelines, responsibilities, and performance indicators aligned with the desired vision. By breaking down the vision into manageable tasks and milestones, stakeholders can create a roadmap for implementation and monitor progress towards achieving their regenerative tourism goals (Bryson, 2018).



GLOSSARY

Collaboration and Partnerships

Establishing effective working relationships and partnerships with local institutions, communities, and other stakeholders involved in regenerative tourism initiatives.

Community Engagement

Involving and encouraging active participation and collaboration within local communities.

Community Tourism

A form of tourism that focuses on empowering local communities economically, socially, and culturally, ensuring that tourism contributes positively to the community's well-being.

Destination management/marketing organisation (DMO)

A destination management/marketing organisation (DMO) is the leading organisational entity which may encompass the various authorities, stakeholders, and professionals and facilitates tourism sector partnerships towards a collective destination vision.

Eco-Friendly Tourism Practices

Tourism activities and initiatives designed to minimise environmental impact and promote sustainability.

Infrastructure Development



Investment in the improvement and expansion of transportation networks, accommodation options, and other facilities in rural areas.

Positive Environmental Impact

Actions and initiatives that contribute to the well-being and preservation of the environment.

Positive Impact

Beneficial effects and contributions towards the well-being of the environment, local communities, and cultural heritage.

Regeneration

The process of renewal, restoration, and growth that follows a period of decline or damage. In various contexts, regeneration involves the restoration of a system, entity, or environment to a healthier, more functional, or more sustainable state.

Regenerative Tourism

A transformative and sustainable journey that actively contributes to the restoration and well-being of the visited destination. It involves immersive, responsible, and culturally respectful activities, seeking to leave a positive impact on the environment, local communities, and cultural heritage.

Regenerative Tourism Experience

A transformative and sustainable journey that not only enriches the traveller but actively contributes to the restoration and well-being of



the visited destination. It involves immersive, responsible, and culturally respectful activities aiming to leave a positive impact on the environment, local communities, and cultural heritage.

Rural tourism

Rural tourism is a type of tourism activity in which the visitor's experience is related to a wide range of products generally linked to nature-based activities, agriculture, rural lifestyle/culture, angling and sightseeing. Rural tourism activities take place in non-urban (rural) areas with the following characteristics: Low population density; Landscape and land use dominated by agriculture and forestry; Traditional social structure and lifestyle.

Sustainable Tourism

Tourism is managed in a way which can be sustained in the long term, and which preserves the integrity of the environment.



FOOD FOR THOUGHT

- You are encouraged to go through [Agora's Interactive Map](#) of best practices and choose a practice from any of the three categories that resemble your vision for an experience under development or to be developed. Please list assets and weak points of the experience and then do the same for your project.
- Let's say you are working for a community agent in your area involved in initiatives promoting regenerative experiences. You go through the best practices of this category in [Agora's interactive map](#) and find a practice that best suits what your community agent is implementing. Then identify all actions that you find useful for your agent to follow.
- Let's say you are a local wine producer aspiring to develop a touristic product. Visit [Agora's Guide](#) and list challenges and barriers for local producers and then go on to create an Action Planning and Goal setting for your product.



WORKSHEETS

Values Clarification Exercise Example

Participants engage in a guided reflection activity where they individually list their top five values related to the sustainable/regenerative tourism experience to be developed. They then share and discuss their values with a partner or small group, identifying common themes and discussing how these values align with the principles of regenerative tourism.

Visioning Scenario Exercise Example

Participants close their eyes and visualise a future scenario where their destination has fully embraced regenerative tourism practices. They describe this future state in detail, including the experiences of visitors, the vitality of local communities, and the health of the environment.

SWOT Analysis and Visioning Workshop Example

Stakeholders participate in a facilitated SWOT analysis session where they identify strengths, weaknesses, opportunities, and threats related to regenerative tourism in their destination. They then discuss how to leverage strengths and opportunities to achieve their vision while addressing weaknesses and threats.

Action Planning and Goal Setting Exercise Example





Participants brainstorm specific actions and initiatives that can be taken to advance regenerative tourism in their destination. They prioritise these actions, set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals, and create action plans with clear timelines, responsibilities, and performance indicators.

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