



AGORA

PROJECT N: 2022-1-FR01-KA220-ADU-000086999

## Educator's Guide



### Module 1

## Sustainable Tourism – Key Concepts and Trends

Prepared by:



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| Module 1          | Sustainable Tourism – Key Concepts and Trends                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
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| Learning approach | <p><b>Active learning</b> (Participants are encouraged to engage directly with the material through discussions, problem-solving tasks, and hands-on activities).</p> <p><b>Collaborative Learning</b> (Participants work in groups to share insights, discuss ideas, and collectively solve problems related to sustainable tourism practices and principles).</p> <p><b>Challenge-based learning</b> (Participants tackle real-world challenges such as analysing trends in sustainable tourism and creating strategies for community engagement, encouraging critical thinking and innovative solutions).</p>                                                    |
| Teaching method   | <p><b>Blended Training Opportunity</b> (A combination of face-to-face (F2F) sessions and e-learning. The module leverages both in-person discussions and online resources to maximise flexibility and learning outcomes.)</p> <p><b>F2F or online training</b> (In-person group sessions where learners engage in guided discussions, case studies, and practical exercises related to sustainable tourism.)</p> <p><b>Individual e-Learning</b> (Learners access the online blended course and materials, including AGORA's Interactive Map and other digital resources, to explore key concepts and best practices in sustainable tourism at their own pace.)</p> |
| Group size        | <p><b>Small to medium groups:</b> Optimal for collaborative tasks, discussions, and practical exercises, allowing effective interaction between learners and educators / facilitators. Ideal group sizes range from <b>10 to 20 participants</b>.</p>                                                                                                                                                                                                                                                                                                                                                                                                               |
| Learning Outcomes | <ul style="list-style-type: none"><li>• <b>Knowledge:</b> Participants will understand the definition, principles, and importance of sustainable tourism and recognise its environmental, social, and economic benefits.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                  |



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|                                       | <p>They will also be able to distinguish between regenerative and conventional tourism practices.</p> <ul style="list-style-type: none"><li>• <b>Skills:</b> Learners will evaluate sustainable tourism practices, analyse the impacts of community involvement, and develop strategic visions for regenerative tourism projects.</li><li>• <b>Competencies:</b> Learners will be able to apply sustainable tourism principles in real-world contexts, foster community partnerships, and develop strategic planning for sustainable and regenerative tourism initiatives.</li></ul>                                                                                                                |
| Preparation                           | <p>Ensure participants have access to a computer or tablet with an internet connection for online resources. Participants should be familiar with basic ICT skills.</p> <p><b>Materials:</b> Projector (for F2F sessions), notebooks, pens, and access to AGORA's Interactive Map and Guide.</p>                                                                                                                                                                                                                                                                                                                                                                                                    |
| Warm-up /<br>ice breaking<br>activity | <p>Ice breaking activities tailored for face-to-face (F2F) training sessions and/or designed for online training sessions with adult learners are provided. These activities aim to build rapport, encourage interaction, and set a positive tone for the training session. You can choose one or implement all in turns. Details and guidelines for the proposed activities, for both teaching methods, are found in the annexes section.</p>                                                                                                                                                                                                                                                      |
| Module<br>Overview                    | <p>This module introduces participants to the <b>key concepts and trends in sustainable tourism</b>, emphasizing the <b>environmental, social, and economic benefits</b>. The module <b>explores the role of local communities in tourism development and the distinction between regenerative and conventional tourism practices</b>. Through <b>practical exercises, participants will engage with real-world challenges and develop strategies for implementing sustainable tourism initiatives</b> in their contexts.</p> <p>Educators may choose to present the overview in the form of a guided discussion or by showing a PowerPoint presentation with key concepts as cited here above.</p> |



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| Facility / Equipment    | <ul style="list-style-type: none"><li>● <b>Face-to-face sessions:</b> A training room with a projector, flip charts, markers, and access to AGORA'S Blended Training and <a href="#">AGORA's Interactive Map</a>.</li><li>● <b>Online sessions:</b> A computer or tablet with internet access, digital whiteboard tools, and video conferencing software.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Introduction            | <p>At this point, you may explain to participants / learners that the training consists of <b>four (4) tasks</b>, each featuring guided discussion questions designed to foster understanding, analysis, and strategic thinking. These tasks encourage learners to engage deeply with the material and apply it to their own contexts.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| Main Task 1 / Procedure | <p><b>Task 1: Understanding Sustainable Tourism</b></p> <p><b>Objective:</b> Participants will gain a clear understanding of sustainable tourism, its principles, and its benefits.</p> <p><b>Guidelines:</b></p> <ol style="list-style-type: none"><li>1. <b>Introduction to Sustainable Tourism (5 minutes):</b><ul style="list-style-type: none"><li>● Provide a brief overview of sustainable tourism and its importance.</li></ul></li><li>2. <b>Guided Discussion Questions:</b><ul style="list-style-type: none"><li>● <b>Definition and Principles (15 minutes):</b><ul style="list-style-type: none"><li>● What does sustainable tourism mean to you?</li><li>● Can you list and explain the key principles of sustainable tourism?</li></ul></li><li>● <b>Importance of Sustainable Tourism (15 minutes):</b><ul style="list-style-type: none"><li>● Why is sustainable tourism important for the environment, local communities, and the economy?</li><li>● Can you share any examples where sustainable tourism has made a positive impact?</li></ul></li><li>● <b>Benefits of Sustainable Tourism (20 minutes):</b><ul style="list-style-type: none"><li>● What are the main environmental benefits of sustainable tourism?</li><li>● How does sustainable tourism contribute to social well-being in local communities?</li><li>● What economic advantages does sustainable tourism bring to a destination?</li></ul></li></ul></li></ol> |



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| <b>Completion and Debrief</b>  | <b>3. Wrap-up (5 minutes):</b> <ul style="list-style-type: none"><li>• Summarise the key points discussed.</li><li>• Highlight the interconnectedness of environmental, social, and economic benefits.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Main Task 2 / Procedure</b> | <b>Task 2: Analysing Trends and Approaches</b> <p><b>Objective:</b> Participants will analyse key trends in sustainable tourism and compare regenerative tourism with conventional tourism.</p> <p><b>Guidelines:</b></p> <p><b>1. Review of Sustainable Tourism Trends (5 minutes):</b></p> <ul style="list-style-type: none"><li>• Provide an overview of current trends in sustainable tourism, such as ecotourism and community-based tourism.</li></ul> <p><b>2. Guided Discussion Questions:</b></p> <ul style="list-style-type: none"><li>• <b>Key Trends in Sustainable Tourism (15 minutes):</b><ul style="list-style-type: none"><li>▪ What are some of the key trends you've observed in sustainable tourism?</li><li>▪ How do these trends reflect the principles of sustainable tourism?</li></ul></li><li>• <b>Comparison of Regenerative and Conventional Tourism (20 minutes):</b><ul style="list-style-type: none"><li>▪ How would you define regenerative tourism?</li><li>▪ In what ways does regenerative tourism differ from conventional tourism?</li><li>▪ Can you provide examples of successful implementations of regenerative tourism?</li></ul></li><li>• <b>Characteristics and Principles of Regenerative Tourism (15 minutes):</b><ul style="list-style-type: none"><li>▪ What are the core characteristics of regenerative tourism?</li><li>▪ How do the principles of regenerative tourism enhance the sustainability of a destination?</li></ul></li></ul> |



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| <b>Completion and Debrief</b>  | <b>3. Wrap-up (5 minutes):</b> <ul style="list-style-type: none"><li>Summarise the key differences between regenerative and conventional tourism.</li><li>Emphasise the progressive nature of regenerative tourism in addressing sustainability challenges.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <b>Main Task 3 / Procedure</b> | <b>Task 3: Engaging with Local Communities</b> <p><b>Objective:</b> Participants will explore the role of local communities in tourism and develop strategies to enhance community involvement.</p> <p><b>Guidelines:</b></p> <ol style="list-style-type: none"><li><b>Introduction to Community Engagement (10 minutes):</b><ul style="list-style-type: none"><li>Discuss the importance of involving local communities in tourism development.</li></ul></li><li><b>Guided Discussion Questions:</b><ul style="list-style-type: none"><li><b>Role of Local Producers and Communities (10 minutes):</b><ul style="list-style-type: none"><li>What roles do local producers and communities play in tourism?</li><li>Why is it important to engage local communities in tourism initiatives?</li></ul></li><li><b>Analysis of Best Practices (15 minutes):</b><ul style="list-style-type: none"><li>Using Agora's Interactive Map, what best practices can you identify that successfully engage local communities?</li><li>How can these practices be adapted to your own context?</li></ul></li><li><b>Strategy Development for Community Involvement (20 minutes):</b><ul style="list-style-type: none"><li>What strategies can be used to involve local communities in tourism projects?</li><li>How can you ensure that community involvement is meaningful and beneficial for all stakeholders?</li></ul></li></ul></li></ol> |



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| <p><b>Completion and Debrief</b></p>       | <p><b>3. Wrap-up (5 minutes):</b></p> <ul style="list-style-type: none"> <li>• Summarise the key strategies discussed.</li> <li>• Highlight the benefits of community engagement for sustainable and regenerative tourism.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <p><b>Tips / Additional activities</b></p> | <p>Additionally, you can facilitate a practical exercise / exercises like <b>Interactive Map Best Practice Analysis</b>, or <b>Community Agent Practice Analysis</b>. Guidelines and worksheets for these exercises are provided in the Annexes section.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <p><b>Main Task 4 / Procedure</b></p>      | <p><b>Task 4: Vision Development</b></p> <p><b>Objective:</b> Participants will learn how to develop a vision for tourism development using tools and strategies, and conduct practical visioning exercises.</p> <p><b>Instructions for Educator:</b></p> <p><b>1. Introduction to Vision in Tourism Development (5 minutes):</b></p> <ul style="list-style-type: none"> <li>• Explain the concept of vision and its significance in tourism development.</li> </ul> <p><b>2. Guided Discussion Questions:</b></p> <ul style="list-style-type: none"> <li>• <b>Concept of Vision (15 minutes):</b> <ul style="list-style-type: none"> <li>▪ What does having a vision mean in the context of tourism development?</li> <li>▪ Why is it important to have a clear vision for tourism projects?</li> </ul> </li> <li>• <b>Tools and Strategies for Vision Development (15 minutes):</b> <ul style="list-style-type: none"> <li>▪ What tools and strategies can be used to develop a vision for regenerative tourism?</li> <li>▪ How can stakeholders be involved in the visioning process?</li> </ul> </li> <li>• <b>Practical Visioning Exercises (25 minutes):</b> <ul style="list-style-type: none"> <li>▪ Engage participants in a visioning exercise where they imagine the future state of their tourism project or destination.</li> <li>▪ Use prompts to guide the visualization, such as experiences of visitors, the state of local communities, and the health of the environment.</li> <li>▪ After the exercise, ask participants to share their visions and discuss common themes and goals.</li> </ul> </li> </ul> |



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| <b>Completion and Debrief</b>       | <b>3. Wrap-up (5 minutes):</b> <ul style="list-style-type: none"><li>• Summarise the key points and visions shared.</li><li>• Emphasise the importance of aligning the vision with practical strategies and community values.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| <b>Tips / Additional activities</b> | During practical visioning exercises you may use: <b>Visioning Scenario Exercise Worksheet, Values Clarification Exercise Worksheet, SWOT Analysis and Visioning Workshop Worksheet, and Action Planning and Goal Setting Exercise Worksheet.</b> You can refer to the annexes section for templates and guidelines.                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Annexes</b>                      | <p>Here below:</p> <p><b>Ice breaking activities for F2F training sessions:</b><br/>Two Truths and a Lie,<br/>Speed Networking,<br/>Desert Island.</p> <p><b>Ice breaking activities for online training sessions:</b><br/>Virtual Pictionary,<br/>Emoji Introductions,<br/>Poll Question Icebreaker.</p> <p><b>Practical exercises: Worksheets and guidelines:</b><br/>Values Clarification Exercise Worksheet,<br/>Visioning Scenario Exercise Worksheet,<br/>SWOT Analysis and Visioning Workshop Worksheet,<br/>SWOT Analysis Template,<br/>Action Planning and Goal Setting Exercise Worksheet,<br/>Interactive Map Best Practice Analysis Worksheet,<br/>Community Agent Practice Analysis Worksheet,<br/>Local Wine Producer Action Planning Worksheet</p> |



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## Ice breaking Activities (F2F):

| 1. Two Truths and a Lie                                             |                                                                                                                                                                                                                                                                      |
|---------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Objective                                                           | Instructions                                                                                                                                                                                                                                                         |
| Help participants get to know each other in a fun and engaging way. | <ul style="list-style-type: none"><li>• Each participant takes turns sharing three statements about themselves.</li><li>• Two of the statements must be true, and one should be a lie.</li><li>• The rest of the group guesses which statement is the lie.</li></ul> |
| <b>Materials:</b> None.                                             |                                                                                                                                                                                                                                                                      |

| 2. Speed Networking                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Objective                                       | Instructions                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Facilitate quick introductions and connections. | <ul style="list-style-type: none"><li>• Arrange chairs in two circles, one inner and one outer, facing each other.</li><li>• Participants sit in pairs, one from the inner circle and one from the outer circle.</li><li>• Give them 2–3 minutes to introduce themselves and discuss a specific topic (e.g., their job, hobbies, why they are attending the training).</li><li>• After each round, the outer circle shifts one seat to the right, creating new pairs.</li></ul> |
| <b>Materials:</b> Timer.                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

| 3. Desert Island |              |
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| Objective        | Instructions |



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| Encourage problem-solving and teamwork. | <ul style="list-style-type: none"><li>• Pose a scenario: "You're stranded on a desert island and can only have five items. What would they be?"</li><li>• Divide participants into small groups to discuss and decide on their five items.</li><li>• Groups present their items and rationale to the larger group.</li></ul> |
| <b>Materials:</b> None.                 |                                                                                                                                                                                                                                                                                                                              |

### Ice breaking Activities (online sessions):

| 1. Virtual Pictionary                 |                                                                                                                                                                                                                                 |
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| Objective                             | Instructions                                                                                                                                                                                                                    |
| Encourage creativity and teamwork.    | <ul style="list-style-type: none"><li>• Use the whiteboard feature in your video conferencing software.</li><li>• Participants take turns drawing an item or concept while others guess what it is via chat or audio.</li></ul> |
| <b>Materials:</b> Whiteboard feature. |                                                                                                                                                                                                                                 |

| 2. Emoji Introductions             |                                                                                                                                                                                                                                                                |
|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Objective                          | Instructions                                                                                                                                                                                                                                                   |
| Make introductions fun and modern. | <ul style="list-style-type: none"><li>• Ask participants to introduce themselves using a series of emojis in the chat that represent their job, hobbies, or personality.</li><li>• Others can guess or ask questions about the emojis to learn more.</li></ul> |
| <b>Materials:</b> Chat feature.    |                                                                                                                                                                                                                                                                |

| 3. Poll Question Icebreaker |
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| Objective                                                         | Instructions                                                                                                                                                                                                                                                                             |
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| Quickly gather insights and opinions while sparking conversation. | <ul style="list-style-type: none"><li>• Create a poll with fun or thought-provoking questions (e.g., "What's your favourite way to spend a weekend?", "If you could have any superpower, what would it be?").</li><li>• Share the poll and discuss the results with the group.</li></ul> |
| <b>Materials:</b> Poll feature in video conferencing software.    |                                                                                                                                                                                                                                                                                          |

### Practical exercises: Worksheets and guidelines:

| Values Clarification Exercise Worksheet                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                     |
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| <b>Objective:</b> Participants will identify and articulate their personal values related to sustainable / regenerative tourism and explore how these values align with the principles of regenerative tourism. |                                                                                                                                                                                                                                                                                                                                                                                     |
| Instructions                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>1. Introduction</b><br>(5 minutes)                                                                                                                                                                           | <ul style="list-style-type: none"><li>• Start by introducing the concept of values and their importance in guiding decisions and behaviours in sustainable tourism.</li><li>• Explain the purpose of the exercise: to identify and reflect on personal values related to sustainable / regenerative tourism.</li></ul>                                                              |
| <b>2. Individual Reflection</b><br>(10 minutes)                                                                                                                                                                 | <ul style="list-style-type: none"><li>• Provide participants with a worksheet or digital document to list their top five values related to sustainable / regenerative tourism experiences.</li><li>• Encourage them to reflect on what matters most to them regarding tourism that supports local communities, preserves cultural heritage, and protects the environment.</li></ul> |
| <b>3. Pair or Small Group Discussions</b><br>(15 minutes)                                                                                                                                                       | <ul style="list-style-type: none"><li>• Divide participants into pairs or small groups (3-4 people).</li><li>• Instruct them to share their lists of values and discuss similarities and differences.</li></ul>                                                                                                                                                                     |



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|                                             | <ul style="list-style-type: none"><li>• Encourage participants to explore why these values are important to them and how they envision these values manifesting in tourism experiences.</li></ul>                                                                                                                                                                                                             |
| <b>4. Group Discussion<br/>(10 minutes)</b> | <ul style="list-style-type: none"><li>• Bring the whole group back together.</li><li>• Facilitate a discussion where groups or pairs share common themes they identified among their values.</li><li>• Discuss how these values align with the principles of regenerative tourism (e.g., fostering community resilience, promoting environmental sustainability, supporting cultural preservation).</li></ul> |
| <b>5. Wrap-up<br/>(5 minutes)</b>           | <ul style="list-style-type: none"><li>• Summarise key insights from the discussion.</li><li>• Emphasise the importance of aligning personal values with professional practices in sustainable/regenerative tourism.</li><li>• Transition to the next activity or debrief.</li></ul>                                                                                                                           |

| <b>Visioning Scenario Exercise Worksheet</b>                                                                                                            |                                                                                                                                                                                                                                                                                                                  |
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| <b>Objective:</b> Participants will visualise and describe a future scenario where their destination has fully embraced regenerative tourism practices. |                                                                                                                                                                                                                                                                                                                  |
| <b>Instructions</b>                                                                                                                                     |                                                                                                                                                                                                                                                                                                                  |
| <b>1. Introduction<br/>(3 minutes)</b>                                                                                                                  | <ul style="list-style-type: none"><li>• Introduce the concept of visioning and its role in setting long-term goals for sustainable tourism.</li><li>• Explain the exercise: participants will imagine a future state where regenerative tourism practices are fully integrated into their destination.</li></ul> |
| <b>2. Guided Visualization<br/>(7 minutes)</b>                                                                                                          | <ul style="list-style-type: none"><li>• Ask participants to close their eyes and imagine their destination several years in the future.</li></ul>                                                                                                                                                                |



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|                                            | <ul style="list-style-type: none"><li>● Guide them through a visualization, prompting them to envision:<ul style="list-style-type: none"><li>▪ The experiences of visitors: What activities are they engaged in? How are they interacting with local communities and the environment?</li><li>▪ The vitality of local communities: How are local businesses thriving? How are residents benefiting from tourism?</li><li>▪ The health of the environment: What improvements do they see in terms of conservation and sustainability efforts?</li></ul></li></ul> |
| <b>3. Description</b><br>(10 minutes)      | <ul style="list-style-type: none"><li>● After the visualization, ask participants to write or share in pairs / small groups their descriptions of this future state.</li><li>● Encourage them to be specific and vivid in their descriptions, focusing on the positive outcomes of regenerative tourism.</li></ul>                                                                                                                                                                                                                                               |
| <b>4. Group Discussion</b><br>(10 minutes) | <ul style="list-style-type: none"><li>● Bring the whole group back together.</li><li>● Facilitate a discussion where participants share their visions.</li><li>● Discuss common themes and key elements that emerged from the visions.</li></ul>                                                                                                                                                                                                                                                                                                                 |
| <b>5. Reflection</b><br>(5 minutes)        | <ul style="list-style-type: none"><li>● Conclude with a brief reflection on the exercise.</li><li>● Ask participants how this exercise might influence their current and future decisions in promoting regenerative tourism.</li></ul>                                                                                                                                                                                                                                                                                                                           |

### SWOT Analysis and Visioning Workshop Worksheet

**Objective:** Participants will conduct a SWOT analysis to identify strengths, weaknesses, opportunities, and threats related to regenerative tourism in their destination, and discuss strategies to achieve their vision.

### Instructions



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|                                                        |                                                                                                                                                                                                                                                                                        |
|--------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Introduction</b><br><b>(5 minutes)</b>           | <ul style="list-style-type: none"><li>• Explain the purpose and benefits of conducting a SWOT analysis in the context of regenerative tourism.</li><li>• Briefly review the concepts of strengths, weaknesses, opportunities, and threats.</li></ul>                                   |
| <b>2. Individual Reflection</b><br><b>(10 minutes)</b> | <ul style="list-style-type: none"><li>• Provide participants with a template or digital document for conducting their SWOT analysis.</li><li>• Ask them to identify strengths, weaknesses, opportunities, and threats specific to regenerative tourism in their destination.</li></ul> |
| <b>3. Group Discussion</b><br><b>(15 minutes)</b>      | <ul style="list-style-type: none"><li>• Divide participants into small groups (3-4 people) or use breakout rooms in an online setting.</li><li>• Instruct them to discuss their SWOT analysis findings and identify key points to share with the larger group.</li></ul>               |
| <b>4. Group Presentation</b> <b>(10 minutes)</b>       | <ul style="list-style-type: none"><li>• Bring the groups back together.</li><li>• Ask each group to present their SWOT analysis findings.</li><li>• Facilitate a discussion to compare and contrast different perspectives and insights.</li></ul>                                     |
| <b>5. Visioning Exercise</b><br><b>(15 minutes)</b>    | <ul style="list-style-type: none"><li>• Based on the SWOT analysis, lead a discussion on how stakeholders can leverage strengths and opportunities to achieve their vision for regenerative tourism.</li><li>• Discuss strategies for addressing weaknesses and threats.</li></ul>     |
| <b>6. Action Planning</b><br><b>(5 minutes)</b>        | <ul style="list-style-type: none"><li>• Transition to a discussion on action planning and goal setting.</li><li>• Encourage participants to brainstorm specific actions and initiatives to advance regenerative tourism in their destination.</li></ul>                                |



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| <b>7. Wrap-up<br/>(5 minutes)</b> | <ul style="list-style-type: none"><li>• summarise key action points and next steps identified during the session.</li><li>• Reinforce the importance of collaboration and commitment to achieving the vision for regenerative tourism.</li></ul>                                                                                                                                         |
| <b>Materials (F2F):</b>           | <ul style="list-style-type: none"><li>• SWOT analysis templates, paper, and pens.</li></ul>                                                                                                                                                                                                                                                                                              |
| <b>Materials (Online):</b>        | <ul style="list-style-type: none"><li>• Digital SWOT analysis template (here are 3 free platforms you can refer your learners to for online creation of SWOT analysis: <a href="#">visme</a>, <a href="#">creately</a>, and <a href="#">venngage</a>) breakout rooms for small group discussions, and a shared document or whiteboard for group presentations and discussions.</li></ul> |

### SWOT Analysis Template

[Project / Business / Individual Name]

Strengths

- 1.
- 2.
- 3.
- 4.
- 5.

Weaknesses

- 1.
- 2.
- 3.
- 4.
- 5.

Opportunities

- 1.



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2.

3.

4.

5.

Threats

1.

2.

3.

4.

5.

### Action Planning and Goal Setting Exercise Worksheet

**Objective:** Participants will brainstorm, prioritise, and create action plans for specific initiatives to advance regenerative tourism in their destination.

#### Instructions

##### 1. Introduction (5 minutes)

- Introduce the importance of action planning and goal setting in implementing regenerative tourism practices.
- Explain the SMART (Specific, Measurable, Achievable, Relevant, Time-bound) criteria for setting effective goals.

##### 2. Brainstorming (10 minutes)

- Ask participants to brainstorm specific actions and initiatives that can be taken to promote regenerative tourism in their destination.
- Encourage creativity and inclusivity in generating ideas.

##### 3. Prioritisation (10 minutes)

- Facilitate a discussion on prioritizing the brainstormed ideas.
- Use a ranking system or group discussion to identify the most impactful and feasible initiatives.



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| <b>4. SMART Goal Setting (15 minutes)</b>         | <ul style="list-style-type: none"><li>• Guide participants in setting SMART goals for the prioritized initiatives.</li><li>• Ensure goals are specific, measurable, achievable, relevant, and time-bound.</li></ul>                               |
| <b>5. Action Planning (15 minutes)</b>            | <ul style="list-style-type: none"><li>• Divide participants into smaller groups or pairs.</li><li>• Instruct them to create action plans for each SMART goal, detailing steps, timelines, responsibilities, and performance indicators.</li></ul> |
| <b>6. Group Sharing and Feedback (10 minutes)</b> | <ul style="list-style-type: none"><li>• Bring the groups back together.</li><li>• Ask each group to share their SMART goals and action plans.</li><li>• Provide feedback and encourage collaborative refinement of action plans.</li></ul>        |
| <b>Wrap-up (5 minutes)</b>                        | <ul style="list-style-type: none"><li>• summarise the key action plans developed during the exercise.</li><li>• Discuss the importance of accountability and monitoring progress towards achieving regenerative tourism goals.</li></ul>          |
| <b>Materials (F2F):</b>                           | <ul style="list-style-type: none"><li>• Paper, pens, <a href="#">SMART Goals template</a></li></ul>                                                                                                                                               |
| <b>Materials (Online):</b>                        | <ul style="list-style-type: none"><li>• Digital document for brainstorming and action planning, breakout rooms for small group discussions, and a shared document or whiteboard for group presentations and discussions.</li></ul>                |

### 1. Interactive Map Best Practice Analysis Worksheet

**Objective:** Participants will identify and analyse a best practice from Agora's Interactive Map that resembles their vision for a sustainable / regenerative tourism experience, listing assets and weak points of the selected practice and their own project.



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| Instructions                                             |                                                                                                                                                                                                                                                                                                                                                                               |
|----------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Introduction</b><br>(5 minutes)                    | <ul style="list-style-type: none"><li>• Introduce Agora's Interactive Map and explain its relevance to regenerative tourism.</li><li>• Explain the exercise: Participants will select a best practice from the map and analyse it in relation to their own projects.</li></ul>                                                                                                |
| <b>2. Exploration and Selection</b><br>(15 minutes)      | <ul style="list-style-type: none"><li>• Provide participants with time to explore Agora's Interactive Map.</li><li>• Instruct them to choose a best practice that resembles their vision for an experience under development or to be developed.</li></ul>                                                                                                                    |
| <b>3. Analysis</b><br>(20 minutes)                       | <ul style="list-style-type: none"><li>• Ask participants to list the assets and weak points of the selected best practice.</li><li>• Then, have them list the assets and weak points of their own project.</li><li>• Provide a template or digital document to organise their analysis.</li></ul>                                                                             |
| <b>4. Pair or Small Group Discussion</b><br>(10 minutes) | <ul style="list-style-type: none"><li>• Divide participants into pairs or small groups (3-4 people).</li><li>• Instruct them to share their analyses and discuss similarities and differences between the best practice and their project.</li><li>• Encourage them to identify lessons learned from the best practice that could be applied to their own projects.</li></ul> |
| <b>5. Group Sharing</b><br>(15 minutes)                  | <ul style="list-style-type: none"><li>• Bring the whole group back together.</li><li>• Ask representatives from each pair or group to share key insights from their discussion.</li><li>• Facilitate a discussion on common themes and useful strategies identified.</li></ul>                                                                                                |
| <b>6. Wrap-up</b>                                        | <ul style="list-style-type: none"><li>• Summarise the key points discussed.</li></ul>                                                                                                                                                                                                                                                                                         |



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|                            |                                                                                                                                                         |
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| <b>(5 minutes)</b>         | <ul style="list-style-type: none"><li>• Emphasise the importance of learning from best practices to enhance their own projects.</li></ul>               |
| <b>Materials (F2F):</b>    | <ul style="list-style-type: none"><li>• Printed templates, pens, access to computers or tablets</li></ul>                                               |
| <b>Materials (Online):</b> | <ul style="list-style-type: none"><li>• Digital templates, breakout rooms for small group discussions, and access to Agora's Interactive Map.</li></ul> |

| <b>2. Community Agent Practice Analysis Worksheet</b>                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                    |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Objective:</b> Participants will identify useful actions from a best practice on Agora's Interactive Map that aligns with a community agent's initiatives promoting regenerative experiences. |                                                                                                                                                                                                                                                                                                                                    |
| <b>Instructions</b>                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                    |
| <b>1. Introduction</b><br><b>(5 minutes)</b>                                                                                                                                                     | <ul style="list-style-type: none"><li>• Introduce the scenario: Participants are working for a community agent involved in regenerative tourism initiatives.</li><li>• Explain the exercise: Participants will identify a best practice on Agora's Interactive Map and extract useful actions for their community agent.</li></ul> |
| <b>2. Exploration and Selection</b><br><b>(10 minutes)</b>                                                                                                                                       | <ul style="list-style-type: none"><li>• Provide participants with time to explore Agora's Interactive Map.</li><li>• Instruct them to find a best practice that best suits what their community agent is implementing.</li></ul>                                                                                                   |
| <b>3. Identification of Actions</b><br><b>(15 minutes)</b>                                                                                                                                       | <ul style="list-style-type: none"><li>• Ask participants to identify all actions from the selected best practice that are useful for their community agent.</li><li>• Provide a template or digital document to organize their findings.</li></ul>                                                                                 |
| <b>4. Pair or Small Group Discussion</b><br><b>(15 minutes)</b>                                                                                                                                  | <ul style="list-style-type: none"><li>• Divide participants into pairs or small groups (3-4 people).</li><li>• Instruct them to share the useful actions they identified and discuss how these actions can be applied to their community agent's initiatives.</li></ul>                                                            |



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| <b>5. Group Sharing</b><br>(15 minutes) | <ul style="list-style-type: none"><li>• Bring the whole group back together.</li><li>• Ask representatives from each pair or group to share key actions and strategies discussed.</li><li>• Facilitate a discussion on the feasibility and impact of these actions.</li></ul> |
| <b>6. Wrap-up</b><br>(5 minutes)        | <ul style="list-style-type: none"><li>• Summarise the key actions and strategies identified.</li><li>• Emphasise the importance of adapting best practices to local contexts and needs.</li></ul>                                                                             |
| <b>Materials (F2F):</b>                 | Printed templates, pens, access to computers or tablets                                                                                                                                                                                                                       |
| <b>Materials (Online):</b>              | Digital templates, breakout rooms for small group discussions, and access to Agora's Interactive Map.                                                                                                                                                                         |

### 3. Local Wine Producer Action Planning Worksheet

**Objective:** Participants will identify challenges and barriers for local producers and create an action plan with SMART goals for developing a touristic product.

#### Instructions

|                                                          |                                                                                                                                                                                                                                                                                                                  |
|----------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>1. Introduction</b><br>(5 minutes)                    | <ul style="list-style-type: none"><li>• Introduce the scenario: Participants are local wine producers aspiring to develop a touristic product.</li><li>• Explain the exercise: Participants will identify challenges and barriers and then create an action plan using <a href="#">Agora's Guide</a>.</li></ul>  |
| <b>2. Exploration and Identification</b><br>(10 minutes) | <ul style="list-style-type: none"><li>• Provide participants with time to explore Agora's Guide.</li><li>• Instruct them to list challenges and barriers for local producers based on the information found in the guide.</li><li>• Provide a template or digital document to organize their findings.</li></ul> |
| <b>3. Action Planning</b><br>(20 minutes)                | <ul style="list-style-type: none"><li>• Guide participants in brainstorming specific actions and initiatives to overcome the identified challenges and barriers.</li></ul>                                                                                                                                       |



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|                                                          |                                                                                                                                                                                                                                                                                               |
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|                                                          | <ul style="list-style-type: none"><li>• Instruct them to set SMART (Specific, Measurable, Achievable, Relevant, Time-bound) goals for each action.</li><li>• Provide an action planning template to organize their goals and initiatives.</li></ul>                                           |
| <b>4. Pair or Small Group Discussion</b><br>(10 minutes) | <ul style="list-style-type: none"><li>• Divide participants into pairs or small groups (3-4 people).</li><li>• Instruct them to share their action plans and provide feedback to each other.</li><li>• Encourage them to refine their goals and action steps based on the feedback.</li></ul> |
| <b>5. Group Sharing</b><br>(15 minutes)                  | <ul style="list-style-type: none"><li>• Bring the whole group back together.</li><li>• Ask representatives from each pair or group to share their action plans and key insights.</li><li>• Facilitate a discussion on the feasibility and potential impact of the proposed actions.</li></ul> |
| <b>6. Wrap-up</b><br>(5 minutes)                         | <ul style="list-style-type: none"><li>• Summarise the key action plans and SMART goals developed.</li><li>• Emphasise the importance of strategic planning and goal setting in developing successful touristic products.</li></ul>                                                            |
| <b>Materials (F2F):</b>                                  | Printed templates, pens, access to computers or tablets, <a href="#">SMART goals template</a> .                                                                                                                                                                                               |
| <b>Materials (Online):</b>                               | Digital templates, breakout rooms for small group discussions, and access to Agora's Guide.                                                                                                                                                                                                   |



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