

AGORA

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Work Package 2

Activity A2

Identification of Challenges and Barriers that stand in the way of developing Regenerative Tourism experiences.

**Interviews with individuals and/ or
representatives of organizations that implement
virtual experiences in the gastronomy sector
Reporting Template**

Developed by p-consulting.gr.

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Interviews with individuals and/ or representatives of organizations that implement virtual experiences in the gastronomy sector – Reporting Template

Guidelines for conducting Interviews with project stakeholders / individuals or representatives of organizations that implement virtual experiences in the gastronomy sector, to support the creation of the Sustainability Guide.

Here are comprehensive guidelines for conducting interviews with stakeholders in the context of creating a sustainability guide for addressing challenges and barriers for promoting collaboration between community agents and other stakeholders that support and implement regenerative tourism experiences involving local communities:

- **Identification of relevant stakeholders – Interviewee's profile:** The key participants of this series of interviews for the support of regenerative tourism experiences, are **individuals and/ or representatives of organizations that implement virtual experiences in the gastronomy sector**. You should ensure representation of perspectives and expertise.
- **Interview Objectives:** The objectives of the interviews, are gathering insights on challenges and barriers, understanding stakeholders' perspectives on sustainability practices and implementation of regenerative tourism experiences, and identifying potential solutions. This will help focus the interview and ensure relevant information is gathered.
- **Development of Interview Questions:** We have prepared a set of open-ended questions that encourage participants to share their knowledge, experiences, and suggestions. There is a **generalized set of questions**, and **a set of questions tailored to the specific challenges and barriers** identified in the context of regenerative tourism experiences involving participants/interviewees. However, **partners** conducting the interviews, **should bear in mind the local context, which might lead them in identification of additional challenges that have not been listed herein**. In this case, **they can add questions, if they consider them to be relevant for the purpose of finding out more about specific situations**.
- **Conduction of the interviews:** You are proposed to schedule interviews with participants and ensure a comfortable and conducive environment for open discussion. Use active listening techniques, probe for deeper insights, and encourage them to share their experiences, ideas, and suggestions.
- **Establishing Rapport:** Begin each interview by introducing yourself, explaining the purpose of the interview, and emphasizing the importance of the participant's perspective. Establish a friendly and open atmosphere to encourage honest and meaningful responses.
- **Document the answers:** You are suggested to take detailed notes during the interviews. Transcribe or record interviews (optionally with the use of a consent note when anonymity is not an issue) to ensure accuracy. Also, if feasible, ask for photos or/and a short bio of your participants. Otherwise, ensure participants' confidentiality and anonymity, if desired. Assure them that their responses will be aggregated and anonymized to protect sensitive information.
- **Follow-up and clarification (optional):** If needed, follow up with stakeholders to seek clarification or gather additional information after the initial interviews. This can help ensure a more accurate understanding of the challenges and barriers.



- **Follow-up and Gratitude:** Send a follow-up email or letter expressing gratitude for the stakeholders' participation. Offer to share the project's findings and demonstrate how their input contributed to shaping the sustainability guide.

Generalized interview questions

1. *The most common definition of regenerative tourism is "leaving things or a place in a better state than visitors found them or it" and most recently it has been stressed that "it is not just about visitors having a positive impact but also for hosts to play an essential role in the process". What do you think regenerative tourism experiences are all about?*

Answer: Regenerative tourism differs significantly from mass tourism, as it focuses on enabling people to explore local heritage and history in a deeper, less overcrowded manner, we think regenerative tourism is not about reducing tourism but is about moving people from mainstream places to others less known but that are equally interesting and rich of heritage, fostering different interests also through digital innovation.

2. *How do you see the future of regenerative tourism?*

Answer: Mass tourism poses challenges, necessitating a restriction on the number of visitors. The key challenge lies in using technology to disperse tourists across various locations. This involves employing technology to unearth historical insights, unlock the doors to the past, and restore the authentic identity of the destinations.

3. *How do you perceive the importance of sustainability and regeneration in addressing long-term environmental, social, and economic impact?*

Answer: We find that digital innovations open new doors. They connect local communities, fostering a sense of shared responsibility for the environment, and reinforce local tourism, thus promoting economic resilience.

4. *What role do local associations, authorities, and infrastructures play in supporting regenerative tourism experiences?*

Answer: They can play a pivotal role in fostering regenerative tourism experience. In our case they are our main clients in contributing significantly to our success. Museums and Municipalities are the main clients of Timescope, given that it is an educational tool to convey, in an innovative way, historical local heritage to the public.

5. *What improvements or collaborations and co-design initiatives, would you suggest in supporting regenerative tourism experiences?*

Answer: I would recommend pursuing collaborative efforts on a European scale. This could involve the establishment of joint European programs and educational initiatives aimed at promoting and developing the great European culture and heritage in a sustainable way. European institutions can





definitely do more to finance enterprises that work in the field of culture and heritage as these stand among the main strength of the European countries, furthermore knowledge about culture and heritage is an important tool from which tourists can learn and find out local peculiarities in a conscious way.

6. What are the main challenges you have encountered in developing and implementing regenerative tourism experiences through collaborations with peers, local authorities, community agents and/or associations and other relevant stakeholders in your area, if any?

Answer: The primary challenges we've faced in our experience of developing and implementing our activity with the other stakeholders primarily pertain to technological barriers. Furthermore, working with the public has presented its own set of challenges, notably constrained budgets and high competition

7. Would you have suggestions and solutions to share for successfully addressing such challenges?

Answer: One effective approach is to align with the interests of the clients and fostering a deep understanding of the issues at hand. We can address these challenges by promoting client engagement and understanding.

8. Can you share any specific environmental impacts that you have identified and the measures you have taken to mitigate them?

Answer: History reveals that human societies in the past were sustainable. Our technology helps to revisit the past and allows us to discover and apply old sustainable ways to mitigate environmental and impacts effectively. For example Timescope help people and public officers to know how the cities were in the past and this could be helpful to rediscover forgotten ways to reorganize them in a more sustainable way.

9. In your experience, what are the key barriers to involving the local population to participate in regenerative tourism initiatives?

Answer: As it comes to our work which involves new technologies, there are several Prejudices and mental barriers, especially for the oldest people. One of the key challenges in order to let the public get involved in a more easy and interesting way is to develop user-friendly and familiar interfaces.

10. What strategies or initiatives have you found effective in educating visitors about sustainable practices and ensuring their active participation in maintaining the area's cleanliness and good practices?

Answer: Harnessing pre-existing popular interests can be an effective approach, to exploit cleverly the attention captured by a mainstream interest, using that interest to convey new sustainable ideas. Promote regenerative tourism experiences, like Timescope in already famous places subjected to mass tourism, in this way people could learn and interiorize more consciously the characteristics and the heritage of the place they are visiting.





Specific interview questions for individuals and or representatives of organizations that implement virtual experiences in the gastronomy sector.

- Can you describe your role in promoting local products through virtual experiences?

Answer:

- What are the main challenges and barriers you have encountered in promoting local products through virtual experiences?

Answer:

- Could you provide specific examples of how outdated technology has affected the virtual experiences you've been involved with?

Answer: connect

- In your opinion, what impact does logistics, such as wine delivery or product shipment, have on the success of virtual experiences??

Answer:

- Have you encountered any accessibility problems or limitations for participants during virtual experiences? If so, how did you address them?

Answer:

- Could you share feedback from end-users of a virtual experience demonstrating positive environmental impact?

Answer:

- Is there feedback from end-users of an experience on how it may enhance a regenerative experience in place?

Answer:

- What are some potential strategies or initiatives that you believe could improve the sustainability of virtual experiences for promoting local products?

Answer:



- Are there any successful approaches or collaborations you have witnessed or been part of, that have overcome the challenges and barriers in virtual experiences?

Answer:

Possible additional interview questions, bearing in mind identification of additional challenges, for individuals and/or representatives of organizations that implement virtual experiences in the gastronomy sector.

-?

Answer:

-?

Answer:

(You can add here lines)

Summary of the main points reported by interviewees.

The Interviewee, Basile Segalen, is the co-founder of Timescope, start-up involved in virtual experiences related with regenerative tourism in the field of promotion of local heritage and culture.

The key points are the following:

-Strategies for educating visitors about sustainable practices and encouraging their active participation in maintaining cleanliness and good practices often involve tapping into visitors' pre-existing interests.

-Challenges in developing and implementing regenerative tourism experiences include technological hurdles and budget constraints, particularly when dealing with the public and facing competition in the sector.

-Suggestions for addressing such challenges include starting from clients' interests and promoting an understanding of problems.

-The importance of local associations, authorities, and infrastructures in supporting regenerative tourism experiences is significant, with public institutions in Europe actively backing these initiatives.

-To further support regenerative tourism, suggestions include establishing collaborative European programs and educational initiatives on a broader scale.

-Regenerative tourism aims to rejuvenate local heritage and history in a deep and less massified manner compared to mass tourism.

-The practice promotes environmental preservation, community empowerment, economic growth, an eco-conscious mindset, and effective governance across various aspects.



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