

Regenerative Tourism: Current Trends and Future Development

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Changes Heavily Impacting Tourism & Hospitality Industry

- **Demographic shifts: An ageing population**
- **Technology**
- **Changes in working patterns**
- **Time pressure**
- **Exponential increase of crises and disasters**
- **Changing models of consumption in the travel and hospitality industry**



Travel & Tourism Behaviour Shifts

- **Tighter budgets and the rise of value-oriented travel**
- **Leisure vs corporate travel budgets**
- **Winning big with personalization**
- **Rising demand for sustainable travel**

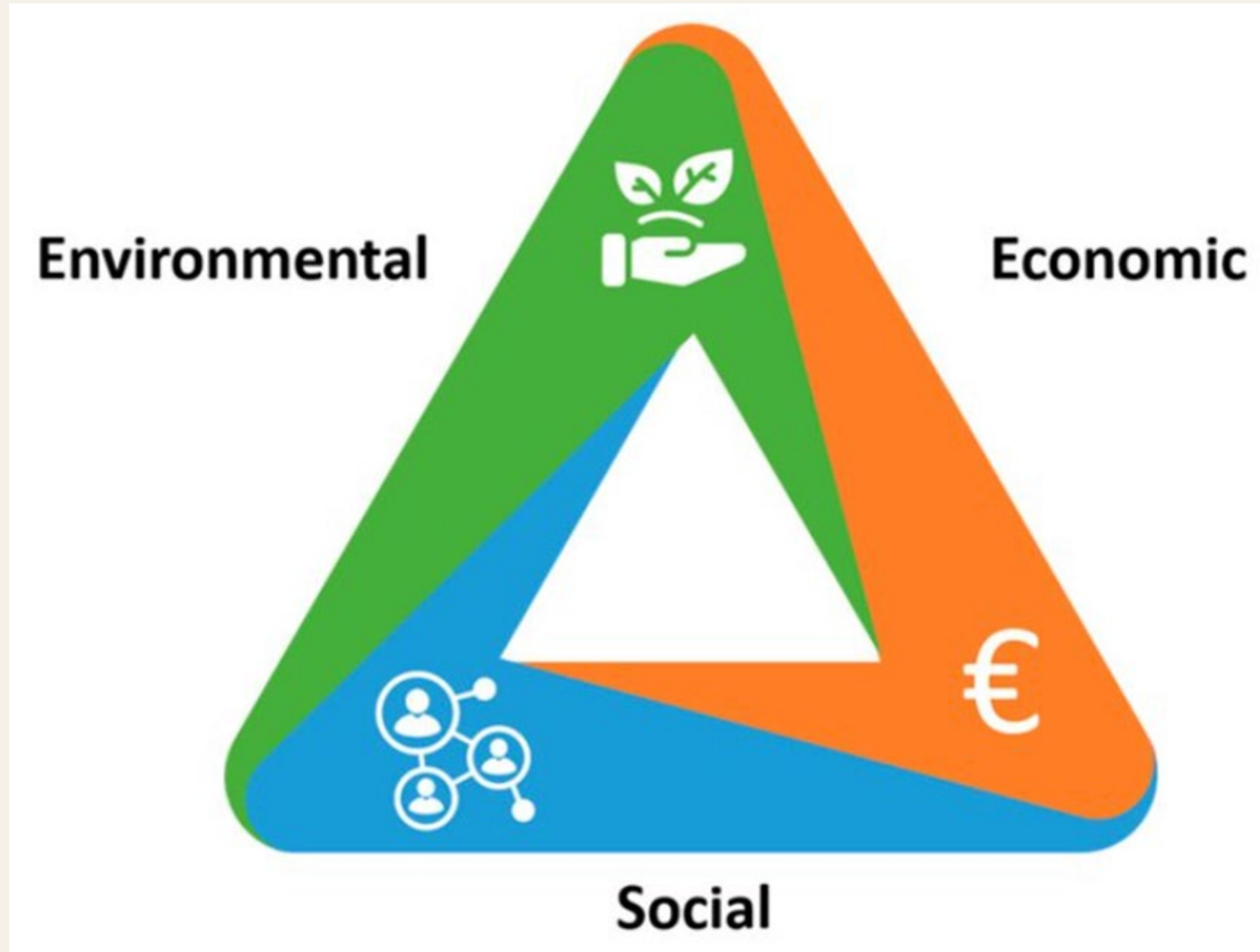


Tourism: Current and Future Lines of Development

- Tourism must become more efficient
- Tourism must improve its quality
- Tourism must become more environmentally aware
- Tourism must allow greater participation
- Tourism needs to be slowed down
- Tourism must be made more authentic
- Tourism must become more human



Figure 1: The Sustainability Triangle



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Regenerative Tourism: Key Aspects

- **Regenerative tourism creates lasting benefits for communities and ecosystems, going beyond sustainability to actively improve destinations**
- **Eco-conscious travellers are a growing market: The vast majority of tourists want to leave destinations better than they found them**
- **Innovative solutions like carbon neutral flights and plastic-free travel kits help businesses attract the new wave of responsible travellers**
- **Community-based tourism fosters loyalty by prioritising local involvement, cultural preservation, and sustainable economic growth**



Regenerative Tourism: Core principles

- It promotes active restoration efforts
- It values community engagement
- It embodies a lifecycle perspective, considering long-term impacts and fostering continuous improvement

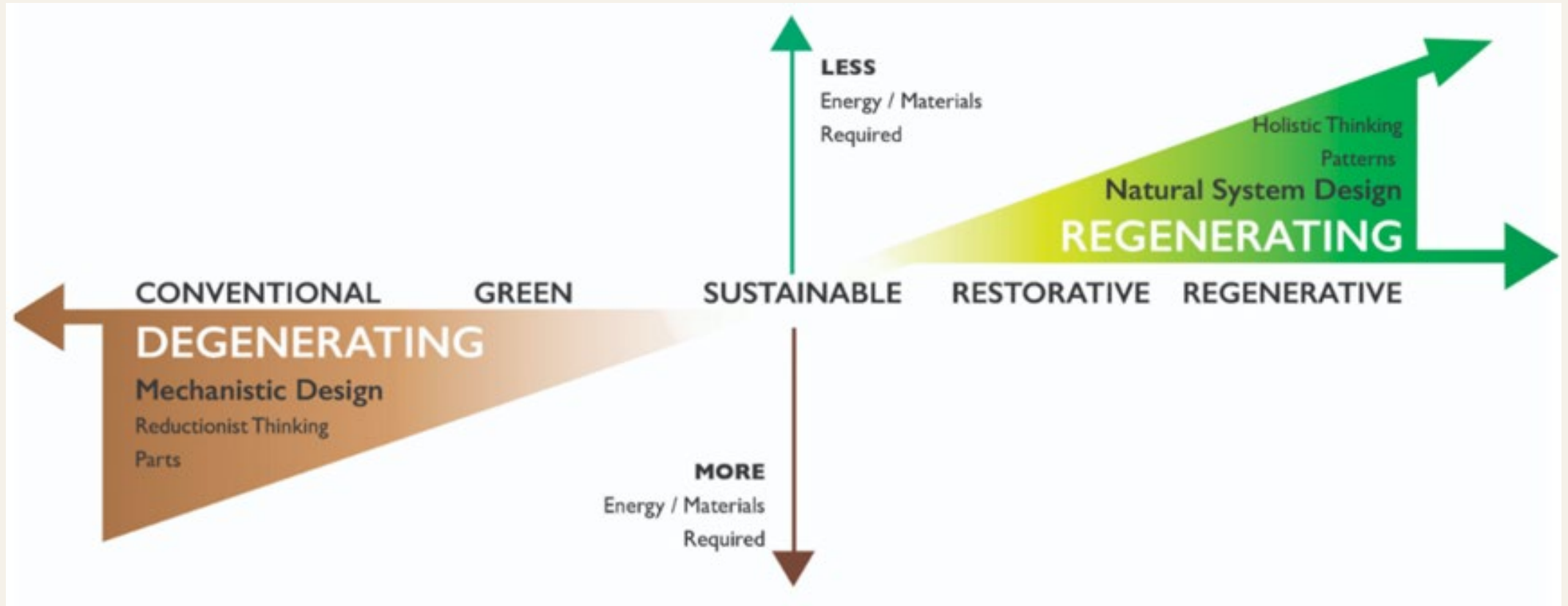


UN Regenerative Tourism Principles

- **Holistic understanding and living-systems approach**
- **Collaborative**
- **Diverse by nature**
- **Inclusive and equitable**
- **Transformational and inspirational**
- **Environmentally responsible: Cultural stewardship**



Figure 2: Features of regenerative tourism compared to normal and sustainable tourism



Regenerative Travel Trends

- **Rewilding Revolution**
- **Ocean/sea tourism and sustainability**
- **Accelerating Progress: SDG Pledges to Progress**
- **Fuel for Thought: The Energy for Sustainability**
- **Decarbonisation Dynamics Driving Change**
- **Accountability Acceleration**
- **Consolidation in Sustainability 'Labels'**
- **Cost of Living Crisis – Sustainability & Green Behaviour**
- **AI Ascendancy: Promises and Pitfalls**
- **Digital Detox: Human Renaissance**



Figure 3: Making Tourism Regenerative



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Concluding

- **Technological advancements and regenerative tourism**
- **Market shifts and regenerative tourism**
- **The impact of crises and disasters in tourism and its regeneration**
- **Local communities and tourism development**
- **The need for regenerative tourism**





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