# 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



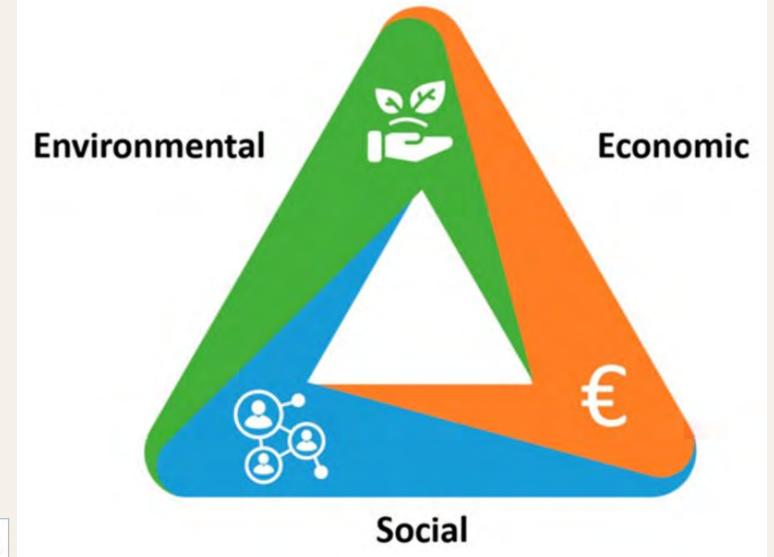
#### **Tourism: Current and Future Lines of Development**

- 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





#### 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

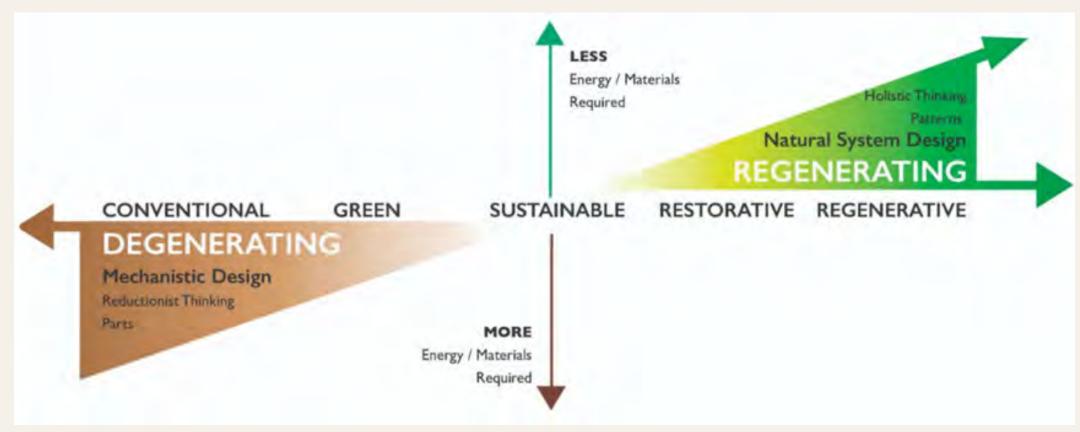


#### **UN Regenerative Tourism Principles**

- 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
- Al Ascendancy: Promises and Pitfalls
- Digital Detox: Human Renaissance



### Figure 3: Making Tourism Regenerative





#### 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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