

Regenerative Tourism in National Parks

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R.I.P.



BTCV Conservation Holidays - UK

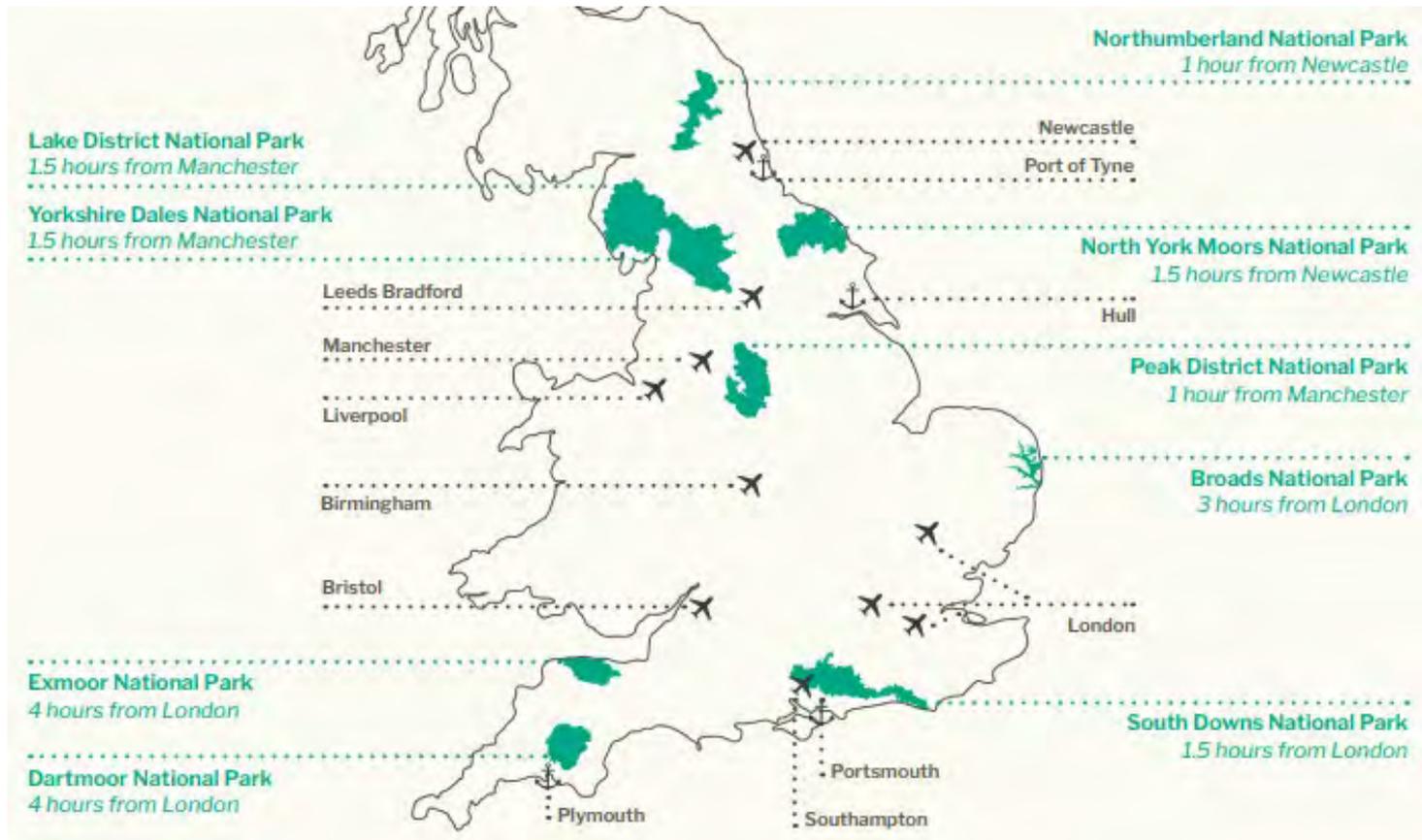
- holidays that last a lifetime
- 500 UK Natural Breaks and Action Breaks

BRITISH AIRWAYS
Tourism for Tomorrow





The English National Park Experience Collection





The English National Park Experience Collection

NORTH YORK MOORS NATIONAL PARK



Outstanding Contribution to Tourism Award 2019
AWARDED TO ENGLAND'S NATIONAL PARKS



Our Experience 'inspirers'

Accessible

Easy adventure
Open to explore
Mecca for outdoor
recreation

Local heroes

Rural landscapes,
villages & pub
Support the local &
independent economy
Meet the people who
care for our landscapes
Traditions and customs

Feel Alive

Feel it, live it
Come to life in the
National Parks
Living Landscapes
Full of life

Reconnecting with nature

'Off the beaten track'
Landscape
Wildlife
Contrast to the city
Refreshment, revival,
relaxation
Calm and quiet

Tourism that offers compelling, accessible and inclusive visitor experiences, which contribute towards the sustainability and the regeneration of the places and communities in which it operates.

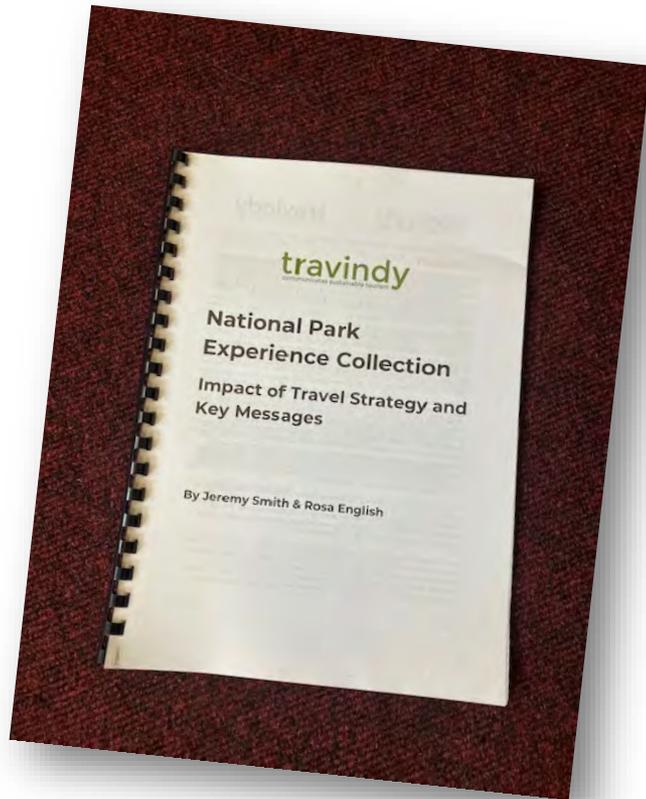


Northumberland
National Park

“Destinations must also be accountable for the transport impact of their visitors” Xavier Font

Lines to take:

- Promote use of public transport, low-carbon or carbon-free transport
- Work with accommodation providers with strong commitment to the environment
- Aim to extend length of stay
- Experiences where you connect with nature and heritage
- Promotion of local purchases



**“Sustainability as we know it
is dead. Doing less harm is no
longer enough..”** Jeremy Smith

(How the UK’s National Parks can be leaders in sustainable tourism -
11th October 2018

UK National Parks Sustainable Tourism Officer Working Group:
Exmoor Conference 2018

The cover of the report "Regenerative Tourism in UK National Parks" has a teal background. It features four photographs: three women hiking in a field, a boat on a lake, two people on a bicycle, and a person sitting on a wooden bench overlooking a lake. The title "Regenerative Tourism in UK National Parks" is in white, bold, sans-serif font. The logo for "Parciau National Cenedlaethol Parks" is in the bottom right corner.

**Regenerative
Tourism in UK
National Parks**

Parciau National
Cenedlaethol Parks

The cover of the report "Case studies of tourism good practice in UK National Parks" has a dark blue background. It features three photographs: a person walking on a path, a boat on a lake, and two people walking on a path. The title "Case studies of tourism good practice in UK National Parks" is in white, bold, sans-serif font. The logo for "Parciau National Cenedlaethol Parks" is in the bottom right corner.

**Case studies of
tourism good
practice in UK
National Parks**

Parciau National
Cenedlaethol Parks

[Regenerative-Tourism-in-UK-National-Parks-FINAL.pdf](#)

Our Vision

UK National Parks will be leaders in regenerative tourism – managing tourism in such a way that we don't merely minimise its impact but strive towards tourism making **a net positive contribution to our National Parks**. Regenerative tourism is a step further than sustainable tourism, which seeks to minimise negative impacts.

We will:

- Champion and support tourism development that contributes to the enhancement and regeneration of the places and communities in which it operates.
- Support tourism activity that helps reduce carbon emissions and increases nature-recovery, whilst ensuring National Parks are relevant to everyone's needs

Measuring our impact – data, evidence and intelligence

- Using quantitative volume and value data, spatial data and other research to measure tourism and its impact on user-experiences, carbon emissions, nature and residents' quality of life.

Developing more resilient rural businesses

- Developing new events and experiences that support a year-round visitor economy e.g. developing new experiences around our dark skies, opportunities for observing wildlife in winter.
- Developing and promoting better local B2B and B2C supply chains.
- Exploring and demonstrating the ‘circular economy’ in rural tourism development and promotion.
- Supporting businesses and tourism stakeholders to mitigate and adapt their own operations in response to climate change.

Supporting and promoting low carbon and carbon-free travel

- Integrating and promoting public transport and active travel in the development of visitor experiences and destination marketing.
- Supporting and promoting public transport provision in autumn/winter months for both residents and visitors.
- Encouraging and facilitating electric vehicle travel.

Developing fully accessible and inclusive destinations

- Developing audience-led experiences for health and wellbeing, connecting with nature etc.
- Developing new active travel and visitor experiences that appeal to a broader and more diverse audience.
- Proactively removing hard and soft barriers, ensuring everyone is welcomed and has the opportunity to experience our National Parks.
- National Parks recognised and valued as a ‘Natural Health Service’.

Developing nature-benefitting and low carbon experiences

- Supporting and promoting businesses that contribute to the restoration of nature and low carbon land management e.g. visitor giving schemes, visitor volunteering in conservations activities, community volunteering and micro-volunteering activities. Encouraging businesses to be directly involved in supporting nature recovery projects e.g. tree planting, pond creation, conservation volunteering.
- Nurturing the creation of low-carbon visitor experiences.

Celebrating local distinctiveness and sense of place

- Developing new authentic experiences that help visitors connect with local traditions and heritage, and to be able to contribute to the care of the natural and cultural heritage of the place e.g. developing local ambassador schemes, visitor-giving.
- Further promoting the links between landscape management, farming and sustainable food production to visitors, increasing the uptake of local produce.

Hadrian's Workaways



Listening



Stargazing



Working



Making



Staying



Exploring

Travelling



Meeting



Learning



Eating





Thank You!
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