We advocate, communicate, and foster collaborative action which supports the UK's network of National Landscapes to be as effective as possible. We champion the interests of National Landscapes with governments and coordinate the delivery of national projects.

A narrow coastal strip stretching from Berwick-upon-Tweed to Amble. This bright, wild coast sweeps along some of Britain's finest beaches and is internationally noted for its wildlife. Soft sandstone and limestone rocks dip gently into the sea to create spectacular long views.

Tourism plays an important role in the local economy. The National Landscape is increasingly popular as a holiday destination and as a day trip from nearby towns and Tyneside, attracting an estimated 4 to 5 million visitors per year.

Workshop Objective

Identify and discuss practical principles for applying regenerative tourism.

We consider the context of a nationally designated landscapes.

The Aspiration

"We have ambitions **to double the size our visitor economy by 2034**... we must ensure this works for both our planet and our people."

Restore Nature, Landscapes, Culture and Heritage: Promote sustainable practices to restore nature, and enhance landscapes, culture and heritage, while fostering resilient communities and creating accessible, innovative products.

How this is all meant to come together

ENABLERS:
Good governance and collaboration; insights and data-led decision making; inclusive training and development; dynamic engagement; diversified sustainable funding

PATHWAYS:

Decarbonise and adapt: Greenhouse gas emission measurement and reduction; resource optimisation and circular economy integration; low carbon and inclusive travel options; low carbon and regenerative tourism products and services; climate-resilient business and communities.

Foster thriving local businesses: Innovation and education • Experience and product development • Sustainable and local supply chain • Resilience

Connect people and communities: Travel and transport • Digital connectivity • Access for all / inclusivity • Sense of belonging and ownership

Invest in people • Skills development • Fair work and quality jobs • Career opportunities • Affordable accommodation • Health and wellbeing •

Restore nature, landscapes, culture and heritage • Restoration • Pollution reduction • Access management • Product development

Restoration Pathway

Collaborate with conservation organisations; support tourism investment in restoration projects; engage residents, businesses and visitors in restoration activities.

Pollution Reduction: Implement pollution reduction measures; advocate for surge provision; educate on pollution impact; enforce pollution regulations.

Access Management: Develop sustainable access management plans; create visitor education programmes; establish and monitor carrying capacities; advocate for public rights of way (PROW) maintenance.

Product Development: Catalyse tourism product development; support local entrepreneurs; promote collaborative innovation

Destination North East England — Funded by UK Government

North East England Regenerative Visitor Economy Framework

National Landscapes Association

Northumberland Coast National Landscape

The promise:

The experience:

The reality?

Lack of Awareness and Understanding: May not fully understand what regenerative tourism entails, resulting in insufficient commitment to adopting regenerative practices.

Economic Concerns: Businesses may be hesitant to adopt new methods that they fear might impact profitability in the short term, despite the potential long-term benefits.

Inadequate Policies and Support: Regulatory frameworks and policies may not support regenerative tourism initiatives effectively making it difficult for businesses and communities to implement regenerative models.

Resistance to Change: Comfort with the status quo or scepticism about the efficacy of regenerative practices compared to traditional tourism models.

Measurement and Evaluation: Evaluating the impact and effectiveness of regenerative tourism practices can be complex and without reliable ways to assess outcomes, why change?

Discussion: Challenges and opportunities
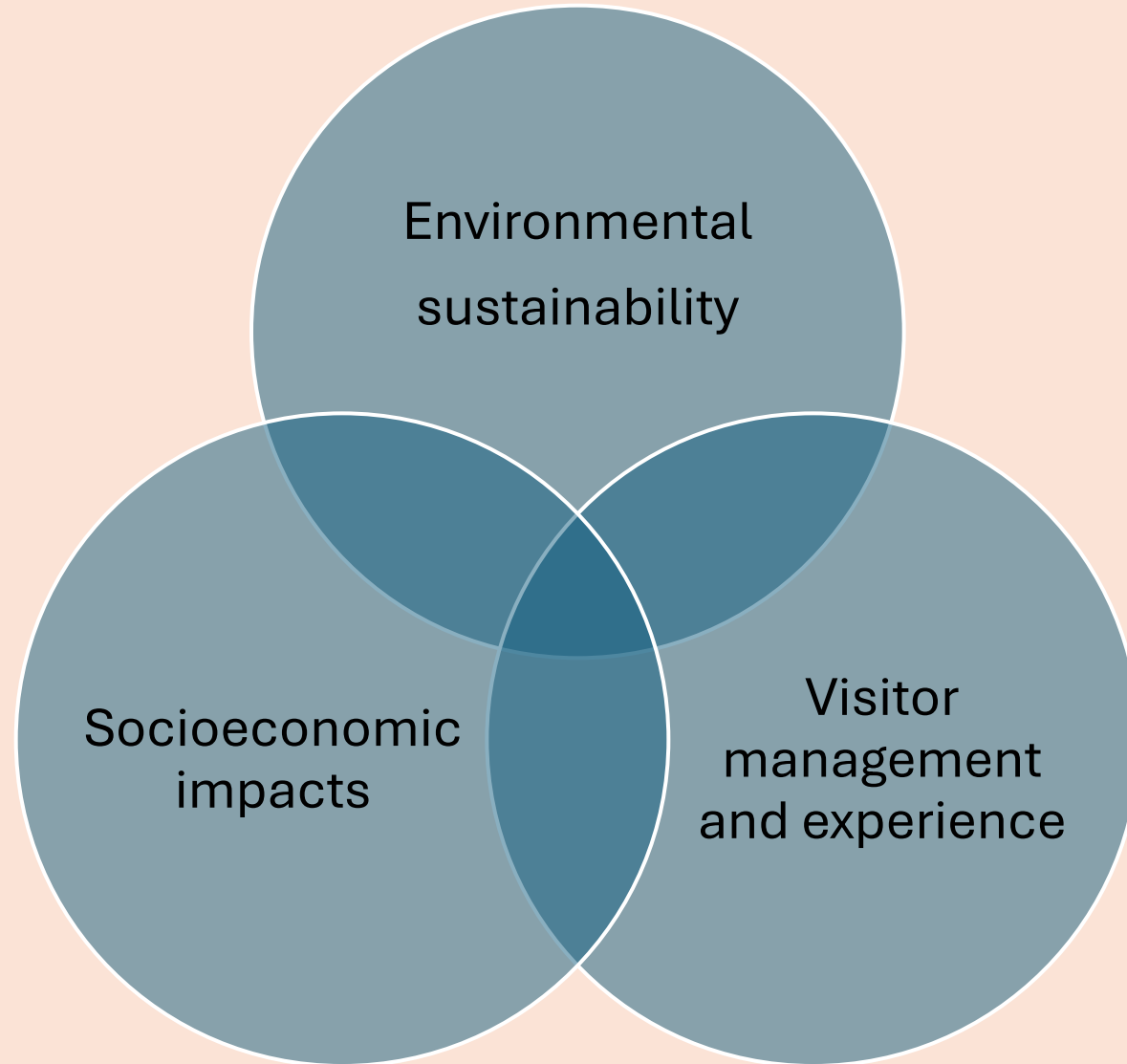
Discussion: Five principles of aspiration to reality

1

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Prompts, just in case!

Community Engagement: Involve local communities in tourism planning and decision-making.

Conservation and Preservation: Prioritise the conservation of natural and cultural heritage.

Sustainable Economic Practices: Encourage and champion businesses that support local economies and sustainable practices.

Education and Interpretation: Promote educational initiatives to enhance visitor understanding of local landscape and cultures.

Continuous Feedback and Adaptation: Implement a feedback loop for ongoing improvement and adaptation of tourism strategies.