

Regenerative tourism: principles and practices, people and power

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Principles of regenerative tourism 1

Duxbury et al (2021: 3): “regenerative tourism goes beyond sustainable tourism to focus on ‘giving back’ and contributing to the proactive regeneration of communities, cultures, heritage, places, landscapes, and so forth”.

1. tourism that can regenerate economies, societies, cultures and environments, rather than merely seeking to sustain them (Bellato et al 2023)
2. reflects a synthetic and systems-based view of tourism: tourism is not a separate area of social, economic or cultural activity (e.g. Mura and Wijesinghe 2021)
3. based on alternative, non-capitalist and indigenous world views (Cave and Dredge 2020)
4. reflects a place-based approach (Becken and Kaur 2021) and should “give back to place”

Principles of regenerative tourism 2

Generic principles that need to be tailored to the specificity of places

1. In **Rural Wales**, Regenerative Tourism should support the regeneration of sustainable farming, of communities and of Welsh language and culture.
2. Regenerative Tourism **reflects the seven Wellbeing Goals** in Wales, contributing to a Prosperous Wales, a Resilient Wales, a Healthier Wales, a More Equal Wales, a Wales of Cohesive Communities, a Globally Responsible Wales, and a Wales with a Vibrant Culture and Thriving Welsh Language.

What does regenerative tourism mean for the St David's Peninsula?



**Croeso,
Welcome**

St Davids Peninsula - A Place of Beauty, Peace & Pilgrimage.

Principles of regenerative tourism

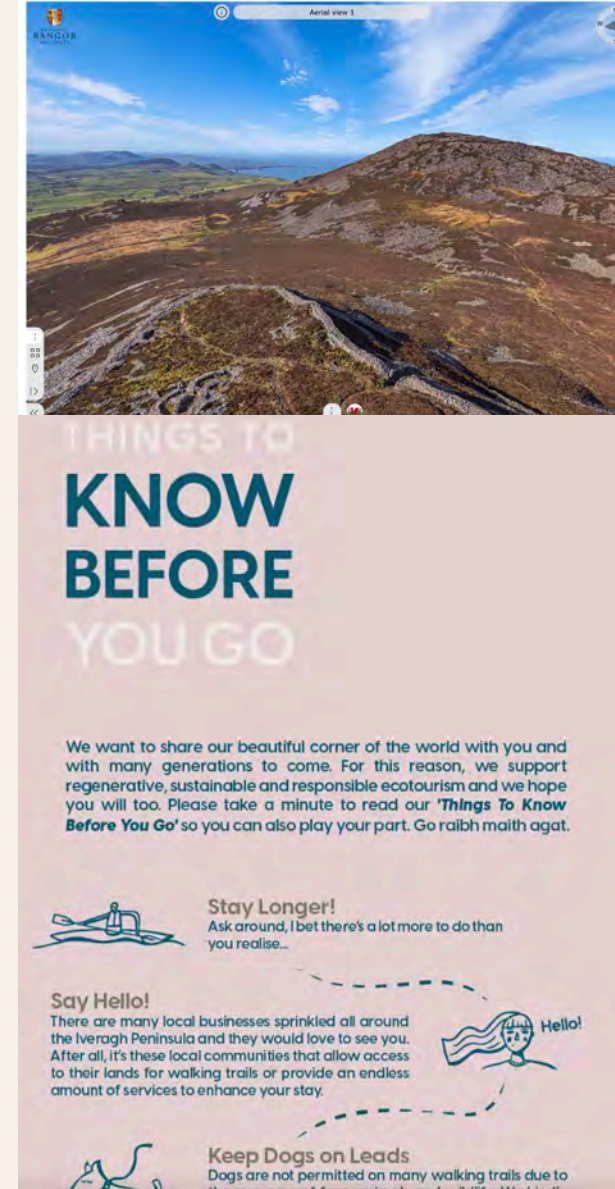
What does regenerative tourism mean to you?

Which specific contextual or 'local' factors should be included in your understanding of the principles of regenerative tourism?

Regenerative tourism in practice 1

Promoting regenerative tourism in West Wales

- **Llyn Peninsula ecomuseum:** co-operative marketing of six tourist sites for eco and educational tourism.
- Porth y Swnt, Nant Gwrtheyrn, Plas Glyn y Weddw Gallery, Plas yn Rhiw, Llŷn Maritime Museum and Felin Uchaf.
- Celebrating the sites but also the archaeology, wildlife, dark skies, and the Welsh language and culture of the peninsula
- “a home as well as a destination” – “things to know before you do”
- Slow and responsible travel but also active travel





Trail start/end point: Nefyn

The start or end point of this route is the coastal town of Nefyn. The point outlined in the StoryMap here is the Llŷn Maritime Museum: on...



Porth Nefyn

Our southbound pilgrimage begins beside the shallow sandy bays of Porth Nefyn and Porth Dinllaen. These sheltered bays provide respite...



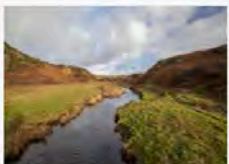
Seagrass beds and Pen Llŷn a'r Sarnau Special Area of C...

Porth Dinllaen, with its famously picturesque village nestled beside the sea on the sandy shores, harbours a diverse array of wildlife and...



Trwyn Porth Dinllaen archaeological features

The rocky headland of Trwyn Porth Dinllaen extends northward into the tidal currents of the Irish Sea, and is a site of rich archaeological...



Aber Geirch and a nationally important habitat

A small river ends its meandering journey as it enters the sea in the small, rocky bay of Aber Geirch. This cove is the mouth of the River...



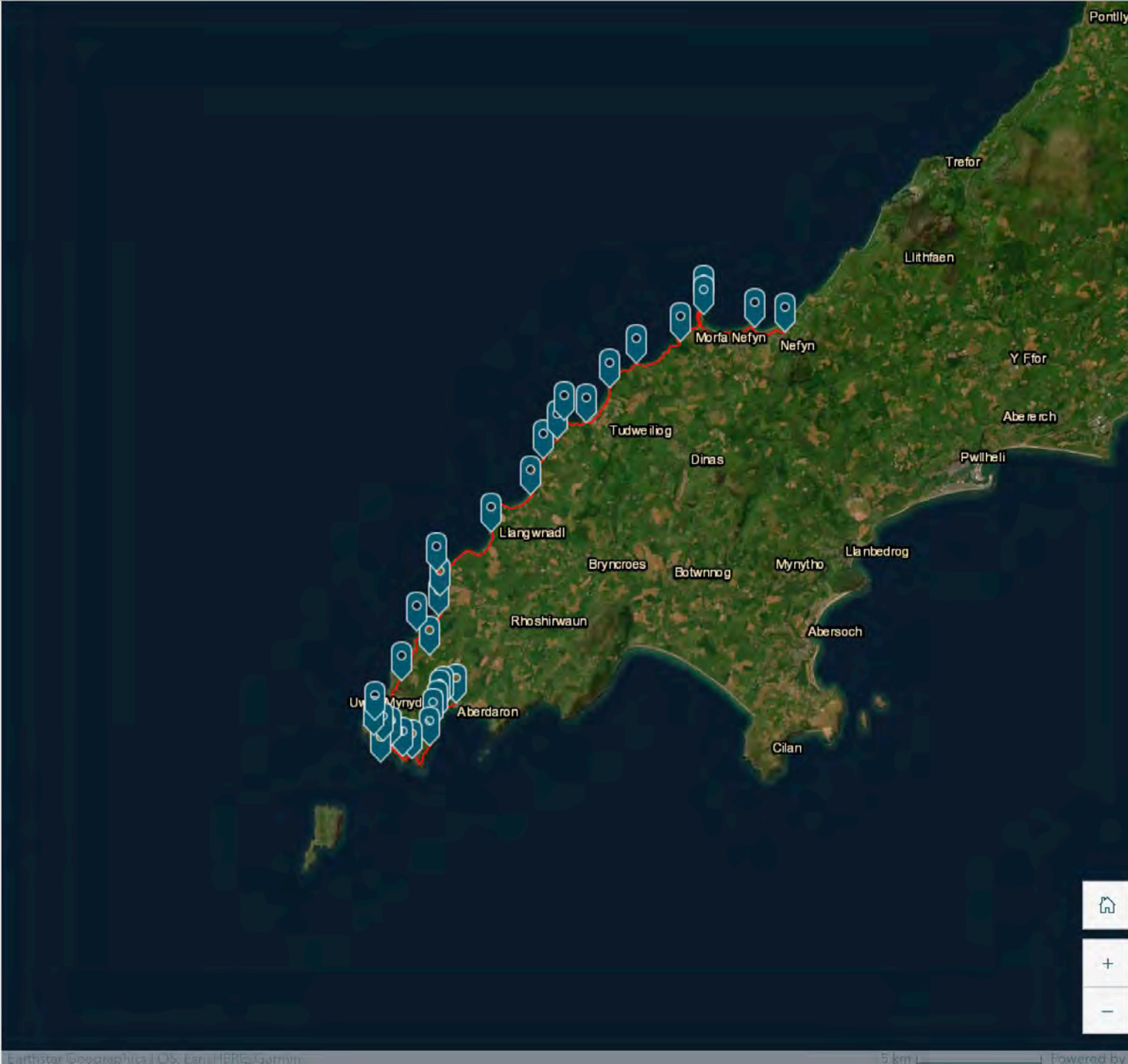
Geological layers of the landscape

As we leave the sheltered coast of Nefyn, we turn to face the south-west and move from the sandy bays of the north coast to a stretch of much...



Marine life along Pen Llŷn's north coast

Surrounded on three sides by the ocean, Pen Llŷn is a rich area for its marine wildlife, and this diverse assemblage is why it's included in th...



Regenerative tourism in practice 2

- **CUPHAT: regenerative tourism in the coastal uplands of Wales and Ireland**
- Southern Wicklows and Blackstairs in Ireland, Cambrians and Preselis in Wales
- Extensive consultation with communities
 - what kinds of heritage did they want to celebrate?
 - which places did they want to share with visitors? And which ones did they not want to share?
- Working with tourism infrastructures and creating itineraries to connect sites



Three Day Itinerary

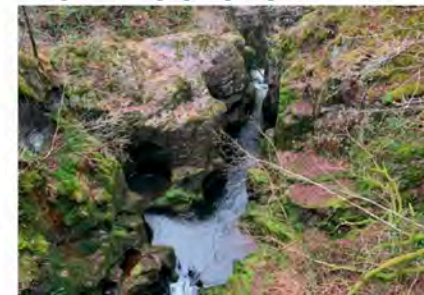
These itineraries are provided in good faith as a guide to help you explore these areas. They are correct at the time of writing, but all information is subject to change.

Please be a responsible visitor, ensure your own safety by planning your own routes and obeying the Countryside Code at all times. Phone signal can be patchy, and weather can change very quickly in these areas. Wear appropriate clothing and footwear for the conditions and make use of appropriate equipment (e.g. maps, compasses), especially for sites which are off the beaten track.

Neither Coastal Uplands nor CUPHAT can accept responsibility for any consequences that arise from following these itineraries or errors or omissions within them. Coastal Uplands and CUPHAT are in no way liable or responsible for any injury or loss to persons or property using these itineraries.

Day One

Stop 1: Ysbyty Cynfyn



Lat/long:
52.395287, -3.8340633

Of Interest:
Church, Wood, Rheidol Gorge and Valley,
Potholes

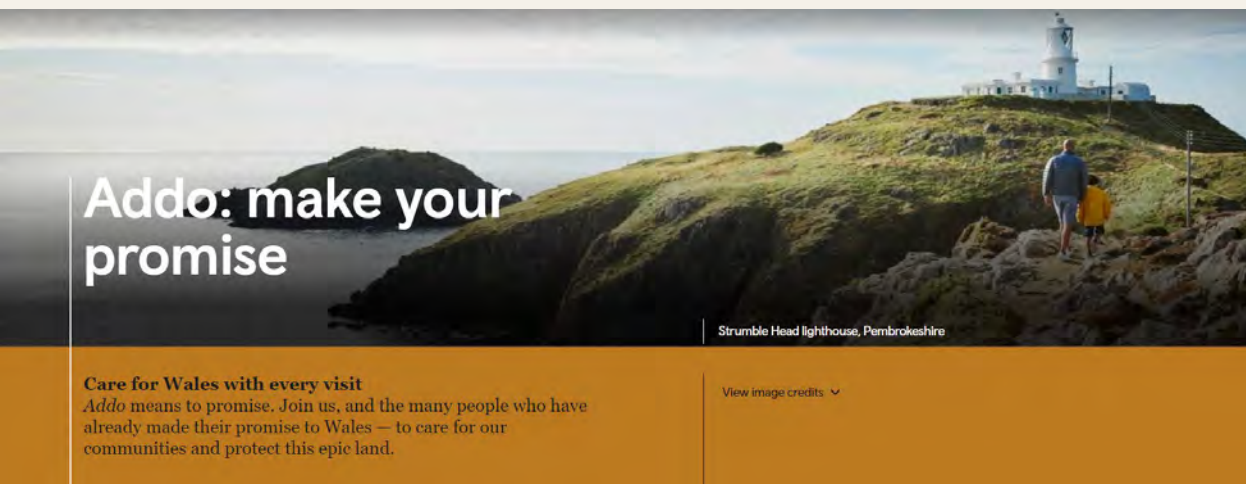
Getting Here:
Park at the layby next to the church.



Regenerative tourism in practice 3

Regenerative tourism in Pembrokeshire

- A strategic priority in the Destination Management Plan
- A Pembrokeshire Tourism Pledge in development, building on the one used by Visit Wales
- Tourists as ‘temporary locals’
- Regenerative practices: 2-minute beach clean



Updated Vision and Strategic Priorities

Our Vision

To be a global leader in regenerative tourism

Strategic Priorities

Regenerative – ensure our visitor economy takes account of its current, and future economic social and environmental impacts, whilst addressing the needs of all visitors, the environment, the industry, and local communities, delivering a net benefit.

Events and seasonality – “Building our year-round offer to build additional demand in the spring and autumn.”

Wellbeing and Active – “Re-establish Pembrokeshire as a preferred destination for walking, adventure, and other activities and immersive learning breaks promoting our ecological, environmental and cultural worldwide significance.”

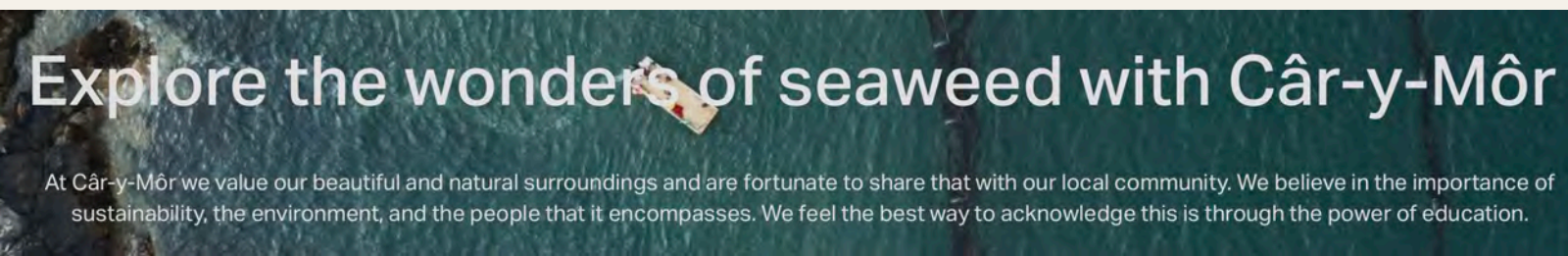
Shared narrative and brand – “Continue to build the new Pembrokeshire brand through trade engagement to sell Pembrokeshire’s year-round offer, communicated through marketing and PR.”

Brilliant Basics – “Deliver the foundations of destination stewardship - the underpinning level of the travel experience hierarchy and the visitor welcome.”

Regenerative tourism in practice 3

Regenerative tourism in Pembrokeshire

- Working with the St David's Peninsula within Pembrokeshire to help define a version of tourism that works for them
- Cooperation between businesses, social enterprises and community groups
- Promoting 'Voluntourism'
- An emphasis on a place-based approach to regenerative tourism and well-being: the notion of cynefin
- Tourism enabling economic and community development, as well as enhancing nature and biodiversity



Regenerative tourism in practice

Which kind of practices could come under the banner of regenerative tourism?

How might outdoor recreation feature as part of regenerative tourism?

People and power

Regenerative tourism as a means of empowering and supporting communities?

- Recasting tourism as a more equal relationship between tourists and locals: ‘a home as well as a destination’; ‘temporary locals’; ‘live like a local’
 - Tourism as a means of sustaining and regenerating services for the community, e.g. transport infrastructure
 - Tourism as a vehicle for community development
 - Tourism as a means of a more equitable economic development: localizing spend
- Tourism as a mechanism for social and spatial justice



People and power

- **Community**
 - 'I hadn't heard about this'
 - 'We don't want to live in a theme park'
 - 'We can't do anything about Welsh government policy'
-
- **Tourists**
 - 'We don't want tourists going off the beaten track'
 - 'We want the 'right kind' of tourist'
 - 'We want fewer tourists spending more'



People and power

Can you identify any negative aspects of regenerative tourism?

How can these be minimised?

Conclusions

- There is something *different* about regenerative tourism and it has the potential to create a more positive relationship between tourists and local populations
- There are implications here for outdoor recreation but these need to be thought through
- There are potential negative aspects to regenerative tourism and these need to be mitigated as far as possible

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