

# Trainer's Guide

## **MODULE 3 Regenerative tourism**

**Session 1: Introduction to regenerative tourism**

**Session 2: Regenerative tourism offerings**

## 1. INTRODUCTION TO THE TOPIC

### What is regenerative tourism?

Regenerative tourism is highlighted as the new wave of sustainability in the tourism industry. The current approaches to sustainable development are insufficient to meet growing ecological and social challenges, which require tourism companies to adopt a completely new way of thinking and doing business. Therefore, regenerative tourism is not a type of tourism but about adopting a different mindset about the relationship between economy, nature, and society. It is about fulfilling the potential of tourism places to flourish by increasing the regenerative capacity of natural and human living systems the company is embedded in.

Learn the basics of regenerative mindset and how to integrate it in tourism product development!

### Key concepts

regenerative development; regenerative tourism; regenerative tourism products and services; regenerative tourism product development

## 2. LEARNING OUTCOMES

LEARNING OUTCOMES	
	Participant
1	understands the concept of regenerative development and regenerative tourism.
2	analyses the principles of regenerative development in tourism from SME perspective.
3	understands the regenerative mindset in tourism product development.
4	applies the principles of regenerative development into tourism products and services and their development process.

## 3. INTRODUCTION TO THE MODULE

### a. Sessions

This module consists of *two sessions* as follows:

- 1) Introduction to Regenerative Tourism. This session explores the concept of regenerative development and how it is applied in the tourism context from SME perspective.
- 2) Regenerative Tourism Offerings. This session increases understanding on different types of regenerative tourism products and services and their development.



## b. Content

This module consists of the following contents:

- 1) Two sets of lecture slides, one per session, on the key points with best practice examples
- 2) A case study related to how regenerative tourism is applied in tourism SMEs
- 3) A list of videos and online reading materials

## c. Activities

This module contains the following activities:

- 1) Business case. In the material package you will find a separate file with a business case: "Vivanatura: A tourism company embracing regenerative principles". This activity is related to *session one* and its lecture slides. In the last slide of the session one slideset you will find questions to reflect the case contents.
- 2) Discussion about regenerative tourism product development. This activity is related to session two and its lecture slides. In the last slide of the *session two* slideset you will find questions to reflect with your participants.

## d. Sources and additional reading material

### *Videos*

- [Anna Pollock: Introducing Regenerative Tourism – YouTube](#)
- [Regenerative Tourism: not a trend but a whole new way of thinking and doing](#)
- [REGENERATIVE TOURISM - Taking Sustainable Tourism to the Next Level](#)
- [How to Advance Regenerative Tourism - #FII7 - Day 2](#)
- [Playa Viva: A Model for Regenerative Tourism](#)
- [Visit Finland Business cases - Haltia Lake Lodge – YouTube](#)
- [Haltia Lake Lodge - Planet-positive conservation holidays](#)

### *Additional reading*

- [Basics of regenerative travel and real-life examples of what it means in practice – Hawkhill](#)
- [The Regenerative Tourism Guide | VisitBritain.org](#)
- [Regenerative Tourism 101: What it is, Examples, Implementation, & More – Mize](#)
- [Regenerative Tourism: The Natural Maturation of Sustainability | by Anna Pollock | Regenerate The Future | Medium](#)
- [A Regenerative Approach to Tourism in Canada](#)

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**e. Other remarks**

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