

A vertical bar on the left side of the slide, composed of four stacked rectangular segments in dark teal, light teal, orange, and grey.

Regenerative Tourism 101

What Can I Do In My Business?



Emma Pethybridge

Ethical Republic



OUR PURPOSE

MISSION

We enable the conservation economy by creating sustainable, inclusive and profitable nature-based enterprises in protected areas and heritage sites.

VISION

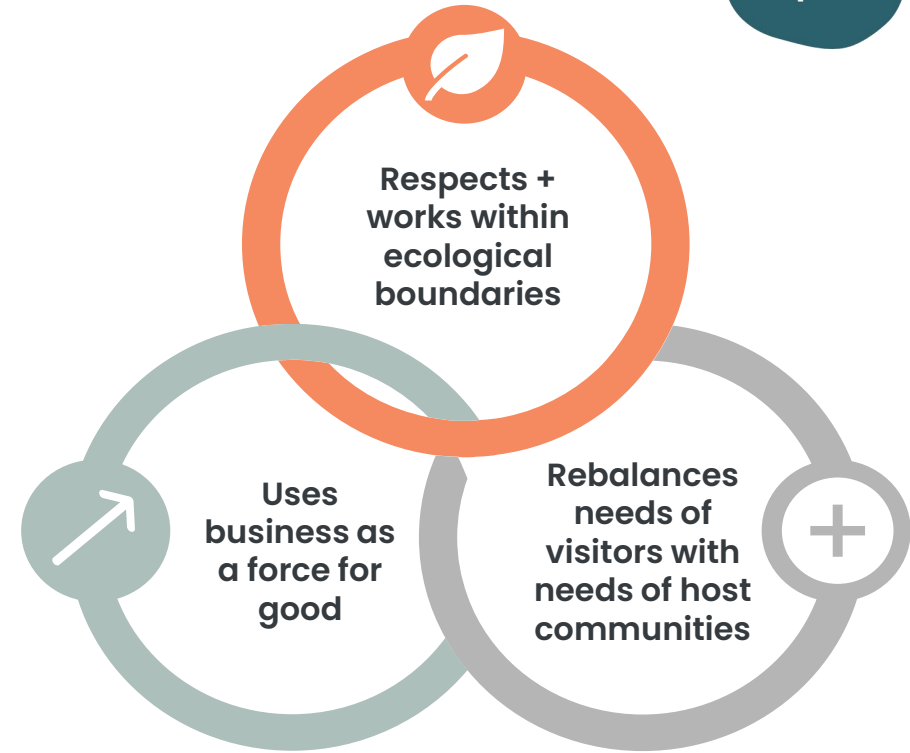
For 30% of the world's high conservation value land and sea resources to be protected in ways that support, not erode, community livelihoods and traditional use.

Workshop Agenda

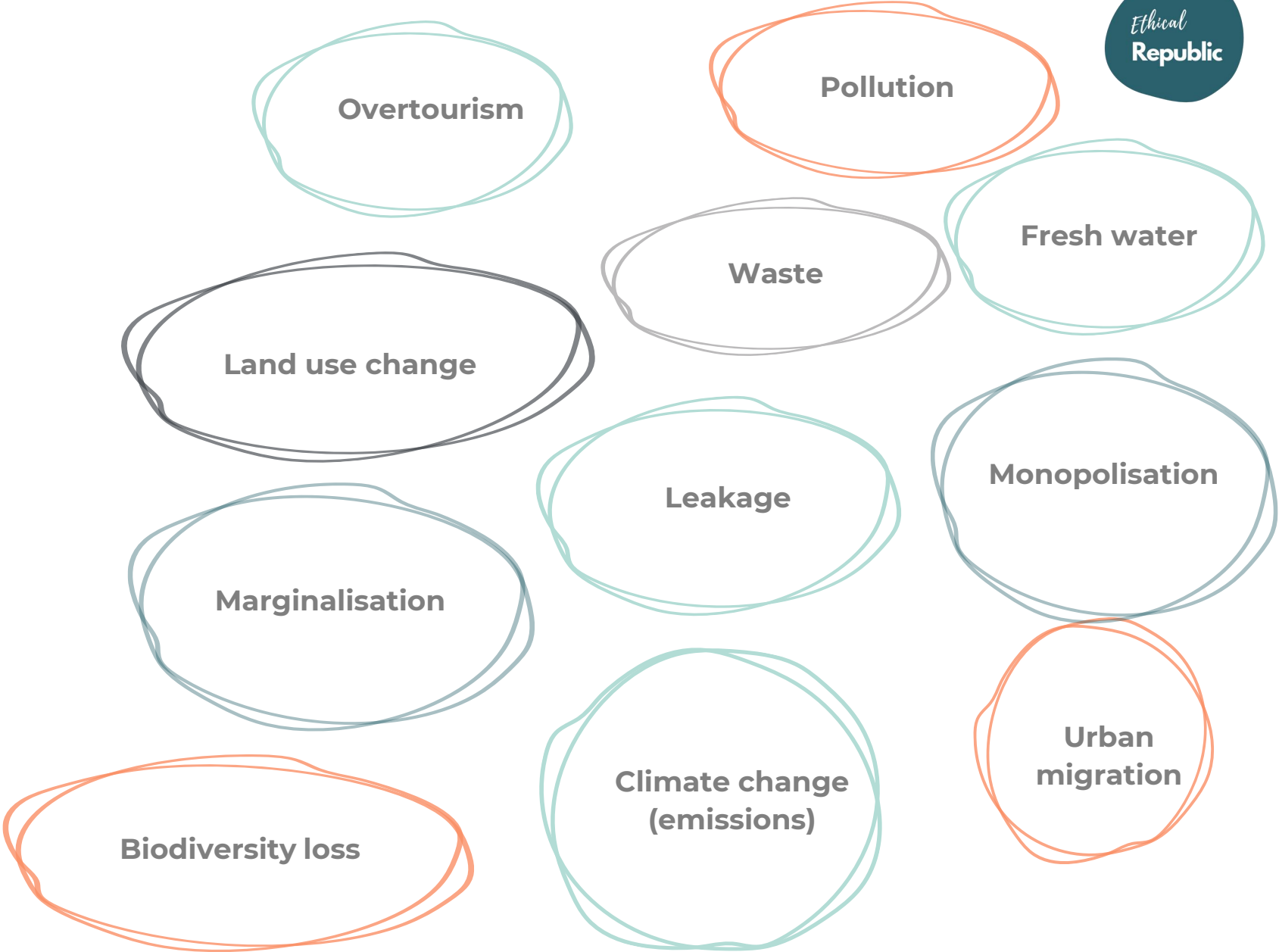
- 1**  What is Regenerative Tourism and why is it important now?
- 2**  The Six Dimensions (+ examples)
- 3**  How to implement it
- 4**  Group exercise + case study (Sarah Lebski, Flinders Way)

What is Regenerative Tourism?


An intention and a set of actions aimed at leaving things better than how we found them.



“Coalescing crises” – tourism is not innocent

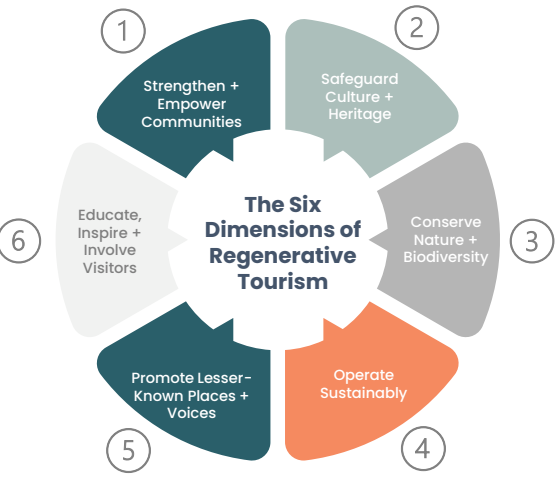


Why should I care?

-  ...travellers care
-  ...stakeholders care
-  ...investors care
-  ...staff care
-  ...social licence to operate
-  ...social + natural capital base is perishable
-  ...more satisfying
-  ...gold mine for fresh content + publicity!

What does it involve?





01. Strengthen + Empower Communities

Tourism has the power to uplift communities and help people become **financially + socially independent**. This could be through supporting **social enterprises, sharing skills + resources, respecting community priorities, or amplifying the work of local changemakers**. Communities are at the heart of tourism – any opportunity to strengthen them provides compounding benefits.



03. Conserve Nature + Biodiversity

Landscapes, seascapes, ecosystems and species are declining and degrading all over the world. Tourism depends on, and impacts, nature. Finding ways to **protect wild spaces, restore damaged ecosystems or reduce threats to wildlife** helps conserve the natural capital base underpinning tourism in nature-based destinations like ours.



05. Promote Lesser-Known Places + Voices

Lesser-known places can disperse crowds, avoid the burdens of over-tourism and share economic benefits more evenly. Places off-the-beaten-track are more likely to provide authentic interactions welcomed by locals. Including lesser-heard voices of marginalized people is more likely to spark new perspectives + ignite curiosity.



02. Safeguard Culture + Heritage

Tourism can **protect + celebrate cultural identity**, help to forge new connections, + expand peoples' world views. This may include **supporting Indigenous people + the issues they care about or helping to protect traditional ways of life** in small farming communities. Tourism also has a role to play in helping **conserve historical sites + other expressions of heritage**.



04. Operate Sustainably

Tourism businesses can make **sustainable choices** across all areas of their **operating footprint** for net positive impact. This includes energy use, fuel, water, waste, materials, + land use, + may apply to FOH, BOH + the core design of products, services + experiences..

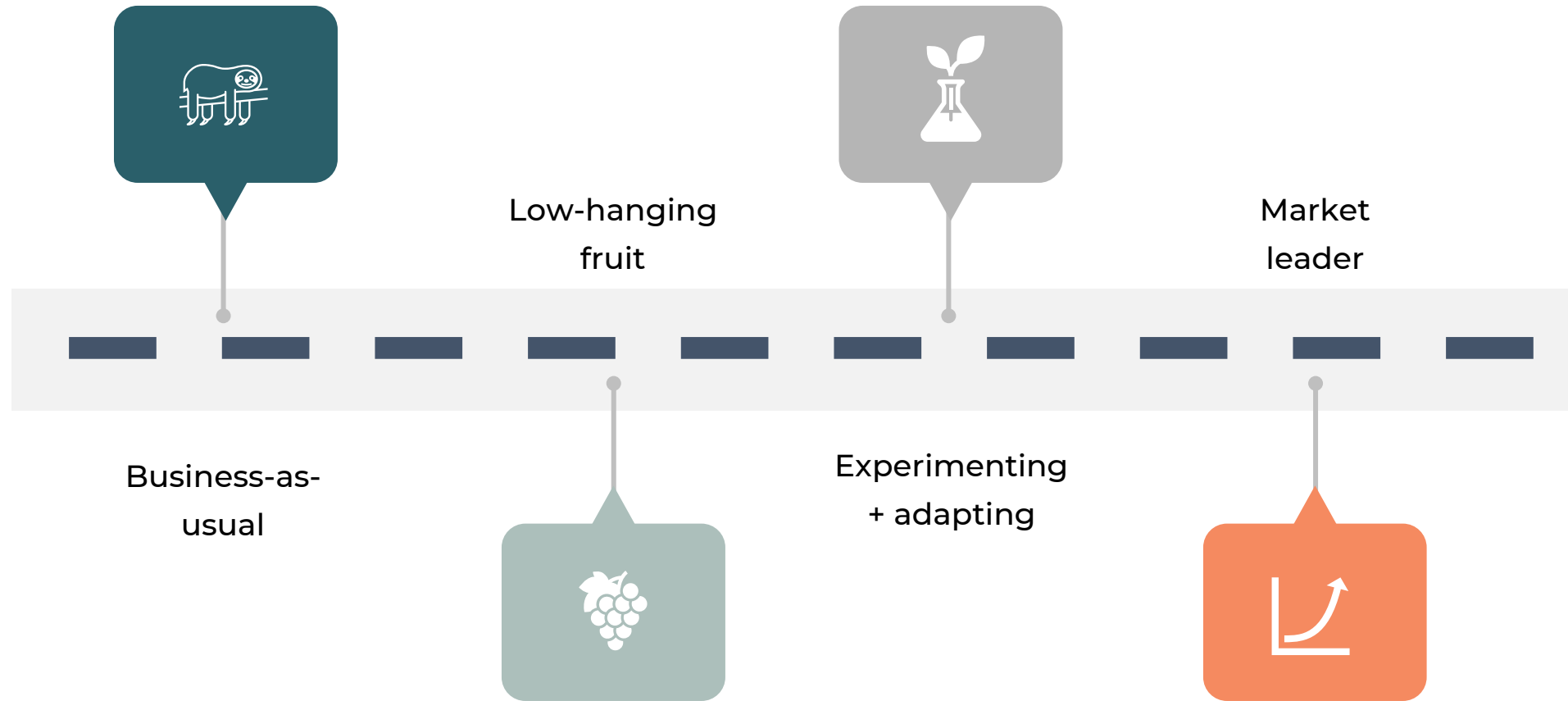


06. Educate, Inspire + Involve Visitors

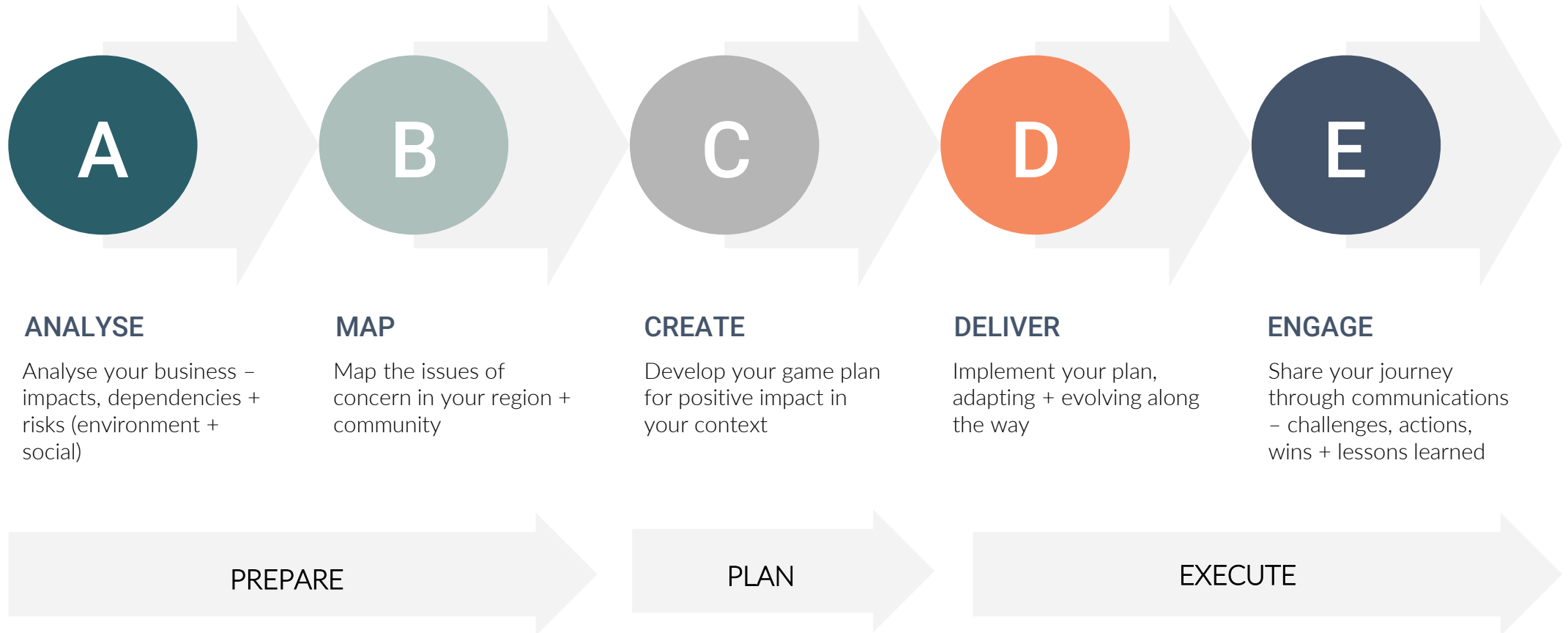
Weaving in opportunities to educate visitors about social + environmental issues that are important to local people + places helps to inspire and spark change. Involving guests in a **hands-on capacity** to do good things or **give back** by supporting local initiatives is a great way to do that.

- Design
- Delivery
- Operations
- Business model
- Partnerships

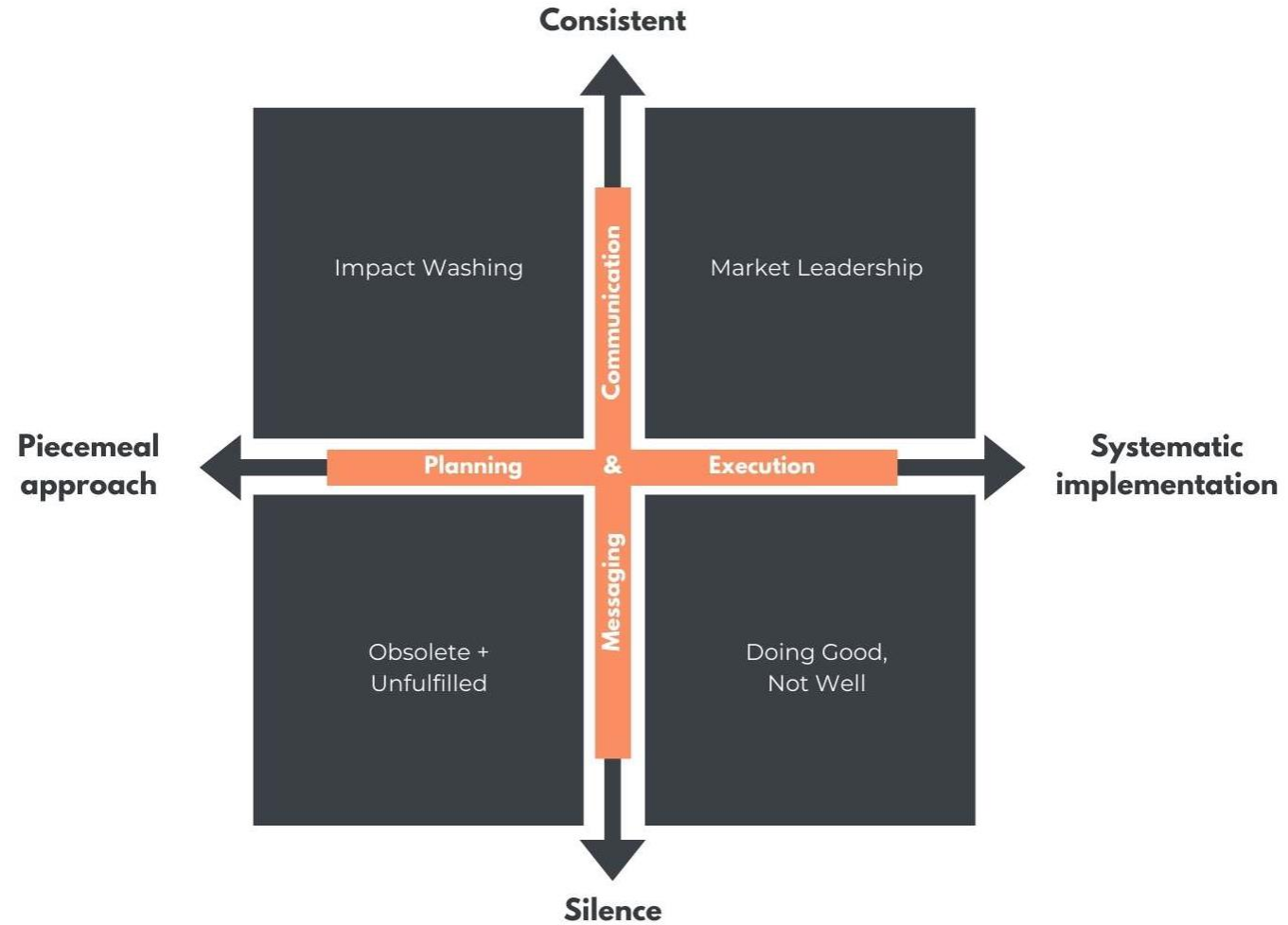
Is it all or nothing?



How do I do it?



What are the important factors?



What's the prize?



✓ **Outcome 1** Fresh offers, market relevance, point of difference

✓ **Outcome 2** Improved business results

✓ **Outcome 3** More meaning + satisfaction

PACK for a PURPOSE®

Small Space. Little Effort. Big Impact.





Refettorio Ambrosiano



With every pair
YOU PURCHASE,
TOMS WILL GIVE A PAIR OF
new shoes
TO A CHILD IN NEED.
ONE for ONE.[™]



COURTESY: MEGGAR INSTITUTE

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE DEVELOPMENT GOALS



GROUP EXERCISE

**What products, services + experiences
would you design for Cole?**

**What would you advise he needs to do to
make it work?**

CASE STUDY

SARAH LEBSKI, FLINDERS WAY



Islander Way

FLINDERS ISLAND

A REGENERATIVE TOURISM LIVING LAB



Questions?

Want to learn more?

Get involved!



(Aspiring)

GET IN TOUCH

e: emma@ethical-republic.com

w: ethical-republic.com

m: +61 447 807 394
