

Regenerative Tourism: Industry Readiness for the Big Shift

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Abstract : Over the last two years, tourism has been subject to unprecedented changes, and experts predict further change, especially with respect to travel and tourism choices. As concerns regarding the environment and climate change grow, many tourism industry stakeholders are particularly keen on taking steps to mitigate the adverse impacts of the travel industry to the broader society and environment. This approach and process is commonly referred to as 'Sustainable Tourism'. An emerging concept that extends beyond 'sustainable tourism' is 'Regenerative Tourism', which aims to impact the local systems, society and environment positively. In particular, it aims to provide transformational experiences to tourists and thereby inspire the travellers while the local cultural heritage and traditions are preserved from generation to generation. This study analyses how tourism stakeholders are shifting their attitude towards travel and tourism, particularly regarding its impact on people, places, businesses and the environment. The analysis will be based on a global survey of 1200 businesses, tourism organisations, employees, and travel consumers. The preliminary analysis of responses reveals a high interest towards transformational experiences during travel.

Keywords : regenerative tourism, transformational, experience, local systems

Conference Title : ICSTDS 2024 : International Conference on Sustainable Tourism Development and Strategies

Conference Location : Prague, Czechia

Conference Dates : July 04-05, 2024