

REGENERATIVE AGRITOURISM

Developing a Shared Understanding



REGENERATIVE
VANUA

Paving the way for a regenerative Pacific



GLOBAL
AGRITOURISM
NETWORK

THE MOMENT WE'RE IN

The world is changing. The systems we have become to rely on are extractive.

A fundamental shift in values is emerging across travelers, purchases, farmers, and communities worldwide.

Travellers Seek Meaning

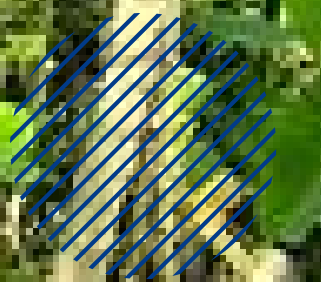
Not just experiences—but purpose and connection.

Farmers Seek Dignity

Not just income—but respect & resilience

Communities Seek Sovereignty

Not dependency—but self-determination and agency



THE CHALLENGE

Why Current Systems Are Falling Short.

The interconnected systems of tourism and agriculture face fundamental limitations that sustainability alone cannot address.

We must confront these realities to move forward.

Extractive Tourism

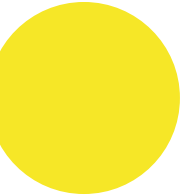
Tourism often extracts more than it gives back to communities.

Agricultural Shift

Agriculture globally shifted towards large scale monoculture, high inputs and market efficiency.

Cultural Erosion

Culture and traditional food systems are being eroded.





GLOBAL AGRITOURISM NETWORK

"Agritourism is an agricultural diversification activity that results from the synergistic intersection of agriculture and tourism..." This definition has shaped how the GAN approaches agritourism globally.

Experience-Focused Approach

Tourism layered onto agriculture as visitor experiences.

Income-Driven Model

Diversification primarily for economic benefit.

Diverse global perspectives represented in this definition however Oceania was represented by Australian case studies only

Developing a shared understanding of Regenerative Agritourism:

Not to replace GAN definition but to critically reflect on the intersection of the agricultural and tourism sectors in communities

Indigenous peoples of Oceania see Vanua Not Just as Land

Vanua is not property.
Vanua is life itself.

It is people, spirit, ancestors, culture, and ecosystems
It is a relationship—not ownership
It is something we belong to, not something we use

To care for vanua is our responsibility as custodians for future
generations.

Vanua (Fenua, Fanua, Fonua, Henua, Honua, Whenua, Country)

is a powerful term as it unites Indigenous peoples to remember
what really matters

to remember their past and regenerate their futures.

REGENERATION: Moving Beyond Sustainability

Sustainability asks: "How do we reduce harm?"

Regeneration asks: "How do we restore living systems?"

This fundamental shift moves beyond minimizing damage to actively healing land, culture, and people together.

Healing Together

Restoring land, culture, and people as one unified system.

Rebuilding Bonds

Reconnecting communities to place, tradition, and each other.

Living Systems

Strengthening ecological and social networks for resilience.

Healing the Land to Heal the People

REGENERATIVE AGRICULTURE FOR COMMUNITY HEALTH

Moving from monoculture to diverse, resilient food
systems

Restoring soil health, biodiversity, and nutrition

Reviving traditional knowledge alongside innovation

Healthy soil creates healthy food.
Healthy food creates healthy people.



REGENERATIVE STEWARDSHIP

Custodianship refers to the overarching, spiritual and inherited relationship with Vanua.

Stewardship is the action of *enacting* the responsibilities of this relationship with Vanua.

Regenerative Stewardship is the action of *restoring* relationship with Vanua.

Regenerative Stewardship is the action of **rematriation**: **restoring relationship with Vanua** (*remembering the past, regenerating the future, unlearning, decolonising, supporting systems change*) and is supported through...

Regenerative Hospitality & Hosting: providing **educational & reciprocal knowledge transfer** (*capacity*) and **transformational** (*motivation*) Vanua-led experiences.

(Andrew et al., 2026)

REGENERATIVE AGRITOURISM

Regenerative agritourism is not an intersection of industries—but an integration of relationships. Agriculture, culture, community, and visitors come together as a living system where each element strengthens the others.

Regenerative Agriculture + Culture

Traditional practices and food systems woven together.

Community Leads

Local people guide, benefit, and shape the way visitation is managed.

Visitors Contribute

Guests learn, connect, and give back meaningfully. Privileged not entitled.

Vanua Thrives

Ecosystems, relationships and health recover and flourish through care and reciprocity.





FRAMEWORK COMPARISON

From Agritourism to Regenerative Agritourism.

Agritourism focus on connection, experience, and income—but can become transactional, experience-led tourism that is visitor focused.

Regenerative agritourism transforms this paradigm entirely.

GAN Agritourism

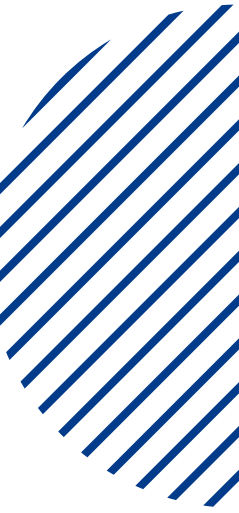
- Connection
- Experience
- Income through diversification

⚠ Risk: Transactional tourism, Entitled

Regenerative Agritourism

- Restoration
- Relationship
- Responsibility
- Resilience

Transformation, Priviledged



REGENERATIVE VANUA STEWARDSHIP FRAMEWORK

The Stewardship Framework drives transformation through three interconnected components working in harmony.

The Regenerative Pathway:

Supports Stewardship action,

recognises continuous regeneration through verification,

and compensates transition through diversification, payment for ecosystem services, and regenerative hosting.

Oversight is provided by the Pacific Regenerative Verification Council

MOTIVATION: Transformational experiences that inspire change.

CAPACITY: Education and reciprocal knowledge transfer.

ACTION: Regenerative stewardship practices in operations.

PATHWAY: Supporting, recognising, and compensating transition.

EVIDENCE FROM LEARNING EXCHANGES: MINDSET SHIFT CANNOT HAPPEN WITHOUT CONNECTION TO PLACE

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This is already happening. Across communities engaged in regenerative learning exchanges, we are witnessing profound shifts—not just in practices, but in how people see themselves and their relationship to land.

The Transformational Surveys demonstrate that when participants are treated not as "students" but as "stewards," their fundamental understanding evolves.

Post-exchange interpretations of Vanua shifted from resource-based descriptions to spiritual frameworks:

Identity Transformation

People are changing how they see themselves and others

Reconnection to Vanua

Restoring bond with land and place.

Beyond Knowledge

This is identity transformation—not just knowledge acquisition.

"Vanua for me is the light and essential link that connects you to your ancestors and your living system this regenerative learning exchange has shown that light to me again and returned me to Vanua".

MEASURING REGENERATION

We can't regenerate our lands, waters, and livelihoods using the same frameworks that enabled this decline in the first place.

As writer and activist Audre Lorde reminds us: "The master's tools will never dismantle the master's house."

Non-Commodity Outputs Recognised: Ecosystem services | Traditional knowledge systems | Social reciprocal systems | Customary stewardship | Knowledge transfer

The Regenerative Verification Program is a rigorous, transparent, outcomes-focused alternative to certification.

It supports continuous improvement, place-based action, and whole-system regeneration, not just checklist compliance.

Unlike traditional certification, the Regenerative Verification Program works at the scale of whole systems. This means that instead of individual businesses becoming verified, it is the bioregions, Vanuvas, networks, and relationships which are verified as regenerative.

This way of being recognises the interconnected relationship between climate, biodiversity, culture, and livelihoods.

Conventional Frameworks vs RVP Approach

Conventional Frameworks

- Reduce harm 
- Measure parts 
- Static targets 
- Siloed knowledge 
- Short-term focus 
- Risk mitigation 
- Top-down authority 
- Compliance 
- Global metrics 
- Efficiency optimization 
- Controlled variables 
- Problem-solving 

RVP Approach

- Regenerate systems 
- Assess whole systems 
- Evolving goals 
- Mixed knowledge systems 
- Long-term resilience 
- Value creation 
- Shared governance 
- Innovation 
- Contextual metrics 
- Living System health 
- Emergent properties 
- Capacity building 

PACIFIC TRANSITION TO REGENERATIVE FOOD SYSTEMS

Vanuatu Leading the Regenerative Shift

Regenerative Vanua designated as implementing organisation for the Regenerative Verification program:

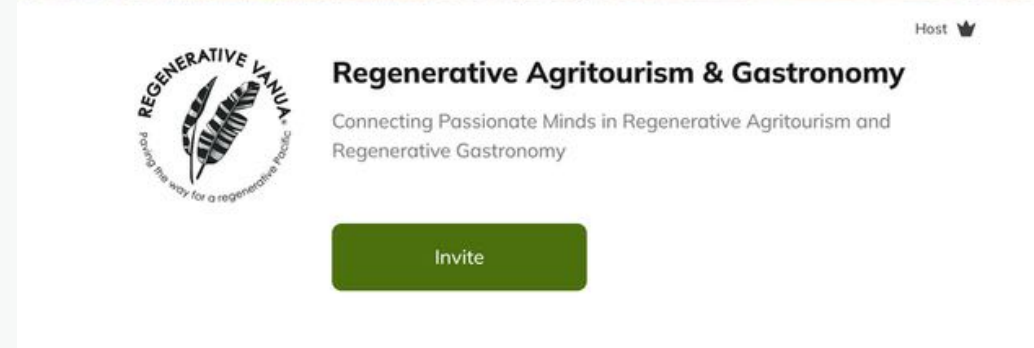
- Regional Pacific Regenerative Verification Initiative
- Regional Office located in Vanuatu
- Pacific Islands Forum post-2025 Pacific Aid-for-Trade Strategy (PAfTS)

2027 World Gastronomy & Agritourism Congress: Regenerative Food Systems

- Will be hosted in Vanuatu
- Delivered in partnership with Global Agritourism Network (GAN), IGCAT, Ministry of Climate Change, Regenerative Vanua and the Pacific Islands Forum
- Showcasing Pacific regenerative innovation to the world



HOW TO ENGAGE & PARTICIPATE



Clear pathways exist for diverse stakeholders to participate in the Regional Pacific Regenerative Verification Initiative.

Vanuas and stewards can develop locally adapted Regenerative Stewardship Action Plans through Regenerative Vanua.

Regenerative agritourism operators are invited to connect via the GAN Pacific Committee, & GAN Regenerative Agritourism Committee and join Regenerative Learning Exchanges.

Regional and International partners can engage with the Pacific Regenerative Verification Council, participate in verification development, and join the 2027 World Gastronomy & Agritourism Congress in Vanuatu.

Vanuas & Stewards: Develop RSAPs with Regenerative Vanua

Regenerative Agritourism: Operators: Connect via GAN Pacific Committee and Regenerative Agritourism Committee

Regional Partners: Engage with Pacific Regenerative Verification Council

Support & Resources: Training manuals and tools via GAN and RV Regenerative Agritourism Platform.





RVP + CALL TO ACTION: A NEW WAY FORWARD

The Regenerative Verification Program makes regeneration visible and valued, measures transformation—not just outputs, and connects communities to aligned markets.

Together, we can redefine agritourism as a force for restoration, resilience, and renewal.

Build on Foundations

Shift paradigms from sustainability into regeneration.

Measure Transformation

Adopt new ways of measuring real change.

Learn from Place

Honor place-based knowledge systems.

