

What does the literature say about Regenerative Agritourism?

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The Case for a Unified Definition and Understanding of Regenerative Agritourism



Global Clarity: Prevents fragmentation; ensures a "shared language" (Hansen et al., 2022).



Multidisciplinary Bridge: Aligns agriculture, tourism, and community development methodologies.



Strategic Engine: Translates the **Blue Pacific 2050 Strategy** into local, actionable steps.



The "Beacon" Effect: Solidifies the Pacific's role as a global leader in agroecology.



Accountability: Provides clear metrics to track who benefits and how.

Research Methodology

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Extends existing research



Conducted a Systematic Literature review
Then used Peters ' PCC approach: Population (stakeholders),
Concept (policies and measurement), and
Context (regional settings globally).



("regenerative agritourism" OR "regenerative agri-tourism" OR "regenerative agriculture tourism" OR "agritourism" OR "agri-tourism") AND ("policy" OR "policies" OR "regulation" OR "framework" OR "innovation" OR "program" OR "model" OR "strategy" OR "governance" OR "implementation" OR "initiative" OR "market" OR "visitor trend" OR "interest") AND (measure OR assess* OR evaluat* OR indicator* OR outcome*)*



RQs how define, what governance mechanisms, international standards,
motivations to measure and existing markets

Definitions used

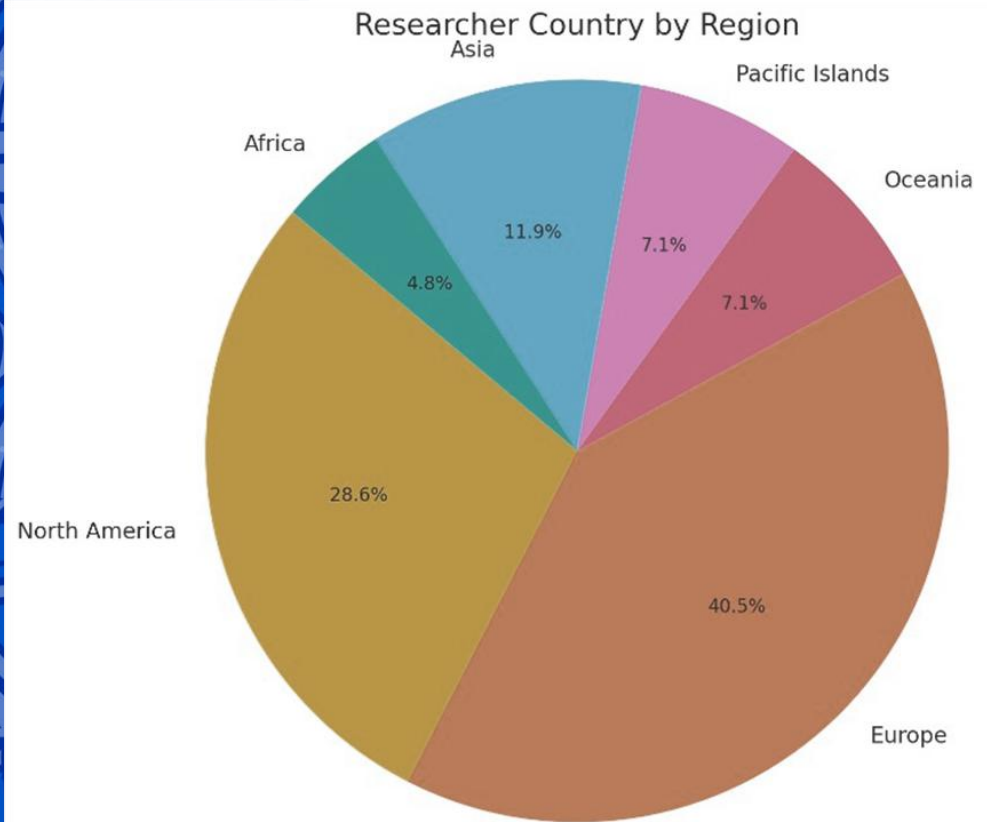
White 2020	“...a suite of practices that restores and maintains soil health and fertility, supports biodiversity, protects watersheds, and improves ecological and economic resilience... regenerative agriculture can also sequester increasing quantities of atmospheric carbon (CO2) underground, making it a low-cost ‘shovel-ready’ solution to climate change”
Hansen et al., 2022	Leaving destinations better than before tourists arrived. Farming practices should benefit soils and ecosystems.
ACIAR, 2023	“Regenerative Vanua (Ms Rakau-Tokataake) stated: ‘Regenerative goes further than “sustainable” because it ensures the diversity, quality of production, vitality and health of the soil, plants, animals and people improve together. ‘It’s not about minimising damage of income earning activities, it’s about building on our traditional knowledge to improve the wellbeing of our people, communities, the land and ecosystems.’” (n.p)
Addinsall et al., 2024	“Visiting a farm for an educational and immersive learning experience and building connection to people, places and products (Regenerative Vanua).”
Pearson et al., 2024	These range from those that incorporate social and cultural dimensions to those that emphasise the ecological outcomes of agricultural activity
Yamauchi et al. (2025)	Conceptualised regenerative agri-food practices more broadly, framing them as practices oriented toward restoration and sustainability.
ACIAR, 2025	“Regenerative agritourism combines agritourism (inviting visitors to farms) with the principles of regenerative agriculture, which aims to restore and enhance the health of ecosystems and soil” n.p



Where is most of the research on regenerative agritourism taking place?

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Where and by whom



Region	Count (n=)
North America (USA)	9
Europe (Italy, Poland, Romania, Portugal, Germany, UK, Ukraine, Lithuania, France, Switzerland, Austria, Slovenia)	18
Asia (India)	4
Pacific Islands (Vanuatu and Fiji)	6
Latin America (Mexico, Guatemala, Costa Rica, Colombia, Argentina, Brazil, Honduras, Nicaragua)	6
Africa (South Africa)	2
Southeast Asia (Philippines)	3
Australia/Oceania (Australia)	2
Global/Not Specified	4

Measurement

	International Standards	Regional Standards
United Nations Environment Programme. (n.d.).	SDGs 8.9, 12.1, 12.b, 13.b, 14.7	Asia-Pacific regional SCP standards
Addinsall et al., 2024	Global Sustainable Tourism Council (GSTC) criteria	Vanuatu's regenerative agritourism standards
Australian Centre for International Agriculture Research. (2023)	Sustainability Criteria-Global Sustainable Tourism Council	NA
Fleury et al., (2008).	Agenda 21 (p. 228)	NA
Food and Agriculture Organization of the United Nations. (n.d.).	UN SDGs	National development plans
Food and Agriculture Organization of the United Nations. (n.d.).	UN SDGs	European regional policies
Daily Post Staff. 2024, April 16	Global regenerative agritourism standards	Yes – for Pacific region

- ❑ Verification approaches (Addinsall et al., 2024; ACIAR, 2023).
- ❑ Environmental assessments like energy audits (Bigiotti et al., 2024).
- ❑ Empirical methods, including visitor surveys (Pearson et al., 2024) and economic analyses (Revollo-Fernández et al., 2024).
- ❑ Mapping techniques (Yamauchi Levy et al., 2025; Junsay & Macolado, 2024).
- ❑ User feedback and financial analyses (Jasiński, 2012; Walke & Kumar, 2017; FAO, n.d.).

Measurement Instruments

Source	Measurement described
Addinsall et al. (2024)	Third-party certification; regenerative recognition pathway; experiential learning programs
Australian Centre for International Agriculture Research (2023)	Development of the Regenerative Vanua certification; based on Global Sustainable Tourism Council criteria
Bigiotti et al. (2024)	Energy Audit; Life Cycle Assessment (LCA); Life Cycle Cost Analysis (LCC)
Pearson et al. (2024)	Visitor surveys (Likert, binary, multiple choice, open-ended); stakeholder interviews with wine, government, tourism and community sectors
Rada et al. (2024)	Energy system modeling
Revollo-Fernández et al. (2024)	Willingness to pay economic modelling
Yamauchi Levy et al. (2025)	Multi-criteria mapping approach; qualitative interviews
Jasiński (2012)	User feedback analysis
Walke & Kumar (2017)	Financial analysis framework
Junsay & Macolado (2024)	Georeferencing tools; mapping software
FAO (n.d.)	Development indicators; policy reports



Key Reasons to Focus on Regenerative Agritourism

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Markets

Tourism Market Grouping	Example Sources
Local tourism markets (6)	Local agri-tourism businesses; local and regional tourists; farm-based businesses; local markets and rural areas
Regional tourism markets (4)	Primarily domestic and regional tourism markets; regional (Italian municipalities); tourism networks in Italy and Georgia; local and regional markets
Domestic tourism markets (4)	Domestic (Danish citizens); UK domestic agritourism and local markets; domestic/European guests; local and domestic tourism markets
International tourism markets (3)	Global tourism market; international agritourism and food tourism sectors; international visitors
Mixed (domestic and international) (3)	Domestic and international visitors; Mexico model; tropical food markets

Conclusions & Recommendations



Incorporating more local authors (integrating Indigenous knowledge) into regenerative agritourism enhances experiences and supports local traditions.



Explore context-specific business models



Expand the options for funding and investment



Map the stakeholders for different contexts



Understand local motivations and drive towards regenerative agritourism



Invest in research and educational programs focused on Indigenous knowledge and agritourism.



Emphasise commitments to ethical practices in branding to build customer trust.

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Beyond Sustainability: The 3 Pillars of Regenerative Agritourism

The Paradigm Shift



From "Sustainable" to "Regenerative"

Transitioning from simply minimizing impact to actively restoring and healing the environment and community.



A "Net Gain" for Nature

Moving beyond conservation to emphasize ecosystem restoration and positive environmental outcomes.

Social & Ecological Restoration

Empowering indigenous communities through local ownership and restoring natural ecosystems.



Thank you



VANUATU KASTOM KAKAE STORIAN

REGENERATIVE AGRITOURISM &
GASTRONOMY POLICY

2025-2050



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