

Regenerative tourism – *planting the seeds of change through agri-tourism*



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**VANCOUVER ISLAND
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Regenerate

- restored to a better, higher, or more worthy state
- to change radically and for the better

Merriam-Webster Dictionary





*“The way we have designed the tourism business model is based on our known **business-as-usual model**.*

Sustainable tourism... has been about doing tourism better with less impact but still using the same business model – a greener, cleaner and less harmful version of business as usual.

*Regenerative tourism is bolder and more inspiring and aims not just to do less harm but to go on and **restore the harm that our system has already done to the natural world and create the conditions of life to flourish**”.* Anne Pollock, 2019

REGENERATIVE AGRICULTURE SHIFTS THE PARADIGM



Compete with Nature

Disturb Soil

Monoculture

Reductionist



Partner with Nature



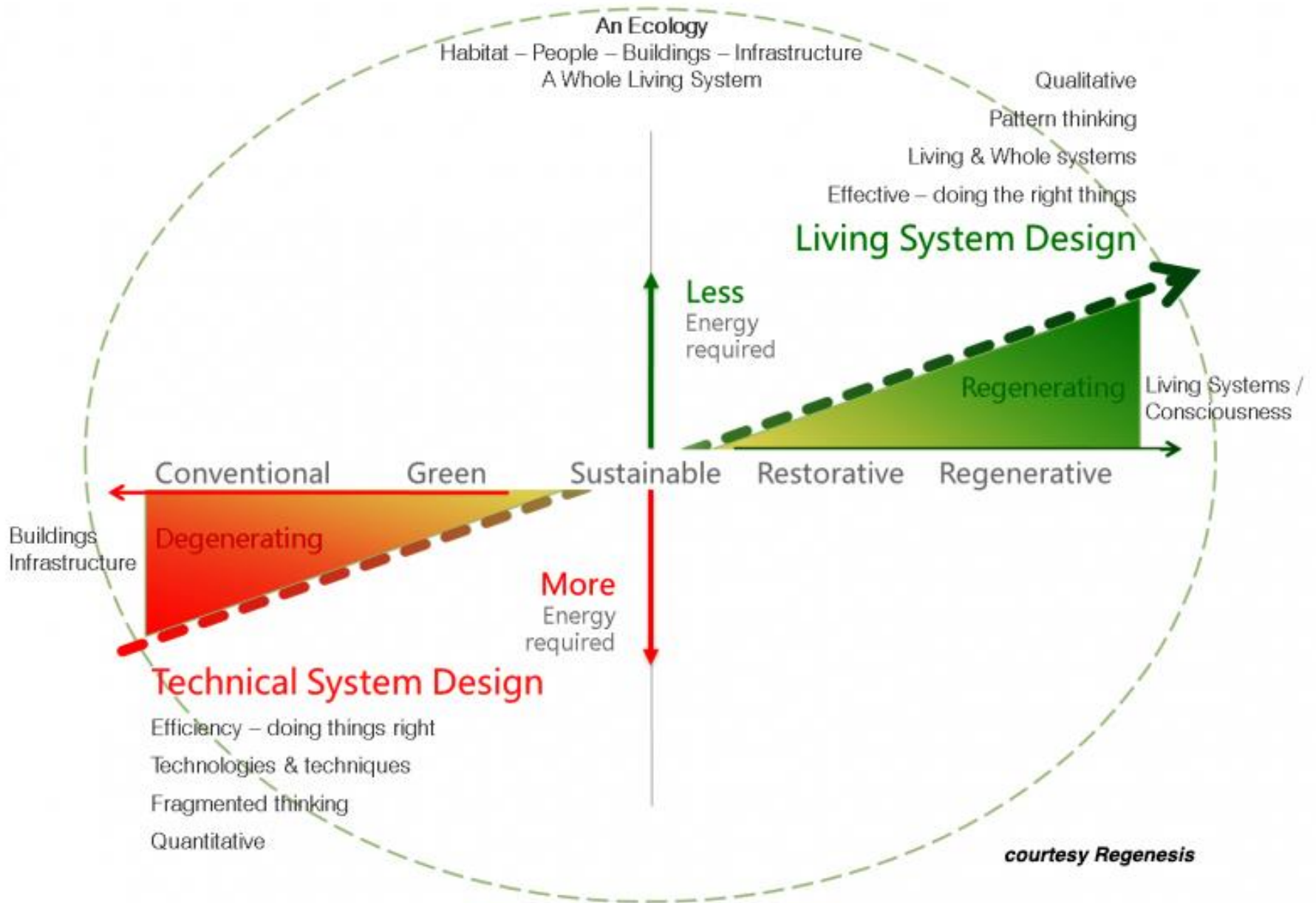
Protect Soil



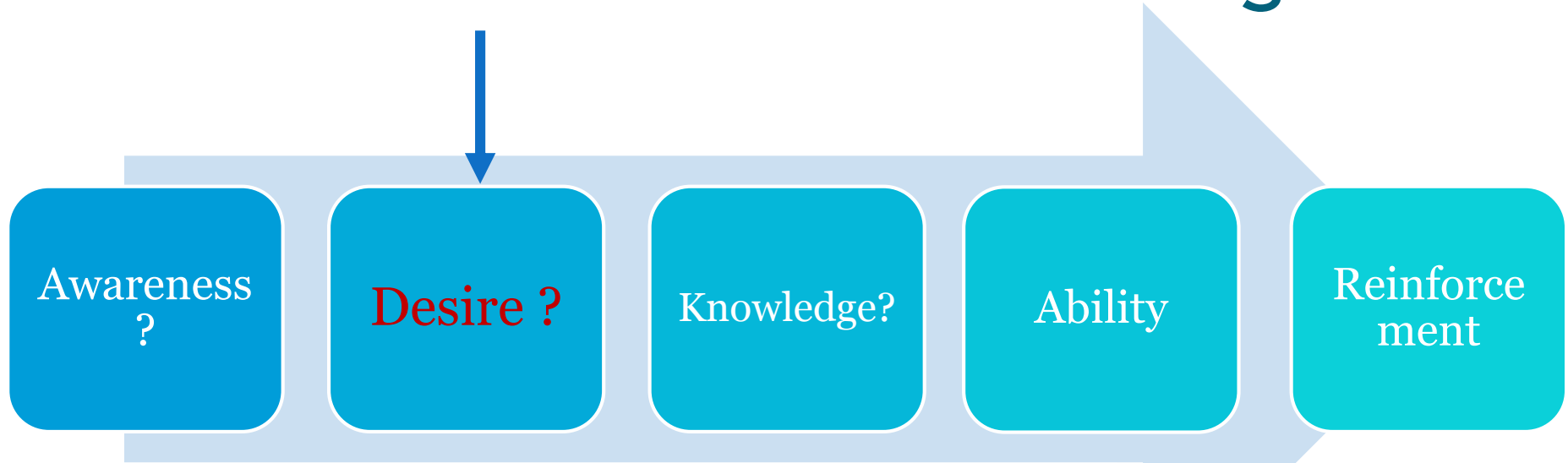
Diversity



Holistic



Where are we at in this change?



ADKAR model for change management

Shift our focus from **tourism as an end goal** to **tourism as a means to a collective end** in a complex, dynamic system.



Tourism that enables residents to enjoy an enhanced quality of life by showcasing and sharing their amenities with outsiders in a way that infuses revenue into households, businesses and the tax coffers.

This revenue is reinvested back into the amenities that are valued by local residents in ways that ensure core natural and cultural amenities withstand promotion and use over time.

Nicole Vaugeois, 2009

My definition of sustainable tourism...



Tourism that enables residents to enjoy an enhanced quality of life thrive in place by showcasing and sharing their amenities with outsiders in a way that infuses valued capital into the system. revenue into households, businesses and the tax coffers.

This revenue capital is reinvested back into the amenities system that are valued by local residents to ensure that core natural and cultural amenities flourish over time. withstand promotion and use over time.—Nicole Vaugeois, 2020

My definition of sustainable
regenerative
tourism...



Agri-tourism will pollinate this change



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