STRATEGIES
The wellbeing of the host community, the new mission of tourism strategies

CASES
- VISIT FLANDERS
  - Positive Power of Tourism
  - FLAMINGO PROJECT

- VISIT VALENCIA
  - Sustainable Tourism Strategy
  - Be part of the team
  - Reduce

INNOV HOTEL
- Solar water, solar panels
- Water saving features

CLIMATE & COMPETITION
- We cannot exceed 1.5°C
- Greenhouse effect

HOW TO TRAVEL WITHOUT JEOPARDISING LIFE?
- We need Decision Support Tools

REFLECTIONS
- The Power of the Idea
- Climate Action Plan will be no choice
- How can we go in the right direction?

ETOA
- To future proof strategy:
  - 1. Recognise the process rather than the product
  - 2. Know the characteristics of the product
- Why do we travel such a way?
  - Rethink the way we travel and live

GLOBAL SOUTH
- Climate injustice

GLOBAL NORTH
- Regenerative Tourism
  - Contributing to the wellbeing of the community

23 & 24
La Pedrera
Barcelona

#RegenerativeTourism
#TourSustainability

WE CAN NOT EXCEED 1.5°C
GREENHOUSE EFFECT
WE NEED TO REDUCE 45% EMISSIONS
CLIMATE ACTION PLAN WILL BE NO CHOICE
REGENERTATIVE TOURISM
CONTRIBUTING TO THE WELLBEING OF THE COMMUNITY
Panel Discussion

2. Governance

Transforming the governance for regenerative tourism destinations and business

Reflections

- Reduce the gap between intention and action
  - Impact Hub, Actua Sostenible Programme

- The success of a tourism destination and business is: measure the impact
  - Governance

- How scalability impacts sustainability?

Cases

- Greenland
  - Why? Tourism as colonization
    - Extract, extract, extract
    - How can tourism be beneficiary for all of Greenland
  - Self-adventure tourism
  - Sustainability, tourism, community values
  - Attract in right interieurs
  - We don't know how to do everything, but we will figure it out together

- Casa Leonardo
  - Route with soul
  - Impact, self-esteem of the community
  - Eco-friendly
  - gratitude pallars inclusive
  - Cobrança demanda
  - AS4M management

Purpose

- Holistic view

We need to work collectively

Regenerative Tourism

Contributing to the wellbeing of the community

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#TourismRegenarativ
3. HONEST MARKETING

Developing a honest marketing: when business and values are compatible

EXPLORING

IDENTITY

RAVAL

CULTURAL STORYTELLING

when the story comes, comes the meaning

INTERACTIVE ROUTES

PELAI VIRTUAL MARKET

NFT

VISIT SCOTLAND

Responsible tourism strategy

DATA & TECHNOLOGIES

WE DON’T THINK WE HAVE THE ANSWER.

WE DISCUSS.

SPEAK TO THE RIGHT AUDIENCE.

LISTEN

Wellbeing of our people

INCLUSION

COMMUNITY

COLLABORATION - COOPERATION

COMMUNITY

PROJECTS

EXPERIENTIAL MARKETING

with purpose, for locals & visitors

CREATIVE TRENDS

INNOVATION

SUSTAINABLE IMPACT

INTERNAL CHANGE

SUSTAINABLE

VALUES

NICE TO KNOW

We need to adapt to climate change

Regenerative Tourism

collaborating with the community

#RegenerativeTourism

Generalitat de Catalunya

Government of Catalonia

Ministry of Business and Labour

NECSTour

CATALUNYA

La Pedrera

Barcelona

23.02.22

la CARRETERA del Vi

free emission zone
Regenerative Tourism
contributing to the wellbeing of the community

#RegenerativeTourism
#TourismRegenerate

23.2.22
La Pedrera
Barcelona

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Executive Vice-President NESTour

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