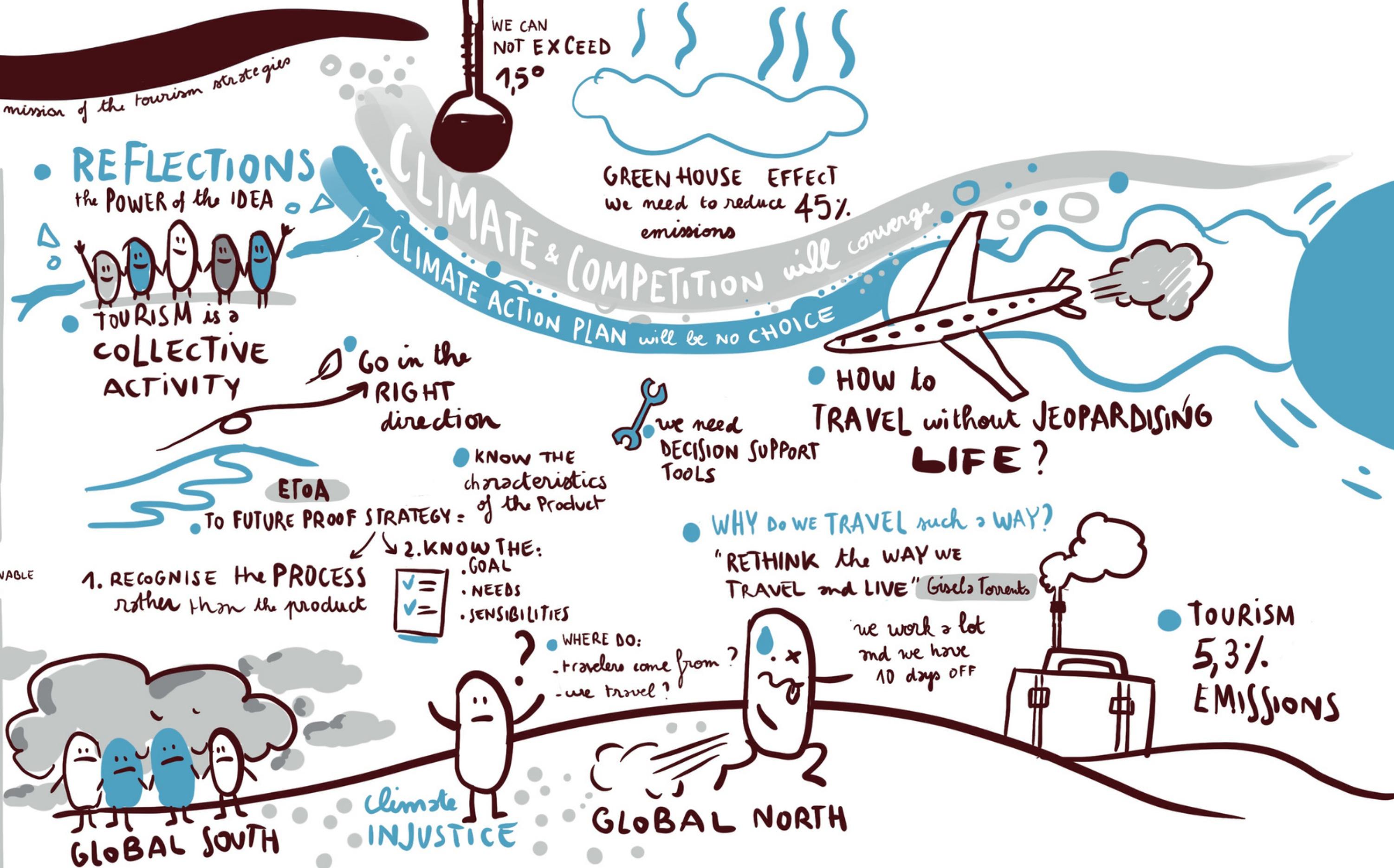


# 1. STRATEGIES

The Wellbeing of the host community, the new mission of the tourism strategies

## CASES

- VISIT FLANDERS
  - create a NEW VISION
  - Positive Power of TOURISM VALUE, PARTICIPATION
  - HOW? WITH FLOURISHING TOURISM?
  - DESTINATIONS: Add VALUE, Participation, QUALITY, STRATEGY
  - BUY empty Places (castle,...) TO BRING THEM BACK to Life
  - and involve different stakeholders & local community
- VISIT VALENCIA
  - SUSTAINABLE TOURISM STRATEGY
  - Be part of the Team
  - REDUCE
    - CARBON Footprint
    - WATER
    - PLASTIC
    - CO<sub>2</sub> emission
    - SUSTAINABLE FOOD
  - ADMINISTRATION COMMUNITY INDUSTRIES
  - BECOME CARBON NEUTRAL destination
- INOUT Hostel
  - 80% workers with SPECIAL NEEDS
  - INTELLECTUAL, VISUAL, HEARING
  - Sometimes clients do not even NOTICE
  - 258 BEDS
  - SOCIAL SUSTAINABILITY
  - ENVIRONMENTAL SUSTAINABILITY
  - CIRCULAR ECONOMY
  - TRYING TO MAKE OUR CONTRIBUTION
  - WATER reuse
  - SOLAR GRIDS



**Regenerative Tourism**  
contributing to the wellbeing  
of the community

23.9.22  
La Pedrera  
Barcelona

#RegenerativeTourism #TurismeRegeneratiu

## 2. GOVERNANCE

Transforming the governance for regenerative tourism destinations and business

## CASES



## • Greenland

WHY? TOURISM OR COLONISM EXTRACT, EXTRACT, EXTRACT  
HOW CAN TOURISM BE BENEFICIARY for ALL of GREENLAND

• Fjord ADVENTURE TOURISM FIT THE RIGHT Tourism

• SUSTAINABILITY: Goodon COMMUNITY VALUES

ATTRACT the RIGHT INVESTORS

we don't know  
How To Do EVERYTHING  
but we will  
FIGURE OUT TOGETHER



## • Casa Leonardo

• ROUTE WITH SOUL  
improve the self-esteem  
of the COMMUNITY

ECO-FRIENDLY  
Certificates help with  
the MANAGEMENT

SOBIRÀNIA alimentaria  
ASSOCIACIÓ 250 socis

SELF-MANAGEMENT



## REFLECTIONS

REDUCE the GAP between  
INTENTION and ACTION

Impact HUB, ACTUA SOSTENIBLE  
programme



The SUCCESS of a TOURISM DESTINATIONS AND  
BUSINESS is:

- MEASURE THE IMPACT
- GOVERNANCE

How SCALABILITY impacts on SUSTAINABILITY?

Address Complexity via COOPERATION

STEWARDSHIP  
programme  
from TRAVEL  
FOUNDATION



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YOU HAVE  
To MAKE  
your DREAM  
come  
TRUE

EXCHANGE  
Knowledge



MOVE  
SUPPORT  
industry

INTEGRATE  
the whole VALUE  
CHAIN INTERLINKAGES

PURPOSE  
the will of the People



HOLISTIC  
VIEW



WE NEED  
To Accelerate  
the CHANGE

ECOUNION

Fit for 55 package  
of the EC and  
Tourism Glasgow  
Declaration

WE need

TO WORK

COLLECTIVELY

CROWD management

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Barcelona

### 3. HONEST MARKETING

Developing a honest marketing: when business and values are compatible

#### CASES

Be The BEST FOR the WORLD



#### EXPLORINS

IDENTITY  
community

RAVAL  
CULTURAL

STORYTelling  
when the story  
comes, comes

the MEANING



EXPERIENTIAL MARKETING "♡"  
with PURPOSE: for locals & visitors

CREATIVE  
TECH

TRIPLE SUSTAINABLE  
IMPACT  
INTERACTIVE  
ROUTES

PELAI  
VIRTUAL  
MARKET



#### REFLECTIONS

communicate  
and position

INTERNAL  
CHANGE  
support



consciousness:  
- destination  
- business  
also the TRAVELER

HONEST marketing

NOBLE VALUES  
fairness, honesty, integrity

ETHICAL CODE  
of CONDUCT

authentic

Make our DESTINATION WORTHY OF BEING  
visited: honest with ourselves

ALIGNED  
SUSTAINABILITY  
sustainable strategy

CATALAN TOURISM BOARD

#### VISIT SCOTLAND

Responsible tourism strategy

DATA & TECHNOLOGIES

we DON'T THINK  
we have the answer

WE DISCUSS  
SPEAK To the RIGHT AUDIENCE

wellbeing  
of OUR PEOPLE

INCLUSION  
COMMUNITY  
COLLABORATION-COOPERATION

LISTEN

renewables  
People are  
CORE ASSETS

ACTIVE  
LISTENING

speak "their language"  
create INNOVATION



WE NEED  
TO ADAPT  
to CLIMATE  
CHANGE

TORRES & EARTH



SHOWING it & DOING it

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# CALL for COMMITMENT

## PANEL DISCUSSION 1. STRATEGIES

### CASES

**VISIT FLANDERS**  
Create a NEW VISION  
Positive Power of Tourism  
How? With a Flourishing Tourism?  
Destinations Add Value, Participation  
Quality, Strategy

**VISIT VALENCIA**  
SUSTAINABLE TOURISM STRATEGY  
Be part of the team  
Reduce CO<sub>2</sub> Emissions  
Carbon Footprint  
Water Usage  
Carbon Neutral destination

**INOUT HOSTEL**  
Work with Special Needs  
Intellectual, physical, with Pictures  
Sometimes clients do not even NOTICE  
25 BES  
SOCIAL SUSTAINABILITY  
ENVIRONMENTAL SUSTAINABILITY  
CIRCULAR ECONOMY

Administration  
Community  
Industries

WATER, WASTE  
SOLAR, GRID

### REFLECTIONS

The WELLBEING of the host community, the new mission of the tourism strategies

WE CAN NOT EXCEED 1,5°

GREENHOUSE EFFECT  
We need to reduce 45% emissions

CLIMATE & COMPETITION will converge

CLIMATE ACTION PLAN will be no CHOICE

TO FUTURE PROOF STRATEGY =  
1. RECOGNISE THE PROCESS  
rather than the product

2. KNOW THE:  
- GOAL  
- NEEDS  
- SENSIBILITIES

WHERE DO:  
- traders come from?  
- we travel?

we work a lot  
and we have  
10 days OFF

GLOBAL SOUTH

GLOBAL NORTH

CLIMATE INJUSTICE

TIME FOR DISCUSSION

change is  
HAPPENING  
THANKS TO YOU

To ALL:  
JOIN  
all4TOURISM platform

Peer to Peer  
work COOPERATION

EXCHANGE of  
PRACTICE

BIG VALUE  
to be in this  
NETWORK  
JOINING efforts

Mr. Vincent Nijs,  
Executive Vice-President NECSTour

Mrs. Ramune GENZBIGELYTE-VENTURI  
DG Grow European Commission

CATALUNYA  
NECSTOUR  
European Regions for  
Competitive and Sustainable Tourism

Generalitat de Catalunya  
Government of Catalonia  
Ministry of Business and Labour

graphic RECORDING

Delphine BOGHOS

## PANEL DISCUSSION 2. GOVERNANCE

Transforming the governance for regenerative tourism destinations and business

### CASES

#### Greenland

WHY? TOURISM as COLONISM  
EXTRACT, EXTRACT, EXTRACT  
HOW can TOURISM be BENEFICIARY for ALL of GREENLAND

FOLLY ADVENTURE TOURISM  
SUSTAINABILITY, GREEN  
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ECO-FRIENDLY  
Certificates help with  
MANAGEMENT

SUBSIDIES  
ASSOCIATION  
250 000

CLUSTER  
GRATITUD PALLARS  
initiative

Address Complexity via COOPERATION  
STEWARDSHIP  
programme  
from TRAVEL  
FOUNDATION

WORK as ONE  
CROWD management

PURPOSE  
the will of the People

HOLISTIC  
VIEW

WE need  
TO WORK  
COLLECTIVELY

COMMON VISION  
CROWD management

REFLECTIONS

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