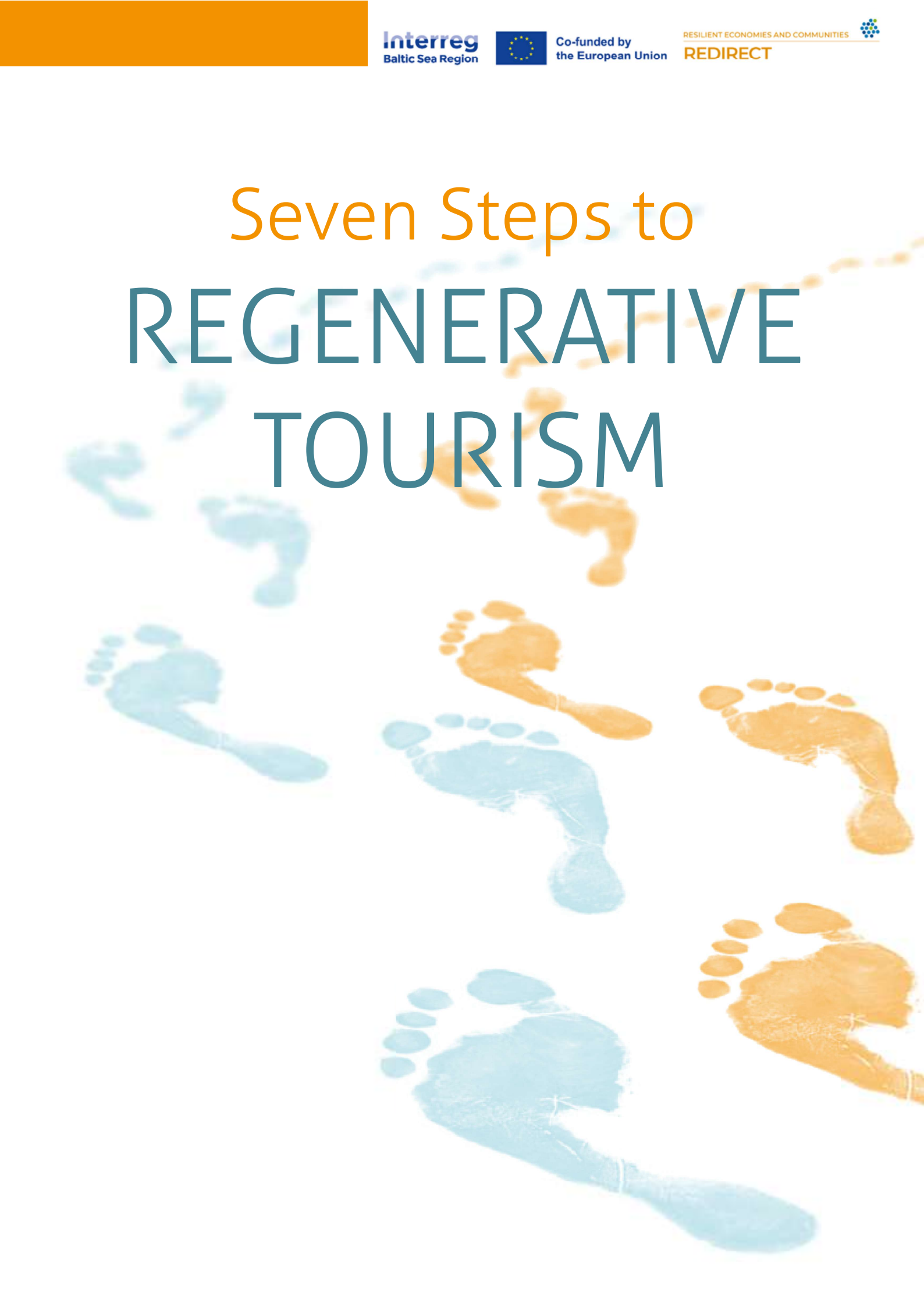
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Seven Steps to REGENERATIVE TOURISM



1. Introduction

1.1 WHY REGENERATIVE TOURISM?

The Baltic Sea Region (BSR) faces ongoing biodiversity stress, pollution and climate-driven pressures, as set out in HELCOM's State of the Baltic Sea 2023 holistic assessment. At the same time, tourism remains a major pillar of the EU Blue Economy, with coastal tourism representing roughly a third of gross value added and over half of jobs in 2022.
Regenerative tourism addresses both challenges by creating net-positive value for nature, communities and visitors.
[Sources: HELCOM HOLAS 3; EU Blue Economy Report 2025].

1.2 WHO THIS GUIDE IS FOR

- Public Authorities (municipal, regional, national)
- Destination Management Organisations (DMOs)
- Tour Operators & Experience Providers
- Local SMEs (hospitality, food, craft, mobility, culture)
- Visitors seeking meaningful, responsible, place-based travel

1.3 HOW TO USE THIS GUIDE

- Linearly – complete each step in sequence
- Modularly – pick steps relevant to your role
- Strategically – as a policy tool
- Practically – as an operational handbook

1.4 WHAT MAKES THE REDIRECT APPROACH UNIQUE

REDIRECT (Interreg Baltic Sea Region, 2025–2028) develops toolkits, indicators and pilots to move destinations beyond sustainability towards regeneration. Its resources can be adopted by Authorities, DMOs and SMEs across the BSR.
[Source: Interreg BSR – REDIRECT project].

1.5 KEY CONCEPTS

- Regenerative tourism – actively restores ecosystems, strengthens communities and improves well-being.
- Living systems – nature, people, culture, economy and infrastructure as interconnected parts.
- Co-creation – collaborative design between residents, businesses, authorities and visitors.
- Place-based – grounded in the ecological, cultural and historical identity of a destination.



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Foundations of Regenerative Tourism

2. Tourism as a Living System

Tourism interacts with ecological and social systems. In the BSR, the EU Strategy for the Baltic Sea Region (EUSBSR) coordinates cross-border action to save the sea, connect the region and increase prosperity. Regenerative tourism aligns destination development with these objectives.
Regenerative experiences are tourism activities intentionally designed to strengthen the living system of a place. They restore ecological functions, uplift cultural identity, contribute to community wellbeing, and invite visitors to participate in caring for the landscapes and stories they encounter. Rather than simply minimising harm, regenerative experiences generate positive impacts—helping people, nature and culture to thrive together.

Roles at a glance

Authorities – policy and environmental frameworks.

DMOs – coordinate ecosystems and collaboration.

Operators & SMEs – deliver place-reflective experiences.

Visitors – participate responsibly and contribute to regeneration.

3. The Role of Visitors in Regenerative Tourism

Visitors are not passive consumers but potential co stewards of place. In a regenerative destination, they contribute time, attention and resources that strengthen local ecosystems, cultures and economies. This section outlines practical ways to invite, enable and recognise meaningful visitor contributions—without shifting responsibility away from institutions and businesses.

Core principles for visitor participation

- Invitation, not obligation: Participation is voluntary, clearly explained and never framed as “pay to atone.”
- Safety and safeguarding: Activities are risk assessed; cultural protocols and ecological limits are respected.
- Do no harm first: A visitor’s “handprint” (positive actions) never justifies avoidable footprint.
- Local benefit first: Activities are designed and led with local actors; value flows are transparent.

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- Learning and reciprocity: Every activity includes reflection and knowledge sharing.
- Accessibility and inclusion: Options exist for different abilities, budgets, faiths and ages.

Visitor handprint: practical contribution pathways

- Nature stewardship: guided eelgrass/wetland planting, dune stabilisation, invasive species removal, biodiversity citizen science.
- Cultural stewardship: heritage maintenance days, language/story exchanges with local knowledge holders, living culture workshops.
- Circular economy: repair cafés, rental/reuse schemes, low waste dining, refill habits and local sourcing choices.
- Slow mobility: choosing rail/ferry/bike/walking, longer stays and shoulder season travel.
- Community wellbeing: volunteering with local NGOs, supporting social enterprises, equitable tipping and fair pricing.
- Knowledge sharing: open trip reports with useful data (wildlife sightings, trail conditions) to feed DMO dashboards.

4. The REDIRECT 7-Step Framework

The seven steps can be followed sequentially or used independently. They connect mapping and vision to co-creation, design, governance, measurement and careful scaling. Small SMEs may begin with product co-creation (Step 3); authorities often start with mapping (Step 1) and governance (Step 5).

4.1 The REDIRECT Toolkit — Supporting Transformation in Practice
To translate regenerative principles into concrete action, REDIRECT provides a suite of practical tools designed for destinations, SMEs, operators and authorities across the Baltic Sea Region. These tools help actors co create, design, measure and continuously improve tourism offers so that they generate net positive value for ecosystems and communities. The toolkit complements the seven step framework and strengthens implementation at every stage of the process.

The Savoir Vivre Guide

The Savoir Vivre Guide supports destinations in defining shared behavioural expectations for both hosts and visitors. It articulates cultural protocols, place based values, and ecological limits in a respectful, welcoming format that helps embed regenerative ethics into everyday practice.

It is particularly useful when:

- establishing a shared purpose and vision (Step 2),
- designing visitor facing content and experiences (Step 4),
- communicating visitor responsibilities and codes of care.

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By clarifying what respectful, reciprocal and place sensitive behaviour looks like, it reinforces the social foundations that regenerative tourism depends on.

The Impact Calculator

The Impact Calculator provides destinations and operators with a structured way to assess both footprint (negative impact) and handprint (positive contribution).

It helps actors measure:

- ecological regeneration supported per experience,
- carbon and resource-use impacts,
- local value creation,
- social and cultural outcomes,
- visitor learning and contribution.

The tool supports Steps 3, 4 and 6 of the framework by allowing teams to:

- pre assess the regenerative potential of new experiences (Step 3),
- shape products and business models with impact data in mind (Step 4),
- embed monitoring, learning and adaptive management (Step 6).

This ensures destinations can demonstrate progress and continuously refine their approach.

Tour Design Checklist & Monitoring Templates

These templates operationalise regenerative principles in the design and delivery of tourism offers. They help operators and DMOs ensure that each experience:

- aligns with cultural and ecological thresholds,
- follows circular economy and low impact principles,
- integrates hands on regenerative opportunities for visitors where appropriate,
- supports fair value flows and community wellbeing,
- is prepared for monitoring and evaluation from day one.

The checklists are central to Step 4 (Design Regenerative Experiences & Business Models), while the monitoring templates carry forward into Step 6 (Measure Impact, Learn & Adapt).
4.2 Regenerative Destination Assessment — Establishing a Shared Baseline (ANNEX 1)

“The Regenerative Destination Assessment” is a practical diagnostic tool that helps destinations understand their starting point and identify priorities for regenerative development. The tool evaluates eight key dimensions—place identity, ecosystems, community wellbeing, participation, circular economy, governance, visitor experience, and learning capacity—providing a holistic picture of the destination system.

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Unlike traditional sustainability audits, this assessment focuses on potential, readiness and regenerative opportunity, rather than compliance or gap finding. It supports dialogue between public authorities, DMOs, businesses, communities and knowledge holders by establishing a shared, evidence based understanding of:

- What makes the place unique
- Where ecosystems need support
- How communities experience tourism
- Where local value flows or leaks
- Whether governance structures enable regeneration
- How visitors currently contribute—or could contribute—to positive impact
- The destination's capacity to learn, measure and adapt

The assessment is essential because regenerative tourism begins with knowing the living system you are working with. It helps destinations:

- build a shared baseline before defining a vision (Step 2) or co creating offers (Step 3)
- identify pressure points, opportunities and leverage areas early in the process
- avoid assumptions by grounding actions in local realities and lived experience
- establish common language and priorities across sectors
- prepare more effectively for long term regenerative governance (Step 5) and monitoring (Step 6)

Used at the beginning of the transformation process, the tool ensures that regeneration efforts grow from the identity, ecology and culture of the place, not from external templates.

PART II

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Step-by-Step Guide

Step 1.1





Map the Tourism Ecosystem as a Living System

Purpose

To establish a shared, evidence-based baseline of the destination as a living system of people, nature, culture, infrastructure and economic flows. This baseline supports all subsequent steps by revealing how tourism currently interacts with ecological boundaries, community wellbeing, cultural identity and local value cycles.
What this step involves

Step 1 combines system mapping with the Regenerative Destination Assessment to produce a complete understanding of current conditions, pressures and regenerative opportunities. Destinations analyse:

- visitor flows and seasonality
- local resources and material cycles
- community relationships and wellbeing
- ecological pressures and sensitivities
- mobility patterns and accessibility
- cultural landscapes, heritage and identity

Fieldwalks, mapping workshops, interviews and cross sector dialogues are used to integrate quantitative data and local lived knowledge. Together they reveal:

- where tourism creates pressure
- where it contributes positively
- where regeneration is possible
- what systemic conditions must change first

The Regenerative Destination Assessment Tool (ANNEX 1) deepens this process by providing a structured, eight dimension evaluation across ecological, cultural, social, economic and governance criteria. It transforms Step 1 from a simple mapping exercise into a co created system diagnosis, enabling a richer and more consistent baseline for all pilot regions — as required by REDIRECT's transnational scope.

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Step 1.1



Why this step matters

A destination cannot regenerate what it does not first understand. System mapping coupled with the Destination Assessment:

- prevents unintended negative impacts
- exposes root causes rather than symptoms
- builds shared understanding and early ownership
- identifies high leverage opportunities for regeneration
- ensures all later steps are grounded in place based realities

Without Step 1, Steps 2–7 risk being fragmented or misaligned with ecological limits and community needs.



How to….

Implement Regenerative Destination Assessment (ANNEX 1)

1. Prepare cross sector participation

Invite actors from tourism, culture, environment, businesses, transport, heritage, youth organisations, social services and knowledge institutions.
The tool is designed to be collaborative, ensuring diversity of experience and insight.

2. Facilitate the assessment workshop or series
   For each of the eight dimensions of the assessment, participants explore:

- What is strong?
- What is under pressure?
- What opportunities exist for regeneration?
- What uncertainties require deeper understanding?

This surfaces tensions, gaps, assets and system patterns not visible through data alone.



3. Combine the assessment with spatial and system mapping
   Merge assessment insights with:

- visitor flow maps
- ecological pressure maps
- cultural landscape analysis
- circularity or resource flow maps
- stakeholder relationship mapping

This builds a multi layered, visual narrative of how tourism interacts with the living system and where regenerative interventions are feasible.

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Step 1.2





4. Identify priority themes and leverage points
   Cross analysis of assessment results reveals:

- where regeneration is most needed
  (e.g., stressed ecosystems or vulnerable communities)
- where local strengths can be scaled
  (e.g., cultural identity, nature assets)
- what structural enablers or barriers exist
  (e.g., governance gaps, mobility challenges)

These become the strategic anchors for Steps 2 & 3.

5. Summarise findings in an accessible baseline report
   The baseline report synthesises qualitative and quantitative in sights into:

- the overall condition of the destination
- pressures and vulnerabilities
- regenerative opportunities
- early risk identification
- themes for future co creation and design

Tasks by stakeholder

Authorities

- Provide environmental, cultural and mobility data needed for mapping.
- Support and participate in fieldwalks, mapping workshops and dialogues.
- Highlight ecological thresholds, protected areas and regulatory considerations.
- Help ensure diverse community representation and access to local knowledge.

DMOs

- Coordinate the Step 1 process, workshops and stakeholder engagement.
- Compile visitor flows, seasonality patterns and tourism relevant datasets.
- Facilitate use of the Regenerative Destination Assessment across groups.
- Synthesize insights into early drafts of the baseline and system maps.

Step 1.3





Tour Operators & SMEs

- Contribute frontline insights on visitor behaviour, pressure points and opportunities.
- Share operational data (seasonality, resource use, mobility).
- Identify regenerative, circular or community linked opportunities.
- Validate mapping outputs based on practical knowledge of place and visitor patterns.

Communities, Cultural Actors & NGOs (optional but recommended, mirrors other steps)

- Contribute place-based knowledge, cultural insight and lived experience.
- Identify sensitive sites, cultural assets and wellbeing related concerns.
- Participate in assessment workshops to ensure social and cultural dimensions are represented.

Outputs

- Regenerative Destination Assessment Summary Report Covering strengths, pressures, gaps and regenerative opportunities across the eight dimensions.

- Shared cross-sector baseline

Including ecological, cultural, social, economic and governance conditions.

- Priority themes & leverage points

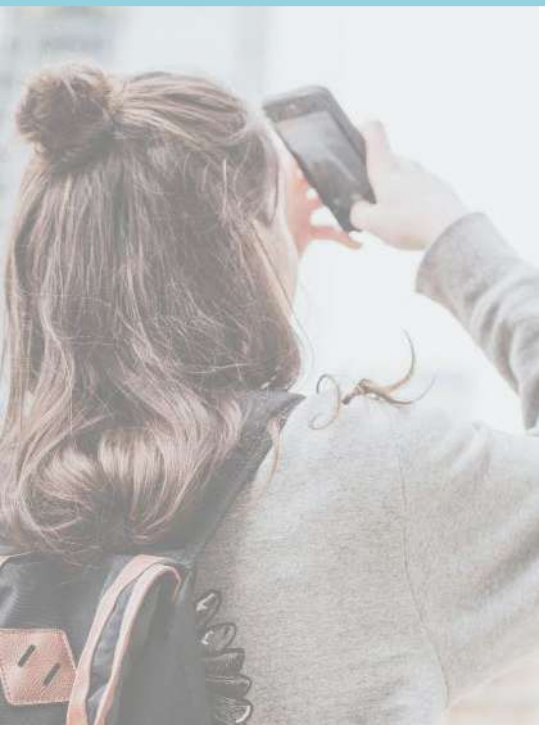
To guide Step 2 (Shared Vision) and Step 3 (Co-Creation).

- Integrated System Map

Combining assessment insights with spatial, ecological and cultural mapping to visualise system dynamics.

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Step 2



Define Purpose & Shared Vision with Communities



To co-create a shared, place-rooted and future-oriented purpose for tourism, grounded in the destination's ecological realities, cultural identity, community wellbeing priorities, and regenerative opportunities identified in Step 1.
The shared vision serves as the guiding star for all subsequent stages of the REDIRECT process—ensuring that destination development is mission-driven, values-based, and co-owned across sectors.

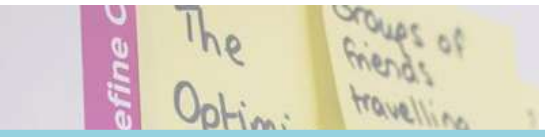
What this step involves

Building on the baseline understanding generated in Step 1—including system maps, leverage points and the Regenerative Destination Assessment results—Step 2 invites residents, SMEs, cultural carriers, authorities, youth and environmental actors to articulate:

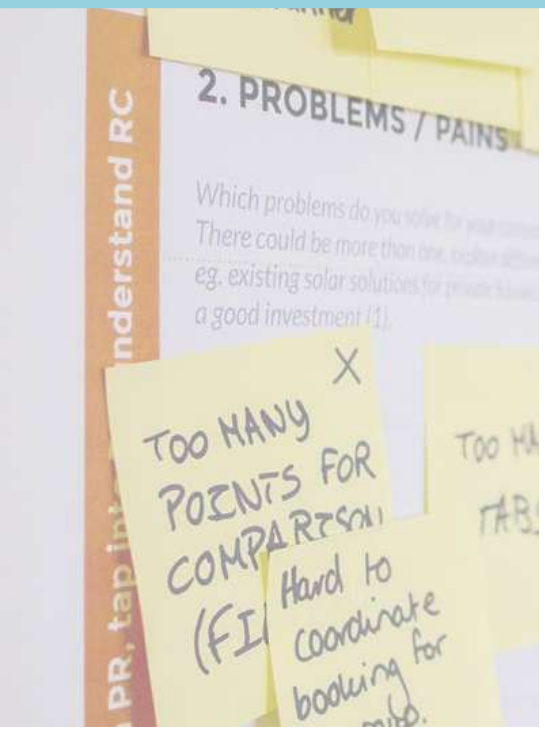
- What a thriving future looks like for their place,
- How tourism can contribute positively to nature and community wellbeing,
- What values and principles must guide decision making,
- What forms of tourism should be prioritised, limited, phased out or transformed,
- What safeguards must be in place to protect ecological and cultural integrity.

Activities may include listening sessions, visioning circles, creative workshops, community cafés, cultural storytelling sessions, youth-led dialogues, and scenario exploration.
Insights from the Regenerative Destination Assessment (Step 1) help anchor the vision in real system conditions rather than abstract aspirations.

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Step 2.1







Why this step matters

Without a shared purpose, tourism development becomes fragmented, reactive or captured by narrow interests. A regenerative vision:

- ensures alignment across authorities, DMOs, SMEs, NGOs and communities,
- strengthens legitimacy, trust and accountability,
- prevents greenwashing and misalignment with ecological limits,
- ensures strategy is built on what matters most to the people who live there,
- empowers communities as co architects of the future, not passive stakeholders,
- creates the north star that guides co creation in Step 3 and design choices in Step 4.

A regenerative vision transforms tourism from an extractive industry into a means of protecting place, strengthening culture, and enhancing wellbeing.

How to….

1. Prepare an inclusive, cross sector engagement process
   Use the Step 1 baseline results to identify who needs to be in the room.

Include:

- residents, families, youth
- cultural knowledge holders, artists, heritage actors
- SMEs & tourism operators
- environmental NGOs and conservation authorities
- mobility and infrastructure actors
- social services & wellbeing organisations
- local authorities / DMOs
- seasonal workers or part-time residents

REDIRECT Tool: Regenerative Destination Assessment
→ Use findings to ensure representation of under voiced groups (wellbeing gaps, governance gaps).

2. Create shared understanding using Step 1 materials
   Before visioning, participants need a common narrative of current conditions:



Step 2.2





Use:

- system maps (visitor flows, value flows, ecological pressures)
- relationship maps
- cultural landscape maps
- leverage points & vulnerabilities
- results from the Regenerative Destination Assessment (8 dimensions)

This ensures the vision is grounded in ecological reality and community priorities rather than assumptions.

3. Facilitate visioning workshops

- Design one or more workshops such as:
- “Future of our Place” circle conversations
- Regenerative tourism mural building
- Scenario co development (preferred, feared, business as usual, regenerative futures)
- Cultural storytelling sessions: “What must endure?”
- Youth led future labs

Key reflective prompts:

- “What does thriving look like here in 10–20 years?”
- “How do we want visitors to experience our culture, heritage, nature?”
- “What must tourism restore rather than consume?”
- “What values must guide tourism?”
- “What impacts do we refuse to accept?”

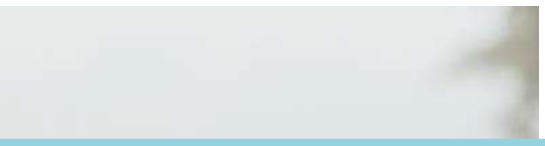
This stage creates vision statements, values, and priority outcomes.

4. Translate dreams into guiding principles and commitments
Synthesise the insights into a Shared Regenerative Purpose, supported by 5–10 principles such as:

- tourism gives more than it takes
- ecological limits are respected
- culture is safeguarded and celebrated
- visitors become contributors
- value circulates locally
- wellbeing is prioritised
- governance is transparent and inclusive

These become the decision-making compass for Steps 3–7.

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Step 2.3



5. Validate and refine across communities

- Share the draft vision widely via:
- town halls
- online surveys
- libraries, schools, cafés, visitor centres
- meetings with SMEs, NGOs, cultural actors
- youth debate groups

Collect feedback and adjust until there is broad trust and resonance.

6. Finalise the Shared Regenerative Vision & Purpose
The final vision document includes:

- the Shared Purpose statement
- guiding principles
- the long term horizon (10–20 years)
- how tourism contributes to regeneration
- commitments from authorities, SMEs and community actors
- connection to ecological limits and cultural identity

This document serves as a foundation for Step 3 (Co Creation) and a “north star” for all toolkit applications.



Tasks by stakeholder

Authorities

- convene the visioning process
- ensure representation from diverse groups
- align vision with climate, biodiversity & wellbeing strategies
- provide access to local data and policy documents

DMOs

- coordinate engagement
- communicate purpose and process
- synthesise inputs into coherent vision drafts
- support translation into tourism strategy
SMEs & Tour Operators
- articulate desired future visitor behaviour
- identify opportunities for regenerative business models
- commit to shared values and guiding principles

Communities & NGOs

- share local knowledge, heritage, lived experience
- identify cultural and ecological priorities
- validate the final vision

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Step 3



Co-Create Regenerative Value

Purpose

To collaboratively design tourism activities, practices, and experiences that create net-positive value for nature, culture, and community wellbeing.
Co-creation turns the shared vision from Step 2 into tangible prototypes, grounded in place identity, ecological limits, cultural integrity, and community priorities identified in Step 1.
This step ensures that regenerative tourism becomes something designed with people and place, not for them.



What this step involves

Building on the baseline (Step 1) and shared regenerative purpose (Step 2), local actors come together to:

- Identify opportunities where tourism can strengthen ecosystems, culture, wellbeing or local economies.
- Develop prototype ideas for regenerative experiences, services, and value flows.
- Explore new forms of visitor participation and contribution.
- Test how activities align with ecological boundaries and cultural protocols.
- Identify business, operational and behavioural changes needed to support regeneration.

Co-creation formats include design sprints, community labs, creative workshops, outdoor prototyping, participatory mapping, and scenario testing.
The process is iterative, exploratory and highly collaborative.

Why this step matters

Regenerative tourism relies on relationships and reciprocity.
Co-creation ensures that:

- solutions arise from local identities, stories and lived knowledge,
- designs remain ecologically grounded,
- value flows are fair and transparent,
- communities see themselves as active stewards,

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Step 3.1



- visitors become participants, not passive consumers,
- business models reflect shared priorities rather than external pressures,
- interventions gain legitimacy and long-term support.

Without co-creation, regeneration risks becoming superficial or imposed.

How to….

1. Build on the shared purpose and baseline
Start each co creation session by grounding participants in:

- The Step 1 system map (flows, pressures, assets).
- The Regenerative Destination Assessment results (8 dimensions).
- The Shared Purpose & Guiding Principles from Step 2.
- Identified leverage points, vulnerabilities, and opportunities.

This ensures that all ideas arise from a common foundation of place based knowledge.



2. Form diverse co creation groups
Include:

- SMEs (guides, accommodations, producers, transport)
- Cultural carriers and knowledge holders
- Nature stewards and environmental NGOs
- Local residents and youth
- Authorities and DMOs
- Seasonal actors (e.g., harbour cooperatives, craft clusters)
- Accessibility, mobility or social inclusion groups

Diversity strengthens creativity and ensures solutions reflect whole system thinking.



3. Explore regenerative opportunity areas
Use insights from Step 1 and Step 2 to identify core opportunity themes, such as:

- ecological restoration or stewardship
- circular economy integration
- wellbeing and slow experiences
- heritage revitalisation and cultural immersion
- local supply chain strengthening
- off season regenerative experiences
- community led experiences
- youth driven or intergenerational learning

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Step 3.2



These opportunity areas become the design arenas for the co creation sessions.

4. Co design regenerative experiences & activities
Facilitate working sessions to develop:

- Experience concepts (e.g., regenerative food journeys, cultural learning days, habitat supportive walks)
- Visitor participation elements (monitoring, stewardship, storytelling)
- Community led activities (craft knowledge, heritage maintenance, seasonal rituals)
- Nature positive tourism actions (eelgrass planting, species monitoring, dune protection)
- Circular operational actions (refill systems, local procurement, waste to resource loops)
- Wellbeing and mental health oriented experiences

Use creative tools:
sketching | prototyping | storyboarding | journey mapping | “critical friend” review | field tests.

5. Test alignment with ecological and cultural thresholds

- Ensure each prototype complies with:
- ecological limits (species, habitats, carrying capacity)
- nature sensitivity periods (breeding seasons, tidal areas)
- cultural protocols and community boundaries
- safety and safeguarding requirements
- accessibility needs
- Step 2 guiding principles

REDIRECT Tool: Tour Design Checklist & Monitoring Templates
→ Use the checklist as a screening tool to evaluate prototype feasibility.

6. Identify required business model elements
For each co created idea, determine:

- potential value flows and revenue models
- circular flows and cost savings
- reinvestment mechanisms for restoration (e.g., 5% local fund)
- partnership requirements
- equity considerations (who benefits?)

This bridges Step 3 with the business model work in Step 4.





Step 3.3



7. Document prototypes and prepare for testing
   Each prototype should include:

- concept description
- desired regenerative outcomes
- visitor learning/handprint potential
- resource needs
- partners involved
- ecological/cultural considerations
- metrics to test later (linked to KPIs)

This documentation flows into Step 4 Design & Step 6 Impact Assessment.

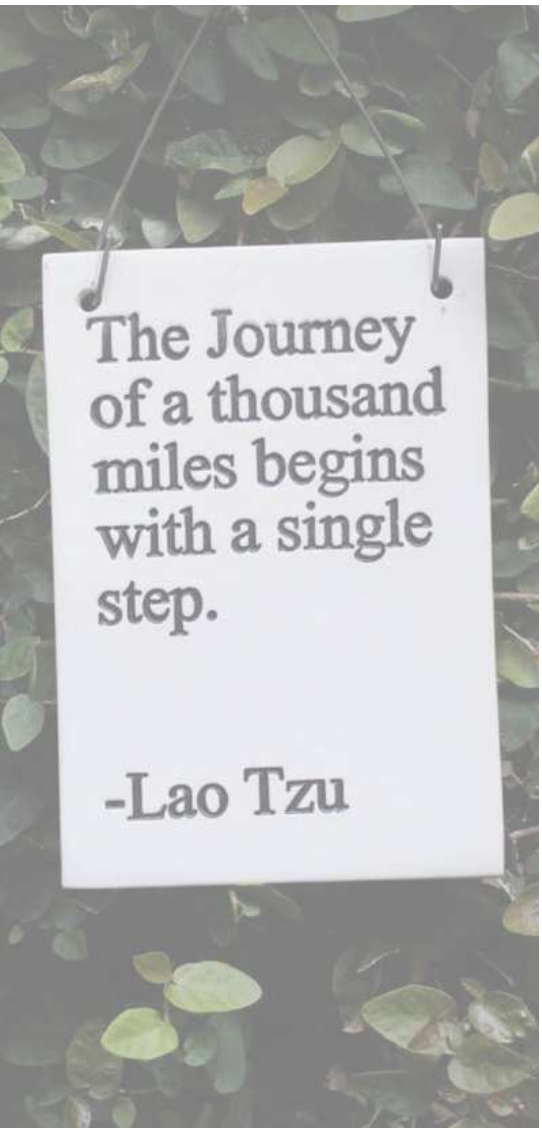
Tasks by stakeholder

Authorities
- support access to public spaces or pilot sites
- ensure alignment with regulations
- help integrate co created ideas into planning or policy

DMOs
- coordinate co creation sessions
- facilitate partnerships between SMEs and cultural/environmental actors
- document prototypes and ensure alignment with the Shared

Purpose
Tour Operators & SMEs
- contribute operational expertise
- prototype and test experience elements
- integrate circularity and low impact practices

Communities & NGOs
- contribute traditional knowledge, lived experience, local needs
- validate cultural and ecological fit
- lead or co lead co created experiences



PART II

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Step 4



Design Regenerative Experiences & Business Models Purpose

To transform the shared vision (Step 2) and co-created concepts (Step 3) into concrete tourism experiences and operational models that regenerate nature, strengthen culture, enhance community wellbeing, and circulate local value.
Step 4 is where regenerative ambition becomes practical design: experiences, services, business models, partnerships, visitor journeys and impact pathways.



What this step involves

Drawing on the insights from Steps 1–3, destinations design experiences that:

- reflect place identity and cultural depth
- respect ecological boundaries and seasonal rhythms
- provide meaningful visitor contribution pathways
- strengthen circularity and local value cycles
- support wellbeing (visitors, communities, nature)
- reduce footprint and maximise handprint
- demonstrate fair value distribution along the supply chain

This step turns prototypes into operationally feasible, ethically grounded, and regenerative offers, ready for piloting in Step 5 and testing in Step 6.

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Step 4.1



Why this step matters

Experiences are “where regeneration meets the visitor.”
Design determines whether tourism:

- regenerates or depletes ecosystems
- strengthens or erodes culture
- supports or harms wellbeing
- circulates or extracts local value
- empowers or sidelines communities
- transforms visitors or leaves no trace
- contributes to climate resilience or accelerates risk

Regenerative tourism becomes real when design choices consistently give more than they take.



How to…

1. Ground design in system intelligence (Steps 1–3)
   Use as design constraints and opportunities:

- Step 1 system maps (flows, vulnerabilities, assets)
- Regenerative Destination Assessment findings (8 dimensions)
- Step 2 Shared Purpose + guiding principles
- Step 3 co created prototypes & opportunity areas

This ensures that each experience design is:

- ecologically grounded,
- place specific,
- community shaped, and
- aligned with long term purpose.



2. Refine co created prototypes into experience architectures
   Each prototype becomes a draft “experience architecture” including:

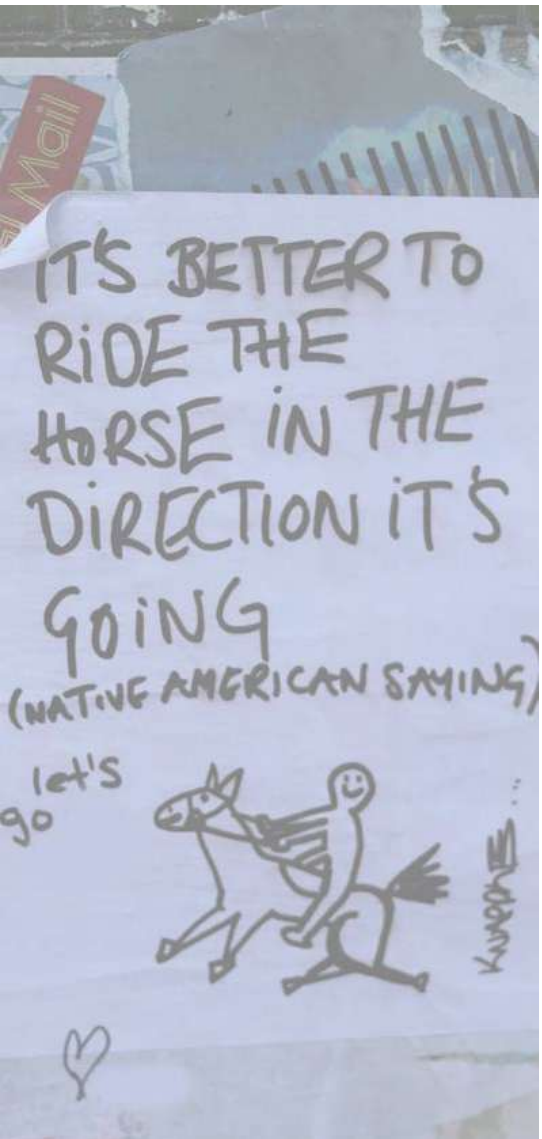
- a narrative or storyline rooted in place identity
- touchpoints (before, during, after the visit)
- sensory and learning elements
- regenerative actions or stewardship elements
- community involvement or leadership
- required partnerships
- expected visitor handprint
- key regenerative outcomes
- accessibility, risk and safeguarding considerations
- seasonal adjustments

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Step 4.2





Techniques:

journey mapping • field prototyping • creative sprints • cultural review circles.

3. Integrate ecological limits & regenerative opportunities
   Use ecological knowledge from Step 1 to define:

- areas of high sensitivity (to avoid)
- areas suitable for restoration (to include)
- seasonal windows for minimal disturbance
- carrying capacities based on local thresholds
- low impact mobility pathways

REDIRECT Tool: Tour Design Checklist & Monitoring Templates
→ Apply as a screening and design tool to ensure ecological compliance and regenerative alignment.

4. Embed cultural integrity & community value
   Designs should:

- involve cultural knowledge holders in leadership roles
- reflect authentic narratives, skills, traditions
- respect cultural boundaries and sacredness
- support revitalisation of heritage practices
- strengthen local pride and identity

REDIRECT Tool: Savoir Vivre Guide
→ Use it to define cultural protocol, visitor behaviour expectations, respectful engagement, and community-facing communication.

5. Design visitor participation & contribution pathways
   Define specific ways visitors can meaningfully contribute:

- species monitoring
- habitat restoration activities
- cultural preservation tasks
- local knowledge exchange
- circular behaviour (refill, repair, reuse)
- supporting local social initiatives
- choosing low-impact mobility

Visitor participation helps convert experiences from “consumption” into co-stewardship.

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Step 4.3







6. Integrate circular economy principles
   Design for:

- low waste, low energy operations
- local procurement (food, crafts, materials)
- refill infrastructure
- repair/re use loops
- composting or material recovery
- climate positive mobility options

Circularity increases resilience, lowers cost and reinforces local value cycles.

7. Define a regenerative business model
   Key questions:

- How does value flow—and who benefits?
- What portion of revenue is reinvested into restoration or community funds?
- What circular cost savings can be built in?
- What partnerships strengthen local resilience?
- What pricing structures support fairness and inclusivity?
- How can experiences be designed for off season wellbeing?

Outputs include:

- revenue models
- partnership agreements
- reinvestment strategies
- circular procurement plans

8. Test experience design with local stewards
   Use structured feedback rounds with:

- residents
- cultural actors
- SMEs
- environmental organisations
- authorities

Refine designs until they meet ecological, cultural and community standards

.

REDIRECT Tool: Impact Calculator

→ Use to estimate expected handprint and footprint for each experience design.

→ Compare prototypes for maximum long term regenerative benefit.



Step 4.4



9. Finalise experience portfolios
   Define:

- core regenerative experiences
- supplementary or seasonal offers
- long stay programs
- visitor participation options
- risk and safeguarding protocols
- staffing, logistics and operational procedures

These become ready for piloting in Step 5.

Tasks by stakeholder

Authorities

- ensure compliance with ecological, cultural and safety regulations
- enable access to public assets for responsible use
- support circular procurement and mobility systems

DMOs

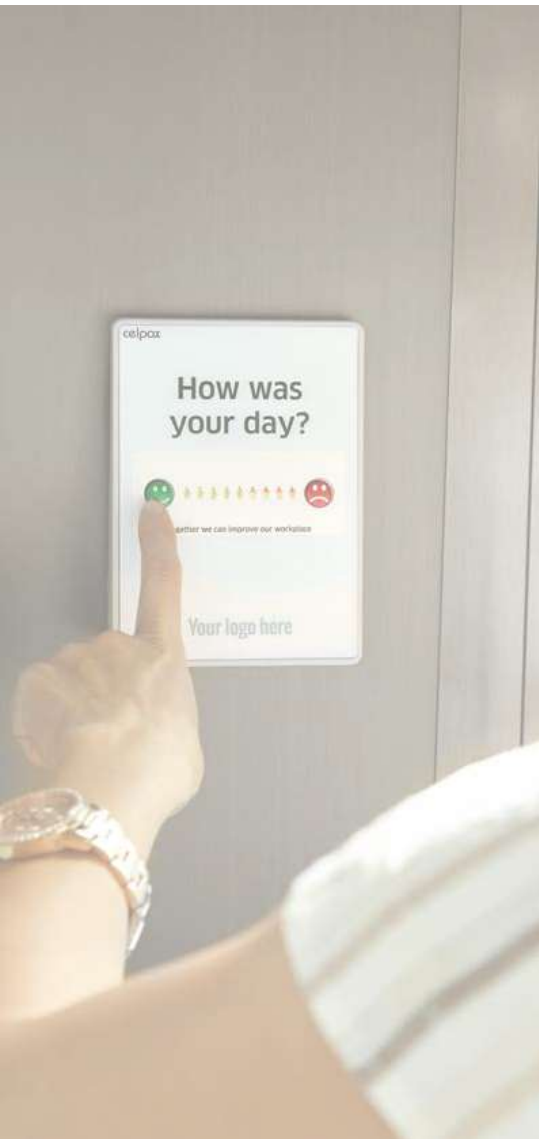
- coordinate prototyping and design labs
- support partnerships and communication
- integrate designs into destination narratives and marketing

SMEs & Tour Operators

- provide operational insight
- test prototypes
- incorporate circularity and regenerative practices
- develop fair pricing and value distribution models

Communities & Cultural Actors

- co lead cultural design elements
- validate authenticity and appropriateness
- steward place-based knowledge



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Step 5



Implement Collaborative Governance Purpose





To establish transparent, inclusive and long-term governance structures that support regenerative tourism development beyond individual projects or actors.

Collaborative governance ensures that decisions are made openly, responsibilities are shared fairly, and all stakeholders have a meaningful role in shaping the future of tourism as part of a living system.

Through this step, destinations strengthen trust, continuity, accountability, and legitimacy, ensuring that regenerative practices persist over time.

What this step involves

Building on the shared purpose (Step 2), co created concepts (Step 3), and regenerative experience designs (Step 4), Step 5 creates the institutional backbone needed to support ongoing coordination, learning, and stewardship.

Governance in REDIRECT includes:

- multi actor steering structures (authorities, DMOs, SMEs, community, culture, environment)
- shared decision making processes
- open channels for dialogue and conflict resolution
- agreed upon principles and benefit sharing frameworks
- continued use of data and insights from Steps 1–4
- monitoring and adaptive management practices (preparing the ground for Step 6)

Governance structures operate as a bridge between aspiration and action, enabling sustained regeneration beyond the project timeline.

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Step 5.1



Why this step matters

Regeneration is long-term and cannot rely solely on temporary initiatives or isolated actors.

Collaborative governance:

- ensures continuity across political cycles and staff turnover
- maintains integrity of regenerative principles throughout scaling
- prevents extractive decision-making and greenwashing
- builds trust across community, businesses and authorities
- supports resilience when unexpected changes occur
- makes space for collective learning and adaptation (Step 6)
- strengthens transnational collaboration through the REDIRECT network

Without governance, regeneration risks becoming fragmented, vulnerable, or short lived.



How to….

1. Establish a multi stakeholder governance structure
   Create or formalise a governance body (e.g., steering group, public–private–community partnership) that includes:

- local and regional authorities
- DMOs
- SMEs and operators across sectors
- community representatives
- cultural knowledge holders
- environmental organisations
- youth or education actors

Clarify roles, mandates, and working methods.

2. Agree on shared governance principles and decision rules
   Use outputs from Step 2 (Shared Purpose & Values) to define:

- principles for inclusion and transparency
- criteria for evaluating tourism proposals
- ethical and ecological boundaries
- conflict-resolution mechanisms
- benefit sharing expectations
- equity and accessibility commitments

These principles become the “constitution” of regenerative governance.

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Step 5.2



3. Integrate insights from Steps 1–4 into governance routines
   Governance bodies should actively use:

- Step 1 baseline & system maps (pressure points, leverage points)
- Step 2 guiding principles
- Step 3 co created opportunity areas
- Step 4 design and feasibility screens

This ensures decisions remain systemic and place rooted, not reactive.

4. Facilitate continuous dialogue and collaboration
   Implement a rhythm and structure for:

- regular governance meetings
- open community dialogues
- cross sector planning sessions
- knowledge sharing and learning events
- coordination with regional/national bodies

This creates a “living governance process.”

5. Ensure transparency and documentation
   Maintain:

- open-access summaries of decisions
- accessible reports, minutes, and process documentation
- stakeholder feedback channels
- public communication of priorities and progress

Transparency reinforces trust and reduces conflict risk.

6. Support long term stewardship and continuity
   Strengthen governance durability by:

- embedding tourism strategy in broader municipal/regional policies
- integrating regenerative tourism into annual planning and budgeting
- ensuring new staff or elected officials can enter a stable governance structure
- preparing for long term monitoring (Step 6) and careful scaling (Step 7)



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Step 5.3



7. Use REDIRECT tools to support governance decisions

- Regenerative Destination Assessment (Step 1 tool):

Use it as a reference to ensure governance actions address the eight systemic dimensions (identity, ecology, wellbeing, co creation, circularity, governance, visitor potential, readiness).

- Tour Design Checklists & Monitoring Templates:

Apply them to standardise evaluation of new proposals, monitor experiences, and ensure continued ecological and cultural integrity.

- Impact Calculator:

Use in governance decisions to compare impact scenarios and prioritise high handprint options.

- Savoir Vivre Guide:

Integrate cultural protocols and behavioural expectations into governance frameworks for communication, visitor management and quality standards.



Tasks by stakeholder



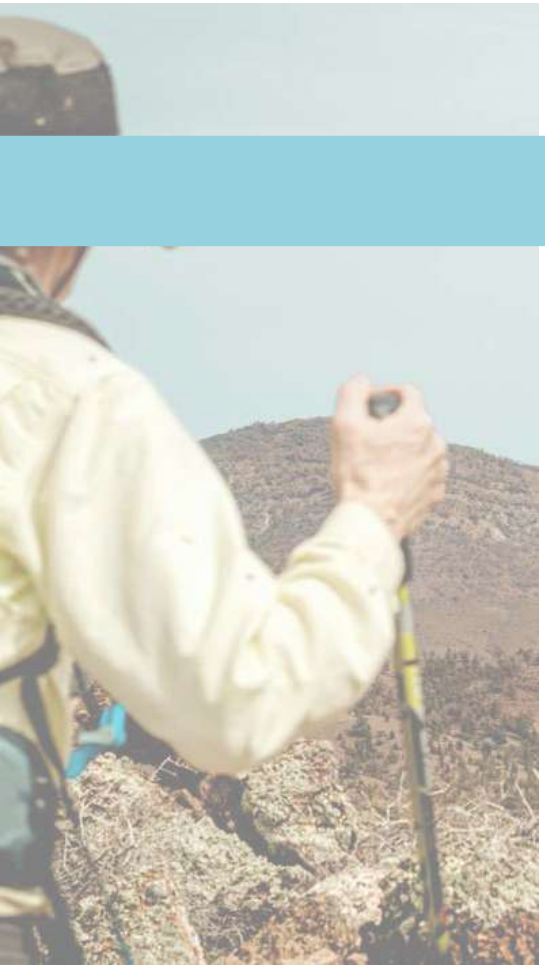
Authorities

- Establish or mandate governance structures and ensure alignment with broader policies.
- Provide regulatory, strategic and environmental expertise.
- Guarantee transparency, fairness and community representation.
- Integrate regenerative tourism into long term planning and budget cycles.

DMOs

- Coordinate governance meetings and facilitation.
- Maintain communication across all actors.
- Align governance decisions with Shared Purpose and guiding principles.
- Provide ongoing data and insights from Steps 1–4 to inform decisions.
- Ensure decision-making remains tourism relevant and cross sector.

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Step 5.4



Tour Operators & SMEs

- Bring practical knowledge on feasibility, visitor behaviour and market demand.
- Participate in shared decision-making.
- Adhere to governance principles in their operations.
- Provide feedback on impacts and operational constraints.

Communities, Cultural Actors & NGOs

- Represent cultural, ecological and social wellbeing priorities.
- Validate governance choices against community needs and cultural integrity.
- Support conflict resolution and co stewardship agreements.

Environmental & Nature Actors

- Provide ecological thresholds, risk assessment, and long term stewardship insight.
- Ensure tourism governance supports conservation and restoration priorities.

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Step 6

Measure Impact, Learn & Adapt



Purpose

To evaluate how regenerative tourism activities influence nature, communities, culture, and local economies—and to use these insights to refine, adjust and strengthen the destination's regenerative journey.
This step turns data, stories, reflection and lived experience into learning and adaptive action, ensuring that regenerative tourism remains responsive, accountable and genuinely transformative over time.
Impact in a regenerative system is dynamic, not static: it must be measured regularly, understood collectively and used to guide next steps.

What this step involves

Destinations gather qualitative and quantitative insights to understand:

- ecological regeneration & reduced ecological pressure
- improvements in community wellbeing and cultural vitality
- circularity and local value retention
- visitor learning, contribution and transformation
- the effectiveness and feasibility of co created experiences
- governance performance and collaboration quality

Impact measurement is conducted with simplicity, transparency and shared learning in mind—not as a compliance process but as a tool to help actors evolve together.



Step 6.1



Activities include:

- stakeholder reflection sessions
- visitor and community surveys
- use of the Impact Calculator (REDIRECT tool)
- monitoring via simple checklists and templates
- data collection from SMEs, DMOs and authorities
- participatory review of what worked, what didn't, and why

Why this step matters

Regeneration requires ongoing learning and adaptation, because:

- ecosystems change,
- communities evolve,
- cultural practices transform,
- visitor behaviour shifts,
- climate, mobility and economic conditions vary.



Step 6 ensures that:

- actions remain aligned with the Shared Purpose (Step 2),
- designs from Step 4 are continuously improved,
- governance in Step 5 makes evidence based decisions,
- scaling in Step 7 protects integrity and avoids unintended consequences.

Without Step 6, destinations risk drifting away from ecological reality, community priorities, or regenerative goals.

How to….

1. Use Step 1 baselines as reference points
Impact cannot be understood without comparison.

Start by returning to:

- the Step 1 Regenerative Destination Assessment
- system maps (ecology, culture, flows, mobility)
- wellbeing, governance and circularity baselines
- priority leverage points

These baselines help determine how conditions have shifted as a result of regenerative actions.

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Step 6.2



2. Gather quantitative and qualitative data
Collect data that reflects both footprint reduction and handprint creation:

Quantitative examples
- ecosystem indicators (species presence, habitat health)
- water/energy use, emissions, waste reduction
- local value retention and financial metrics
- visitor mobility patterns
- participation numbers in restoration or cultural activities

Qualitative examples
- community wellbeing reflections
- visitor learning and transformation stories
- cultural knowledge holder feedback
- SME experience with circular practices
- governance trust and collaboration quality

A mix of both gives a fuller understanding of system wide change.



3. Apply the REDIRECT Impact Calculator
Use the Regenerative Tourism Impact Calculator to assess:
- visitor footprint (negative impact)
- visitor handprint (positive contribution)
- carbon, water, waste and resource metrics
- social and economic impact
- local procurement
- wellbeing and learning indicators
- comparison between standard tourism and regenerative experiences

This supports evidence based decision making in governance structures.

4. Use Tour Monitoring Templates & Checklists
Apply the REDIRECT Monitoring Templates to track:
- ecological integrity
- cultural sensitivity
- wellbeing impacts
- circularity compliance
- visitor experience quality
- community involvement
- safety & safeguarding

Frequent, simple monitoring prevents drift away from regenerative intent.

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Step 6.2



5. Facilitate shared reflection and learning sessions
Gather actors from SMEs, authorities, DMOs, NGOs, cultural organisations and community groups to reflect on:

- What worked?
- What didn't?
- What surprised us?
- What needs to change?
- What new opportunities emerged?
- What risks appeared?
- How did the Shared Purpose guide our decisions?

These collective learning spaces strengthen relationships, trust and stewardship.

6. Identify adaptive actions
Based on findings:

- refine or redesign experiences (Step 4),
- strengthen governance (Step 5),
- revisit values and priorities (Step 2),
- adjust business models and partnerships,
- shift resource allocation,
- update monitoring tools and indicators,
- recalibrate ecological or cultural thresholds.

Adaptation is a core regenerative competence.

7. Communicate impacts openly
Share insights with:

- communities
- SMEs
- visitors
- authorities
- media
- regional networks

Transparent communication builds trust, attracts aligned visitors, and strengthens legitimacy.

8. Feed learning forward into Step 7
Step 6 insights are essential for mindful scaling in Step 7:

- identify what is ready to scale
- protect fragile ecologies or cultural assets
- strengthen governance integrity
- ensure that impact grows "in depth" before "in volume"

This ensures scaling enhances regeneration rather than causing new pressures.

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Step 6.3



Tasks by stakeholder

Authorities

- Provide environmental, cultural and social monitoring data.
- Participate in reflection and adaptive management sessions.
- Help align corrective actions with wider policies and regulations.
- Support long-term stewardship beyond project timelines.

DMOs

- Coordinate data collection, monitoring and reporting.
- Facilitate impact reflection workshops across stakeholder groups.
- Compare results with Step 1 baselines and Step 2 guiding principles.
- Communicate impact insights transparently to the public.

Tour Operators & SMEs

- Monitor visitor behaviour and operational impacts.
- Share data on value flows, seasonality and circularity.
- Provide insights on feasibility and areas requiring redesign.
- Participate in adaptive actions for improving experiences.

Communities, Cultural Actors & NGOs

- Reflect on cultural integrity, wellbeing and community changes.
- Provide feedback on the impact of tourism on daily life and cultural practices.
- Help identify social or ecological risks and opportunities.

Environmental Actors

- Provide expert ecological monitoring.
- Assess restoration outcomes and species/habitat changes.
- Recommend precautionary or adaptive measures.



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Step 7



Regenerate & Scale Mindfully

Purpose

To strengthen successful regenerative practices and share learning without compromising the ecological, cultural or social integrity of the place. Step 7 prioritises depth over volume, enabling destinations to expand regenerative impact while safeguarding what makes the place unique.

Scaling is not about increasing numbers of visitors or products—it is about increasing positive impact, strengthening system health, and enabling others to learn from and adopt regenerative practices. This step ensures the long-term viability, resilience and authenticity of the regenerative approach introduced through REDIRECT.



What this step involves

Step 7 invites destinations to:

- Consolidate and strengthen regenerative practices that proved effective in Step 6
- Expand high impact experiences, relationships, and stewardship mechanisms gradually and safely
- Share lessons, tools and methods with peers, networks and neighbouring regions
- Prevent over exposure, over scaling or cultural/ecological harm
- Use monitoring data (Step 6) and governance structures (Step 5) to guide scaling decisions

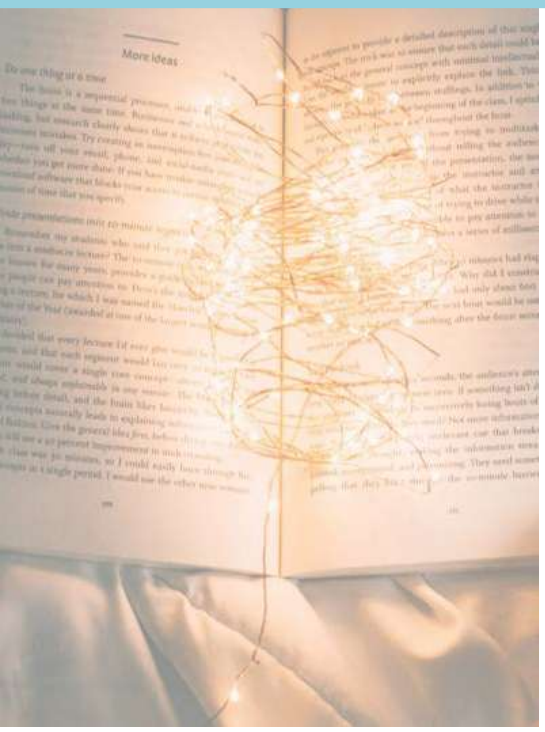
Activities may include:

community scaling dialogues, seasonal reviews, peer to peer learning, careful capacity assessments, and documentation of high impact cases.

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Step 7.1



Why this step matters

Scaling too fast or in the wrong way can undermine regeneration, creating pressure on ecosystems, residents, heritage and governance.

Mindful scaling ensures that:

- regeneration grows in quality and depth
- scaling supports community wellbeing and ecological resilience
- culture remains protected and authentically expressed
- governance remains capable of handling increased complexity
- visitors are aligned and well prepared
  (Step 2 principles + Savoir Vivre)
- learning is shared across regions without imitation that harms local identity

Regenerative tourism spreads by inspiration, storytelling and demonstration, not by mass expansion.



How to….

1. Review and consolidate what works (from Step 6)
   Using Step 6 impact evidence and reflection:

- identify experiences with strong ecological, cultural and wellbeing impact
- highlight business models with fair value distribution
- identify governance practices that increased trust or continuity
- refine or remove activities that showed limited value or risk
- clarify what makes each regenerative practice uniquely rooted in place

This forms the foundation for safe expansion.

2. Assess capacity and ecological/cultural thresholds
   Scaling must remain within ecological boundaries and community-defined comfort levels.

Determine:

- safe visitor thresholds (seasonal, spatial, activity-based)
- cultural capacity (respect, narrative sensitivity, community expectations)
- governance capacity (staffing, time, mandate)
- SME operational capacity
- environmental constraints (breeding periods, habitat fragility, climate risks)

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Step 7.2





REDIRECT tools helpful here:

- Tour Design Checklists (for integrity tests)
- Monitoring Templates (for early-warning risks)

3. Strengthen what exists before creating more
Before expanding outward:

- improve visitor participation elements
- refine circular systems (procurement, waste, mobility)
- strengthen cultural safeguarding agreements
- enhance training for guides, SMEs, cultural carriers
- strengthen interpretation, storytelling and learning journeys
- improve monitoring to ensure quality does not degrade

Depth-first scaling protects authenticity and restores system resilience.

4. Scale with care: diversify, don't amplify pressure
If conditions allow limited scaling:

- diversify experiences across seasons
- expand to underused areas if ecologically appropriate
- promote long-stay and slower itineraries
- distribute visitor flows through circular mobility options
- strengthen local supply chains before increasing demand

Scaling is about redistributing pressure and enhancing balance.

5. Share learning across regions, networks and peers
Step 7 requires destinations to:

- tell their story of regenerative transformation
- share cases, prototypes, tools and governance insights
- mentor neighbouring destinations or SMEs
- document transformative visitor experiences
- publish or co-create case studies with DMOs or cultural institutions

6. Ethical Dissemination & Responsible Storytelling
To support responsible dissemination, destinations should:

- Co create narratives with communities to ensure accuracy, consent and lived perspectives.
- Communicate transparently, without overstating sustainability or regenerative achievements.
- Emphasise stewardship and responsibility rather than "green" consumption.
- Share visibility and benefits fairly with local SMEs, residents and cultural actors.

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Step 7.3



Grounding communication in respect, accuracy and reciprocity ensures that dissemination strengthens regeneration rather than undermining it.

7. Protect uniqueness and avoid standardisation
While sharing practices, ensure:

- experiences are not copied verbatim
- cultural elements remain locally governed
- ecological and cultural sensitivities are not exposed to exploitation
- community-defined protocols (in Step 2) remain guiding boundaries

Regeneration must expand ethically and respectfully, not through replication.

8. Integrate learning back into governance and vision
Use scaling insights to:

- update governance principles
- refine long-term goals
- adjust policies, zoning, mobility or incentives
- reinforce the Shared Purpose
- inform next seasons or next strategic cycle
- adjust monitoring frameworks for new conditions

This maintains a living, evolving regenerative system.



Tasks by stakeholder

Authorities

- Integrate regenerative scaling into long-term planning and zoning.
- Ensure ecological and cultural protections guide expansion decisions.
- Support cross regional cooperation and peer-learning.
- Enable resource allocation for stewardship and community monitoring.

DMOs

- Coordinate storytelling, knowledge sharing and dissemination.
- Facilitate safe expansion of offerings in consultation with communities.
- Monitor visitor trends and early warning indicators.
- Manage destination-wide coherence with Shared Purpose and guiding principles.

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Step 7.4



Tour Operators & SMEs
- Improve quality, safety and regenerative performance of their offers.
- Identify new regenerative opportunities with communities.
- Maintain cultural and ecological integrity as demand grows.
- Train staff in regenerative practices and low-impact operations.

Communities, Cultural Actors & NGOs
- Validate cultural representation during scaling.
- Monitor community wellbeing impacts.
- Lead or co-lead cultural practices and narrative stewardship.
- Help identify risks of overexposure or cultural dilution.

Environmental Actors
- Monitor ecological thresholds and habitat impacts.
- Advise on safe expansion areas and seasons.
- Track risks from increased demand or landscape change.



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Best practice



Bremerhafen - From Seabin to Regenerative Harbour Experience

Visitors participate in guided sessions where they help collect, sort and document the waste removed from the water in the Seabin. The collected data supports local environmental monitoring and awareness campaigns. Through their direct involvement, tourists contribute to improving water quality and reducing marine litter. The harbour becomes a shared space for learning, action and regeneration.

(Planned for summer 2026)

Botildenborg – social farm and kitchen

By using food and cultivation as tools Botildborg gives everyone the opportunity to contribute to cultivation and cooking. As a visitor, you contribute with your experience and labor, and in return you become a part of a community and take home new knowledge and broadened perspectives.

https://www.botildenborg.se/

Hawkhill Cabin Resort - Building bug hotels

The guests at Hawkhill Cabin resort outside Helsinki are offered the opportunity to build bug hotels or regenrative fences giving bugs new places to live An activity in favour of the biodiversity in the area. Guests are instructed and inspired how to build bug hotels and where to place them in nature.

https://www.hawkhill.fi/en/

Modern Cowboy - Driving Icelandic horses back to the paddock. Denmark

On the southern part of Laesoe Icelandic horses are grazing on the beach meadows during the summer to prevent the meadows from turning into forest. In the autumn the horses have to be gathered and driven back to the stables for the winther. The farm owning the horses have created an event where horse riders sign up to be a part of the team who gathers the horses and drives them back into the paddock.

https://www.facebook.com/rideferiedk/?locale=-da_DK

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A Regenerative Journey Forward

Regeneration is not a destination. It is a way of seeing, of choosing, and of continually returning to what matters. As destinations move through the seven steps of this guide—mapping, visioning, co-creating, designing, governing, learning and scaling—they begin to shift the story of tourism from extraction to reciprocity, from pressure to possibility, from consuming place to caring for it.

This guide is an invitation to step into that story. Every ecosystem, every community, every coastline, forest, village and neighbourhood in the Baltic Sea Region holds unique wisdom and potential. By working together across sectors and borders, by listening deeply to the rhythms of place, and by trusting in the creativity and commitment of local people, tourism becomes more than an industry. It becomes a living practice of stewardship.

It becomes a way of strengthening what we cherish. The regenerative path is not always predictable. It requires experimentation, reflection, courage and humility. It asks us to take small steps with great intention—and to celebrate every insight, every partnership, every shifted behaviour and every restored piece of land or culture along the way. With each cycle of learning and adaptation, destinations not only improve their tourism offers; they renew their relationship with the living systems they are part of. And this work matters far beyond local boundaries. When communities regenerate nature, culture and wellbeing, they inspire others to do the same. When SMEs innovate new circular practices, they show what is possible. When authorities and DMOs build trust and transparency, they model a different kind of leadership. When visitors become contributors, not consumers, they help accelerate a wider societal shift already underway across the Baltic Sea Region and the world.

The tools and steps presented in this guide provide a strong foundation—but the true transformation begins with the people who bring them to life. The 7-step framework is not simply a sequence of actions; it is a continuous loop of understanding, imagining, creating, caring, evaluating and evolving. It is a living cycle that grows with every season, every insight and every relationship you build. As you return to these seven steps over time, you will find that regeneration grows not in a straight line, but in a living, cyclical rhythm—deepening with every season, every insight and every action you take.

May this guide support you, encourage you and walk with you as you regenerate your destination, your relationships and the stories you share with the world.

The regenerative journey is already unfolding.
Thank you for being part of it.

References (Web Sources)

HELCOM – State of the Baltic Sea 2023 (HOLAS 3)
EU Strategy for the Baltic Sea Region (EUSBSR) & Policy Area Tourism



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ANNEX 1

Regenerative Tourism Destination Assessment Checklist
A practical tool for evaluating regenerative potential and readiness

Purpose of the Assessment

This checklist supports destinations in assessing their readiness, potential, and priorities for developing regenerative tourism. It goes beyond sustainability by focusing on net positive outcomes for nature, communities, culture, and long-term wellbeing. The assessment is not a pass/fail exercise. It is intended as a learning and dialogue tool that helps destinations identify strengths, gaps, and realistic next steps.

1. Place Identity & Local Context
What to assess

Evaluate the destination's unique natural, cultural, and social characteristics.

Key aspects
- Distinct landscapes, ecosystems, and biodiversity
- Cultural heritage, traditions, stories, and local identity
- Sense of place and emotional attachment among residents
- Local knowledge, skills, and traditions linked to nature or culture

Why it matters

Regenerative tourism must be place-based. Understanding what makes the destination unique ensures that tourism strengthens, rather than dilutes, local identity.

Guiding questions
- What defines this place beyond tourism?
- Which natural and cultural assets require care or restoration?
- How strong is local pride and attachment to the place?

2. Environmental Regenerative Potential
What to assess

The destination's ability to restore, regenerate, and protect natural systems through tourism.

Key aspects
- Ecosystems under pressure or in need of restoration
- Opportunities for nature-positive tourism activities
- Climate adaptation and resilience measures
- Existing conservation initiatives and partnerships

Why it matters
Regenerative tourism actively contributes to ecosystem health, biodiversity, and climate resilience — not just impact reduction.

Guiding questions
- Where can tourism support restoration rather than cause harm?
- Are there opportunities for visitor participation in regeneration?
- How vulnerable are local ecosystems to tourism pressure?

3. Community Wellbeing & Social Capacity
What to assess

The impact of tourism on local quality of life and the community's capacity to engage.

Key aspects
- Resident attitudes towards tourism
- Access to benefits such as jobs, services, and infrastructure
- Social cohesion and inclusion
- Potential tourism-related conflicts or pressures

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ANNEX 1.1

Why it matters

A regenerative destination improves wellbeing for residents, not only visitor satisfaction.

Guiding questions
- Does tourism enhance or reduce everyday quality of life?
- Who benefits — and who does not?
- Are local voices actively heard in tourism decisions?

4. Participation, Co-Creation & Local Empowerment
What to assess
The extent to which local actors are involved in shaping tourism.

Key aspects
- Existing collaboration between public authorities, businesses, and communities
- Opportunities for co-creation of tourism products and experiences
- Community ownership or leadership of tourism initiatives
- Inclusion of youth, minorities, and cultural bearers

Why it matters

Regenerative tourism treats communities as co-creators and guardians, not stakeholders to be consulted after decisions are made.
Guiding questions
- Who has influence over tourism development?
- Are local people shaping experiences and narratives?
- Is decision-making transparent and inclusive?

5. Local Value Creation & Circular Economy
What to assess
How tourism contributes to resilient local economies and circular value chains.

Key aspects
- Use of local suppliers, food systems, and services
- Opportunities for circular solutions (energy, water, waste)
- Retention of economic value within the destination
- Fair working conditions and local employment

Why it matters

Regenerative tourism strengthens local economic resilience and reduces dependency on external systems.

Guiding questions
- How much tourism spending stays local?
- Are circular practices supported or hindered?
- Does tourism create meaningful, decent work?

6. Governance & Strategic Alignment
What to assess
The destination's ability to govern tourism collaboratively and long term.

Key aspects
- Alignment between tourism strategy and environmental, social, and cultural policies
- Existence of collaborative governance structures
- Capacity for cross-sector coordination
- Crisis preparedness and adaptive management

Why it matters

Regeneration requires long-term stewardship, not short-term project logic.

Guiding questions
- Are responsibilities clear and shared?
- Is tourism integrated into wider development strategies?
- Can the destination adapt to change and uncertainty?

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ANNEX 1.2

7. Visitor Experience & Transformative Potential

What to assess
The quality and depth of visitor experiences and their potential for learning and transformation.

Key aspects
- Opportunities for meaningful engagement with place and people
- Educational and participatory elements
- Respect for cultural and natural limits
- Contribution to visitor wellbeing and awareness

Why it matters

Visitors in regenerative tourism are participants in positive change, not passive consumers.

Guiding questions
- Do visitors leave with deeper understanding and connection?
- Are experiences respectful and enriching for all involved?
- Can visitors contribute positively during their stay?

8. Monitoring, Learning & Readiness for Action
What to assess
The destination's capacity to measure impact and learn over time.

Key aspects
- Availability of data and indicators
- Willingness to reflect and adapt
- Existing monitoring or evaluation tools
- Openness to experimentation and learning

Why it matters

Regeneration is a continuous learning process, not a fixed endpoint.

Guiding questions
- What data is already available?
- How is learning shared and applied?
- What would be realistic first steps?

Using the Assessment
- Use the checklist collaboratively — not individually
- Focus on strengths, gaps, and priorities, not perfection
- Repeat the assessment periodically to track progress
- Link results to action planning and the Step-by-Step Guide

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ANNEX 2

Suggested Regenerative Destination KPI Dashboard

This annex provides a consolidated KPI dashboard for measuring regenerative transformation across all seven steps of the REDIRECT Framework. It includes baseline-oriented indicators (Step 1), process indicators, and impact indicators (Step 6), aligned with the Regenerative Destination Assessment.

Ecological KPIs
Ecosystem pressure score (Baseline → Target)
# of restoration or nature-positive intervention sites identified
Habitat health index (Baseline → Step 6 change)

Social / Community Wellbeing KPIs
Resident wellbeing score (Baseline → Change)
% of residents reporting tourism benefits
# of community wellbeing priorities integrated into planning

Cultural KPIs
Cultural identity integrity score
# of cultural knowledge holders engaged
# of experiences reflecting place identity

Governance KPIs
Multi-stakeholder governance score
# of governance gaps identified and addressed
Transparency & participation score

Circularity KPIs
% of tourism value retained locally
Circularity index (waste, water, procurement)
% of circular practices implemented in SMEs

Participation KPIs
# of stakeholders engaged across sectors
Representation diversity index
Co-creation engagement level

Visitor KPIs
Visitor footprint per guest-day (Baseline → Reduction)
# of visitors participating in regenerative actions
Visitor transformation score (learning/awareness)

Economic KPIs
Local SME engagement count
Seasonality distribution improvement index
% of revenue reinvested into restoration or community funds