



## REGENERATIVE TOURISM

### Bothnian Coastal Route

#### **Tuesday the 26<sup>th</sup> of August**

- you will learn the basis of regenerative thinking including critical points in tourism and the redefinition of tourism from the perspective of regenerative thinking.
- regenerative thinking and holistic well-being
- some examples in nature and in urban environments.
- questions and discussion

#### **Tuesday, the 9th of September 2025:**

How can regenerative travel be implemented in a tourism company?

- a summary of the previous webinar
- introduction to tools and methods for implementing regenerative tourism
- we will learn about the sense of place and the design of the regenerative service concept
- some company and concept examples from Sweden, Finland and elsewhere.
- Cocreation: a productization exercise for a regenerative tourism service in small groups to learn about the opportunities of regenerative tourism from a business perspective.



MOOD OF FINLAND COMPANY IS A RESPONSIBLE PARTNER AND SERVICE PROVIDER THAT REGENERATES TOGETHER WITH OTHERS IN GOOD MOOD.

MOOD OF FINLAND COMPANY HAS BEEN AWARDED THE SUSTAINABLE TRAVEL FINLAND (STF) LABEL FOR LONG-TERM WORK FOR SUSTAINABLE TOURISM FOR THE FIRST TIME IN 2020 AND FOR THE FOURTH TIME IN 2025.



VISIT FINLAND'S STATEMENT IN 2025: THE CONVINCING, INNOVATIVE AND WIDE-RANGING SUSTAINABILITY WORK CONTINUES WONDERFULLY AT MOOD OF FINLAND. GOOD LUCK FROM NOW ON!

MOOD OF FINLAND COMPANY HAS COMPLETED THE WE SPEAK GAY TRAINING 01/2025



SCANDINAVIAN OUTDOOR AWARD 2024: JURY HONORARY ECO AWARD: MOOD OF FINLAND

## Finnish Travel Gala

ANU NYLUND HAS BEEN A FINALIST FOR RESPONSIBLE OPERATOR OF THE YEAR IN 2017 AND 2023.



MOOD OF FINLAND COMPANY HAS VERIFIED RESPONSIBILITY WORK IN ACCORDANCE WITH THE CRITERIA OF BIOSPHERE CERTIFICATION SINCE 2020.

AUDIT COMMENTS IN 2025: WE RECOGNIZE AND APPRECIATE YOUR OUTSTANDING EFFORTS ACROSS NEARLY EVERY ASPECT OF YOUR BUSINESS. YOUR DEDICATION TO DOING GOOD, INSPIRING OTHERS, SETTING THE RIGHT EXAMPLE, AND EDUCATING ON SOCIAL AND ENVIRONMENTAL ISSUES IS TRULY VERY GREAT. KEEP UP THE GOOD WORK!



MOOD OF FINLAND COMPANY WAS THE FIRST IN FINLAND TO SIGN THE INTERNATIONAL GLASGOW CLIMATE COMMITMENT 11/2021

ANU NYLUND/ MOOD OF FINLAND COMPANY HAS BEEN A MEMBER OF THE INTERNATIONAL REGENERATIVE TOURISM NETWORK SINCE 2021, WHERE WE LEARN AND DO THINGS TOGETHER.



MOOD OF FINLAND COMPANY HAS CALCULATED THE EMISSIONS SINCE 2021. THE TOTAL EMISSION AMOUNT WAS 3,98T AND PER SERVICE DAY 22 KG CO2E IN 2024.

MOOD OF FINLAND COMPANY LAUNCHED THE FIRST REGENERATIVE TOURISM TRAINING IN FINLAND IN MAY 2023.

LOVE FOREST FINLAND -CONCEPT HAS BEEN DESIGNED IN REGENERATIVE WAY.



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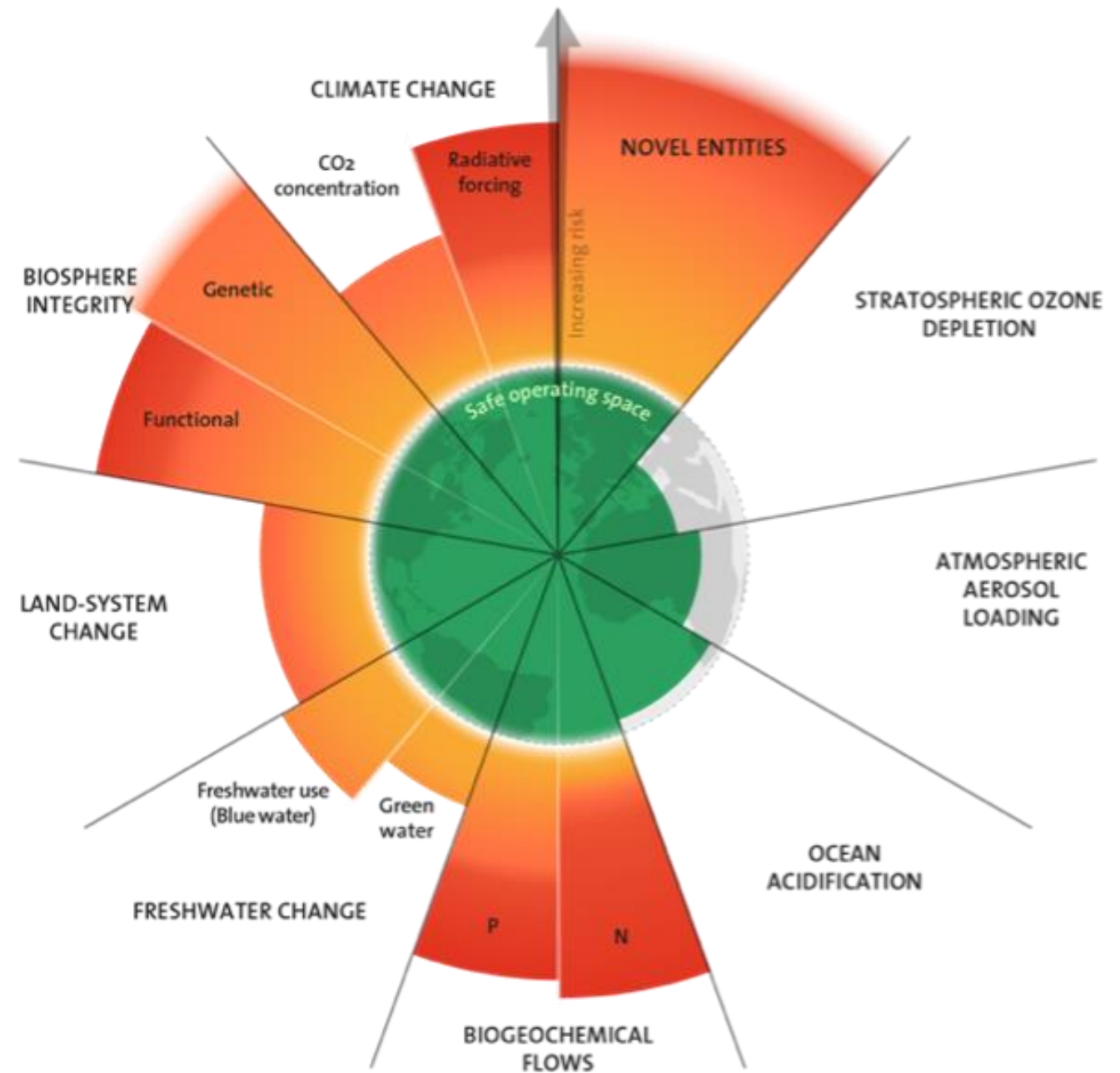
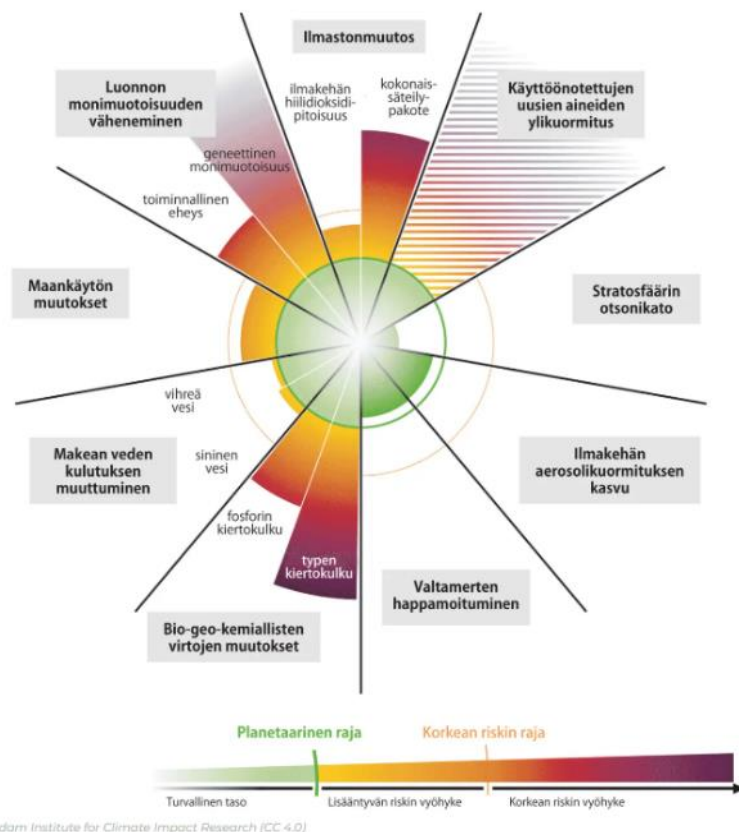




## Planetary boundaries

“The general diagnosis is that the patient, planet Earth, is in a critical state. Six of the nine planetary boundaries have been exceeded. Seven processes show a trend of increasing pressure. Soon we will see that most planetary health parameters are in the high-risk range.” PIK Director Johan Rockström

Planetary boundaries refer to the environmental components and processes that regulate the state of the Earth and at the same time its viability for humans. By studying them, an attempt is made to define the limits to how much humans can modify environmental processes without facing fundamental changes.



<https://maailmankuvalehti.fi/>

<https://fibsry.fi/>

Lähde: Potsdam Institute for Climate Impact Research (CC 4.0)



# Regeneration is linked to maintaining biodiversity

The decline in biodiversity is caused by five primary factors:

1. Habitat loss/Change in land and sea use
2. Invasive species
3. Overfishing (extreme hunting and fishing pressure)
4. Pollution
5. Climate change is linked to global warming. In each case, humans and their actions play a direct role. (Source: Britannica.com)

Nature is not a resource that can be exploited without regard to how it is promoted.

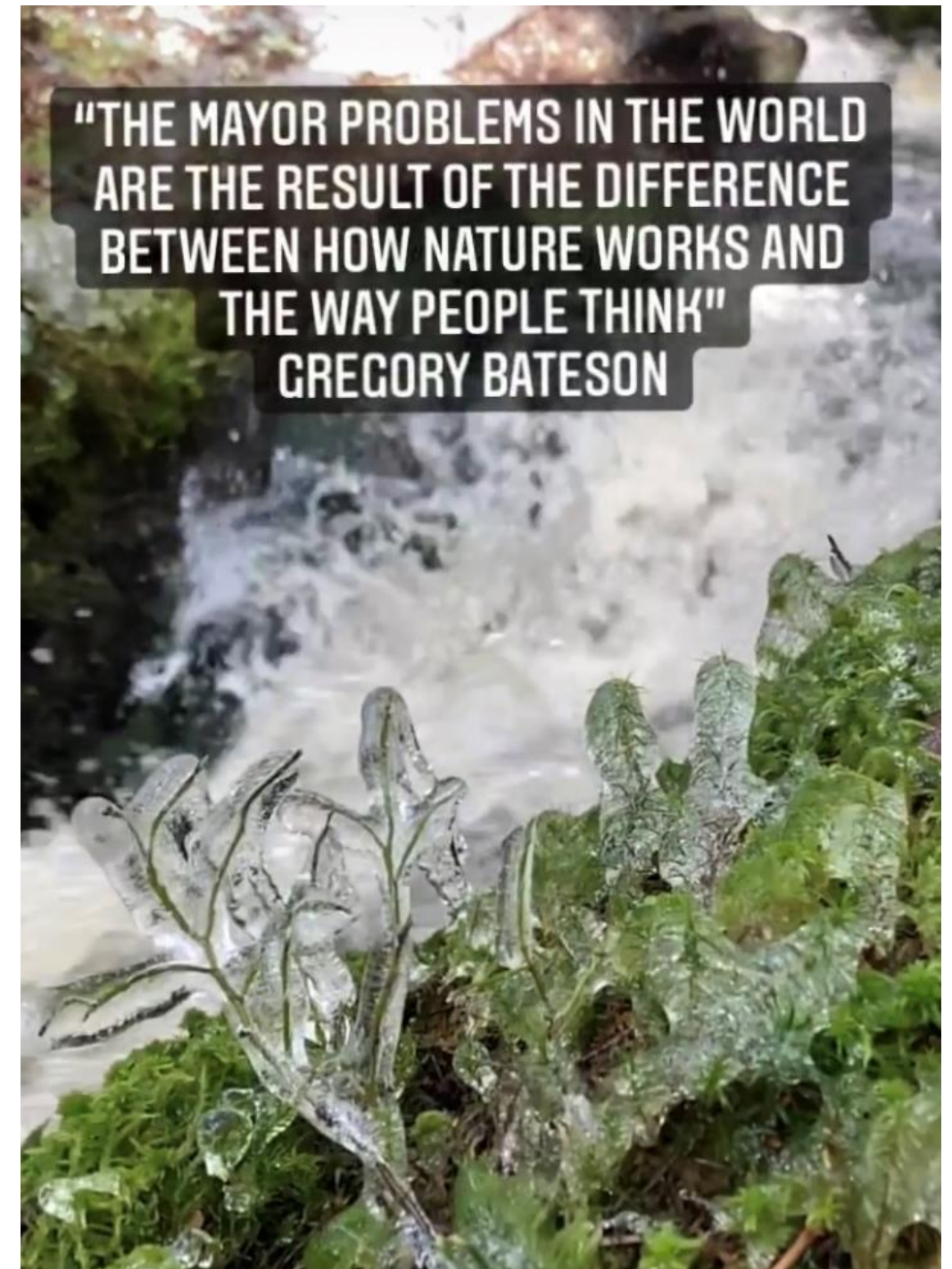


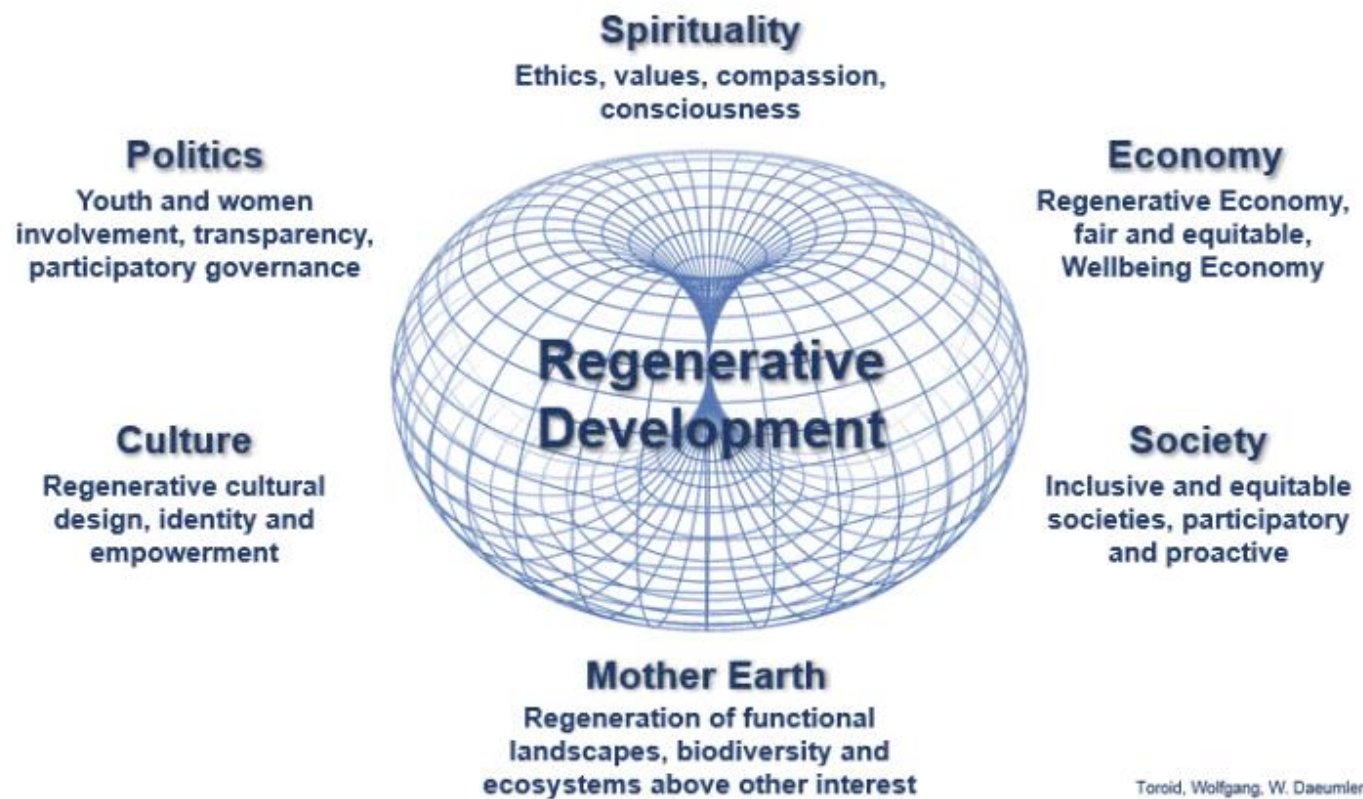




## Is it true that sustainable and responsible tourism is not enough?

- If we define sustainable and responsible activities in such a way that tourism must remain as we have come to understand and define it, it is not enough.
- A change in attitude is the first step on the journey of regenerative thinking and its application





<https://uci.ac.cr/certificate-regenerative-entrepreneurship/>



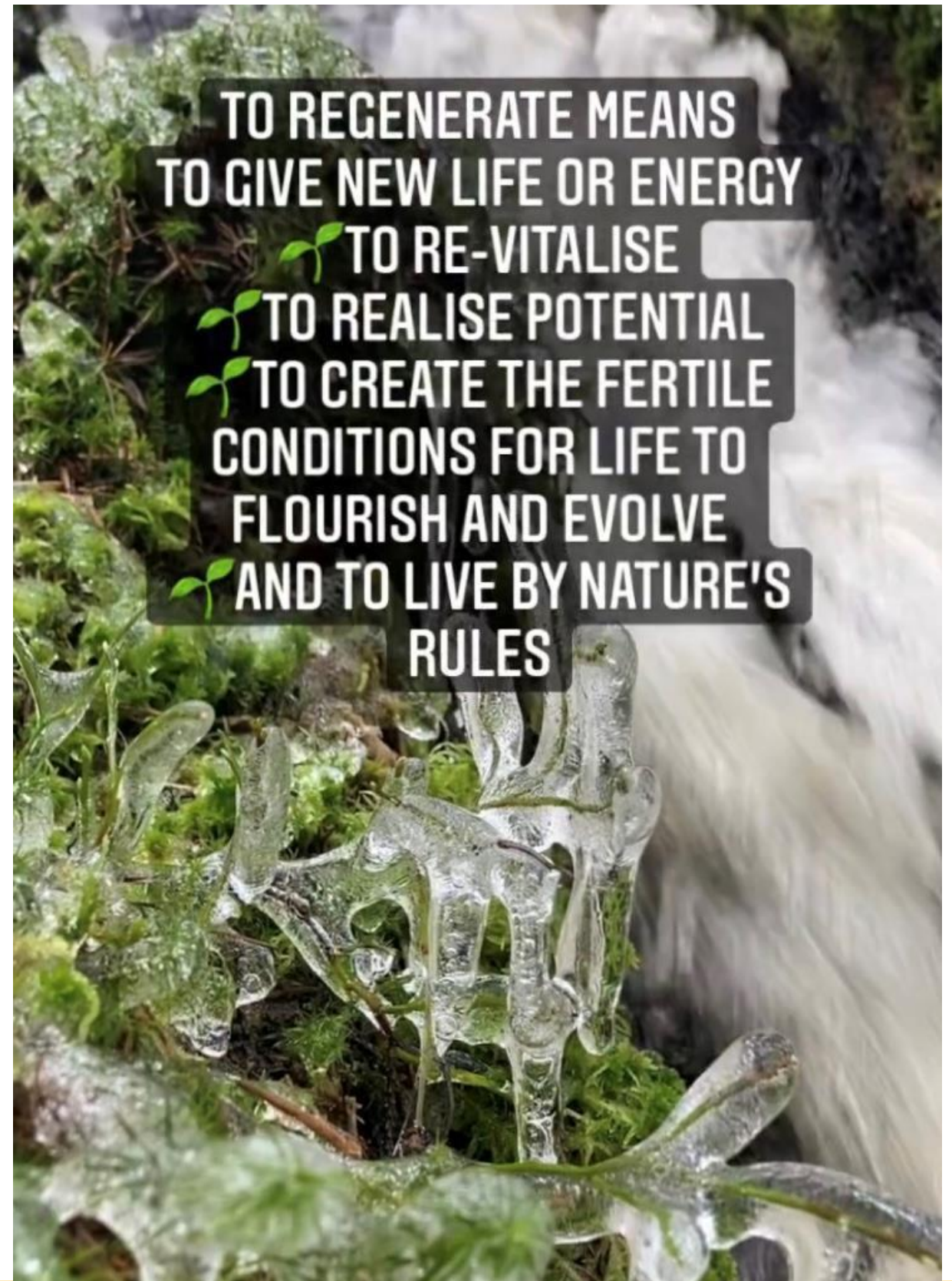
Lähde: Costa Rica Regenerativo





## Keywords

- A change in mindset
- Sense of place
- Transformation
- Learning process
- Living organizations
- Transmodern value-based culture
- Regeneration
- Holistic thinking
- Ecosocial thinking
- Planetary well-being
- Overall well-being
- Resilience
- Recovery
- Restoration
- Biodiversity
- Ecosystem
- Healthy, fertile soil
- **Tourism as an enabler**
- Social enterprises







Humans have significantly changed 75 percent of the Earth's habitats.

Almost half of the inhabited surface area of the earth has been used for food production and this has a great impact on wild nature.

Clean food is important for human well-being, but humans have disturbed the balance of nature and impoverished nature's ability to renew itself naturally



The regenerative thinking probably started with the concerns of the farmers; how does the soil remain fertile and how is the land sufficient to feed the growing population of the earth?

In addition to agricultural land, forests are another large category of land on Earth. Forests cover 38 percent of the inhabited land.

More land and waterways should be protected, as well as darkness (nature's light) and silence.







Nature is not an endless resource that we can use to increase our own well-being.



In regenerative tourism, well-being is produced for the individual, the community and nature.



How could we help visitors to create a deep and meaningful connection with the place, not only with its beauty but also the problems and threats that put it in danger - and involve them in doing good?





## So many things are good in the Nordic countries, but how could we increase global well-being?

- When a Finnish consumer goes to a store, our whole planet vibrates" (Arto O Salonen)
- For example, a third of the average Finn's carbon dioxide emissions are released abroad in the manufacture of imported goods
- Even though clean water is a matter of course for Finns, almost half of the water we use is consumed somewhere else in the world: in coffee plantations, cotton fields and cattle pastures.
- Regenerative thinking is linked to the ethics and ecology of the value chain; approach the reform of tourism through global thinking, especially if there is nothing to reform in one's own place

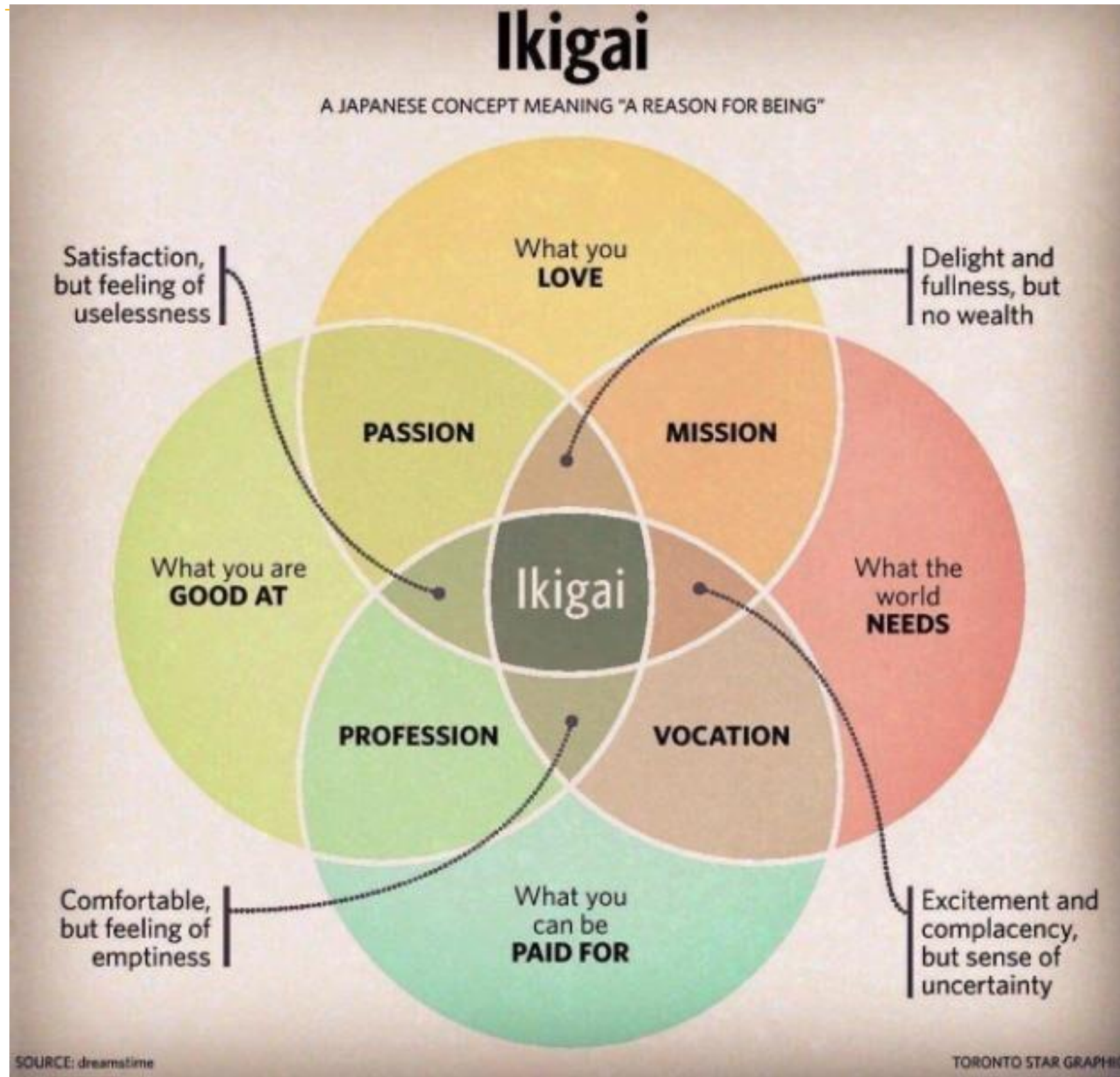


turismo\_regenerativo

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Let's stop for a moment and look at this picture. Write down at least some points for yourself.





## Regeneration cannot be defined, at least not briefly (Daniel Wahl)

- Regeneration is community-based learning, where diversity and different ideas enrich thinking, and where reaching the goal is not even a goal
- It is really about the process
- It is not worth starting with a problem, but with an opportunity
- Focus on questions rather than answers
- You must be able to tolerate incompleteness
- You must have the desire to stop repeating the same thing, staying in your comfort zone and, if necessary, even to close the entire business, “burn it to ashes” and rise again like a Phoenix
- The biocultural uniqueness of the place is crucial (Bioculture is a combination of biological and cultural factors that influence human behaviour)







## REGENERATIVE THINKING



- Changing our mindsets – the way we see and act
- Exploring and expressing what it means to be fully human, fully alive and living in harmony with nature
- Coming together in communities to break down the barriers that isolate us from other sectors.
- Regeneration moves us from “doing less harm” past “doing more good” to becoming partners-servants of nature to help life thrive and evolve.
- Indigenous people can guide us and teach us how to reconnect with nature

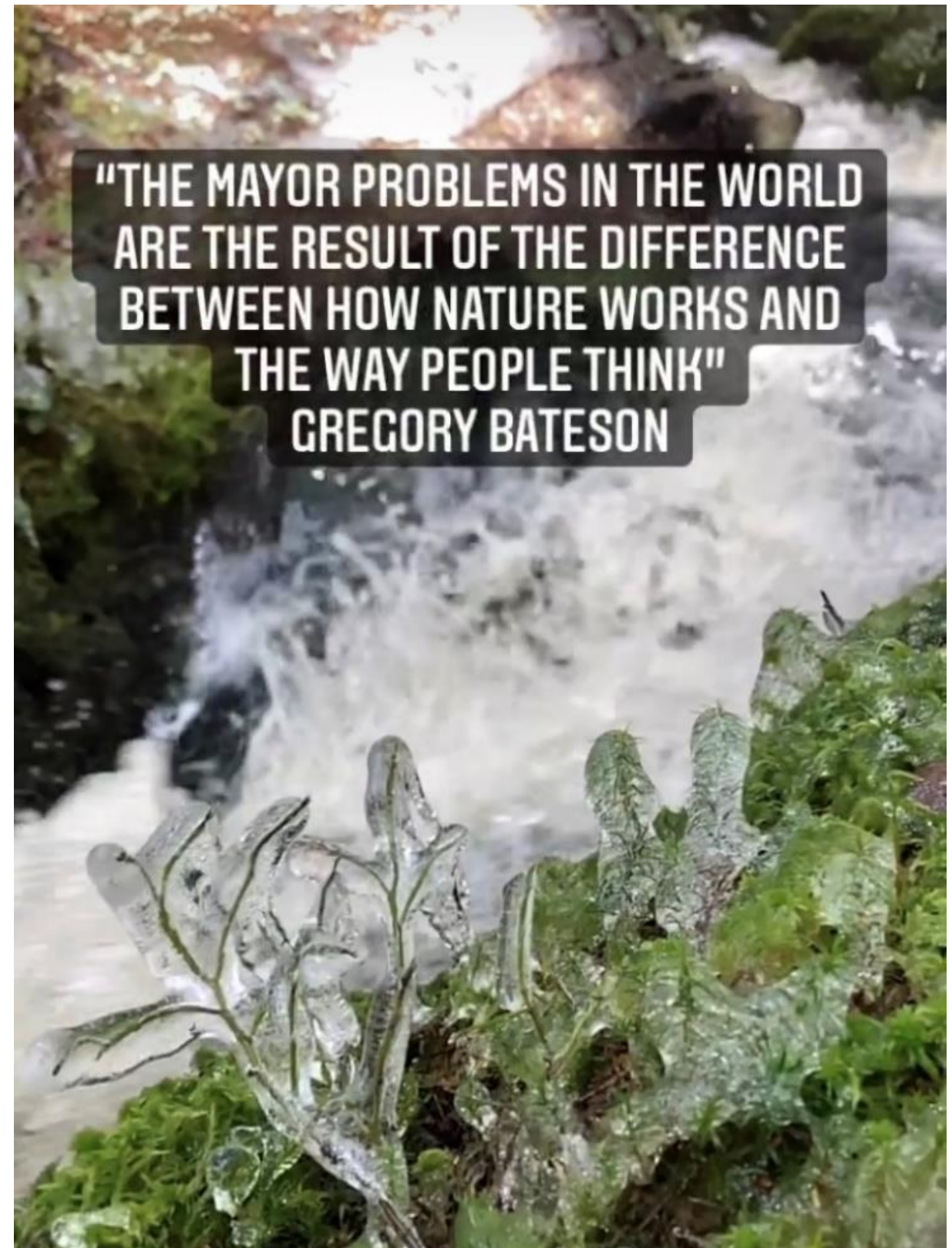
**Anna Pollock**





## CARLOS BRICEÑO: THE PURPOSE OF TOURISM

- So far, tourism developers have been considering what the destination could give to tourism and tourists.
- Tourism has to serve another kind of purpose than just entertaining tourists
- In regenerative thinking, the question is turned on its head.
- **We should ask what tourism could give a place so that the well-being of the place and the people who live will be improved.**
- How could tourism increase the well-being of the local environment and people?
- How could we help tourists create a deep and meaningful connection with the place, not only with its beauty but also the problems and threats that put it in danger?







## Glasgow declaration

To ensure climate action is aligned across all of tourism, we agree on five shared pathways for our plans to follow:



### MEASURE

Measure and disclose all travel and tourism-related emissions. Ensure our methodologies and tools are aligned to UNFCCC-relevant guidelines on measurement, reporting and verification, and that they are transparent and accessible.



### DECARBONISE

Set and deliver targets aligned with climate science to accelerate tourism's decarbonisation. This includes transport, infrastructure, accommodation, activities, food & drink, and waste management. While offsetting may have a subsidiary role, it must be complementary to real reductions.



### REGENERATE

Restore and protect ecosystems, supporting nature's ability to draw down carbon, as well as safeguarding biodiversity, food security, and water supply. As much of tourism is based in regions most immediately vulnerable to the impacts of climate change, ensure the sector can support affected and at-risk communities in resilience building, adaptation and disaster response. Help visitors and host communities experience better balance with nature.





## “An official definition”

In line with the goals of the 2030 Agenda, the UN has developed a set of regenerative tourism principles based on traditional knowledge

- **Holistic understanding and a systems approach to living:** The understanding that everything is interconnected and that the interactions between each stakeholder in the tourism value chain affect the entire ecosystem.
- **Collaboration:** Encourages and promotes collaboration between multiple stakeholders, from government to the private sector, the voluntary sector and local communities. This is different from the competitive society mentality that dominates the current economic system.
- **Diverse in business:** Diversity in revenue sources helps reduce dependence on single-source revenues in the tourism ecosystem and community. Diversification across different segments – domestic and international visitors, leisure and business – also helps reduce economic and geopolitical risk and improve sustainability.
- **Inclusion and Equality:** Local communities that are involved and work with tourism businesses can provide resources and support to economically disadvantaged people, asylum seekers and refugees.
- **Transformative and Inspiring:** Personal and authentic experiences that highlight the uniqueness of each place and include local cultural heritage, traditions, gastronomy and landmarks – transform lives.
- **Environmentally Responsible:** Conserving natural resources, safeguarding biodiversity, protecting sensitive landscapes and wildlife.
- **Cultural Stewardship:** Conserving local cultural heritage and traditions and safeguarding local people as experts in caring for local biodiversity through knowledge passed down from generation to generation.





# Hospitality community

- Anna Pollock has suggested that instead of talking about tourism, we could talk about the hospitality community and find a way to include everyone, including the homeless and otherwise marginalized.
- She reminds that regenerative development is also possible and desirable in urban places
- In this case, it is especially important to cooperate, enable people to meet and find ways to revitalize the community and restore a good life to people.







# Responsible travel trends 2025

1. Empowering Communities and Driving Positive Change. **Community-led** is the new 'community-based'
2. The Overtourism Tipping Point. **Seeking out alternatives** to the hotpots.
3. The Rise of **Deeper Travel**. Goodbye FOMO (fear of missing out) Hello JOMO (joy of missing out)
4. **The Impact of AI**. Optimisation for more sustainable operations
5. **More Diverse Target Groups** Embracing Flexible Work. Creating opportunities for deeper connections between visitors and local communities.
6. **Balancing Luxury Tourism** with Sustainability. Fewer Towels, More Meaningful Experiences.
7. **Coolcations**: Respite from Baking Temperatures. Fleeing from the Heat, but at What Cost?
8. The **EU Green Claims Directive** Shakes Things Up. Greenwashing is so last year...
9. **The Rise of Holistic and Meaningful Experiences**. A desire to feel better and be better.
10. **Ecosystem Services**: The Future Focus of Sustainable Tourism. Protecting and restoring nature.







# How to improve the well-being of the local community and people in urban environments

- Community-led thinking
- Examples: Invite someone lonely or otherwise overlooked to lunch or dinner. Let them tell their own life story.
- Involving older people, doing things together that cross generations.
- Open events for everyone
- Example: An open village festival, encouraging immigrants to tell their own stories.







# Visitors enable increased well-being, but business is not primarily tourism

**Case: Amalurra, in a mountain village about 1 hour drive from Bilbao.**

- A group of like-minded people bought an old house that had been condemned to demolition, renovated it and settled in (about 20 people, families, couples and singles)
- The house has its own apartments, but also common areas.
- Since then, the residents have gathered on Saturday mornings in a common square, where they have shared common chores.
- At least once a week, those who want to gather for a common evening bonfire, where they share joys, sorrows and worries
- In recent years, additional accommodation, a restaurant and facilities for various camps and retreats have been built in the area. It is also possible to stay there for longer periods and participate in activities with the community.

AMALURRA



Amalurra





# Agriculture as a trendsetter

- Regenerative thinking can be said to have started in agriculture
- Regenerative farming improves the well-being and growth condition of the soil and produces climate benefits by promoting the soil's ability to bind carbon and improving biodiversity.
- A healthy growing medium also produces a crop more reliably, which ultimately benefits the producer as well.

**Regenerative cultivation makes the growing medium flourish. How is it possible to transfer this way of thinking to tourism?**

Mari-Cruz Agroturismo, Navarra, Spain







## Humus x hortens



*Circular thinking/zero waste*

*Botanical gastronomy*

- Plant-based ingredients to decarbonize the menu
- Soilmates from soil to plate: 100% regenerative, bird and bee-friendly farming
- local (< 100 km radius from restaurant)
- The tasting menu follows 24 microseasons
- Reducing food loss in the field and food waste in the restaurant





# Travel trends 2025

## 1. Noctourism

Noctourism – nocturnal + tourism – encompasses nighttime travel experiences, from late-opening museums to bioluminescent beaches to northern lights watching. Solar activity is going to be at its highest for decades in 2025, sending higher than average numbers of charged particles to interact with the Earth's atmosphere, creating dramatic aurora viewing opportunities.

## 2. Calmcations

Calmcations – holidays purely focused on creating a sense of tranquillity – continue to be popular for 2025. Noise is in particular focus, following a report from the World Health Organisation that rates noise pollution, particularly from traffic, as the second most important cause of ill health in Western Europe.

## 3. Travel meets AI

We can expect to see technology start to play a larger role in trip planning: travel tech company Amadeus found that almost 50% of its customers are planning to prioritise generative AI through 2025.

## 4. The return of the holiday romance

Going hand in hand with the rise in digitisation has been a rise in digital burn out, particularly when it comes to relationships. According to a 2024 Forbes Health survey, 79% of Gen Z feel exhausted from online dating. How to solve the problem? A travel trends report from Globetrender and Amadeus includes a section on meeting new people in real life as one of its five key predictions for the year.







## We could learn more from the wisdom of the indigenous people

The Seventh Generation Principle is based on an ancient Haudenosaunee (Iroquois) philosophy that the decisions we make today should result in a sustainable world seven generations into the future.

The sun and the earth, our parents, take care of our home, so the future ones have something to draw from.  
We grow, but we also let it grow.  
Let's ask and thank, let the Earth answer.  
Let's share information as a story as a wheel of the biosphere, practical spiritual in the cycle of seasons.

### Sápmi Rap-artist Áilu Valle

Kuva: Matka2020, Mood of Finland



Aurinko ja maa, meidän vanhemmat, huolehdistaan  
kodistamme, niin on tulevillekin mistä ammentaa.  
Kasvetaan, mutta jätetään myös kasvamaan.  
Pyydetään ja kiitetään, annetaan Maan vastata.  
Jaetaan tarinana tiedot biosfääriin renkinä, vuodenaikojen  
kierrossa käytännöllinen henkistä.





## Opportunities in the Nordic countries

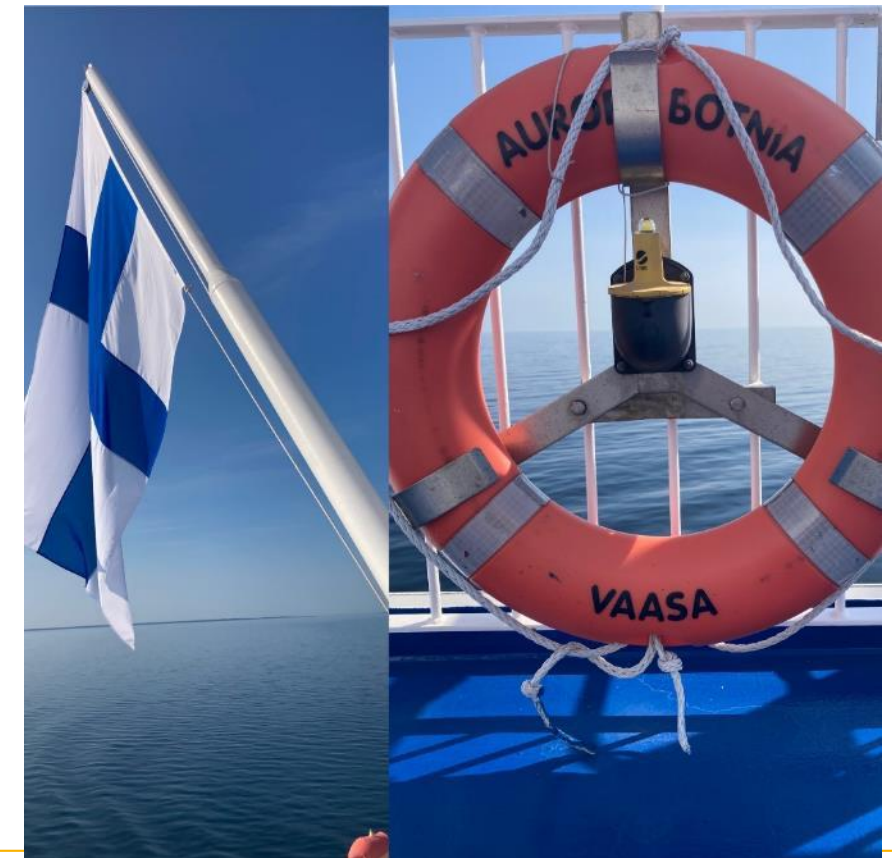
- Nature connection
- Sámi culture (Indigenous culture) and wisdom to share
- Low-threshold opportunities to discuss with policymakers (e.g., the Ministry of Economic Affairs and Employment in Finland)
- Co-operation with other Nordic countries
- Rural lifestyle
- Sauna and other traditions
- Darkness, natural light
- Silence
- **Baltic Sea** -> common concern, common will to act for a cleaner sea





# Reflections

- What kind of insights or ideas have come to your mind?
- Write down regenerative ideas and thoughts
- Would you like to share some of your thoughts?







You are welcome to join the community of Finland's regenerative tourism on LinkedIn, so networking can continue after this meeting, open for everyone, no borders. See you the 9<sup>th</sup> of September!!! Anu