

Regenerative Tourism and Reconciliation

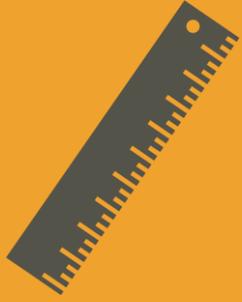
Tourism's Role and the Natural Maturation of Sustainability

- *"If there is one thing which has defined human nature throughout history it is our fidgety, irrepressible impulse to move, to discover and cross new frontiers, to adapt to new environments, to appease that same unquenchable curiosity which prompted our earliest ancestors to swing down from the treetops and start exploring the jungle floor six million years ago." – Will Jones*



- Canada's visitor economy is **growing strong**, on track for increases in visitation and spend in the next 10 years.
- The Federal Government **has invested** in tourism strategy, infrastructure and experiences supporting individual efforts of DMO's, entrepreneurs and attractions across the country.
- Tourism is seen as an opportunity to **transform communities** and economies, positively impacting jobs, revenues and business development.
- Sustainable tourism and sustainable destinations are subjects that are being tackled in the **scholarly world** and in many destinations.
- Every government, tourism and community agency is working to address **meaningful practice**, policy and engagement around sustainability for business and in destination.





Our Challenge...



- Canada's focus and that of the visitor industry world-wide is **99% metrics**: growth, volume, ROI, market share, spend and GDP.
- There are **few models** or processes to transform communities - to realize this benefit – from all this visitor economy 'potential'.
- DMO's are **driven to grow** and their stakeholders need to fill hotels and planes.
- National and global tourism destinations are experiencing **compression**.
- Destination and tourism **planning is commonly conducted amongst those in or connected to the industry** – limiting collaboration in meaningful ways across other types of stakeholders.
- **Stressors** on Canada's labour market and housing inventory are crippling industries and communities across the country.
- There are national conversations in many sectors about new economics and sustainability – but few through a **lens of well-being** of residents in destination.



What if we could host a conversation that...



- **Blended** innovation, well-being, the visitor economy and destination development?
- **Facilitated** collaboration amongst traditional and non-traditional partners?
- **Enhanced** the metrics of business with the indicators of well-being?
- **Brought** together scholarly and DMO leadership and knowledge?
- **Involved** Locals to define what they love and value in the 'place'?
- **Embraced** the UN's Sustainable Development Goals (SDG's)?
- **Considered** the visitor economy as a tool to advance Canada's well-being ranking amongst the 17 indicators?
- **Served** as a catalyst for new awareness, engagement and inspiration with Locals in destination?
- **Inspired** a new economic model of traditional metrics with well-being?

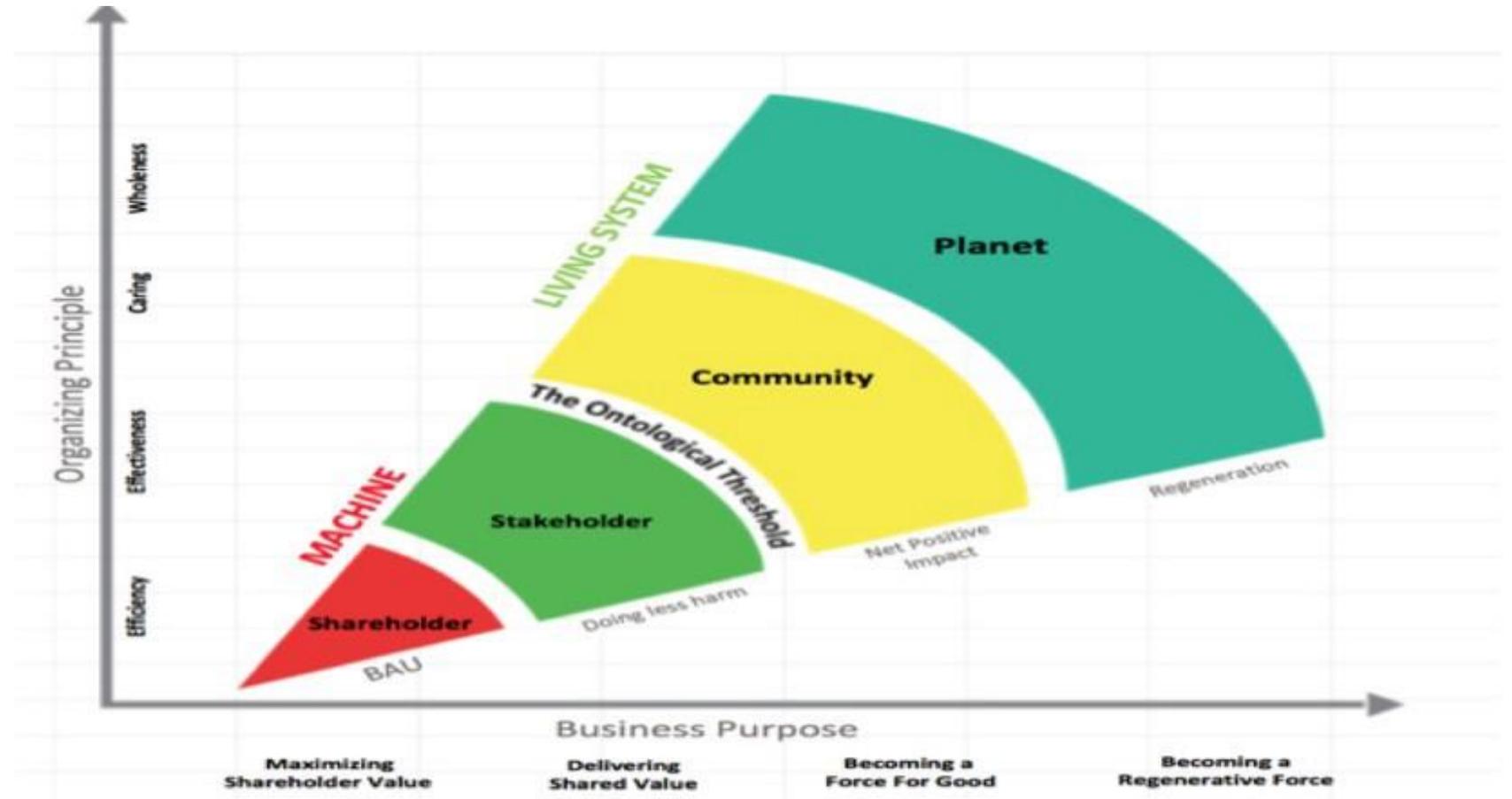
What?

An innovative, collaborative and strategic disruption to traditional destination development that...

- Leverages current and essential metrics of the visitor economy with indicators of well-being,
- Is fueled by the values and visions of Locals for how they see their destination being developed or sustained, and
- Facilitates a new collaboration between tourism stewards and a diverse community in destination.

Objective: Implement the model in two Canadian destinations with a research case study, build momentum in every destination in the country and inspire a new economic model of traditional metrics and well-being .

"The greatest danger in times of turbulence is not the turbulence — it is to act with yesterday's logic". Peter Drucker, management guru

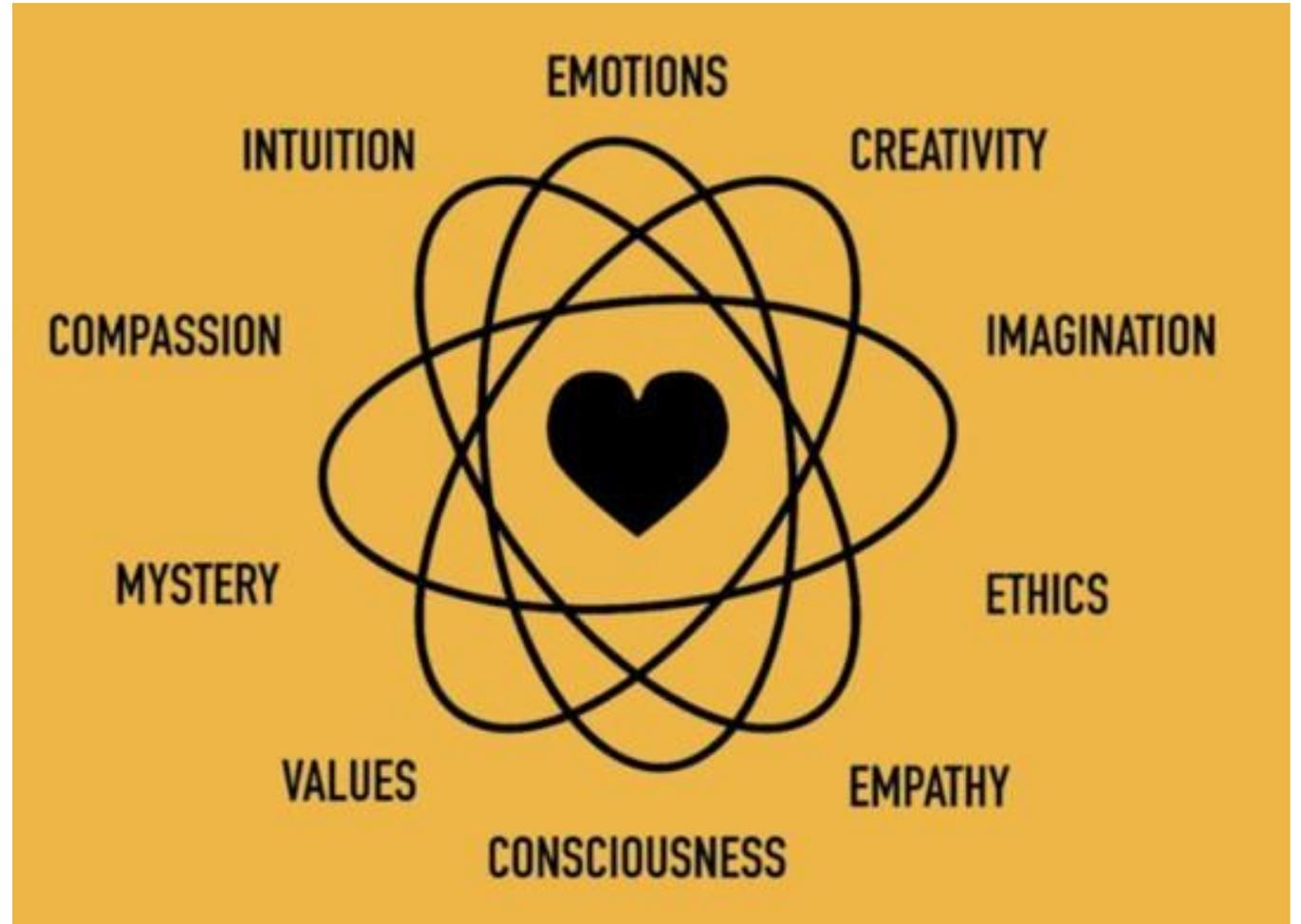


Attributes of a Successful Living System in Nature

- It's **ALIVE** – vitality; robustness;
- It's **self-organizing**
- Creates **conditions for other life to exist**
- Adaptable, constantly changing (**learning**)
- **Resilient**
- Efficient - **Zero waste**
- It's **evolving** – greater order, complexity, beauty - dynamic equilibrium
- **Unique**, distinctive
- **Balance** with all other parts – harmony
- It **contributes to the well-being of the larger**

REGENERATION: AN ACT OF RECONCILIATION

What it means to be human : Applying our whole selves to whatever task we face



Sustainability is not an individual property but a property of an entire web of relationships. It always involves a whole community. This is a profound lesson we need to learn from nature

**Defining growth and
success differently**

What if we
challenged
(or revisited)
traditional
destination
development
model...



Introducing UNSDG's

- Defined in 2015 by the United Nations, the SDG's include 17 indicators of well-being of which Canada is ranked 20th in the world.
- Most directly, the visitor economy has the opportunity to impact many goals and through this project, specifically:
 - Partnerships for the Goals;
 - Sustainable Cities and Communities;
 - And will impact Education, End poverty, Economic growth, Gender equality and more.

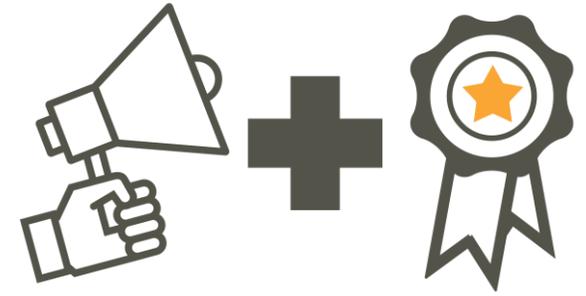
Sustainable Development Goals



Model:

In a partnership with Media, the DMO and an Academic or Innovation Space:

1. Host a DMO-led Locals Know social media campaign
2. Incentivized with celebratory, multi-party Fam Tour event, packaged and inspired by Locals,
3. Concluding with Destination Hackathon, inviting community and tourism together to describe how the visitor economy can advance the Destinations well-being



Outputs:
*deliverables or
tangibles*

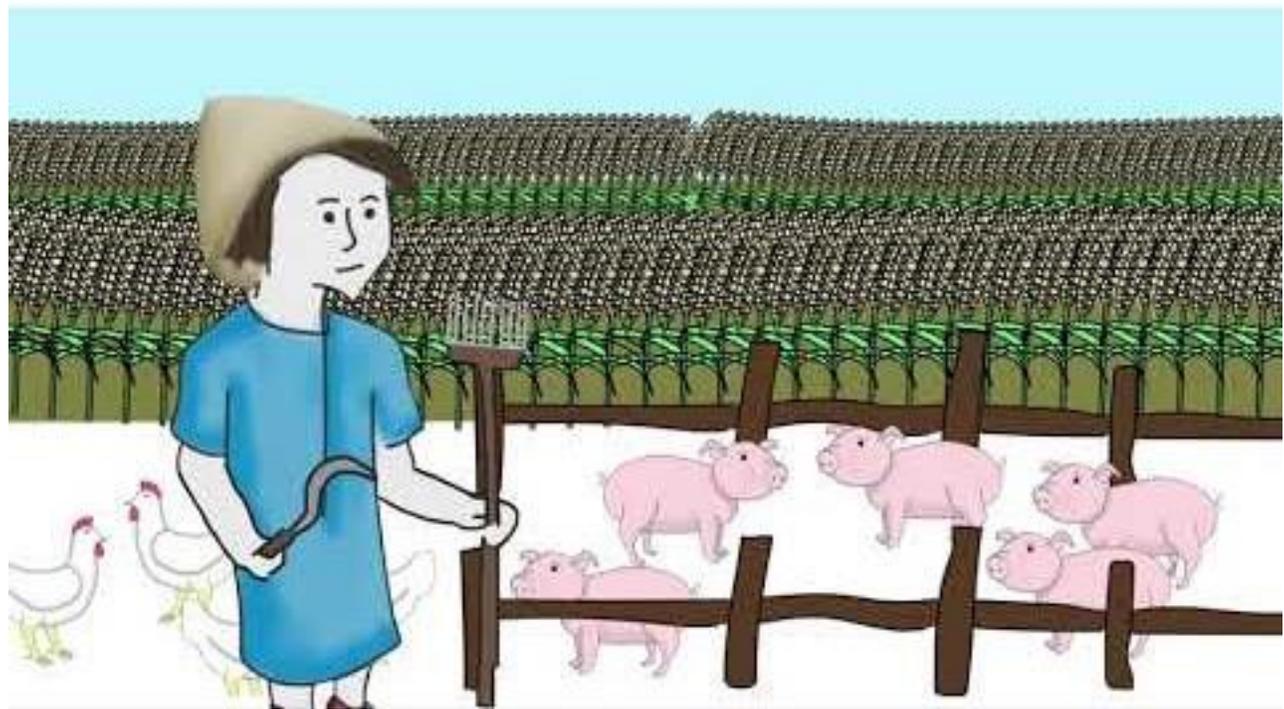
- Exposure to DMO community of the **meaningful** connections that Locals have with place.
- Promotion in Canada and to visitors that the destination is working to **support** local values in sustainable development.
- Enhanced local media, tourism and innovator networking and **collaboration**.
- Locals Know **content** for consumer marketing.
- Businesses **promoted** during this Locals Know program, getting free advertising and exposure and generating new business.
- Data to **inspire** packaging and experience development with Locals for 'What Locals Know' social values when travelling.
- Diverse **collaboration** and participation in a tourism/SDG Destination **Hackathon**.

Outcomes: *impacts or legacies*

- Locals help define local values of place.
- New partnerships and experiences emerge.
- A new economic model that blends traditional metrics with well-being.
- Locals and leaders have more awareness and are inspired to develop programs and policies that advance well-being in destination.
- Locals inspire indicators for their well-being through a visitor economy lens.
- Destination differentiation as a community that aspires to grow tourism and invest in well-being.
- New inspiration and partnerships for local entrepreneurs and workforce.
- Greater awareness of impacts of the visitor economy to residents and tourism leaders about Locals' values for well-being in destination.
- Increased enrolment in tourism education.

When we first focus on the quality of life for those that reside in destination, visitors can enjoy it too – sustained by Locals and for Locals.

United Nations
World Tourism
Organization
& the SDG's





Sustainable Destinations,
Stronger Well-Being,
Revitalized Partnerships &
Experiences

- Join the Conversation!