

Regenerative nature tourism

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Project in a Nutshell

- **Regenerative nature tourism**
 - Tourism that strengthens local culture, community and environment



OSI - Operation of Strategic importance

- The project has been appointed as an OSI by the Interreg Aurora Programme. This means a project which provides a **significant contribution to the achievement of the objectives** of the Interreg Aurora Programme.

Project duration 9/2023 – 8/2026

Budget 1 450 512 €, of which EU-funding 942 832 €

Project partners:

- Luonnonvarakeskus (LUKE) (Lead partner)
- AB Kristinestads Näringslivscentral
- Itä-Suomen yliopisto (University of Eastern Finland)
- Centria-ammattikorkeakoulu Oy
- Gold of Lapland Ekonomisk förening
- Sveriges Lantbruksuniversitet
- Mittuniversitetet
- 20 reference companies

Similarities

- Sustainable and Regenerative tourism

- **Environmental awareness**
 - Both aim to reduce negative environmental impacts.
- **Support for local communities**
 - They promote local economies, culture, and community well-being.
- **Long-term outcomes**
 - Each looks at long-term outcomes, not just short-term profits.
- **Ethical practices**
 - They advocate for responsible and ethical tourism behaviors.

Differences

Category	Sustainable tourism	Regenerative tourism
Main goal	To minimize negative impacts	To actively restore and improve ecosystems (ecological, social, cultural) and communities
Approach	Focuses on maintaining balance (do no harm)	Goes beyond sustainability — creates net positive impact (do some good)
Mindset	Preservation-focused	Transformational and healing-focused
As an agent of change	Works within existing systems	Aims to reshape systems for better outcomes (transformative)
Traveler's role	Responsible tourist	Active participant in regeneration

- We need to work on shaping **values and attitudes** among both businesses and the local community, as the **preconceived image of tourism** — based on ordinary tourism models — remains strong.

A bottleneck - the mindset

*In ordinary tourism, the mindset is:
"How can the place serve the business?"*

*In regenerative tourism, the mindset shifts to:
"How can the business serve the place?"*

- At the heart of regenerative tourism lies a fundamental change in thinking:

how a company can act as an active, contributing part of the local community.

Granö Beckasin (Sweden)

- goes beyond sustainability

- Started with a group of parents who wanted to save the local school
 - Aim to get more jobs to area
- Awarded the **Swedish Ecotourism Prize** in 2024

Success is measured by the number of children in Kindergarten



- **Ecological construction and design**
 - recycled and local materials. The design blends into the surrounding nature and minimizes ecological footprints.
- **Forest restoration and conservation**
 - guests are invited to take part in activities such as replanting and guided forest walks focused on ecosystem health.
- **Cultural inclusion**
 - Sámi storytellers and local actors highlight traditional knowledge and create authentic interactions between guests and the community.
- **Limited growth policy**
 - The business has imposed an upper limit on growth to ensure the operation remains manageable and aligned with the region's ecological capacity.



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Thank you!