



La régénération dans le tourisme et l'hôtellerie

On pose les bases pour revenir à l'essentiel

Amélie Keller

Tourisme régénératif : créer plus de valeur avec chaque projet touristique

TalentsLAB - 22 septembre 2026



Qui suis-je?

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Il y a quelques années...



Planning Tourism for a More Sustainable Future *Are You Tired of the Travel Buzzwords?*

By Amélie Keller
June 15, 2021

As more and more voices try to make sense of the dilemma created by the tourism industry, some initially game-changing words become so overused to the point of losing their meaning - Sustainable Tourism, Ecotourism, Pro-poor Tourism, Responsible Tourism, Community-Based Tourism, Green Tourism, as well as the brand new concept of Regenerative Tourism, and so many other almost futile attempts. In essence, simply giving names to such concepts will change neither the role nor the impacts of tourism on destinations or people. Yet, thinking beyond these buzzwords might naturally lead the way towards a more sustainable tourism.

Last week, while I was scrolling down on my LinkedIn homepage to learn more about the trends and news in tourism, I was surprised to see how many blog posts and articles were referring to the new concept of 'Regenerative Tourism'. Looking at some definitions and some examples, I remember being confused - 'oh well, it's probably just another term to describe sustainable tourism'. Without any doubt, Regenerative Tourism is well-thought-out and could change the systems on which tourism has always been mistakenly planned - if you are interested, listen to this [podcast](#) where Anna Pollock, change agent, experienced tourism leader and Founder of Conscious Travel explains what Regenerative Tourism is all about.



Although any new approach in tourism seems to be promising and ground-breaking, the risk is now to not repeat the same mistakes over and over again. The concept of sustainability, as we commonly define nowadays - 'meeting the needs of the present without compromising the ability of future generations to meet their own needs' - dates back to 1987, which was shortly followed by the birth of sustainable tourism. Unfortunately, it seems like tourism hasn't changed much in 2021, more than 30 years later. Such names, despite selling dreams, will not change anything - what we need is to transform how things are actually being executed, and this must go through considered planning.

'But one motive unites all of the tourism concepts, that is, to do good, or in other words, to maximize tourism contribution while minimizing its impacts. This is the tourism dilemma of all time.'

As we are finally able to restart living - to a certain extent - after a long period of travel and daily restrictions due to the pandemics, destination leaders are now at the forefront to take essential planning decisions. The climate emergency, the damaging footprints, and the social issues derived from travel are not questionable anymore, so, essentially, how do we avoid making the same mistakes and how do we align our policies and actions with sustainability? Buzzwords won't decrease tourism carbon footprints as much as they won't eradicate poverty and inequalities. But one motive unites all of the tourism concepts, that is, to do good, or in other words, to maximize tourism contribution while minimizing its impacts. This is the tourism dilemma of all time.

1

A drastic mindset change will help reimagining tourism in the wake of this global economic and social catastrophe. Interestingly, Anna Pollock wisely explained in the podcast mentioned that we, as individuals and travelers, need to go through an internal process: 'you cannot solve a problem with the same thinking that has created it - analytical thinking doesn't work [...]. Life is not predictable and we have a special role as human beings on Earth, we're making conscious choices.'

'Any shift towards a better future is welcome. Any step, even small and even buzzwords, can change the future. Sustainability is not a concept, it is a continuous mindset that you, me and everyone, need to adopt.'

'Conscious choices' - That last bit reminded me of the alternative approach of conscious capitals I heard about when attending a lecture from Professor Richard Sharpley, University of Central Lancashire. With this in mind, tourism planning is about thinking consciously and matching up the destination capitals to its capabilities (i.e. to what extent you can actually use the socio-cultural, human, environmental, economic, and political capitals). Whether or not this is the right and ultimate sustainable approach, being conscious is key for tourists and tourism stakeholders. But, let's be honest, put yourself in the shoes of a tourist or dream about your next trip, do you really want to 'work' or restrict yourself during your relaxation or exploration leisure time?

Any destination represents a unique community, a unique place on Earth, a unique lifestyle. Tourism changes people's lives. Yes, the problem is that we are talking about a people-centric industry. It is sometimes the sole resource of a community. It can enhance economic growth, but it can also destroy one's home. Any mass tourism destination - no need to remind which ones, we all know which communities are fed up with tourism - dreams about purchasing a time machine to erase the many mistakes committed in the past. These places witness the consequences of poor planning, leading to overcrowding, natural resources devastation, cultural commodification, inflation, and many more issues. This is why tourism development, if it aims at sustaining the environment and community, must, by all means, be controlled and provide an overall vision and roadmap of a long-term tourism strategy.

It's my turn to be honest now. Although I am an advocate for the benefits of tourism, I must say that I am not convinced that our passion will still exist as we know it in a not too distant future. The planet is suffering and future generations will be impacted, with or without tourism's contribution. But unlike other industries, we find ourselves in a great network of people that all believe in its unique value. What lies ahead for us? Only time will bring it to light.



Instead of the common best practices you usually find in such articles, I would like to invite you to read carefully the following list of beliefs we need to erase from our minds.

- DONT focus on growth. Reduced poverty has no direct correlation with economic growth. Tourism profit doesn't solely guarantee any wealth distribution.
- DONT measure only numbers. Success doesn't depend on money in tourism.
- DONT plan without consulting the host communities. The last thing you want is to lose your cultural assets through commodification or to lose your people's support.
- DONT start without planning or without consulting the stakeholders. Tourism is more a network of people than an industry.

Any shift towards a better future is welcome. Any step, even small and even buzzwords, can change the future. Sustainability is not a concept, it is a continuous mindset that you, me and everyone, need to adopt.

2

Article written for the final exam of the course 'Tourism Planning and Sustainable Development' given by Prof. Richard Sharpley in the Master of International Tourism - USI Università della Svizzera Italiana

Il y a quelques années...



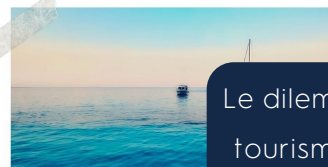
Planning Tourism for a More Sustainable Future *Are You Tired of the Travel Buzzwords?*

Après le tourisme durable,
solidaire, responsable,
communautaire,
l'écotourisme...

LE TOURISME RÉGÉNÉRATIF?

the impacts of tourism on destinations of people. Yet, thinking beyond these buzzwords might naturally lead the way towards a more sustainable tourism.

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Le dilemme? Maximiser l'impact positif du tourisme, tout en minimisant ses impacts négatifs

ough any new approach in tourism seems to be rising and ground-breaking, the risk is now to repeat the same mistakes over and over again. The concept of sustainability, as we commonly know it nowadays - 'meeting the needs of the present without compromising the ability of future generations to meet their own needs' - dates back to 1987, which was shortly followed by the birth of sustainable tourism. Unfortunately, it seems like tourism hasn't changed much in 2021, more than 30 years later. Such names, despite selling dreams, will not change the reality of the industry.

Oublions les noms, revenons
aux bases

'Be it through concepts, that is, to do good, or in other words, to maximize tourism contribution while minimizing its impacts. This is the tourism dilemma of all time.'

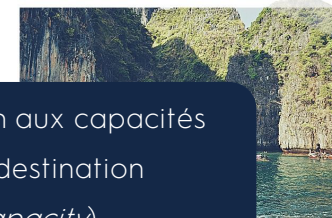
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Aligner notre gestion aux capacités
d'accueil d'une destination
(*carrying capacity*)

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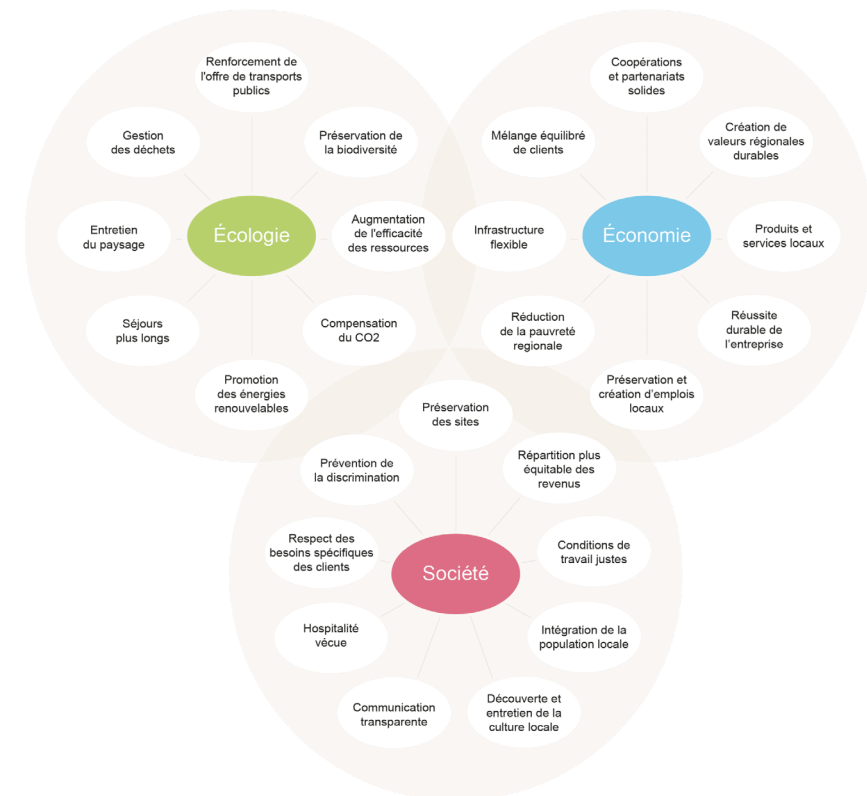
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Tourisme durable

- Bientôt 40 ans depuis l'introduction du concept de développement durable (Rapport Brundland de l'ONU, 1987)
- Guide du développement durable du tourisme par l'OMT (1993)
- Charte internationale du tourisme durable (Lanzarote, 1995)

«Un tourisme qui tient pleinement compte de ses impacts économiques, sociaux et environnementaux actuels et futurs, en répondant aux besoins des visiteurs, des professionnels, de l'environnement et des communautés d'accueil »

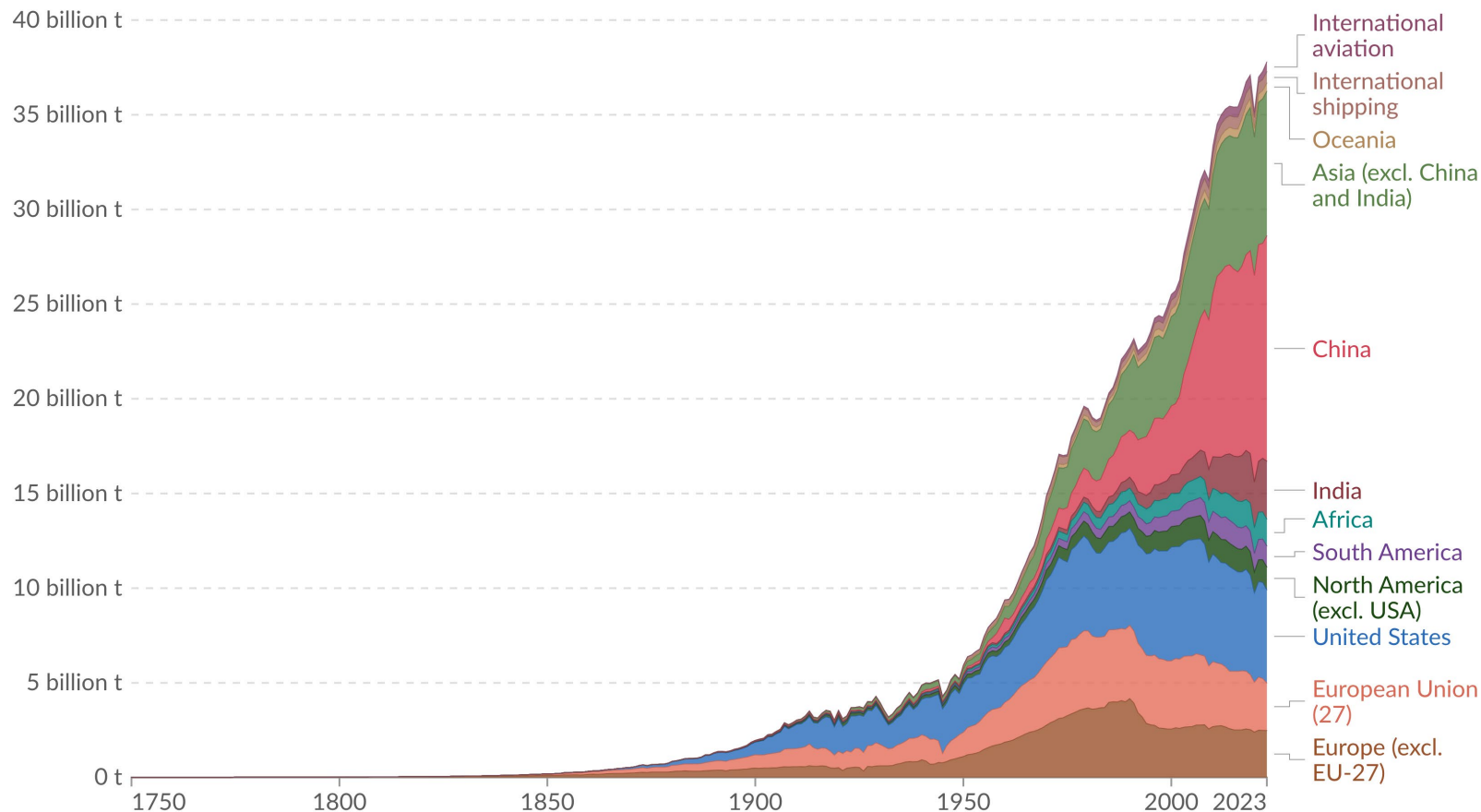


Point de situation : on en est où?

Annual CO₂ emissions by world region

Our World
in Data

Emissions from fossil fuels and industry are included, but not land-use change emissions. International aviation and shipping are included as separate entities, as they are not included in any country's emissions.

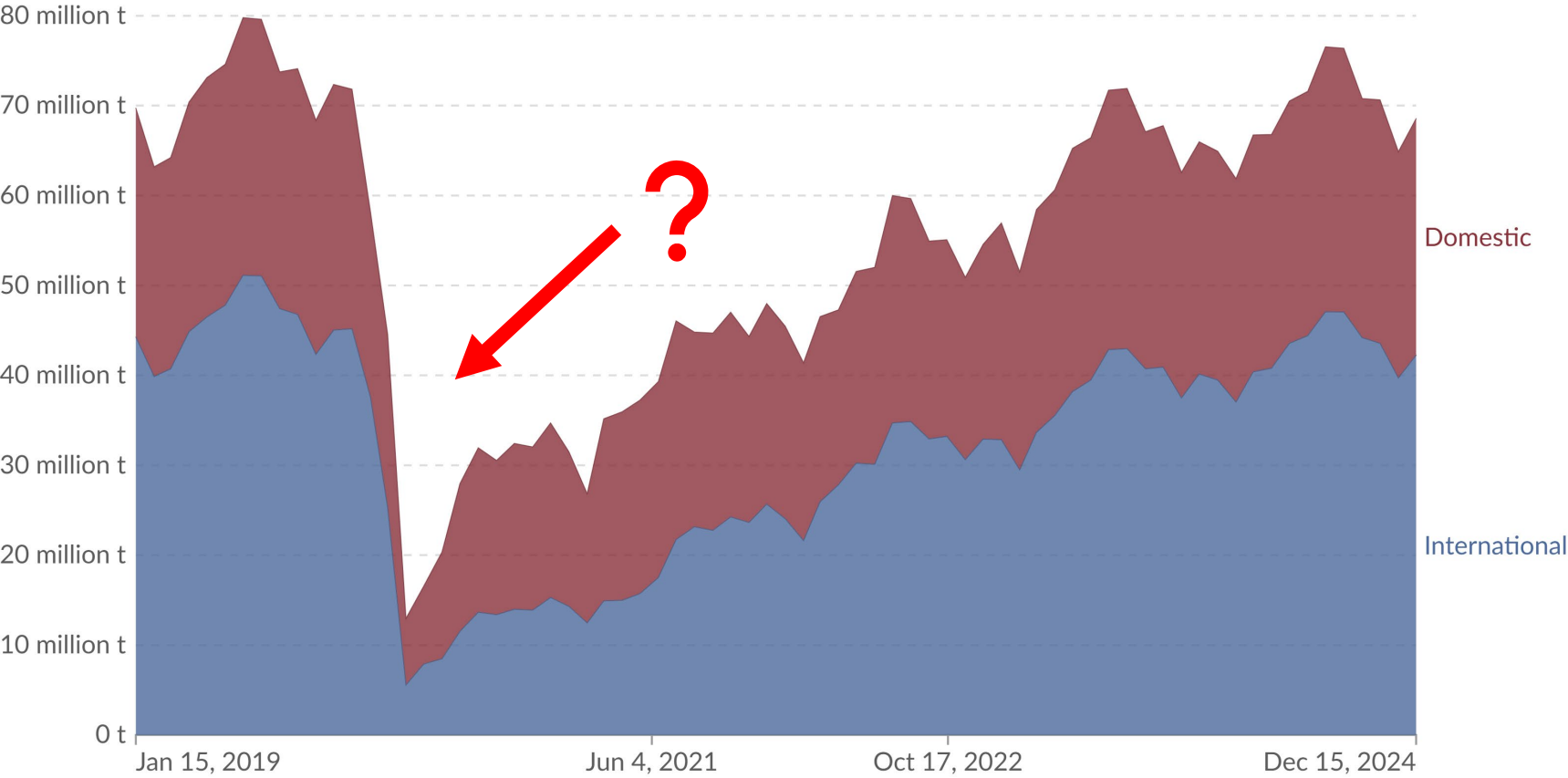


Data source: Global Carbon Budget (2024)

OurWorldinData.org/co2-and-greenhouse-gas-emissions | CC BY

Monthly CO₂ emissions from domestic and international commercial passenger flights, World

Domestic aviation represents flights which depart and arrive within the same country. International aviation emissions are assigned to the country of departure.



Data source: OECD (2025)

OurWorldinData.org/tourism | CC BY

Note: Data on aviation emissions is missing for some countries, so actual global and regional emissions are higher. Regional emissions are shown to highlight trends over time and should not be compared.

Agenda 2030?

FUTURE, POLICY & ECONOMICS

None of 17 UN SDGs on Track to Be Achieved By 2030, Report Finds

BY MARTINA IGINI | GLOBAL COMMONS | JUN 24TH 2025 | 2 MINS

🔗 EARTH.ORG IS POWERED BY OVER 150 CONTRIBUTING WRITERS



10 ans après, quel est le bilan?

Visant notamment à éliminer la pauvreté extrême, la sous-alimentation, la mortalité infantile évitable, la discrimination et la violence à l'égard des femmes à l'horizon 2030, les 17 objectifs de développement durable sont ambitieux. Chacun doit en outre avoir accès à l'éducation, à une eau propre et à l'énergie. Le travail des enfants doit être aboli, tandis que les émissions de CO₂, le gaspillage alimentaire, la déforestation, la pollution des mers, la corruption et les conflits armés doivent reculer considérablement.

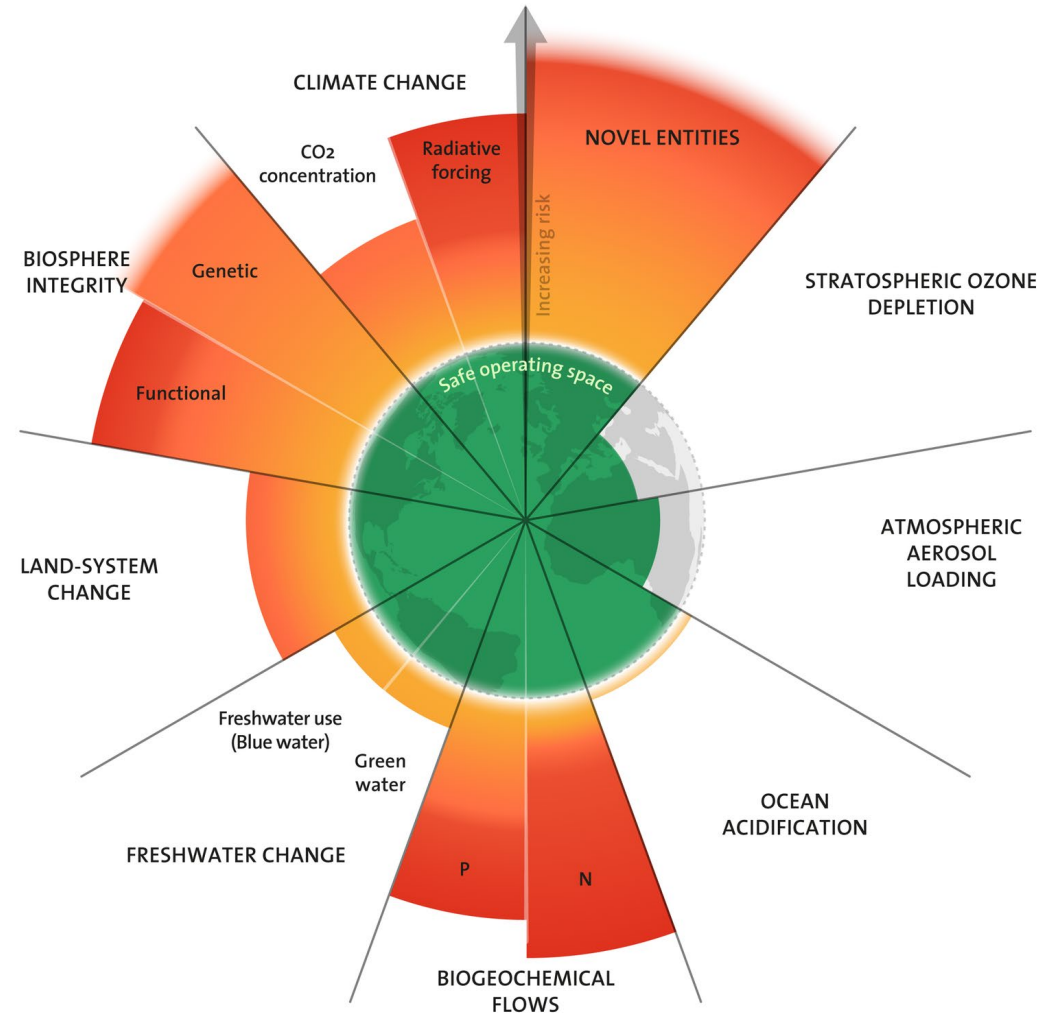
Au cours des dix dernières années, des millions de personnes ont eu accès à l'électricité, aux soins, à l'eau, à l'éducation et à une meilleure alimentation[1]. À l'échelle mondiale toutefois, seules 16% des 169 cibles sont en bonne voie, notamment l'accès à une énergie plus propre, tandis que, si elles progressent, la plupart des autres cibles évoluent toutefois trop lentement et ne pourront probablement pas être atteintes d'ici 2030. C'est le cas entre autres de la réduction des émissions de CO₂ et de la lutte contre la malnutrition[2]. Par ailleurs, la pauvreté extrême stagne après avoir reculé de moitié entre 2010 et 2020 (voir *graphique*). Enfin, si les inégalités économiques entre les États ont diminué, elles ont augmenté au sein de nombreux pays[3].

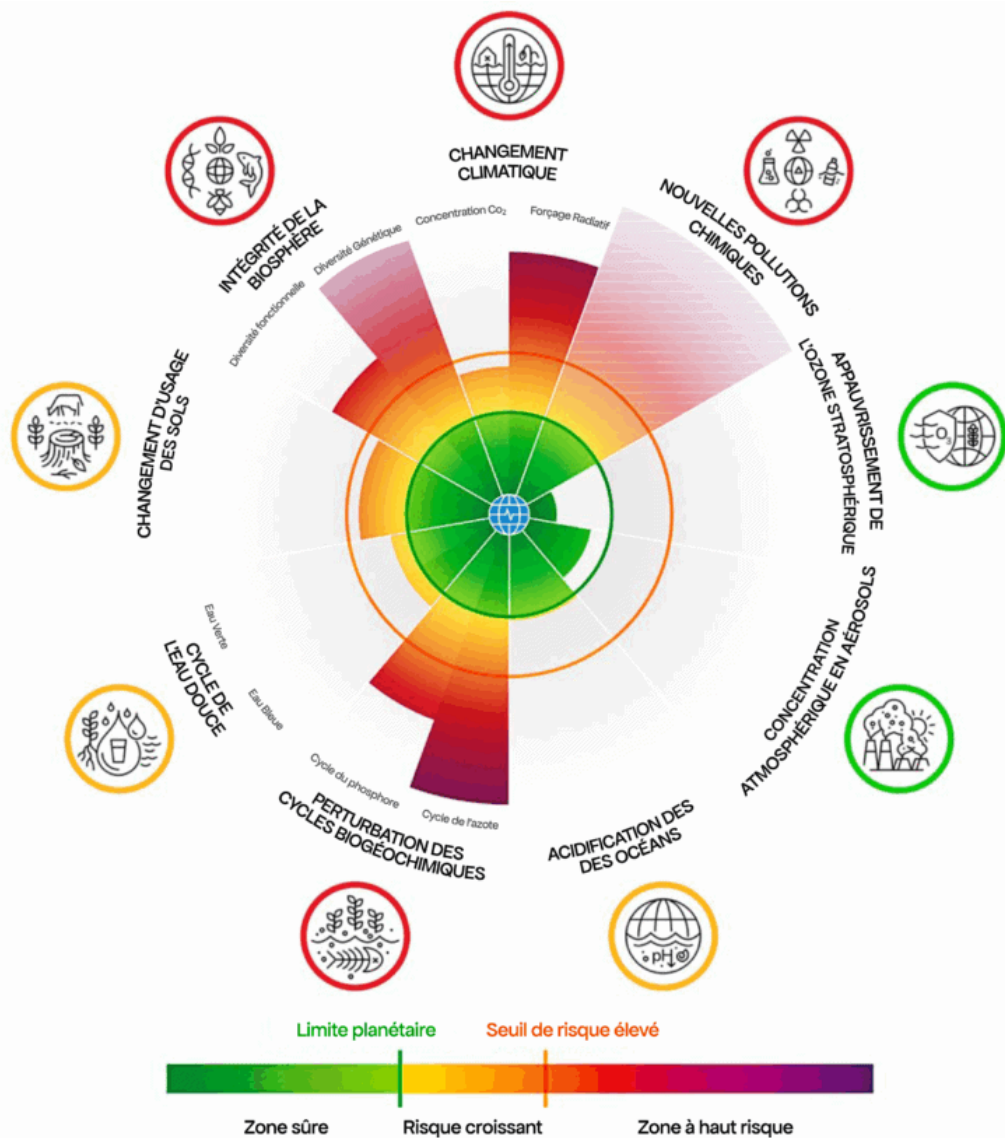
- Only 18% of the Sustainable Development Goals (SDGs) are on track, with nearly half progressing too slowly and close to a fifth even regressing.
- Despite progress in health, education, and energy and digital access, significant challenges persist in poverty, gender equality, food security, and health outcomes.
- With many 2030 targets off-track, the World Economic Forum's Sustainable Development Impact Meetings will convene global leaders to accelerate progress.

<https://www.weforum.org/stories/2025/09/sdg-progress-report-2025/>

Günther, Isabel (2026). L'Agenda 2030, une boussole universelle. La Vie économique, 04 septembre.

Notre santé humaine dépend de la Terre... dont la santé dépend de l'humain





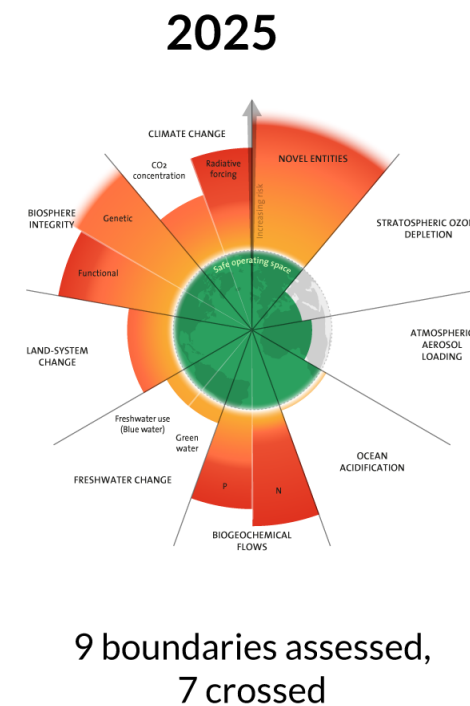
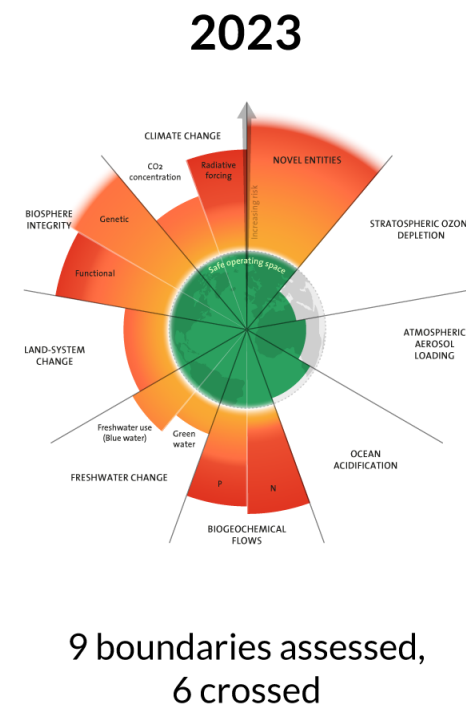
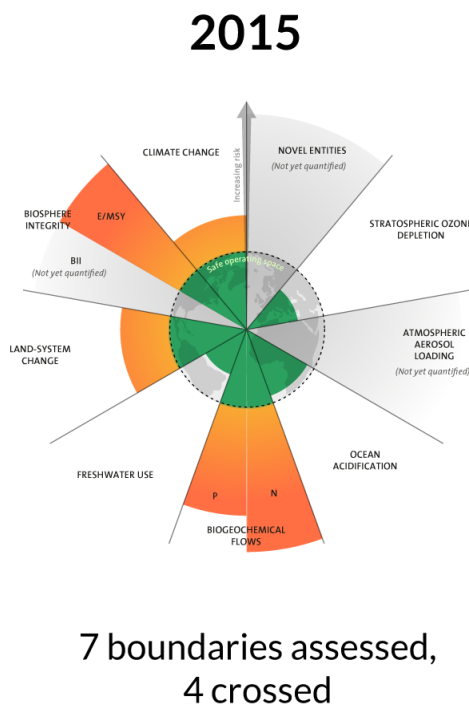
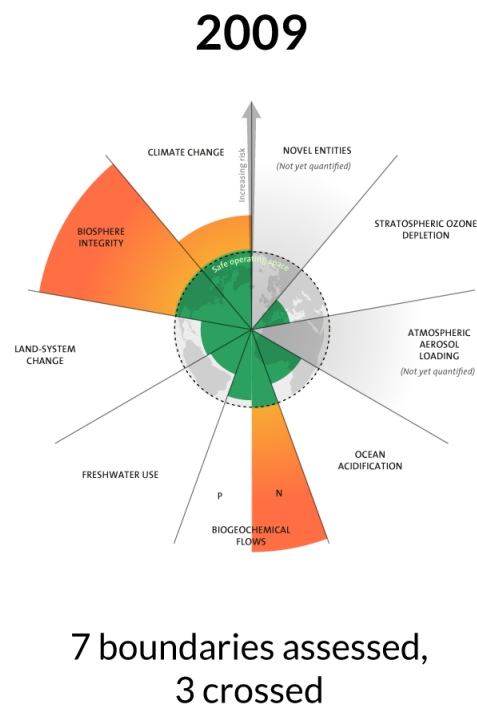
Source : les 9 limites planétaires, Planetary Health Check 2025

Traduction par **BONPOTE**



Thomas Wagner, La 7e limite planétaire est officiellement dépassée : l'acidification des océans,
<https://bonpote.com/la-7e-limite-planetaire-est-officiellement-depassee-lacidification-des-oceans/>

Planetary Health Check 2025, <https://www.planetaryhealthcheck.org/>





Jour du dépassement de la Terre (Earth Overshoot Day)

(en Suisse, c'était le 11 mai en 2026!)

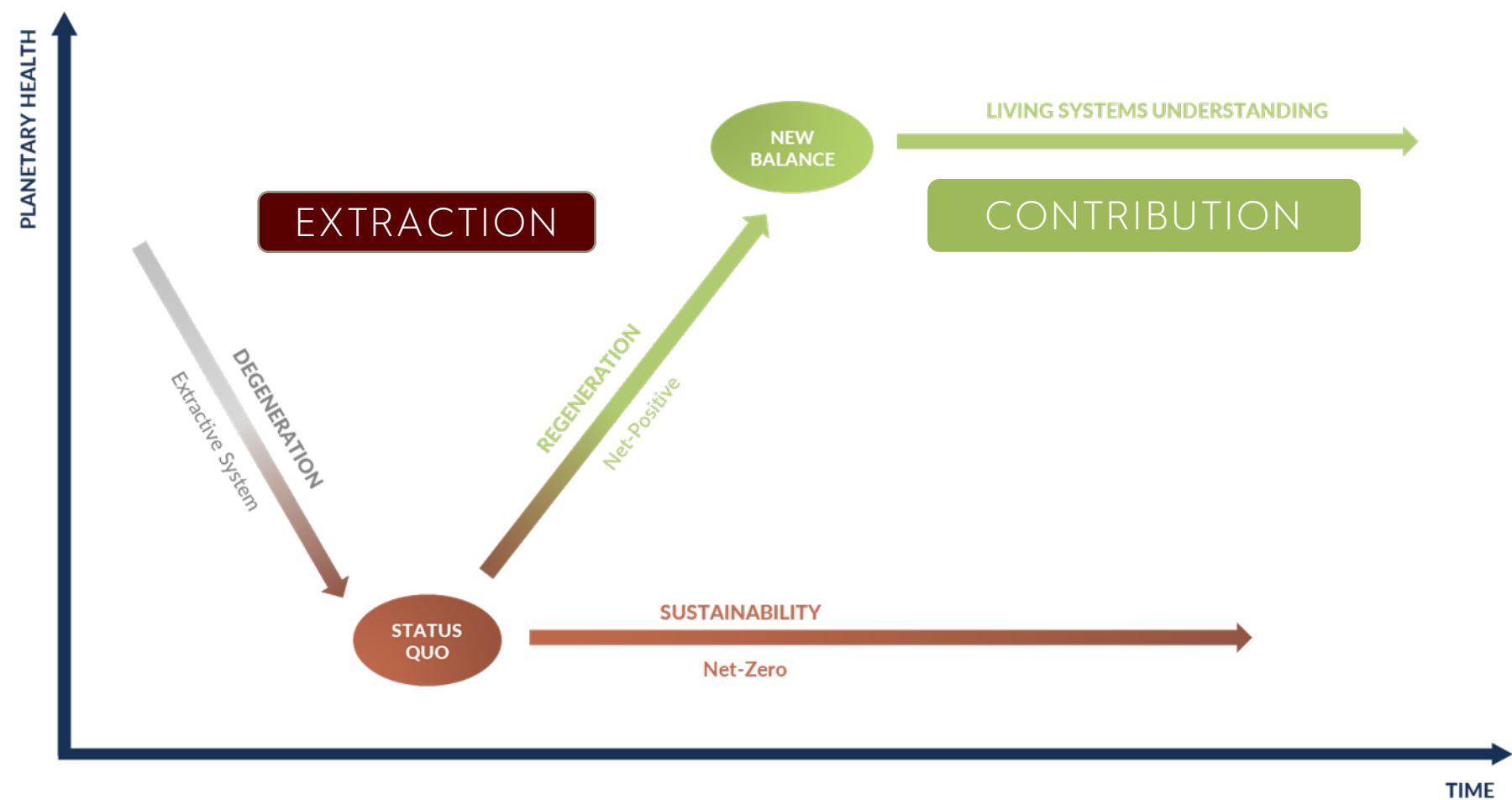
On utilise nos ressources presque 2x plus vite que les ressources de la Terre ne peuvent se régénérer.

La date du Jour du Dépassement de la Terre est calculée en comparant la consommation annuelle de l'humanité en ressources écologiques (Empreinte Ecologique) à la capacité de régénération de la Terre (biocapacité).



Il est l'heure d'un nouveau récit...

À la recherche d'un nouvel équilibre



L'approche systémique

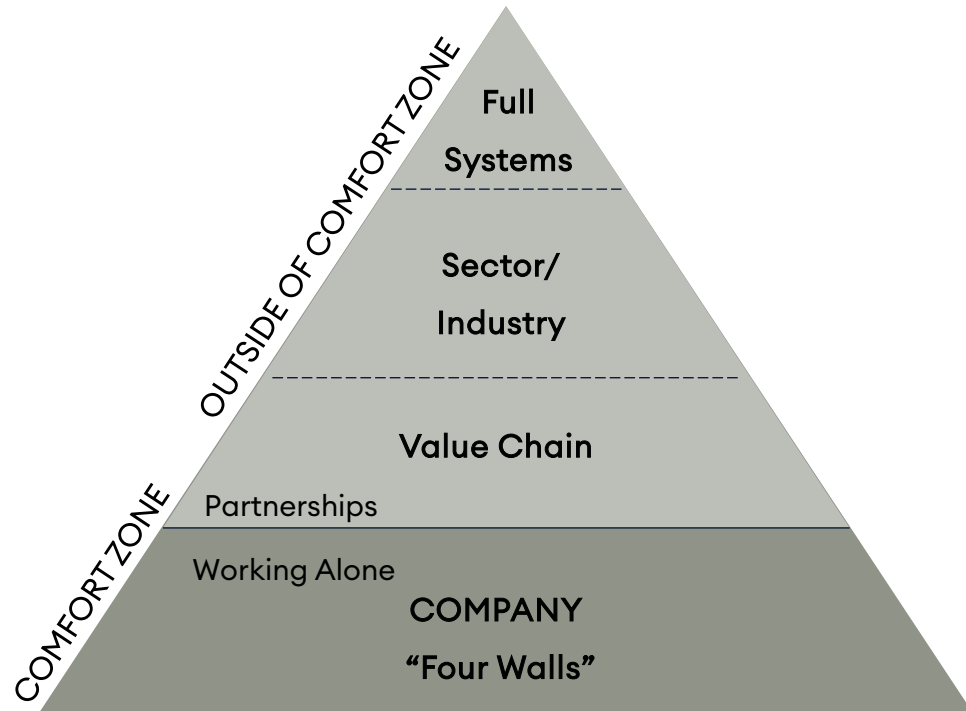


Figure taken from Polman, Paul, and Andrew Winston. *Net Positive: How Courageous Companies Thrive by Giving More Than They Take*. Harvard Business Review Press, 2021.



Tourisme durable/régénératif

Aspect	Tourisme durable	Tourisme régénératif
Philosophie de base	Minimiser les impacts négatifs	Restaurer, améliorer et régénérer les écosystèmes
Objectif	Compenser, faire moins de mal	Rééquilibrer le système
Relation à la nature	Protéger	Régénération mutuelle
Pensée systémique	Approche linéaire de résolution de problèmes	Systèmes complexes
Rôle de la communauté	Participation limitée	Co-crédation
Perspective du succès	Croissance économique dans les limites	Volume à valeur
Horizon temporel	Court/moyen terme	Transformation à long terme
Responsabilité	Individuelle	Collective
Changement de modèle	Ajustements incrémentaux	Changement transformationnel
Echelle	Souvent globale	Focalisé sur un lieu spécifique – avec un impact global

Tourisme durable/régénératif

SÉPARATION

CONTRÔLE

LINÉARITÉ

EXPLOITATION

EGO



INTÉGRATION

COLLABORATION

CIRCULARITÉ

CONTRIBUTION

ÉCOSYSTÈME

Tourisme régénératif

Un changement de paradigme qui se concentre sur le renouvellement écologique et social en renforçant la capacité des systèmes vivants à réaliser leur plein potentiel.

L'approche régénérative met l'accent sur un lien étroit entre les acteurs touristiques, les écosystèmes locaux et les communautés, encourageant les acteurs à devenir des agents de transformation positive.



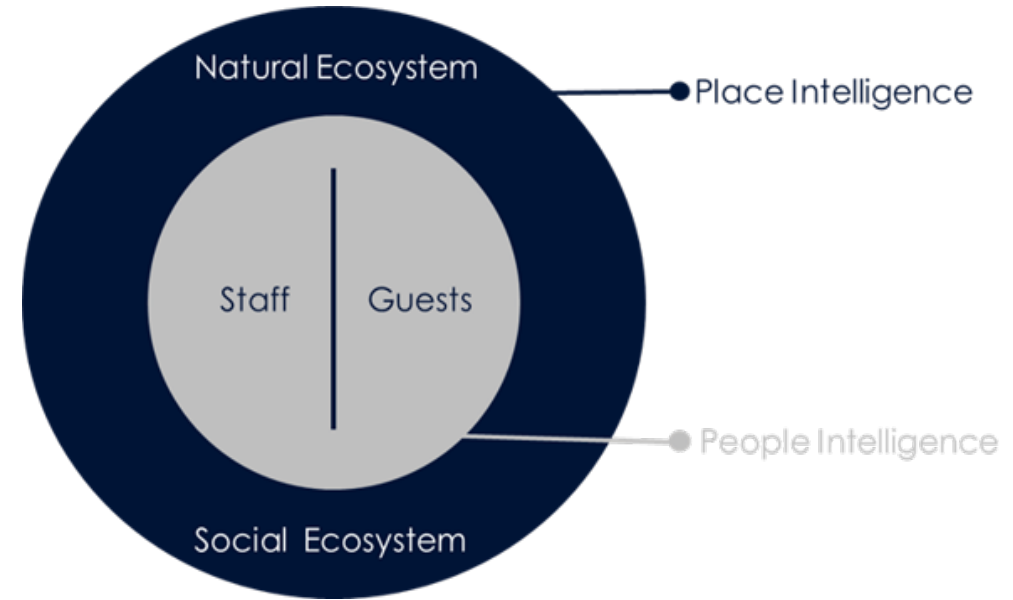
Tourisme régénératif

Une telle orientation repose sur une *pensée systémique*, attentive à l'interdépendance qui relie l'ensemble des systèmes vivants.

Changement d'esprit

Compréhension des écosystèmes

Compréhension des écosystèmes



1

Place Intelligence est la couche externe de l'hôtellerie régénérative et examine l'impact positif net des organisations hôtelières sur l'écosystème naturel et l'écosystème social.

2

People Intelligence est la couche interne de l'hôtellerie régénérative et examine l'impact positif net de la relation entre le personnel et les clients dans un contexte basé sur l'expérience.

Cabanes des grands lacs

NOS ENGAGEMENTS

La raison d'être qui nous anime chaque jour est une véritable feuille de route sincère et volontariste. Nous proposons une nouvelle voie pour aborder le tourisme autrement, dans laquelle chacune de **nos parties-prenantes** y trouve un bénéfice : le tourisme de progrès. Et pour la mise en œuvre concrète, sans laquelle tout ça ne servirait à rien (!), nous avons défini 4 axes forts qui inspirent chaque jour nos actions. **Nos 4 engagements.**

✿ Découvrez nos domaines

COUCOO CABANES

LES ARTISANS D'UN
TOURISME DE PROGRES

DE PÉDAGOGIE

Tous nos clients ne sont pas spontanément engagés dans la cause environnementale, mais tous repartent avec la conscience aiguisée des bienfaits mutuels que peuvent s'accorder la nature et l'humain.

DE RESPONSABILITÉ

C'est en responsabilisant chacun de nos collaborateurs sur les conséquences positives de leurs actes et décisions que nous faisons croître un engagement fort : l'épanouissement personnel, au service d'une vision partagée, est une condition sine qua non de la réussite chez Coucoco Cabanes.

DE RAYONNEMENT

D' ENGAGEMENT

Si le savoir-faire local est notre critère premier de sélection, nous privilégions des entreprises avec lesquelles une vraie dynamique de partenariat sur la durée est mise en œuvre.

DE PREUVES



— ON LE FAIT DÉJÀ —

La co-élaboration : nous créons des partenariats de long terme avec nos producteurs, notamment dans la réduction des déchets, la suppression du plastique, l'optimisation des transports. Cette perspective temporelle leur permet d'investir en confiance.

La technologie : pour nos baignoires nordiques, nous avons choisi la technologie Ultra Bio Ozone fournie par Altipure qui permet un traitement de l'eau en continu grâce à l'ozone, sans aucun produit chimique.

Les mobilités : pas de véhicule motorisé sur les domaines, circulation à pied et à vélo pour les clients et en voiturette électrique pour les collaborateurs. Plusieurs de nos sites sont équipés en borne électrique et ont le label accueil vélo.

L'inclusion : nous recrutons localement et créons 15 à 20 emplois par domaine en zone rurale. Nous favorisons l'apprentissage et la reconversion. Des partenariats avec des associations de réinsertion sont également mis en place.

La contribution à la transition écologique : nous faisons partie du Club Entreprendre pour la Planète du WWF France et soutenons l'initiative Nature Impact, un fonds dédié à la préservation des forêts en France. Grâce à cet engagement, nous contribuons à la protection des milieux naturels de manière objective et scientifique.

— ON Y TRAVAILLE —

DES PREUVES !

Nous avons intégré l'étape bureaux d'études pour tester des technologies permettant de limiter l'impact carbone de nos projets et progresser dans l'écoresponsabilité et l'optimisation bioclimatique.

La mise en place de panneaux et lampes solaires et d'ampoules adaptées nous a permis de baisser notre consommation d'électricité de 10% sur 2 ans en 2023 et 2024. L'objectif 2025 : moins 5% supplémentaires, notamment grâce aux pompes à chaleur sur nos baignoires nordiques, qui permettent de diviser par 2 leur consommation.

Pour continuer à réduire la consommation d'eau (-16% en 2023), nous installons des pommeaux de douche Gjsa, des récupérateurs d'eau de pluie, ainsi que des économiseurs d'eau sur les robinets et toilettes.

En matière de déchets, en plus du recyclage, nous tendons au zéro plastique et sommes en train de mettre en place partout du compost. Aux Grands Lacs, site pilote en la matière, le lait est livré en bouteille de verre qui sont ensuite récupérées par l'éleveur. 1800 briques de carton plastifiées économisées par saison !

Lisu Lodge

1995

Connecting Cultures and Communities

We built our first eco-friendly lodge “Lisu Lodge” in 1995 in a remote hill tribe village by the Lisu hill tribe. The aim was for Lisu Lodge to become a place where visitors could learn about local culture directly from their hosts, the Lisu villagers. We also wanted the village to benefit from tourism. Parts of the income earned at the lodge go towards the village fund to support educational, cultural, and economic projects to improve the quality of life of hundreds of villagers.



Fogo Island Inn



Certified 2026

Economic Nutrition^{CM}

Fogo Island Inn

Community Enterprise

Where does the money go?

Fogo Island	54%	Rest of Canada	26%
Newfoundland	16%	International	4%

What does the money pay for?

Salaries & Wages	53%
Business Operations	15%
Food & Room Supplies	12%
Building Costs	10%
Sales & Marketing	4%
Insurance	3%
COVID-19 Debt Service	3%

*Data as of December 31, 2023. Values are calculated retrospectively and updated when changes are material. Figures shown are for illustrative purposes.

Economic Nutrition^{CM} is a certification trademark of Shorefast, used under license by Fogo Island Inn.

Created May 6, 2026

This is more than an Inn; it's a place with purpose

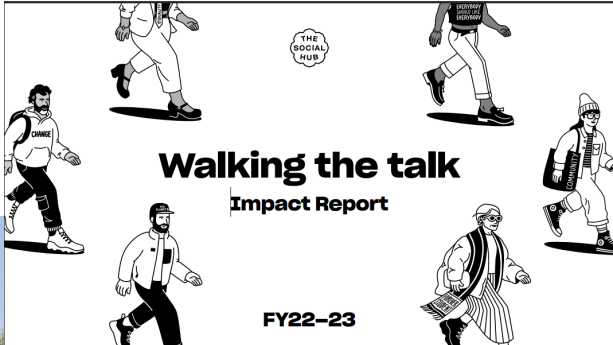
Fogo Island Inn is a community-centred social business and an initiative of [Shorefast](#), a Canadian charity that is forging a new path at the intersection of business, philanthropy, and community economic development.

When you stay at Fogo Island Inn, you contribute to our vision of prosperous economies that serve people, nature, and culture in local places. All operating surpluses are reinvested in the community of Fogo Island through Shorefast's programs and initiatives.

Learn about **Shorefast**

Shorefast is a registered Canadian charity (#85883 0904 RR0001) and contributions are eligible for tax donation receipts. Established to deepen ties with our American friends, Shorefast US Fund is a 501(c)(3) organization, registered with the IRS.

The Social Hub



A l'échelle d'un territoire



As a Flemish government agency that is strategy and knowledge-driven, VISITFLANDERS is committed to the sustainable development and promotion of Flanders as a top tourist destination. We don't do this by ourselves. Together with our tourism partners, we work to allow Flanders to flourish as an innovative, high-quality travel destination and to inspire potential visitors to put the region at the top of their bucket lists. Our ultimate goal? Using tourism to help Flanders flourish as a destination! We do so both for our residents and entrepreneurs and for you, our visitors. We pay special attention to sustainability, accessibility and family-friendliness.

Nouvelle définition du succès

- Indicateurs multidimensionnels
- Évolution partagée, collective
- Qualité de vie des habitants
- Santé des écosystèmes
- Création de valeurs communes



Prosperité des systèmes



Ce que nous avons appris

1. La régénération passe par un changement de vision du monde et de responsabilité
2. Le terme « régénération » n'existe pas vraiment dans les récits des consommateurs
3. Les leaders régénératifs transforment leurs organisations et les territoires
4. Les leaders régénératifs sont enracinés dans leur communauté et leur territoire
5. Les expériences transformatrices sont au cœur de la régénération systémique
6. L'hospitalité régénérative est une aspiration, accessible à toutes les organisations



Comment faire?

Le tourisme régénératif... pour tous?

Plusieurs années de recherche

Beaucoup d'exemples isolés ou de luxe

Concept abstrait

Comment le mettre en application ?

Peut-on l'appliquer à tout type d'entreprise?

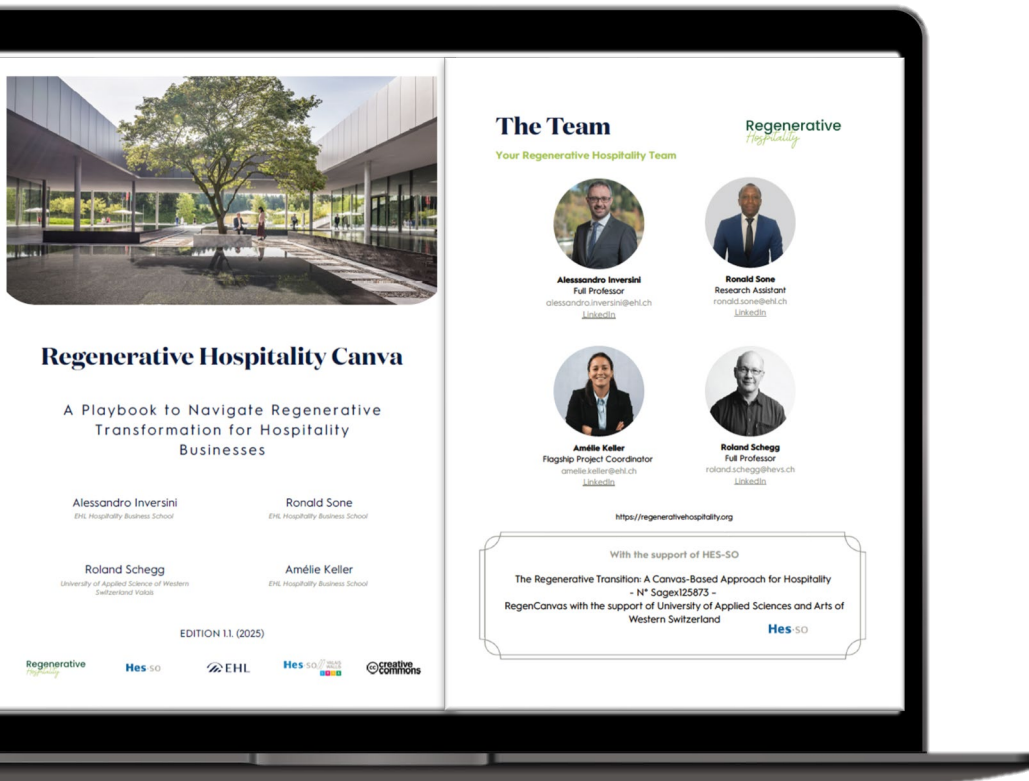


Regenerative Hospitality Playbook

Téléchargement gratuit



 <https://zenodo.org/records/17021323>



Développement d'outils pratiques

Outils concrets pour aider les acteurs du tourisme à orienter leur approche régénérative.



Orientation basée sur la recherche

Recherches approfondies, co-création et études de cas



Encouragement des pratiques régénératives

Résultats tangibles pour les communautés et l'environnement

Outils pratiques

My Business

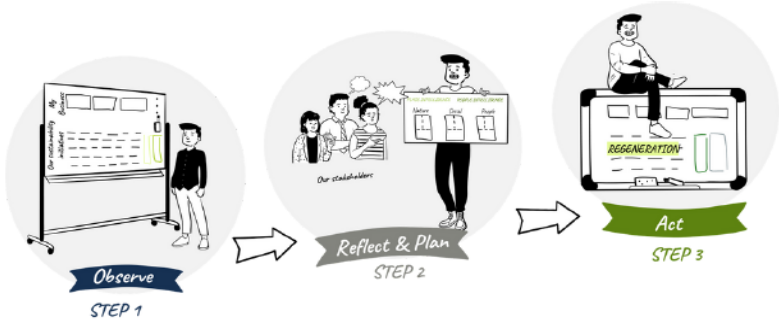
Mission
What is the core purpose of your organization?
Describe what drives your organization.

Vision
How does your business envision its future? What are your long-term aspirations?

Customers
Describe the customers of your business.

Five sustainability initiatives we are proud of

	AREA OF IMPACT			AREA OF IMPACT	
	Nature	Social	People	Net Zero	Net Positive



PLACE INTELLIGENCE

Nature Ecosystem

Offerings: What does the natural environment around your business have to offer?

Challenges: What are the natural challenges around the business?

Opportunities: What opportunities arise from these offerings and challenges?

Social Ecosystem

Offerings: What does the community around your business have to offer?

Challenges: What are the challenges in the community?

Opportunities: What opportunities arise from these offerings and challenges?

PEOPLE INTELLIGENCE

People Involvement

Offerings: What experiences or relations can be offered?

Challenges: What are the challenges of these experiences or relations?

Opportunities: What opportunities arise from these offerings and challenges?

INTERNATIONAL							
NATIONAL							
REGIONAL							
LOCAL							
	Staff	Customers	Suppliers	Authorities	Community	Finances	Special Groups

Mission
What is the core purpose of your organization?
Describe what drives your organization.

Vision
How does your business envision its future?
What are your long-term aspirations?

Customers
Describe the customers of your business.

Regenerative commitment
Describe your regenerative commitment to nature, community and goals.

Nature Ecosystem
What does the natural environment around your business have to offer?

Offerings: Challenges: Opportunities

Social Ecosystem
What does the community around your business have to offer?

Offerings: Challenges: Opportunities

People Ecosystem
How do you involve staff and customers?

Offerings: Challenges: Opportunities

Stakeholders, Actors
Who does your business need to tackle the opportunities?

Net Positive Actions: What actions should be put in place?

Impact: What is the expected impact?

Stakeholders, Actors
Who does your business need to tackle the opportunities?

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Laws/Regulations

Costs/Revenues

Laws/Regulations

Costs/Revenues

Laws/Regulations

Costs/Revenues



My Business

Mission

What is the core purpose of your organization?
Describe what drives your organization.

Vision

How does your business envision its future?
What are your long-term aspirations?

Customers

Describe the customers of your business.

Regenerative commitment

Describe your regenerative commitment to
nature, community and guests

Place Intelligence

Nature Ecosystem

What does the natural environment around your business
have to offer?



Offerings

Challenges

Opportunities

Stakeholders, Actors

Who does your business need to tackle the
opportunities?

Net Positive Actions

What actions should be put in place? | *Laws/Regulations*

Impact

What is the expected impact? | *Costs/Revenues*

People Intelligence

People Involvement

How do you involve staff and customers?



Offerings

Challenges

Opportunities

Stakeholders, Actors

Who does your business need to tackle the
opportunities?

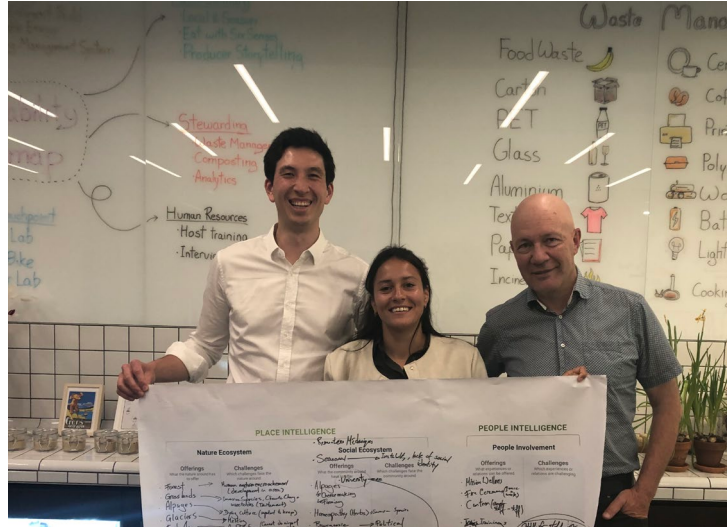
Net Positive Actions

What actions should be put in place? | *Laws/Regulations*

Impact

What is the expected impact? | *Costs/Revenues*

Approche collaborative



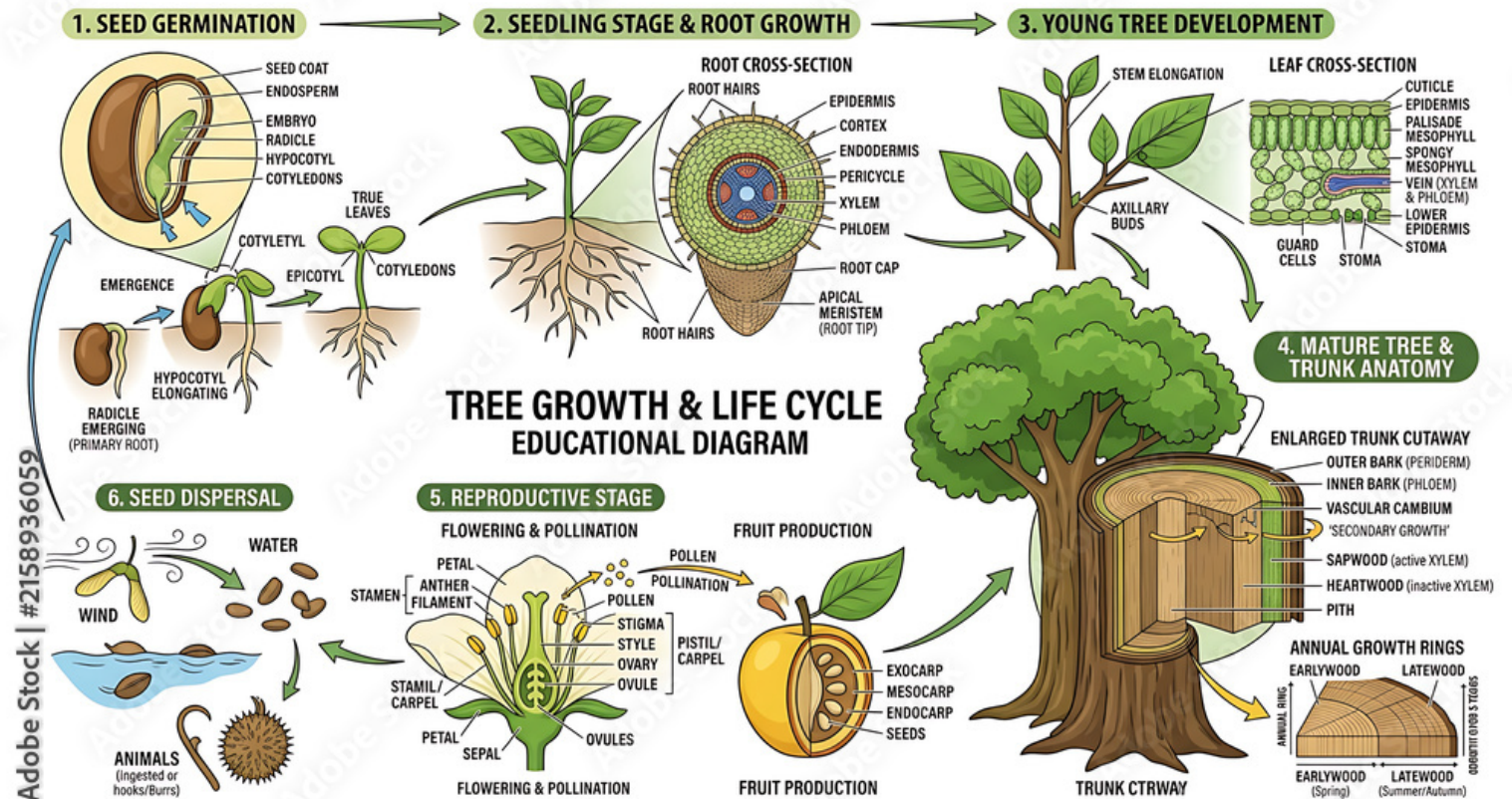
Un changement de paradigme

- De réduction de l'impact individuel *à la contribution collective*
- De la chaîne d'approvisionnement *à l'écosystème*
- Des efforts isolés *aux relations mutuelles*
- Du profit à court terme *aux bénéfices à long-terme*
- Des croyances limitantes *à la créativité, l'ouverture et la prospérité*



HELP!
Comment faire?

Des quick wins?



HELP!

Comment faire?

1. Se poser les bonnes questions
 - Comprendre de quoi on parle, vraiment.
 - Comprendre la nécessité du changement (oui, c'est aussi une priorité)
 - Comprendre et prendre ses responsabilités individuelles et collectives
2. Se (re) connecter avec son écosystème
3. Commencer, dès demain
4. Ne pas avoir peur des limites, de challenger le status quo



Repenser le tourisme
Assumer nos responsabilités
S'engager pour notre territoire

...Ce n'est donc pas seulement un buzzword

Regenerative Hospitality Playbook



Accessible sous ce lien:

