



You are the changemakers

– together, we are the movement towards regenerative
tourism in the Baltic Sea Region

Linda Vismer

Do: Design processes for regenerative transformation in tourism.

Book: The power of the Traveller - tourism that nourishes and harms

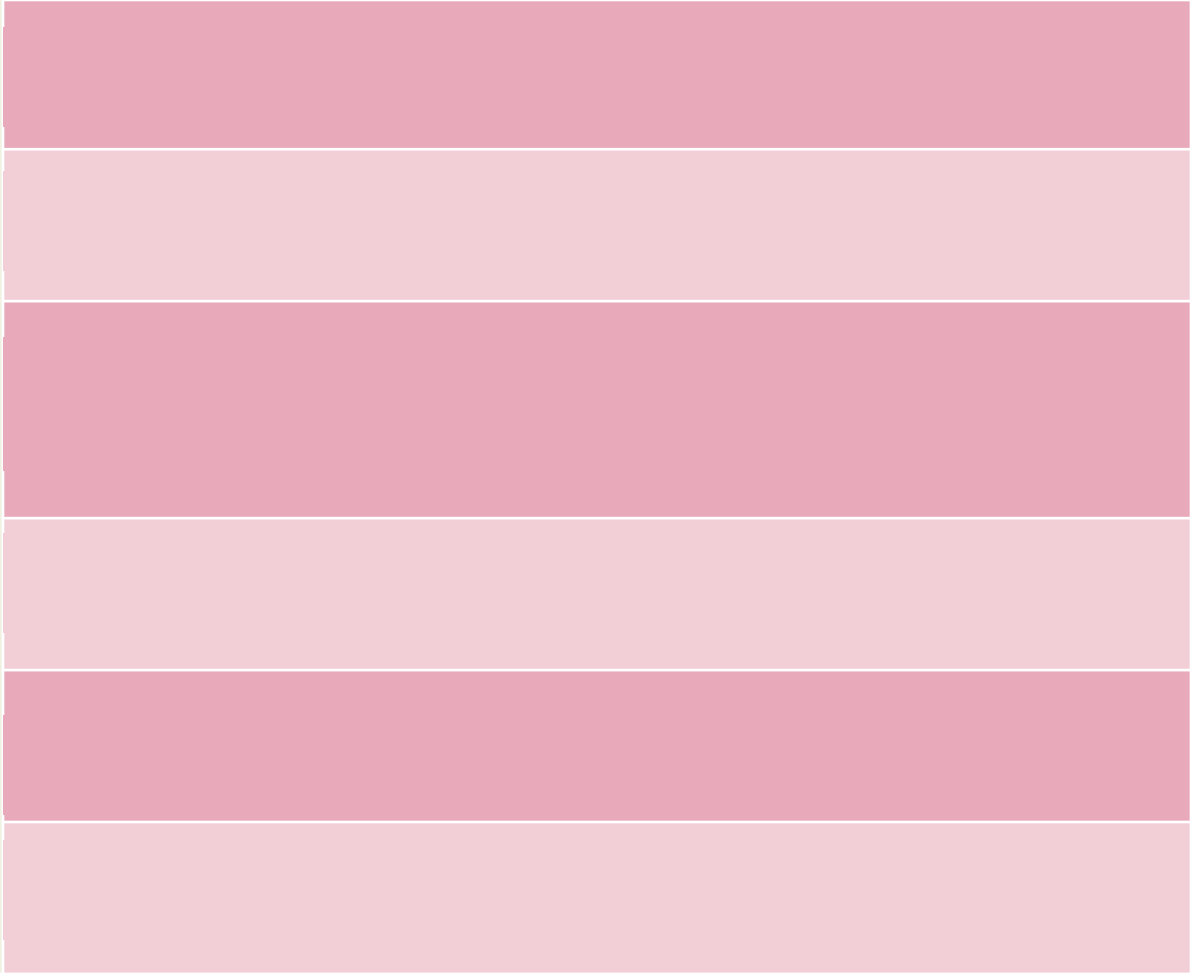


What is regeneration?

To restore and strengthen the inherent capacity of systems to renew themselves and thrive.

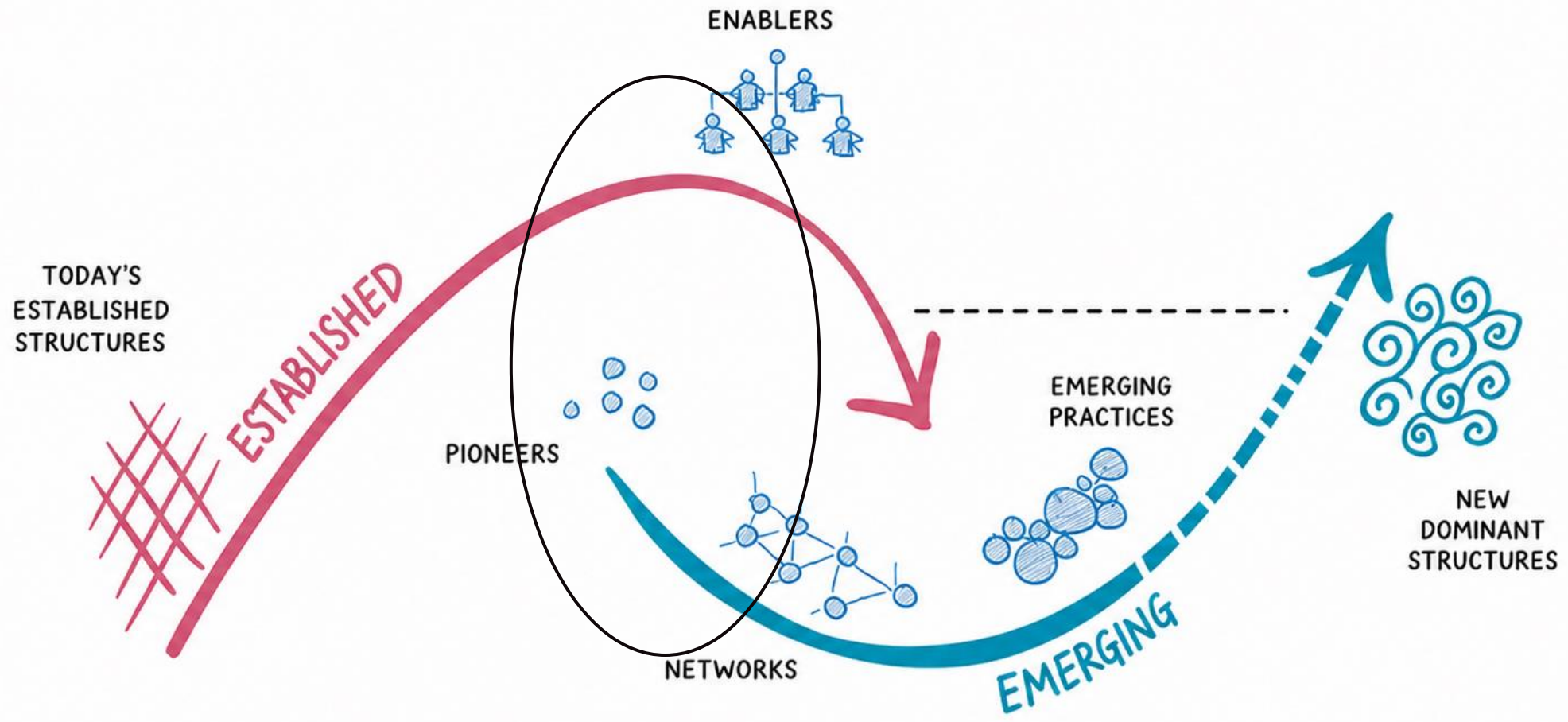
LIFE-GIVING – A MINDSET

Today system (established)

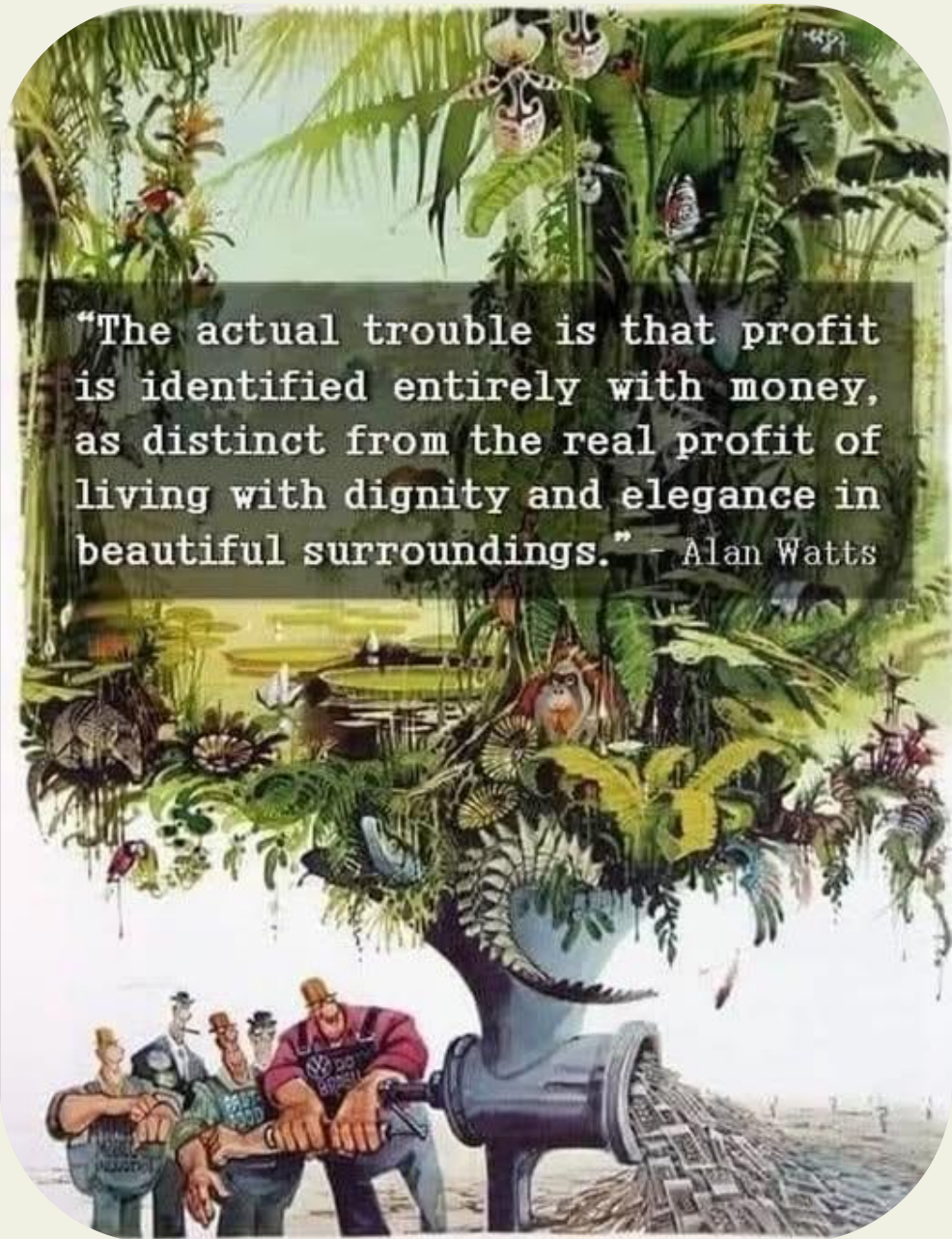


Today system (established)	Future system (emerging)
Growth as the overall goal	
Nature & culture as resources to be consumed	
Success measured in volume: arrivals, bed nights, spending	
Local communities as backdrop	
Generic experiences for the mass market	
Value extracted from places, sent elsewhere	

Today system (established)	Future system (emerging)
Growth as the overall goal	Regeneration as the goal
Nature & culture as resources to be consumed	Nature & culture as living systems restored
Success measured in volume: arrivals, bed nights, spending	Success measured in wellbeing: of guests, locals and ecosystems
Local communities as backdrop	Local communities as co-creators those who benefits the most
Generic experiences for the mass market	Authentic experiences that strengthen the identity of place
Value extracted from places, sent elsewhere	Value circulated within and returned to the places that generate it







Why the Baltic sea is perfect for regenerative tourism?



Why the Baltic sea is perfect for regenerative tourism?

- Small-scale companies
- Love for the place
- No over-tourism (yet)
- High respect for nature and culture
- A lot of initiatives going on
- A connected community
- Neighbours with the Baltic Sea
 - Mirror of Mother Earth

An aerial photograph of a vast body of water, likely a lake or a wide river, with numerous small, tree-covered islands scattered throughout. The water is a deep blue, and the sky is a pale, hazy blue. The foreground shows a dense forest of green trees with some yellowing, suggesting an autumn setting. The overall scene is serene and expansive.

You have power!

How will you use it?

**Who drives
change?**



**Minorities do
– and you are
the minority
because you are
here**









ACT

How to create change?







How to manage change with the three P's (and no, it is not people, planet, profit)









Puke



Peer



Pioneer



**What does
change need?**





LEADERSHIP

A woman and a child are running on a beach at sunset. The woman is on the left, wearing a light-colored short-sleeved shirt and dark pants, holding the hand of the child on the right. The child is wearing a light-colored dress. They are running towards the ocean, with waves breaking around them. The sky is a warm, golden color from the setting sun.

brave
supportive
listening
flexible
caring
LEADERSHIP

RegenT

Someone who steps up to lead when leadership is needed most. Not because they were born into the role. But because the moment calls for it.



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That Regent – that is you

Thank you for beeing here

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Linda Vismer

Transformative Tourism Strategist aiming to
shift towards Regenerative tourism. Specialist...

