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# Regenerative Nature Tourism

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**Interreg**



Co-funded by  
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**Aurora**



# REGGAE



- Entrepreneurial networks
- Knowledge for entrepreneurs on regenerative tourism
- Accessible, transformative and regenerative tourism services
- Evaluation of project effects

## **Lead Partner EU**

Luonnonvarakeskus (LUKE)

## **Project partners**

AB Kristinestads Näringslivscentral

Gold of Lapland Ekonomisk förening

Sveriges Lantbruksuniversitet

Itä-Suomen yliopisto (University of Eastern Finland)

Centria-ammattikorkeakoulu Oy

Mittuniversitetet



# SME engagement and product development within regenerative frameworks



# Collaborative activities with SMEs

- Courses and excursions
- Workshops, including visits to project companies
- Networking
- Individual coaching
- Product development cases



### Course 1: Regenerative Nature Tourism

The course focuses on the definition of regenerative and transformative tourism. We will showcase businesses that have successfully become regenerative, and they will share insights into how they work. The course will also cover sustainable entrepreneurship, nature and cultural conservation as part of business practices, citizen science, basic knowledge of forest management and forest ownership, nature and health, and finally sustainable cooking. The course was initially offered in September 2025 but is still open. The material (recorded lectures, literature and links) is still available there [FOLLOW THE LINK TO ENROLL!](#)



### Course 2: Marketing and Communication for Regenerative Nature Tourism

The course focuses on packaging regenerative products, associated costs, and gaining knowledge about organizations working with regenerative tourism. The course also covers how entrepreneurs can reach out and communicate through various media. The course was offered in November 2025. The material (recorded lectures, literature and links) is still available there [FOLLOW THE LINK TO ENROLL!](#)



### Course 3: Cultural Heritage and Forest History

In the course, the idea is for you as an entrepreneur to learn how to “read” the surrounding forest so you can teach tourists in turn, helping them understand human impact on forest ecosystems and how forests have been managed. The course will also address our cultural heritage—what exists and what you can do to preserve and restore both biological heritage and historical buildings. The course will be offered in February 2026.



### Course 4: Inclusive and Accessible Tourism

focuses on how you, as a nature-based entrepreneur, can make nature accessible to groups who normally have difficulty accessing it. The goal is for destinations, products, and services to be accessible to all people, regardless of physical or intellectual limitations, disabilities, or age. The course will be offered in April 2026.





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## Steps towards Regenerative and Accessible Tourism

A Guidebook for Tourism Entrepreneurs

Editors: Maria Hofman-Bergholm & Sara Käll-Fröjdö,  
Centria University of Applied Sciences

# Guidebook for tourism entrepreneurs

- 1 What is regenerative, transformative, and accessible tourism?
- 2 Developing tourism experiences with regenerative and transformative tourism potential
- 3 Nature for everyone: why accessibility in nature-based tourism matters
- 4 Regenerative nature tourism promoting visitor well-being
- 5 Regenerative communities and implications for nature tourism
- 6 Preserving landscapes and cultural heritage
- 7 Visibility and communication
- 8 Pricing and product development
- 9 Presentations of entrepreneurs in the REGGAE project

# Product development within regenerative frameworks

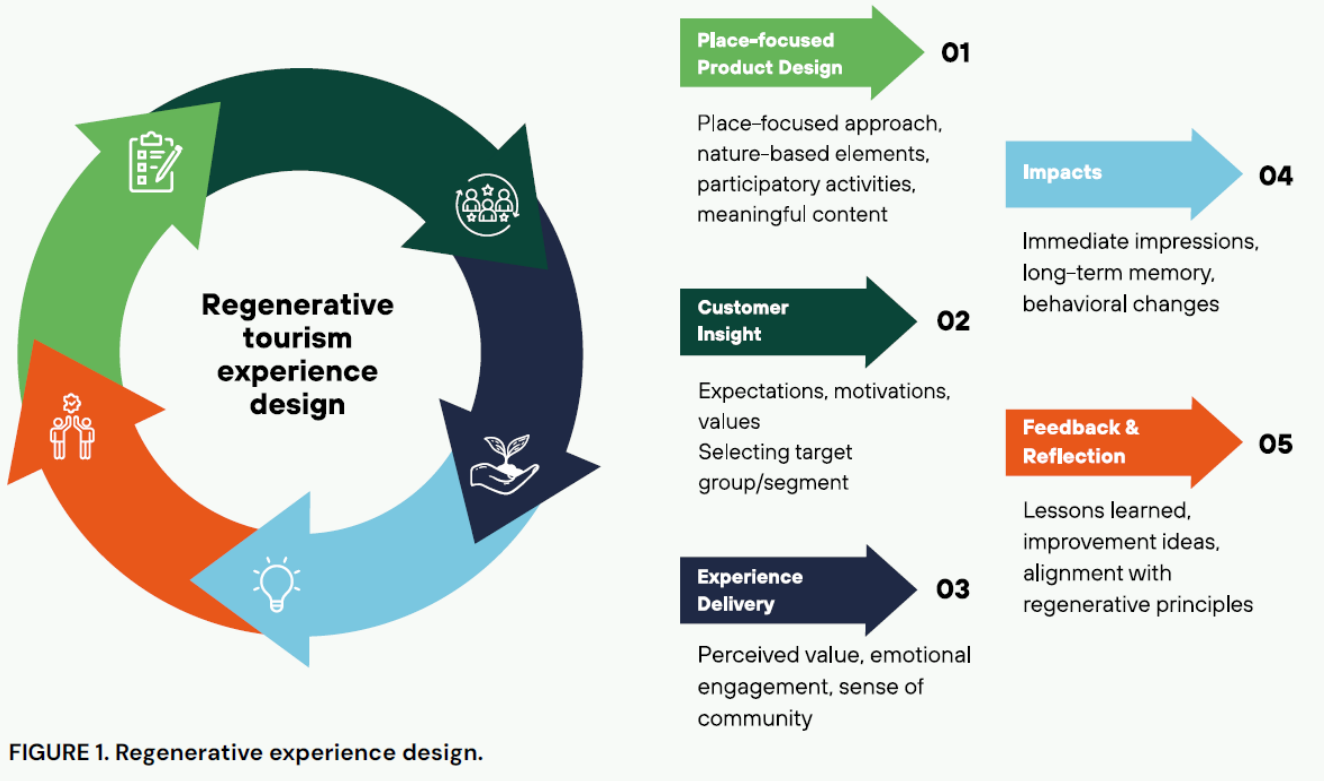


TABLE 1. Examples of experiential activities with regenerative perspectives.

Ecological Restoration Experiences	Visitor participation in habitat restoration (e.g., tree planting, wetland cleanup), guided by ecological experts and local/indigenous knowledge
Placebased Education Programs	Stories and learning modules focused on local ecological systems, traditional lifestyles, sustainable land use, and evolving local practices.
Cultural Immersion & Exchange	Collaborative events where tourists and residents mutually share traditions, art forms, crafts, and local cuisine.
Reflective & Mindful Practices	Activities such as guided nature walks, journaling sessions, meditation or reflection activities designed to deepen visitor experiences.
Circular Economy Demonstrations	Visits to community-led initiatives showcasing sustainable practices; local food production, recycling, energy autonomy.
Longitudinal Engagement Programs	Extended stays, volunteering opportunities, repeated visits that allow visitors to witness and support ongoing development processes.

Source: Steps towards Regenerative and Accessible Tourism: A Guidebook for Tourism Entrepreneurs

# Implementing regenerative tourism approaches in regional contexts





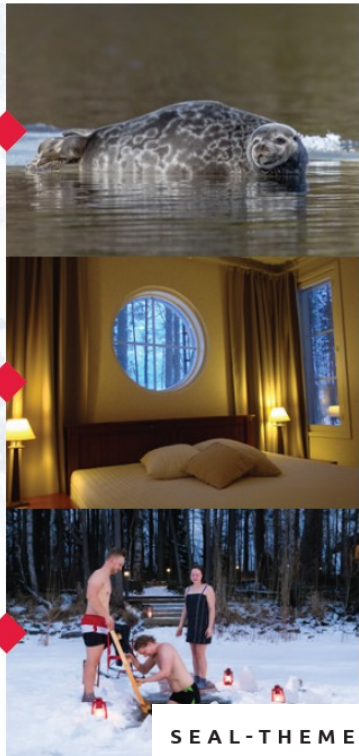
# On the frozen lake

seal themed week on a Saimaa island  
NORTHERN SAIMAA

Holiday with a purpose

Relax in a cottage

Discover the Magic of Winter by Lake Saimaa



## An example of a new product development with regenerative perspectives

### SEAL-THEMED WEEKS ON A SAIMAA ISLAND

#### ITINERARY

Join us on a frozen island in Lake Saimaa for an unforgettable winter experience that blends nature, science, and conservation. Available from mid-January to mid-February, you'll spend a week (Friday to Friday) at Villa Raita, learning about the endangered Saimaa seal and helping create life-saving artificial snow nests.

#### Each week includes:

- Outdoor adventures on the frozen lake
- Snowshoeing, kicksled tours, and workshops
- Insightful sessions on seal biology and conservation
- A chance to contribute to real nature protection efforts

If weather prevents nest-building, you'll take part in a unique regenerative tourism workshop combining art and science—an award-winning experience by Karelia Cottages.

#### Day 1 Welcome to Villa Raita

Settle in, meet your group, and learn the essentials: lighting the wood burner, making an ice hole, and diving into the science behind the Saimaa seal. Brave the icy lake for a refreshing dip—just like a seal!

#### Days 2-6 Explore, Learn, Contribute

Your week unfolds with guided and independent activities shaped by weather and your interests:

- Build snow nests to help endangered seals
- Snowshoe or kicksled through pristine nature trails
- Enjoy campfire picnics and explore ancient Saimaa bedrock
- Visit wetlands, learn about local conservation efforts, and meet inspiring locals
- Join creative workshops: broom-making, baking, music, and more

#### Day 7 Reflection & Relaxation

Wrap up with a warm meal, shared stories, and a sense of accomplishment.

#### Day 8 Departure

Leave with memories, new skills, and the joy of having made a difference.

Duration: 8 days / 7 nights  
 Validity: 9-16 Jan, 16-23 Jan, 23-30 Jan, 30 Jan-6 Feb, 6-13 Feb 2026 & 2027 dates TBC  
 Inclusions: 7 nights accommodation on full board basis, volunteering for seal protection and other activities as mentioned  
 From price: 2008 € per person based on 4 people sharing a cottage  
 Arrival point: Joensuu  
 Transfer times: Joensuu-Karelia Cottages 60 km  
 Contact details for booking: katri.vuorjoki@kareliacottages.fi

## Karelia Cottages

<https://finland.fi/life-society/regenerative-tourism->

[in-finland-gives-travel-a-deeper-meaning/](#)





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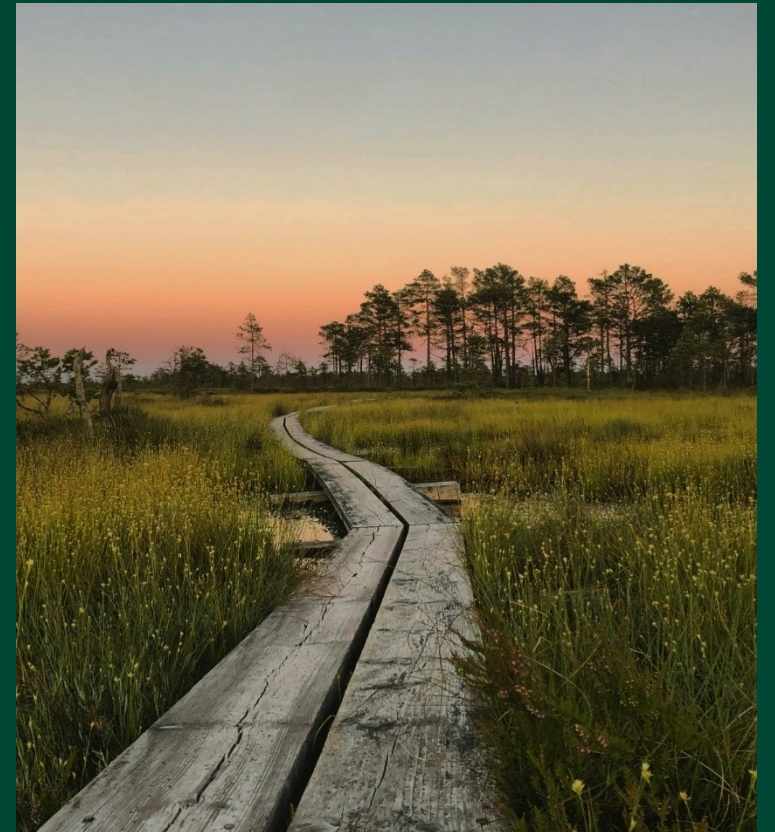
**Key lessons:  
success factors, barriers,  
and the evolving role of  
DMOs and municipalities**



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# Regenerative Nature Tourism - Final seminar and webinar 23 September 2026, 10:00–12:00 (UCT+2)

- Welcome and introduction to the REGGAE project
- Key findings and reflections from project partners
- Moderated dialogue between a researcher and an entrepreneur experiences
  - Service development
  - Mindset development
  - Accessibility
- Looking ahead: future collaboration, tools, and networks
- Registration for online event by the 14th September:  
<https://goldoflapland.typeform.com/to/QruaZfvo>





HAPPY PLACES



HAPPY FACES

# Thank You!

Regenerative Nature Tourism,

LinkedIn: <https://www.linkedin.com/company/regenerativenaturetourism/>

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