



# Challenges and opportunities: Regenerative tourism principles

Dr. Leonie Schulz

live 





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# Llŷn IVeragh Ecomuseums



[www.ecomuseumlive.eu](http://www.ecomuseumlive.eu)

3 Partners in Ireland,  
3 partners in Wales,  
3 years



**LIVE** has been co-funded by the European Regional Development fund under the Ireland Wales Cooperation Programme 2014 - 2020



# *LIVE* Intended Impacts



Increase in visitor numbers  
outside of the peak season



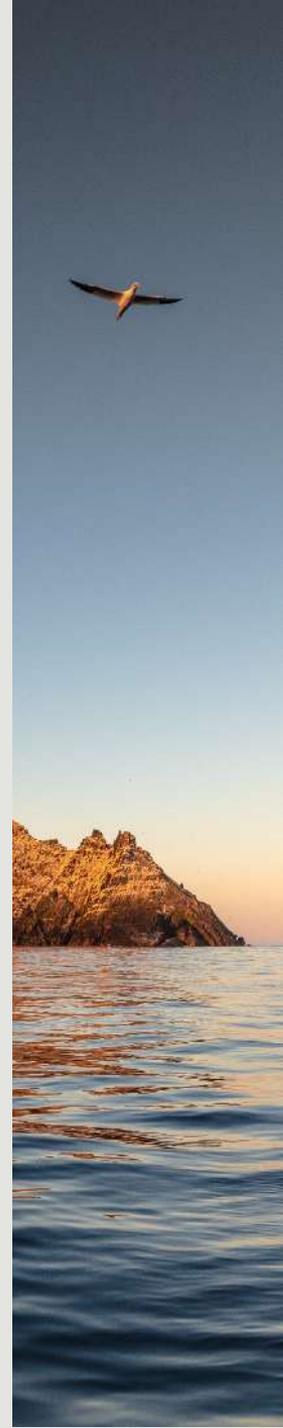
Increase in the length of stay  
and average spend of visitors



Greater awareness of and  
engagement with local  
natural and cultural  
heritage



New knowledge and skills  
relating to natural and  
cultural heritage; digital  
marketing; co-promotion



## Experiences for the Off-Season Visitor: Coastal Wildlife



Join us for the second event in our Ambassador Series, looking at coastal wildlife outdoor experiences with zoologist Linda Lyne and marine biologist Christina Winkler, Knowledge Gatherers with the LIVE Project.

**Wed 30th November 2022**  
Reenroe Cliff Path  
10.30am - 1pm

[www.ecomuseumlive.eu/post/ambassadorprogramme](http://www.ecomuseumlive.eu/post/ambassadorprogramme)



### Experiences for the Curious Adventurer: Active Learning

Dani Hiro - The ReWild Life/Skellig Sauna  
John Fitzgerald - Atlantic Irish Seaweed  
Lucian Horvat - Valentia Lighthouse  
Vincent Kidd - Royal Valentia Hotel

**Thursday 26th January 2023**  
Skellig CRI, Cahersiveen Library  
11.30am - 1pm



## Historical figures, pioneers and places in promoting tourism destinations



**Thurs 8th December 2022**  
Cahersiveen Library  
11.30am - 1pm

**Victoria McCarthy** - Clay to Stone: using architecture to build a kingdom (Architectura Conservation Officer, Kerry County Council)

**Aolbheann Lambe** - Lady Albinia Brodrick - Gabhann Ní Bhrúadair (Archaeologist, LIVE Project)

**Jane Sheehan** - The life and work of pioneer marine biologist Maude Delap (Marine biologist, LIVE Project)



## Experiences for the Curious Adventurer: Active Learning

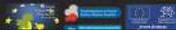
The curious visitor wants to engage with the culture, heritage, and nature of their destinations through outdoor adventures or learning experiences. Experiential tourism can satisfy their curiosity and provide a deeper connection to place while supporting slower tourism.

Join us to discuss the potential for experiential tourism on Iveragh. We will hear success stories as well as discussing how best to collaboratively promote these experiences.

**Thursday 26th January 2023**  
Skellig CRI, Cahersiveen Library  
11.30am - 1pm



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Building a cohort of ambassadors who are active in promoting and enhancing awareness of natural and cultural heritage

# Tourism on the Llŷn Peninsula



- To explore current visitor patterns across time and space.
- To identify how visitor flows can be managed more sustainably by balancing visitor use concentration and dispersal across communities and throughout the year.
- To develop ideas for regenerative tourism activities based on best practice examples and *LIVE* experiences.
- To identify profitable sustainable and regenerative tourism practices that appeal to both businesses and visitors alike.
- To feed into a sustainable marketing strategy that focusses on place identity (*The Llŷn Peninsula – A home and a destination*).
- To contribute to the development of a concept for enhancing awareness of local natural and cultural heritage as part of the visitor experience.





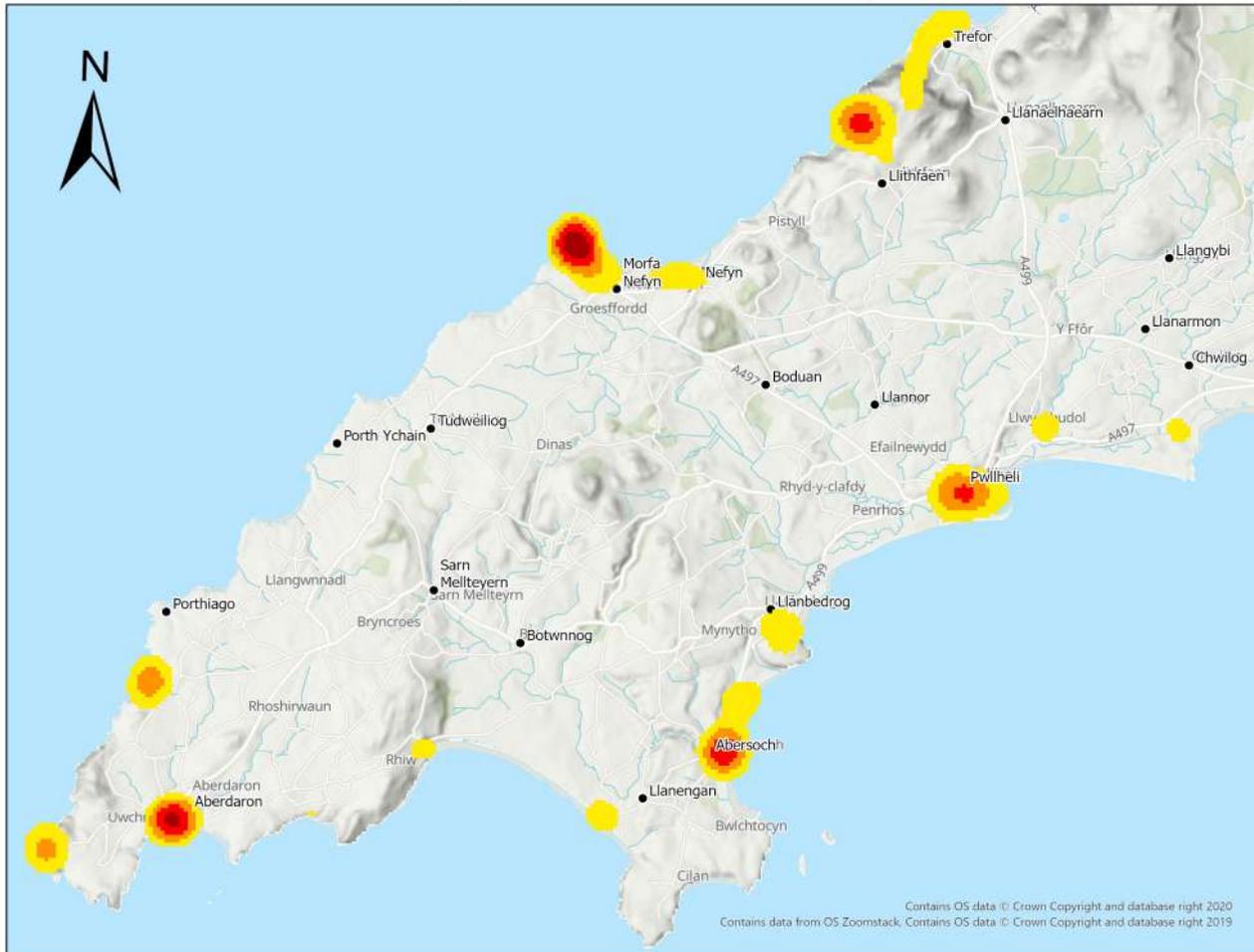
# Search Term: Llŷn Peninsula



# Search Term: Aberdaron Pre- & Post-Covid



# Pen Llŷn - Visitor Hotspots



**LEGEND**

Density of geotags

- Very low
- Low
- Medium
- High
- Very high

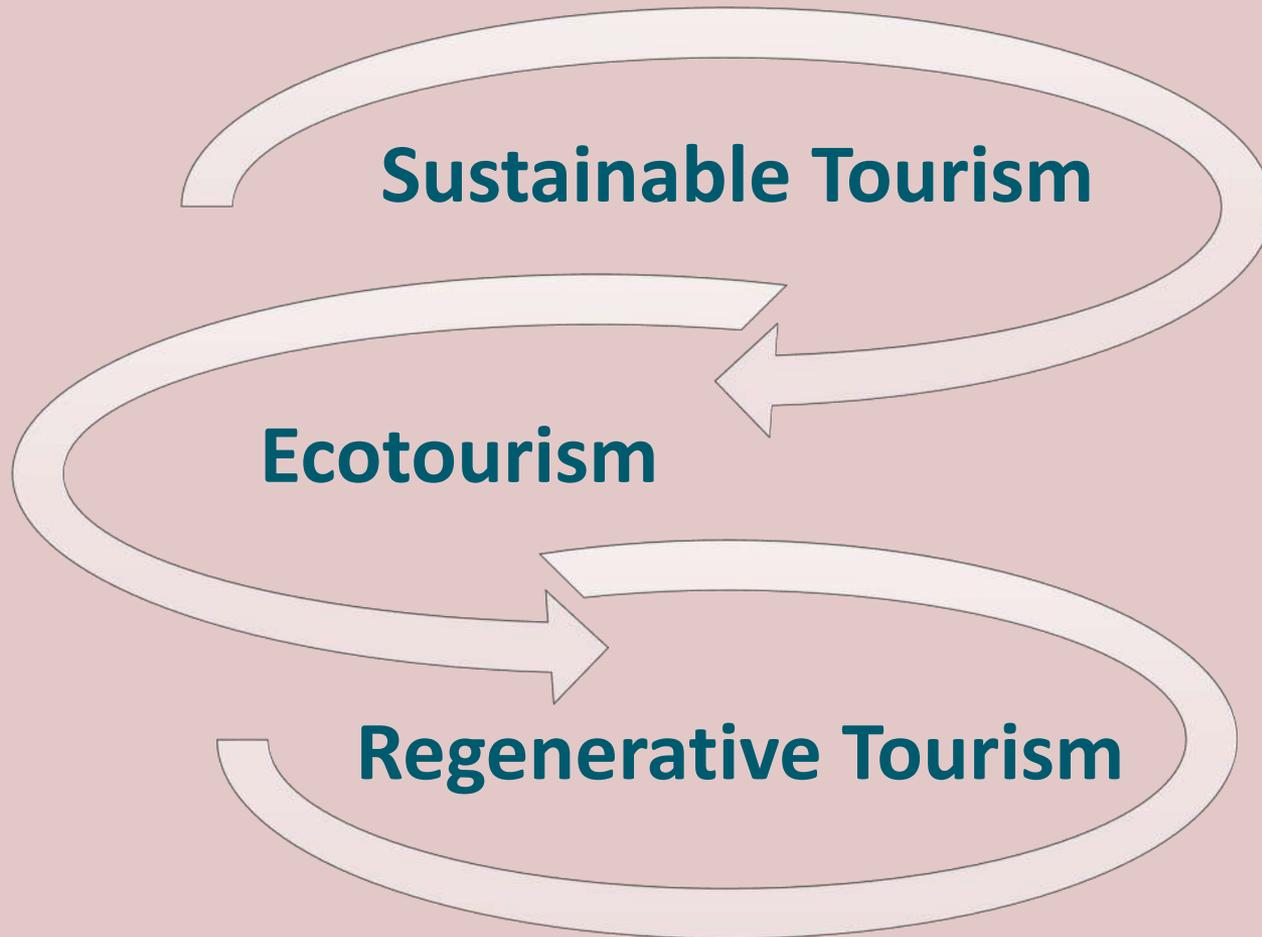
Settlements

- Town
- Village



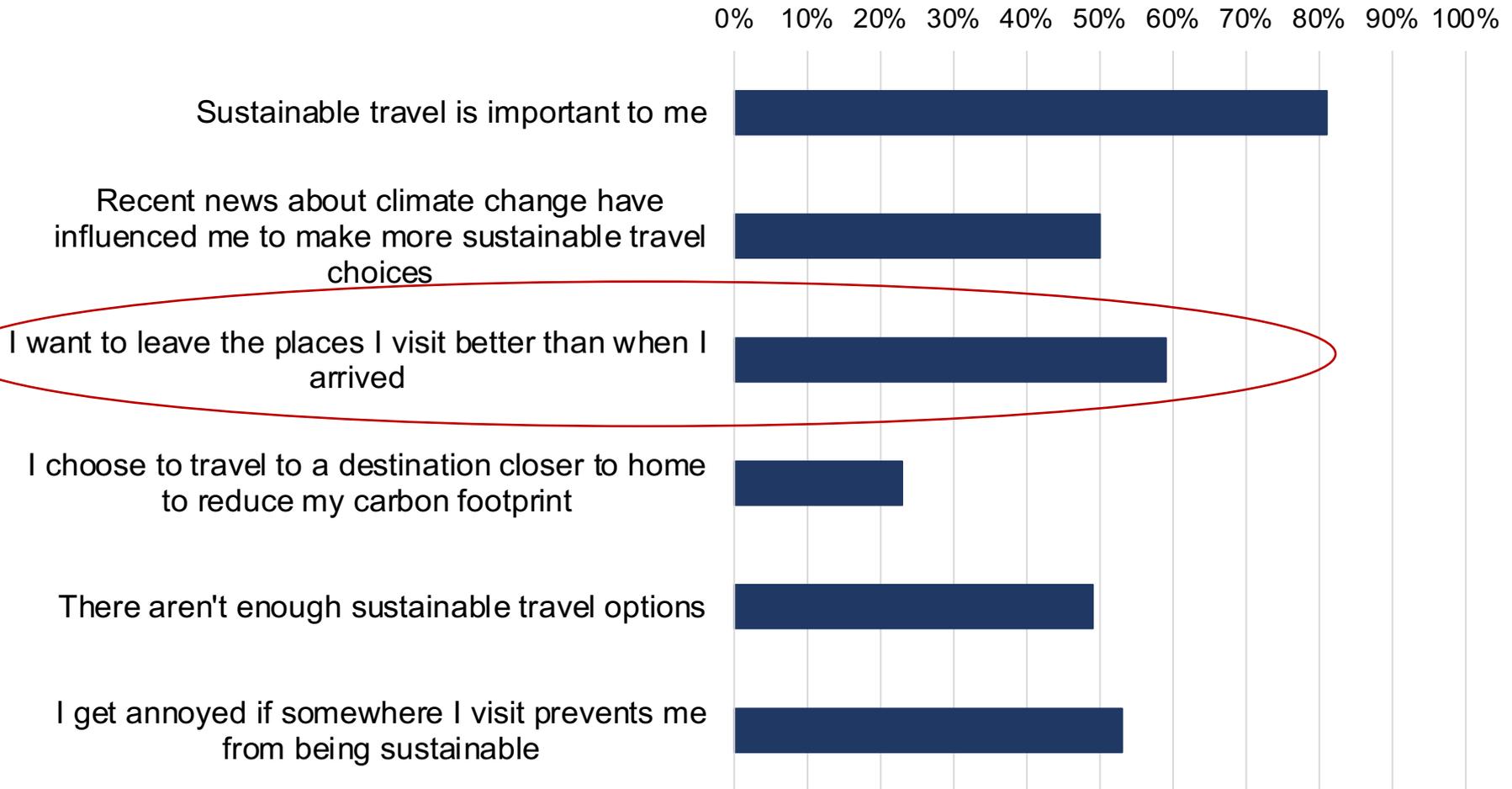
The visitor hotspots are portrayed by the density of geotagged photos

The geotagged photos were derived from Flickr for the period from 1st January 2014 to 15th July 2021 (n=4251).



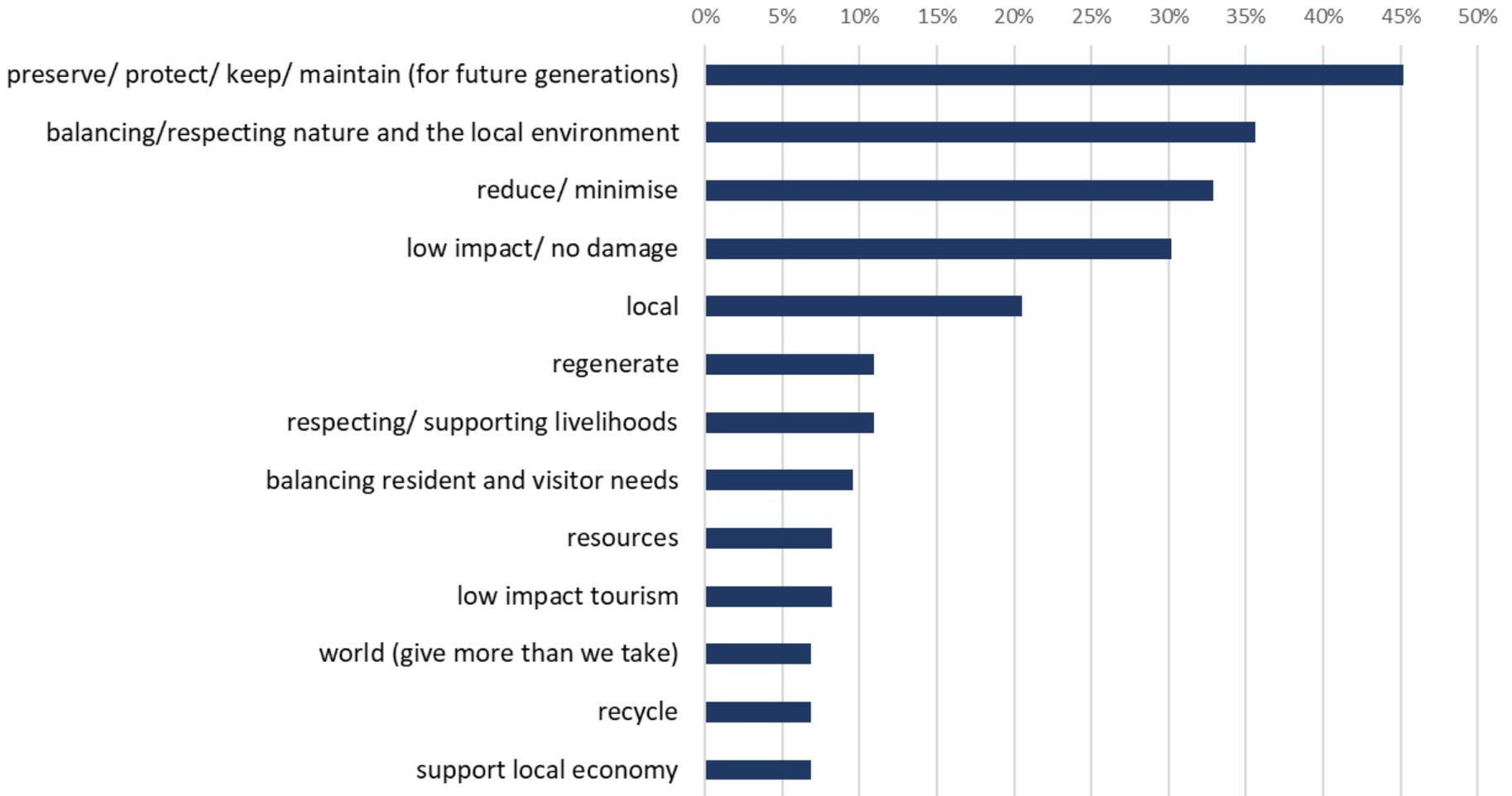


# Booking.com's 2022 research on sustainability trends



# Sustainable tourism?

What does sustainability mean to you?



# Regenerative tourism?

How did you help to improve the area during your last visit?



# Cultural and natural regeneration

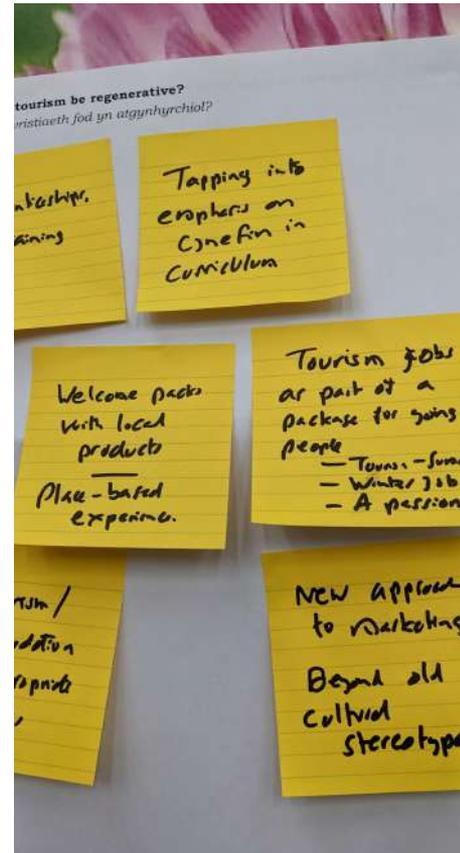
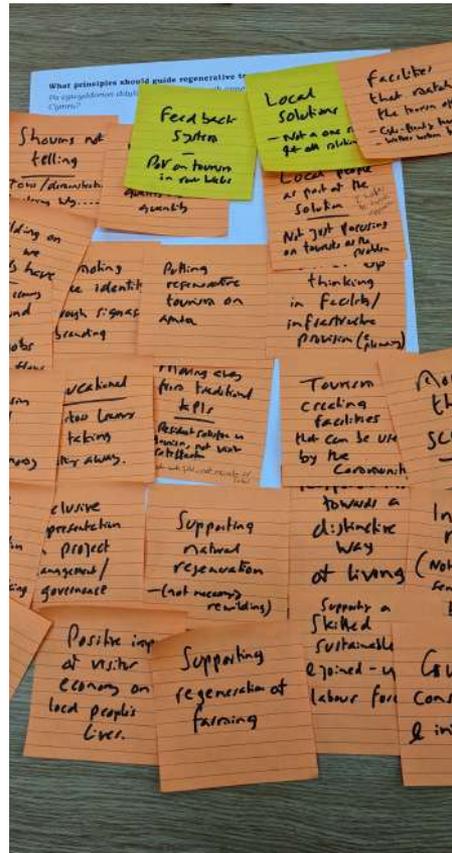
How would you like to contribute to the **cultural** preservation & regeneration on a future visit?



How would you like to contribute to **nature** conservation & recovery work on a future visit?



# Reflections on regenerative tourism: tourism businesses and organisations





# Key Performance Indicators (KPIs)

Regenerative  
Tourism KPIs



Socio-cultural



Environmental



Economic



<b>Traditional Tourism KPIs</b>	<b>Regenerative Tourism KPIs</b>
Number of tourist arrivals	% of residents benefitting from tourism
Visitor satisfaction	Community satisfaction
Economic value	Fair distribution of economic benefits
Number of tourism businesses	Number of local stakeholders involved
Number of FT/PT jobs	Job satisfaction and quality employment
Number of visitors to cultural attractions	Number of visitors contributing to environmental conservation and restoration of the area
Waste production	% of waste reused/recycled per visitor and/or accommodation



# Challenges and opportunities

## Challenges:

- Getting tourism stakeholders together.
- Agreeing on SMART principles.
- Identifying profitable regenerative tourism practices that work for businesses and visitors alike → RETHINK



## Opportunities:

- Using tourism as a force for good.
- Redistributing resources to maximise benefits across communities and throughout the year → better collaboration.
- Focussing on uniqueness of area to build a strong place identity.



Diolch I Go raibh maith agat I Thank you

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