



The Redirect Toolkit for Regenerative Tourism



THIS TOOLKIT
CONSISTS OF FIVE
ELEMENTS

to be used when
planning, executing and
governing regenerative
tourism



The elements of the Redirect Toolkit on Regenerative Tourism

- 0 An introduction to the REDIRECT Toolkit on Regenerative Tourism
- 1 **A 7 step guide to regenerative tourism**
- A guide for Tourism Business, Destination Managers and political Decision Makers
- 2 **A regenerative Savoir Vivre**
- A behavioral guide for the regenerative tourist
- 3 **A checklist for regenerative projects**
- Evaluation of established projects
- 4 **A Regenerative Impact Calculator**
- Measuring the impact of local regenerative tourism activities



Our definition of Regenerative Tourism

This toolkit is developed around following definition

Regenerative tourism seeks not only to preserve destinations, but to leave them in a better ecological, social, cultural, and economic state after tourism has taken place.

Visitors are not simply consumers - they are **active co-creators**, contributing to the regeneration of the places they visit. Through participatory activities they take shared responsibility and gain meaningful, transformative experiences.

Regenerative tourism combines ecological regeneration, community involvement, and economic innovation into a holistic development model that prioritises **long-term well-being for both locals, visitors and nature**.

Regenerative Destination Pre-assessment

Before planning actions, destinations must understand their starting point.

1. Place identity & local context
2. Ecosystems & biodiversity
3. Community wellbeing
4. Participation & co-creation
5. Circular economy & local value creation
6. Governance & strategic alignment
7. Visitor experience & transformative potential
8. Monitoring, learning & readiness for action

The Pre-assessment is a dialogue and learning tool, not a scoring exercise.

The Regenerative Destination Pre-assessment establishes a shared baseline for decision-making, assisting stakeholders to align their baseline based on real local conditions, assets and limits preventing generic or extractive solutions.

A 7 Step guide to Regenerative Tourism

A guide for Tourism Business, Destination Managers and political Decision Makers

The REDIRECT 7 Step Framework

STEP 1

Map the Tourism Ecosystem as a Living System

Understand how tourism currently affects nature, culture, wellbeing and value flows

STEP 2

Define Purpose & Shared Vision

Create a shared regenerative direction rooted in local identity and limits

STEP 3

CoCreate Regenerative Value

Translate vision into locally rooted ideas and prototypes

STEP 4

Design Regenerative Experiences & Business Models

Turn prototypes into operational experiences that regenerate, not extract

STEP 5

Implement Collaborative Governance

Ensure regeneration continues beyond single projects or actors

STEP 6

Measure Impact, Learn & Adapt

Turn data and experience into learning and improvement

STEP 7

Regenerate & Scale Mindfully

Strengthen what works without harming people or place

The Step-by-Step Regenerative Tourism Planning Guide is a practical destination-level framework that helps municipalities, DMOs and SMEs plan, design, test and scale regenerative tourism in a structured way.

It is based on the understanding of tourism as a living system—where nature, culture, community, economy and visitors are interconnected—and therefore requires systemic action, not isolated activities.

A Savoir Vivre for the Regenerative Visitor

A behavioral guide for the Regenerative Tourist

Before you travel

During your stay

After you travel

Three steps guiding visitors best behavior





A Checklist for Regenerative Projects

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Evaluation of established Regenerative Projects

The checklist is a four element product

1. Design Checklist
2. Monitoring Log
3. Qualitative Monitoring / Reflection Guide
4. Overall Toolkit Integration

The checklists cover key topics, including:

- Environmental and nature conservation
- Involvement of the local community
- Cultural sensitivity
- Economic sustainability

Checklists designed to support the planning, implementation and evaluation of tours and ensure that regenerative principles are consistently applied.

The monitoring template will enable a continuous assessment and improvement process based on collected data on visitor satisfaction, environmental impact and community feedback. Checklist designed as a tool to assist tourism business operators monitor, evaluate and develop their activities towards controlled increased regenerative impact.

A Regenerative Impact Calculator

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Measuring the impact of local regenerative tourism activities

The Impact Calculator is divided in two to obtain input from the perspective of a

1. tourist/visitor
2. destination manager or tourist business operator perspective

Data is collected in different areas

1. ecological footprint
2. local society and economy gain
3. social and community value
4. local cultural regeneration

and scored on a 5 point scale from A (low) to E (high)

The Impact Calculator Output

1. compares your individual score with all other users
2. compares your consolidated national results with other Baltic Sea countries
3. provides recommendations how to improve your regenerative impact
4. generates a overall report - can be downloaded for reference as a pdf file
5. collects multiple data for analysis and use for political Decision Makers



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