MODULE 3

Regenerative Tourism: Green/Digital/Soft Competencies for Tourism Professionals

Think before printing any dissemination material, if it is really necessary. In case something needs to be printed it is worth thinking about where to print it (e.g. local print shop, eco friendly online print shop, etc.), on what kind of paper (e.g. recycled paper, grass paper, other alternatives to usual white paper) and with what kind of colours.

Enforce *Let's protect our environment!*

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1. Introduction

1.1. Target Group of the Module

Tourism students and educators in Vocational Education and Training, and tourism professionals

1.2. Learning objectives and outcomes

1.2.1. Objectives

Main Objective: The main aim of this module is to emphasise the importance of digital, green and soft competences and its impact on the development of regenerative businesses.

Sub-Aims:

- Examine the concepts related to green, digital and soft competences and their relation with regenerative tourism businesses.

- To identify practices associated with green, digital and soft skills.

- To exemplify some practices of green, soft and digital competences that can be implemented in businesses to support their regenerative development.

- Analyse different business examples and understand how the implementation of green, soft, and digital competencies helped foster the development of a regenerative *mindset*.

- The public's overall knowledge of green, digital, and soft competencies and their importance to the creation of regenerative businesses must be increased.

1.2.2. Outcomes

- Students will understand the concepts of green, digital and soft skills, and how these competences are used as powerful tools in the promotion of sustainability, innovation and communication in businesses.

- Students will understand which practices can be associated with green, digital and soft competences, respectively, and how these practices can be incorporated into businesses to support their development.

- By understanding how these competences can promote the development of businesses, students will be able to apply these practices and use them as an effective tool in these different contexts.

- Students will be able to critically analyse the existing practices that are implemented in companies and to propose solutions and improvements through the application of green, digital and soft skills.

1.3. Methods Used During the Lesson

- Short intro to the topic
- Short animation video
- Self-reflection and self-learning
- Guided discussions

- Practical exercise

1.4. Necessary Equipment and Materials

- A laptop / desktop

- A projector

- Handouts provided by the teacher / educator

- Short videos / animation video of the selected good practice

- Digital support (websites e.g. Mentimeter, to promote learners to assess their own knowledge at the beginning and / or at the end of the lesson

1.5. Structure of the Lesson

- **An ice-breaker Activity**
- **Theoretical Part**
  - Introducing the topic
  - Introducing a selected example of the best practices
  - Guided discussion
- **Practical Part**
  - Analysing
  - Regenerative Tourism Competence Development
  - Create a story and tell the story
- **Evaluation of the module**

1.6. Timetable

ACTIVITIES	TIME
Ice-breaker activity	10 min.
Introducing the topic	20 min.

Summary and discussion	20 min.
Analysing	15 min.
Synthesizing	15 min.
Evaluation	10 min.
Total:	90 min.

1.7. Ice-breaker Activity

«Sustainable Journeys in Regenerative Tourism»

This icebreaker combines storytelling with a focus on sustainable practices, green initiatives, digital innovation, and soft skills development in the tourism sector.

1. Think of Your Story

- Reflect on your travels or professional experiences in regenerative tourism.
- Identify a particular experience where green, digital innovation or soft skills played a key role. This could be a moment where you made a difference, learned something significant, or observed a noteworthy practice.

2. Share Your Experience:

- Stand up and share your story with the group when it's your turn.
- Focus on why this experience was meaningful and how it embodies the principles of regenerative tourism.

3. Engage with Each Other:

- Feel free to ask questions or share your thoughts about the stories you hear.

- This is a great opportunity to learn from each other and see our field from different perspectives.

4. Finding Common Ground:

- As we go along, we'll note down the key themes from each story.

- Ultimately, we'll look at these themes to see what commonalities and unique insights emerge from our shared experiences.

2. Theoretical Part

2.1. Sustainable Tourism X Regenerative Tourism

Sustainable tourism development has been hijacked to prioritise economic growth, harming the environment and creating social gaps (Bellato et al., 2023). Regenerative tourism is an approach that focuses, essentially, on local well-being, promoting tourism practices, evolving local communities, and ecological processes (Bellato and Cheer, 2021).

Contrary to sustainable tourism, which aims to focus on the sustainability of tourism *per se*, in a macro-scale approach, regenerative tourism focuses on "micro-scale regeneration initiatives" (Duxbury et al, 2020: 3) that go beyond profit and economic growth. One of the main goals of regenerative initiatives is to create positive outcomes with tourism and not only to reduce "damage" (Duxbury et al, 2020). With regenerative tourism, one of the main objectives is to overcome individualism market-driven approaches and focus on community and environmental well-being (Dredge, 2022).

Regenerative tourism represents a paradigm shift in the tourism industry, emphasising rejuvenating local communities and ecosystems rather than minimising negative impacts (Laurent et al., 2020). This approach is increasingly vital as global tourism faces challenges related to sustainability, cultural preservation, and ecological balance (Cave et al., 2022).

Regarding regenerative tourism, the United Nations (2022) points out some principles to follow:

- Holistic understanding and living-systems approach, acknowledging that everything is interconnected and interdependent, and understanding the nature and quality of the interactions between every stakeholder throughout the tourism value chain.

- Fostering collaboration and partnerships among a wide range of stakeholders, including the private sector, communities, and government.

- Diversify the revenue streams to ensure that ecosystems and communities are less reliant on tourism income and diversify between the different segments of the market – leisure vs. business and domestic vs. international.

- Inclusive and equitable: Involving the local communities (eg. collaborating with local suppliers; supporting refugees or homeless people).

- Offering authentic, immersive, and meaningful experiences for the guests that bring forward the uniqueness of each place and

offering activities that responsibly highlight the cultural heritage, folklore, gastronomy, local landmarks, and wildlife.

- Environmentally responsible regarding the management of natural resources and biodiversity and the protection of fragile landscapes and wildlife (eg. circular economy).
- Cultural stewardship: Protection of local cultural heritage, traditions, indigenous people, and ethnic groups.

2.2. Competencies to Promote Regenerative Tourism

To follow the principles of the United Nations, tourism learners and professionals must acquire some skills and competencies in the field of regenerative tourism to enhance this regenerative system that boosts authentic, immersive, and meaningful tourism (Kaefer, 2022). There are some tools to support the promotion of regenerative tourism. In fact, in the tourism industry, the shift towards regenerative tourism underscores the critical need for a comprehensive set of competencies among professionals.

These competencies are not just additional skills; they represent a fundamental reorientation of how tourism interacts with both local communities and the environment. Their importance is multifaceted and pivotal in transitioning from traditional tourism models to regenerative practices. Collectively, these competencies represent a paradigm shift in the approach to tourism, driving the industry towards practices that are not just sustainable but actively regenerative and restorative. They enable professionals to conceive and implement tourism strategies to harmoniously blend environmental stewardship, community welfare, and

technological advancements. Also, professionals equipped with these skills are better positioned to understand and balance local communities' diverse interests and needs with broader environmental and economic concerns. This holistic understanding is critical for developing tourism practices that are not only locally beneficial but also globally responsible. This approach ensures that tourism activities help in restoring and preserving cultural heritage, natural landscapes, and biodiversity, thus offering a more ethical and sustainable form of tourism.

Regenerative tourism competencies also play a significant role in enhancing the quality of visitor experiences. By focusing on authentic, immersive, and responsible tourism, professionals can create more meaningful and enriching experiences for tourists. This not only increases visitor satisfaction but also raises awareness and appreciation of sustainable tourism. That is fundamental to achieving the goals of regenerative tourism. These competencies fall into three essential categories: green competencies, digital competencies, and soft skills, each essential to create positive outcomes with regenerative tourism.

Green Competencies

In the realm of regenerative tourism, green competencies are not just about embracing environmental practices but about deeply integrating sustainability into every aspect of tourism operations. These competencies enable tourism professionals to create experiences that not only minimise environmental impact but actively contribute to ecological and community regeneration. Green competencies are vital for advancing regenerative tourism and embodying sustainability values

serves as the cornerstone. This encompasses valuing sustainability, promoting fairness and the preservation of nature's integrity. Moreover, embracing complexity within sustainability is paramount, requiring adeptness in systems thinking, critical analysis, and framing issues effectively. Another crucial facet involves envisioning sustainable futures, necessitating proficiency in future literacy, adaptability to change, and fostering exploratory thinking. Additionally, acting for sustainability requires cultivating political agency, fostering collective action, and nurturing individual initiative.

Green Competencies

1. Embodying sustainability values	1.1 Valuing sustainability; 1.2. Supporting fairness; 1.3 Promoting nature.
2. Embracing complexity in sustainability	2.1 Systems thinking; 2.2 Critical thinking; 2.3 Problem framing.
3. Envisioning sustainable futures	3.1 Futures literacy; 3.2 Adaptability; 3.3 Exploratory thinking.
4. Acting for sustainability	4.1 Political agency; 4.2 Collective action; 4.3 Individual initiative.

Practical Applications of Green Competencies in Regenerative Tourism:

1- Sustainable Accommodation Initiatives:

● Green Building Design: Encourage the construction of eco-friendly accommodations using sustainable materials, energy-efficient designs, and renewable energy sources like solar panels.

● Waste Reduction Programmes: Implement comprehensive recycling and composting programs.

● Water Conservation Measures: Employ rainwater harvesting systems, install low-flow fixtures, and implement greywater recycling for gardening and landscaping.

2- Eco-Conscious Tour Experiences:

● Wildlife Conservation Tours: Offer tours that contribute to wildlife conservation efforts, such as bird-watching tours that fund bird habitat preservation or guided tours in national parks where proceeds support conservation.

● Eco-volunteerism Packages: Develop packages where tourists can participate in local environmental projects, like tree planting, beach clean-ups, or community-led conservation workshops.

● Carbon-neutral Travel Options: Promote carbon offsetting options for travellers and incorporate low-carbon transportation methods like electric vehicles, bicycles, or walking tours.

3- Sustainable Event Planning:

● Eco-friendly Conferences and Meetings: Organise events that adhere to sustainable practices, like sourcing local and organic food, minimising paper use, and using digital conference materials.

- Green Celebrations: Offer packages for eco-friendly celebrations like using sustainable catering.

4- Community-based Tourism Initiatives

- Local Artisan Markets: Support local artisans by organising markets or showcasing local crafts within tourism establishments, promoting cultural exchange and economic benefits for local communities.

- Culinary Tourism with Local Produce: Create culinary experiences based on locally sourced and seasonal produce, collaborating with local farmers and highlighting traditional cooking methods.

5- Education and Awareness Programs

- Environmental Education Workshops: Host workshops for guests on local ecology, sustainable living practices, or the cultural significance of the region's natural resources.

- Collaboration with Local Schools and NGOs: Partner with local educational institutions and NGOs to develop community outreach programs that promote environmental awareness and sustainable practices.

Digital Competencies

Within the spectrum of digital competencies essential for propelling regenerative tourism, proficiency in information and data literacy is paramount. This entails browsing ability, searching, and filtering data, information, and digital content. This means being able to analyse data and manage these resources efficiently. Furthermore, effective communication and collaboration through digital platforms are crucial, encompassing interactive and collaborative skills while adhering to digital etiquette (netiquette) and managing digital identity responsibly. Another

pivotal facet involves digital content creation, requiring adeptness in developing, re-elaborating, and respecting copyright and licences, as well as programming skills. Moreover, a strong focus on safety is imperative, encompassing the protection of devices, personal data and privacy, health, and well-being, as well as the environment. Lastly, problem-solving skills within the digital realm involve technical issue resolution, identifying technological needs and responses, fostering creative use of digital technologies, and recognising areas for enhancing digital competence.

Digital Competencies

1. Information and data literacy	1.1 Browsing, searching, filtering data, information, and digital content; 1.2 Evaluating data, information, and digital content; 1.3 Managing data, information, and digital content.
2. Communication and collaboration	2.1 Interacting through digital technologies; 2.2 Sharing through digital technologies; 2.3 Engaging in citizenship through digital technologies; 2.4 Collaborating through digital technologies; 2.5 Netiquette;

	2.6 Managing Digital Identity.
3. Digital content creation	3.1 Developing digital content; 3.2 Integrating and re-elaborating digital content; 3.3 Copyright and Licences; 3.4 Programming.
4. Safety	4.1 Protecting devices; 4.2 Protecting personal data and privacy; 4.3 Protecting health and well-being; 4.4 Protecting the environment.
5. Problem-solving	5.1 Solving technical problems; 5.2 Identifying needs and technological responses; 5.3 Creatively using digital technologies; 5.4 Identifying Digital Competencies Gaps.

Practical Applications of Digital Competencies in Regenerative Tourism:

1- Digital Marketing for Sustainable Tourism

- Targeted Online Campaigns: Creating targeted digital marketing campaigns focusing on sustainable and regenerative tourism practices.

● Improve the online visibility of eco-friendly tourism options.

2- Enhanced Guest Experiences through Technology

● Mobile Apps for Tourists: Develop mobile applications that offer tourists information on local sustainable practices, eco-friendly spots, and cultural insights.

● Interactive Websites: Creating interactive websites where tourists can plan their travel sustainably, including suggestions for green accommodations, transportation, and activities.

3- E-commerce and Online Booking Systems

● Green Booking Platforms: Integrating features in online booking systems that highlight sustainable choices, like eco-friendly accommodations or low-carbon transportation options.

● Online Retail for Local Products: Setting up e-commerce platforms for local artisans and producers, helping to promote local economies and sustainable products.

4- Use of Emerging Technologies

● AI for Personalisation: Using artificial intelligence (AI) to personalise travel experiences while optimising resource use and reducing waste.

5- Digital Training

● Online Training Programs: Providing online training and resources for staff to enhance their digital skills, focusing on digital marketing, data analytics, and cybersecurity.

- Community Digital Literacy Programs: Offering digital literacy programs for local communities, empowering them to participate more actively in the digital aspects of tourism.

Soft Competencies

Soft competencies play a pivotal role in driving regenerative tourism initiatives forward. Customer engagement stands as a fundamental skill because the education of tourists about the importance of responsible and regenerative tourism can influence their behaviours and choices throughout their travels. Networking and collaboration skills are equally crucial - building partnerships among businesses, local organisations, and governmental bodies can lead to collective efforts toward regeneration. Cultural sensitivity is also a very important soft skill, necessitating a deep understanding and respect for the cultural norms and values of destinations, ensuring authentic and respectful experiences for tourists. Moreover, community engagement through activities such as volunteering, promoting, and integrating local businesses, and cultural events can build positive relationships and regenerate the destination.

Adaptability and innovation form another important competency. For example, entrepreneurs should be open to adopting innovative and sustainable technologies and practices to reduce the environmental impact of their business. Sustainability leadership (Cave et al, 2022), essential for entrepreneurs, involves setting an example by integrating sustainable practices within their operations and encouraging others in the industry to do the same.

1. Customer Engagement	Educating tourists about the importance of responsible and regenerative tourism can influence their behaviour and choices during their travels
2. Networking and Collaboration	Building partnerships with other businesses, local organisations, and governmental bodies can lead to collective efforts for regeneration.
3. Cultural Sensitivity	Understanding and respecting the cultural norms and values of the destination is crucial to offering authentic and respectful experiences to tourists.
4. Community Engagement	Engaging with the local community through activities such as volunteering, promoting and integrating local businesses and cultural events can build positive relationships and regenerate the destination.
5. Adaptability and Innovation	Entrepreneurs should be open to adopting innovative and sustainable technologies and practices to reduce the environmental impact of their businesses
6. Sustainability Leadership	Entrepreneurs should lead by example, integrating sustainable practices into their own

	operations and encouraging others in the industry to do the same.

Practical Applications of Soft Competencies in Regenerative Tourism:

1- Customer Engagement and Education

● Personalised Communication: Tailoring communication to address the specific interests and concerns of tourists, thereby enhancing their understanding and appreciation of regenerative tourism practices.

● Educational Tours and Activities: Designing tours and activities that educate tourists about local ecosystems, cultural heritage, and sustainability efforts, fostering a deeper connection and respect for the destination.

2- Networking and Collaboration

● Building Partnerships: Establishing strong relationships with local businesses, NGOs, and government entities to create synergies that support sustainable tourism initiatives.

● Collaborative Projects: Initiating or participating in joint projects that bring together various stakeholders to work on community-driven tourism development.

3- Cultural Sensitivity and Adaptability

● Respectful Interactions: Training tourism professionals to interact respectfully with local cultures, understanding and valuing their traditions and practices.

- **Adaptive Experiences:** Designing tourism experiences that are adaptable to different cultural contexts, ensuring they are respectful and inclusive of local customs and values.

4- Community Engagement

- **Involvement in Local Projects:** Actively participating in local community projects, such as cultural festivals or environmental conservation efforts, to foster a sense of belonging and support for local initiatives.

- **Promoting Local Culture:** Encouraging tourists to engage with local culture through authentic experiences, such as home dining, traditional workshops, or community-led tours.

5- Leadership in Sustainability

- **Sustainability Advocacy:** Advocating for sustainable practices within the industry, influencing policies and practices that support regenerative tourism.

6- Conflict Resolution and Negotiation

- **Negotiating Sustainable Practices:** Negotiating with suppliers, partners, and other stakeholders to adopt more sustainable practices in line with regenerative tourism principles.

7- Emotional Intelligence and Empathy

- **Understanding Tourist Needs:** Demonstrating empathy towards tourists, understanding their needs and expectations, and responding appropriately to enhance their travel experience.

- Community Empathy: Showing genuine concern and understanding for local community challenges and aspirations and incorporating these into tourism development plans.

2.3. Introducing a Good Practice of Regenerative Tourism

For more examples, please click on the link https://enforce-project.eu/interactive-map

Example 1. Eco Lodge Cabreira

Source: Eco Lodge Cabreira In https://ecolodgecabreira.pt/

Eco Lodge Cabreira

Eco Lodge Cabreira is a pioneering resort in regenerative tourism, featuring eco-friendly lodges that are both natural and sustainable. This resort actively promotes and sells local, organic products, and includes local communities in various activities it organises, such as trails, hiking, workshops, and excursions. It champions local cuisine by supporting

restaurants that produce their own meat and crops. Additionally, Eco Lodge Cabreira encourages guests to shop exclusively at local markets and fairs by providing a curated list of local grocery options.

Eco Lodge Cabreira is a resort that promotes nature, local tourism activities and local food producers, providing an authentic and sustainable experience for tourists.

The entire business concept is geared towards regenerative tourism. It believes in and encourages off-season and small-scale tourism. It intends to create a deep connection of visitors with nature and with the place through its own regenerative practices and activities that it offers to them, incorporating them into this environment and, thus, generating a positive impact while maximising the positive influence on the local community. Visitors are not just guests but participants in a movement towards a more regenerative and harmonious way of travelling.

Together with its guests, the hotel undertakes to carry out various initiatives, including:

- Planting a tree for each reserve or child;
- Educating about nature and sustainable living;
- Selling local homemade and organic products;
- Only buy local and organic;
- Recommend typical restaurants with their own meat production (healthy and happy farm animals) or vegetable garden;
- Provide a list of 'local products' to do the shopping only in mini-markets, butcher's shops and weekly markets instead of supermarkets;

- Maintenance of the land, biological, of course, without poison. We clean the brambles by hand where they disturb and leave some to produce fruit for the birds and for us to eat. We sow seeds of green manures and honey plants. Only natural compost, from horses and compost.

- Earth Restoration workshops and activities such as rainwater retention, restoring soil life, increasing biodiversity, and creating a 'food forest.

The eco-lodge resort offers a unique experience to the guests, with the idea that it is not enough to occupy the place; it is necessary to "share" and return. Thus, in partnership with the guests, eco-tourism is carried out through Co-creation, active engagement of visitors, active learning by visitors (Educating about nature and sustainable living).

Description of the skills areas:

Green:

- Construction eco-lodges, natural and sustainable (straw hut, wooden house);

- Planting a tree for each reserve or child;

- Maintenance of the land, biological, without poison. "We clean the brambles by hand where they disturb and leave some to produce fruit for the birds and for us to eat. We sow seeds of green manures and honey plants. Only natural compost, from horses and compost";

- Restore soil life, increase biodiversity, create a food forest;

- Very low electricity consumption (we don't even have a dishwasher, everything by hand);
- Excellent thermal insulation in the bungalows and the main house (you save on heating and don't need air conditioning).

Soft:

- Engaging with visitors, teaching eco-friendly practices, and collaborating with the local community.
- Attending visitors' needs and providing information about local food shops.
- Finding creative solutions to reduce waste, promote sustainability, and enhance guest experiences.
- Interacting respectfully with the local community, supporting local businesses, and promoting cultural experiences.
- Receiving visitors feedback to improve services and incorporate inclusive and sustainable practices into the business

Digital:

- Provide visitors with an online booking experience on their website and booking platforms.
- Provide virtual tours of the lodge and its surroundings through videos on their website and *Youtube* Channel.
- Using email, social media channels, and messaging apps to communicate with visitors before, during, and after their stay.
- Maintaining an informative and user-friendly website with information about sustainable practices, local attractions and online reservation.

3. Practical Part

3.1. Analysing

Please read the story and discuss the competencies you have learnt throughout the module.

Practice 1. Terramay

Source: Terramey In https://www.terramay.com/

Terramay

Terramay is a 560-hectare farm to create a balanced ecosystem with rich, fertile soil that produces nutrient-dense food. They practise regenerative agriculture, producing food without genetically manipulated seeds or chemicals. They use agricultural practices that combat desertification, aim to revitalise soils and adapt wildlife to the new climate reality. By constantly improving pastures, increasing biodiversity, regenerating soils and restoring water resources, they can recover carbon dioxide from the atmosphere and produce even healthier food.

They are committed to improving their practices according to some principles:

- Grow natural, safe, great-tasting, nutritious, carbon-neutral food free of genetically manipulated organisms and chemicals.

- Using practices that combat desertification, minimise external inputs and focus on protecting our agroforestry and adapting wildlife to the new climate reality.

- Facilitate the constant regeneration and improvement of pastures, soil biology, water resources and consequent carbon dioxide sequestration.

- Treating farm staff with respect, paying a fair wage and creating a healthy, safe working environment where personal and professional development is encouraged and supported.

- Treating animals with respect, gratitude and in a clean way that never requires the use of antibiotics. Ensuring that they live freely, on healthy pastures and in a stress-free, chemical-free ecosystem.

- Making farming decisions with the help of tested design and management systems and by observing natural patterns and our experience on the ground.

- Trying to guarantee a level of self-sustainability of around 80 per cent in all aspects of our operation and the projects we develop.

- To guarantee healthy and environmentally friendly products, products must always be processed with human health and their ecological footprint in mind.

- To stimulate the region's community and attract more professionals and families to the village of Rosário and the municipality of Alandroal.
- To document and share local knowledge and culture with future generations.

Beginning: Identifying the practices

- Grow natural, safe, great-tasting, nutritious, carbon-neutral food free of genetically manipulated organisms and chemicals.
- Using practices that combat desertification, minimise external inputs and focus on protecting our agroforestry and adapting wildlife to the new climate reality.
- Facilitate the constant regeneration and improvement of pastures, soil biology, water resources and consequent carbon dioxide sequestration.
- Treating farm staff with respect, paying a fair wage and creating a healthy, safe working environment where personal and professional development is encouraged and supported.
- Treat animals with respect, gratitude and in a clean way that never requires the use of antibiotics. Ensuring that they live freely, on healthy pastures and in a stress-free, chemical-free ecosystem.
- Making farming decisions with the help of tested design and management systems and by observing natural patterns and the experience on the ground.
- Trying to guarantee a level of self-sustainability of around 80 per cent in all aspects of the operation and the project develop.

- To guarantee healthy and environmentally friendly products, products must always be processed with human health and their ecological footprint in mind.

- To stimulate the community in the region and attract more professionals and families to the village of Rosário and the municipality of Alandroal.

- To document and share local knowledge and culture with future generations.

According to what you have learned in the theoretical part, make the correlation of the practices with the green, soft, digital competences

Green – Grow real, safe, great-tasting, nutritious, carbon-neutral food, free of genetically manipulated organisms and chemicals.

Using practices that combat desertification, minimise external inputs and focus on protecting our agroforestry and adapting wildlife to the new climate reality.

Facilitate the constant regeneration and improvement of pastures, soil biology, water resources and consequent carbon dioxide sequestration.

Making farming decisions with the help of tested design and management systems and by observing natural patterns and the experience on the ground.

We are trying to guarantee a level of self-sustainability of around 80 percent in all aspects of the operation and the projects' development.

Soft – To stimulate the community in the region to attract more and more professionals and families to the village of Rosário and the municipality of Alandroal;

Treating farm staff with respect, paying a fair wage and creating a healthy, safe working environment where personal and professional development is encouraged and supported.

Digital – Making farming decisions with the help of tested design and management systems and observing natural patterns and the experience on the ground.

Can you identify and list some of the improvements that could be made to include the competencies that are not present?

Soft skill: (Cross-Collaboration Skills: Enhancing collaboration skills to share knowledge and best practices with other farms, research institutions, and organisations).

Practice 2. Biovilla

Mission
Achieve the integral regeneration of our ecological, social and economic landscape with a living, indigenous and edible forest, a strong and resilient local learning community and a prosperous, real and sustained economy that serves as a model for the creation and sharing of social value in Worldwide.

Vision
Promote a culture of regeneration that makes the ecosystem healthier, more harmonious and fair.

Values
| Trust |

| Commitment |

| Cooperation |

| Resilience |

Source: Biovilla In https://biovilla.org/

Biovilla

Biovilla is a cooperative society dedicated to sustainable development. It believes that human beings are capable of satisfying all their needs without compromising the future in an economically viable,

socially responsible, and environmentally positive way. Biovilla is also a space for innovation, experimentation, and unity in sustainability, looking to unlimited human creativity for solutions and alternatives to the greatest current challenges facing humanity.

"Our home is always everyone's home. So at Biovilla we are nature in regeneration".

They use social media, such as Facebook, LinkedIn, a YouTube channel, Instagram, and newsletters, to promote and inform about the project.

In the picture above, you can see the practices carried out at Biovilla.

Beginning: Identifying the practices

Recycling, composting, saving and reusing water, biodiversity, growing organic food, renewable energies, cooperativism, human development.

According to what you have learned in the theoretical part, make the correlation of the practices with the green, soft, digital competences

Green – recycling, composting, saving and reusing water, biodiversity, growing organic food, renewable energy.

Soft – Cooperativism, human development.

Digital - Facebook, Linkedin, YouTube channel, Instagram and Newsletters.

Can you identify and list some of the improvements that could be made to include the competencies that are not present?

Digital Competences:

- Data Analytics for Resource Efficiency (utilising data analytics to optimise resource usage and energy consumption and identify areas for improvement in sustainability practices)

- Environmental Monitoring Systems (developing or utilising digital tools for real-time monitoring of environmental factors, preventing problems through identifying issues).

- Sustainable Supply Chain Management (incorporating digital solutions for tracking and optimising the supply chain, reducing carbon footprint and ensuring sustainable sourcing)

3.2. Regenerative Tourism Competence Development

At this point, you are already familiar with the green, digital, and soft competencies necessary for the development of regenerative tourism and related storytelling practices. For each of the competencies presented below, search, select, and present a specific regenerative tourism case that illustrates the presence of that competency.

Please note that each selected example should include:

- A brief description of the case.

- How it relates to the identified competency.

- The impact on the local environment and/or community.

Green Competency: Collective action.

Digital Competency: Netiquette.

Soft Competency: Cultural sensitivity

3.3. Integrated Development of Green, Digital, and Soft Skills

It is now clear that individuals and/or organisations need to develop and implement several interrelated skills to promote regenerative tourism

practices. By answering the following topics, you will demonstrate how a well-rounded set of skills, including digital proficiency, sustainability awareness, and interpersonal skills (digital, green, and soft skills) within the framework of regenerative tourism, can be applied to practice.

- Perform an online search to identify a regenerative tourism destination. Compile information on that destination, summarising your findings in a digital presentation, emphasising sustainability initiatives and local projects.

- Create a Green Travel Blog Post about that destination, incorporating the observed sustainable practices and tips for eco-conscious travellers. Include images. Simulate interactions with travellers in an online context, emphasising the importance of (which?) soft skills to encourage responsible and sustainable travel behaviour and to promote regenerative tourism.

4. Evaluation of the Module

Here are some questions for a self-study:

Part 1. Read the statements and mark: True / False. Correct the false statements.

1. A key competency in regenerative tourism is prioritising short-term economic gains over long-term sustainability.

2. Digital competencies in regenerative tourism involve not only the use of digital tools but also an understanding of digital security and ethics.

3. Soft competencies in regenerative tourism include cultural sensitivity, which necessitates an understanding and respect for the cultural norms and values of destinations.

4. "Envisioning sustainable futures" within Green Competencies relates to predicting environmental changes.

5. Global environmental issues, like climate change, are the main concern regarding green competencies in regenerative tourism.

Part 2. Answer the following questions by selecting the correct option (only one possible answer):

1. Which of the following digital practices can be effectively used to promote regenerative tourism practices?

    a. Networking and collaboration

    b. Augmented reality applications

    c. Emotional intelligence

    d. Enhanced Guest Experiences through Technology

2. Which soft skill is crucial for effectively engaging with local communities in the context of regenerative tourism?

    a. Cultural sensitivity

    b. Negotiation skills

    c. Knowledge about the region

    d. Technical proficiency

3. In the development of a sustainable travel itinerary, which green practices can be incorporated to minimise environmental impact?

    a. Fast-paced and high-impact activities

    b. Guided tours focused on cultural preservation

      c. Eco-friendly transportation options

      d. Luxury experiences

4. How can a social media campaign contribute to the promotion of regenerative tourism?

      a. Sharing visually appealing content

      b. Using relevant hashtags

      c. Encouraging responsible travel behaviour

      d. Posting misleading information to attract attention

5. Which of the following soft skills are essential for regenerative tourism development?

      a. Negotiation skills

      b. Networking and collaboration

      c. Flexibility

      d. Competitive Mindset

Part 3. Now, try to remember the words that fit best in the blanks

1. _____represents a paradigm shift in the tourism industry, emphasising rejuvenating local communities and ecosystems rather than just minimising negative impacts.

2. Regenerative Tourism competencies can be defined according to the following categories: _____ competencies, _____competencies, and _____competences, each essential to create positive outcomes in the tourism sector.

3. _____competencies encompasses valuing sustainability, promoting fairness and the preservation of nature's integrity.

4. A developed practice that demonstrates _____ literacy is the development of mobile applications that offer tourists information

on local sustainable practices, eco-friendly spots, and cultural insights.

5. Customer engagement, cultural sensibility, adaptability and innovation are practices linked to the development of _____ skills.

ANSWER KEY

Part 1.

1. F – Regenerative tourism focuses on long-term sustainability and the well-being of local communities rather than prioritising short-term economic gains.

2. T

3. T

4. F – Envisioning sustainable futures involves actively participating in shaping sustainable tourism practices, not just predicting environmental changes.

5. F – Green Competencies emphasise a balance between addressing local environmental concerns and global issues, with a strong focus on community involvement.

Part 2.

1. d - Enhanced Guest Experiences through Technology

2. a – Cultural sensitivity

3. c - Eco-friendly transportation options

4. c - Encouraging responsible travel behaviour

5. b – Networking and collaboration

Part3.

1. Regenerative Tourism

2. Green, soft, digital

3. Green

4. Digital

5. Soft

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