A scenic landscape featuring a large, calm lake in the middle ground, surrounded by rugged, dark mountains with patches of snow. In the foreground, two hikers with large backpacks are seen from behind, looking out over the lake. The sky is overcast and grey. The overall mood is serene and adventurous.

MODULE 5

Practice

Part 1

An Online Learning Journey | 10 May 2024
Anna Pollock

Public Room Discussion




Pick a town or village you like, you identify with

1. Do you have a sense of its *essence*, its personality, its vitality, and how is it different from other places in Lapland?
2. Is there a shared Story – an awareness of how it came into being; its role on the bigger region around it? What's it known for?
3. What social systems are active in the place – who are they? How aware of and connected with each other are they?
4. Is there a a shared sense of purpose, of its potential?
5. What do you most love about this place or an aspect of it? OR what do you think is most attractive about this place?



Public room dynamics:

- Anna shared with the group the questions which were used on the Breakout Discussion session on Module 4-2 and were the base to continue the group talk and follow up as Home Reflections & Writings for today
- The speaker of the group who wants to participate, raise your hand and Anna (or Karen) will “pass the mic” to you
- Thank you for sharing with the group. By contributing you nourish the group consciousness 

The Current Tourism Challenge



The industrial model for commercial activity fragments and separates functions between sectors

In Tourism, places (communities) have outsourced the task of extending the invitation

Destination Marketing Organisations (DMOs) sell places as destinations mostly to “outsiders” reaching through tourism marketing channels

DMOs held accountable for attracting more visitors but lack tools to manage the place

Residents have often been ignored and may be subject to negative side effects.

We’ve not paid attention to leakage and net benefit

In Swedish Lapland there is likely a need and an opportunity for more traditional growth in volume, but success need to be planned for and managed.

Three Key Points



1. **Success can kill**

Overtourism



THOUSANDS OF CITIZENS PROTEST AGAINST “MASS TOURISM” IN THE RAMBLA DE BARCELONA

You are here: Home Events Thousands of citizens protest against “Mass Tourism” in the Rambla de Barcelona



“Barcelona is not for sale”- organised movement protest in the market of La Boqueria

Thousands protest against over-tourism in Spain’s Canary Islands

Demonstrators say mass tourism is overwhelming the Atlantic archipelago.



People display placards during a demonstration for a change in the tourism model in the Canary Islands, in Santa Cruz de Tenerife, Spain [Borja Suarez/Reuters]

Overtourism



VIDEO:

[Canary Islands see thousands protest against too much tourism](https://www.youtube.com/watch?v=Zx1TGENzdE8&t=12sns)

<https://www.youtube.com/watch?v=Zx1TGENzdE8&t=12sns>



Three Key Points



1. Success can kill

2. In human terms, there are **three human participants engaged in the tourism experience**:

- guest / visitor,
- host business and
- resident community, **plus**
- the less visible, and the more important, *living community of nature*

3. **Regeneration** means **changing** our **goal** from

- a focus on tourism as the ends to tourism as the means
- extracting material value to generating value in the form of the health and vitality of all its participants
- fixing problems and telling to realizing potential & building capability to do
- growth to flourishing.

Democratic Tourism

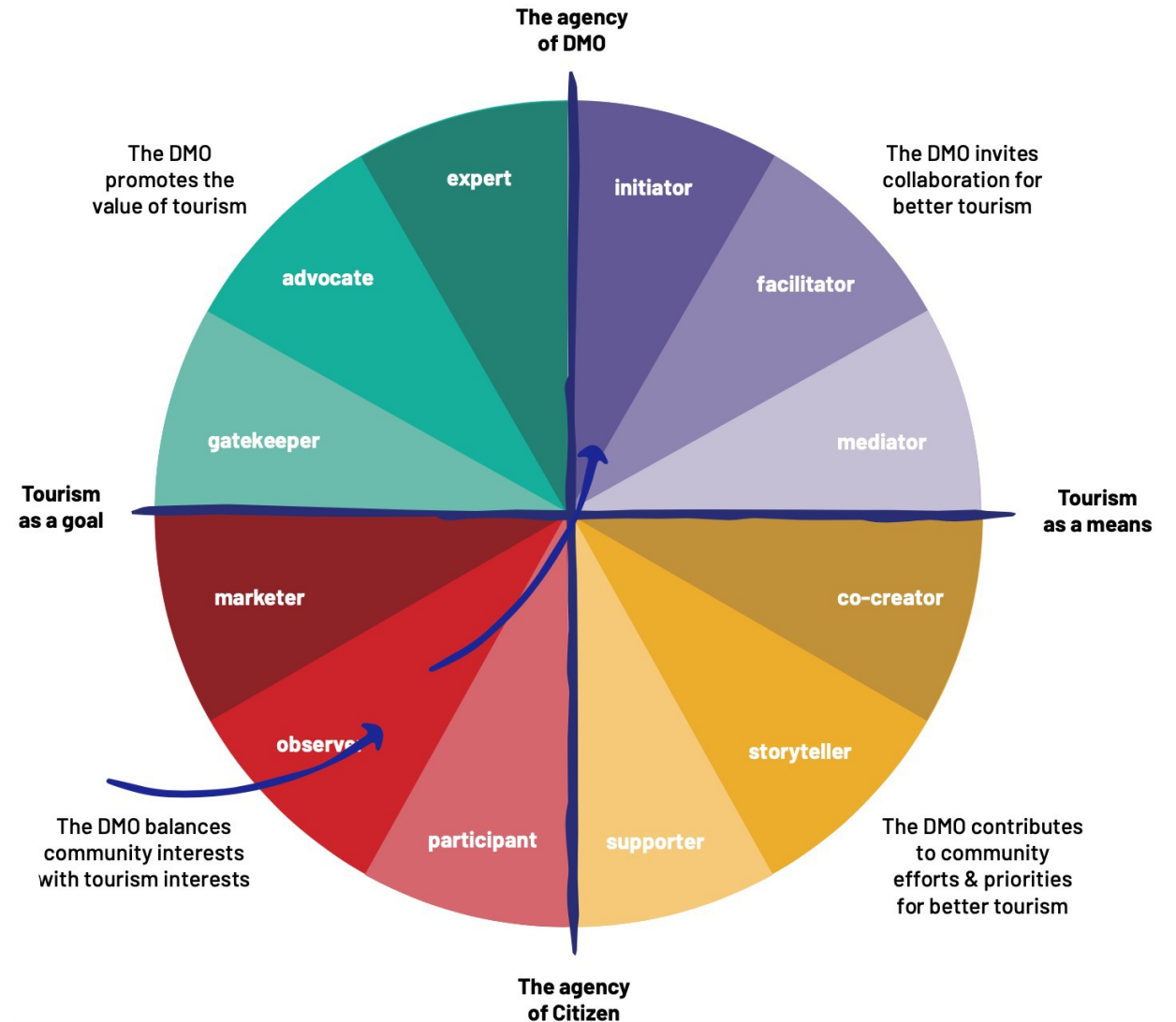


TIME FOR DMOCRACY

TIME FOR DMOCRACY



EMBRACING PUBLIC PARTICIPATION
IN DESTINATION GOVERNANCE
White Paper January 2023



Community-Based Tourism?



Redefining Success

*How DMOs can Drive Social
& Community Well-Being*

**CITY
DESTINATIONS
ALLIANCE**

in collaboration with

TOPOSOPHY
PLACE MAKING & MARKETING AGENCY

April
2024

8 IMPACT THEMES

1. *Instilling Ownership - Involve residents in tourism decision making*
2. *People-power - Empower citizens in collaborative tourism delivery*
3. *Love Local - Encourage residents to explore & enjoy their own city*
4. *Reaching Out - Spread the positive impact of tourism across the city*
5. *Shaping Perceptions - Influence media narratives through tourism*
6. *Destination Stewards - Enable, amplify & deliver social impact in our cities*
7. *Catalysts for Change - Protect and enhance your city's assets*
8. *Everyone's Welcome - Create safe, friendly & happy cities for all*

A Holistic Participatory Approach



At its core, regeneration involves bringing people together around what they care about (and *could* care about) in their place, and then putting that care into action.

A REGENERATIVE APPROACH TO TOURISM IN CANADA

An offering of why and how tourism can more fully support people, place and prosperity—with case stories, principles, and indicators of progress.



A Holistic Participatory Approach

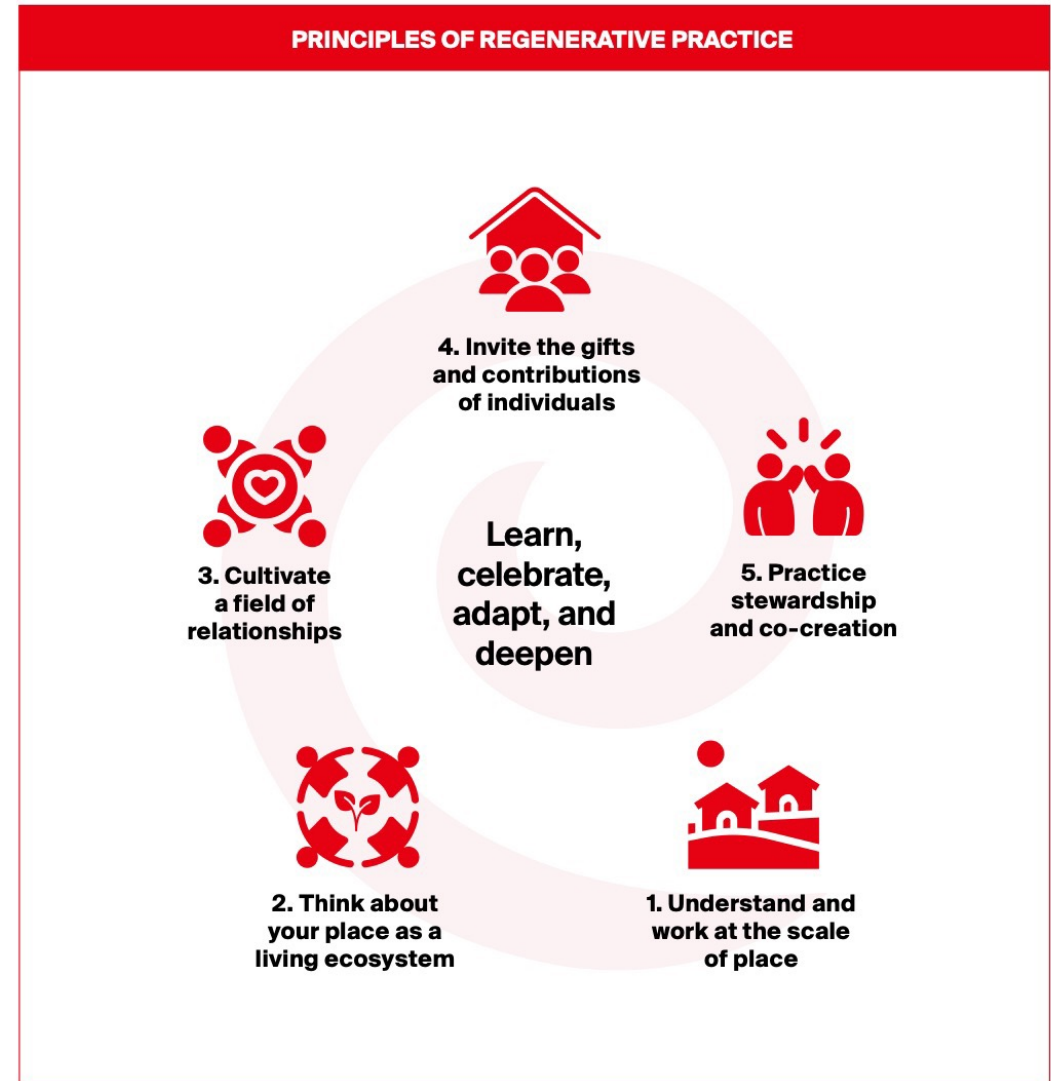


Cultivate a field of relationships in a place

Build Community – a field of mutual caring

Generate a field of excitement, energy & relationship

Think and Act Like a Forest 



Cultivate Relationships



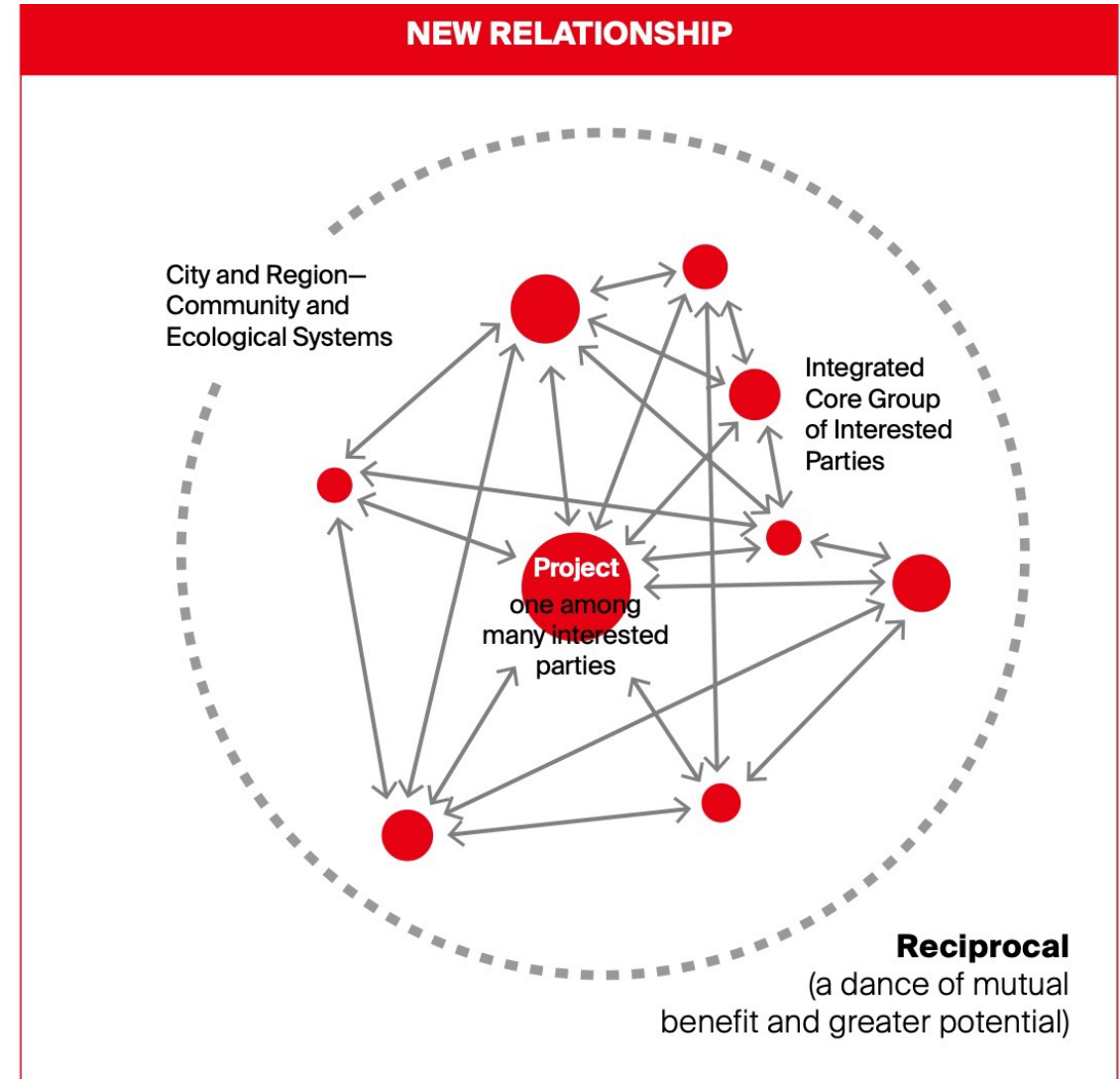
Cultivate a field of relationships

A field of mutual caring can energize and expand into community

Generate a field of excitement, energy & relationship

Human soil = community

Send out the Invitation



Small *is* beautiful...



The Small Group is the Unit of Transformation

Build Community – a field of mutual caring

Generate a field of excitement, energy & relationship

Think and Act Like a Forest

Contribute to its health and flourishing

“The future is created one room at a time, one gathering at a time.

Each gathering becomes an example of the future we want to create.

The small group is where transformation takes place.

Large scale change takes place when enough small groups are aggregated to lead a larger change.

*Structure these conversations so that **diversity of thinking and dissent are given space**, commitments are made without barter, and the **gifts** of each person and our community are acknowledged and valued.”*

- Peter Block

Leadership is Convening



Deglamorise Leadership

Democratise Leadership

Stop waiting for heroes

Create the conditions for engagement

Nurture an alternative future - one based on gifts, generosity, accountability & commitment

Send out the Invitation

“There is no greater power than a community discovering what it cares about.

Ask “what’s possible?” not “what’s wrong?”. Keep asking.

Notice what you care about.

Assume that many others share your dreams.

Be brave enough to start conversation that matter.

*Talk to people you know. Talk to people you don’t know.
Talk to people you never talk to.*

Be intrigued by what you hear

Expect to be surprised.

Treasure curiosity more than certainty.

Invite in everybody who cares to work on what’s possible.

- Margaret Wheatley

Develop your Convening Skills



The Art of Hosting

Appreciative Inquiry

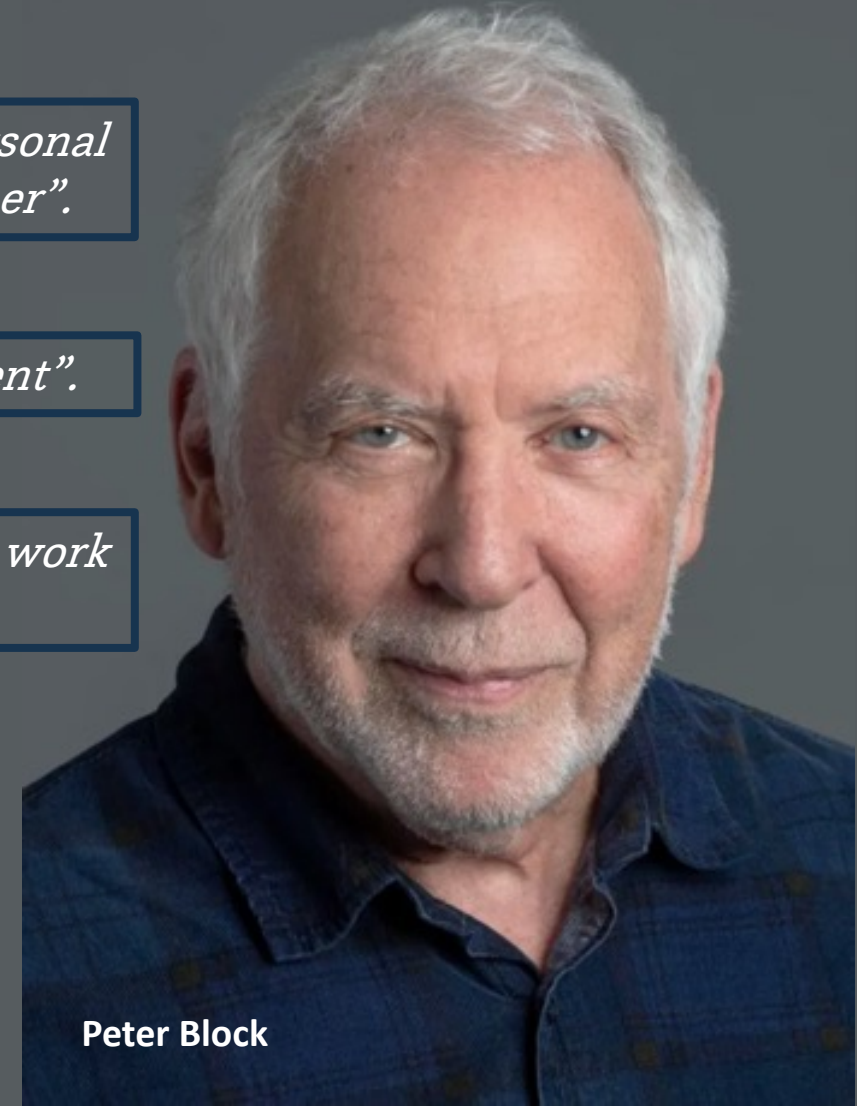
Asset Based Community
Development

Generative Leadership

“We must establish a personal connection with each other”.

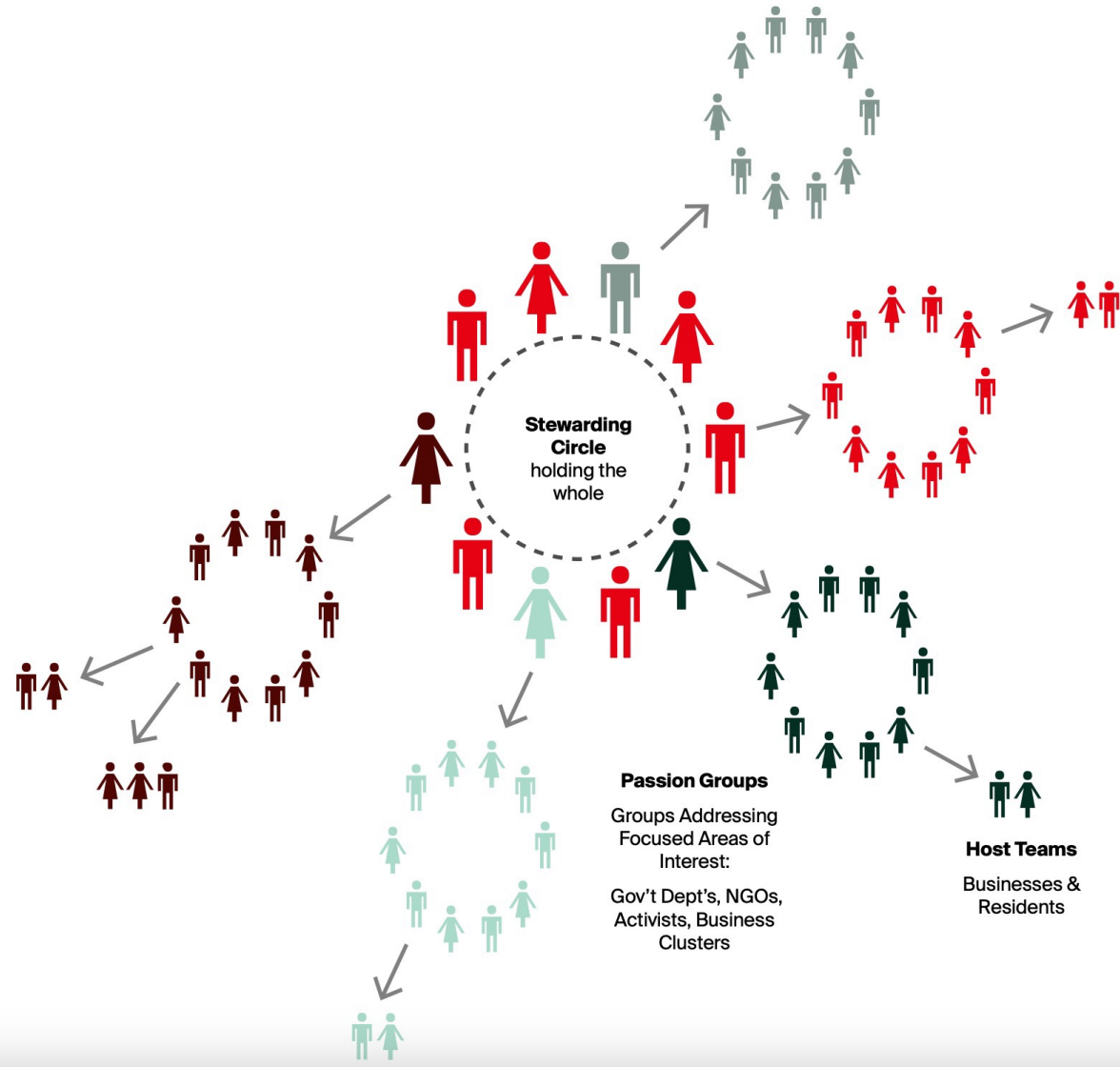
“Connection before content”.

“Without relatedness, no work can occur”.



Peter Block

Practice Stewardship



What makes a 'Flourishing Destination'?



Enabling Flourishing



A community flourishes when its inhabitants:

- like to live in the place, knows the place and is proud of it
- are involved in the (tourism) policy of the place so that he/she joins in the desired development of their place
- enjoy the positive effects of tourism: preservation and strengthening of facilities, heritage, culture, income, jobs, intercultural encounters, etc.
- find no nuisance because of tourism

A community flourishes when the place:

- is attractive, pleasant and safe
- invites residents, entrepreneurs and visitors to meet each other and does not exclude anyone
- allows its unique character to speak for itself, preserves its identity and its natural and cultural heritage
- offers space for creativity and experimentation
- draws on the intelligence of the local community
- connects with the rest of the world and makes a positive contribution to a flourishing planet

A community thrives when the entrepreneur:

- is vital and profitable and can cope resiliently with change
- enjoys/gets good working conditions and appreciation
- is passionate and innovative/creative about his/her product or service and safeguards his/her individuality
- is an ambassador for the place where he/she works
- strives for high satisfaction through sincere hospitality and professionalism
- takes into account the impact of his/her activities on other place holders and the place
- wants to contribute positively to the society/community/place

A community flourishes when the visitor

- feels warmly welcomed
- can fully experience the DNA of the place
- experiences a positive impact of his/her stay, new energy and inspiration, personal growth, connectedness with the place and the people he/she meets
- shows respect for nature, culture and the uniqueness of the place
- embraces the place and its people, feels involved and will gladly return or recommend the place to others



Home Reflections & Writings



Make sure you read the Travel Report



As next Monday, during our closure live session, we will have a special guest - **Norma Lyall** - from Angus Tourism, who will be sharing her experience as a Flourishing Destination.

You will have the chance to ask her some questions.



Home Reflections & Writings dynamics:

- if you wish to share it with Anna, please,
- Email it to karen@backtolifenetwork.co.nz – Anna is looking forward to reading **YOU!**

Thank you! See you in my Inbox  *Karen*

End Module 5.1



Thank you!



Swedish Lapland
Visitors Board



**Co-funded by
the European Union**

Link to the learning platform:

<https://ail.swedishlaplandvisitorsboard.com>



See you on Monday 13.May


BACK TO LIFE
A Regenerative Renaissance