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 2

An Online Learning Journey | 13 May 2024  
Anna Pollock

# Scope Today



1. Hear back from the fourth group's assessment of essence, shared story, social systems, purpose, potential 


1. Discussion with Special Guest: **Norma Lyall**, Angus Tourism Cooperative –experience with “flourishing destinations” 

3. Summary of key learnings (Modules 1-5) 

4. Where to from here? Discussion of Next Steps 

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 

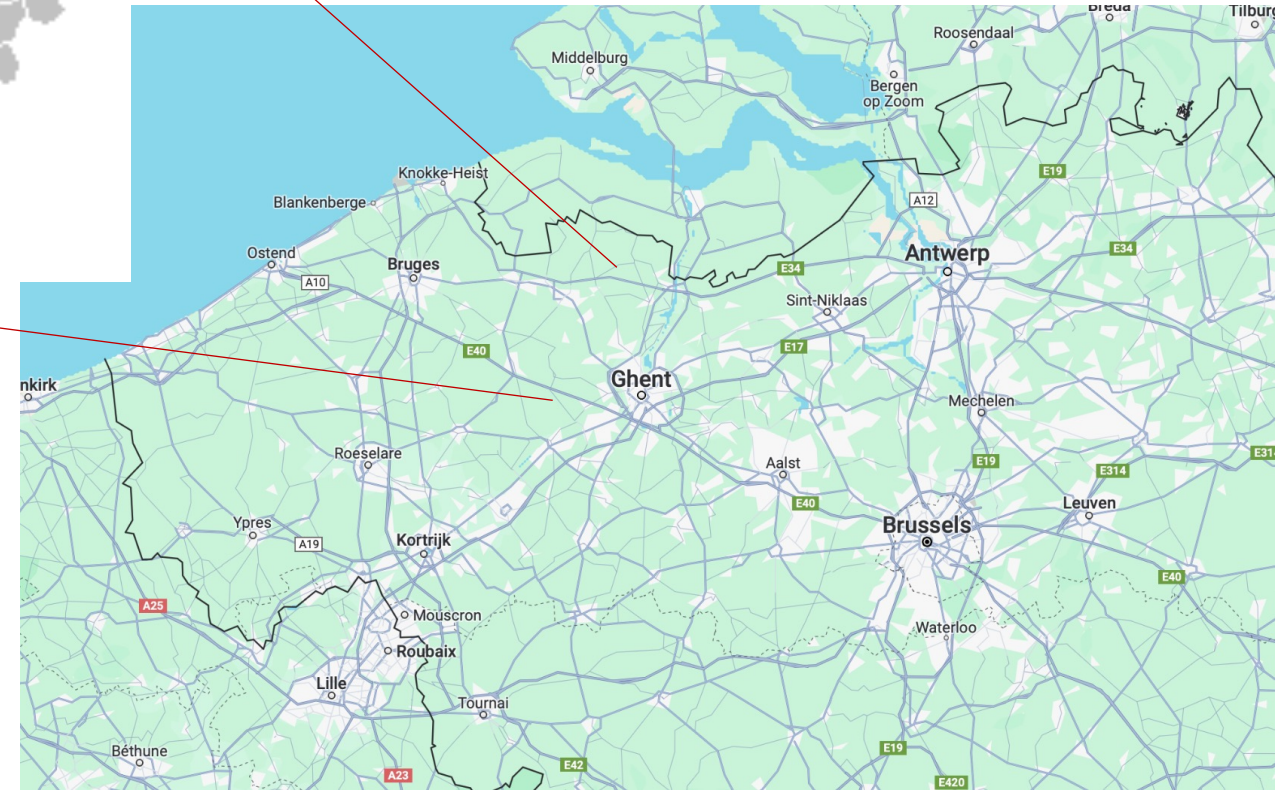
# What makes a Flourishing Destination?



**TRAVEL REPORT**  
'On the road towards a  
Flourishing Destination  
in Meetjesland'



MEETJESLAND – FLANDERS – BELGIUM 



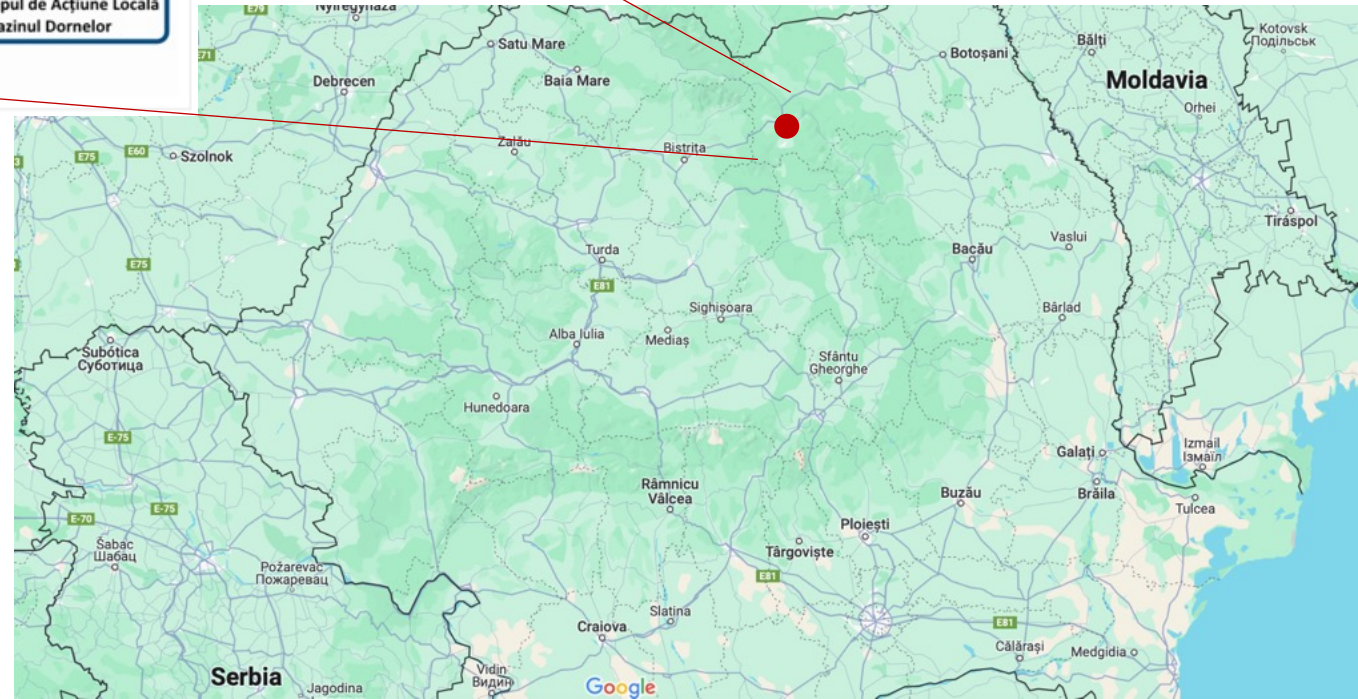
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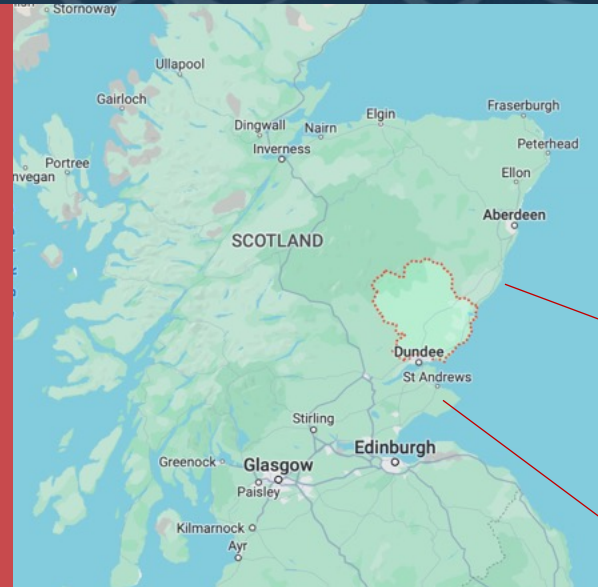
BAZINUL DORNELOR – ROMANIA



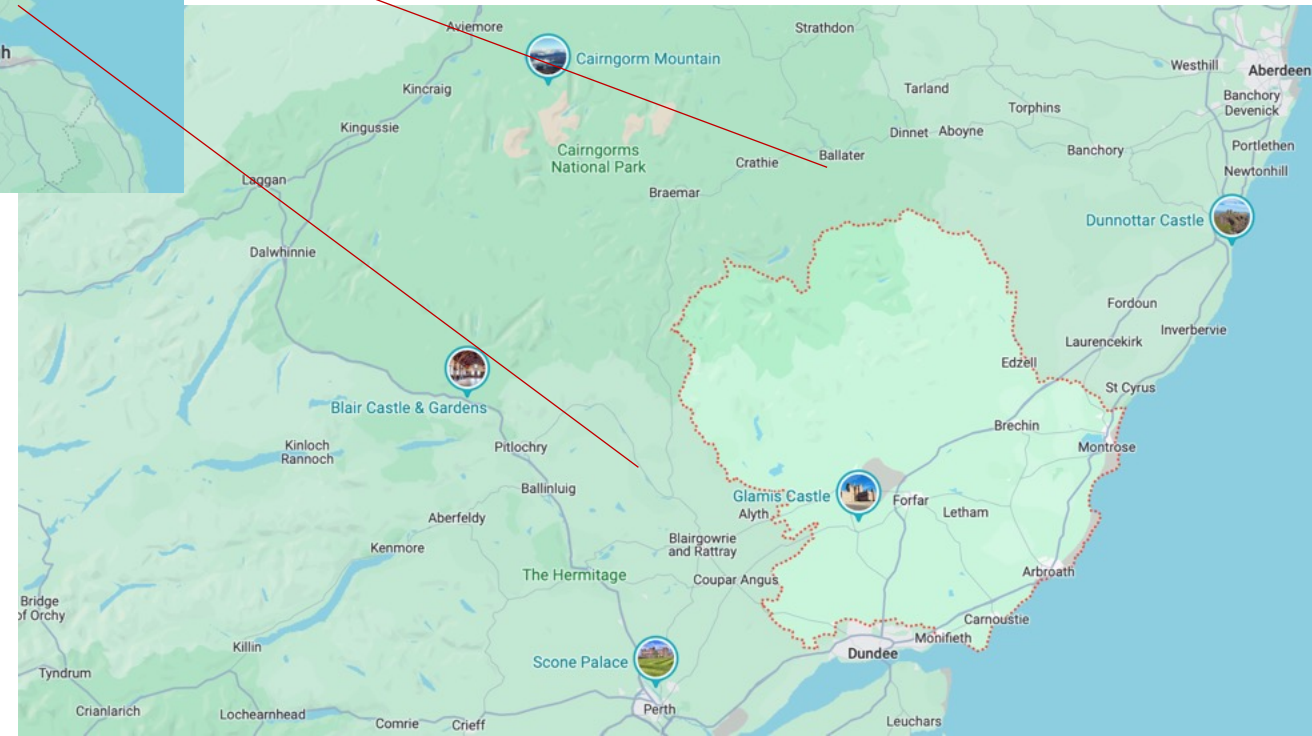
# What makes a Flourishing Destination?



**TRAVEL REPORT**  
**'On the road towards a Flourishing Destination in Meetjesland'**



## ANGUS – SCOTLAND



# Norma Lyall, Angus Tourism Cooperative



[norma@angustourism.co.uk](mailto:norma@angustourism.co.uk)



# SUMMARY OF KEY LEARNING



Regeneration is not a thing but a Practice and a Process!

THRIVABILITY

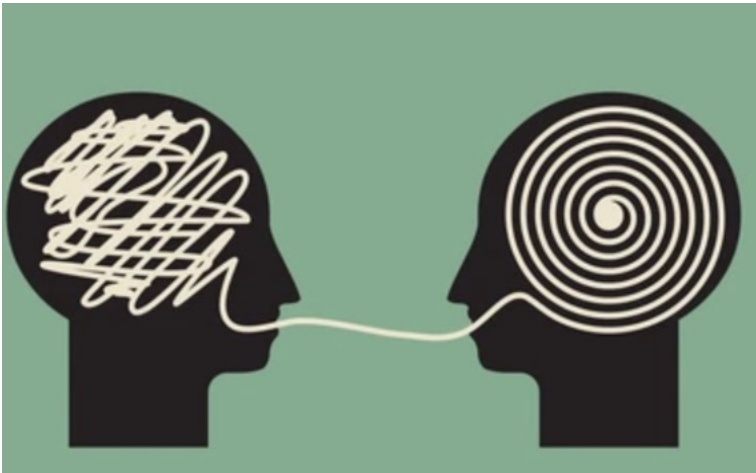
THE INFORMED INTENTION AND PRACTICE  
OF CREATING THE FERTILE CONDITIONS  
FOR LIFE TO THRIVE



# SUMMARY OF KEY LEARNING



Understand and be able to articulate the root cause of our current predicament as a species!



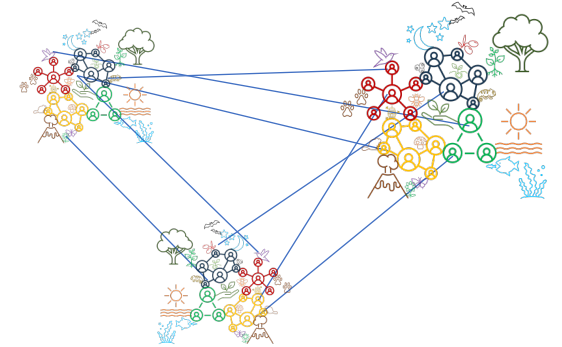




# SUMMARY OF KEY LEARNING



Wholes - nested within each other,  
connected not separate



Relationships (connections) matter always  
more than parts!





# SUMMARY OF KEY LEARNING



## Our Purpose: generative not extractive, quality not quantity >> Flourish Health Thriving <<

### 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



# SUMMARY OF KEY LEARNING



Recognise  
celebrate  
Essence – Uniqueness – Potential





# SUMMARY OF KEY LEARNING



Develop Capability in each other  
for the benefit of the whole

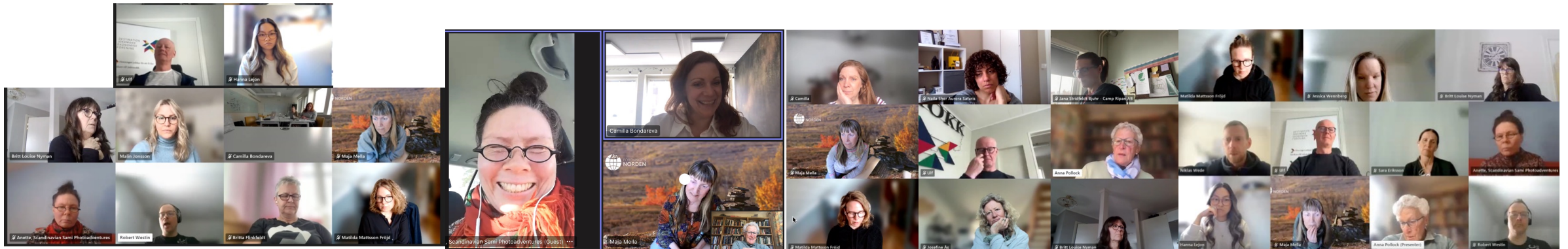




# SUMMARY OF KEY LEARNING



Practice in place-shaped communities  
This is how you show you 'Care for the Arctic'  
Remember, you can't do this alone  
You have to build community first



# Remember?

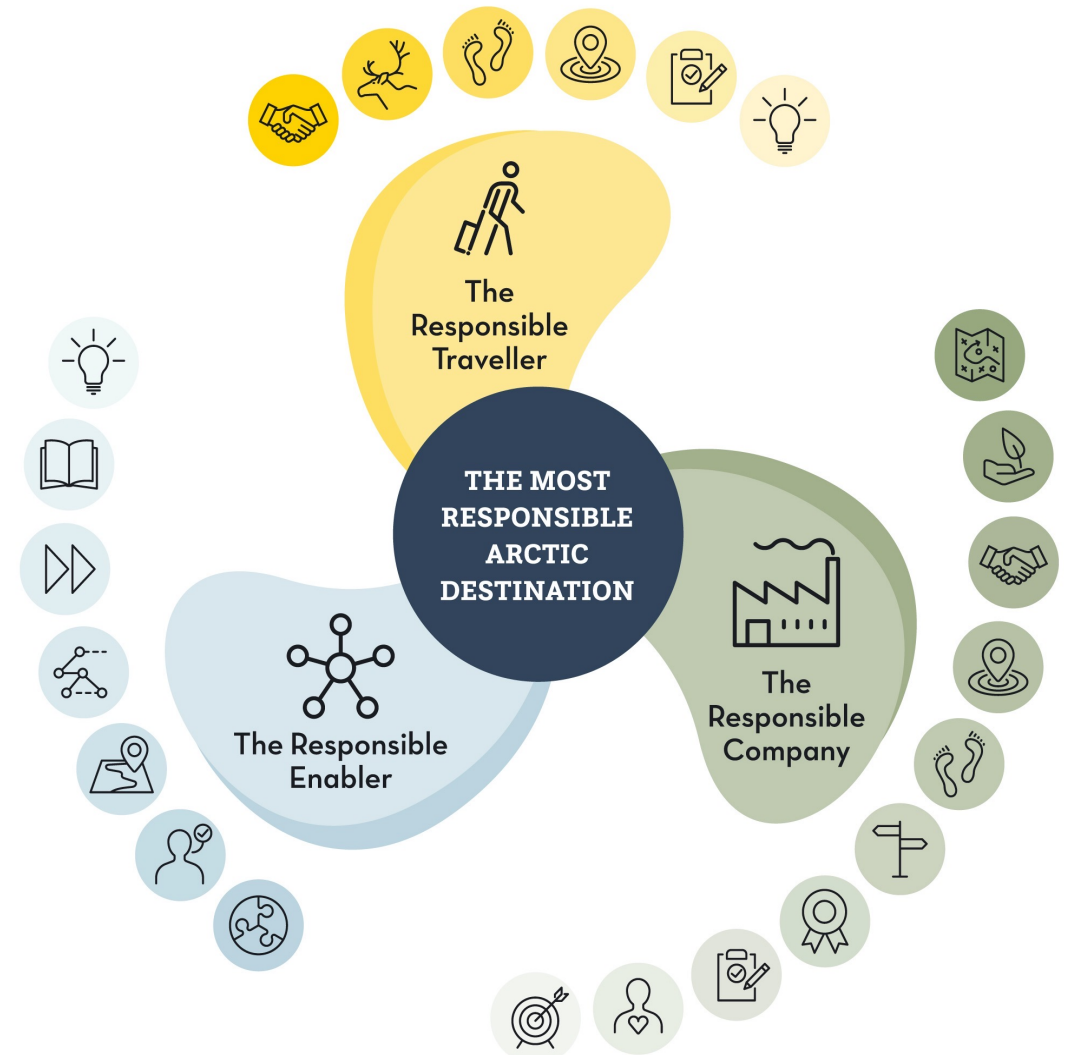


*Flourishing*  
*is the outcome of caring*  
*It is **caring** that animates*  
*this propellor*



**C.A.R.E.**

Contributing  
Actively to the  
Revitalization of  
Everyone



# Where Next?



1. Turn pledges into actionable items
2. Develop community building skills and confidence
3. Work with 3 different communities to demonstrate results



To be continued...

# Thank you!



Swedish Lapland  
Visitors Board



**Co-funded by  
the European Union**

Link to the learning platform:

<https://ail.swedishlaplandvisitorsboard.com>



See you soon !



**BACK TO LIFE**  
A Regenerative Renaissance