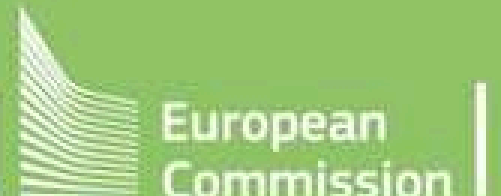


# Webinar “Sustainable destination management and regenerative tourism”

*24 September 2025, 15.00 – 17.00 CET*



# Sustainable destination management and regenerative tourism

*Webinar | 24 September 2025*



## BEYOND SUSTAINABILITY: REGENERATIVE PATHWAYS FOR THRIVING DESTINATIONS

**ēleMents**  
MONTAÑAS DE IDEAS  
Estrategia & Ecoturismo

**Xavier Cazorla Clarisó | ELEMENTS**  
Founder & CEO

 [xcazorla@inneus.cat](mailto:xcazorla@inneus.cat)

 [@xaviercazorla](https://www.linkedin.com/in/exaviercazorla)





# THE CRISIS OF CONVENTIONAL TOURISM



Barcelona, Spain



- OVERTOURISM AND ECOLOGICAL DEGRADATION
- INEQUALITY AND FRAGILE LOCAL ECONOMIES
- TOURISM AS EXTRACTION, NOT REGENERATION





# THE CRISIS OF CONVENTIONAL TOURISM



Canary Islands, Spain



- SOCIAL PROTESTS DEMANDING FAIRER TOURISM MODELS
- COMMUNITIES CALLING FOR BALANCE BETWEEN RESIDENTS AND VISITORS





# WHY REGENERATION MATTERS?



- SUSTAINABILITY = DOING LESS HARM
- REGENERATION = HEALING AND IMPROVING ECOSYSTEMS & COMMUNITIES

*"REGENERATIVE TOURISM IS NOT ABOUT DOING LESS HARM — IT'S ABOUT HEALING WHAT HAS BEEN DAMAGED."*  
**ANNA POLLOCK, CONSCIOUS.TRAVEL**





# A LIVING SYSTEMS PERSPECTIVE

- ✓ **VITAL** (Strong, Robust, Vigorous) and **SELF-ORGANISED**
- ✓ **FACILITATES THE EMERGENCE OF OTHER FORMS OF LIFE**
- ✓ **ADAPTABLE** (constantly **CHANGING** and **LEARNING**)
- ✓ **RESILIENT** (withstands **PERTURBATIONS** well)
- ✓ **PRODUCTIVE** (generates **ABUNDANCE**)
- ✓ **EFFICIENT** (produces **NO WASTE**)
- ✓ **EVOLVING** (Order, Complexity, Beauty) - **DYNAMIC BALANCE**
- ✓ **UNIQUE AND SINGULAR**
- ✓ **IN HARMONY BETWEEN ALL PARTS**
- ✓ **CONTRIBUTES TO THE WELL-BEING OF THE HIGHER SYSTEM IN WHICH IT IS INTEGRATED**

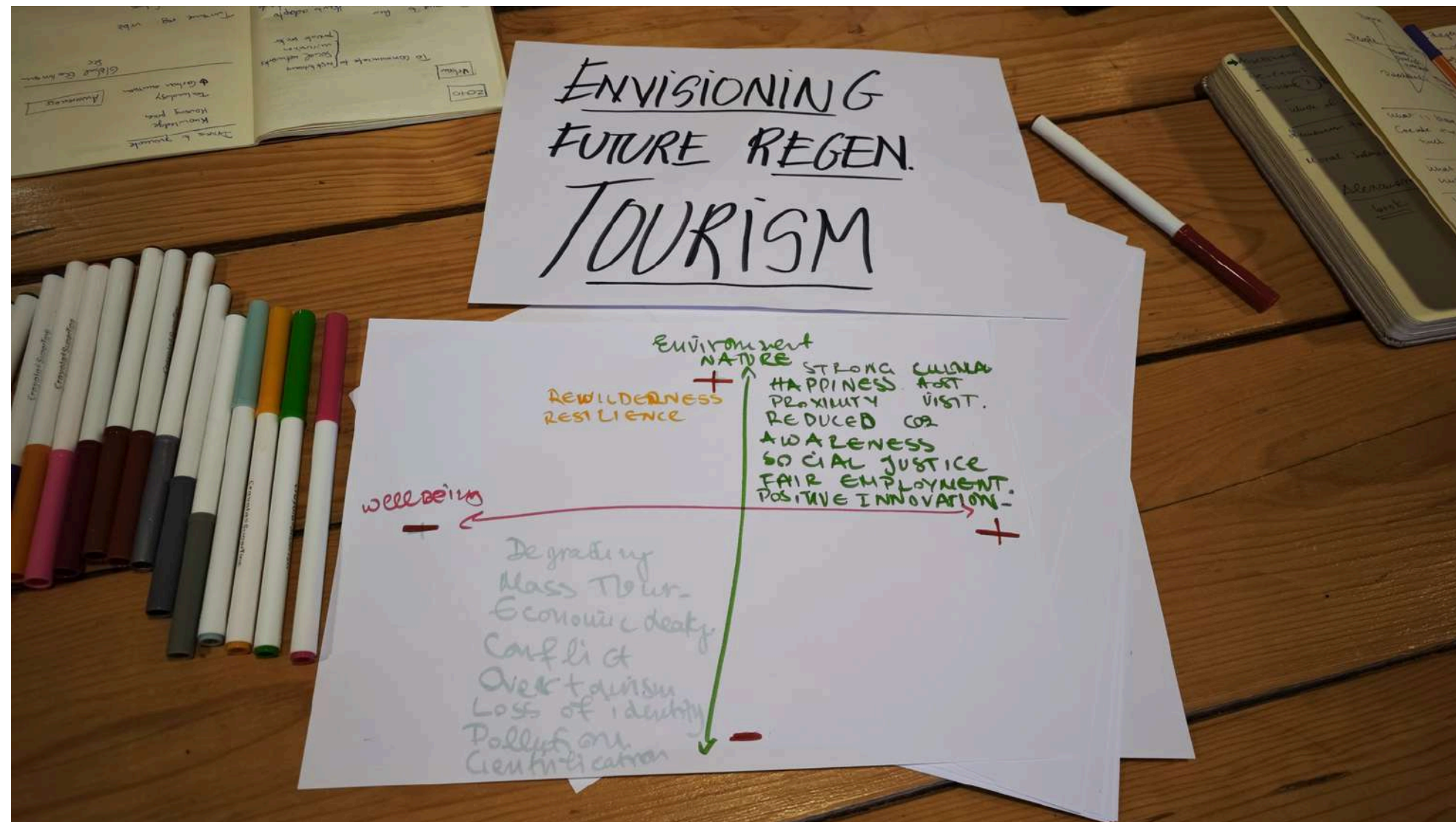


- DESTINATIONS ARE LIVING SYSTEMS, NOT COMMODITIES
- CONNECTED WITH NATURE, CULTURE, AND PEOPLE
- TOURISM AS A CATALYST FOR RESTORATION AND RESILIENCE





# ESSENTIAL ELEMENTS OF REGENERATIVE TOURISM



- POLICY & PLANNING: **LONG-TERM VISION**
- COMMUNITY PARTICIPATION: **CO-CREATING SOLUTIONS**
- NEW METRICS: **WELL-BEING, ECOSYSTEM HEALTH, QUALITY OF LIFE**





# BARRIERS & CHALLENGES



- INSTITUTIONAL RESISTANCE
- SHORT-TERM ECONOMIC MODELS
- LACK OF FUNDING & POLITICAL WILL
- NEED FOR MINDSET CHANGE





## REGENERATION & TOURISM: SOUTHERN EUROPE EXAMPLES

# PYRENEES: CERDANYA VIVA / REGENERATIVE INSTITUTE



- LOCAL NETWORKS FOR SYSTEMIC CHANGE
- PERMACULTURE
- ECO-STAYS



### Home

Cerdanya Viva We are a regenerative tourism accommodation, committed to caring for the land, the planet, and people. Stay with us Rooms, studios, apartments, bungalows, and camping pitches in the [...]

 Cerdanya Viva





## REGENERATION & TOURISM: SOUTHERN EUROPE EXAMPLES

# PYRENEES: CERDANYA VIVA / REGENERATIVE INSTITUTE



### Institut Regeneratiu » Disruptive Training for Wellbeing

Live in balance, peace and awareness. At the  
Institut Regeneratiu we create trainings and eco-...


 Institut Regeneratiu del Cerdanya Viva / Aug 22

- TRAINING
- ECO-STAYS




TUNE IN TO NATURE


Discover and improve your  
regenerative skills and  
capabilities. Transform yourself.



Develop your regenerative  
capacities and manage your  
comprehensive well-being



Lead with awareness and  
strengthen your change  
management and resilience

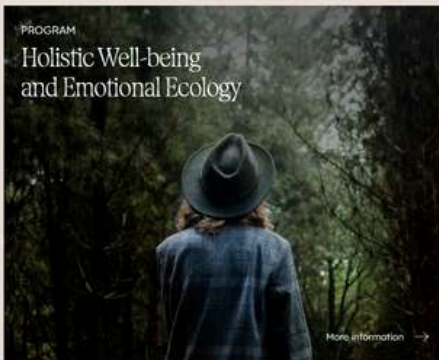


Turn challenges into  
opportunities by learning  
from natureTransform  
challenges into  
opportunities with learning  
from nature

PROGRAMS TO INSPIRE AND CONNECT


A training based on the seasons  
of the year that will transform  
your life

PROGRAM  
Holistic Well-being  
and Emotional Ecology




More information →

PROGRAM  
Regenerative Leadership




More information →

PROGRAM  
Resilience and  
change management




More information →

PROGRAM  
Creativity and innovation




More information →

PROGRAM  
Design of Biomimetic  
Systems and  
Social Biomimetic



More information →

PROGRAM  
Regenerative Culture and  
Collaborative Management



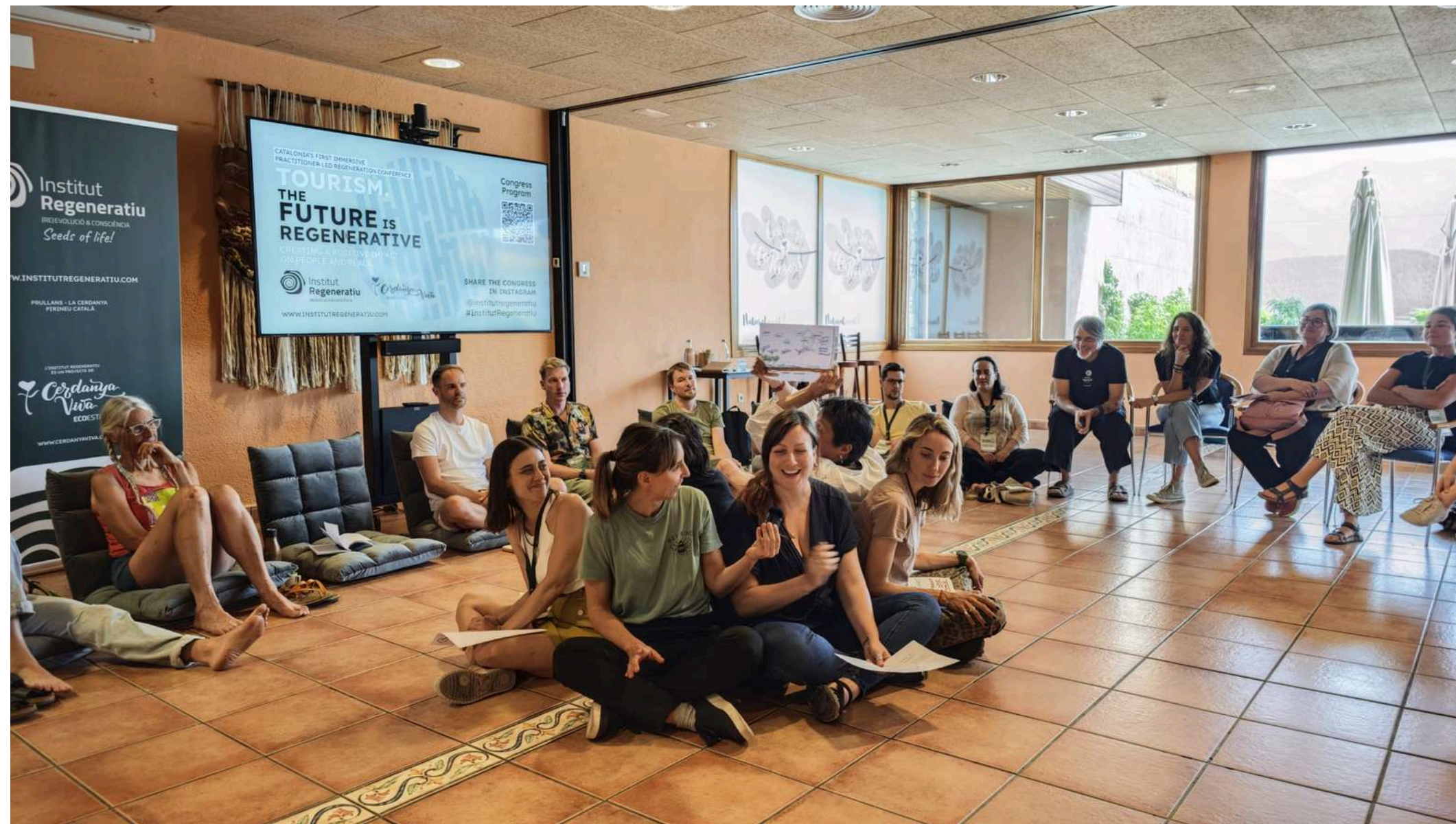
More information →





## REGENERATION & TOURISM: SOUTHERN EUROPE EXAMPLES

# PYRENEES: CERDANYA VIVA / REGENERATIVE INSTITUTE



**1st CONGRESS TOURISM &  
REGENERATION IN CATALONIA**  
(19 Y 20 JUNE 2025)  
INSTITUT REGENERATIU  
CERDANYA VIVA





# REGENERATION & TOURISM: SOUTHERN EUROPE EXAMPLES

## CANARY ISLANDS: **BIOFEST** (ANAGA BIOSPHERE RESERVE)



RESERVA DE LA BIOSFERA  
DEL MACIZO DE ANAGA  
[www.biofest-anaga.com](http://www.biofest-anaga.com)



*Living Lab* o Laboratorios vivos de experimentación



IMPLICACIÓN DE LA **COMUNIDAD LOCAL** Y EL **PÚBLICO PARTICIPANTE**



# REGENERATION & TOURISM: SOUTHERN EUROPE EXAMPLES

## CANARY ISLANDS: **REGENERATE** (TENERIFE)

### REGENERATe

Regeneración de los espacios naturales  
de interés turístico de Tenerife

#### TENERIFE

RESERVA DE LA BIOSFERA  
DEL MACIZO DE ANAGA

[www.regeneratenerife.com](http://www.regeneratenerife.com)



REGENERATe | Regeneración  
de los espacios naturales  
de interés turístico de Tenerife

Una  
huella positiva  
en los  
espacios naturales  
de Tenerife





# REGENERATION & TOURISM: SOUTHERN EUROPE EXAMPLES

## CANARY ISLANDS: **REGENERATE** (TENERIFE)



**REDGENERATe**

Comunidad regenerativa  
de agentes turísticos  
de Tenerife

**REGENERATe**  
Regeneración de los espacios naturales  
de interés turístico de Tenerife

Una  
huella positiva  
en los  
espacios naturales  
de Tenerife

**TENERIFE**  
RESERVA DE LA BIOSFERA  
DEL MACIZO DE ANAGA

[www.regeneratenerife.com](http://www.regeneratenerife.com)





## REGENERATION & TOURISM: SOUTHERN EUROPE EXAMPLES

### SPAIN: REWILDING SPAIN

Rewilding Spain is a nonprofit initiative dedicated to restoring natural processes, recovering wildlife populations, and revitalizing rural areas in Spain through large-scale rewilding projects. It aims to create healthier ecosystems while fostering new opportunities for local communities.

MORE INFORMATION:

**REWILDING SPAIN**

[www.rewilding-spain.com](http://www.rewilding-spain.com)





Sustainable destination management and  
regenerative tourism

Webinar | 24 September 2025

## REGENERATION & TOURISM

# GLOBAL ECOTOURISM FORUM **GEF2025**

**22-24 OCT**

(CATALONIA, SPAIN)

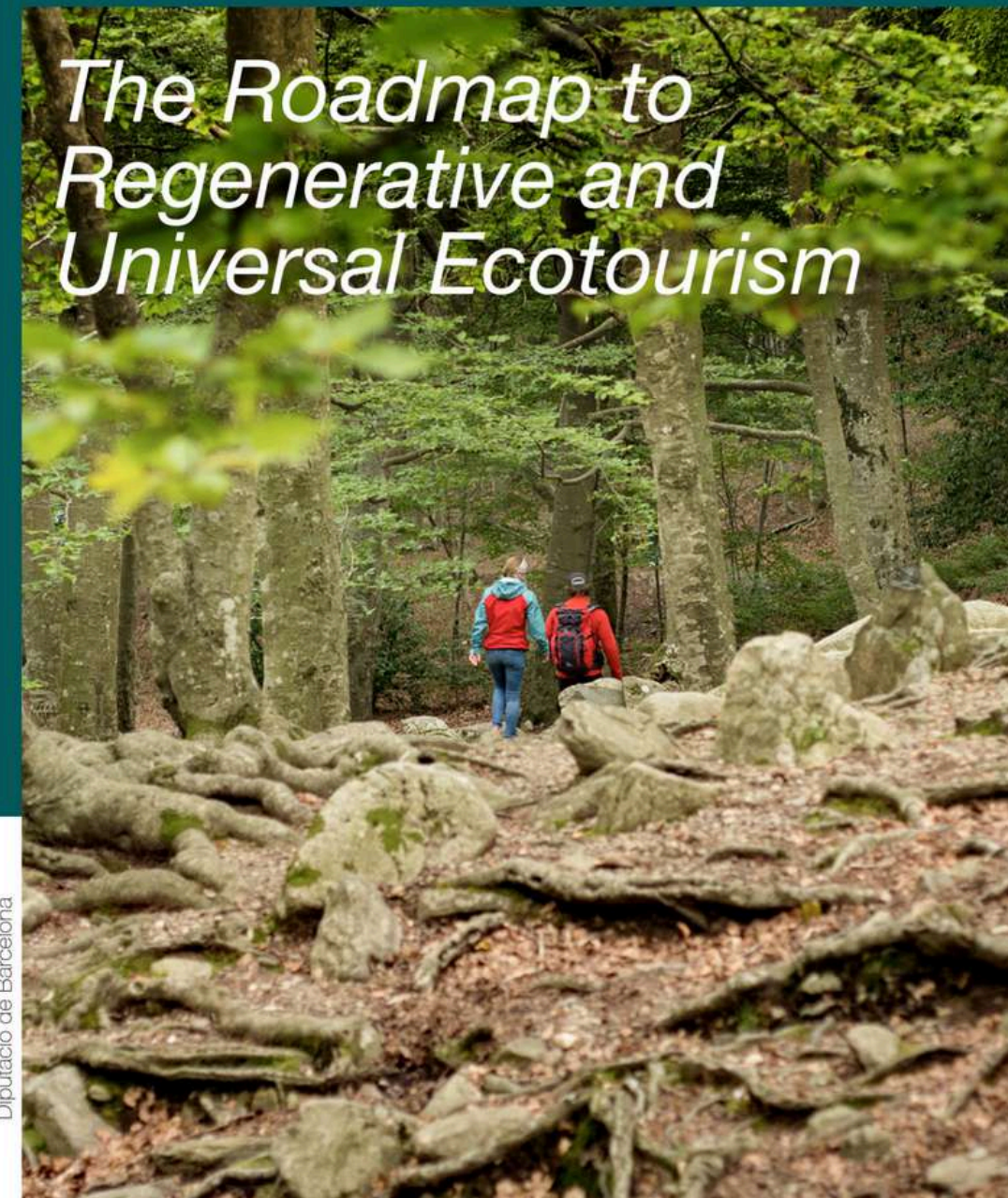


More information at  
[gef2025.org](https://gef2025.org)



**BEYOND SUSTAINABILITY:**  
REGENERATIVE PATHWAYS  
FOR THRIVING DESTINATIONS

ēleMents  
MONTAÑAS DE IDEAS  
Estrategia & Ecoturismo



© Albert Miró -  
Diputació de Barcelona

# INTERNATIONAL CONGRESS ON REGENERATIVE ECOTOURISM

**22-24 October 2025**

Món Sant Benet (Sant Fruitós de Bages)

In collaboration with:



Organised by:







## REGENERATION & TOURISM

# GLOBAL ECOTOURISM FORUM GEF2025

22-24 OCT

(CATALONIA, SPAIN)



The **Global Ecotourism Forum** (GEF2025) is an international meeting space that fosters debate, reflection, and action around the future of ecotourism.

GEF2025 will be a key event to advance towards a **new global ecotourism agenda** based on conservation, social inclusion, and the responsible management of resources, with the aim of ensuring the resilience of territories.



**THE ROADMAP TOWARDS REGENERATIVE AND UNIVERSAL ECOTOURISM**



More information at  
[gef2025.org](https://gef2025.org)





## REGENERATION & TOURISM

GLOBAL  
ECOTOURISM  
FORUM  
**GEF2025**

**22-24 OCT**

(CATALONIA, SPAIN)

## GOALS



More information at  
[gef2025.org](https://gef2025.org)





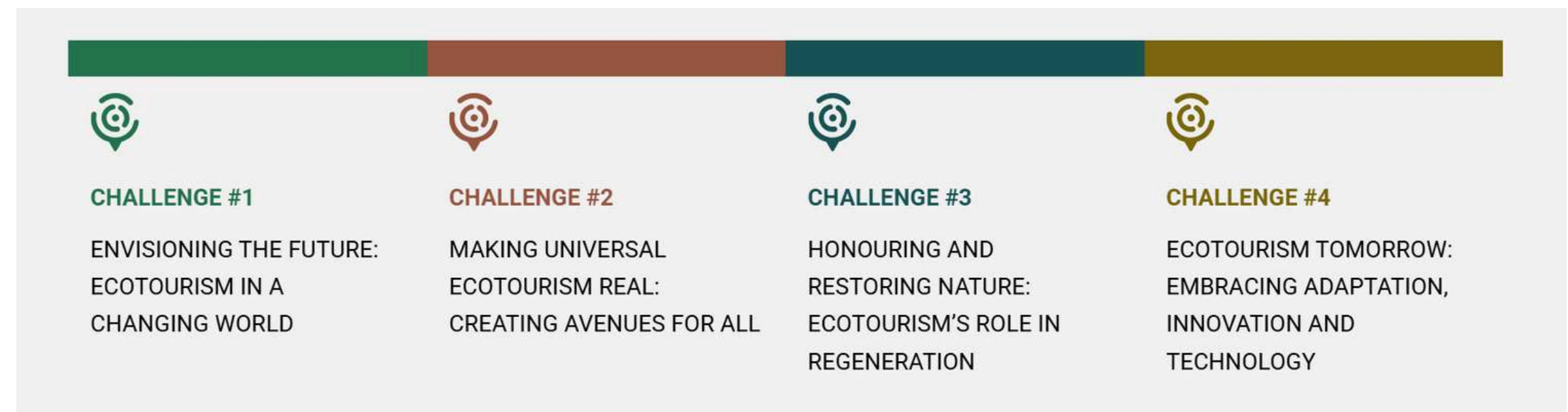
## REGENERATION & TOURISM

# GLOBAL ECOTOURISM FORUM GEF2025

**22-24 OCT**

(CATALONIA, SPAIN)

## CHALLENGES



More information at  
[gef2025.org](https://gef2025.org)



## REGENERATION & TOURISM

# GLOBAL ECOTOURISM FORUM GEF2025

22-24 OCT

(CATALONIA, SPAIN)



More information at  
gef2025.org



**BEYOND SUSTAINABILITY:**  
REGENERATIVE PATHWAYS  
FOR THRIVING DESTINATIONS



### Mòn Sant Benet

Mòn Sant Benet is an exceptional space 45 minutes from Barcelona.

Centred around a medieval monastery, the space includes the 4-star Hotel Mòn, an events centre with multiple multi-purpose rooms, a food and science research centre (the Alícia Foundation), the

former studio/residence of the painter Ramon Casas, as well as three exquisite culinary offerings, one of them holding a Michelin star (Restaurant L'Ó).

All of this amidst an incomparable natural environment with three organic vegetable gardens.

## Wednesday, 22 October

The opening day of GEF2025 beckons attendees to use a critical, transformative and collective perspective to re-imagine the future of ecotourism. Inspiring presentations and strategic dialogues immediately lay bare the sector's major global challenges, its socio-economic impact and its potential to contribute to conserving biodiversity. All the while, we see how Catalonia's tourism sector is working to become a global point of reference in sustainability.

A round-table discussion on regenerative governance caps off the day. Then, attendees can network and share knowledge in a space that brings together people with a wide range of experiences and geographic origins.

**9:00-9:30 a.m.**  
**Arrival and Accreditations**

**9:30-10:00 a.m.**  
**Institutional Welcome**

**10:00-10:30 a.m.**  
**Opening Presentation**  
**Imagining the Future: Ecotourism in a Changing World**

Speaker:



**Anna Pollock**  
Founder - International  
Speaker & Consultant  
- Conscious.Travel  
& Back To Life &  
Hosts For Life

We open GEF2025 by imagining a future where ecotourism helps build a more just, regenerative and resilient society. The session puts a strategic focus on ecosystem restoration and climate resilience. It highlights inspiring examples and new frames of thought to guide the sector's transformation.

**10:30-11:15 a.m.**  
**Coffee break**

**11:05-11:15 a.m.**  
**GEF2025 Poster Presentation Session**

**11:15-11:45 a.m.**  
**Dialogue: A Sustainable Future for Tourism**

Speakers:



**Cristina Lagé**  
General Director  
of Tourism



**Marc Vilahur**  
General Director for  
Environmental Policy  
and Natural Resources  
(Government of Catalonia)

An open conversation between the Tourism and Environment departments to explore how ecotourism can drive sustainability and value for the Catalan territory as a whole.



## REGENERATION & TOURISM

# GLOBAL ECOTOURISM FORUM GEF2025

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More information at  
gef2025.org



## BEYOND SUSTAINABILITY: REGENERATIVE PATHWAYS FOR THRIVING DESTINATIONS

Wednesday, 22 October

### 11:45 a.m.-12:30 p.m. Panel Discussion 1 Global Challenges in Ecotourism Leadership

Moderator:



**Xavier Font**  
Deputy Director  
General of  
Territorial Tourism  
Development of  
the Autonomous  
Government of  
Catalonia

Speakers:



**Marina Xenophontos**  
Policy Officer  
- European  
Commission,  
Directorate-General  
for the Environment  
(DG. ENV), Nature  
Conservation  
Unit (D3)



**Amanda Guzmán**  
Manager  
- Spanish  
Ecotourism  
Association  
(Asociación  
de Ecoturismo  
en España)



**Arnau Teixidor**  
Ecosystem  
& CSO  
Programme  
Manager  
- IUCN  
Centre for  
Mediterranean  
Cooperation



**Andrei Blumer**  
President -  
Association of  
Ecotourism in  
Romania (AER)

Amidst global crises and constant transformation, this panel explores how to promote ecotourism leadership that is collective, resilient and transformative. Multiple figures from Spanish, EU and international institutions discuss strategies to address the sector's major challenges and how to redefine its governance, taking ethics and local traditions into account.

### 12:30-1:15 p.m. Keynote Speech 1 Nature's Value and Price in (Eco)tourism

Speaker:



**Arturo Crosby**  
CEO Forum  
Nature and  
Tourism4Nature  
- Forum Nature  
International

This speech reflects on ecotourism's economic and social value, particularly in protected natural areas. The session explores how the right model can trigger a virtuous circle between conservation, local development and responsible outreach. It focuses on making ecotourism sustainable, fair and transformative.

1:15-3:00 p.m.  
Lunch

2:50-3:00 p.m.  
GEF2025 Poster Presentation Session

3:00-3:30 p.m.  
Icebreaker

This dynamic drives participants to create links with one another and collectively imagine more responsible forms of ecotourism.

### 3:30-4:00 p.m. Keynote Speech 2 Honouring and Restoring Nature: Driving Biodiversity Conservation in Ecotourism

Speaker: **Albert Bosch**  
Entrepreneur and Writer



An inspiring look at how ecotourism can contribute to conserving biodiversity and restoring ecosystems, both on a local and global scale. It highlights the potential to mobilise communities, foster transformative partnerships and drive conservation actions, thus stimulating collective engagement and tangible impact.

### 4:00-4:45 p.m. Round Table 2 People, Nature and Prosperity. Rethinking Destination-Specific Governance

Moderator:



**Xavier Cazorla**  
Founder -  
ELEMENTS  
| Muntanyes  
d'idees  
(Ecotourism,  
Regeneration  
and University)

Speakers:



**Laia Jerez**  
Brand Manager  
of the "Active and  
Nature Tourism"  
Programme -  
Catalan Tourism  
Agency (Agència  
Catalana de  
Turisme)



**Juana Barber Rosado**  
Xena CETSCat  
- Barcelona  
Provincial  
Council  
(Diputació  
de Barcelona)



**Ricardo Blanco**  
Head of  
Sustainable  
Tourism -  
Directorate General  
of Tourism Policies  
- Secretary of  
State for Tourism



**Paulo Castro**  
Chair of the  
Sustainable  
Tourism  
Working Group  
- Europarc  
Federation

This collaborative conversation revolves around how to move towards fairer, more participatory and regenerative models of tourism governance. The session focuses on balancing local well-being and sustainability. It sheds light on initiatives, certifications and partnerships (such as the European Charter for Sustainable Tourism) that help transform destinations into more resilient and co-responsible ecosystems.

4:45-5:15 p.m.  
Day One Conclusions

5:30-8:00 p.m.  
Sharing and Connection Space  
Tasting of Pla de Bages DO wines and local produce  
Take time to share your impressions and continue the day's conversations in a relaxed atmosphere. We will sample wine from Pla de Bages DO and other local produce in an exceptional setting.

5:30-5:40 p.m.  
GEF2025  
Poster  
Presentation  
Session

Wednesday, 22 October





## REGENERATION & TOURISM

# GLOBAL ECOTOURISM FORUM GEF2025

22-24 OCT

(CATALONIA, SPAIN)



More information at  
gef2025.org

Thursday, 23 October

### Parallel Session 1

#### *Honouring and Restoring Nature: Regeneration's Role*

This core theme explores how we can apply regeneration to tourism from a systemic, ecological and territorial perspective. It discusses how to promote policy frameworks and concrete actions that put nature at the centre and create a coherent tourism model that fosters relationships between people, places and biodiversity.

9:00-10:00 a.m.

#### Round Table 1.1

#### Nature Regeneration Policies and Development Models

Moderator:



**Anna Estella**

Deputy Director  
of Environmental  
Education, Nature and  
Society - Autonomous  
Government of  
Catalonia

Speakers:



**Liisa Kokkarinen**

Head of Sustainable  
Development -  
Visit Finland



**Ponç Feliu**

Director of the Cap  
de Creus Natural Park  
and the Aiguamolls  
de l'Empordà  
Natural Park



**Cristina Bajet**

Project Manager  
- Catalan Tourism  
Agency



**Jesús Martín**

Co-Director - Aethnic

The session will explore how to push for more regenerative policies and models by driving community participation and ancestral knowledge. It examines opportunities in rural territories, cities and legislative frameworks.

### Parallel Session 2

#### *Making Universal Ecotourism Real: Inclusive Tourism Planning*

This session invites attendees to reflect on how to make natural spaces accessible and welcoming for a range of abilities, ages and social backgrounds. Its focus is on how to implement universal accessibility criteria in planning, designing and managing natural environments.

9:00-10:00 a.m.

#### Round Table 2.1

#### Inclusive Tourism Planning

Moderator:



**Mònica  
Santa Eulàlia**

Head of Touristic  
Model and  
Research - Catalan  
Tourism Agency

Speakers:



**Isaac Padrós**

Co-founder  
and President -  
Multicapacitats



**Ernest Cañada**

Founder - Alba Sud



**Aitziber Ansotegi**

Manager -  
URREMENDI Rural  
Development  
Association



**Dafne Farré Lladó**

Barcelona Provincial  
Council

A strategic look at how to incorporate universal accessibility in ecotourism planning. Attendees will share experiences, current barriers, experiences and inspiring policies that drive a more inclusive ecotourism model that can be replicated in different contexts.

Thursday, 23 October



## REGENERATION & TOURISM

# GLOBAL ECOTOURISM FORUM GEF2025

22-24 OCT

(CATALONIA, SPAIN)



More information at  
gef2025.org



**BEYOND SUSTAINABILITY:**  
REGENERATIVE PATHWAYS  
FOR THRIVING DESTINATIONS

Friday, 24 october

9:0 a.m. -5:00 p.m.

### LIVING LABS

There will be different routes to visit a nearby protected natural area, take part in practical activities, and learn from experiences with the local network.

Each person registered for the forum will have the opportunity to choose the route they wish to join.

#### ITINERARY 01

##### Garrotxa Volcanic Zone Natural Park

La Garrotxa Volcanic Natural Park, with some 40 volcanic cones and more than 20 lava flows, is one of the foremost volcanic areas in the Iberian Peninsula. Its unique soil and landforms create a landscape rich in biodiversity,



© Isabel Llamazares - Arxiu del Parc Natural de la Zona Volcànica de la Garrotxa

with lush vegetation that also provides a haven for a wide variety of native fauna. The landscape also bears the mark of centuries of human presence, which has weaved an agro-forestry mosaic based around volcanic stone.

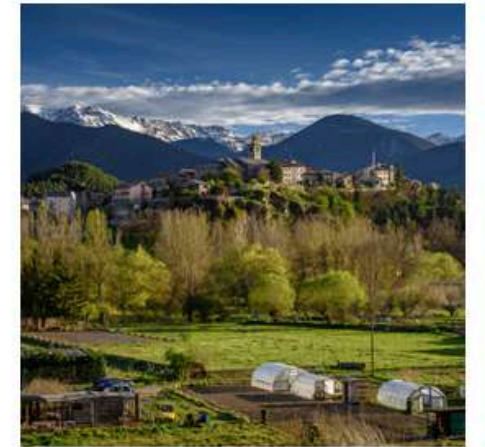
To balance conservation with visitor management, La Garrotxa has embraced the European Charter for Sustainable Tourism since 2001.

#### ITINERARY 02

##### Cadí-Moixeró Natural Park

The Cadí-Moixeró range, which gives the park its name, forms the backbone of Cadí-Moixeró Natural Park, together with the massifs of La Tosa, Puigllançada and the emblematic Pedraforca.

The park runs west to east, from Adraén to Castellar de n'Hug. Along this 30-kilometer span, the distinctive features of Cadí-Moixeró define its identity. Its valleys begin at around 2,300 ft (700 m), while the highest peak, Vulturó, rises to 8,690 ft (2,649 m). Between these extremes lies a mosaic of landscapes and habitats that make Cadí-Moixeró one of the most diverse natural parks in Catalonia.

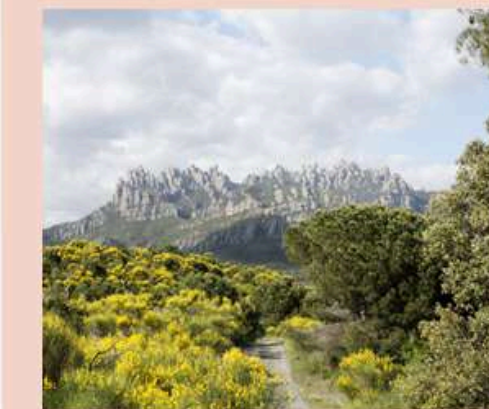


© Cergi Boixader - Arxiu Parc Natural del Cadí-Moixeró

#### ITINERARY 03

##### Montserrat Natural Park

With more than 18,500 protected acres, Montserrat Natural Park is one of the most emblematic natural spaces in Catalonia. Its unmistakable silhouette, with spires and vertical walls formed over millions of years, makes its presence both peculiar and spectacular. The highest point is Sant Jeroni, at an altitude of 4,058 ft (1,237 m), offering sweeping views to the hikers who make the trek.



The mountain is a refuge for a diverse range of flora and fauna. Forests of holm oak, Mediterranean pines and other endemic species provide habitat for birds of prey such as the peregrine falcon and the Eurasian eagle-owl, as well as mammals like wild boar and mountain goats. This natural heritage coexists with a rich cultural legacy, headed by the Benedictine monastery of Santa Maria de Montserrat, a spiritual and cultural centre of reference for a thousand years.





# KEY TAKEAWAYS



- TOURISM AS A FORCE FOR **HEALING**
- **REGENERATION** = POLICY + COMMUNITY + COLLABORATION
- LOCAL ACTIONS, GLOBAL TRANSFORMATION





# CALL TO ACTION



- REIMAGINE DESTINATIONS AS LIVING SYSTEMS
- INVEST IN ECOSYSTEMS AND COMMUNITIES

**"LOCAL COMMUNITIES MUST NOT BE FOOTNOTES IN DECISIONS; THEY MUST BE PART OF THE GOVERNANCE, PART OF THE STORY."**  
ANNA POLLOCK



# Sustainable destination management and regenerative tourism

*Webinar | 24 September 2025*



## THANK YOU!

**ēleMents**  
MONTAÑAS DE IDEAS  
Estrategia & Ecoturismo

**Xavier Cazorla Clarisó | ELEMENTS**  
Founder & CEO



[xcazorla@inneus.cat](mailto:xcazorla@inneus.cat)



[linkedin.com/in/xaviercazorla](https://www.linkedin.com/in/xaviercazorla)

