



THRIC 2024

Dingle, Co. Kerry

Abstracts

Room 2:

Regenerative Tourism

Morning Session

Title: A collective community-based waste initiative and its impact on sustainable behaviour – Case study of the Killarney Coffee Cup Project.

Authors: Aisling Ward, MTU; and Shirley Millar, MTU

Keywords: Sustainable Tourism; Behaviour Change; Collaboration; Community

Abstract: A commonly noted challenge in many tourism destinations relates to their location in ecologically sensitive places, where some of the most ecologically fragile environments are in existence — coastal, mountains, parks and rivers (Williams & Ponsford, 2008). Tourism requires these areas to be intact to serve as an attraction to visitors. Tourists expect a clean physical environment, appropriate seasonal conditions, and diversity of experiences. Destinations failing to provide at least some of these elements risk losing their competitive edge in the global market; visitors will steer clear of polluted and littered landscapes and places. The enduring paradox of tourism is particularly relevant where visitors are attracted to areas because of natural, unspoiled beauty but the presence of visitors has a degrading impact on the location (Ifraan, et al. 2016). A paradox is also argued to be present in relation to sustainable tourism (Hughes et al. 2015). In this context, a responsible approach to tourism is required particularly when the constructs of sustainable tourism do not deliver. Responsible tourism is a collaborative approach that seeks to identify the important factors for locals and their environments and address these transparently. Furthermore, community support is essential for the development of sustainable tourism which can result in actual or perceived benefits for locals. These potential benefits can ultimately motivate local people to be involved in the implementation of sustainable projects (Mendoza-Mohena et al., 2021). In this regard the purpose of this paper is to identify how an innovative collective, voluntary waste initiative has an impact on sustainable tourism and improved pro-environmental behaviour amongst residents and visitors to Killarney. The goal is to determine how a collective initiative can be managed in an innovative way with a framework for policy making and lessons that can inform the implementation of similar initiatives in other communities and towns. Killarney is a busy tourism town in Ireland and is located in the transition zone of the UNESCO Kerry Biosphere Reserve which is a 'learning place for sustainable development' (UNESCO, 2024) and is a naturally beautiful tourism destination. In August 2023, over 50 businesses in Killarney, Co. Kerry came together to try and eradicate the issue of single use coffee cups. With an estimated 23,000 coffee cups used weekly in the town, these single use items were causing significant litter and waste management issues particularly in the Kerry Biosphere and National Park, but, more importantly, were at odds with society's need to shift to a more circular economy. A case study approach was adopted for this research and involved 12 semi-structured interviews with businesses in the town of Killarney to gather opinions and attitudes towards the initiative and its impact on the local economy, society and the environment. A cross section of businesses were chosen to include hotels, coffee shops and restaurants and also businesses who have opted out of participation in this initiative.

A diverse range of topics were explored relating to the business itself but also observations on behavioural change amongst residents and visitors. It was revealed that almost a year into the project, local people have adapted well while visitors are lagging with a clear need for a comprehensive communication strategy for the initiative required. This collaborative approach is one that has great potential to be replicated nationally. However, every area is different, with a different set of opportunities and while the underlying method of rolling it out may be consistent, learning from the Killarney experience will be a crucial first step in the process.

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Title: Regenerative Tourism as Rural Transformation Strategy to Facilitate Sustainable Rural Tourism in Emerging Tourism Destination of Bali, Indonesia.

Authors: Komang Trisna Pratiwi Arcana, University of Galway; Therese Conway; and Maura Farrell

Keywords:

Abstract: This paper presents the tentative findings of PhD research, which explores the concept of sustainable tourism in rural regions in Bali Indonesia. This research has been developed against the increasing consideration being placed on the value of rural tourism in driving post-Covid recovery in Bali. The research considers the central themes of rural tourism, community networking and the impact of COVID-19 on rural tourism businesses and the future of rural tourism development in emerging tourism destinations of Bali, Indonesia.

The complexity of sustainability can be found to pose difficulty for tourism destinations in underdeveloped countries (Dodds and Butler, 2010; McAreavey and McDonagh, 2010; Healy, et.al., 2016; Su, et.al., 2019; Sharma, et.al., 2021). Over the years, the growth of tourism has caused various problems such as environmental degradation, deterioration in the quality of destinations, exceeding carrying capacity, and the influence of neoliberal and capitalist thinking (Higgins-Desbiolles, 2020; Torkington, et.al., 2020; Niewland, 2024). Additionally, there have been socio-cultural impacts on the well-being of local communities (Torkington, et.al., 2020; Niewland, 2024). As a result of these impacts, there has been a shift towards more regenerative forms of tourism. Employing regenerative tourism approaches have been found to support the well-being and participation of the community by restoring the affected ecosystems (Dredge, 2022; Niewland, 2024). This research considers regenerative tourism, as a form of sustainable tourism, and in particular considers the role of concepts such as social capital and networks in contributing to the regenerative tourism discourse in a study area that is highly dependent on tourism.

International research posits that it is crucial to comprehend the social dynamics within the community and the stakeholders involved in rural tourism. As a system, tourism value creation necessitates collaboration among diverse actors, where interdependence is essential to establish support networks (Scott, et.al., 2008; Mwesiumo, et.al., 2022). Strong networks and networking collaboratively may facilitate the achievement of sustainable tourism development (Stoddart, et.al., 2020). Additionally, networking can acquire a competitive advantage by sharing of knowledge, competence, and enhancement of capacity for mutual benefit to achieve a common objective (Scott, et.al., 2008). Collaboration, networks, and trust are three key concepts that are tightly connected and contribute to enhancing competitiveness, advantages, and evolution within the context of tourism destinations (Scott, et.al., 2008; Jamal and Getz, 1995). Meanwhile, networks in rural tourism have been afforded limited attention in Bali.

The Covid-19 pandemic, combined with the challenges associated with long-term overtourism, has prompted a re-evaluation of the social aspects of tourism, such as social networks and social capital, in order to enhance the quality of tourism destinations through a regenerative tourism approach. Rather than simply promoting the expansion of tourism, it is necessary to contemplate the ecological and socioeconomic sustainability of the destination by ensuring local community well-being (Torkington, et.al., 2020; Dredge, 2022; Pung et al., 2024).

This paper presents a case study on the development of tourism attractions in the Bangli and Buleleng regencies of Bali. Bangli and Buleleng regencies are projected to serve as a successful example for rural tourism development in Bali and demonstrate how rural communities may benefit from tourism while also preserving their distinctive traditions.

This research employs a qualitative research methodology using semi-structured interviews and focus group discussions (FGD). The participants were chosen from a wide range of stakeholders involved in rural tourism, including village leaders, rural community and tourist awareness groups (Pokdarwis), tourism associations, tourism providers, academics, regional tourism offices or government representatives, and tourism attraction managers. A total of 37 participants from both regencies were selected for individual semistructured interviews, while 18 participants participated in the focus group discussion. Data was thematically organized to cover topics relating rural identity, social capital, sustainable rural tourism, and regenerative tourism.

The initial findings posit that the Indonesian government has supported and promoted the advancement of rural tourism with minimal grassroots local support or involvement. Illustrating a top-down approach to tourism development. On the other hand, the tourism industry facilitates the establishment of networks and the exchange of resources among tourism actors, therefore demonstrating local, endogenous development (Scott, et. al., 2008; Stoddart, et.al., 2020). Findings further suggest that the complexity of networks among stakeholder groups, their interests (Lin 2004), and relationships at the local level is heavily influenced by the presence of indigenous law (hukum desa adat) in traditional villages in Bali, as well as the leadership style of those involved in tourism activities (Picard, 2015; Anom, et.al., 2020). Living under traditional social ties known as "Banjar" naturally fosters strong social cohesion, which in turn develops into social capital serving as the underlying social foundation for managing their tourism attraction. Nevertheless, the main challenges for sustaining rural destinations and fostering stakeholder networking through collaborative efforts (Hamka, et al., 2022; Dredge, 2022) are the lack of adequate human and financial capital, along with the limited participation of the young generation in rural tourism endeavours.

Implementing regenerative tourism strategies that priorities the development of local communities and their well-being, while also promoting engagement and respect for their cultural heritage, can contribute to the sustainable growth of rural economies

through tourism. The fundamental basis of this strategy is in the ability of humans to harmonies with nature. The objective is to establish favorable conditions for communities and habitats to flourish, resulting in advantages for all stakeholders involved (Mang & Reed, 2019). By cultivating robust connections and promoting active community involvement, including regenerative tourism rural tourism areas can ultimately improve the overall quality of life in rural destinations. Thus, this research posits that, the policy makers need to consider a wider range of strategies, that focus more on recognizing local capacity, and endogenous networks to promote effective rural development policies and meet the needs of the tourism providers and the changing demands of post-modern tourists (Bellato, et al., 2023).

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Title: Regenerative Rathlin: Designing tourism futures for small island communities

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Keywords: Regenerative tourism development, small-island tourism, design thinking

Abstract: Regenerative tourism development is centred on a practice-led (Bellato et al. 2022) approach to economic diversity (Cave and Dredge 2020) aiming to improve community and ecological well-being through innovative and alternative models and methods (Sheller 2021). As an emergent concept, literature on regenerative tourism is scarce – even more so in the context of small-island tourism with only few studies providing reflective (Everingham et al. 2023), conceptual (Sheller 2021) or empirical (Baixinho et al. 2023, Terkenli and Georgoula 2023) insights. The present study contributes to filling the gap in small-island regenerative tourism literature and answers to a recent call by Alvarez (2024) to research regenerative tourism approaches for coastal destinations. This research is situated on the island of Rathlin – Northern Ireland's only inhabited off-shore island. Its 160-resident strong community welcomes approx. 40,000 visitors per annum. Tourism is, thus, big business on the island, which inadvertently brings with it considerable challenges. This research takes an interdisciplinary, longitudinal, multi-stakeholder and design-thinking approach. The overall aim of this research is to explore pathways for regenerative tourism development on Rathlin Island. Specific research objectives are to 1) appreciate and study islanders' voices in relation to Rathlin Island tourism development over time, incl. their aspirations and concerns; 2) to explore and design new, possible futures for a regenerative Rathlin; and 3) to understand and examine systemic and relational enablers and barriers to regenerative tourism development on the island. Data collected comprises multiple sources allowing for multiple knowledge lineages to be included (Bellato et al. 2021). 10 Visual Minutes boards depicting islander roundtable conversations from 2014-2023 have been made available by the Rathlin Development and Community Association for analysis. In addition, the Regenerative Rathlin Open Design competition was launched in December 2023. The competition set the challenge to propose regenerative solutions for enabling climate adaptation and resilience in coastal contexts. It yielded 41 entries from a wide range of professions or creative backgrounds – both from islanders and non-islanders – incl. architecture, product and textile design, chemical and environmental science as well as rural geographers and urbanists. The final data set derives from 3 in-depth focus group discussions with island residents who are directly involved in the island tourism sector. All data was thematically analysed by a team of interdisciplinary researchers with background from community development, tourism and architecture and planning. Key themes for regenerative tourism development include: 1) interfaces: seeking new ways to view and understand landscape and Rathlin's unique identity; 2) spectacle: the coming together of people, place and ecology through experiential and immersive activities; 3) enablement: the facilitation of appropriate access to landscapes and climate smart

technologies; 4) material entropy: valourising waste systems to shape visitor experiences, especially in the context of an emergent yachting marking on the island; and 5) bio-economy catalysts: seeding economic development through sustainable farming, agriculture and aquaculture that also engages visitors in seasonal moments and infrastructures. Finally, the research uncovers tensions between islanders' wishes for self-determination and autonomy against a backdrop of infrastructure- and resourcedependencies.

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Title: Community Development Towards Regenerative Tourism in the Nordics: A Case Study of a Citizen Science Pilot Project in Snæfellsnes Peninsula, Iceland

Author: Jessica Aquino, Hólar University; Magdalena Falter, University of Iceland; Francesc Fusté-Forné, University of Girona.

Keywords: Community development, lifestyle entrepreneurs, and Nordic communities.

Abstract: Our presentation will discuss the potential of regenerative tourism practices, their influence on destinations, and their stakeholders from a community development approach. Tourism in the Nordic regions is largely made up of small and micro-sized enterprises (SMiEs). We explore how community development can be used as an approach for regenerative tourism and vice versa and present a case study based on a citizen science (CS) pilot project in Snæfellsnes Peninsula, Iceland. Local stakeholders organized the monitoring efforts and invited visitors to the area to collect wildlife data during the summer 2023. The project aims were scientific research on the number of targeted species; environmental education and training to help people who want to learn more about wildlife monitoring; connect with local schools and local stakeholders in Snæfellsnes to establish a long-term monitoring project; and learn about the impacts of how CS projects benefit environmental and social aspects of local areas. The case study uses two international projects, the Youth for Arctic Nature (YAN) and Nordic Regenerative Tourism (NorReg). Focusing on regenerative tourism, we use our case study to investigate how a CS project could be used within this paradigm. Using experiences from NorReg and our pilot project we discuss the process of community development seen in our case which aided in capacity sharing and equitable partnerships. First, we discuss philosophical underpinnings of regenerative tourism and its potential connections to CS projects within local communities. In this regard, we further shed light on the involvement and role of tourism lifestyle entrepreneurs. Due to their attachment to their surrounding nature and communities, they are more likely to support CS projects than large profit-oriented businesses. Second, we discuss the challenges and opportunities faced when implementing our pilot CS project in Snæfellsnes. Finally, we discuss practical applications to help a more effective implementation of local CS project in the future. Our pilot project highlights that a community development approach leads to capacity sharing and how social networks are integral to regional development. More research is needed in developing tools to mobilize Nordic communities, particularly within the countryside to help transform tourism towards a regenerative model. Furthermore, more research is needed to understand if CS is a viable tool for regenerative tourism and what role tourism lifestyle entrepreneurs can play in such approaches.

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