



SEEDS & SKILLS

Regenerative Tourism Case Studies

D2.1

Nurturing Skills to Heal Tourism Places



Co-funded by
the European Union



Table of Contents

About the SEEDS & SKILLS project	3
<i>Project Partners</i>	<i>3</i>
1. Introduction	4
<i>Purpose of This Document</i>	<i>4</i>
<i>Methodology</i>	<i>4</i>
<i>Definition of Regenerative Tourism.....</i>	<i>4</i>
2. European Context: Regenerative Tourism	5
3. Country Contributions	5
Poland P1-FRAME.....	5
<i>Country Context</i>	<i>5</i>
<i>Case Studies.....</i>	<i>7</i>
Spain P2-Fetico	10
<i>Country Context</i>	<i>10</i>
<i>Policy and Strategic Frameworks.....</i>	<i>10</i>
<i>Case Studies.....</i>	<i>12</i>
Austria P3-UASB	15
<i>Country Context</i>	<i>15</i>
<i>Policy and Strategic Frameworks.....</i>	<i>15</i>
<i>Case Studies.....</i>	<i>17</i>
Italy P4-IPPOCRATE & P5 – Training2000	20
<i>Country Context</i>	<i>20</i>
<i>Policy and Strategic Frameworks.....</i>	<i>20</i>
<i>Case Studies – P4 IPPOCRATE.....</i>	<i>22</i>
<i>Case Studies – P5 Training2000.....</i>	<i>25</i>
Greece P6 – MATHEMAGENESIS.....	27
<i>Country Context</i>	<i>27</i>
<i>Policy and Strategic Frameworks.....</i>	<i>27</i>
<i>Case Studies.....</i>	<i>29</i>
4. Cross-Country Analysis	32
<i>Common Patterns</i>	<i>32</i>
<i>Country Differences.....</i>	<i>33</i>
5. Conclusions.....	33
6. References	34

About the *SEEDS & SKILLS* project

Tourism is one of Europe's most important sectors — but the way we do tourism needs to change. SEEDS & SKILLS — Nurturing Skills to Heal Tourism Places — is a European project that believes tourism can do more than minimise its negative impact. It can actively restore the places, communities and ecosystems it touches. This is what we call regenerative tourism.

Funded by the Erasmus+ Programme of the European Union, SEEDS & SKILLS brings together six organisations from Poland, Spain, Austria, Italy and Greece to answer a simple but urgent question: what skills and knowledge does the tourism workforce need to make this transition happen? And how do we train them?

Over two years (2025–2027), the project is mapping regenerative tourism practices across Europe, identifying training needs, developing a competence framework, and creating learning resources that will be freely available to tourism educators, trainers and professionals across the continent.

Project Partners

- **P1 FRAME (Poland):** Foundation for the Development of International and Educational Activities, based in Łódź. FRAME is a non-governmental organisation specialising in international cooperation, education and capacity building. As project coordinator, FRAME oversees the overall management and implementation of SEEDS & SKILLS.
- **P2 Fetico (Spain):** Confederación Sindical Independiente FETICO, based in Madrid. FETICO is an independent trade union confederation representing workers across multiple sectors including tourism and hospitality. Within SEEDS & SKILLS, FETICO leads the research work package, coordinating the mapping of regenerative tourism practices and training needs across all partner countries.
- **P3 UASB (Austria):** University of Applied Sciences Burgenland, based in Eisenstadt. UASB is a higher education institution with expertise in tourism, sustainable development and digital innovation. Within the project, UASB leads the development of the training programme and digital learning platform.
- **P4 IPPOCRATE (Italy):** Based in Italy, IPPOCRATE is an organisation specialising in vocational education, training and digital communication. Within SEEDS & SKILLS, IPPOCRATE leads the development of scrollytelling case studies and the web application for disseminating project results.
- **P5 Training2000 (Italy):** Based in the Marche region, Training2000 is a vocational training centre with extensive experience in tourism education and labour market analysis. Within the project, Training2000 leads the development of the Competence Framework for Regenerative Tourism, drawing on its expertise in VET curriculum development.
- **P6 MATHEMAGENESIS (Greece):** Based in Greece, MATHEMAGENESIS is an organisation specialising in education, research and innovation. Within SEEDS & SKILLS, MATHEMAGENESIS is responsible for quality assurance and evaluation across all project activities

1. Introduction

1.1 Purpose of This Document

This document constitutes Deliverable 2.1 of the SEEDS & SKILLS Erasmus+ project — ‘Regenerative Tourism Case Studies’. It is the primary output of the Regenerative Tourism Pathways, conducted by all six partner organisations between January and April 2026.

This document compiles national contributions from Poland, Spain, Austria, Italy and Greece, documenting: (1) the policy and strategic frameworks shaping the transition towards regenerative tourism in each partner country; and (2) concrete case studies of regenerative or regeneration-oriented tourism practices implemented at destination, enterprise or community level.

The document serves three functions within the project. First, it provides the empirical foundation for the Skills and Training Needs Assessment, informing the design of survey instruments and the identification of relevant competence areas. Second, it feeds directly into the Competence Framework for Regenerative Tourism, by identifying the skills, knowledge and attitudes demonstrated in the documented practices. Third, it contributes to the Roadmap for Transforming Mindsets and Jobs in Tourism, by identifying policy levers and enabling conditions for regenerative transitions across partner countries.

1.2 Methodology

Each partner organisation was provided with a standardised research activity template developed by FETICO, covering three sections: (1) a Country Context Note describing the key characteristics of the national tourism sector; (2) a minimum of two to three policies or strategic frameworks related to sustainable or regenerative tourism, green transition, or tourism training; and (3) a minimum of three case studies or good practices, of which at least two must be explicitly regenerative or regeneration-oriented.

Partners were asked to prioritise cases that demonstrate net positive environmental or social impact, community participation, circular economy principles, or ecosystem restoration — consistent with the project’s definition of regenerative tourism. Where a case is not explicitly branded as regenerative, partners were asked to provide a justification based on its alignment with regenerative principles.

1.3 Definition of Regenerative Tourism

For the purposes of this project, regenerative tourism is defined as:

Tourism approaches that actively restore ecosystems, strengthen local communities and create net positive social and environmental impact — going beyond minimising harm to actively improving the places, cultures and living systems encountered through travel.

This definition deliberately distinguishes regenerative tourism from sustainable tourism: while sustainability operates within a logic of harm reduction (leaving places unchanged), regeneration operates within a logic of active restoration and net positive contribution.

Source: SEEDS & SKILLS project definition, aligned with Dredge (2022) and Bellato et al. (2022).

2. European Context: Regenerative Tourism

Tourism is one of Europe's most significant economic sectors, accounting for approximately 10% of EU GDP and employing over 22 million people directly. Yet the dominant model of mass tourism has generated well-documented negative consequences: overcrowding in iconic destinations, carbon emissions from aviation and mobility, degradation of natural and cultural heritage, economic leakage away from local communities, and the erosion of place-based identity.

The COVID-19 pandemic accelerated a fundamental rethinking of the tourism model. European institutions, national governments and the tourism sector itself have increasingly recognised that the path forward could not be a simple return to pre-pandemic growth — but required a structural transition towards more responsible, resilient and regenerative forms of tourism.

Regenerative tourism has emerged as a concept that goes beyond the sustainability paradigm. While sustainable tourism seeks to minimise harm and maintain existing conditions, regenerative tourism actively seeks to improve them — restoring ecosystems, empowering communities, preserving living cultures, and creating conditions for long-term vitality in the places it touches. This shift is reflected in a growing body of policy and practice across Europe, as documented in the national contributions compiled in this deliverable.

The European Green Deal, the EU Biodiversity Strategy 2030, the Farm to Fork Strategy and the New European Bauhaus all provide strategic framing for the transition towards regenerative tourism in Europe. The SEEDS & SKILLS project responds directly to this policy context by developing the competence framework and training tools needed to equip the tourism workforce for this transition.

3. Country Contributions



Poland P1-FRAME

3.1 Country Context

Poland is a tourist destination where inbound tourist traffic (19 million in 2023) exceeds the number of Poles travelling abroad (12 million in 2023), further compounded by domestic tourist traffic of 62.4 million tourists. The sector faces challenges of congestion in iconic destinations alongside underdevelopment in rural and peripheral regions. In recent years, tourism policy has shifted towards sustainability and quality, with growing recognition of the regenerative potential of nature-based and cultural tourism. Poland's rich natural heritage — forests, lakes, mountains and biosphere reserves — provides a strong foundation for regenerative tourism development. Regenerative tourism is starting to appear in documents, projects and initiatives co-financed by EU funds and network programs.

3.2 Policy and Strategic Frameworks

POL 1 | New Strategy for the Development of Polish Tourism (In preparation since 2024)

Summary:

The strategy aims to transform Polish tourism towards quality, resource conservation, and regional and social balance, elevating Poland to a leading position through qualitative rather than quantitative growth. Strategy development is treated as a participatory process involving local authorities, tourism organisations and businesses — planning takes place with residents, not for residents. The document explicitly incorporates the model of regenerative tourism and is currently in its final stages of preparation. Currently, this is the most important document regarding the development of Polish tourism, prepared at the national level by the Ministry of Sports and Tourism (Polish NTA).

Relevance to regenerative tourism:

Although not yet approved, this is currently the most important document concerning the development of Polish tourism at national level. It is largely consistent with regenerative principles: it supports quality development, the role and participation of local communities, territorial balance, and the protection of resources — advocating a model that develops rather than exploits places. The strategy is intended to integrate an approach in which tourism becomes a pillar of regional stability and a tool for structural development.

Source: <https://www.gov.pl/web/sport>

POL 2 | 'Cooperation–Innovation–Sustainable Tourism' Programme (2023–2024)

Summary:

A nationwide project implemented by the Polish Tourist Organisation (POT) aimed at transforming Polish tourism towards a sustainable and responsible model through education, innovative solutions and strengthening inter-institutional cooperation. Key activities included sustainability assessments of regions, and the development of cooperation networks between businesses, universities and local authorities. Key activities within the project included assessing the sustainability of the regions, environmental awareness, barriers and opportunities for implementing sustainable tourism principles, implementing environmental and cultural protection regulations, and building a network of collaborations.

Relevance to regenerative tourism:

The programme created a nationwide ecosystem of knowledge and cooperation with regenerative elements: it strengthens local cooperation ecosystems, creates tools for regions, and focuses on managing tourist flows and heritage protection. Trainings, workshops, and debates covered topics such as the greening of services, the circular economy, green certification, sustainable destination development strategies, and ESG communication. The program fostered partnerships between entrepreneurs, organisations, universities, and local governments.

Source: <https://www.pot.gov.pl>

POL 3 | Regional Project: Sustainable, Regenerative and Resilient Tourism in the Podlaskie Voivodeship (2025)

Summary:

A regional project implemented by the Podlasie Regional Tourist Organisation, co-financed by the Ministry of Sport and Tourism. It aimed to lay the foundations for a regenerative tourism strategy in the region, assess stakeholder readiness, and identify barriers and strengths. Workshops led by experts were attended by around 70 participants from the tourism sector, NGOs, local authorities and businesses. The project's goal was to: build the foundations for a regenerative tourism development strategy in the region, analyse the potential of active, natural, and cultural tourism, assess stakeholders' readiness to implement responsible tourism practices, identify barriers and strengths of subregions, develop directions for the development of year-round offerings, and introduce self-assessment tools, quality standards, and certification

Relevance to regenerative tourism:

The project directly promoted regenerative approaches in a region with strong natural, cultural and social resources. It included practical tools for self-assessment, quality standards and certification, and explicitly promoted regenerative tourism as a development model for Podlaskie.

Source: <https://podlaskie.it>

3.3 Case Studies

CASE 1 | 'Regenerating Polish Destinations: Sustainable Tourism in Action'



Source: Polish Tourist Organisation (POT) / www.pot.gov.pl | Photo: Jarosław Marciniak

Principal challenge:

Introducing the concept of regenerative practices to Polish cities and MICE destinations, including Gdańsk, Kraków, Warsaw and others.

Regenerative practices implemented:

Specialist workshops in 2025 in Gdańsk in collaboration with the Global Destination Sustainability Movement. Representatives from six Polish cities (Kraków, Gdańsk, Gdynia, Sopot, Wrocław and Szczecin) exchanged experiences and developed solutions for implementation through the Global Destination Sustainability Index programme.

Results and impact:

Growing interest in regenerative tourism management across multiple Polish cities. The workshop serves as a replicable model for destination-level regenerative transition, with participating cities committed to benchmarking and improvement.

Indicators of success:

Number of cities engaged (6); participation in the Global Destination Sustainability Index benchmarking; implementation of recommended practices per destination; number of follow-up commitments made by participating cities.

Source: <https://www.pot.gov.pl>

CASE 2 | The 'Living River' Project — Poznań



Source: Gateway to Poznań / bramapoznania.pl | Photo: Łukasz Gdak / PCD

Principal challenge:

Urban tourism in Poznań focused on man-made attractions whilst the degradation of the small Cybina River went unnoticed, despite being one of the most valuable urban valleys in terms of natural heritage.

Regenerative practices implemented:

The project combines art, education and community engagement around the Cybina River. Since 2020, 12–15 events are held each year including nature walks, eco-educational activities, ecological and craft workshops, and open-air cultural events. The initiative actively restores people's connection with local natural and cultural heritage.

Results and impact:

Enhanced well-being of the urban ecosystem; rebuilt community connection with local natural and cultural heritage; promotion of eco-friendly behaviour. Events are consistently oversubscribed, with places taken within days of registration opening — demonstrating strong community demand.

Indicators of success:

Number of events per year (12–15 since 2020); event attendance and registration demand; diversity of activities; evidence of changed community behaviours towards the natural environment.

Source: <https://bramapoznania.pl/article/290>

CASE 3 | 'The Silent Memorial' — Community Heritage Regeneration



Source: Arkadiusz Andrejkow / andrejkow.pl

Principal challenge:

The disappearance of cultural heritage in small villages across Poland, the destruction of old buildings and lack of interest among tourists in authentic local culture. From residents' perspective: the fading of ties to their heritage.

Regenerative practices implemented:

Artist Arkadiusz Andrejkow paints deskals on authentic old wooden buildings in small villages, based on family photographs connected to the place. Since 2017, when the artist received a grant from the Minister of Culture, over 150 deskals have been created across all 17 Polish provinces, often with direct community participation.

Results and impact:

The project strengthens local sense of pride and identity; residents become narrators of local history. It is an excellent example of a grassroots, participatory, low-cost model of heritage regeneration with strong tourism value.

Indicators of success:

Number of deskals created (150+ by 2025); geographical coverage (all 17 provinces); degree of community participation; evidence of increased local identity and heritage pride; tourism interest generated.

Source: <https://andrejkow.pl/street-art-cichy-memorial/>



Spain

P2-Fetico

3.4 Country Context

Spain is one of the world's leading tourism destinations, with tourism representing a significant share of both GDP and employment. The sector is characterised by strong regional diversity, high seasonality in coastal and island destinations, and a predominance of SMEs and micro-enterprises. In recent years, Spain has shifted from a growth-oriented tourism model towards a sustainability and resilience-oriented framework, accelerated by the COVID-19 pandemic and the implementation of the Recovery and Resilience Plan (Next Generation EU). Public policies increasingly integrate green transition, digitalisation, territorial balance and governance innovation, creating favourable conditions for regenerative tourism approaches.

3.5 Policy and Strategic Frameworks

POL 1 | Estrategia España Turismo 2030 (Updated framework 2025 — Ministry of Industry and Tourism)

Summary:

The Spain Tourism Strategy 2030 establishes the national framework for the long-term transformation of the Spanish tourism sector, moving from a volume-based growth model to a value-based,

sustainable and resilient system. It promotes environmental sustainability, digital transformation, social inclusion and territorial cohesion. Employment quality, skills development and adaptation to new environmental and market conditions are identified as crucial strategic priorities.

Relevance to regenerative tourism:

Although not explicitly labelled as 'regenerative', the strategy promotes systemic transformation towards environmental sustainability, social responsibility and territorial balance. It creates a supportive policy framework for regenerative tourism by encouraging structural change, governance innovation and long-term resilience.

Source: <https://www.mintur.gob.es/Documents/Estrategia-Espana-Turismo-2030.pdf>

POL 2 | Plan de Recuperación, Transformación y Resiliencia – Componente 14 (2021–2026 – Ministry of Industry and Tourism)

Summary:

Component 14 focuses on the structural modernisation of the tourism sector through green transition, digitalisation and competitiveness enhancement. Funded by the European Next Generation EU mechanism, it supports large-scale investments in sustainable destination management, energy efficiency, circular economy initiatives and digital systems. It encourages integrated territorial projects rather than isolated business-level interventions.

Relevance to regenerative tourism:

By financing structural transformation rather than incremental improvements, Component 14 enables long-term territorial resilience and integrated environmental transition. It supports destination-level regeneration through green infrastructure, digital governance and systemic planning.

Source: <https://planderecuperacion.gob.es>

POL 3 | Estrategia de Sostenibilidad Turística en Destinos (PSTD) (Approved 2021, ongoing – Ministry of Industry and Tourism)

Summary:

The PSTD operationalises sustainability at the destination level by allocating funding to local and regional administrations for integrated projects combining environmental sustainability, digital innovation and competitiveness. Initiatives include decarbonisation, energy efficiency, sustainable mobility, digital monitoring systems and enhancement of natural and cultural heritage. The strategy promotes participatory governance and coordinated territorial planning.

Relevance to regenerative tourism:

This destination-based, systemic approach directly aligns with regenerative principles that prioritise ecosystem restoration, community empowerment and long-term territorial resilience.

Source: <https://turismo.gob.es>

3.6 Case Studies

CASE 1 | *REGENERA* — *Regenerative Tourism in the Sierra del Rincón Biosphere Reserve*



Source: *SEGITTUR* / www.segittur.es

Principal challenge:

The Sierra del Rincón Biosphere Reserve faces rural depopulation, ecological fragility and the challenge of balancing tourism development with biodiversity protection and local livelihoods.

Regenerative practices implemented:

The *REGENERA* initiative promotes tourism experiences that actively contribute to ecosystem preservation and socio-economic revitalisation. Integrating agroecological heritage, gastronomy and local value chains into tourism design, the project fosters community participation and ecological awareness, creating tourism models that enhance rather than extract territorial value. The initiative is led by researchers from the Universidad Complutense de Madrid — professors Olga Mancha Cáceres and Susana Ramírez García — and is based on Participatory Action Research methodology, co-creating solutions directly with local communities, farmers and tourism actors in the reserve.

Results and impact:

Pilot experiences demonstrating how tourism can function as a lever for ecological and social regeneration. Provides a replicable model for biosphere reserves and rural territories seeking transition towards regenerative models.

Indicators of success:

Application of UNESCO Biosphere Reserve sustainability criteria; degree of community participation in tourism co-design; ecosystem-centred tourism practices integrated into visitor experience; replicability of the model; qualitative evidence of territorial regeneration and rural socio-economic revitalisation.

Source: <https://www.segittur.es/blog/turismo-sostenible-blog/regenera-turismo-regenerativo-en-la-reserva-de-la-biosfera-sierra-del-rincon/>

CASE 2 | *HUELLA POSITIVA – Regenerative Tourism Experiences in Navarra*



Source: *Turismo de Navarra* / www.visitnavarra.es

Principal challenge:

The challenge in Navarra's rural territory was to redesign tourism experiences to ensure active environmental contribution, territorial balance and stronger integration between visitors and local communities.

Regenerative practices implemented:

The programme includes tourism experiences in which visitors actively participate in biodiversity protection, landscape restoration and cultural preservation activities. Environmental contribution is embedded into the tourism product itself, transforming visitors from passive consumers into active contributors. Specific activities embedded in the experiences include the installation of nesting boxes for local bird species, restoration of native meadows and wildflower habitats, and the recovery of traditional local agricultural varieties — ensuring that each visit leaves a measurable positive environmental footprint.

Results and impact:

Fifteen regenerative tourism experiences created, strengthening collaboration between tourism operators and local stakeholders. The initiative reinforces environmental awareness and territorial identity while promoting sustainable economic activity.

Indicators of success:

Number of regenerative experiences created and operational (15); rate of visitor active participation in biodiversity protection and landscape restoration; number of local stakeholders engaged in co-design; environmental restoration actions completed per experience.

Source: <https://www.visitnavarra.es/es/huella-positiva>

CASE 3 | *El Hierro – Renewable Energy and Sustainable Island Model (Gorona del Viento)*



Source: *Gorona del Viento* / www.goronadelviento.es

Principal challenge:

Energy dependency and environmental vulnerability in an isolated island territory highly dependent on tourism and external resources.

Regenerative practices implemented:

Implementation of a hydro-wind renewable energy system to significantly reduce fossil fuel dependency and align territorial development with sustainability principles. The initiative integrates energy transition with destination positioning as a sustainable island benchmark. The Gorona del Viento plant has a installed capacity of 11.5 MW wind and 11.3 MW hydroelectric, and has achieved periods of 100% renewable energy coverage for the entire island — making El Hierro an internationally recognised benchmark for energy transition in island tourism destinations

Results and impact:

High levels of renewable energy coverage achieved; international recognition as a sustainability benchmark. The model enhances territorial resilience and environmental coherence, demonstrating how energy transition can drive regenerative destination development.

Indicators of success:

Percentage of island energy demand covered by renewable sources; CO2 emissions reduction per year; international sustainability certifications achieved; reduction in energy import dependency; contribution to destination positioning as European sustainability benchmark.

Source: <https://www.goronadelviento.es>



Austria P3-UASB

3.7 Country Context

Tourism is a key economic sector in Austria, contributing approximately 4–5% of GDP directly and 6–8% including indirect effects. The sector is characterised by a high proportion of SMEs, particularly family-run hotels, guesthouses and tourism service providers. Tourism activity is strongly seasonal, with winter tourism concentrated in Alpine regions and summer tourism focused on lakes, culture and outdoor activities. Culinary tourism, particularly wine-based tourism linked to regional gastronomy and vineyards, also plays an important role in several regions. In recent years, tourism policy has increasingly emphasised sustainability and quality tourism rather than growth in visitor numbers.

3.8 Policy and Strategic Frameworks

POL 1 | Plan T – Master Plan for Tourism (Launched 2019, updated 2025 – Federal Ministry for Economy, Energy and Tourism)

Summary:

Austria's national tourism strategy designed to guide the long-term development of the tourism sector. A central focus is improving employment conditions and strengthening the attractiveness of tourism professions. The updated 2025 strategy highlights digital skills, innovation and new technologies including artificial intelligence, alongside sustainability, digitalisation and reducing administrative burdens for small tourism businesses.

Relevance to regenerative tourism:

Plan T contributes to regenerative tourism by promoting development that balances economic growth with environmental protection and community well-being. By emphasising quality tourism and the well-being of residents, it supports a gradual transition toward tourism models that benefit both ecosystems and local communities.

Source: <https://www.bmwet.gv.at/en/Topics/tourism/plan-t.html>

POL 2 | Regenerative Tourism Initiative — Lower Austria (2024 — Niederösterreich Werbung)

Summary:

A strategic framework for developing tourism in Lower Austria that benefits nature, local communities and regional economies. Developed through workshops and stakeholder dialogues, it encourages destinations to integrate environmental protection, regional identity and community participation into tourism planning, promoting tourism experiences that highlight nature, culture and regional products while maintaining ecological balance.

Relevance to regenerative tourism:

This initiative explicitly promotes regenerative tourism by aiming for tourism that gives back to nature and communities. It encourages destinations to strengthen ecosystems, regional culture and local value creation — directly reflecting the core principles of regenerative tourism.

Source: <https://tourismus.niederoesterreich.at/regenerativer-tourismus>

POL 3 | Re:GenTravel — Regeneration, Tourism and Quality of Life in the EUREGIO (2025–2028 — Interreg VI-A Bayern–Österreich)

Summary:

A cross-border research and development project combining digital crowdsourcing tools with geoinformatics analysis, environmental measurements and health indicators to identify nature-based locations with regenerative potential. Locals and guests use an app to record regenerative places, linked with environmental and mobility parameters and visualised in a digital potential map. The project develops target group-specific tourism offers promoting health and well-being.

Relevance to regenerative tourism:

Re:GenTravel directly supports regenerative tourism by identifying restorative places and linking tourism development with environmental quality and community well-being. It promotes tourism models that strengthen local health resources and sustainable regional development.

Source: <https://www.pmu.ac.at>

3.9 Case Studies

CASE 1 | Bio-Landgut Esterhazy – Organic Country Estate



Source: PANNATURA GmbH <https://pannatura.at/bio-landgut-esterhazy/>

Principal challenge:

Rural areas in Burgenland face structural transformation in the agricultural sector, with a significant decline in agricultural holdings between 1999 and 2020. Tourism around Lake Neusiedl often takes the form of short-term day trips without establishing connections to local production or the community.

Regenerative practices implemented:

All directly managed agricultural areas converted to organic farming since 2002, eliminating synthetic pesticides and artificial fertilisers. Guided tours offer visitors insights into organic farming and regional food production. On-site gastronomy uses products from organic agriculture and regional producers, creating short supply chains between agriculture and gastronomy.

Results and impact:

Organic farming reduces chemical inputs and supports long-term soil fertility. Regional value chains in Burgenland are strengthened through the integration of agriculture, gastronomy and visitor programmes. The model demonstrates how ecological farming, knowledge transfer and tourism interact to generate positive effects for the region.

Indicators of success:

Organic certification maintained; proportion of regional products used in gastronomy; visitor participation in farm tours and educational programmes; contribution to regional economic value chains; evidence of soil health improvement through organic practices.

Source: <https://pannatura.at/bio-landgut-esterhazy>

CASE 2 | HerzBergLandAlpakas — Craft, Agriculture and Tourism



Source: GenussReich Erzberg Leoben <https://www.genussreich.at/ueber-uns/>

Principal challenge:

The craft sector in rural Styria faces a severe shortage of skilled workers and difficult business succession. With every business that closes, intangible cultural heritage is lost. The Erzberg-Leoben tourist area remains among the less tourism-intensive regions despite positive trends.

Regenerative practices implemented:

The Herzog family runs an alpaca herd and processes fleece into high-quality wool using traditional techniques. Visitors learn spinning and weaving through courses. Alpaca manure is used as natural fertiliser, improving soil quality. The farm is part of the GenussReich Erzberg-Leoben network of 80+ regional producers, businesses and tourism enterprises.

Results and impact:

A regional cycle is established through processing of farm's own alpaca fleece and use of alpaca manure as natural fertiliser. Tourist activities — courtyard tours, alpaca walks, spinning and weaving courses — offer insights into traditional wool processing and strengthen regional identity and economic resilience.

Indicators of success:

Soil fertility improvement through organic fertiliser use; preservation and transmission of traditional craft knowledge; number of visitors participating in experiential activities; contribution to the GenussReich regional network; evidence of strengthened regional identity and heritage.

Source: <https://www.herzberglandalpakas.at>



Source: [bauernladen.at](https://bauernladen.at/produzenten/bullinarium-7279?srsId=AfmBOorwPrk3Nk-SKoB85-sGirMvceceB1QcLcGA-6bL6WJHCKEijcH_) (n.d.) https://bauernladen.at/produzenten/bullinarium-7279?srsId=AfmBOorwPrk3Nk-SKoB85-sGirMvceceB1QcLcGA-6bL6WJHCKEijcH_

Principal challenge:

Many restaurants in tourist regions rely on standardised or imported products, meaning local agricultural producers benefit only marginally from tourism. This issue is particularly evident in rural Austria where local farms struggle to access tourism markets.

Regenerative practices implemented:

The Bullinarium works exclusively with regional cattle farmers and uses beef sourced from the surrounding area. An exhibition area informs visitors about cattle farming and meat production. Regional meat products and local cuisine are at the centre of the concept, making culinary traditions visible and integrating them into the tourism experience.

Results and impact:

Local farms benefit directly from the tourism offer through cooperation with regional producers. Guests develop greater awareness of the origin of their food and regional agriculture. The concept demonstrates how gastronomy and tourism can strengthen the regional economy, culinary traditions and food consciousness.

Indicators of success:

Proportion of regional products in the supply chain; number of regional producers directly integrated; visitor engagement with the educational exhibition; evidence of strengthened regional culinary identity; contribution to local economic value retention.

Source: <https://www.bullinarium.com>



3.10 Country Context

Italy is one of the largest tourism economies in Europe, attracting millions of international visitors annually thanks to its rich cultural heritage, historic cities and renowned cuisine. The sector faces significant challenges including overtourism in iconic destinations, strong seasonality and uneven territorial distribution of tourism benefits. In recent years, national policy has increasingly focused on rebalancing tourist flows, investing in inland and rural areas, and promoting sustainable destination management. The PNRR (National Recovery and Resilience Plan) has provided significant investment for tourism regeneration, particularly in historic villages and cultural landscapes. Italy's two SEEDS & SKILLS partners — IPPOCRATE and Training2000 — have contributed complementary case studies documenting diverse regenerative practices across different Italian regions.

3.11 Policy and Strategic Frameworks

The following policies were contributed by P4-IPPOCRATE and reflect the national framework for sustainable and regenerative tourism development in Italy.

POL 1 | Piano Nazionale di Ripresa e Resilienza (PNRR) — Mission 1: Tourism and Culture (2021, ongoing — Italian Government)

Summary:

Italy's main strategic framework for post-pandemic recovery and green transition. Mission 1 includes significant investments in sustainable tourism, cultural heritage regeneration and territorial development. Measures target the revitalisation of villages, historic centres and cultural landscapes, promoting energy efficiency, circular economy solutions and digital innovation. Funding for training, reskilling and upskilling is included, focusing on tourism workers and SMEs.

Relevance to regenerative tourism:

PNRR investments enable territorial regeneration by restoring cultural and natural assets while strengthening local communities. The focus on villages, heritage reuse and sustainable mobility directly supports regenerative tourism approaches centred on long-term value creation.

Source: <https://www.italiadomani.gov.it>

POL 2 | Strategia Nazionale per lo Sviluppo Sostenibile (SNSvS) (2017, updated 2022 — Ministry for Environment and Energy Security)

Summary:

Italy's overarching framework aligned with the UN 2030 Agenda. It integrates environmental protection, social equity and economic sustainability across all sectors including tourism. The strategy promotes responsible resource use, biodiversity protection, climate action and inclusive

economic growth. Skills development, lifelong learning and professional transition towards green occupations are recognised as essential.

Relevance to regenerative tourism:

The SNSvS provides the systemic foundation for regenerative tourism by embedding tourism within broader ecological and social regeneration goals. Its focus on ecosystems, communities and intergenerational responsibility aligns strongly with regenerative thinking.

Source: <https://www.mase.gov.it>

POL 3 | Piano Strategico del Turismo (PST) 2023–2027 (2022 – Italian Ministry of Tourism)

Summary:

Defines Italy's national vision for a more sustainable, resilient and competitive tourism sector. Focuses on rebalancing tourist flows, reducing pressure on over-touristed destinations and enhancing inland and rural areas. A strong emphasis is placed on skills development including green skills, digital competences and managerial capacities for tourism operators.

Relevance to regenerative tourism:

The PST supports a transition from mass tourism to place-based, quality-driven models that enhance territorial resilience. By promoting slow tourism, inland areas and sustainable destination governance, it aligns with regenerative principles of restoring local balance and reducing extractive tourism practices.

Source: <https://www.ministeroturismo.gov.it>

3.12 Case Studies — P4 IPPOCRATE

CASE 1 | Dolomiti Paganella — Sustainable and Regenerative Destination



Source: Michiel Ronde /Unsplash, 2018

Principal challenge:

Managing rapid growth (500% increase in visitors 2015–2019) causing overtourism, strain on infrastructure and traffic pressure, particularly around Molveno. Climate change and the need for year-round offerings add further complexity.

Regenerative practices implemented:

Destination-wide sustainability strategy with biodiversity protection and landscape restoration; promotion of slow mobility and car-free tourism; environmental education for visitors; training programmes for tourism operators on sustainability. GSTC-aligned certification pursued.

Results and impact:

International recognition as a sustainable destination; reduced environmental pressure in peak areas; improved collaboration among local stakeholders; enhanced quality of visitor experience.

Indicators of success:

GSTC-aligned sustainability indicators; environmental impact monitoring; visitor flow management data; number of training sessions for operators; modal shift towards sustainable transport.

Source: <https://www.visitdolomitipaganella.it>



Source: Patafisik/Wikimedia Coomons, 2008 https://upload.wikimedia.org/wikipedia/commons/thumb/5/59/S_Stefano_in_Sessanio_7.JPG/960px-S_Stefano_in_Sessanio_7.JPG?_=20090520233348

Principal challenge:

Preservation of historical structures requires high restoration and maintenance costs. The remote rural location limits accessibility and consistent tourist flows.

Regenerative practices implemented:

Restoration of historic buildings using traditional techniques; local employment and supply chains; cultural heritage preservation; low-impact hospitality model integrated into village life. The diffuse hotel model spreads visitors throughout the village rather than concentrating them.

Results and impact:

Widely considered a successful model of sustainable tourism; restoration of historic buildings; creation of local employment; preservation of cultural heritage; replicable model for other Italian villages facing depopulation.

Indicators of success:

Occupancy rates; number of local jobs created; heritage conservation outcomes; proportion of local supply chain used; replication in other villages.

Source: <https://www.sextantio.it>

CASE 3 | *Rigenera Borgo* — Community-Led Village Regeneration



Source: Charming Historic Alleyway in Italy, Photo by Nati from Pexels: <https://www.pexels.com/photo/charming-historic-alleyway-in-italy-36251256/>

Principal challenge:

Rural depopulation, lack of economic opportunities for young people, governance and community coordination challenges typical of small Italian villages.

Regenerative practices implemented:

Community-led tourism initiatives; reuse of abandoned buildings; training of local youth in hospitality and green skills; social inclusion and participatory governance across multiple Italian villages.

Results and impact:

Increased community cohesion; new micro-enterprises created; improved attractiveness of rural areas; replicable model across Italian territories. The initiative is documented and supported by the Italian Ministry of Culture.

Indicators of success:

Number of local participants; employment created; number of abandoned assets reused; number of micro-enterprises established; evidence of community cohesion and governance capacity.

Source: <https://www.ministeroturismo.gov.it>

3.13 Case Studies — P5 Training2000

CASE 1 | Marche Bike Life — Green Mobility and Regenerative Cycle Tourism



Source: Marche Bike Life / marchebikelife.com

Principal challenge:

The risk of rural abandonment in the Marche region is rising, alongside a lack of a coordinated tourism offer that integrates the coast with inland areas. Traditional tourism is often fragmented, seasonal and concentrated on the coast, leaving the rich cultural and natural heritage of the Apennine foothills underutilised and economically vulnerable.

Regenerative practices implemented:

Territorial hub strategy transforming small, underused railway stations and villages into Green Mobility Hubs where bike and train travel are integrated into local economies. A public-private network (NoiMarche) now includes 29 local administrations and over 200 private operators creating a shared 'Bike Friendly' quality standard. Social inclusion and training: specific training for cycling guides (Cicloaccompagnatori) creating new Green Jobs. Smart mobility tools using QR-coded itineraries and a dedicated web app distributing visitor flows across 800km of secondary paths.

Results and impact:

Network growth from 8 founding municipalities to 29; involvement of over 200 local businesses in the 'Strade di Marca' itinerary promoting zero-mile agricultural products; successful promotion of the 1,700km Marche-Europe route to advocate for Italian cycle-tourism at the European Parliament.

Indicators of success:

Number of participating municipalities (29) and private operators (200+); over 800km of mapped cycling routes; number of newly trained cycling guides; web app usage and QR-code downloads; national and international awards for sustainable mobility.

Source: <https://www.marchebikelife.com>



Source: Valli a Scoprire / <https://valliascoprire.it/>

Principal challenge:

The Adriatic coast suffers from seasonal over-tourism and a 'sun-and-sea' monoculture, while the inland valleys (Metauro and Cesano) suffer from depopulation, economic marginalisation and lack of visibility. This creates an extractive imbalance where the coast is overcrowded and the inland is forgotten.

Regenerative practices implemented:

Collaborative strategy: VisitFano uses its marketing power to divert visitors toward the inland, marketing the coast and valleys as a single interdependent ecosystem. Local supply-chain certification for restaurants using zero-mile fish and agricultural products. Cultural heritage promotion via the Ecomuseo and 'Salt & Soil' itineraries. Joint event management between the two DMOs ensures tourist load is distributed throughout the year and across the entire territory.

Results and impact:

Increased visitor arrivals in low seasons (Spring/Autumn) due to walking routes and inland experiences. Coastal businesses expanding into inland experiences; rural SMEs gaining direct market access. Revitalisation of the 'Strada di Dante' cultural itinerary; 245,000 annual presences in the Metauro/Cesano valleys (ISTAT 2023).

Indicators of success:

Community Employment: 22% increase in active Hiking/Cycling Guides (GAE) in the Province; Visitor Numbers (Inland): 245,000 annual presences in the Metauro/Cesano valleys (ISTAT Regione Marche 2023); Digital engagement: Top 5 ranking for 'Vie di Dante' in global sustainable travel searches (Lonely Planet).

Source: <https://visitfano.info> | <https://valliascoprire.it>



3.14 Country Context

Greece is one of Europe’s most iconic tourism destinations, highly dependent on international visitors and concentrated in coastal and island areas. The sector faces significant challenges including extreme seasonality, overtourism in destinations such as Santorini and Mykonos, and the environmental vulnerability of island ecosystems. In recent years, tourism policy has increasingly focused on extending the season, diversifying tourism products towards nature-based and cultural tourism, and improving destination governance through new frameworks such as Destination Management and Marketing Organisations (DMMOs).

3.15 Policy and Strategic Frameworks

POL 1 | Greek Tourism 2030 Strategy (2021 – Ministry of Tourism)

Summary:

The long-term vision for transforming the national tourism model toward sustainability, resilience and higher value creation. Main objectives include extending the tourism season, diversifying tourism products, improving destination management and increasing quality and competitiveness. The strategy emphasises balanced regional development by encouraging tourism growth in less-visited areas, and highlights the importance of skills development and digital transformation.

Relevance to regenerative tourism:

The strategy promotes diversification of tourism activities, improved destination management and more balanced regional development — key principles aligned with regenerative tourism. It encourages sustainable resource use, environmental protection and community-based tourism experiences.

Source: <https://www.visitgreece.gr>

POL 2 | DMMO Framework – Destination Management and Marketing Organisations (2022 – Ministry of Tourism)

Summary:

A legislative framework establishing collaborative destination management organisations that coordinate tourism development strategies through cooperation between local authorities, tourism businesses and other stakeholders. DMMOs promote sustainable tourism development, diversify tourism products and support data collection and monitoring of tourism impacts.

Relevance to regenerative tourism:

DMMOs support more integrated and participatory destination management, essential for regenerative tourism approaches. By coordinating stakeholders and promoting sustainable tourism planning, they help balance tourism development with environmental protection and community well-being.

Source: <https://www.mintour.gov.gr>

POL 3 | Law 5075/2023 – Modernisation and Sustainable Development of Tourism (2023 – Ministry of Tourism)

Summary:

Legislative framework introducing measures for modernising the Greek tourism sector while strengthening sustainability and quality standards. Key provisions include environmental classification systems for accommodation, improved regulation of short-term rentals and simplified procedures for tourism businesses. Aims to support quality tourism services, strengthen the tourism workforce and improve governance.

Relevance to regenerative tourism:

The law promotes environmental standards, responsible tourism infrastructure and improved regulation of tourism growth, contributing to a transition toward more sustainable tourism systems that protect natural resources, support local communities and enhance long-term destination resilience.

Source: <https://www.mintour.gov.gr>

3.16 Case Studies

CASE 1 | Tilos Island – Regenerative Tourism Destination Model



Source: Alamy. (2017, 15 June). Going solar ... Livadia harbour on the Greek island of Tilos [digital image]. The Guardian

Principal challenge:

Like many small Mediterranean islands, Tilos faced challenges related to energy dependence on fossil fuels, waste management problems and increasing tourism pressure on local resources.

Regenerative practices implemented:

Implementation of a hybrid renewable energy programme combining wind turbines, solar power and battery storage. The 'Just Go Zero Tilos' programme promotes circular waste management through recycling, waste reduction and visitor awareness campaigns. Community participation is central to the island's sustainability governance model.

Results and impact:

Significantly reduced reliance on fossil fuels and improved local energy security. Waste reduction and recycling programmes have improved environmental management. Tilos is increasingly recognised internationally as a model for sustainable and regenerative tourism in the Mediterranean.

Indicators of success:

Share of energy produced from renewable sources; reductions in fossil fuel consumption; recycling and waste reduction rates; levels of community participation in sustainability governance.

Source: <https://tilos.gr> | <https://justgozero.com/tilos>

CASE 2 | *Milia Mountain Retreat — Regenerative Rural Tourism*



Source: Smudgedpostcard. (2018, 5th June). Scenery surrounding Milia [digital image]. smudgedpostcard

Principal challenge:

Rural areas in Crete experienced depopulation and abandonment of traditional settlements, leading to deterioration of historic architecture and declining agricultural activity. Tourism development focuses on coastal areas, leaving mountain communities economically marginalised.

Regenerative practices implemented:

Restoration of a 16th-century abandoned village using traditional building materials and techniques. Farm-to-table gastronomy based on local agricultural products. Renewable energy systems including solar power. Nature-based tourism activities including botanical walks, farming experiences and traditional cooking workshops.

Results and impact:

Revival of a historic mountain settlement and preservation of local architectural heritage. Support for nearby farmers and local food production. Promotion of slow tourism and environmentally responsible visitor experiences.

Indicators of success:

Restoration and preservation of traditional buildings; proportion of local food used in gastronomy services; renewable energy use; number of nature-based or cultural activities offered to visitors.

Source: <https://www.milia.gr>

CASE 3 | National Marine Park of Zakynthos — Sea Turtle Conservation



Source: Zante Turtle Center / zanteturtlecenter.com

Principal challenge:

Tourism growth and coastal development in Laganas Bay threatened critical nesting habitats of the endangered loggerhead sea turtle (*Caretta caretta*). The area required strong conservation measures to balance tourism activities with biodiversity protection.

Regenerative practices implemented:

Establishment of a 135 km² protected area covering Laganas Bay. Tourism activities are regulated with restrictions on night-time beach access and certain water sports during nesting periods. Collaboration with NGO ARCHELON for monitoring, tagging and rescue operations. Educational initiatives raise awareness among visitors.

Results and impact:

Protection of one of the largest loggerhead turtle nesting populations in the Mediterranean, with more than 2,500 nests monitored annually. The park demonstrates how environmental conservation and tourism management can work together to protect biodiversity while supporting sustainable tourism.

Indicators of success:

Number of turtle nests protected per year (2,500+); monitoring and tagging data for turtle populations; compliance with tourism regulations; visitor participation in environmental education programmes.

Source: <https://www.nmp-zak.org> | <https://www.archelon.gr>

4. Cross-Country Analysis

4.1 Common Patterns

Analysis of the national contributions reveals several recurring patterns across the six partner countries that inform the development of the SEEDS & SKILLS Competence Framework for Regenerative Tourism.

KEY PATTERN 1 — Community participation as a core principle

Across all five contributing countries, the most compelling regenerative tourism cases share a common feature: genuine community participation in governance, co-design and benefit-sharing. From Poland's 'Silent Memorial' to Austria's GenussReich network to Greece's Tilos Island model, regenerative practices consistently involve local residents as active agents rather than passive recipients.

KEY PATTERN 2 — Integration of local value chains

Regenerative tourism cases across all countries demonstrate a strong orientation towards short supply chains, regional food systems and local procurement. This is visible in Austria (Bio-Landgut Esterhazy, Bullinarium), Italy (Albergo Diffuso, VisitFano) and Greece (Milia Mountain Retreat), suggesting that skills in regional value chain management are a core competence need.

KEY PATTERN 3 — Policy-practice gap

In all partner countries, national tourism strategies increasingly reference sustainability and in some cases regenerative tourism explicitly. However, the gap between policy aspiration and sector-level practice remains significant, suggesting a strong need for training and competence development.

KEY PATTERN 4 — Heritage and identity as regenerative assets

Cultural heritage — whether traditional crafts (Austria), village architecture (Italy), deskals (Poland) or gastronomy (Spain, Greece) — emerges as a central regenerative asset across all countries. This suggests that cultural competences, intercultural communication and place-based knowledge are as important as ecological literacy.

KEY PATTERN 5 — Digital tools as enablers of regeneration

Several cases — notably Marche Bike Life (Italy), Re:GenTravel (Austria) and Tilos Island (Greece) — demonstrate how digital tools can actively support regenerative tourism by managing visitor flows, monitoring environmental impacts and connecting tourists with local communities. This confirms the importance of DigComp competences in the framework.

4.2 Country Differences

Whilst the patterns above are broadly shared, important differences emerge between countries that will need to be reflected in the competence framework and training programme.

Austria and Poland demonstrate the most advanced policy ecosystems for regenerative tourism, with explicit frameworks (Lower Austria's Regenerative Tourism Initiative; Podlaskie project) that go beyond sustainable tourism rhetoric. Spain and Italy show strong investment-driven approaches through their recovery plans, but regenerative tourism remains largely embedded within broader sustainability frameworks. Greece demonstrates strong regenerative practice at destination and conservation level — as evidenced by the Tilos Island energy model and the Zakynthos marine park — though national policy framing around regenerative tourism remains less explicit compared to other partner countries

The Italian context is distinctive in its combination of cultural heritage regeneration (historic villages, alberghi diffusi) with rural depopulation challenges, and the innovative integration of digital tools and mobility networks in the Marche region cases contributed by Training2000. The Polish context is notable for its grassroots, artist-led cultural regeneration approach, which provides a unique model that contrasts with the more institutional approaches of other countries.

5. Conclusions

The case studies and policy analysis compiled in this deliverable confirm that regenerative tourism is no longer a theoretical concept but a growing field of practice across Europe. From small family farms in Austria to island-wide energy transitions in Greece, from grassroots cultural deskal projects in Poland to collaborative destination management models in Italy, the evidence base for regenerative tourism is rich, diverse and expanding.

At the same time, the documentation reveals a persistent gap between the ambition expressed in national policies and the scale of regenerative practice on the ground. Regenerative tourism remains a niche — driven by committed individuals, innovative enterprises and pioneering destinations — rather than a mainstream model. Bridging this gap requires precisely what the SEEDS & SKILLS project is designed to deliver: a robust competence framework, accessible training resources, and a roadmap for systemic change.

6. References

- Bellato, L., Frantzeskaki, N., & Nygaard, C.A. (2022). Regenerative tourism: a conceptual framework leveraging theory and practice. *Tourism Geographies*.
- Dredge, D. (2022). Regenerative tourism: transforming mindsets, systems and practices. *Journal of Tourism Futures*, 8(3), 269–281.
- European Commission (2022). GREENComp: The European Sustainability Competence Framework. Publications Office of the European Union.
- European Commission (2016). EntreComp: The Entrepreneurship Competence Framework. Publications Office of the European Union.
- European Commission (2022). DigComp 2.2: The Digital Competence Framework for Citizens. Publications Office of the European Union.
- European Commission (2023). LifeComp: The European Framework for Personal, Social and Learning to Learn Key Competence. Publications Office of the European Union.
- ISTAT Regione Marche (2023). Tourism statistics — Metauro/Cesano valleys. Italian National Institute of Statistics.
- Mang, P. & Reed, B. (2012). Designing from place: a regenerative framework and methodology. *Building Research & Information*, 40(1), 23–38.
- Wahl, D.C. (2016). *Designing regenerative cultures*. Triarchy Press.

Compiled by: P2-FETICO (Work Package 2 Lead) | April 2026 |

Contributing partners: P1-FRAME (PL) | P2-FETICO (ES) | P3-UASB (AT) | P4-IPPO (IT) | P5-Training2000 (IT) | P6-MATHEMAGENESIS (EL)

This document is submitted as Deliverable 2.1 of the SEEDS & SKILLS Erasmus+ project to the Polish National Agency (FRSE).

Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the Foundation for the Development of the Education System (FRSE). Neither the European Union nor FRSE can be held responsible for them.



This document may be copied and reproduced according to the above rules (<https://creativecommons.org/licenses/by-nc-sa/4.0/>). In addition, an acknowledgement of the authors of the document and all applicable portions of the copyright notice must be clearly referenced. This document may change without notice. Project No. 2025-1-PL01-KA220-VET-000352020