

FAQ: ReTour (Regenerative Tourism)

Q: When does the project start and end?

A: The project started in June 2024 and runs until May 2027.

Q: What is regenerative tourism?

A: Regenerative tourism goes a step further than sustainability, which hopes to preserve a place for future use. Instead, we want to not only minimize the negative effects of tourism but leverage the positive impacts in a way that actively seeks to restore and regenerate the environment, cultures and communities. Regenerative tourism makes a place thrive which requires both a mindset change and a paradigm shift.

The project focuses on regenerative tourism experiences, which means creating experiences where tourism can contribute to a better place.

Q: What is the purpose of the project?

A: The project's purpose is to achieve a common understanding and perspective on how tourism can contribute to strengthening and developing a place. Initially, it involves benchmarking how different destinations worldwide work with regenerative tourism. We will delve into already developed methods, as well as test completely new ones, with the aim of initiating a starting point where we test and learn what works in Skåne and the South Baltic area.

Q: What is the goal of the project?

A: Our aim is to develop a methodology and create a toolbox focusing on regenerative experiences for DMOs (Destination Management Organizations) working with the tourism industry. The method should be usable and adaptable to places with different circumstances.

Q: Who are the project's target groups?

A: The primary target group is DMOs in the Baltic Sea region. Secondary target groups are small and medium-sized tourism businesses, press and media, other promotional organizations, local authorities, and civil society.

Q: What other partners are involved in the project?

A: The project is led by Visit Skåne AB and consists of five partners from Lithuania, Poland, Germany, and Denmark:

The InterReg project Retour, involving regions around the Baltic Sea, is a three-year collaboration aimed at developing new methods for regenerative tourism. Partners from Sweden, Lithuania, Poland, Germany, and Denmark, along with associated partners, are working together to mitigate the impact of seasonality in tourism and sustain the local economy through regenerative tourism initiatives. Visit Skåne AB, Sweden is project lead.

Interreg



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South Baltic

ReTour

- Association Klaipeda Region - Lietuva Klaipėdos apskritis
- Pomorskie Tourism Board - POMORSKIE Gdańsk
- Westpomeranian Regional Tourism Organization ZACHODNIOPOMORSKIE Szczecin
- Visit Lolland-Falster Sjælland Vest- og Sydsjælland
- Institute for Tourism Research in Northern Europe - Mecklenburg-Vorpommern Landkreis Rostock

Q: What activities will the project include?

A: Partners will investigate the unique needs of a place, develop and market new experiences both close to nature and for example, within nature, gastronomy, and culture. Discoveries and lessons learned are shared between partners in ReTour to shape the development of tourism offerings that contribute to creating concrete value for various tourism actors, communities, and small and medium-sized enterprises. The exact offerings are determined by the different conditions of each place.

The project's activities are divided into four different work packages. The first work package includes joint study trips to investigate good practices, collaboration with stakeholders, and development of methods for regenerative tourism.

In the second work package, we will test and explore various tourism offerings where we identify opportunities and limitations. All partners test in their destinations based on their unique conditions so that we can develop the method together.

The third work package involves developing guiding principles for how to position a regenerative tourist destination in the southern Baltic Sea area, supported by PR activities and press trips.

The fourth work package is about anchoring and disseminating the new methods. A guide, a toolbox, and a joint action plan for positioning will be developed.

In all work packages of the project, we have a development perspective and an exploratory approach.

Q: Why is collaboration with other EU countries and actors required for partners to develop?

A: Our geographical location requires us to collaborate with other countries/regions. Collaboration with the countries around the Baltic Sea is an important part of making ReTour a successful project. Our regions look very different while we have common challenges such as short seasons and high pressure on certain special places. Another important part is that by collaborating in this project, we can also find other issues where we can strengthen each other's competencies. The goal is to establish a working method that can be integrated into all our partner regions.

Q: How is the project financed and how much does it cost?

A: The project is financed by Interreg- South Baltic Sea, which in turn is financed by the EU, and the budget for the project is 1,877,594 EUR.

Q: Who will benefit from the results in the future?

A: In addition to the project's partners, other destination companies nationally and internationally will also benefit from the results, and in the long run, we see that it will benefit both partner's tourism businesses and people who live in partner's regions.