



Regenerative Hospitality

Montreux International Tourism Forum
Alessandro Inversini

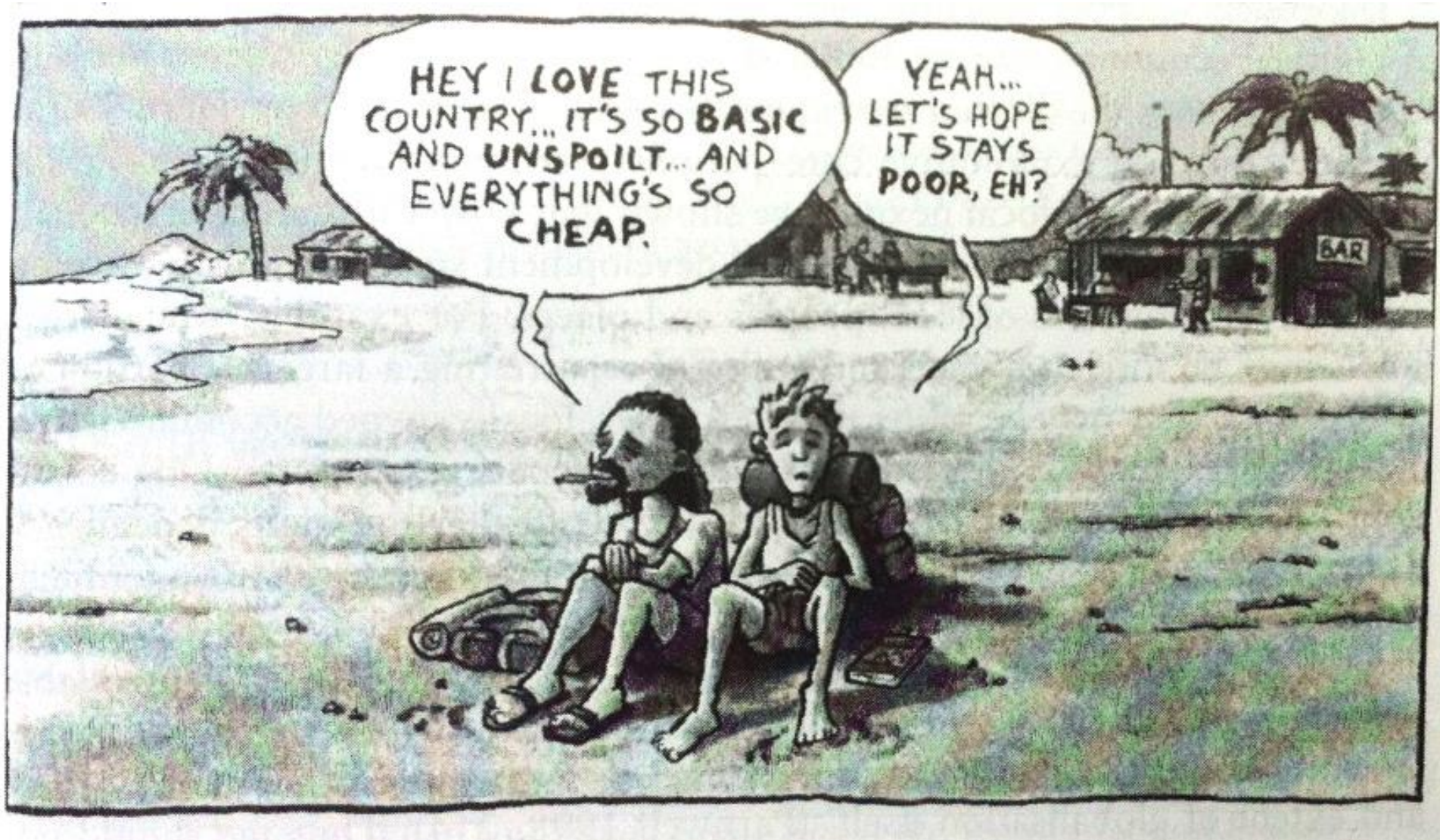
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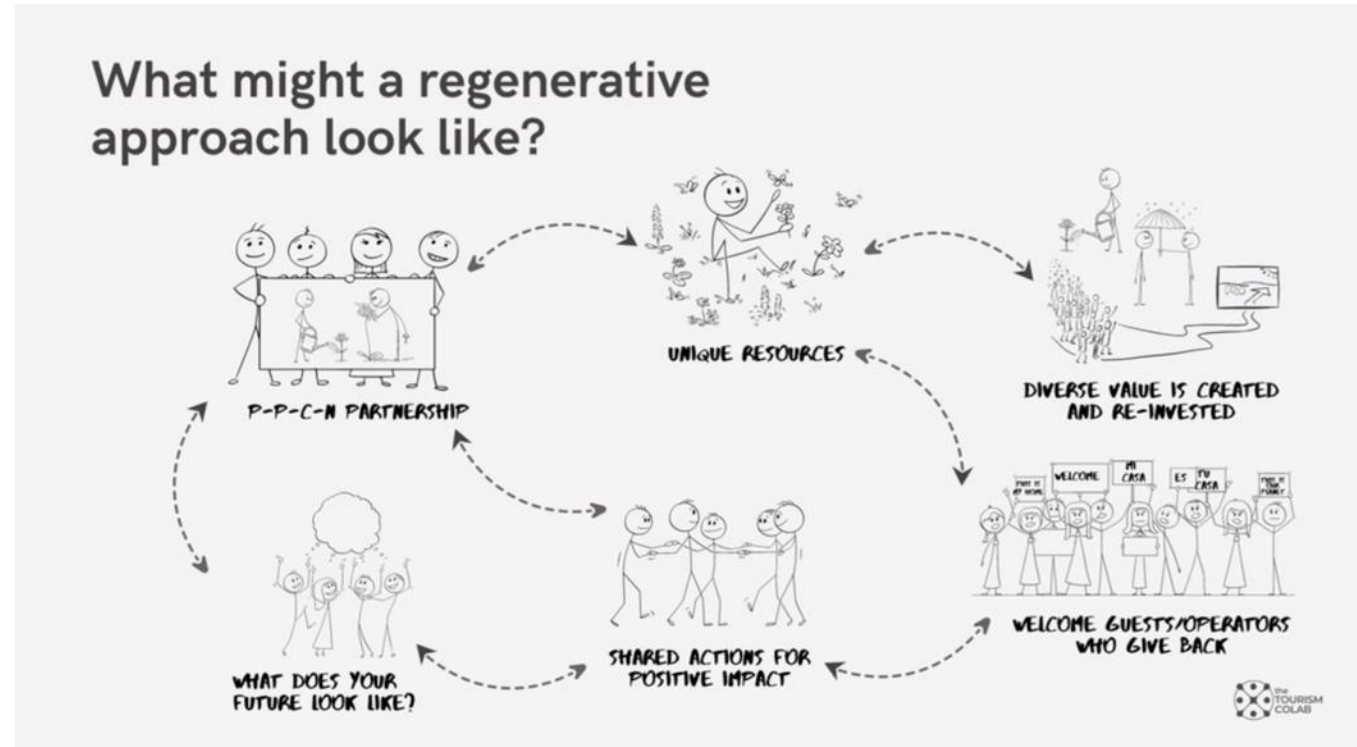
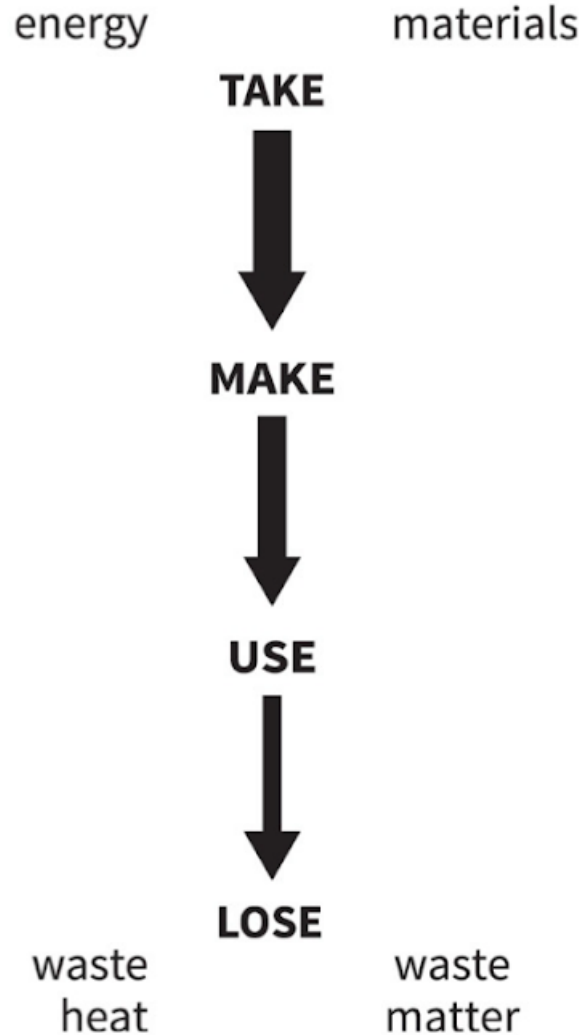
How this started?



Tourism: An Extractive System



The degenerative industrial design



“The most important thing in regeneration is regenerating our capability as humans to assume our proper role on the planet”

Net Zero _{-VS-} Net Positive

“Net positive companies propose solutions rather than wait for (or complain about) regulations that tell them what to do. The system is healthier and stronger for their efforts”

What Regenerative Hospitality IS NOT

Regeneration is not Sustainability on Steroids.

- no regenerative metrics or measurements or scales.
- no checklists / no standards

Regenerative hospitality should not be considered as a replacement for sustainability, and it is misguided to perceive it in such a manner.

Rather it is a paradigm shift

- if the objective of the hospitality industry is to reach net-zero impact, **regenerative properties are looking for an active contribution towards the natural ecosystem, the social ecosystem and the relationship between host and guest**; this is the paradigm shift: from net-zero impact to net-positive impact.

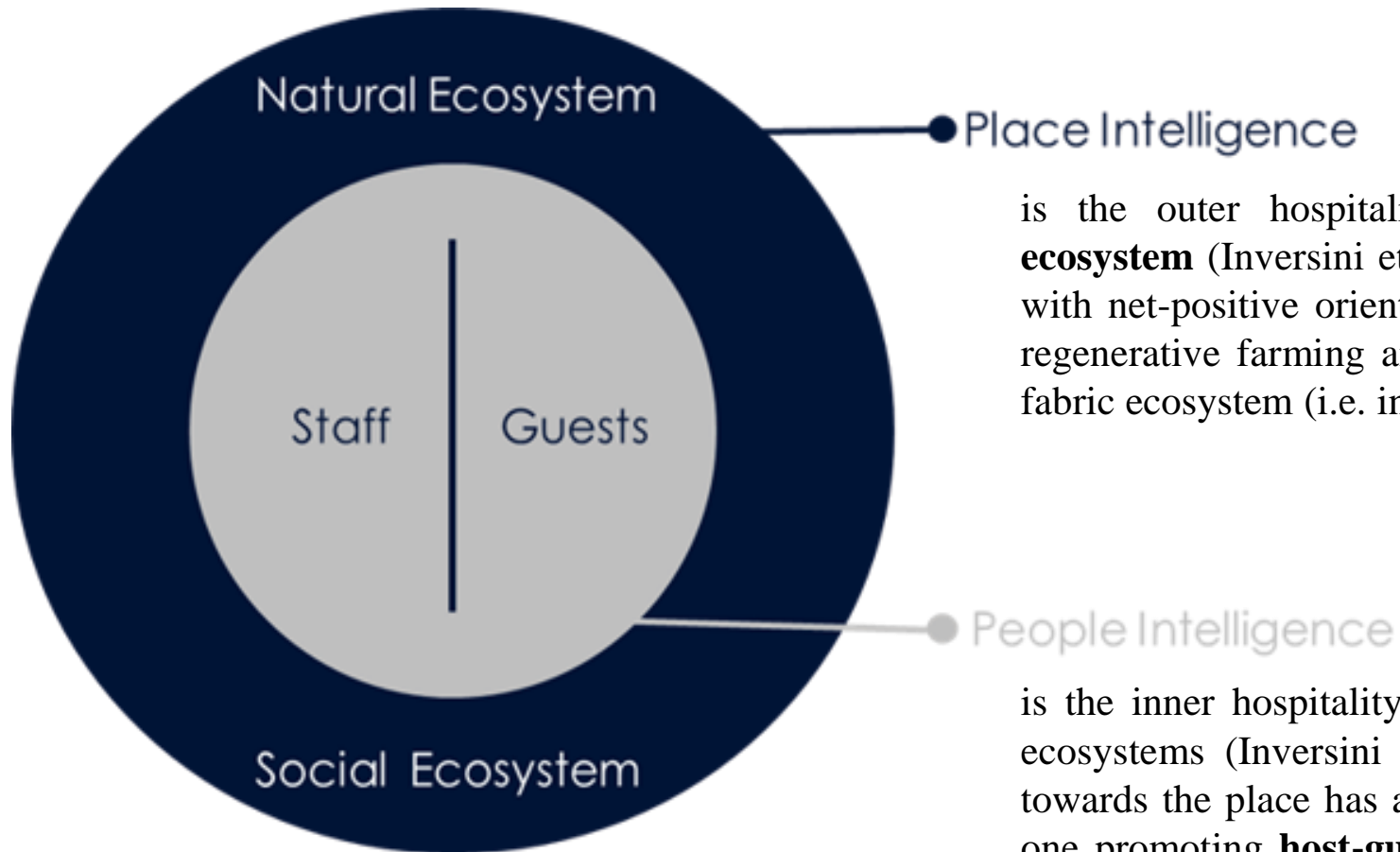
What IS Regenerative Hospitality

Regenerative Hospitality sees **accommodation businesses as the agents of change at the destination level**: hotels and other type of accommodations are here conceptualized as **building blocks of the destination system that could stimulate a net-positive impact on the wider destination**.

Two concepts are essential to generate a better understanding of regenerative hospitality:

- **The Regenerative Mindshift**
- **An Ecosystems Approach**

The Elements of Regenerative Hospitality



is the outer hospitality layer with the **natural and social ecosystem** (Inversini et al., 2023); in these layers hotels engage a with net-positive orientation both towards natural ecosystem (i.e. regenerative farming and agriculture etc.) and towards the social fabric ecosystem (i.e. inclusivity, marginalized support etc.).

is the inner hospitality layer with the relational and experiential ecosystems (Inversini et al., 2023). The net-positive orientation towards the place has an impact also in the inner layer that is the one promoting **host-guest relationships with the co-creation of authentic – and often transformative – experiences** involving both the nature and the community.

Our Regenerative Hospitality Journey



— HES-SO STRATEGIC FUNDS

Defining Regenerative Hospitality

The first project on Regenerative Hospitality: a collaboration between EHL-Hospitality Business School and HES-SO Valais with the contribution of RegenerativeTravel.com

Team Members
Alessandro Inversini
Roland Schegg
Lionel Saul
Sarah Balet



— RCSO FUNDING

Regenerative Canva

This project aims at creating a regenerative self-assessment tool and a regenerative canva to foster regenerative transformation in Swiss hospitality.

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PICTURE BY HOTEL DES HORLOGERS



— LEADING HOUSE MENA

Regenerative Hospitality in Rural Lebanon

This project was run in collaboration with the Nature Conservation Center of the American University of Beirut and was designed to understand regenerative practices in rural Lebanon.

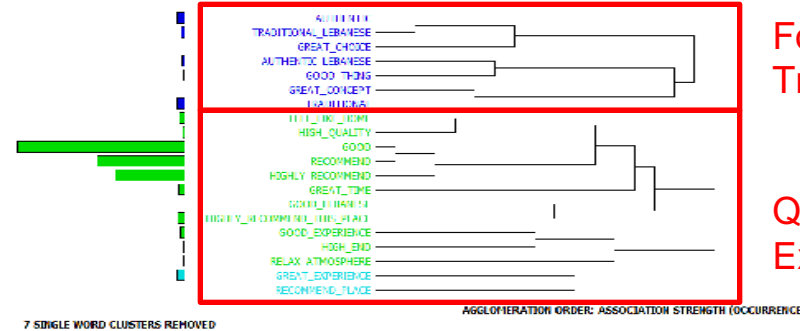
Team Members
Alessandro Inversini
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PICTURE BY MASSER DONKEY FARM

Lesson Learnt

#1

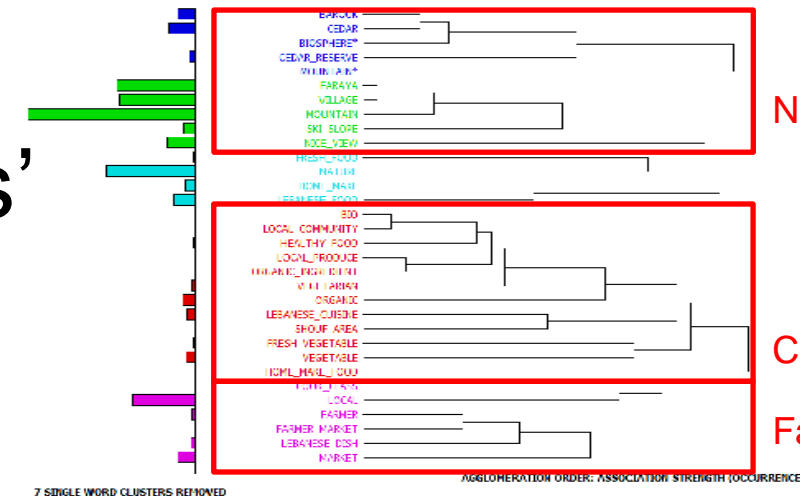
“Regeneration” does not really exist in consumers’ online narratives but...



Food & Hospitality
Traditions Narratives

All data and inner dimension

Quality & Exceptional
Experiences Narratives



Nature Narratives

All data and outer dimensions

Community Narratives

Farms & Nature Narratives

Lesson Learnt

#2

Regeneration is **purpose driven** business

Economic Nutrition ^{CM}	
fogo island inn	
NIGHTLY STAY	WHERE THE MONEY GOES
Labour	49%
Food, Room Supplies	12%
Commissions, Fees	5%
Operations, Admin	18%
Sales, Marketing	4%
Surplus	12%
Reinvested in the community of Fogo Island	
Economic Benefit Distribution	
Fogo Island	65%
Canada	19%
Newfoundland	13%
Rest of the World	3%
ECONOMIC NUTRITION is a certification trademark of Shorefast Foundation, used under license by Shorefast Social Enterprises Inc.	

Values are calculated retrospectively and updated when changes are material



<https://fogoislandinn.ca/>

Lesson Learnt

#3

Regeneration departs
from sustainability but is
a **personal mindshift**



<https://www.instagram.com/maasserdonkeyfarm>

Lesson Learnt

#4

Regenerators “BELONG”
to their community and
their natural environment



Lesson Learnt

#5

“Nature First” mentality:
nature is driving and
there is a sense of deep
spiritual connection.



Lesson Learnt

#6

Community is THE richness, therefore we nurture it.



Lesson Learnt

#7

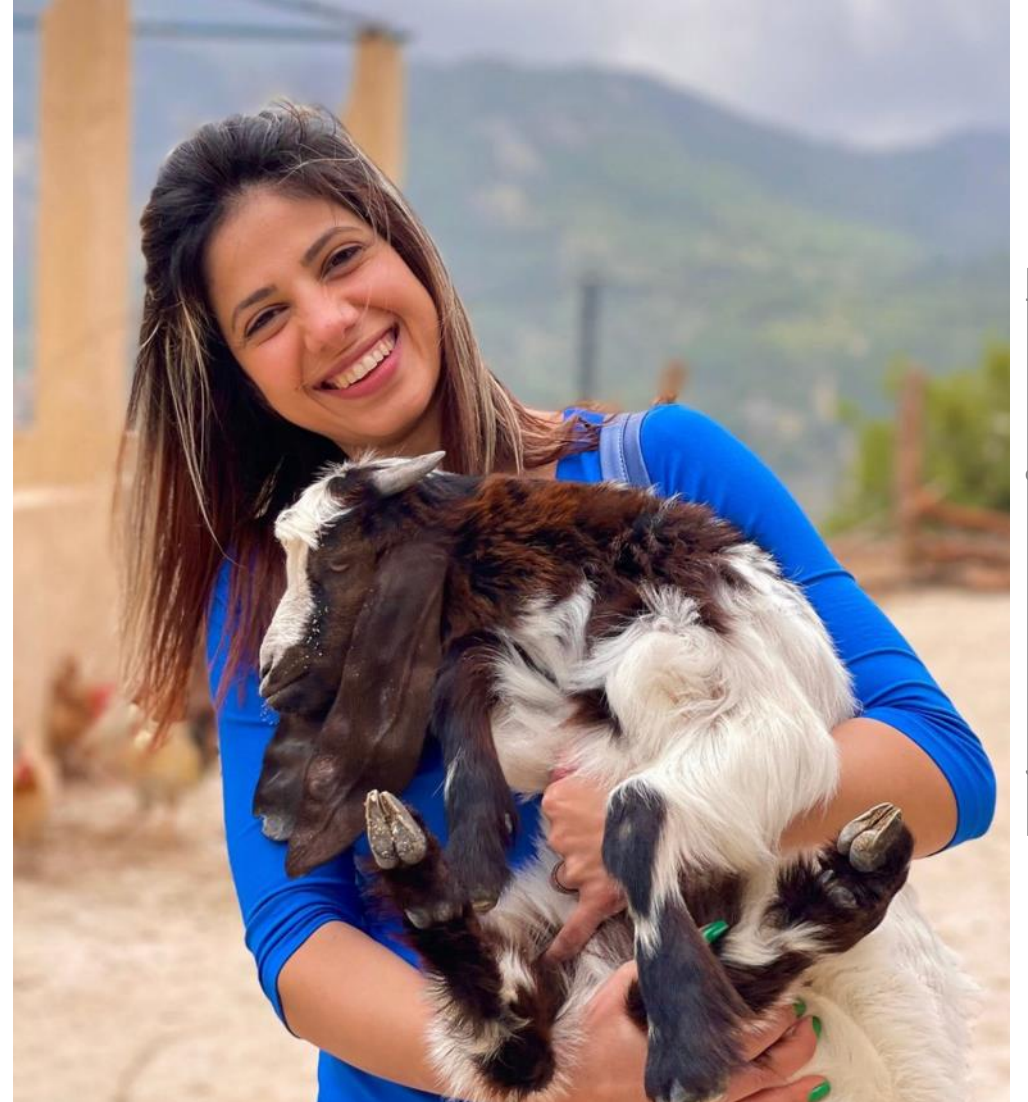
Authentic systemic
regeneration stems in
transformative
experiences.



So...Can We Foster Regeneration?

Regenerative
Hospitality

[regenerativehospitality.org](https://www.regenerativehospitality.org)



<https://www.instagram.com/maasserdonkeyfarm>



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