



Regenerative Tourism for All?

Exploring Spill Over Effects in the Industry

Alessandro Inversini, EHL – Hospitality Business School
Moverence, June 12, 2026

April 2021

Shouf Biosphere Reserve, Lebanon.



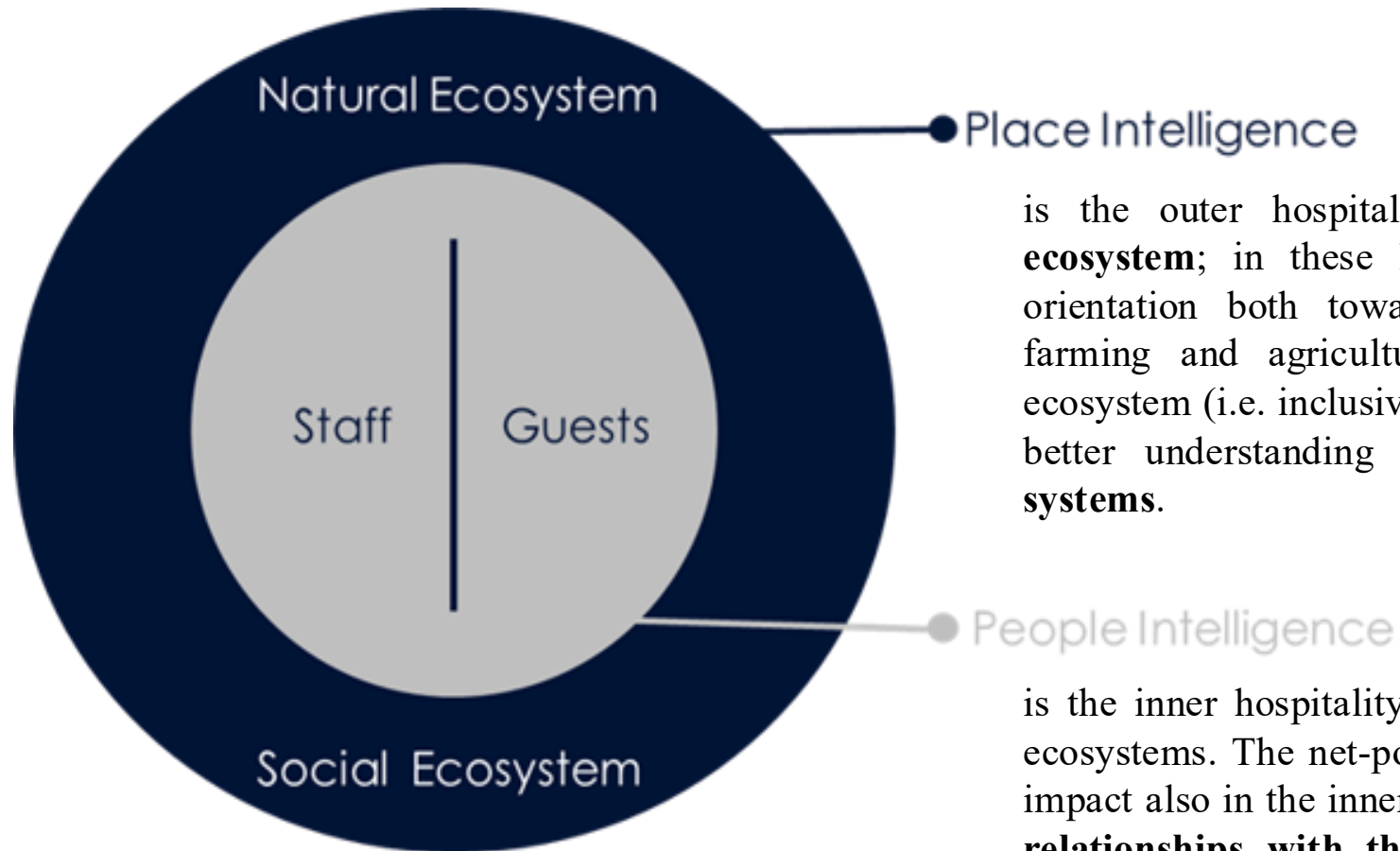
Regeneration IS NOT Sustainability on Steroids.

Regeneration IS NOT The Replacement of Sustainability.



Regenerative Hospitality is a Paradigm Shift

The Intelligences



Place Intelligence

is the outer hospitality layer with the **natural and social ecosystem**; 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.) to generate a better understanding of the (external) **interconnected living systems**.

People Intelligence

is the inner hospitality layer with the relational and experiential ecosystems. 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.

Place Intelligence

<https://www.hoteldeshorlogers.com/>



Reef Rehabilitation: Years spent rehabilitating local coral reefs to support seahorses and sea turtles. <https://www.songsaa-privateisland.com/>



The Song Saa Foundation's projects include a coral nursery, surveying the house reef and a tropical marine monitoring program throughout the Koh Rong Archipelago.



We're also safeguarding crucial carbon sinks with dedicated mangrove conservation efforts and rare seagrass meadow monitoring.





HOTELS

ABOUT

STORIES

RADIO

CALENDAR



ARCHIVE

RESIDENTS

EDITORIAL

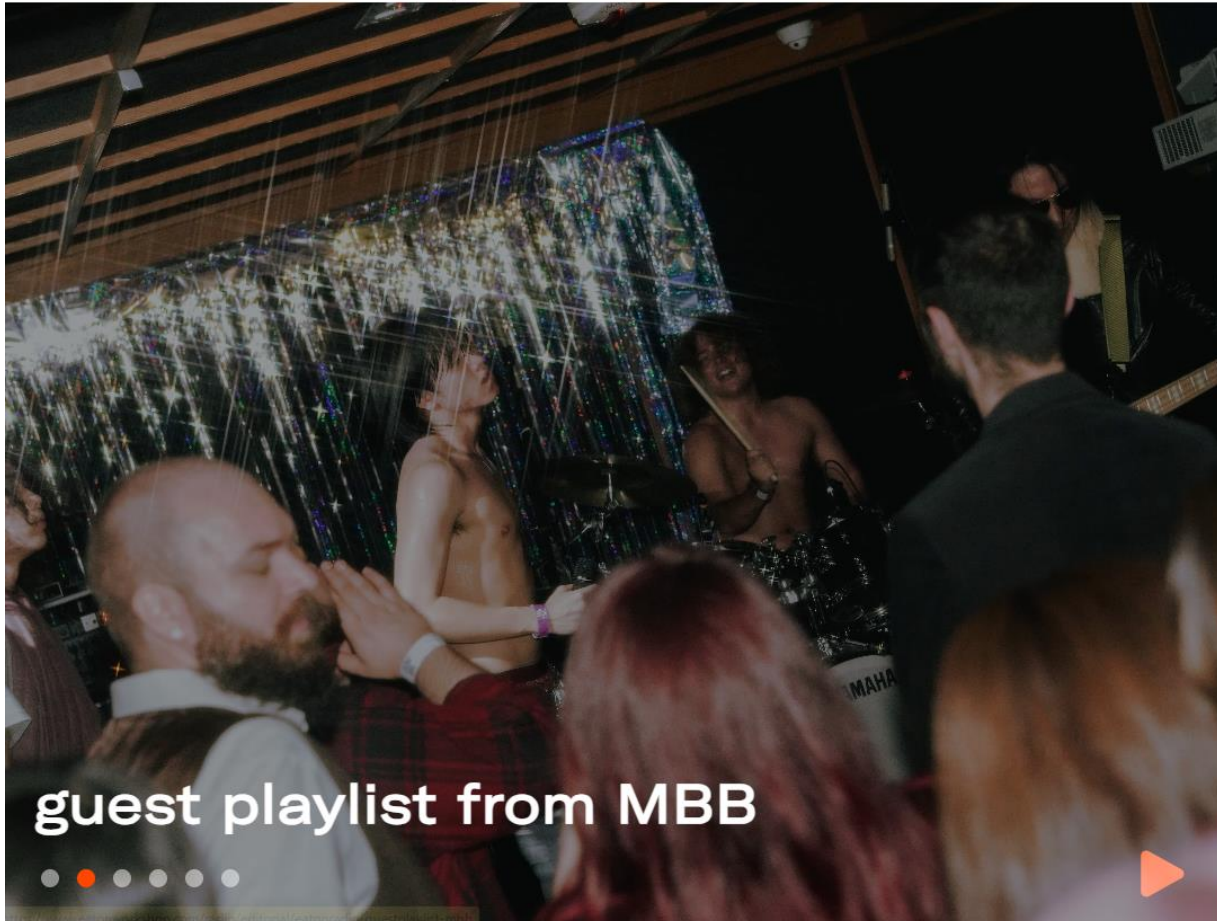
ana

Eaton Radio remembers D'Angelo

Circle Takeover w/ TRAXMAN (Teklife) on Eaton Radio HK

Guest Playlist: Misty Blue Banana

E



guest playlist from MBB



Marcus J Moore interviews Jarobi White from "A Tribe Called Quest", along with Grammy-nominated artist Kokayi



Eaton Radio celebrates the life of D'Angelo



Dive into our special guest talks & interviews



Guest mix from Night Slugs head Bok Bok for Eaton Radio HK

Hotels as Cultural Hubs: a hub for social activism and community regeneration, offering radio stations and wellness for local leaders. <https://www.eatonworkshop.com/en-us/dc-washington-dc/>





A 5-story glass atrium featuring a climate-regulating garden that doubles as a natural air filter.

Welcome to Sumba Hospitality Foundation

We are committed to providing high-quality vocational hospitality education to Sumbanese youth.



1 2 3

We welcome guests to our training hotel and restaurant

At SHF, responsible tourism is put into practise as our students gain work experience during their learning journey at our training hotel Maringi Sumba

[Read More](#)

Sumba Hospitality Foundation The hotel serves as a "living classroom" for local youth to learn high-level hospitality skills. <https://maringi-sumba.com/>



People Intelligence

<https://blissandstars.com>



TOJI ORIGINS RETREAT

MAY 17-23, 2026

A week of Indigenous wisdom and tools from nature that can help unlock your inner spark, and lead to a path of authentic connection and fulfilment.

Toji Wellness Journaling: Traditional Japanese "Shin-Toji" wellness journey using a diary to track physical and mental healing.

<https://tojinatureretreat.com/>



Photo by @nodestinations

Do you remember the feeling you had after a leisurely walk in the forest or a day spent in a forest setting while taking a dip in a cool jungle creek? Felt like you been de-stressed or re-energised by the experience and had one of your most restful nights in months? The Malays have for centuries been practicing what is called 'Mandi Embun' or 'bathing in the forest dew' which entails an early morning leisurely walk into the forest to immerse oneself in its natural 'atmosphere'. Recent scientific studies proves that these anecdotal feelings are well founded. Research from Japan show measurable health benefits of spending time in the forest. Time in nature reduce stress and elevates mood, it positively impact the ability to remember, it increases cognitive ability by clearing the mind of distractions, it enhances creativity and it improves attention capacity and ability to focus. Further research also shows that exposure to forest boosts our immune system.

Mandi Embun (Forest Bathing) An ancient Malay restorative early morning walk into the rainforest followed by a river plunge. <https://www.thedatai.com/>

PEOPLE & EQUITY:

In the Hospitality business, our people are our business and our family. It is essential that we support the equity, growth and development of all our team members in any way that we can.

- **Diversity & Inclusion:** Creating a culture of inclusivity is our responsibility as human beings—to each other, and to the beautiful world we share. We stand together in our pledge to grow diverse and equitable representation for everyone in our growing community of team members, guests, and partners.
- **Our Commitment:** We nurture positive social impact by fine-tuning our own professional development programs, carving out opportunities for our team members to give back to their communities, intentionally growing our minority representation in leadership, and funneling resources back into underserved communities through partnerships and initiatives.
- **Pay It Forward:** Through our ever-evolving Pay It Forward program, we offer our team members new opportunities for self-care and community outreach—because the grass is greener where you water it. Every year, our team members are allotted paid time off to volunteer in their communities.
- **Talent with Shared Values:** We're always looking for new opportunities to build sustainable and equitable leadership across our management teams.

Every team member is allotted paid time off specifically to volunteer for local community causes.

treehousehotels.com/sustainability



Regenerative Leadership

<https://khwattu.org/>

Regen Leadership



<https://www.rockhouse.com/>

Wake Up Call & Self Awareness

Recognizing the need for change and questioning assumptions.

Cognitive Process & Sense Making

Understanding interconnected systems and thinking like nature.

Caring for Others & The World

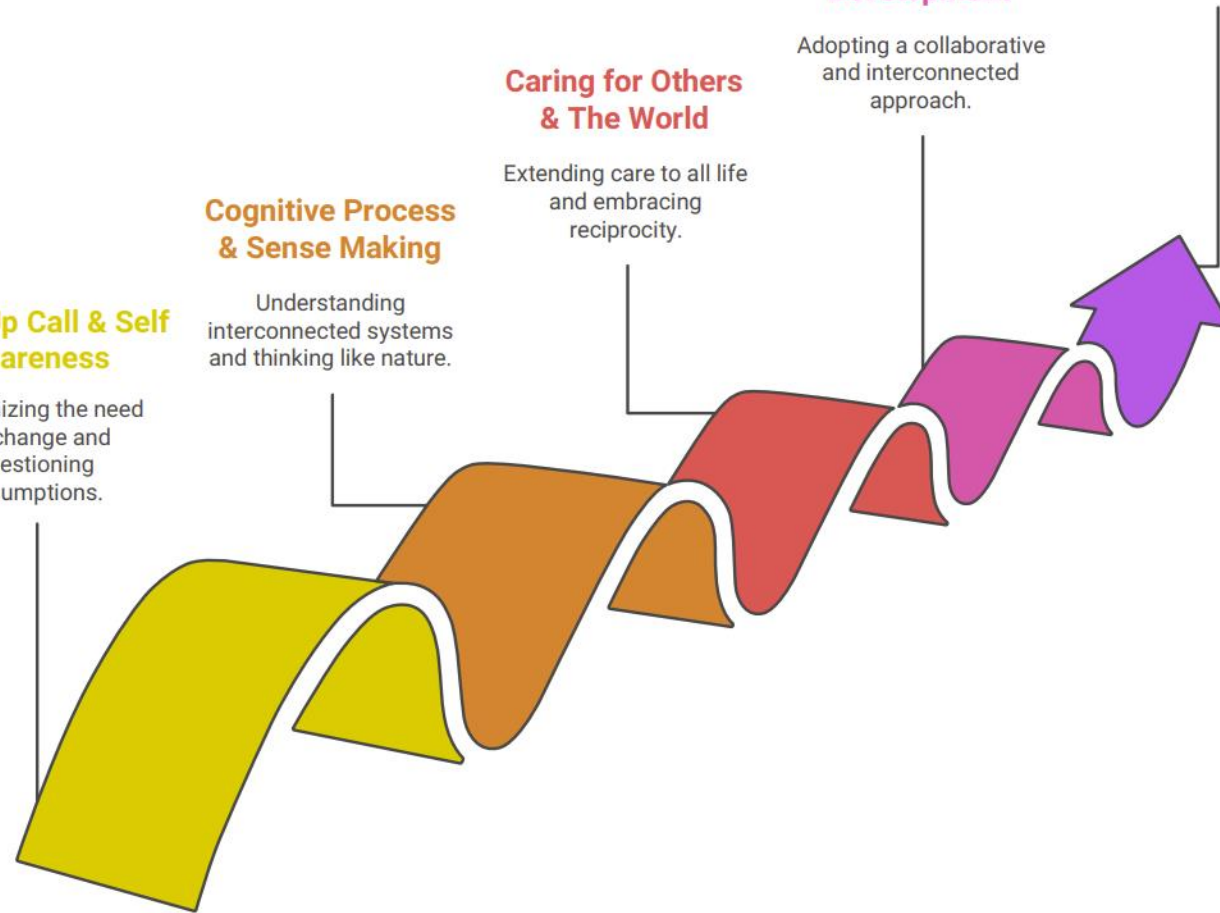
Extending care to all life and embracing reciprocity.

Regenerative Mindset Development

Adopting a collaborative and interconnected approach.

Drive Change in Interconnected Living Systems

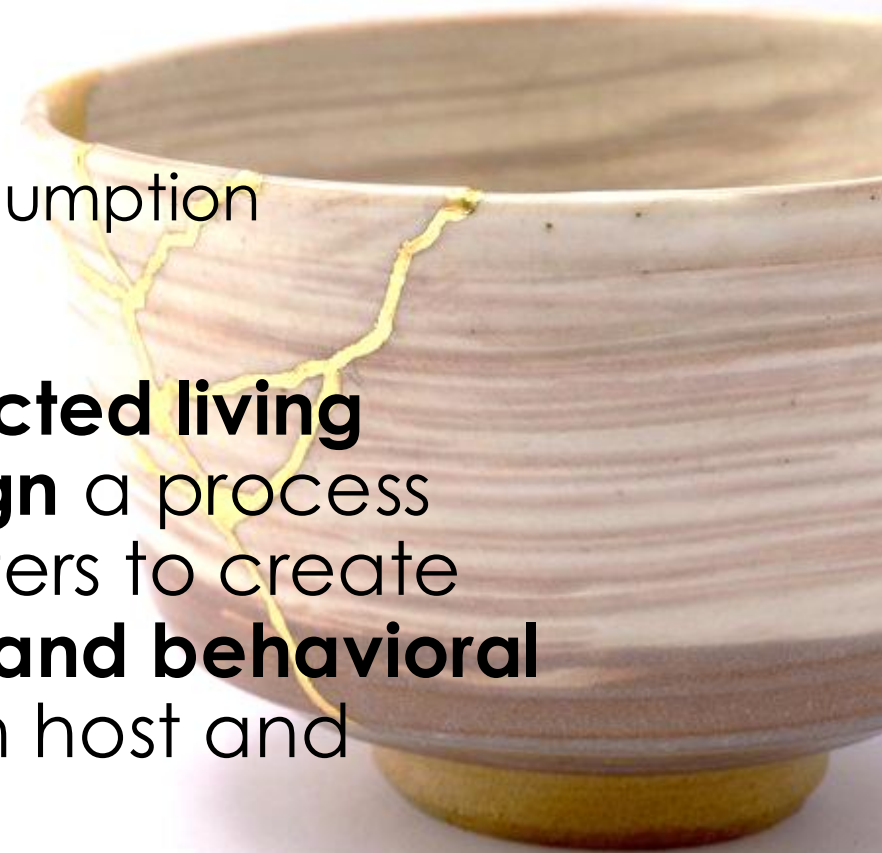
Catalyzing regenerative change within systems and institutions.



The Interplay between Regen & Luxury

- Luxury is an **evolving concept**
 - From material possession to experiential consumption

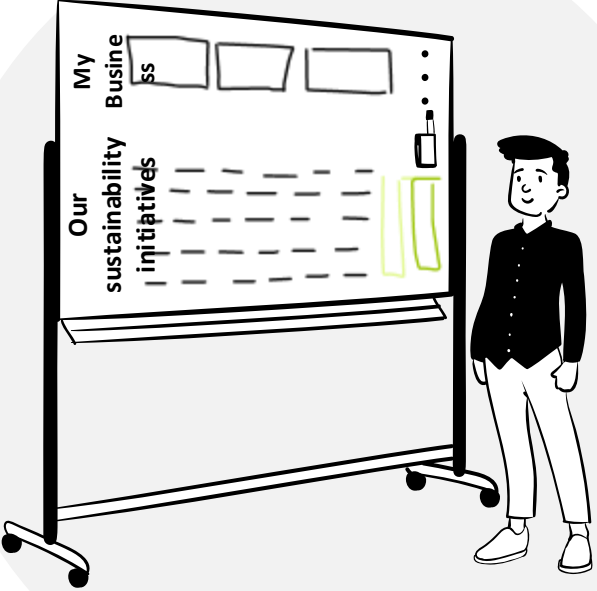
The **deep understanding of the interconnected living systems** fosters **authentic experience design** a process that moves beyond transactional encounters to create “moments” that inspire **reflection, growth, and behavioral change challenging the worldview** of both host and guests.



Key Principles of Regeneration

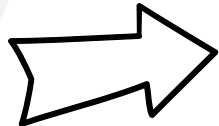
- **Mindset shift**
- **Net-positive by design**
- **Living systems thinking**
- **Inclusivity**
- **Authenticity at the core**
- **Shared profit, shared value**

So...Can We Foster Regeneration?



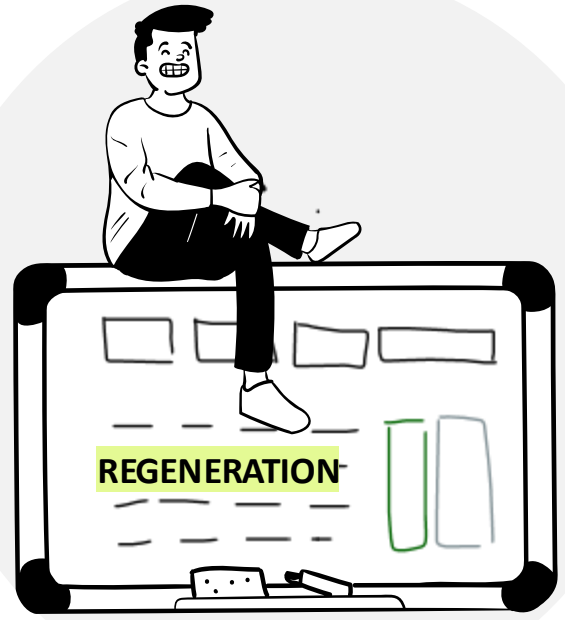
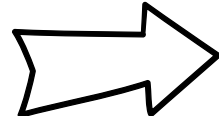
Observe

STEP 1



Reflect & Plan

STEP 2



Act

STEP 3

Affordance Theory & Regeneration

The **theory of affordance** challenges traditional approaches to the perception and interaction within environments.

The theory proposes that organisms such as human beings directly perceive opportunities for action called "affordances" within their environment.

- **What has the natural environment to offer to hoteliers? How can hoteliers 'interpret' what the natural ecosystem offers?**
- **What has the social environment to offer to hoteliers? How can hoteliers 'interpret' what the social ecosystems offers?**
- **How do these affordances of the natural and social ecosystem impact the organization? How do they impact the customers (or in our case the guests)?**

The same object presents different affordances to different users

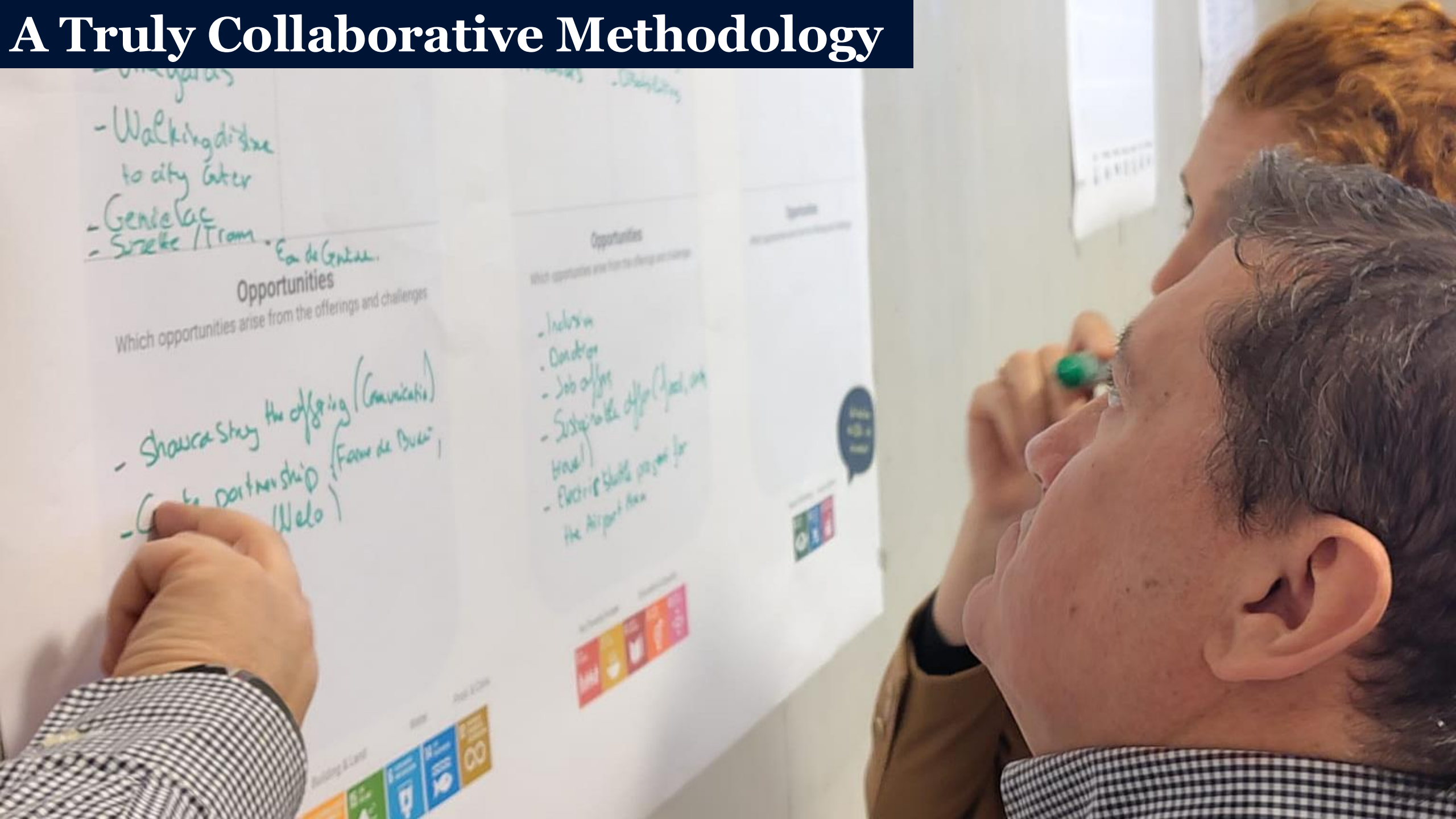
Consider the seemingly simple example of a chair. For a typical adult human, a chair affords sitting—its height, surface area, and structural stability align with human anatomical requirements and behavioral patterns. However, the same chair presents different affordances to different actors.



For a small child, it might afford climbing or hiding beneath. For an elderly person with mobility limitations, it could afford support while standing or resting. A cat might perceive it as affording scratching, perching, or territory marking.

The chair's affordances extend beyond its primary function.

A Truly Collaborative Methodology



- Walking distance to city center
- Gentle car
- Street / Tram

Opportunities

Which opportunities arise from the offerings and challenges

- Showca story the offering (Communication)
- Create partnership (Frame de Bueli, Melo)

Opportunities

Which opportunities are there to develop an issue?

- Inclusion
- Donation
- Job offers
- Sustainable offer (Apartment, Hotel)
- Electric skills program for the Airport Area

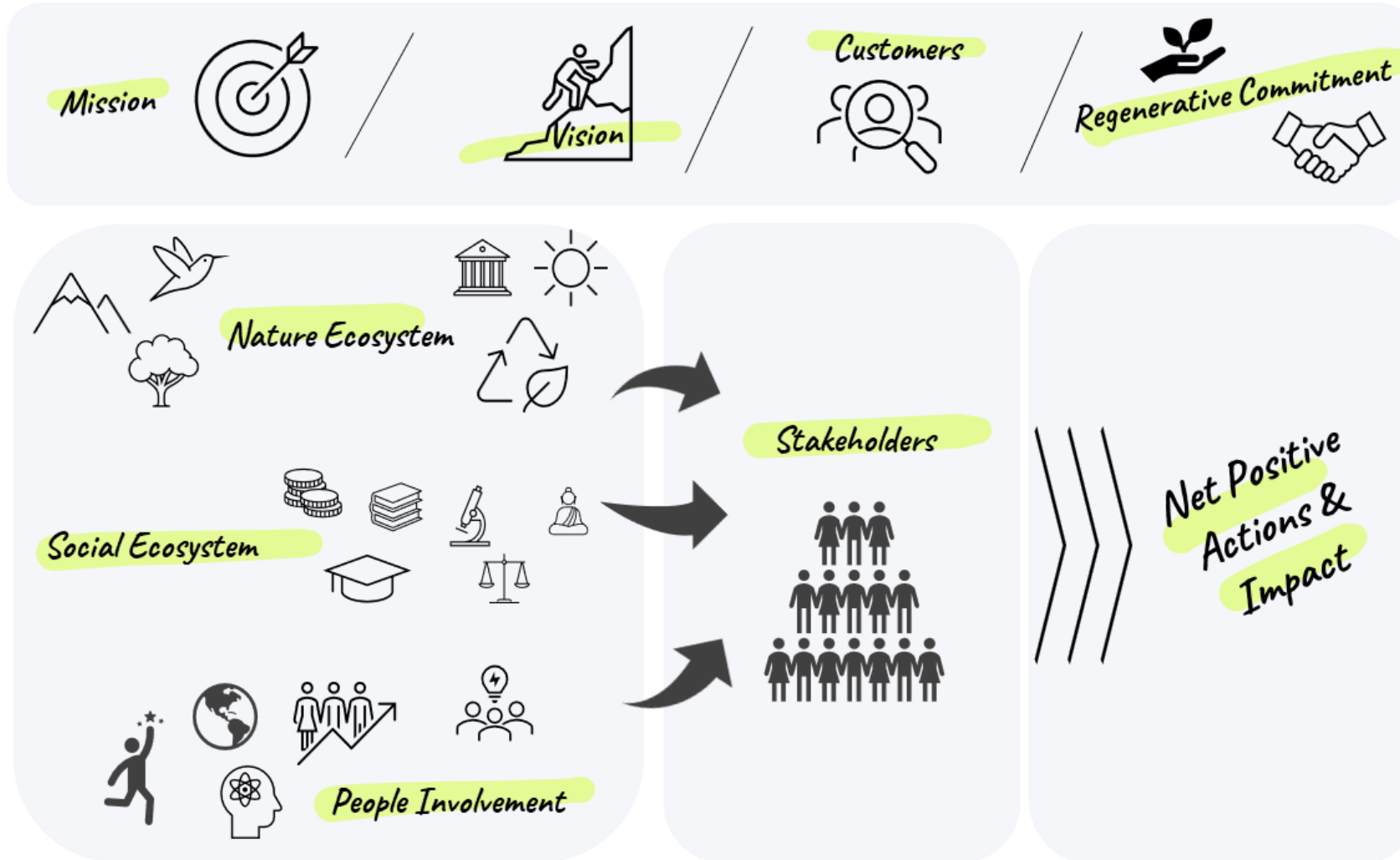
Building & Land

Energy

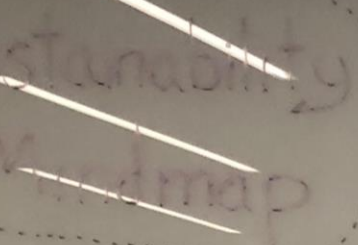
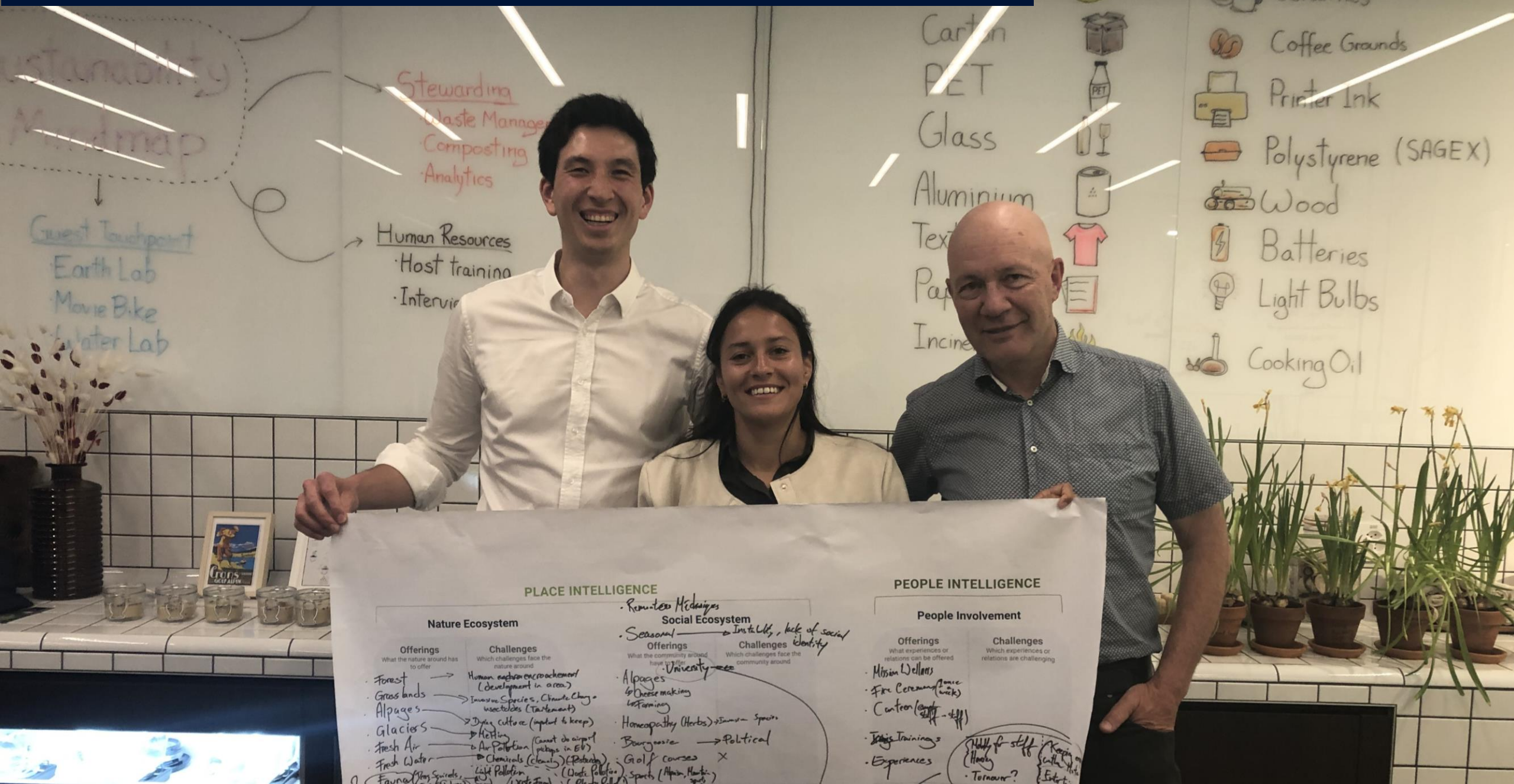
Transportation

8

The Regenerative Canva










Tangible Results & Strategic Decisions



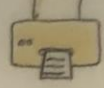







Stewarding
 Waste Management
 Composting
 Analytics

Human Resources
 • Host training
 • Interviews

Guest Touchpoint
 Earth Lab
 Movie Bike
 Water Lab

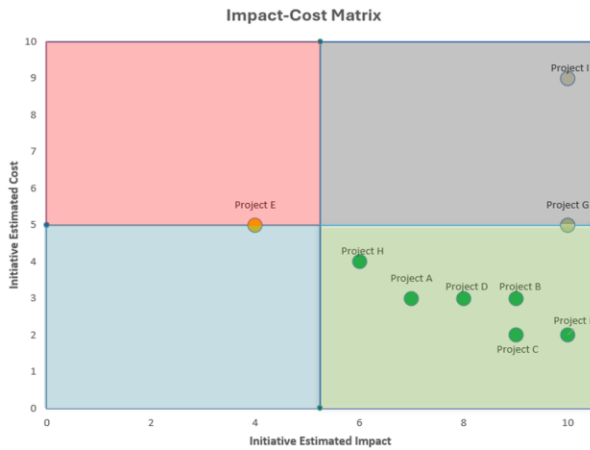
- Carton 
- PET 
- Glass 
- Aluminium 
- Text 
- Paper 
- Incineration 

-  Ceramics
-  Coffee Grounds
-  Printer Ink
-  Polystyrene (SAGEX)
-  Wood
-  Batteries
-  Light Bulbs
-  Cooking Oil

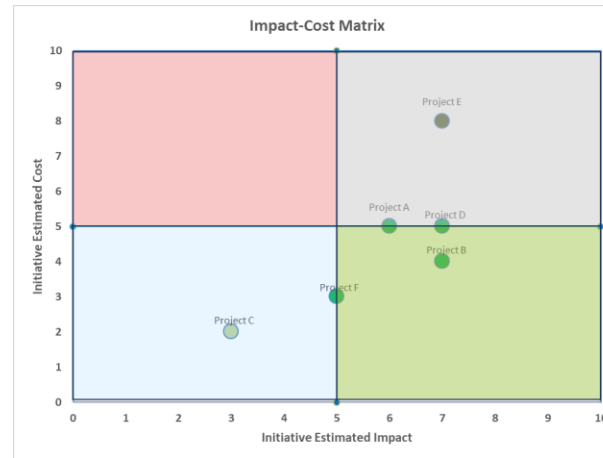
PLACE INTELLIGENCE		PEOPLE INTELLIGENCE	
Nature Ecosystem Offerings: Forest, Grasslands, Alpages, Glaciers, Fresh Air, Fresh Water, Fauna (Squirrels, Rabbits, etc.) Challenges: Human encroachment, Invasive Species, Climate Change, Drying culture, Air Pollution, Chemicals, Light Pollution, etc.		Social Ecosystem Offerings: Alpages, Homeopathy (Herbs), Bourgeoisie, Golf courses, Sports (Alpine, Nordic, etc.) Challenges: Inequality, lack of social identity, University, etc.	
People Involvement Offerings: Mission Wellas, Fire Ceremony, Cartoon, Trainings, Experiences Challenges: What experiences or relations are challenging?		(Handwritten notes: "Hobby for staff", "Tournament?", "Keeping staff with the site")	

There is no ONE SIZE FITS ALL

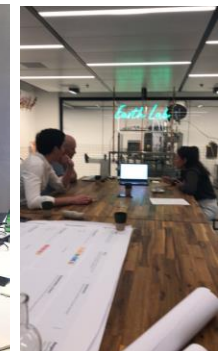
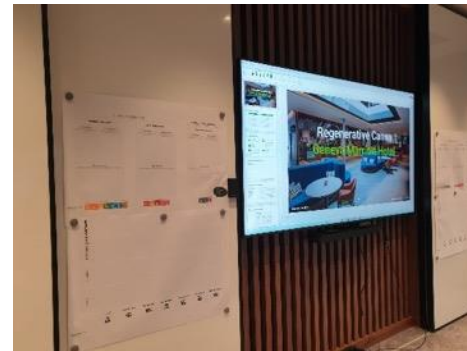
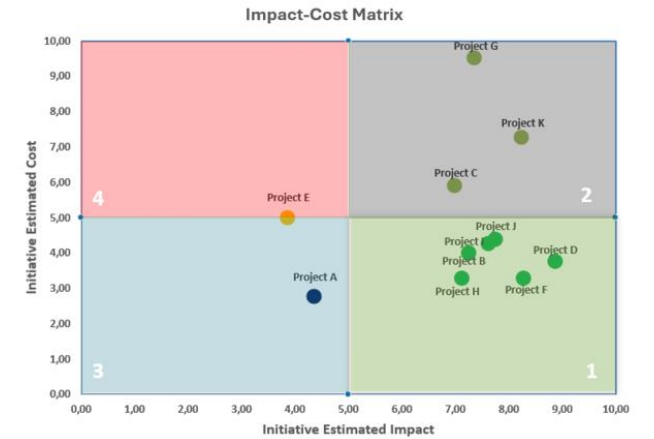
Boutique Hotel



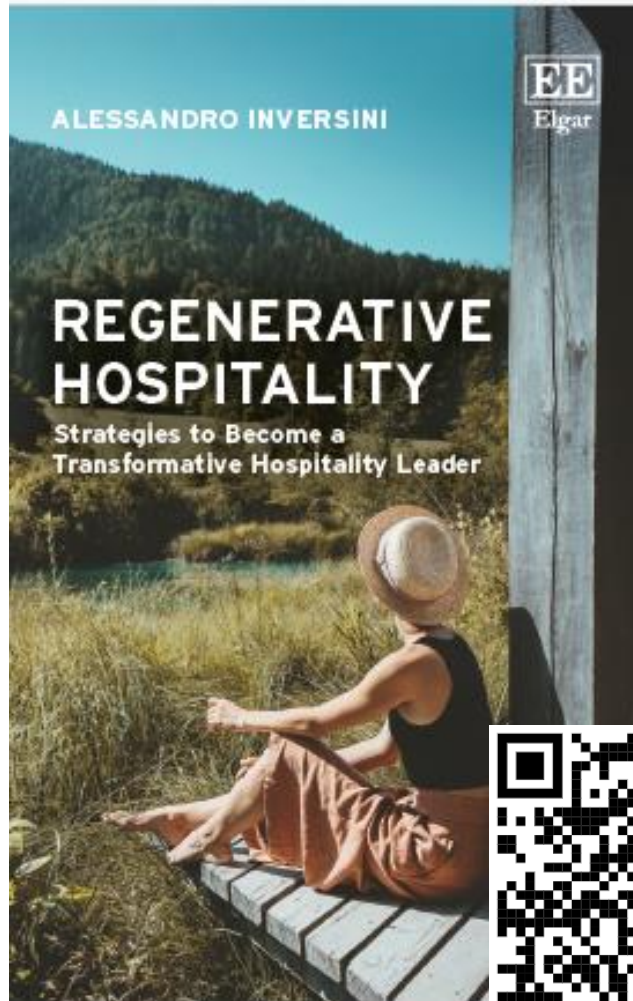
Camping



City Hotel



Get in Touch



Alessandro Inversini

Full professor in Marketing

alessandro.inversini@ehl.ch

<https://www.linkedin.com/in/inversini/>

<https://regenerativehospitality.org/>



Regenerative Hospitality Canva

A Playbook to Navigate Regenerative Transformation for Hospitality Businesses

Alessandro Inversini
EHL Hospitality Business School

Ronald Sone
EHL Hospitality Business School

J Schegg
Applied Science of Western
Valais

Amélie Keller
EHL Hospitality Business School

EDITION 1.1. (2025)

Hes 50

EHL

Hes 50

creative commons

