

## POSSIBILITIES FOR REGENERATIVE TOURISM

(To be filled in and uploaded as deliverable in the Portal Grant Management System, at the due date foreseen in the system.

 Please provide one sheet per event (one event = one workpackage = one lump sum).

PROJECT	
Participant:	[2] - [Pakhuis de Zwijger] ([PdZ])
PIC number:	[938357340]
Project name and acronym:	[ConnACT EU] — [acronym]

EVENT DESCRIPTION	
Event number:	[WP 8]
Event name:	[POSSIBILITIES FOR REGENERATIVE TOURISM]
Type:	[Panel Talk]
In situ/online:	[in-situ][online]
Location:	[Netherlands], [Amsterdam]
Date(s):	[10/12/2025] [11/12/2025]
Website(s) (if any):	<a href="https://dezwijger.nl/nieuws/connact-eu-in-amsterdam-for-regenerative-tourism">https://dezwijger.nl/nieuws/connact-eu-in-amsterdam-for-regenerative-tourism</a> <a href="https://dezwijger.nl/nieuws/a-look-back-at-the-possibilities-for-regenerative-tourism">https://dezwijger.nl/nieuws/a-look-back-at-the-possibilities-for-regenerative-tourism</a>
Participants	
Female:	57
Male:	24
Non-binary:	0
Prefer not to say:	2
From country 1 [Netherlands]:	49
From country 2 [Italy]:	8
From country 3 [Greece]:	2
From country 4 [Germany]:	5
From country 5 [Czech Republic]:	2

From country 8 [Argentina]:	4		
From country 7 [Iran]:	3		
From country 8 [Spain]:	1		
From country 9 [Georgia]:	1		
From country 10 [Japan]:	1		
From country 11 [Syria]:	1		
From country 12 [Mozambique]:	1		
From country 13 [India]:	1		
From country 14 [Bangladesh]:	1		
From country 15 [U.S.A]:	1		
From country 16 [France]:	1		
From country9 [Hungry]:	1		
Total number of participants:	83	From total number of countries:	17

### Description

*Provide a short description of the event and its activities.*

The first session of the event series was the lab visit at **Urban Leisure & Tourism (ULT) Lab** in Amsterdam-Noord that offered participants an introduction to regenerative tourism practice in an urban living-lab context. The afternoon began with a warm Eritrean tea and coffee, followed by a presentation from Zac Woolfitt, learning director of living labs at Inholland University of Applied Sciences, who set the scene with key concepts and objectives of the ULT Lab. Participants then experienced a guided neighborhood walk, visiting real student-installed interventions such as the *Story Bench* and *Buurtboek*, led by *Anouschka Trauschke*, Program Manager for the SPRONG “Gastvrije Transitie” project. This hands-on walk grounded theoretical ideas in actual community spaces, showing how small-scale prototypes can enhance quality of life through leisure and tourism. The workshop concluded with a short transfer to De Ceugel, where attendees learned about De Ceugel’s unique approach to urban regeneration and enjoyed a warm two-course vegetarian meal.

**Regenerative Tourism Hack** was a mini-hackathon hosted at the Inholland University of Applied Sciences that challenged participants to explore the role of artificial intelligence (AI) in supporting a more regenerative and inclusive visitor economy. The session was kicked off with a presentation on Regenerative Hospitality by Yasemin Oruc to lay the foundation for the follow up activities. Then Gustavo Contreras presented the possible use of AI as a tool in regenerative tourism practices. Under these experts guidance, different teams (4 teams of 5) investigated how AI can be used or even reimaged to strengthen community wellbeing, promote equitable governance, and lower the ecological footprint of tourism systems instead of reinforcing extractive patterns. Through rapid ideation, prototyping, and pitching, participants developed innovative tools, models, or narratives that imagine technology’s role in advancing regenerative outcomes in

urban tourism. The session emphasized creative collaboration and critical reflection.

On the second day, the evening session, **POSSIBILITIES FOR REGENERATIVE TOURISM**, at Pakhuis de Zwijger offered an open-to-public dialogue and panel talk session. The evening started with a partner's meeting at PdZ from 18:00-19:00. Later the ConnACT guests, speakers and presenters went to the venues for technical and sound check. At 19:30 the panel talk started being live-streamed as well giving the opportunity to participate online. This event contextualized regenerative tourism concepts for a broader audience. Bringing together researchers, social entrepreneurs, policy advisors, and students, the event unpacked what regenerative tourism means in practice, how Amsterdam and partner organisations are experimenting with community-centered strategies, and the implications for visitor economy policy. Through moderated conversation and audience engagement, the discussion explored how localized experiments and municipal responses might be scaled or adapted within the tourism sector — with particular focus on co-creation with local communities and designing tourism that contributes positively to place and people. For the last part, three students' groups from Inholland University of Applied Sciences presented their final project that has been done in the Amsterdam Noord area. After the end of the event all the participants had a networking chance with experts and speakers of the event. on both opportunities and challenges that emerging technologies pose for cities under tourism pressure.