

Darmstadt, 10 December 2025

Regenerative tourism is becoming an increasingly popular alternative in the ecological travel market, serving as a conscious counter-movement to overtourism. The objective is twofold: to preserve destinations in their current state and to proactively enhance them. This includes regenerating the environment and landscapes, supporting local communities, and facilitating cultural experiences. Thus, regenerative tourism combines ecological commitment, social responsibility, and economic fairness.

Leaving the right marks

Studies by the German Economic Institute for Leisure and Tourism (dwif) show that travelers not only want to travel in an environmentally conscious manner, away from the crowds, but also want to have a positive impact on their destination. Thus, guests become active participants in regenerative change, whether it be planting a tree, caring for biotopes, or revitalizing historical structures.

For companies in the tourism industry, this means combining sustainable offerings with high-quality, authentic, meaningful experiences. Responsible business practices must be strategically implemented, operational processes must be reviewed, and environmentally friendly measures must be adopted. Authentic initiatives that involve both guests and employees and are communicated transparently are crucial.

The (re)vitalization of rural areas

The Albergo Diffuso Relais del Maro <
<https://www.greenpearls.com/hotels/relais-del-maro/>> in Liguria demonstrates how regenerative tourism can strengthen the cultural identity of small villages. The Albergo Diffuso concept integrates hotels into existing town centers, preserving historic buildings. Guests experience local architecture, traditions, and regional cuisine while supporting the village's revitalization. Central components of this approach include the restoration of vacant houses using local materials, close community cooperation, and the promotion of craft businesses. In this way, regenerative concepts strengthen not only nature but also social and cultural structures.

On the Croatian island of Iž, preserving the region's original character is closely linked to limiting visitor numbers. The [Hotel Korinjak <https://www.greenpearls.com/hotels/hotel-korinjak/>](https://www.greenpearls.com/hotels/hotel-korinjak/), the only hotel on the island, operates exclusively from spring to early autumn. Its 76 rooms will not be expanded, deliberately excluding the accommodation of large groups. There are strict access regulations in the neighboring Kornati, Paklenica, and Telašćica national parks: visitors must follow marked trails, may only enter sensitive areas to a limited extent, and may only anchor boats in certain zones. Guests must pay an entrance fee or obtain permits, which control usage and protect the environment.

Regenerative tourism as an experience

Ecotourism involves protecting the environment; regenerative tourism takes it a step further by actively restoring it and preparing local ecosystems for long-term resilience.

Regeneration as part of the philosophy of Inkaterra hotels

For more than 50 years, the [Inkaterra hotel group <https://www.greenpearls.com/newsroom/en/inkaterra-pioneer-in-nature-conservation-and-sustainability-in-the-hospitality-industry/>](https://www.greenpearls.com/newsroom/en/inkaterra-pioneer-in-nature-conservation-and-sustainability-in-the-hospitality-industry/) in Peru has been actively committed to protecting the country's unique ecosystems. From the beginning, "giving back" has been central to Inkaterra's philosophy, close to the heart of the owner family, led by eco-pioneer José Koechlin von Stein. Whether it is re-naturing former agricultural land in Machu Picchu Pueblo with native cloud forest, cooperating closely with local authorities to minimize waste (also in Machu Picchu Pueblo), establishing a private marine reserve in northern Peru, or actively protecting and researching the rainforest on the edge of Tambopata National Park on the Madre de Dios River. Guests can experience these projects and research firsthand on guided tours, nature excursions, and other activities, and their stay supports the hotel group's commitment.