

Report of: Head of Regenerative Tourism

Subject: PCNPA Regenerative Tourism Principles

Decision Required: No

Recommendation:

The Operational Review Committee is recommended to:

- a. Note the below report.

1. Key Messages

- 1.1 The purpose of this report is to share the Authority's approach to working towards Regenerative Tourism.

2. Background

- 2.1 The 'Supporting Regenerative Tourism through the Visitor Economy Delivery Plan' includes the goal to:

Create a key statement and set of principles on Regenerative Tourism to guide PCNPA's initial work in this area.

Work has been undertaken by the Head of Regenerative Tourism and the Regenerative Tourism Team to complete this goal.

This report outlines this work.

- 2.2 The aim of the regenerative tourism principles is to set out the Authority's vision for regenerative tourism. These principles sit below the [National Park Partnership Plan](#) (currently under public consultation) and align with the [Pembrokeshire Destination Management Plan 2024-2028](#).

Whilst the Pembrokeshire Destination Management Plan looks at Pembrokeshire more widely, the purpose of the principles is to focus on the work of the National Park Authority.

- 2.3 The principles detail the Authority's overall vision for regenerative tourism and divides this into four key aims, one under each priority area: Conservation, Climate, Connection and Communities.

- 2.4 It is important to view the Authority's regenerative tourism principles alongside national and local visitor economy aspirations, detailed below:

Visit Wales Vision:

To grow tourism for the good of Wales: generating economic, environmental, cultural and health benefits that enrich the lives of our visitors and local communities.

Pembrokeshire Destination Management Plan Vision:

To be a global leader in regenerative tourism

PCNPA Vision:

A National Park where nature, culture and communities thrive.

2.5 The Regenerative Tourism Team have developed skills and knowledge within the subject area of regenerative tourism, alongside existing industry experience, to aid in the development of these principles.

Key policy objectives such as the [UN Sustainable Development Goals](#), legislation such as the Well-being of Future Generations Act and Government Strategy such as [Visit Wales priorities for the visitor economy](#), were reviewed to help draft the principles and to understand the wider global and national tourism context.

Secondary research was also conducted on existing best practice within the regenerative tourism sphere, including leading destination management examples such as:

[The Bay of Plenty, NZ](#)

[Iceland](#)

[Visit Flanders](#)

[York](#)

2.6 Academic journals were consulted in the preparatory research, including papers from leading scholars such as Anna Pollock, Loretta Bellato and Joseph Cheer. (Links to academic papers can be shared on request).

3. Consultation

3.1 All consultation to date has been internal, public consultation has not taken place as these principles are designed to guide the work of the Authority and are for use internally. The principles are not designed as a tourism strategy for Pembrokeshire but are to be used to help define what regenerative tourism means to the Authority.

Comprehensive staff consultation has taken place, see detail below.

3.2 Consultation to date:

Date	Who/What	Detail
March 2023	Regenerative Tourism Annual Staff Meeting	Workshop tasks focused on values, what is valued about the National Park.
February 2024	Regenerative Tourism Managers Workshop	Using the feedback from the staff meeting and the research detailed above, the managers drafted a set of principles and an overall vision.
March 2024	Regenerative Tourism Annual Staff Meeting	The principles and vision were workshopped with the team, and feedback was received. Staff were also asked how they would practically implement the principles in their roles.
September 2024	Management Team	Presented at a PCNPA Management Team meeting with requests for feedback.
September 2024	Strategic Policy Team	Meeting to present draft principles to Strategic Policy Team, in relation to the draft Partnership Plan.
November 2024	PCNPA All Staff Meeting	A presentation was delivered on the draft principles, with the opportunity for all staff to feedback in the form of written comments or suggestions, in confidence.

4. Strategic Policy Context

- 4.1 The information and recommendation(s) contained in this report are consistent with the Authority's statutory purposes and its approved strategic policy context.
- 4.2 The principles have been drafted using the four priority themes as headings, therefore the principles align as much as possible with the Management Plan Partnership Themes.

A consultation meeting was held with the Strategic Policy team to ensure alignment with the draft Partnership Plans objectives.

5. Financial Considerations

- a. The resource to develop these principles has been used from existing officer capacity.
- b. The aim of the principles is to inform the Authority's work in relation to tourism, offering direction across multiple departments. The existence of these principles promotes cross team working and offers strategic guidance, which should result in time efficiencies.
- c. The delivery of these principles will take place within existing delivery plans; however, the principles also offer opportunities to investigate external funding where appropriate and give a clear direction of the Authority's priorities for tourism.

6. Risk and Compliance Considerations

- a. These principles will support and guide the Authority's work in tourism. The principles align with the Authority's existing priorities of Climate, Connection, Communities and Conservation.
- b. The aim of the principles is to strengthen the Authority's tourism work and to better align work with the overall priorities.
- c. Staff have been consulted throughout the development process, have contributed their knowledge and experience, and have bought into the principles with an understanding of how the principles shape their everyday work.

7. Impact on our Public Sector Duties

7.1 Integrated Assessment Completed: Yes/ **No**

7.2 Equality, Socio-Economic, Health and Human Rights Impacts

- 7.2.1 The regenerative tourism principles seek to follow and strengthen the Authority's core priorities of Connection, Climate, Communities and Conservation.

It is aimed that the principles will have a positive impact on the above rights.

7.3 Welsh Language Impacts

- 7.3.1 A key component of regenerative tourism is connection to people, place and environment. Welsh language and culture are therefore integral to the principles.

7.4 Section 6 Biodiversity Duty and Carbon Emission Impacts

- 7.4.1 The principles include ambitions for both Conservation and Climate within our tourism work.

7.5 Well-being Goals for Wales and 5 Ways of Working (Sustainable Development Principles) Impacts

- 7.5.1 As discussed, the UN Sustainable Development Goals (UNSDGs) have been considered as part of the development of the principles. In Wales the UNSDGs are included in the Well-being of Future Generations Act legislation.

8. Conclusion

- 8.1 A vision for regenerative tourism has been drafted, alongside a set of principles with the aim of guiding the work of the Authority. PCNPA staff members have

been consulted along the way and have been integral to the development of these principles.

The vision and principles will be used alongside the PCNPA priorities to direct the regenerative tourism team's work, and to help guide the Authority's approach to tourism across departments.

Future aspirations will be to work with partners externally to promote these principles within the wider tourism industry.

9. List Background Documentation:

Appendix 1 – Pembrokeshire Coast National Park Authority Regenerative Tourism Vision and Principles (English and Cymraeg)

A presentation further discussing the development of these principles will be given by the Head of Regenerative Tourism at the Operational Review Committee on Wednesday 12 March 2025.

(For further information please contact Claire Bates,
claireb@pembrokeshirecoast.org.uk)

Appendix 1

Pembrokeshire Coast National Park Authority Regenerative Tourism Vision:

A National Park where tourism, nature and communities flourish equally.

A tourism sector which enriches the economy, preserves our natural heritage, and fosters a harmonious relationship between people and the environment for generations to come.

Driving responsible and ethical commercial growth to support our Regenerative Tourism Vision.

Conservation: Tourism which respects, protects, and nourishes our environment.

Climate: A National Park which is actively working towards a carbon neutral tourism sector.

Connection: Diverse audiences will feel connected to the National Park for the benefit and wellbeing of all.

Communities: Tourism and communities enrich each other.

‘Regenerative Tourism aims to ensure tourism gives back more than it takes, creating an overall positive benefit to communities, the environment and the destination.’

Awdurdod Parc Cenedlaethol Arfordir Penfro Gweledigaeth ar gyfer Twristiaeth Adfywiol:

Parc Cenedlaethol lle mae twristiaeth, natur a chymunedau yn ffynnu ar y cyd.

Sector dwristiaeth sy'n cyfoethogi'r economi, yn diogelu ein treftadaeth naturiol ac yn meithrin perthynas dda rhwng pobl a'r amgylchedd am genedlaethau i ddod.

Hybu twf masnachol cyfrifol a moesegol er mwyn cefnogi ein gweledigaeth ar gyfer Twristiaeth Adfywiol.

Cadwraeth: Twristiaeth sy'n parchu, yn amddiffyn ac yn rhoi maeth i'n hamgylchedd.

Hinsawdd: Parc Cenedlaethol sy'n gweithio'n brysur i greu sector dwristiaeth garbon niwtral.

Cysylltiad: Bydd cynulleidfaoedd amrywiol yn teimlo fel petai ganddynt gysylltiad â'r Parc Cenedlaethol am fod y parc yn blaenoriaethu buddion a llesiant pawb.

Cymuned: Mae twristiaeth a chymunedau yn gallu cyfoethogi ei gilydd.

“Bwriad Twristiaeth Adfywiol yw ceisio sicrhau bod twristiaeth yn rhoi mwy i gymuned nac y mae'n ei gymryd oddi wrthi, gan greu buddion sydd ar y cyfan yn rhai cadarnhaol i gymunedau, yr amgylchedd a'r lleoliad.”