

After reading the “Value of Tourism on Vancouver’s North Shore” report, it was clear that it adheres to many sustainability frameworks and ideologies. Without actually mentioning it, it clearly follows the three pillars framework with all of the strategies and recommendations taking into account the North Shore’s people, profit and planet. The report also displays David Weaver’s Broad Context Model. The background information laid out in section 1.0 shows us that the North Shore destination is on the brink of unsustainable mass tourism. Due to this, the capacity management strategies and regulations outlined in the report are all aimed at transitioning the destination to a place of sustainable mass tourism. The one framework that I found the report to less obviously exhibit, is the Regenerative Travel framework. Rather than managing capacity, this framework aims to restore the place and I was keen to analyze if the report strategies could do this for the North Shore. To do this, I developed a list of questions that I could ask about each of the capacity management strategies to see if they align with the framework. The questions were derived from research I did of the <https://www.regenerativetravel.com/> website and <https://www.earth-changers.com/blog/2020/9/22/regenerative-tourism-what-is-it-and-what-is-it-not> blog.

Regenerative Travel Framework:

1. Does the capacity management strategy heal/restore the place?
2. Does it leave the place better than it was found?
3. Does it see the world as alive, not a machine?
4. Is it opposed to managing and marketing to consumer demand?
5. Does it focus on the supply-side? (host communities & ecosystems)
6. Does it have the capacity to transform usual daily human thinking? or teach.
7. Does it create civic pride?
8. Does it take a holistic approach to the wellbeing of the entire tourism ecosystem in which communities live?

After developing these questions, I reread the report and used these questions to determine if the report aligns with them. Many of the strategies did. For example, the strict seasonal closures of the

Grouse Grind and their shoulder season focused marketing definitely show an opposition to marketing to consumer demand. The educational partnerships that Lynn Canyon makes with Adventure Smart BC and North Shore Search and Rescue definitely have the capacity to teach and transform usual daily human thinking. The strategy for Deep Cove to hire locally and establish events that are catered to locals and donate locally, definitely helps to create civic pride. These are just three examples of the report following the Regenerative Travel framework. From what I found, the strategies aligned most with questions 3-8. However, there were major gaps when it came to questions 1 (does the capacity management strategy heal/restore the place?) and 2 (does it leave the place better than it was found?) and realistically it is these two questions that are imperative to the Regenerative Travel framework. The capacity management strategies were all designed to reduce the negative impacts of tourism on the North Shore and "to help identify ways in which tourism benefits can be maximized for businesses, residents, and visitors themselves," but in doing this, it still follows the traditional tourism model of consumption and does not detail ways to leave the place better or bring it back to how it naturally was. For example, extending and building new parking lots for mountain biking trails is great for visitors but it definitely does not leave the environment better than it was found. Due to these gaps, I'd say that the "Value of Tourism on Vancouver's North Shore" report does not follow the Regenerative Model framework. However, the report is a step towards it, with many of the strategies beginning to move towards more holistic, regenerative thinking. I think that for a place like the busy North Shore, just moving in a more sustainable direction first will benefit the place and people immensely. Regenerative tourism is achievable for some destinations but for others (especially those that are very busy) the paradigm shift has not yet fully happened and it will take a lot of small steps towards sustainability and education to be able to fully transition to a Regenerative Model. This report exhibits sustainability excellently and follows many past models that preach preserving the place for future enjoyment. However, if the North Shore wants to move towards a Regenerative framework it will have to adopt strategies that can restore and revive the essence and nature of the place, rather than just maintain or develop it further.