

1. David Weaver's "Deliberate Alternative Tourism" Model

David Weaver's "Deliberate Alternative Tourism" Model strives to classify and support long-term, sustainable tourism. It is an ideal type, mostly focused on destination planning that is appropriate for "ecologically or culturally vulnerable incipient destinations." In the early 1980s, it was revealed that mass tourism and even alternative tourism offerings have an unsustainable component and so deliberate alternative tourism seemed to be the new desirable and sustainable alternative based on the adaptancy platform introduced at the time. Basically, the desired outcome in any destination is a shift from either circumstantial alternative tourism or unsustainable mass tourism to deliberate alternative tourism or sustainable mass tourism. While sustainable mass tourism is the most feasible and appropriate option for destinations that are already experiencing high levels of tourism development, Weaver's model shows that deliberate alternative tourism is ideal for small scale destinations that are looking to offer tourism products in a localized, sustainable way. Deliberate alternative tourism involves unique tourism offerings that are place-specific. The main objective of this type of tourism is to protect the social/cultural, environmental and economical integrity of lower intensity destinations through high regulation.

2. Michael Hall et al's Sustainable Tourism VENN Diagram

Michael Hall et al's Sustainable Tourism VENN Diagram models the values and principles of sustainable tourism. It is mostly focused on destination planning but has also been adopted in business planning. The objective is to shift people's way of thinking about sustainable tourism and to encourage destinations to adopt a more holistic approach towards planning that places equal prioritization on environmental, social and economic values. The diagram encourages the safeguarding of natural and cultural assets within a destination while simultaneously being economically viable and meeting the expectations and needs of travellers. The goal of this model is to promote a triple bottom line way of thinking in destination planning.

3. Regenerative Travel

Regenerative travel attempts to revolutionize the tourism model. Its main objective is achieving a paradigm shift within destination planning, business planning and consumer behaviours. For destinations, regenerative travel means reforming how they assess, monitor and plan. With regard to businesses, it means becoming accountable and taking responsibility for their impacts and roles. For tourists, it denotes a shift in thinking and change in individual actions. Regenerative travel is trying to change how societies think about and interact with the world. This new term or model has been introduced because despite sustainable tourism's efforts and desires to protect and enhance destinations, it has always negatively impacted them. Regenerative travel is not about mitigating this impact (which is what most other sustainable tourism models attempt) but it's about eliminating it entirely, bringing the destination back to its innate nature and allowing whatever its unique attributes are to flourish and express themselves.

Are they more or less addressing the same aspects of “sustainable / responsible / ethical / good” tourism, or do they have some fundamental differences?

All three models or concepts are based around the same premise of “good” and improving the tourism that has been done in the past. The first two models, however, are far more practical, whilst regenerative travel is quite philosophical. Both Weaver's Model and Michael Hall et al's VENN Diagram, attempt to create ways that we can achieve the sustainable tourism definition of “the ability to meet present needs without compromising those of future generations.” I feel like regenerative travel (at least if you ask Bill Reed and Anna Pollock) would reject that definition, arguing that sustainability is not something that can be achieved and that the definition still implies a negative impact. Regenerative travel and the Venn diagram do share a common characteristic though in that they are both addressing collective values and related choices. Additionally, a similarity between regenerative travel and Weaver's Model, is that they are both place-specific.