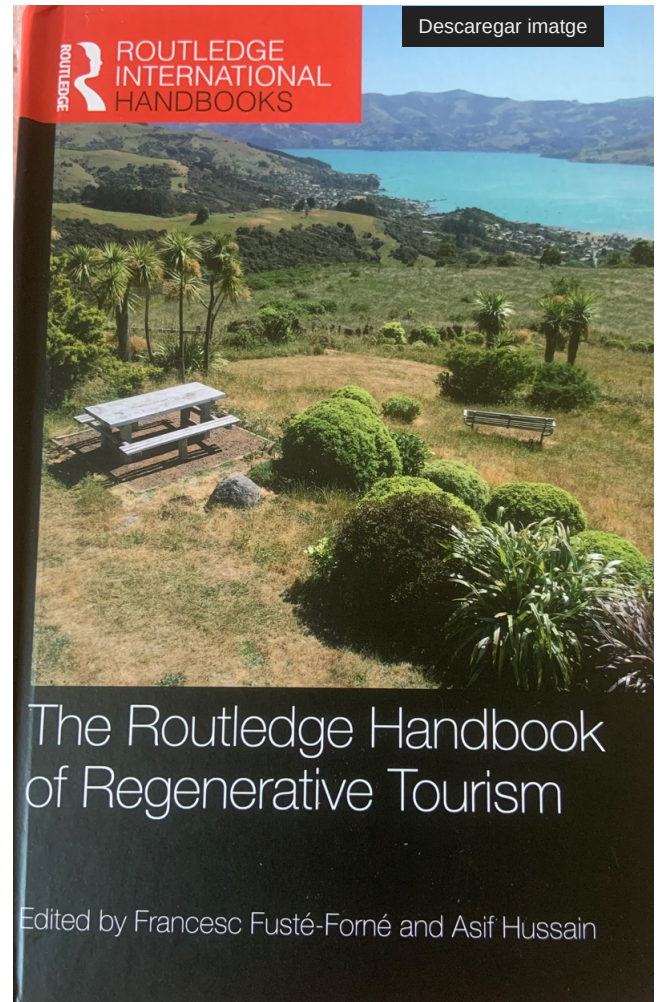


dijous, 19 de juny de 2025

# La professora Ester Noguer-Juncà publica un capítol al llibre The Routledge Handbook of Regenerative Tourism

La professora Ester Noguer-Juncà, juntament amb dos professors més d'altres universitats catalanes, acaben de publicar el capítol "Human resources and regenerative tourism" en el llibre *The Routledge Handbook of Regenerative Tourism* editat per Francesc Fusté-Forné i Asif Hussain.

La publicació es pot consultar aquí [



<https://www.routledge.com/The-Routledge-Handbook-of-Regenerative-Tourism/Fuste-Forne-Hussain/p/book/978>  
]

# HUMAN RESOURCES AND REGENERATIVE TOURISM

*Ester Noguer-Juncà, Montserrat Crespi-Vallbona and  
Nuria Louzao-Belmonte*

## Introduction

The tourism industry is a complex reality that involves economic, social, cultural, and environmental systems (Pearson et al., 2024). Nowadays, after the COVID-19 pandemic and other global crises, academia and practitioners worldwide suggest rethinking the existing tourism models (Ali, 2022; Gibson, 2021) and transforming the tourism industry to alternative, inclusive, and non-capitalist models (Ali, 2022; Gretzel et al., 2020; Rastegar et al., 2021; Sheller, 2021) finding a fair balance among all the stakeholders. In this sense, regenerative tourism emerges as a sustainable, holistic, dynamic, and transdisciplinary development approach (Becken & Kaur, 2022).

The concept of “regenerative” has been defined as the development of the specific conditions for life to endlessly replenish itself, changing into new forms at the same time conditions evolve (Hutchins & Storm, 2019). Although there is not yet a common definition, due to the newness of the topic, the academia agrees that the aim of regenerative tourism must be the development of a tourism activity with a positive transformation, creating a propitiate scenario based on endemic potentials and a reciprocated association among all stakeholders (Bellato et al., 2023; Corral-Gonzalez et al., 2023; Ateljevic, 2020; Chambers & Buzinde, 2015).

Following Hutchins and Storm (2019), when an organization aims to develop a business strategy based on regenerative characteristics, a range of elements, inputs, outputs, and externalities need to be considered. It is evident that the redesign of the tourism industry toward a regenerative model requires efforts from three areas: the change or the redesign of systems, the development of a collaborative mentality, and the applications of practices that expand the current limits (Corral-Gonzalez et al., 2023; Dredge, 2022). In sum, a key aspect of regenerative tourism is ensuring that the tourism development process is equitable and inclusive, benefiting all participants and organizations (Camargo & Jamal, 2023). This is, as far as human resources are