

Towards a New Model of Tourism Manifesto

Ethical & Regenerative Practice for
Tourism: Nine Articles

Towards a New Model of Tourism

Foreword

Towards a New Model of Tourism - A Manifesto sets out a concise set of ethical guidelines: a potential point of reference for architects, entrepreneurs and other creatives when developing projects that impact place and community.

Informing the manifesto is the understanding that travel and tourism can be forces for both good and evil. Tourism may support social development and highlight the preciousness of heritage and environment. It can motivate investment in conservation, create prosperity, spark creativity, build intercultural understanding, connect communities and open minds. Equally, it can wreak disaster on local environments, economies, politics, societies and cultures. Covid-19 helped spotlight both the value and the problems of tourism, but industry reflection on tourism's ethos and practices long predates

the global pandemic. It has been clear for decades that climate crisis, pandemic risk, economic abuse, the legacies of colonialism and the damage caused by over-tourism cannot be ignored—that “business as usual” is no longer an option.

Architects and designers have a critical role to play in the development of tourist destinations: the decisions they make profoundly influence environmental and social dynamics. Artists—creative, critical thinkers who often communicate in unprecedented ways—also have much to contribute. The artists and architects who scripted this manifesto were brought together by arts organisation PRAKSIS for its twentieth residency, *An Urgent Situation*, which proposed that by acting with care and concern, architects and artists can propel critical changes in the travel industry’s infrastructure.

The residency's activities focused on a specific task: the conceptual and material development of Samong Haven Bali, a culture centre presently in construction in rural North-West Bali, Indonesia. Created through collective discussion, the residents' manifesto distils their key discoveries and seeks to present them in the most widely relevant and accessible way. The participants included Canadian artist Eric Almborg, Norwegian architect Hans-Petter Bjørnådal, Malaysian architect Zhe Rui Chen, curator Ahmad Darkhabani, Canadian artist Stephanie Florence, French landscape architect Doriane Happel, Malaysian architectural researcher Afaf Ismail, Malaysian architect Eleena Jamil, British artist and curator Nicholas John Jones, Norwegian architect Kyrre Kalseth, Jamaican born architect Don Lawrence, Norwegian architecture studio Majoren tegnestue, Ugandan architectural designer

Tadeo Nedala, and Norwegian artist Tanja Thorjussen. Writer Rachel Withers assisted in the preparation of the text.

Grateful thanks are also due to the British Council, Nordic Culture Fund, Arts Council Norway, and the City of Oslo for their support for the project.

More information about the project can be found at www.praksisoslo.org

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Ethical & Regenerative Practice for Tourism: Nine Articles

1) Inclusive design / Local Engagement and Ownership / Collectivity

2) Regenerative Economics / Local artisans / Materials

3) Ambitious Ethical Policies

4) The Seed Model, Decolonisation, and the Anti-colonial

5) Circular Practices / Regenerative Design / Sustainable Waste and Water Management

6) Design for Resilience

7) Agency for Ecology

8) Slow Travel / International and Local Collaborative Visitors

9) Balance / Joy, beauty and loving kindness

1) Inclusive design / Local Engagement and Ownership / Collectivity

By respecting these principles, we will seek to create projects that promote inclusive design, local engagement and ownership.

Inclusive Design entails planning for collective spaces through detailed consideration of who is using, and who will use, those spaces. The encouragement of shared experiences will be a key criterion for the design of layouts and choices of materials. Designing for inclusivity will involve fusion and compromise in a quest to create a humane and dignified hybrid of local and international cultures.

Local Engagement entails engaging in sensitive, thorough and meaningful consultation with local people on material choices and techniques; prioritising the creation of friendly and interactive spaces of collectivity for both locals and visitors.

Ownership of the project belongs to all who contribute to it or will be impacted by it. Buildings should be recognisable and inviting for people living nearby, an enhancement not a detriment to their locality.

2) Regenerative Economics / Local artisans / Materials

By respecting these principles, we will seek to assist the creation of economies that are regenerative and supportive of diverse local communities.

Regenerative Economic Practice is vital to building sustainably. It entails the creation of a virtuous circle in which the future of designs, buildings, and tourism, and community initiatives, sustain one another. Income becomes reciprocal to the community and to organizers, and will support new possibilities for small local businesses.

Local artisans are vital to sustainable construction. Their involvement promotes and sustains traditional construction knowledge, and their knowledge enhances

building projects. Opportunities for craft-led skills and technique sharing are integral to the building of communities.

Local Materials should be prioritised in order to reduce transportation costs and consumption. Locally sourced materials will generate a cultural aesthetic that is unique to each individual location.

3) Ambitious Ethical Policies

By striving to engage ambitious ethical policies, we will seek to secure the support of local investors and stakeholders, and policy makers.

By identifying the people that have a standing in local society: the elders, the mavens and the people that have respect— projects will strive to build deep links with host communities.

By identifying the beings that are unheard, and listening to them, projects will strive to build deep links with host communities.

Policy makers need to be engaged to help ensure that local interests are protected. Gentrification and corporate money traps

are often the end result of initiatives started with good intentions. Forward-thinking policies can ensure that the local people and economies are able to profit from tourism developments.

Harmful norms should be challenged with bravery. Non-normative solutions to problems should be ambitiously conceived and fought for committedly, while remaining open to reasonable compromises.

4) The Seed Model, Decolonisation, and the Anti-colonial

We will strive to create spaces that are decolonial, anti-colonial and supportive of the seed model.

Seed Models are living designs that take in nutrients—such as time, consideration, care, and research—within a process of growth, leading to responsible building that fosters local space, place, and culture..

Decolonisation is a multi-generational endeavour. It challenges the concept that one way of living is best. It aims to unravel the hierarchies that enforce privilege, individualism, racism, elitism, ableism, genderism, sexism, xenophobia, and speciesism.

Anti-colonial frameworks reject colonisation and promote equitable relationships. They promote reciprocity and foster community with peoples, beings and cultures that have regularly been suppressed or persecuted, such as local people, Indigenous peoples, Noncitizens, and more-than-humans.

5) Circular Practices / Regenerative Design / Sustainable Waste and Water Management

By adopting circular practices and regenerative design, we will help secure sound waste and water management.

Circular Practices involves considering all parts of a design process as vital and akin to a self-sustaining ecological system. Decisions about materials and practices should nourish and inform architectural and construction decisions.

Regenerative Design seeks to secure long-term rejuvenating impacts on local habitats, inhabitants, and cultures—for example, through the use of permacultural strategies that utilise natural systems as an architectural generator.

Sustainable Waste and Water Management is vital for a collective healthy future. Projects should reduce consumption, employ waste as a practical material, and plan and deal innovatively with biodegradability and decay..

6) Design for Resilience

Our design concepts and practices will take flexibility, adaptability and change into account.

Flexibility is a key feature of every design. Buildings should function as organisms that can adjust to users' needs and climate conditions.

Adaptability is a crucial mode of thinking, one that allows for the creation of long-term growth and takes into account the possibility of decay and rebirth.

Design for longevity involves providing future users with clear information and advice about the maintenance and preservation of buildings and their functions.

7) Agency for Ecology

We will include and engage the local ecology in our design and development process.

Enhancing the ecological and environmental status of a building's surroundings is a key design goal.

By allocating an abundance of resources to human and non-human entities, designs will seek to create balanced conditions of consumption and regeneration.

Designs will consider the non-human in the design and planning process and balance needs and wants. It will respect the needs of animals and vegetation, as well as people. Needs include shelter, food and water, while wants imply going beyond necessities. Both needs and wants are important for all, and need to be balanced.

8) Slow Travel / International and Local Collaborative Visitors

We will encourage slow travel and collaborative visiting, for both international and local visitors.

Slow Travel is supported by tourist facilities that encourage staying for longer periods of time. Slow travel has great potential for positive effects, by reducing the impacts of frequent flying and its associated patterns of consumption.

Collaborative Visitors regard travel as a precious privilege not a right. They invest in host communities by taking part in events, festivities, and cultural learning. It is vital for visitors to have a positive impact by supporting local initiatives.

International and local peoples should both be considered in the design process. As travelling becomes more collectively accessible, spaces for travellers should be flexible, with the potential to meet many people's needs and desires.

9) Balance / Joy, beauty and loving kindness

We will create safe and loving spaces that inspire lasting and influential change.

The experience of deep, resounding, loving kindness creates ripples of lasting change within the human soul. By creating spaces that foster loving kindness, both surroundings and visitors will be respected and supported.

Nurturing lasting exchanges built on compassion and loving kindness, and providing a model of care towards all sentient beings, will create healthy working environments that sustain hosts and motivate visitors to return.

Sharing and Learning from others through collaborative practice, and the building of mutual respect and openness towards others and their culture and traditions, are key to the creation of locations and experiences with the power to inspire lasting and influential change.

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