



REPORT 2: **Sustainable, Resilient, and Regenerative Tourism**



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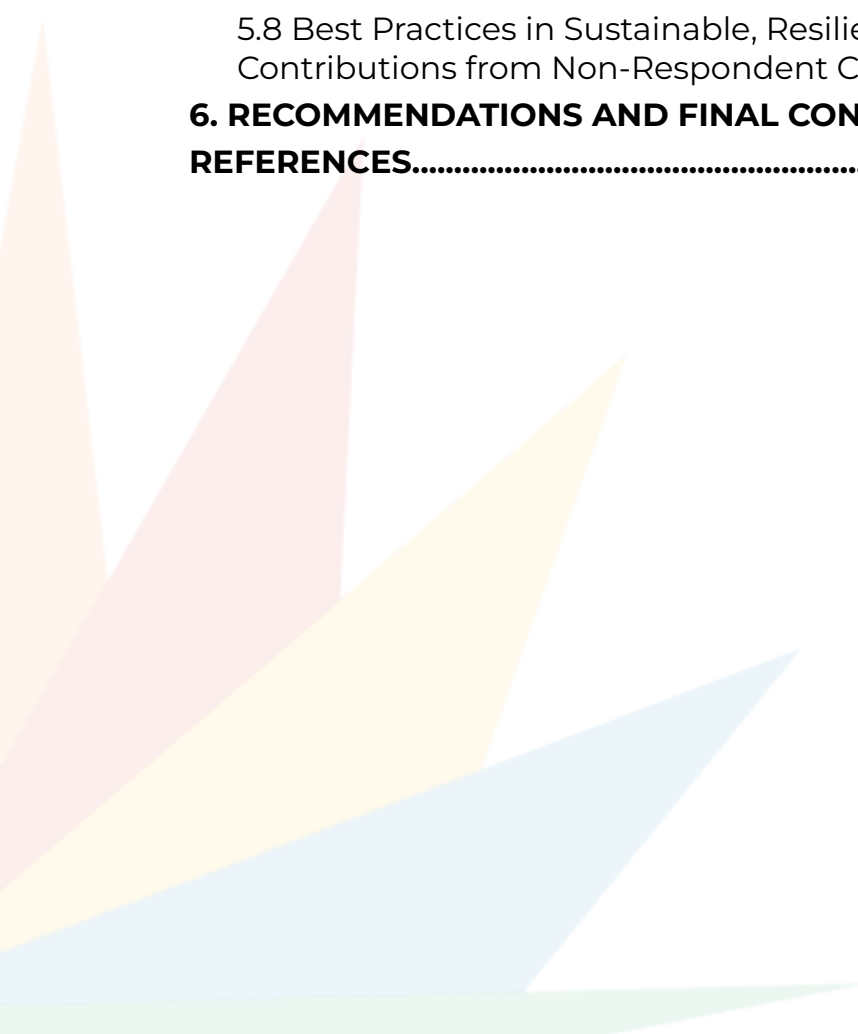
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EXECUTIVE SUMMARY

This report is an initiative aimed at fostering sustainable tourism among the BRICS countries: Brazil, China, Egypt, Ethiopia, India, Indonesia, Iran, Russia, Saudi Arabia, South Africa, and the United Arab Emirates (UAE). The objective is to analyze and systematize the policies, initiatives, and strategies adopted by BRICS countries to promote sustainable, resilient, and regenerative tourism, identifying good practices, challenges, and opportunities to strengthen the sector as a driver of economic, social, and environmental development.

The analysis of legal frameworks, strategic plans, and official documents related to sustainable tourism in BRICS countries reveals commonalities and gaps, forming the basis for the strategic recommendations. The report also presents a shared conceptual framework for sustainable, resilient, and regenerative tourism among BRICS countries, along with an overview of the evolution of these concepts and key international milestones related to the theme. The results underscore the need to reevaluate tourism as a catalyst for regenerative and resilient development, fostering inclusive, sustainable, and culturally integrated practices.

Key Contributions:

- **In-deph Analysis:** The legal frameworks and public policies of each country were analyzed across seven dimensions: Tourism Sustainability; Post-COVID-19 market and Product Diversification; Community Engagement; SDGs addressed in Tourism Policies; Crises Affecting Tourism (including legislation, alert systems, and crisis monitoring); Public-Private Collaboration; and the Exchange of Innovative Solutions.
- **Common Conceptual Framework:** Based on the mapped documents and specialized literature, an integrative conceptual framework was formulated to guide the implementation of sustainable, resilient, and regenerative tourism.
- **Taxonomy of Actions:** A taxonomy was proposed to categorize policies, practices, and sustainable tourism indicators among BRICS countries.
- **Identification of Convergences and Good Practices:** There is a growing convergence in recognizing sustainable tourism within the

strategic frameworks of BRICS members. The analysis highlights actionable good practices implemented across member states, offering a foundation for cross-national policy learning and alignment.

Recommendations

1. **Strengthen Institutional Capacity for Resilience:** Investments in training government structures, the private sector, academia, and civil society, promoting intergovernmental and public-private cooperation to identify risks and vulnerabilities to enhance tourism resilience.
2. **Organize Resilience in Tourism Destinations:** Establish governance and management systems capable of coordinating effective responses to climate, social, and economic events, including updated data monitoring and alert mechanisms.
3. **Tourism Planning with a Focus on Resilience:** Promote tourism development that considers environmental and social sensitivities, particularly in areas with vulnerable communities or ecosystems, by encouraging safe, inclusive, and sustainable infrastructure that enhances both the visitor experience and local well-being.
4. **Protect and Strengthen Critical Tourism Infrastructure:** Develop strategies to maintain, adapt, and modernize tourism infrastructure, anticipating risk scenarios and designing mitigation and response mechanisms.
5. **Enhance the Financial Resilience of Tourist Destinations:** Create funding and insurance mechanisms to help disaster-affected areas recover and support Small and Medium-sized Enterprises (SMEs) and local communities.
6. **Enhance Social Response Capacity:** Foster community support networks, inclusive public policies, and effective communication channels to safeguard tourists during emergencies.
7. **Support Safety and Readiness in Tourism:** Encourage multisector collaboration to adopt clear response measures for climate-related situations by supporting staff training, local engagement, and

coordination mechanisms to protect both visitors and natural attractions in sensitive areas.

8. **Accelerate the Regeneration of the Tourism System:** Design post-disaster plans that include environmental recovery, attraction requalification, and regenerative tourism products, adding sociocultural and ecological value.
9. **Promote Just Transitions in Tourism Planning:** In climate adaptation plans, prioritize small cities and people in vulnerable situations, ensure representation in the decision-making process, and promote equitable strategies.
10. **Create a Monitoring and Best Practices Platform:** Develop a collaborative platform among BRICS countries to share data, indicators, and sustainable, resilient, and regenerative tourism experiences aligned with the UN 2030 Agenda.

1. INTRODUCTION

Responsible for 6.5% of global greenhouse gas (GHG) emissions and 9.1% of the world's GDP in 2023 (WTTC, 2024), the tourism sector faces significant challenges from climate change and socio-economic transformations. Although GHG emissions remain below the pre-pandemic peak of 7.9% in 2019, projections indicate a potential 25% increase in the sector's emissions by 2030.

Climate change directly impacts the infrastructure, historical heritage, landscapes, and biodiversity of tourist destinations, as these elements are increasingly subject to frequent and intense extreme weather events. It also affects cultural practices and exacerbates the socio-economic vulnerability of traditional communities and cities that rely heavily on tourism ([PLANO CLIMA, 2024](#)). For instance, coastal tourism is expected to be increasingly impacted by rising sea levels—projections indicate a global increase of 16.9 centimeters by 2050—along with increased flooding, erosion, and storm surges (IPCC, 2022).

Global warming disproportionately affects communities in the tourism industry on a social level. Local stakeholders, particularly those in informal sectors such as small-scale entrepreneurs, Indigenous peoples, and community-based workers, who often depend solely on tourism, are the most vulnerable to climate risks. Due to the negative impact of climate change, public policies should be designed to protect and promote just transitions, leaving no one behind.

Studies show that [climate change influences travelers' destination choices](#), meaning areas more susceptible to extreme climate events may suffer significant losses in tourism revenue. Therefore, it is urgent to [implement sustainable practices across the tourism value chain. These include responsible destination management, visitor flow control in sensitive areas, and diversification of tourism offerings.](#)

Measures such as incorporating permaculture in tourism facilities

(IDB, 2013), implementing early warning systems for disasters, efficiently using natural resources, and adopting low-carbon technologies are fundamental. When developing public policies for climate adaptation, considering the unique context of each destination can help create more effective and locally appropriate solutions.

Although climate change is a significant challenge for the tourism sector, it is not the only one it faces. The COVID-19 pandemic, for instance, caused an unprecedented disruption, resulting in a global halt in tourism activity in 2020. [As a result, the sector regressed to levels seen three decades earlier, with a 72% drop in international arrivals and a halving of the sector's direct GDP.](#)

Systemic crises tend to generate prolonged and profound impacts on tourism destinations and organizations. According to Ritchie (2009), such events require strategic attention as they may compromise the sector's long-term resilience and sustainability.

In this context, it becomes essential to adopt policies and strategies that promote sustainable, resilient, and regenerative tourism, ensuring its long-term viability and positive impact on local and traditional communities. Regenerative tourism focuses on leaving a destination better than it was found, through the active restoration of ecosystems and the strengthening of local communities. Resilient tourism, in turn, serves as a strategic pathway to achieving sustainability in today's world (Sonaglio, 2018), prioritizing destinations' adaptive capacity and fostering positive transformation in the face of events and challenges.

This report explores the concepts of regenerative, resilient, and sustainable tourism to identify and recommend effective event alert and monitoring mechanisms. It provides a comprehensive overview of the strategies adopted, the challenges faced, and the opportunities that can be leveraged to enhance the sector's sustainability. This approach proposes practical recommendations to support environmental regeneration, socio-economic inclusion, and tourism resilience across BRICS countries.

2. OBJECTIVES

2.1. General Objective

To analyze and systematize the policies, initiatives, and strategies adopted by BRICS countries to promote sustainable, resilient, and regenerative tourism, identifying good practices, challenges, and opportunities to strengthen the sector as a driver of economic, social, and environmental development.

2.2. Specific Objectives

- To investigate sustainable and resilient tourism policies and strategies in BRICS countries, focusing on environmental regeneration, cultural appreciation, and regional development, especially in strengthening tourism in local communities.
- To identify and understand the resilience and crisis response mechanisms adopted by BRICS countries by analyzing implemented measures, including risk and threat monitoring systems, market diversification, and strengthening governance to minimize tourism-related impacts.
- To identify good practices and cooperation opportunities, promote knowledge exchange, and provide strategic recommendations to improve tourism sustainability, resilience, regeneration, and innovation.

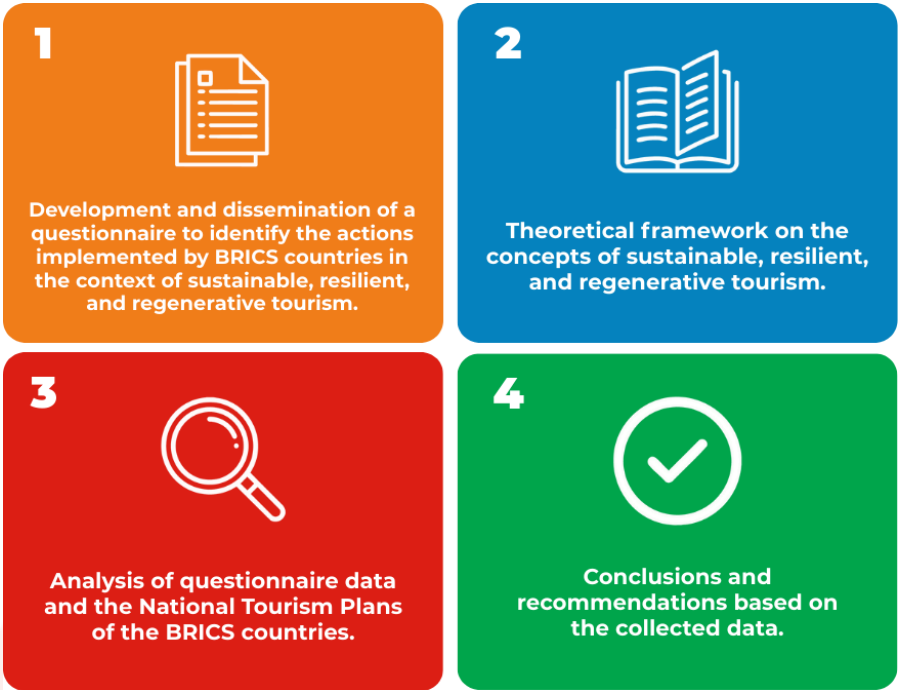
3. METHODOLOGY

The first stage of the research involved designing and distributing a questionnaire to collect detailed information on policies, practices, and initiatives related to sustainable tourism. The collected data enabled a comparative analysis and the identification of best practices and challenges faced by member countries. Responses were received from

seven countries: Brazil, China, Ethiopia, Russia, India, South Africa, and the United Arab Emirates.

A literature review was conducted to conceptualize resilient, regenerative, and responsible tourism. Reference documents from international organizations, academic books, and peer-reviewed articles were consulted, contributing to a more in-depth analysis of sustainable tourism initiatives. Additionally, data were sourced from official tourism authority publications.

Figure 1. Methodological framework



Source: Research data (2025).

The table below lists the official documents reviewed in this study, organized by BRICS countries.

Table 1. Official documents and websites recommended by surveyed countries or consulted for non-respondent countries

COUNTRY	SOURCE	DOCUMENT (TITLE)	LINK
Brazil	Ministry of Environment	Plano Clima-2025	https://www.gov.br/mma/pt-br/composicao/smc/plano-clima
China	Ministry of Culture and Tourism and Travel World Tour	China's Implementation Rules for the Scoring of the National Ecotourism Demonstration Zone Construction and Operational Standards China breaks records with the most UNWTO tourist villages in the world	https://www.chinadaily.com.cn/a/202411/15/WS673726e9a310f1265a1cdac6.html#:~:text=Seven%20Chinese%20villages%20made%20the,the%20vitality%20of%20this%20sector! https://www.mee.gov.cn/gkml/hbb/gwy/201301/W020130105609398301767.pdf
Egypt	Ministry of Tourism and Antiquities	National Strategy for Sustainable Tourism 2030	https://beta.sis.gov.eg/en/media-center/strategies/national-strategy-for-sustainable-tourism-2030/
Ethiopia	Ministry of Tourism	Sustainable Tourism Master Plan (2015-2025)	https://repository.uneca.org/handle/10855/23486
India	Ministry of Tourism, National Portal of India, and Ministry of Civil Aviation	NITI AAYOG - Apex public policy think tank of the Government of India; Swadesh Darshan 2.0 Scheme Guideline: Developing Sustainable and Responsible Destinations; Adoption of Digital Technology and Artificial Intelligence for a seamless and meaningful tourist experience.	https://www.niti.gov.in www.tourism.gov.in www.civilaviation.gov.in
Indonesia	Ministry of Tourism and	Wonderful Indonesia Eco-Tourism Initiative	https://kemenpar.go.id/en

COUNTRY	SOURCE	DOCUMENT (TITLE)	LINK
	Creative Economy		
Iran	UN Sustainable Development	Measures to Promote Sustainable Ecotourism in the I.R. of Iran	https://sustainabledevelopment.un.org/content/documents/4523bamaki.pdf
Russia	Ministry of Economic Development	Tourism Development Strategy of the Government of the Russian Federation (up to 2035)	https://en.economy.gov.ru/ https://www.economy.gov.ru/material/file/fb8a4b084460e064e787d6f199dba82e/strategiya_razvitiya_turizma.pdf https://en.economy.gov.ru/material/news/tourism_development_strategy_until_2035_was_approved.html
Saudi Arabia	Ministry of Tourism	Tourism training, mentorship, and development	https://www.mt.gov.sa/
South Africa	Department of Tourism	Women in Tourism Programme (WiT); Tourism Incentive Programme (TIP).	https://www.tourism.gov.za/CurrentProjects/Pages/Women_In_Tourism.aspx https://www.tourism.gov.za/CurrentProjects/TIP/Pages/Tourism_Incentive_Programme.aspx
United Arab Emirates	United Nations Climate Change	COP28 Agreement Signals “Beginning of the End” of the Fossil Fuel Era	https://unfccc.int/news/cop28-agreement-signals-beginning-of-the-end-of-the-fossil-fuel-era

Source: Research data (2025).

4. THEORETICAL-CONCEPTUAL APPROACH

The trajectory involving conceptions of the term “sustainability” encompasses the creation of the United Nations Environment Programme (UNEP) in 1972, the Cocoyoc Declaration in 1974 (Bursztyn et al., 1993), the drafting of the Brundtland Report – Our Common Future in 1987 (United Nations Digital Library, 2025), and the contribution of the United Nations

Conference – UNCED, also known as the 1992 Earth Summit (Eco-92). These milestones contributed to raising global awareness about the need to rethink development models in light of social and environmental limitations.

Currently, the sustainability paradigm adopted by governments in various countries is embodied in the UN 2030 Agenda, an instrument that integrates 17 Sustainable Development Goals (SDGs). The SDGs represent a global call to action to end poverty, protect the environment, and ensure that people everywhere can enjoy a future of peace and prosperity (UN, 2025). Tourism, as a cross-cutting activity, has been progressively integrated into this framework, recognizing its potential role in sustainable development.

As articulated in the UN 2030 Agenda, the SDGs advocate for sustainable and responsible tourism practices that safeguard tourist destinations. Sustainability is the paradigmatic foundation that should guide development and strategic actions for tourism planning and management, and is the fundamental structure of any form or segment of tourism.

The concepts of resilience and regenerative tourism emerge in tourism debates, as they aim to establish practices whose actions prove effective in achieving tourism sustainability. Taboada, Legal, and Machado (2006) state that the changes that have occurred in modern and contemporary times have accelerated society, causing high levels of social and environmental stress. As a result, the need to overcome extreme adversities has challenged science and elucidated a new developing construct: resilience.

The concept of resilience encompasses various understandings or constructs that integrate the approaches of its studies and practices, such as its association with the ideas of "resistance," "coping," "adaptation," "overcoming," and "recovery." In tourism, there is an urgent need to develop studies and promote good practices on the resilience capacity of

communities, organizations, and natural ecosystems to cope with, resist, adapt to, overcome, and ultimately recover from adverse events.

Resilience can be understood as the capacity to withstand challenges, adapt to change, overcome adversity, and recover effectively. In the context of tourism, it is essential to study and implement practices that enable effective responses to complex and multifaceted situations. Resilience refers to the ability of individuals, communities, business institutions, and ecosystems to respond to pressure, adapt dynamically, and restore functionality after sudden or complex disruptions.

In the current global scenario, characterized by potential challenges and vulnerabilities, tourism resilience stands out as a key strategy for effective planning and management. It enables anticipation of possible issues and the implementation of structured responses aimed at minimizing impacts and fostering recovery, renewal, and long-term sustainability of the tourism system (Almeida and Sonaglio, 2024).

Qualifying a tourism system as "resilient" means resisting, overcoming, adapting, and rebuilding to preserve, restore, and recover its essential structures and functions in the face of adverse situations.

Tourism is highly sensitive to social and structural changes. Tourism destinations may wish to develop comprehensive anticipatory, reactive, and recovery measures to address challenges associated with both external and internal pressures, thereby achieving optimal resilience. Such actions are critical for building resilience and ensuring long-term sustainability in tourist destinations.

Since the beginning of the 21st century, the term "regenerative" has been understood as an effort to rebalance the Earth's climate, the stability of life, and biodiversity. In tourism, the regenerative approach has gained prominence in recent years, primarily due to the implications of unsustainable growth in global tourism flows and, more recently, the effects of COVID-19 on the sector's sustainability (Fusté-Forné & Hussain, 2022). The regenerative approach to tourism can be presented as

recognizing, internalizing, and acting upon global challenges, characterized by the direct and intensive impact of human behavior and activities on geological, climatic, and biospheric phenomena (Zalasiewicz, Williams, & Ellis, 2011). Thus, it enables the framing and envisioning of the future of tourism as a phenomenon in terms of development guided by a balance between local and global perspectives through regenerative processes (Tomassini & Cavagnaro, 2022), arising from tourism's resilient responses to the shocks that impacted its system (Almeida & Sonaglio, 2024).

Hence, in pursuit of sustainable tourism, countries are encouraged to adopt anticipatory, reactive, and recovery strategies from a resilience perspective to maintain the system's balance through a regenerative approach to tourism.

4.1 Sustainable Tourism

The tourism studies field embraced the sustainability paradigm, especially following the United Nations Conference on Environment and Development (UNCED), also known as ECO-92, RIO-92, or the Earth Summit. At this global event, as cited by the Brazilian Ministry of Environment (MMA, 2025), the 179 participating countries agreed upon and signed Agenda 21, established as a planning instrument for the construction of sustainable societies at various geographical scales, reconciling methods of environmental protection, social justice, and economic efficiency.

ECO-92 consolidated the principles set out in the 1987 Brundtland Report – Our Common Future – regarding the ideals of sustainability, reaffirmed at the Rio+10 Conference held in Johannesburg, South Africa, in 2002 (BRASIL, 2007), as a model of growth and development that should pursue balance among economic progress, environmental conservation, and social well-being. Consequently, environmental, social, economic, cultural, and political-institutional sustainability dimensions began to

underpin governmental strategies for tourism planning and management in various countries as an alternative to mass conventional tourism and its adverse effects on host territories and societies.

The principles and dimensions of sustainability associated with tourism began to shape a scenario that demands sustainable tourism. As Sharpley (2020) points out, this model of tourism pressures governments, organizations, and society in general to make changes and adaptations in terms of production and consumption. Tourism sustainability has been (and continues to be) widely incorporated into the discourse, intentions, and guidelines of governments, international organizations, and public and private entities, becoming the dominant orientation among the actors within the tourism value chain.

Regarding climate change and its implications for tourism, various organizations, governments, and social movements have taken differing positions on environmental and climate issues. These positions reflect a spectrum of engagement, ranging from limited prioritization to growing global and local efforts aimed at developing coordinated responses to environmental impacts and strengthening preparedness for related events in various regions worldwide.

An example of an initiative to promote measures against the climate crisis is the Glasgow Declaration on Climate Action in Tourism 2021, through which its signatories made voluntary commitments to decarbonize the tourism sector. This declaration, launched at COP 26, was integrated into the UNFCCC's Global Climate Action Portal during COP 28, hosted by the United Arab Emirates.

In this regard, in pursuit of sustainable tourism in times of climate change, models, guidelines, and global frameworks have emerged to position tourism actions in light of the intensification of problems in local, regional, and global socio-economic, ecological, and tourism systems.

Therefore, to fulfil the UN 2030 Agenda for Sustainable Development and the SDGs, in 2013, UNWTO, a specialized agency of the United Nations, presented the five pillars of sustainable tourism (5 Ps).



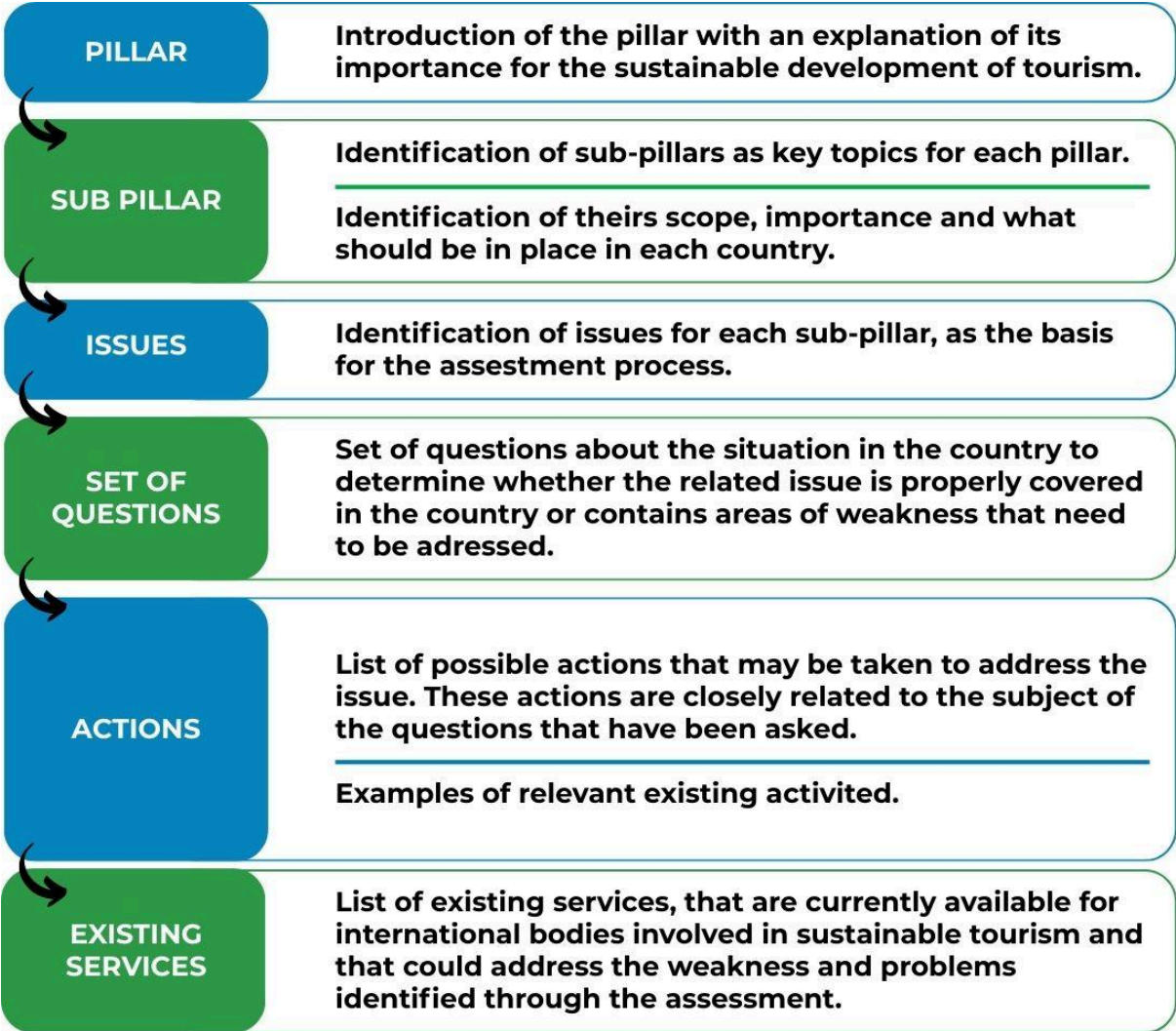
Figure 2. Pillars of sustainable tourism



Source: Adapted from UN Tourism ([2013](#), [2019](#)).

From this perspective, a framework was formulated to assess tourism capacity.

Table 2. Framework to assess tourism capacity



Source: Adapted from UN Tourism (2013).

Sustainable tourism is founded on core sustainability principles and the United Nations' 2030 Agenda for Sustainable Development Goals (SDGs), serving as the guiding framework for international tourism. The relationship between tourism and the SDGs is shown in Figure 3.

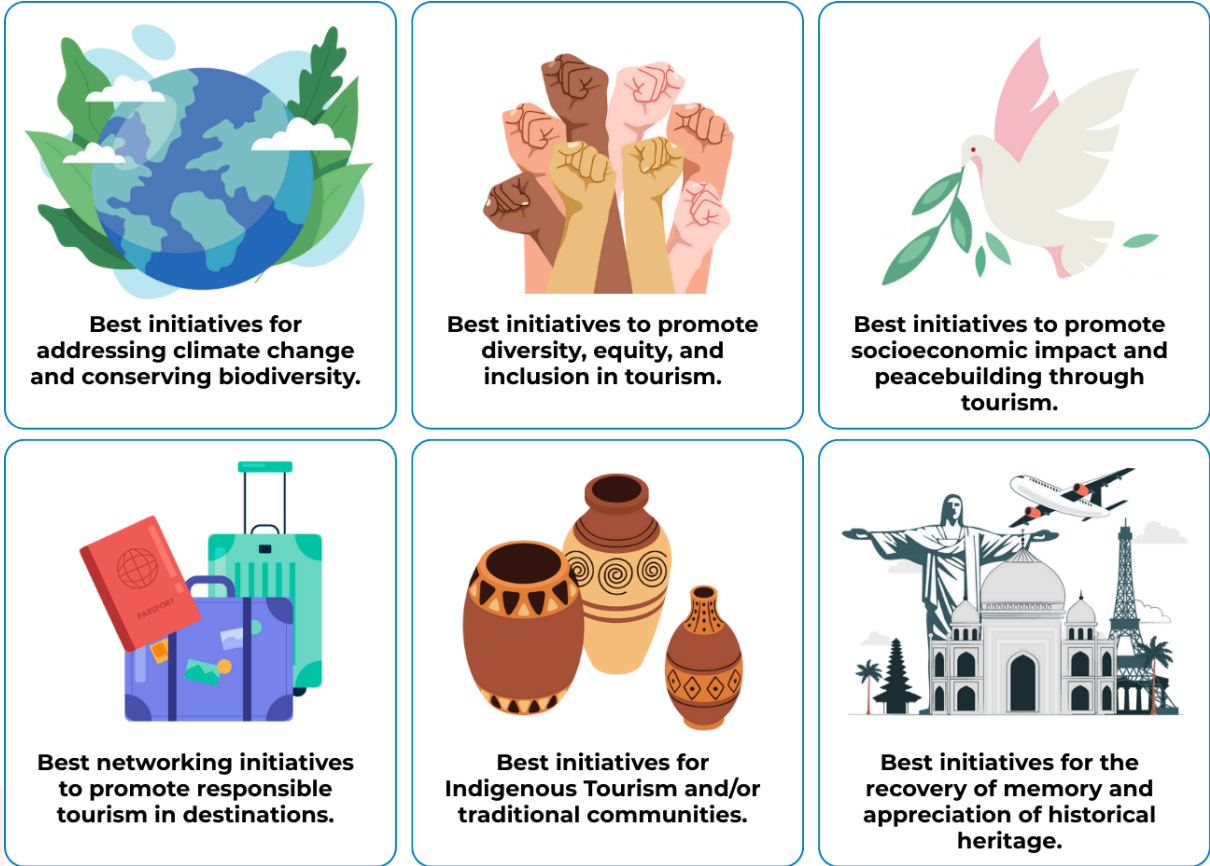
Figure 3. Tourism and the SDGs



Source: [Tourism for SDGs](#) (2019).

Identifying practical pathways to enhance tourism resilience has become essential in the current global context. Therefore, adaptive and sustainability-driven tourism approaches become necessary alternatives through their best practices. These best practices can be exemplified by the fifth edition of the WTM Latin America Responsible Tourism Awards 2025 (WTM, 2025), which aims to promote advancements and enable the replication of positive cases in sustainable and responsible tourism.

Figure 4. Award Categories – WTM Latin America Responsible Tourism Awards 2025



Source: Adapted from WTM (2025).

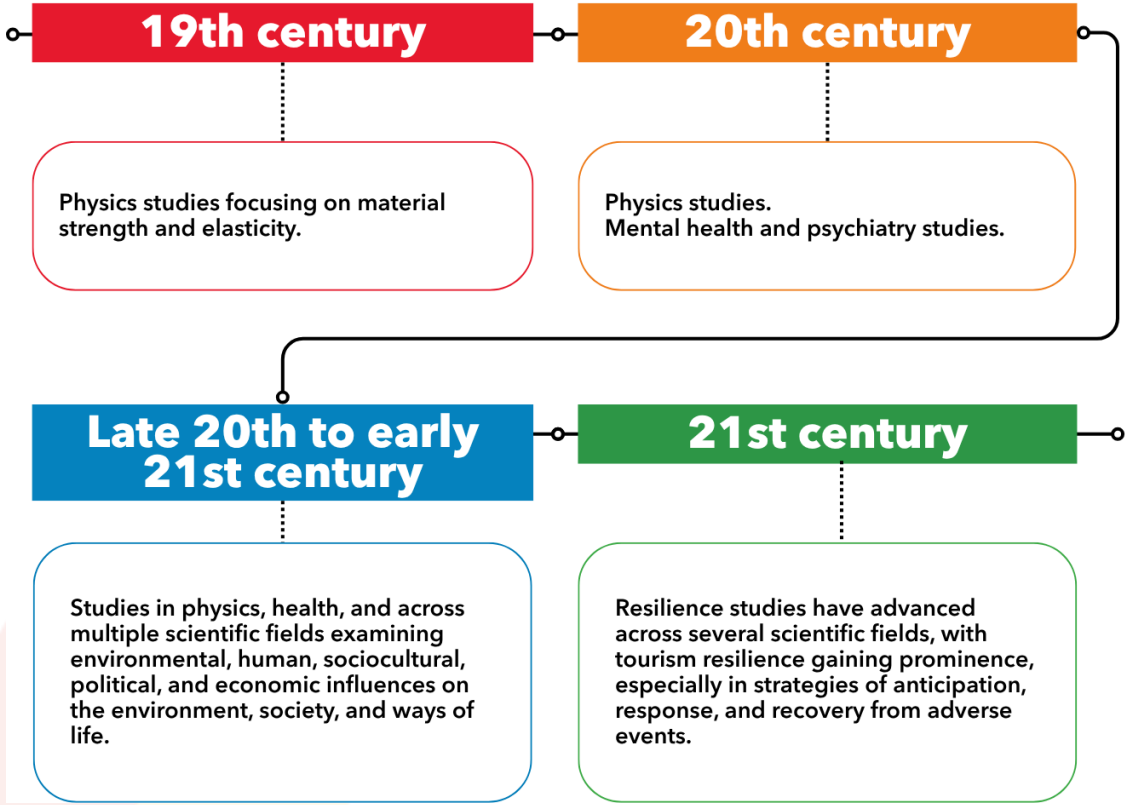
4.2 Resilient and Regenerative Tourism

In the early 19th century, the concept of resilience originated in physics, describing a material's ability to withstand stress without permanent deformation. Scientific inquiry at the time focused primarily on quantifying the "resistance" of various materials.

By the mid-20th century, resilience studies expanded into health sciences, particularly through research on children of schizophrenic parents. These investigations examined how individuals overcame adversity under stress (Miguel, 2012), redefining resilience as a psychological capacity for adaptation.

Following these foundational works in physics and psychiatry, resilience became an interdisciplinary research focus. In the 21st century, the concept has evolved further to address complex systems, integrating environmental, human, sociocultural, political, and economic factors. This dynamic framework now drives the development of proactive strategies to anticipate disruptions, respond effectively, and foster recovery or regeneration.

Figure 5. Timeline of Resilience Studies

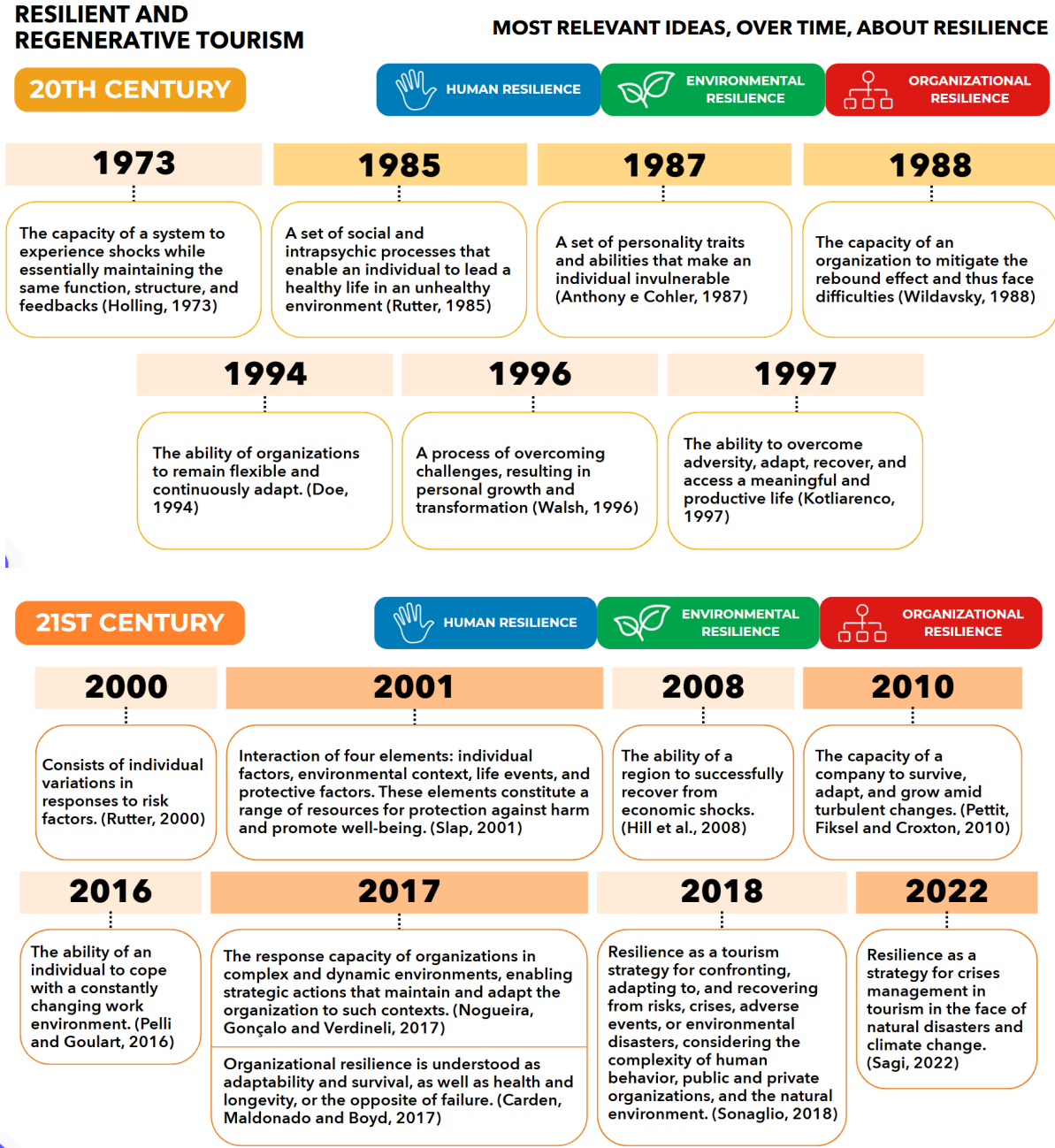


Source: Research data (2025).

Understanding the scope of resilience is crucial for determining effective planning and management strategies for tourism systems and for

responding efficiently to potential adverse events. Considering the complexity of tourism, tourism resilience encompasses various constructs and approaches that intersect with concepts and practices involving human, organizational, and environmental resilience.

Figure 6. Evolution of Core Ideas on Resilience



Source: Adapted and updated from Raasch, Silveira-Martins, and Gomes (2017).

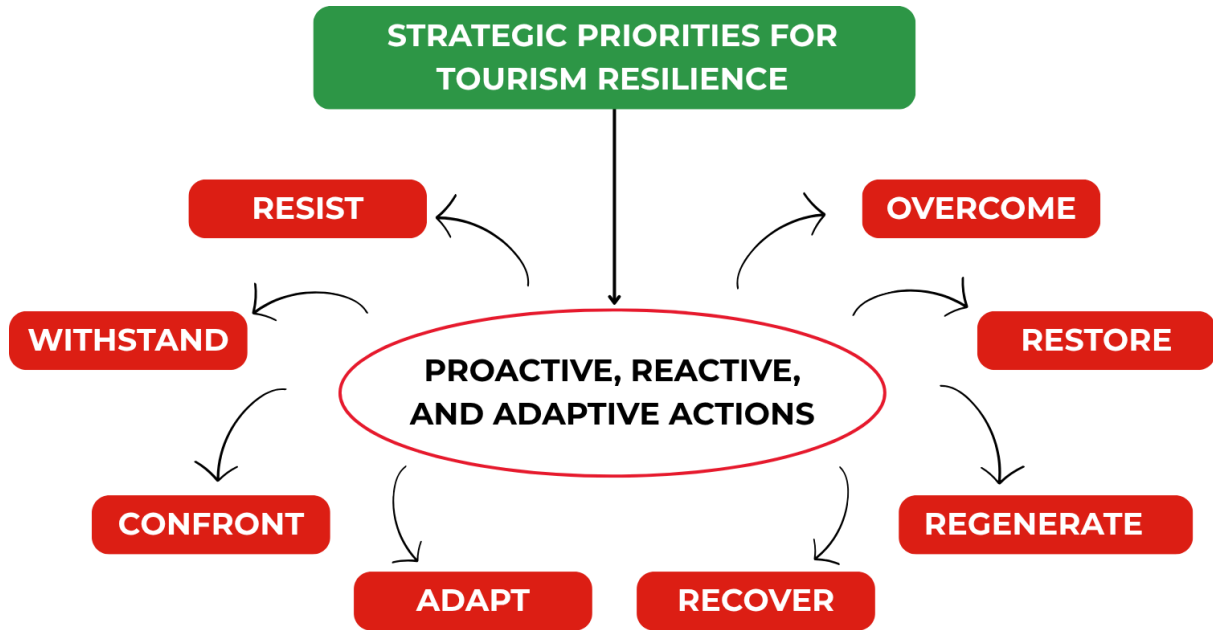
In summary, the concept of resilience has been explored in scientific studies since the 19th century. However, it began to be considered in interdisciplinary discussions within the field of tourism only in the 20th century. These discussions have primarily focused on social issues and the ability to overcome challenges. In the 21st century, tourism resilience has emerged as a key area of debate, encompassing environmental, human, and organizational dimensions of resilience.

UN Tourism has been involved in preparedness and adversities management in the sector since the early 2000s (Sagi, 2022). Publications can be seen as follows:

- Publications with case studies and recommendations to deal with significant global changes since the 2000s: Sustainable Development Goals (SDGs), Climate Change, Economic Crises, and Sustainable Destination Management.
- Emergency tourism response network in 2006: This was a response to the potential evolution of the 2005 avian flu outbreak and the effects of the 2004 Indian Ocean tsunami. It monitored events and established procedures.
- The Tourism Resilience Committee was established in 2008 as a direct response to the global economic crisis of 2008, with the UN Tourism Office emphasizing the role of uncertainty and its impact on tourism. The committee operated until 2010, focusing on sector performance monitoring, information dissemination, experience exchange, and establishing the Roadmap to Recovery.
- Response to COVID-19 in 2020: production of information and analyses on sector performance and trends, campaigns and support measures for countries, recovery, and destination management.

For Sonaglio (2018), resilience is a safer path toward achieving sustainability in contemporary times. Thus, consistent with equity-based sustainability principles, resilience represents a critical system characteristic (Blandtt, 2009; Lemos, 2014), particularly for tourism planning and management facing disruptive impacts.

Figure 7. Key Strategic Issues in Resilient and Regenerative Tourism Framework



Source: Adapted from Sonaglio (2018).

While initially developed for broader disaster risk reduction through initiatives like UNISDR's 2012 handbook for local governments, the concept of resilience has since evolved to address sector-specific applications. The Sendai Framework (2015) provides a strategic foundation that BRICS tourism stakeholders can adapt to develop tailored resilience strategies, particularly for vulnerabilities such as coastal tourism infrastructure exposed to sea-level rise and extreme weather, cultural heritage sites at risk from climate-induced degradation, and other tourism vulnerability situations.

One strategic model aligning with these efforts is the UN's 'Making Cities Resilient' campaign (UNISDR, 2017), launched post-Sendai and refined at the 2016 High-Level Forum. While designed for urban contexts, its core principles—like risk-informed planning and institutional coordination—offer transferable frameworks for tourism. Adapted appropriately, such approaches can mitigate sector-specific vulnerabilities while advancing systemic resilience.

One of the strategic models in development that can encompass tourism is the "Making Cities Resilient" campaign, promoted by the United Nations (UN) following the 2015 World Conference on Disaster Risk Reduction in Sendai, Japan, and the High Level Forum on Implementing the Sendai Framework for Disaster Risk Reduction at Local Level, held in Italy in 2016 (UNISDR, 2017). The manual "How to Make Cities More Resilient" (UNISDR, 2017) emphasizes that strategies and public policies should be developed to contribute to planning and implementing objective and assertive actions in the face of events, thereby supporting the sustainability of the places where they occur.

Climate change impacts, particularly those associated with rising global temperatures, present systemic risks at both international and local levels. Tourism-dependent regions face acute vulnerabilities due to the intensification of droughts, freshwater shortages, uncontrolled wildfires, coastal inundation, glacial retreat, extreme weather events, and ecological degradation.

In this context, when considering the effects of climate change, such as the consequences of rising global temperatures, several examples can be identified that impact not only the planet as a whole but also the dynamics of tourism in destinations affected by such adverse events. Climate change can pose significant threats to health, food production, housing, safety, and livelihoods. Certain population groups are particularly vulnerable to these impacts, including people living in small island nations and developing countries. In the future, the number of "climate refugees" is expected to rise (United Nations Brazil, 2021).

According to Sagi (2022), such consequences affect tourism territories, their populations, and the travel process. Examples of impacts include changes in travel patterns throughout the year, reduced tourist flow, preference for other destinations, or even the impossibility of conducting tourist activities in destinations affected by adverse events, increased travel insurance costs as new risks emerge or intensify in tourist

destinations, and damage to cultural heritage, biodiversity loss, and landscape degradation (Grimm, 2016). The requirement for efficient and effective responses from resident populations is aimed at resisting, facing, adapting to, and overcoming the impacts of these phenomena.

As tourist travel decisions are affected, tourism destinations may suffer significant economic impacts, especially in areas with high tourism dependency, where any significant reduction in flow will seriously impact businesses and employment (AdaptaClima, 2021). Thus, while tourism contributes to climate change, it is also highly susceptible to its impacts. On the other hand, its development based on responsible, sustainable, and resilience-focused principles can contribute to measures that protect populations, their culture, the environment, and the economy.

It is worth noting that the catalog of potential challengers in the tourism industry is vast and diverse. Numerous historical events confirm this. A wide range of events affects tourist destinations and jeopardizes their sustainability.

Costa and Sonaglio (2017) emphasize the positive use of resilience as a planning tool in response to these challenges that directly compromise tourist destinations. In the face of an adverse event, this tool enables the tourist destination to resist, accommodate, adapt, and recover promptly and appropriately, preserving and restoring its essential structures and functions.

Adopting resilient strategies in tourism planning is crucial for mitigating the impacts of adverse events and minimizing damage. For this, it is necessary to invest in human, organizational, and environmental resilience through specific measures.

Figure 8. Actions to face challenges while minimizing losses



Source: Adapted from Costa and Sonaglio (2017).

Accordingly, the following framework outlines the essential issues regarding measures that countries should adopt for tourism resilience.

Figure 9. Measures for Tourism Resilience



Source: Adapted from Sagi (2022).

5. ANALYSIS OF DATA AND INFORMATION

This section presents an interpretative analysis of the consolidated responses to the questionnaire with contributions from official representatives of Brazil, Russia, India, China, Ethiopia, South Africa, and the United Arab Emirates (UAE). The analysis combines qualitative reading and comparative elements to identify the current stage of policies and practices aimed at regenerative and resilient tourism, encompassing

formulation, implementation, and systematization. The initiatives reported reflect the countries' cultural, environmental, and socio-economic diversity, as well as a shared commitment to sustainable development, highlighting global synergies, ongoing challenges, and best practices. Below is a detailed analysis of each country's main actions as indicated in the form, emphasizing synergies and challenges across seven thematic axes.

5.1 Sustainability in Tourism: Political, Environmental, and Sociocultural

The actions mapped are organized into three axes: **A** (political sustainability), **B** (environmental sustainability), and **C** (sociocultural and socio-economic sustainability).

The UAE demonstrates leadership in institutionalizing policies, emphasizing the National Tourism Charter and its linkage to COP28 and the Net Zero 2050 target. COP28 promoted cross-governmental coordination, encouraged investment in sustainable tourism infrastructure, and integrated innovative practices to reduce the sector's carbon footprint. Through this model, the UAE sets a precedent for policy-driven sustainable tourism within the BRICS and Global South contexts, which offers a replicable framework for aligning economic development with environmental responsibility. India and Brazil show significant progress with decentralized policies and intersectoral actions. South Africa and Ethiopia reveal decisive actions at the local and community levels, although they are still undergoing regulatory processes.

China, a global leader in rural tourism, highlights its national ecological zones and the 15 villages recognized as "Best Tourism Villages," showcasing their heritage, culture, and sustainable practices. Russia emphasizes the development of 56 national tourism routes to diversify destinations and promote regional tourism. In **Axis A**, three countries reported having fully implemented policies addressing governance, environmental preservation, and crisis management, while two indicated

partial implementation of these policies. However, the availability of monitoring indicators and mechanisms to assess tourism's environmental, economic, and social impacts reveals more significant disparity: only three nations confirmed full implementation of such tools, one reported partial adoption, and two acknowledged having no mechanisms in place. These outcomes highlight systemic weaknesses in tracking the multidimensional effects of tourism, which limit governments' capacity for evidence-based decision-making. In **Axis B**, actions related to environmental conservation, education, and ecotourism are the most frequently cited. In **Axis C**, community engagement stands out, with a focus on efforts toward inclusion, income generation, and the valorization of local knowledge.

5.2 National Priorities in Sustainable Tourism

The priorities reflect the diversity of the countries' strategies. Brazil, Ethiopia, and South Africa emphasize climate justice, territorial development, and productive inclusion. The UAE aligns its climate goals with digital and innovation plans. It integrates innovative solutions, data-driven policymaking, and advanced technologies such as artificial intelligence, blockchain, and the Internet of Things (IoT) into its environmental strategies. This synergy between climate ambition and digital innovation enhances the efficiency and scalability of decarbonization initiatives, driving the creation of new economic opportunities within green technology sectors. Initiatives such as the UAE Digital Government Strategy and the Smart Cities Program demonstrate how innovation ecosystems can be leveraged to support the achievement of Net Zero targets by 2050, positioning the UAE as a model for future-ready, climate-resilient economies.

India highlights environmental protection and rural tourism as central pillars, as does China, which adds the creation of tax incentives and

credits for sustainable tourism businesses, particularly small and medium-sized enterprises.

Russia is actively developing green tourism by creating eco-routes and building sustainable tourism infrastructure.

5.3 Market and Product Diversification Post-COVID-19

All countries report an emphasis on domestic tourism, the creation of new routes, and alternative tourism products as a response to the pandemic. There is a notable strengthening of cultural, community-based, rural, and ecologically grounded tourism. The following actions were mentioned as strategies to diversify tourism markets, reduce economic dependence, and explore new segments.

- **Brazil:** The focus on regenerative tourism is creating new tourism products that combine well-being with environmental conservation, such as projects that involve tourists in reforestation and restoration of degraded areas.
- **India:** The Multimodal Transportation Development Network (MTD Network) program aims to modernize and integrate various modes of transportation, enhancing logistics efficiency, reducing costs, and promoting sustainable development.
- **China:** The development of ecological tourism villages expands options for tourists seeking authentic and sustainable experiences.
- **Russia:** National tourism routes diversify available products, attracting domestic and international tourists to new destinations.
- **Ethiopia:** Sustainable tourism infrastructure development, including eco-friendly accommodations and low-impact transportation, and promotion of ecotourism in protected areas and national parks such as the Simien Mountains National Park (UNESCO World Heritage Site).

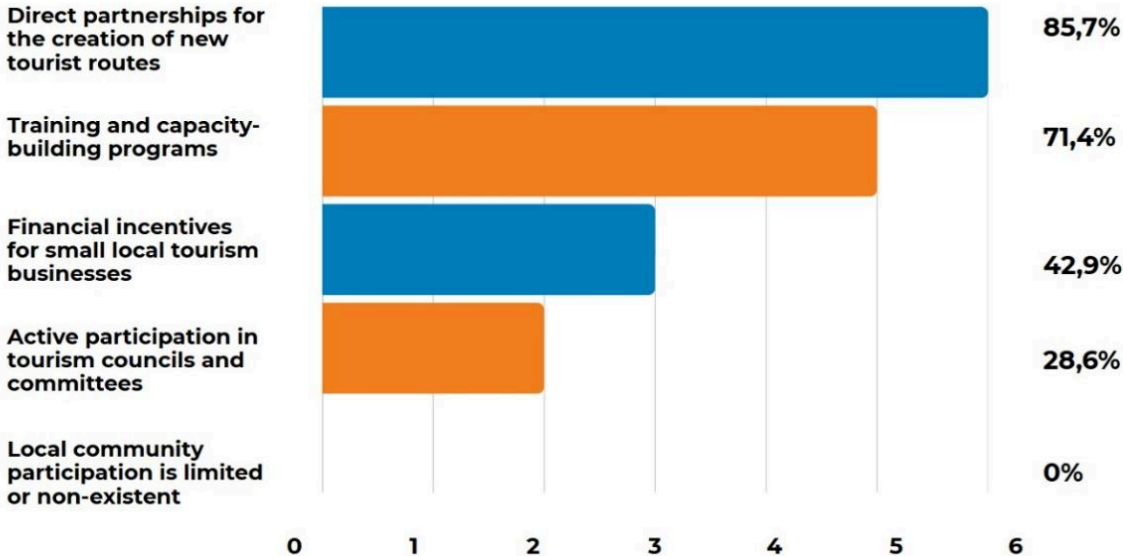
This diversification enhances the economic resilience of BRICS countries in the face of global challenges.

5.4. Involvement of Local Communities

The responses highlight the role of communities in tourism co-management. Brazil, Ethiopia, and India present experiences with community councils, community-based tourism, and the articulation of local networks. The UAE and South Africa emphasize training programs and income generation. The UAE government, through initiatives led by entities like the Ministry of Economy and local tourism authorities, prioritizes empowering Emirati communities by offering specialized training to develop skills in sustainable tourism management, hospitality, heritage conservation, and eco-tourism services. Programs such as the "National Tourism Leadership Program" and various youth training initiatives focus on building local expertise, fostering entrepreneurship, and encouraging Emirati participation in tourism start-ups, cultural tourism, and nature-based experiences. Additionally, investment in community-based tourism initiatives—particularly in rural areas like the Hajar Mountains and the deserts of the Empty Quarter—aims to promote cultural preservation, environmental stewardship, and local economic diversification. By strengthening human capital and creating opportunities for community-led tourism, the UAE ensures that local communities are active contributors to and beneficiaries of the country's sustainable tourism growth.

Six countries report direct partnerships for creating and managing community-based tourism projects, while five report investments in training and capacity-building programs to promote involvement in the sustainable tourism sector.

Figure 10. Community Engagement in Regenerative Tourism Planning and Implementation



Source: Research data (2025).

Strengthening tourism in smaller communities is a priority for BRIC, with a focus on job creation, sustainable entrepreneurship, and regional development, as illustrated by the following examples.

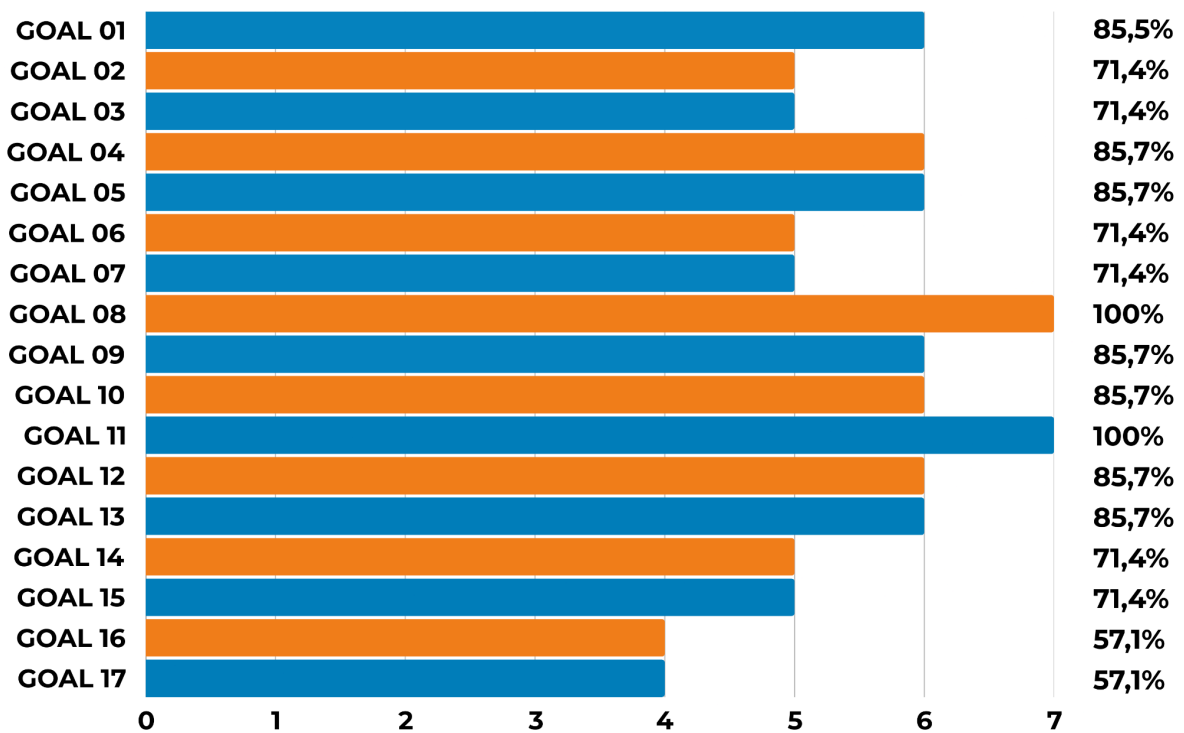
- **Brazil:** The National Tourism Plan 2023–2027 prioritizes the development of ecotourism in rural areas and traditional communities. Initiatives such as the *Médio Juruá Extractive Reserve* (Amazonas) generate sustainable income for local populations, as do Community-Based Tourism projects like the *Tucum Network* (Northeast), which promotes tourism itineraries that create income for traditional communities and Indigenous Peoples.
- **South Africa:** Programs like *Working for Tourism* train unemployed youth in smaller communities, promoting social inclusion through tourism.
- **India:** The UDAN scheme enhances regional connectivity, providing access to lesser-known destinations and fostering local economic growth.

- **Russia:** Hosting significant events, including international ones, various regions of Russia contribute to the popularization of new destinations and local products, while also providing opportunities for local communities to participate in the decision-making process.
- **Ethiopia:** Training tourism sector workers to ensure economic, social, and environmental resilience.

5.5 SDGs Addressed by Tourism Policies

Regarding progress toward the UN 2030 Agenda, the survey asked respondents to identify which Sustainable Development Goals (SDGs) were most reflected in their country's tourism policy. SDG 8 (decent work) and SDG 11 (sustainable cities and communities) were marked by all countries. Following these, SDG 12 (responsible consumption and production), SDG 13 (climate action), SDG 4 (quality education), SDG 1 (poverty eradication), SDG 5 (gender equality), SDG 9 (industry, innovation and infrastructure), and SDG 10 (reduced inequalities) were also frequently mentioned. All countries marked at least five SDGs, reinforcing the connection between economic sustainability, social inclusion, and climate change response.

Figure 11. SDGs included in Tourism Policies



Source: Research Data (2025).

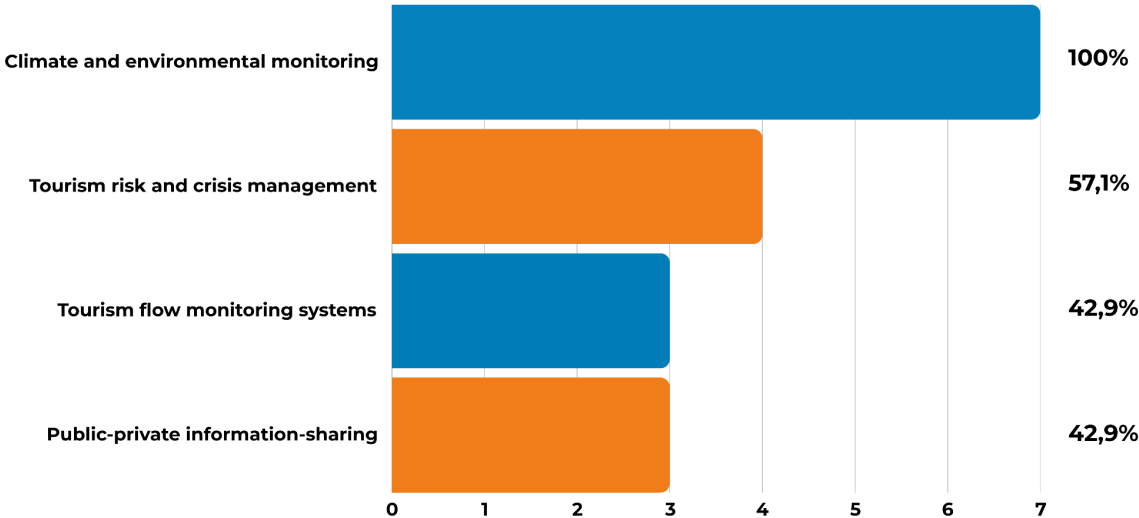
South Africa’s initiative stands out for addressing SDG 5 through the “Women in Tourism” program, which encourages partnerships with private companies to train women in the tourism sector. As an example related to SDG 11, we highlight initiatives of the Indian Ministry of Tourism, such as [PRASHAD and Swadesh DARSHAN](#), which focus on the holistic development and rejuvenation of tourist sites.

5.6 Events Impacting Tourism, Legislation, Alert and Monitoring Systems

All countries acknowledge the impact of health, economic, environmental, and geopolitical challenges on the tourism sector. The COVID-19 pandemic is cited by all, followed by natural disasters and regional instabilities. All countries report having climate and environmental monitoring systems in place to track natural disasters, air quality, climate change, and forest fires. However, only four have risk and crisis

management platforms specifically designed for tourism, and three have systems to monitor tourism flows, capable of preventing overcrowding and optimizing destination management. Public-private information-sharing networks that enable rapid crisis response have been adopted in three countries. This action indicates an opportunity for investment in alert strategies directly linked to tourism.

Figure 12. Crisis Alert and Monitoring Systems for Tourism Resilience in BRICS members



Source: Research data (2025).

When asked about legislation, policies, protocols, and response systems for dealing with natural disasters and economic, humanitarian, social, and health crises, 57.1% stated that they have only partially implemented such tools in general municipal-level protocols, rather than specific protocols tailored to tourism. Below are examples of good practices related to alert systems:

- **Brazil:** The introduction of a national system for monitoring climate impacts on tourism is aligned with the National Climate Change Adaptation Plan.
- **Russia:** Specific laws for sensitive areas such as Lake Baikal regulate tourism activities to mitigate environmental risks.
- **South Africa:** Post-COVID sustainable recovery strategies include

mechanisms to map vulnerabilities in the tourism sector.

- **India:** The Digi Yatra program uses artificial intelligence to enhance tourism management by forecasting demand and optimizing resources. These systems are essential to ensuring that tourism remains resilient despite global challenges.
- **China:** The document "[China's Implementation Rules for Scoring the National Ecotourism Demonstration Zone Construction and Operational Standards](#)" establishes strict criteria for creating and operating ecotourism zones in China, including monitoring endangered species and mandatory education programs for tour guides.

5.7 Public-Private Collaboration and Sharing of Innovative Solutions

Collaboration among governments, the private sector, and civil society is central to BRICS's strategies for promoting innovative tourism solutions:

- **Brazil:** Public-private partnerships have funded regenerative projects, including reforestation in tourism areas.
- **China:** As awarded by UN Tourism, integration between local governments and villages strengthens community networks and fosters innovation in the sector.
- **Russia:** Special economic zones offer tax incentives to attract private investment in strategic tourism destinations. In early 2025, for instance, a 1% tourist tax on accommodation costs was introduced to improve tourism infrastructure and support the socioeconomic development of regional areas.
- **United Arab Emirates:** Hosted the COP28, underscoring the importance of collaboration between governments and the private sector in accelerating sustainable tourism practices. Examples include utilizing alternative data and artificial intelligence to track

trends and establish clear sustainability targets within the industry.

- **India:** The adoption of digital technology and artificial intelligence provides a meaningful experience for tourists, as in the [Digi Yatra](#) platform, a facial recognition-based system that eliminates the need for physical documents at Indian airports.

This report recommends exchanging information among BRICS countries through digital platforms that may enhance such collaborations.

5.8. Best Practices in Sustainable, Resilient, and Regenerative Tourism: Contributions from Non-Respondent Countries

Although some BRICS countries did not respond to the questionnaire submitted for this research, it was possible to identify significant sustainable, regenerative, and resilient tourism initiatives in invited and associated nations such as Indonesia, Iran, Egypt, and Saudi Arabia. These experiences complement the analysis presented in this report, highlighting global progress toward a more conscious tourism method that is committed to the Sustainable Development Goals (SDGs).

In **Indonesia**, notable initiatives include *Wonderful Indonesia Eco-Tourism* and the *ITMP* plan, which promote green infrastructure and community engagement. Projects such as *SUSTOUR* in Flores and Wakatobi integrate environmental regeneration and social inclusion, while destinations like Borobudur and Lake Toba exemplify the balance between tourism and conservation.

Iran focuses on *Green Tourism* and UN programs to promote regenerative practices and local resilience. Integrating nomadic communities into ecotourism, trail restoration, and sustainable planning reflects a commitment to environmental conservation and community development. The plan to restore degraded mountain trails and implement projects such as the ecological management of Lake Evan was highlighted

as an example.

Egypt has stood out with the *Eco Egypt* campaign and the *Green Hurghada* project, which drive ecotourism in nature reserves and coastal cities. Initiatives such as revitalizing archaeological sites in Cairo and the Holy Family Route project combine cultural regeneration with resilient infrastructure, as seen in *Green Sharm El Sheikh*.

Saudi Arabia presents ambitious projects such as the *Red Sea Project*, which promotes reef regeneration and the protection of endangered species, and *NEOM*, a smart city based entirely on renewable energy. Other initiatives, such as the *Asir Mountain Plan* and *AMAALA*, demonstrate a coordinated effort to integrate environmental conservation, local culture, and high-end tourism.

6. RECOMMENDATIONS AND FINAL CONSIDERATIONS

Considering the global guidelines, directions, and recommendations to address social, economic, environmental, and political challenges, resilience emerges as a foundational element of strategic planning and management within the scope of global sustainability.

Acknowledging the diverse socio-political and environmental contexts across BRICS nations, the analysis reveals a shared commitment to tourism models prioritizing sustainability, inclusion, and resilience. The mapped practices show significant progress in institutionalizing policies, diversifying tourism products, strengthening local communities, and integrating emerging technologies. Systematizing these experiences is essential to consolidating a common and collaborative agenda in sustainable and regenerative tourism among the BRICS countries.

Drawing on international frameworks for sustainable, resilient, and regenerative tourism (e.g., UN Tourism, UNISDR), peer-reviewed scientific

literature, and primary research with BRICS stakeholders, this report proposes the following recommendations:

- **Strengthen institutional and intergovernmental capacity for resilience:** To reduce risks, mitigate the effects of climate change, and address socio-economic challenges, it is essential to enhance institutional capacity within government organizations, local authorities, the private sector, research and academic institutions, professional organizations, and civil society. This effort can help identify gaps in tourism resilience and reinforce their regenerative and adaptive capacities. Strategies could also be established to strengthen public-private cooperation and expand knowledge exchange among countries.

- **Structure the resilience of tourist destinations:** Maintain a government or organizational structure with determined, coordinated, and competent leadership to guide coordination and responsibilities in destinations during adverse events affecting tourism. Identify, understand, and utilize crisis scenarios to anticipate, respond to, and provide effective solutions. Prepare assessments and maintain up-to-date data on risks, vulnerabilities, and local threats through participatory processes, using them as a foundation for city and destination development. Define short-term, medium-term, and long-term planning goals. Develop crisis and disaster monitoring and alert systems specific to the tourism sector. Establish strategic actions to reduce disaster risks and mitigate crises. Develop national plans or integrated strategic plans for context-aware tourism strategies.

- **Establish a territorial resilience plan for tourist destinations** by conducting territorial planning and development based on updated risk and threat assessments, particularly in fragile areas or populations that are particularly vulnerable. Apply and reinforce sustainable construction standards that align with regional and global risks affecting local tourism. Identify, protect, conserve, and monitor ecosystems, and improve their use in reducing disaster risks in tourist areas.

- **Ensure and promote infrastructure resilience:** Develop strategies to protect, maintain, and monitor tourism-specific infrastructure. Planned and anticipated the development of infrastructure that supports risk mitigation or crisis response when necessary.

- **Strengthen financial capacity for resilience in tourism:** Assess economic impacts on the tourism system during adverse situations. Identify and develop financial mechanisms to support tourists and businesses involved in the tourism industry.

- **Understand and enhance social capacity for resilience:** Identify and strengthen sociocultural connectivity to promote mutual aid through community and government initiatives, as well as social media channels, multimedia communication channels, and monitoring systems. Expand sociocultural policies to foster community ties contributing to tourism resilience.

- **Build resilience and ensure coordinated responses to challenges impacting tourism:** Plan strategic resilience actions to strengthen human, environmental, organizational, and cultural capacities to resist, adapt, overcome, and recover from disruptive impacts.

- **Accelerate the regeneration of the tourism system:** Establish post-disaster event strategies focused on recovery and reconstruction of the tourism system that consider the environment, people, and organizations involved in tourism. One proposal is to develop regenerative tourism products that create value and embrace specific causes.

- **Promote public policies that incorporate just transitions and protect people in vulnerable situations:** Recognize that the social impacts of climate change on tourism affect destinations and communities unevenly. Therefore, national climate adaptation plans should prioritize small cities, especially people in vulnerable situations, and those economically dependent on tourism. Large urban centers can diversify their tourism offerings and are less financially reliant on tourism. Conversely, smaller destinations operating within a single niche, such as

ecotourism or sun and beach tourism, are more likely to be impacted by climate crises due to the lack of alternatives. Likewise, small micro-entrepreneurs, traditional communities, and women have fewer means of recovery after extreme events.

- **Create a tool for monitoring and sharing best practices in resilient, regenerative, and sustainable tourism among BRICS countries:** Promote the continuous exchange of information on best practices and initiatives in implementing resilient, regenerative, and sustainable tourism among BRICS countries. This exchange would occur through a platform frequently updated by the countries, similar to the [G20's Tourism and SDGs Dashboard](#). The tool would strengthen cooperation among members by allowing the sharing of case studies, successful policies, and innovative initiatives. Moreover, linking best practices to the SDGs would facilitate monitoring the tourism sector's progress toward achieving the UN 2030 Agenda in BRICS countries. Sharing sustainable, responsible, and resilient tourism practices among countries would enhance techniques for social capacity building in the face of, adaptation to, and overcoming adverse situations, as well as amplifying successful practices in different regions.

Thus, the promotion and development of best practices in sustainable tourism necessarily involve resilient and regenerative strategic actions, which implies the adoption of such approaches in tourism planning and management to ensure efficiency, effectiveness, and responsiveness in anticipating, reacting to, and recovering from potential impacts caused by adverse events in global tourist destinations.

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