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REGENERATIVE TOURISM AS A MODEL FOR LOCAL ECOSYSTEM RESTORATION: POTENTIAL APPLICATIONS IN SERBIA

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Abstract: *The purpose of this study is to explore the potential of regenerative tourism as a model for restoring local ecosystems, with particular emphasis on the possibilities for its application in Serbia. Unlike traditional and sustainable tourism, regenerative tourism focuses not only on reducing negative environmental impacts but also on actively restoring natural resources. The study identifies the main mechanisms through which tourism can contribute to ecological restoration while also supporting the local economy and community. A qualitative analysis of relevant scientific literature was used to examine the ecological, economic, and social effects of regenerative tourism, as well as the key financial, institutional, and organizational constraints that may affect its implementation. Particular attention was given to the role of circular economy principles, local community participation, and coordination among key stakeholders in achieving the regenerative effects of tourism. Based on the analysis, a conceptual model for regenerative tourism in Serbia was proposed, linking tourism activities with restoration measures and outcome indicators. The research results showed that the potential of regenerative tourism depends on local ecological and socio-economic conditions, long-term planning, and clearly defined and measurable restoration objectives.*

Keywords: *regenerative tourism, local ecosystems, circular economy, local community.*

1. Introduction

Tourism development increasingly requires a closer look at its relationship with the natural environment and local communities. Tourism is an important source of economic activity, but intensive use of natural resources can put pressure on ecosystems and threaten the long-term development of destinations. In this context, regenerative tourism has emerged as an approach that goes beyond reducing negative

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impacts. It directs tourism activities towards the restoration of natural and social systems (Bellato et al., 2023). Research on tourism initiatives led by local communities also highlights the importance of connecting tourism with nature, local development, and positive contributions from visitors (Price et al., 2025). The regenerative approach therefore focuses not only on using resources more responsibly, but also on creating conditions for their long-term recovery.

Consequently, this paper examines how regenerative tourism can contribute to the restoration of local ecosystems while simultaneously balancing ecological, economic, and social interests. Particular attention is given to circular resource management, local community participation, and institutional coordination. The importance of empowering local communities has also been recognized in research on the transition from sustainable to regenerative tourism (Ririmasse et al., 2026). However, economic and social benefits alone do not prove that regeneration has taken place. Such an assessment also requires evidence that tourism activities have improved the condition of the natural environment.

The study aims to analyse the mechanisms, expected effects, and limitations of regenerative tourism through a qualitative review of the relevant scientific literature and a comparison of different tourism concepts. It also examines the conditions for its potential application in Serbia. Based on the findings, a conceptual model is developed that links tourism activities with specific restoration measures and indicators for monitoring their outcomes. The model provides a framework for understanding the conditions under which tourism can contribute not only to the use of natural resources, but also to their long-term restoration.

2. Research Methodology

This study uses a qualitative and conceptual literature review approach to examine regenerative tourism as a model for restoring local ecosystems and to consider its potential application in Serbia. The analysis is based on relevant scientific literature and selected institutional reports addressing regenerative tourism, sustainable tourism, circular economy principles, local community participation, stakeholder cooperation, and ecosystem restoration. The literature was analyzed thematically, with particular attention to the ecological, economic, and social dimensions of regenerative tourism, as well as to the financial, institutional, and organizational constraints that may affect its implementation. The analysis also focused on circular resource management, the role of local communities, and coordination among key stakeholders, as these elements are repeatedly identified in the literature as important for achieving regenerative outcomes.

The review was conducted in three main phases. First, the conceptual differences between traditional, sustainable, and regenerative tourism were examined in order to clarify the specific characteristics of the regenerative approach. Second, the literature was analyzed to identify the main mechanisms, expected effects, and limitations of regenerative tourism in relation to local ecosystem recovery. Third, the findings were synthesized to assess the conditions for the possible application of regenerative tourism in Serbia and to develop a conceptual model linking tourism activities with

restoration measures and indicators for monitoring their outcomes. This methodological arrangement reflects the objectives already defined in the study.

Based on the literature synthesis, four interconnected components were identified as the basis of the proposed conceptual model: restoration of natural resources, circular management of tourism activities, active participation of the local community, and institutional coordination. These components were further linked to specific activities and monitoring indicators in order to provide a structured framework for assessing regenerative outcomes.

The proposed model is conceptual in nature and has not yet been empirically tested. Therefore, the suggested activities and indicators should be understood as a framework for future application and empirical validation in specific destinations. Their final selection and operationalization would depend on local ecological conditions, socio-economic characteristics, data availability, and specific restoration objectives.

3. Regenerative tourism as a mechanism for the restoration of local ecosystems

Tourism development raises questions about the long-term ability of destinations to preserve natural resources, biodiversity, and the quality of life of local residents. Intensive use of space and resources can generate economic benefits, but it can also put pressure on the natural systems on which tourism depends. The limitations of existing approaches to sustainable tourism suggest that development priorities should be reconsidered (Hall, 2019). Tourism models therefore should not focus only on reducing negative ecological impacts. They should also consider how tourism can actively support environmental restoration. Regenerative tourism directs tourism development towards improving ecological, economic, and social conditions in a destination. Its conceptual framework is based on the connection between natural and social systems and on the idea that tourism can generate positive local change (Bellato et al., 2023). Unlike approaches that mainly seek to reduce harm, regenerative tourism aims to restore natural systems, strengthen local communities, and promote responsible resource management. This also changes the role of the natural environment. It is not only the basis of the tourism offer, but its restoration becomes one of the development goals.

The distinction between mass, sustainable, and regenerative tourism is important for understanding this shift. Intensive tourism development can exceed the carrying capacity of a destination and disrupt its natural balance. This issue is also addressed by the tourism area life cycle model (Butler, 1980). Sustainable tourism seeks to limit these effects through efficient resource use and a balance between economic, ecological, and social interests. However, reducing negative ecological impacts does not necessarily restore ecosystems that have already been degraded. Regenerative tourism extends these goals by seeking positive effects on natural and social systems (EarthCheck Research Institute, 2023).

Regenerative tourism should therefore not be seen as a simple replacement for sustainable tourism. Rather, it builds on sustainable principles and adds a stronger

focus on restoration. A regenerative perspective shifts the focus of sustainability from maintaining ecological and social systems and minimizing harm to actively strengthening their capacity. In this sense, regenerative development goes beyond asking how economic activity can avoid damaging the systems on which it depends and instead considers how it can contribute to their improvement and renewal (Sessa, 2025).

Therefore, a systemic approach requires attention to the specific characteristics of each destination, its ecological conditions, and cooperation among stakeholders (Iddawala & Lee, 2025). The key question is no longer simply whether the tourism offer is environmentally friendly, but also whether tourism activities are aligned with the needs of the specific ecosystem. Restoration measures should therefore reflect local ecological conditions, existing pressures, and the capacities of the local community.

The circular economy is one of the important mechanisms for implementing regenerative tourism. Unlike the linear model of production and consumption, the circular approach aims to reduce waste, extend the useful life of products and materials, and use resources more efficiently (Geissdoerfer et al., 2017). It also includes the idea of restoring natural systems, which creates a link between economic activity and wider ecological goals (Ellen MacArthur Foundation, 2019). In tourism, circular practices can help organize consumption more efficiently and reduce pressure on the local environment.

In tourism, circular principles include efficient use of water and energy, waste reduction, the use of local products, and more responsible supply chains. However, these practices alone do not prove that regeneration is taking place. Saving resources and reducing environmental pressure are important outcomes, but a regenerative effect requires a direct connection with specific ecosystem restoration measures. The circular economy therefore provides an operational basis for regenerative tourism, while its actual contribution to restoration depends on how these principles are applied in a particular destination.

Active participation by the local population is another important condition for regenerative development. Local communities have knowledge of the area's natural characteristics, traditional resource use, and development needs (Murphy, 1985). Their involvement in planning, decision-making, and the distribution of economic benefits can help align tourism with the long-term interests of the local environment. Participation should not be limited to providing tourism services. Local residents should also have a role in setting development priorities and implementing activities aimed at restoring natural resources.

From an ecosystem recovery perspective, cooperation among residents, tourism businesses, and visitors can create broader support for regenerative initiatives. Connecting different stakeholders and adapting general principles to the practical needs of a destination are important for implementation (Dziadkiewicz et al., 2024). Involving tourists in environmental and educational activities may also encourage more responsible behavior, provided that these activities are professionally organized and respond to actual local needs.

The combination of circular economy principles and local community participation allows regenerative tourism to be viewed as an integrated approach to destination management. Circular practices can reduce pressure on resources, while local residents can help define priorities and implement restoration measures. Still, the actual regenerative effect depends on measurable improvements in the natural environment. Success, therefore, cannot be assessed only by visitor numbers, tourism revenue, or the introduction of environmental practices. It should also be assessed by the contribution of tourism to the long-term recovery of local ecosystems.

4. Effects and implementation constraints of regenerative tourism

Regenerative tourism is based on the idea that tourism can help improve the natural environment while also generating economic and social benefits for local communities. However, there are several financial, institutional, and organizational challenges between adopting regenerative principles and achieving concrete results. Iddawala and Lee (2025), in their literature review analysis, identify local community focus, an ecological approach, stakeholder cooperation, and the creation of positive effects as key elements of regenerative tourism. The interconnection of these elements points to the need to distinguish the conceptual potential of regenerative tourism from its actual effects, which depend on local conditions and the manner of implementation.

The ecological dimension of regenerative tourism includes restoring natural habitats, improving biodiversity, and reducing pressure on local resources. Tourism activities can support the restoration of degraded areas, protection of watercourses, and conservation of native plant and animal species. EarthCheck Research Institute (2023) identifies ecosystem restoration and biodiversity improvement as important elements of the regenerative approach and stresses the need to monitor their outcomes with appropriate indicators.

One possible mechanism for financing regenerative activities is to direct part of the revenue generated by tourism towards the restoration and protection of local ecosystems. In this way, natural resources are viewed not only as the basis of the tourism offer but also as a long-term investment. However, individual environmental activities do not automatically represent regenerative recovery. For example, reforestation may not contribute to restoration if the plant species and methods used are not appropriate for the local habitat. It is therefore necessary to assess the condition of an ecosystem first and then define restoration measures and indicators. Another challenge is the different time scales involved. Tourism revenue can be measured in the short term, while ecosystem recovery may require several years of monitoring.

The economic importance of regenerative tourism lies partly in its potential to support local businesses, agricultural producers, and other activities connected with tourism. Local supply chains and circular practices can help retain more economic value within the destination while improving resource use. EarthCheck Research

Institute (2023) identifies local and ethical procurement, a fairer distribution of economic benefits, and more efficient resource use as examples of regenerative outcomes.

From the perspective of the regenerative approach, economic effects acquire their full significance only if they contribute to the long-term improvement of local natural and social systems. High initial investments, limited financial capacity, and uncertain returns can make this difficult. Habitat restoration, ecological infrastructure, and changes in tourism operations require resources that are not equally available to all businesses and communities. Costs may also occur early, while ecological and social benefits develop gradually. Long-term implementation therefore requires stable funding, institutional support, and a clear distribution of responsibilities.

The social dimension of regenerative tourism is based on active local participation in planning and managing tourism development. Stakeholder cooperation and community involvement in decision-making have been identified as important elements of the regenerative approach (Dziadkiewicz et al., 2024). Local production, traditional knowledge, and community participation in restoration activities can strengthen the local economy and help preserve cultural identity. However, participation should not be limited to providing tourism services. It should also include a meaningful role in decisions about development priorities.

One of the key limitations is that local community involvement may be largely procedural rather than substantive. If residents have limited influence over development decisions or the distribution of benefits, participation may fail to generate broad local support and can contribute to uneven development.

Iddawala and Lee (2025) emphasize the importance of substantive cooperation among stakeholders. This goes beyond occasional consultation and requires coordinated action. For this reason, the interests of local residents, tourism businesses, public institutions, and nature conservation organizations need to be considered together. In the absence of adequate coordination, individual initiatives may remain fragmented, thereby limiting their cumulative contribution to the regenerative development of the destination.

A particular methodological challenge lies in measuring regenerative outcomes and distinguishing them from conventional indicators of tourism activity and sustainability.

Visitor numbers, tourism revenue, or the amount of waste collected may indicate the scale of tourism or environmental activities, but they do not in themselves constitute evidence of an actual improvement in ecosystem conditions. Assessing regenerative effects requires monitoring changes in habitat conditions, water quality, biodiversity, and other ecological parameters that correspond to specific restoration goals. At the same time, economic and social indicators should show the extent to which local residents benefit from tourism development.

Table 1. Mechanisms, Expected Effects and Limitations of Regenerative Recovery

Mechanism	Expected Effect	Key Limitation
Restoration of natural habitats	Recovery of biodiversity and ecological functions	Long recovery period and the need for expert monitoring
Circular resource management	Reduced pressure on natural resources and the possibility of investing in restoration	Initial costs and insufficient connection with restoration measures
Local community participation	Alignment of tourism development with local needs	Uneven distribution of benefits and limited participation in decision-making
Institutional coordination	Linking tourism activities with long-term restoration objectives	Lack of funding, coordination, and measurable indicators

Source: Author's systematization based on EarthCheck Research Institute (2023), Bellato et al. (2023), Dziadkiewicz et al. (2024) and Higgins-Desbiolles (2020).

The absence of clearly defined criteria and measurable indicators makes it more difficult to assess actual regenerative effects and may reduce the credibility of initiatives presented as regenerative. Reduced energy consumption, the application of environmental standards, or occasional clean-up activities may contribute to more sustainable destination management, but they do not automatically constitute evidence of ecosystem restoration. EarthCheck Research Institute (2023) links regenerative principles with appropriate indicators and expected outcomes, thereby allowing a clearer distinction between implemented activities and changes that have actually been achieved. Therefore, clearly defined objectives, continuous outcome monitoring, and a precise distinction between sustainable and regenerative activities are particularly important for assessing the credibility and effectiveness of the regenerative approach.

5. Potentials and opportunities for the application of regenerative tourism in Serbia

The application of regenerative tourism in Serbia can be considered through the connection between natural resources, rural areas, and local communities. Mountains, forests, rivers, and protected natural areas provide a basis for tourism activities that could support both the use and restoration of natural resources. However, natural potential alone is not enough. Tourism development needs to be connected with the needs of local ecosystems and the long-term interests of residents, while also reflecting the characteristics of each destination (Bellato et al., 2023; Iddawala & Lee, 2025).

Rural tourism offers an opportunity for such a model of regenerative tourism development. Rural accommodation, local gastronomy, traditional agriculture, and

direct contact with nature create opportunities to connect tourism consumption with local production. Research on regenerative tourism initiatives highlights the role of businesses and local community organizations in creating positive effects for destinations (Price et al., 2025). In Serbia, this type of tourism could support small businesses and provide additional income for rural households. Its regenerative value, however, would depend on whether part of the economic benefits and available local capacities are also directed towards restoring natural resources.

Rural tourism can also be connected with circular economy principles. The use of locally produced food, efficient water management, waste reduction, and responsible energy use can reduce the environmental burden of tourism households. Cooperation between tourism providers, farmers, and craftspeople can also help retain economic value within the community. Circular models aim to use resources more efficiently and address the limitations of the linear economy (Geissdoerfer et al., 2017). The transition to a regenerative model requires an additional step: linking these practices with specific measures to restore land, habitats, or other vulnerable parts of the local ecosystem.

Ecotourism also offers opportunities for undertaking regenerative activities, particularly in protected natural areas. Walking and educational tours, nature observation, and professionally organized volunteer activities can increase environmental awareness and support for conservation programs. However, tourism in protected areas must comply with protection regimes and the ecological capacity of each area. The regenerative approach emphasizes that tourism should be adapted to local ecological conditions and contribute to positive changes in the destination (EarthCheck Research Institute, 2023; Iddawala & Lee, 2025).

In these areas, tourism activities should be connected with clearly defined restoration objectives. Possible activities include financing the restoration of degraded habitats, involving visitors in professionally organized environmental work, and cooperating with protected-area managers. At the same time, not every conservation activity is regenerative. The key distinction is whether there is a clearly defined contribution to ecosystem recovery and whether the results can be monitored.

Local initiatives based on organic production, traditional crafts, cultural heritage, and small tourism households can also support regenerative transformation. Their importance lies partly in allowing residents to participate directly in shaping the tourism offer and managing local resources. Cooperation among stakeholders and attention to local needs are important conditions for implementation (Dziadkiewicz et al., 2024). In Serbia, this means developing cooperation among local initiatives, tourism businesses, institutions, and organizations involved in nature conservation.

Particular attention could be given to rural areas facing demographic and economic challenges. Population decline and limited employment opportunities can weaken the capacity of communities to preserve natural and cultural heritage. In such settings, regenerative tourism could be one complementary direction of local development by connecting tourism services, agriculture, and environmental restoration. Its potential should not, however, be treated as a solution to broader

demographic problems. Those problems also depend on public services, infrastructure, and other economic activities.

Overall, opportunities for regenerative tourism in Serbia depend not only on natural diversity or existing tourism traditions. They depend on the ability to connect available resources, local initiatives, and tourism activities with clearly defined restoration objectives. This connection provides the basis for a model adapted to the conditions of individual destinations.

6. Proposed conceptual model for regenerative tourism in Serbia

The application of regenerative tourism in Serbia depends on the connection between natural resources, the local economy, and cultural heritage. Their existence alone does not mean that a destination can contribute to ecosystem recovery. A regenerative model first requires the identification of specific environmental problems, available local capacities, and tourism activities that could help address them. This approach follows a systemic understanding of regenerative tourism, which emphasizes the connection between natural and social systems and the characteristics of each destination (Bellato et al., 2023; Iddawala & Lee, 2025).

Mountainous and rural areas provide suitable settings for considering this approach, especially where tourism can be connected with local agriculture and nature conservation. Stara Planina is one example. Its natural landscapes, rural households, and cultural heritage provide a basis for a tourism offer that could be linked to habitat restoration and local economic development.

The potential of Stara Planina should not, however, be confused with regenerative outcomes that have already been achieved. Before specific projects are introduced, the condition of local ecosystems, existing pressures on natural resources, and community needs would need to be assessed. This assessment would help determine which restoration measures are ecologically appropriate and how tourism could contribute to their financing and implementation. Activities in protected areas would also need to comply with applicable protection regimes and the responsibilities of area managers.

A regenerative model also requires a clear distribution of responsibilities among stakeholders. Local participation and stakeholder cooperation are recognized as important elements of regenerative tourism development (Murphy, 1985; Bellato et al., 2023; Price et al., 2025). Public institutions can provide the planning framework, support, and coordination. Local communities should have an active role in setting priorities and shaping the tourism offer. The private sector can contribute through investment, circular business models, and local supply chains. Tourists may participate in appropriate educational and environmental activities when these are professionally organized and suited to local needs.

Another challenge is balancing the economic interests of tourism businesses with long-term restoration objectives. If regenerative activities depend only on voluntary or occasional initiatives, their continuity may be uncertain. It is therefore worth considering mechanisms through which part of the economic value generated by

tourism could support specific restoration measures. A fairer distribution of benefits and meaningful local participation are also important conditions for socially responsible tourism development (Higgins-Desbiolles, 2020).

Based on the analysis conducted, the paper proposes a conceptual model for the regenerative recovery of local ecosystems in Serbia, built around four interconnected components: the restoration of natural resources, circular management of tourism activities, active participation of the local community, and institutional coordination. For each of these components, appropriate activities and indicators should be defined to enable the monitoring of achieved results and the assessment of regenerative effects.

The model is intended to be implemented gradually. The first phase involves assessing the condition of the local ecosystem and identifying priority restoration needs. The next phase involves local residents and other stakeholders in selecting activities and defining responsibilities. Tourism activities are then developed in connection with the selected restoration measures. The final phase involves continuous monitoring and adaptation based on observed changes.

The proposed indicators are intended as a basis for future monitoring rather than as results of research already conducted. Their final selection would depend on the characteristics of each destination, data availability, and restoration objectives. Ecological outcomes should be assessed against the baseline condition of the ecosystem. This is necessary to determine whether the implemented activities have actually contributed to recovery.

Table 2. Proposed model for the regenerative recovery of local ecosystems in Serbia

Model Component	Proposed Activities	Monitoring Indicators
Restoration of natural resources	Restoration of degraded habitats, protection of watercourses and conservation of indigenous species	Condition of restored habitats, water quality and changes in biodiversity
Circular economy	Local supply chains, waste reduction and rational use of water and energy	Quantity of waste, resource consumption and share of local suppliers
Local community	Participation in decision-making, development of local production and tourism services	Population participation in projects and revenues of local enterprises
Institutional coordination	Joint planning, financing of restoration measures and monitoring of outcomes	Projects implemented, funds invested in restoration and regularity of reporting

Source: Author's proposal, based on conceptual premises.

The model therefore connects tourism activities with environmental objectives, local economic interests, and institutional conditions. Applying it to Stara Planina or other areas of Serbia would require additional field research and adaptation to local

conditions. Nevertheless, the framework helps distinguish between activities that mainly reduce tourism's negative impacts and those that are directly aimed at restoring local ecosystems.

7. Discussion

The research findings suggest that regenerative tourism extends the principles of sustainable tourism by placing greater emphasis on the active restoration of natural and social systems. Environmentally responsible practices become genuinely regenerative only when they are linked to clearly defined restoration objectives and measurable improvements in ecosystem conditions.

The analysis identifies four interdependent components of the regenerative model: restoration of natural resources, circular management of tourism activities, active local community participation, and institutional coordination. Their effectiveness depends on their integration within the ecological and socio-economic context of each destination.

In the Serbian context, the proposed model provides a flexible framework for linking tourism development with ecosystem restoration. Therefore, the main contribution of the study lies in linking regenerative tourism with measurable ecosystem recovery and in structuring this relationship through clearly defined components and monitoring indicators. Since the model has not yet been empirically tested, its applicability should be examined through future destination-specific research.

8. Conclusion

This study examines the potential of regenerative tourism as a model for restoring local ecosystems, with particular emphasis on the possibilities for its application in Serbia. The analysis confirms that the regenerative approach extends beyond the reduction of negative environmental impacts by placing ecosystem recovery among the central objectives of tourism development. In this sense, tourism is viewed not only as an economic activity dependent on natural resources, but also as a potential contributor to their long-term restoration.

The findings point to the importance of integrating ecological restoration, circular management of tourism activities, local community participation, and institutional coordination within a coherent regenerative framework. Their contribution depends on the extent to which tourism activities are connected with clearly defined restoration priorities and supported by appropriate indicators capable of capturing changes in ecosystem conditions.

In Serbia, the development of regenerative tourism may build on the country’s natural diversity, rural areas, protected natural assets, and the economic and cultural resources of local communities. However, the effectiveness of such an approach depends on its adaptation to destination-specific ecological and socio-economic

conditions, as well as on the involvement of local stakeholders and the establishment of clear institutional responsibilities.

A central conclusion of the study is that the regenerative character of tourism should be assessed through observable and measurable improvements in local ecosystems. This requires an initial assessment of ecosystem conditions, the identification of priority restoration needs, and the continuous monitoring of ecological, economic, and social outcomes. The proposed conceptual model provides a framework for structuring this process, although its practical effectiveness remains to be empirically tested.

Future research should therefore focus on applying and validating the model in specific destinations in Serbia. Field-based studies, baseline ecosystem assessments, and the testing of relevant indicators would make it possible to evaluate both the ecological effects of regenerative tourism and its broader economic and social implications for local communities. Such research would provide the empirical basis needed to determine under which conditions tourism can move beyond the sustainable use of natural resources and contribute to their long-term restoration and regeneration.

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REGENERATIVNI TURIZAM KAO MODEL OBNOVE LOKALNIH EKOSISTEMA: MOGUĆNOSTI PRIMENE U SRBIJI

Apstrakt: *Svrha ove studije je da sagleda potencijal regenerativnog turizma kao modela obnove lokalnih ekosistema, sa posebnim osvrtom na mogućnosti njegove primene u Srbiji. Za razliku od tradicionalnog i održivog turizma, regenerativni turizam nije usmeren samo na smanjenje negativnih uticaja na životnu sredinu, već i na aktivnu obnovu prirodnih resursa. Studija identifikuje glavne mehanizme putem kojih turizam može doprineti ekološkoj obnovi, uz istovremenu podršku lokalnoj ekonomiji i zajednici. Kvalitativna analiza relevantne naučne literature korišćena je za ispitivanje ekoloških, ekonomskih i društvenih efekata regenerativnog turizma, kao i ključnih finansijskih, institucionalnih i organizacionih ograničenja koja mogu uticati na njegovu primenu. Posebna pažnja posvećena je ulozi principa cirkularne ekonomije, učešću lokalne zajednice i koordinaciji među ključnim zainteresovanim stranama u ostvarivanju regenerativnih efekata turizma. Na osnovu analize predložen je konceptualni model regenerativnog turizma u Srbiji, koji povezuje turističke aktivnosti sa merama obnove i indikatorima rezultata. Rezultati istraživanja pokazali su da potencijal regenerativnog turizma zavisi od lokalnih ekoloških i socio-ekonomskih uslova, dugoročnog planiranja i jasno definisanih i merljivih ciljeva obnove.*

Ključne reči: *regenerativni turizam, lokalni ekosistemi, cirkularna ekonomija, lokalna zajednica***.**