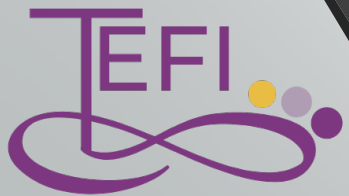


Redesigning and Regenerating Tourism with Care and Intentionality: Widening the Inclusion Lens in St. Jacobs Village

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Acknowledgement of Land and Violence Against Indigenous Groups in Canada

Photo by: Daniella Zalcman



Painting by: RG Miller

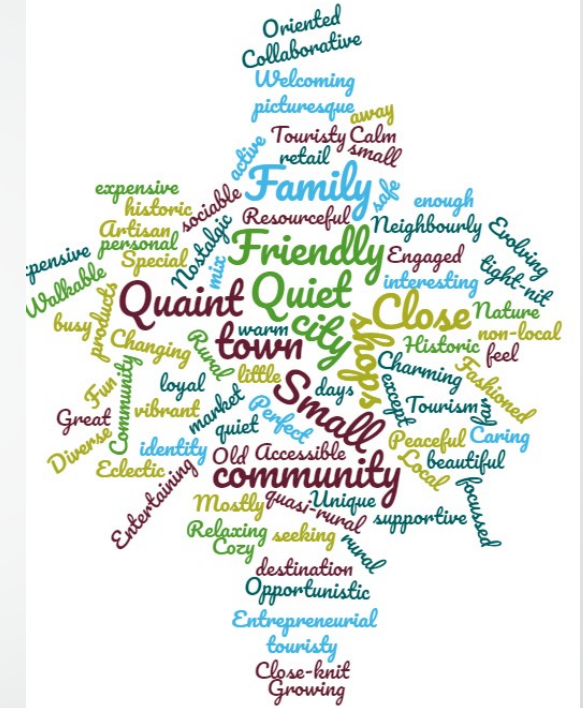
Overview

- Background on St. Jacobs
- Community-Based Participatory Action Research
- Phases of data collection & need to center equity-deserving groups
- Regenerative tourism
- An ethic of care
- Arts-based research with older adults
- Regenerative tourism strategies for St. Jacobs

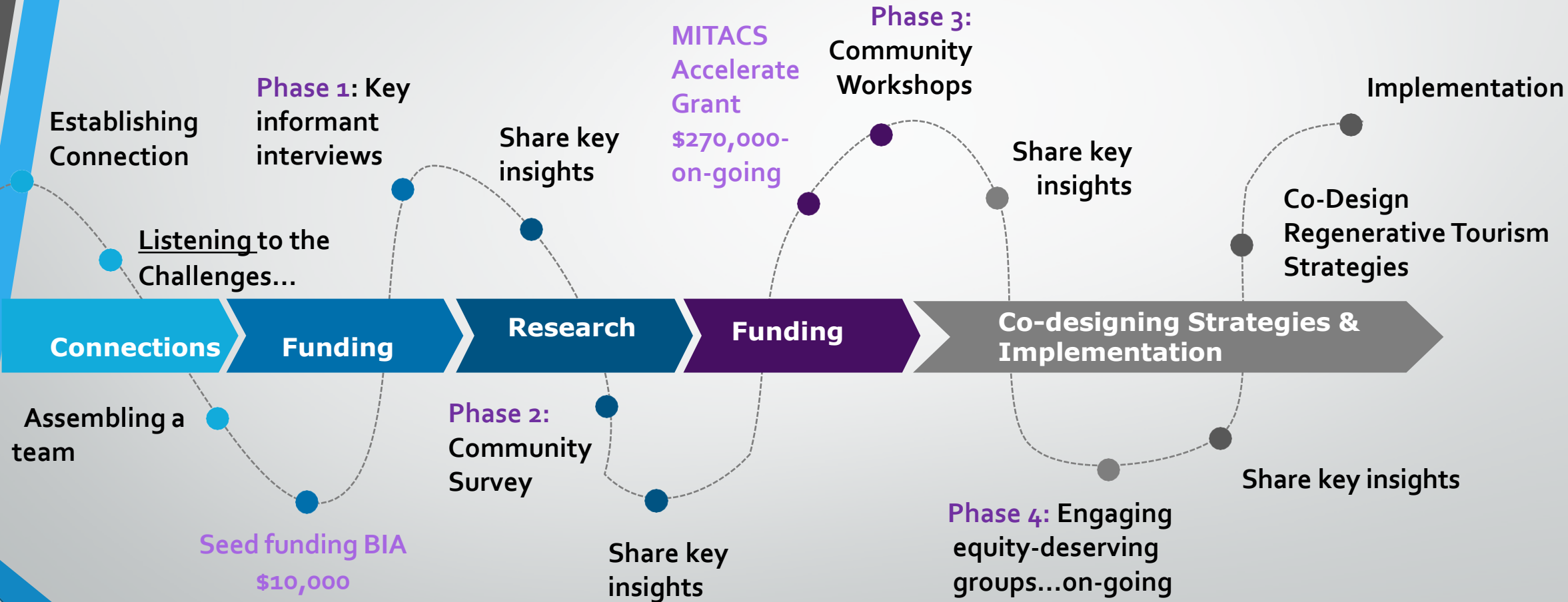


St. Jacobs

- 1850's settled by Dutch (old order Mennonites)
- Population 1,959
- Originally attracted visitors to experience Mennonite culture
- >Tourism...led to <Mennonites
- Case for change is clear
- Collaboration with RTO₄ & BIA



St. Jacobs Community-Based Participatory Action Research



Missing Insights of Older Adult (Residents)

- Scholarship on older adults limited
- Systematic review revealed 26 articles on older adults in tourism (Chang et al., 2022)
- Emphasis on older adult visitors not hosts (Chang et al., 2022; Thakur et al., 2023)
- Reflective of broader tourism research
- Quantitative approaches dominant



Aim, Objectives & Guiding Questions

- To understand the experiences of older adults in St. Jacobs Village and consider how tourism could enhance their quality of life.
- How do older adults experience St. Jacobs Village?
- How might the tourism sector enhance their experiences?
- How might we include older adults in tourism research?

Regenerative Tourism

- Continuation of our thinking of sustainable tourism (Pollock, 2018)
- Departure from neoliberal capitalist ideology.
- “Tourism living systems that facilitate encounters, create connections and develop reciprocal and mutually beneficial relationships through travel practices and experiences, uniquely reflecting tourism places” (Bellato et al., 2022, p.1042).

Critiques of Regenerative Tourism

Limited engagement with Indigenous worldviews

Limited case studies

Intergenerational perspective missing
(Liang, Boluk & Mock, In progress)

Tourism CoLab's Regenerative Tourism Framework



1. Hosting Good Conversations
2. Integrated Intelligence
3. Participation and Inclusion
4. Identity, Belonging and Stewardship

(The Tourism CoLab, Introduction to Regenerative Development & Tourism, 2024)

A FEMINIST ETHIC OF CARE



Fisher and Tronto (1993) & Tronto (2013)

Arts-Based Methodology

- "Its subject-centered, 'bottom up' strategy allows older people to have more control, involvement and ownership of the research and become co-producers and co-learners in the research process." (Sedgley et al., 2011, p.432).

Data Collection & the Pivot

Phase 1

- Focus Group

Phase 2

- Walk-along Interview

Phase 3

- Creative-Arts Session

Phase 4

- Semi-Structured Interview

Themes

1. Leaning into the Interests of older adults
2. Attending to Transformations in Community
3. Enhancing the Living Conditions of Seniors in St. Jacobs
4. Considering Opportunities to Enhance Inclusion

Phase 1: Graphic Interpreter



Analysis





Conceptual & Theoretical Alignment

Participation & Inclusion- We have an ethical commitment to inclusivity in destination communities (Caring about)

Inclusion in decision-making reflects shift from awareness to responsibility (Caring for)

Need to share and co-construct power through decision-making (Caring with)

Regenerative Destination Development Strategies Infused with Care

1. Community Outreach
2. Citizen Panels & Advisory Panels
3. Integrating Community Heritage and Culture in Tourism
4. Improving Community Infrastructure
5. Utilizing the Visitor Economy for Destination
6. Destination Pledge: Educating Tourists about Regenerative Tourism