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INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



CREATING A NEW SENSE OF PLACE

by giving back

In an era where sustainability has become a buzzword, a new narrative is unfolding in hospitality: regenerative thinking. This approach is not just about sustaining, but renewing and revitalizing.

In this digest, [Tural Adilov](#) continues to explore a hotel development project in Parma, Italy, building its relationship with the community and environment, paving the way for a regenerative future. In this ongoing research, he is exploring this emergent concept through the prism of two pillars of the regenerative approach: a place-based business and giving back to the communities.

Have a great weekend!



REIMAGINING SENSE OF PLACE: A REGENERATIVE MODEL IN HOSPITALITY

Tural Adilov

Regenerative thinking in hospitality marks an evolution from traditional sustainable practices, engaging deeply with the places and communities hotels inhabit. Unlike sustainability, which often focuses on minimizing negative impacts, regenerative hospitality seeks to enhance and revitalize the environment and local societies. This philosophy is not merely about being less bad but rather about being positively good, leaving a place better than we found it.

The current study at Palazzo Parma, the hotel currently under development is delving into the regenerative place-based business concept. This approach anchors the hotel's identity within the cultural and ecological fabric, the emergence of a new sense of place — a place fostering social connections and well-being. Through exploring community members' opinions, Tural could gather insights that shape a place-making strategy that reflects local narratives and needs.

A place-based approach forms the core of this research, recognising the hotel as a potential 'third place' — a community hub beyond home and work where individuals can congregate, collaborate, and foster social bonds. Through this lens, the study probes into how the hotel is anticipated to reimagine the local sense of place, providing spaces that invite community interaction and engagement.

Looking at the physical space, the public utility of the hotel emerges as a key theme. Residents are curious and cautiously hopeful about the hotel's potential to serve as a hub for local culture, commerce, and conservation efforts, redefining public spaces. Initial perceptions spotlight the hotel as more than a building, but seen as a potential nexus for community life.

The second trajectory of development is community-centric corporate philanthropy. Initial findings suggest a guarded optimism among the residents, who foresee the hotel's role as an active participant in addressing local issues, from employment to environmental stewardship. The community's response to the corporate philanthropy hints at the possibility of a deeper, more meaningful relationship. There is a belief that being embedded in community needs can lead to a transformative impact. This reflects a nuanced understanding of corporate social responsibility that goes beyond regenerative washing. This narrative serves as a starting point, as the integration of regenerative principles into the hospitality industry is an ongoing and complex process.

*Hahn, T. and Tampe, M., 2021. **Strategies for regenerative business.** *Strategic Organization*, 19(3), pp.456-477.*

*Slawinski, N., Winsor, B., Mazutis, D., Schouten, J.W. and Smith, W.K., 2021. **Managing the paradoxes of place to foster regeneration.** *Organization & Environment*, 34(4), pp.595-618.*



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