



CTR Workshop 2026

Regenerative Tourism beyond the "Sun, Sand, and Shopping" :Lessons from Guam

In this workshop Professor Fred Schumann will address the regenerative potential of tourism by drawing on diverse interconnected areas ranging from indigenous representation and cultural heritage to disaster recovery and sustainability.

In the first part of the workshop, Prof. Schumann will introduce an important cultural performance, the Humåtak Reenactment of Magellan's "discovery" of the island, and a public-private sustainability initiative, Guam Green Growth (3G). These two sites of destination's agency offer entry points into issues of cultural representation and indigenous entrepreneurship through approaches such as Educational Tourism and Environmental Tourism. This leads to addressing critical questions of the value of authenticity over cultural commodity, as well as sustained destination health over short-term financial inflow. Regenerative Tourism, a framework in which the visitors actively contribute to restoring of resources, thus offers an important platform in response to traumatic histories of colonization and natural disaster.

In the second part of the workshop, the participants will engage in the task of designing a touristic itinerary, incorporating 3G, cultural integrity, and economic balance. The creative ideas generated by "small island tourism" cover wider and wider territories of economic thinking, concerned with cultural and environmental vulnerability.

**Speaker :**

Prof. Fred R. Schumann
(University of Guam)

**Date & Time**

Thursday, 15 October
10:50 – 12:20 (JST, GMT+9)

**Venue**

E1-206, East 1 Bldg.
Wakayama University

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Language**English**

**Register
Now!**

