



# ADVANTAGE

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VOL 17 ➤ 2022

**Nature Without Borders**  
Restoring habitats through  
meaningful nature-based tourism

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# NATURE WITHOUT BORDERS

Nature-based tourism is becoming a force for good by allowing travelers to engage with ambitious conservation projects across the globe

**F**ar from predicting the world’s end, conservation and environmental experts are directing their focus to the art of what’s possible. While modern civilization has perfected the built environment with comfort and luxury, the urban green spaces we call nature aren’t so natural. Most species are excluded from these areas, making them aesthetically attractive but ultimately unbalanced.

“Rewilding,” a term coined in the ‘90s, attempts to restore that balance at scale and positively enable the delicate systems that help mitigate global warming by removing CO2 from Earth’s atmosphere. Slightly different from traditional conservation, which protects existing landscapes from further encroachment, rewilding seeks to restore lost and degraded habitats to rebuild our defenses against climate change.

Over the last decade, Rewilding Europe has led massive efforts toward restoring natural landscapes. Last year, they tapped media maverick, rewilding evangelist and Zoologist Duncan Gossart to develop and organize immersive, expert-led, low-impact experiences

across various rewilding landscapes in Europe under Rewilding Europe Travel. Launched this summer, travelers can now experience some of Europe’s finest nature while learning and contributing to rewilding initiatives and supporting local communities. Both genteel and wild, like the British countryside of his youth, Gossart’s holistic rewilding perspective focuses on the importance of healthy terrestrial and marine ecosystems for our planetary life systems. “It’s more than just somewhere nice to go on the weekend or a place to have your sandwiches at lunchtime. I think people are beginning to recognize the significance of nature as the supporting pillar in the world around us.”

Also the Founder of Journeys With Purpose, Gossart and his team have created itineraries hosted by global conservation leaders designed to celebrate and champion the advancement of rewilding projects. Their global curriculum of itineraries model the “Seven Worlds, One Planet” approach and features a series of fixed-date departures spanning the seven continents.

*Above: Founded by Duncan Gossart, Journeys With Purpose is based on a “Seven Worlds, One Planet” approach and features a series of departures spanning the seven continents*

*Right page (top): Journeys With Purpose creates itineraries hosted by world-renowned leaders, designed to celebrate and champion the advancement of rewilding projects*

*Right page (bottom): Kristine Tompkins is revered for her environmental leadership, fostering conservation initiatives in both Chile and Argentina*



*“By experiencing these remarkable achievements of harmonizing nature and communities, we can be inspired to protect, conserve and restore our natural world, and safeguard our own future.”*

Kristine Tompkins, the former CEO of Patagonia, and her late husband, Douglas Tompkins, have restored almost two million acres of protected land in Argentina’s Iberá wetlands. As home to over 30% of the country’s biodiversity with roughly 4,000 species of plants and animals, it is one of the greatest conservation success stories of all time. This past September, Journeys With Purpose participants received a multi-day tour through the area with Tompkins and her team of experts as personal guides. Accommodations included a stay at Rincón del Socorro, a century-old farmhouse lodge personally restored by the Tompkins and set on a 148-acre private reserve in the heart of the Iberá wetlands. Moreover, guests were enlightened about other projects in the works and local success stories, such as the reintroduction of the jaguar, which had been absent from the area for the last 70 years.

Whether planned or bespoke itineraries for individuals, private families or groups, Grossart’s mission for both companies is to allow more people to engage with and contribute to the valuable work of nature restoration and rewilding. “By experiencing these remarkable achievements of harmonizing nature and communities, we can be inspired to protect, conserve and restore our natural world, and safeguard our own future,” he said.

Another group dedicated to bridging the gap between nature and community is the Tasmanian Walking Company (TWC), a leading eco-tourism operator offering multi-day guided walks for over 30 years. After the 2020 Australian bushfires destroyed large portions of terrain and wildlife, they created the Tasmanian Walking Company Foundation (TWCF) to play a more prominent role in the recovery of threatened ecosystems by supporting education, training and investing in wildlife programs.



Although their goal is to raise AUD 1 million, existing funds have already supported the largest wildlife and landscape regeneration program in Australia's history—WWF Regenerate Australia. This initiative aims to rehabilitate and restore the 47 million acres of wildlife habitats impacted by the 2019-20 bushfires and future-proof Australia against climate disasters.

So far, they have supported over a dozen projects, including installing vegetable garden beds for impacted families, distributing 400 wildlife food and water feeders across affected areas, collecting over 300,000 seeds for the Tasmanian Seedbank, and contributing to the development of indigenous cultural fire management.

Together with WWF-Australia, TWCs "Walk for Wild" fundraising events educate walkers on the importance of wilderness conservation and offer a chance to restore and revitalize the decimated areas for future generations. Participants will experience Australia's breathtaking wilderness areas and see 100% of their donations go to support projects that have a genuine and tangible impact.

When it comes to rewilding the oceans, the Maldives atolls have long been a place that inspires images of pristine waters and colorful sea life. And yet, as the country's most lucrative industry, tourism is both a boon and a threat as development continues, and the overfishing of reef fish for tourist consumption goes unchecked.



*Above: The Tasmanian Walking Company Foundation will help rehabilitate and restore the 47 million acres of wildlife habitats impacted by the 2019-20 bushfires*

*Left: Guests joining the "Walk for Wild" event series are encouraged to raise their own funds in support of WWF-Australia*

*Right: The Laamaseelu Masveriyaa program ensures that fishers only catch mature-sized resilient species using non-destructive methods in permitted areas*



### EMBRAER TIP

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## REWILDING JOURNEYS FOR 2023

### Journeys With Purpose

In 2023, Journeys With Purpose will launch a series of remarkable conservation travel experiences with the unique opportunity for guests to participate in ambitious rewilding projects across the world. Beginning in March 2023, travelers can join a mother-daughter team who have regenerated 67,000 acres of wilderness in South Africa’s Great Karoo. From the comfort of your luxury lodge, engage firsthand with species reintroduction programs for lions, elephants and cheetahs alongside leading wildlife biologists and scientists. [journeyswithpurpose.org](http://journeyswithpurpose.org)

### Rewilding Europe Travel

Inspiring travelers to join the nature-based tourism movement, Rewilding Europe Travel has designed small group itineraries for 2023 and beyond, showcasing an eight-day itinerary to discover rewilding landscapes, national parks and UNESCO World Heritage sites in Portugal’s greater Côa Valley; rewilding nature corridors in Italy where wolf, Marsican bear and Apennine Chamois live; or learning about the flagship Rewilding Europe and WWF Bison reintroduction initiative in the Carpathian Mountains of Romania—an adventure where nature and community come together in an incredibly successful project. [rewildingeuropetravel.com](http://rewildingeuropetravel.com)

### TWCs “Walk for Wild”

Tasmanian Walking Co., in partnership with WWF, seeks to regenerate Australia, inviting guests to join expert wildlife guides on a host of scenic trails through Tasmania’s Bay of Fires, Cradle Mountain and Victoria’s Twelve Apostles Lodge Walk. As one of Australia’s most trusted conservation organizations, every walk supports WWF-Australia to restore wildlife and habitats, rejuvenate communities impacted by the bushfires and boost sustainable agriculture. [taswalkingco.com.au/wwf-walk-for-wild](http://taswalkingco.com.au/wwf-walk-for-wild)

### Blue Marine Foundation

Blue Marine Foundation is an ocean conservation charity aiming to restore the ocean to health by addressing overfishing, one of the world’s biggest environmental problems. The U.K.-based charity is dedicated to creating marine reserves, restoring vital habitats and establishing models of sustainable fishing. Its mission is to see 30% of the world’s oceans under effective protection by 2030. [bluemarinefoundation.com](http://bluemarinefoundation.com)

In 2020, Six Senses Laamu, a Maldivian resort with a strong focus on wellness and sustainability, responded by partnering with Blue Marine Foundation and locally based NGO Maldives Resilient Reefs. Together, they devised an evidence-based fishing code of conduct that resorts and local fishers could agree to follow. The Laamaseelu Masveriyaa program ensures that fishers only catch mature-sized resilient species using non-destructive methods in permitted areas. According to the Blue Marine Foundation and Maldives Resilient Reefs: “The fishers will be required to complete an educational course comprising five sustainable fishing modules. From this course, fishers will develop an in-depth understanding of the tangible benefits of sustainable fishing and why this is important to preserve ocean resources for future generations.”

Located on a Mission Blue Hope Spot in the Laamu Atoll, guests are presented with multiple experiences to illuminate their unique surroundings and inspire more sustainable lifestyles. The Maldives Underwater Initiative (MUI) is an award-winning marine conservation initiative based at Six Senses Laamu. The MUI team dedicates a lot of time to guest education and the work of Blue Marine Foundation in building sustainable coral reef fisheries in the Maldives. The Blue Marine Foundation team has also developed a citizen science program to engage guests on fisheries data collection and the importance of sustainable fishing.

Regenerative tourism has the potential to have a transformative impact in the Maldives. The team at Blue Marine Foundation firmly believes that developing tourism industries interested in sustainable, inclusive sourcing would improve the resilience of ecosystems and positively contribute to ensuring livelihoods and resource security within the Maldives island communities and other areas around the world. ◀