

# Several birds with one stone: motivations, constraints and negotiation for regenerative tourism consumption

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*Due to the importance of consumers' perspective for the success of regenerative tourism, the present study aims to identify motivations, constraints and constraint negotiation processes for consumption of regenerative tourism offerings. A qualitative study with exploratory purposes was conducted, comprising laddering interviews with tourism enthusiasts, Mexican millennials. The results show a diversity of pro-social and self-interested motivations associated with this type of tourism, such as a desire for social justice, adventure, gratification and self-development, expectantly accomplished through the destinations' purposefulness and novelty. Likewise, individualism, lack of interest and reluctance to change were identified as important constraints, along with constraint negotiation processes that seem to involve the trendiness of the activity and a search for prestige as motivations. Overall, this study indicates that motivations, constraints and constraint negotiation processes for regenerative tourism are distinct from those relating to other archetypes, requiring further investigation to harness the potential of this promising tourism model.*

**Keywords:** *Regenerative tourism, Motivations, Leisure constraints, Consumer behaviour, Qualitative research, Sustainable development goals*

## 1 INTRODUCTION

The challenges highlighted by the United Nations' Sustainable Development Goals (UN's SDGs), as well as the impact of tourism on those ailments (Stankov et al., 2020), represent a wake-up call for today's society. Taking action upon these problems, regenerative tourism initiatives propose more rounded and lasting answers to those issues. To do so, this novel paradigm builds on previous conscious tourism models, employing tourism as a motor for positive, all-encompassing and robust change by integrating

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local populations, environmental practices and tourism activities to advance the general welfare (Ateljevic, 2020; Bellato et al., 2022a; 2022b).

Due to the newness of the line of research, a common definition is yet to be reached. Even so, most academics concur that regenerative tourism must present an ecological and social outlook, approach tourism with a positive transformation intention, and generate favourable effects that propitiate a virtuous cycle of regeneration based on the endemic potentials, as well as harness a reciprocated association amongst all stakeholders, adapting and evolving as needed (Ateljevic, 2020; Bellato et al., 2022a; 2022b). This represents a shift in the way we comprehend, approach and undertake tourism to move towards an industry with a holistic positive impact (Dredge, 2022; Stankov et al., 2020). Nonetheless, moving beyond the no-harm approach of sustainable tourism (Steg and Vlek, 2009) into an improvement-inducing mentality requires greater involvement of all stakeholders, including tourists, to succeed. Therefore, enquiring about tourists' mindsets concerning these sorts of tourism initiatives is considered of great importance to facilitate the paradigm shift into a more constructive model (Dredge, 2022), an undertaking that has received limited attention so far (Corral-Gonzalez et al., 2023).

Concurrently, millennials, a generational cohort appellation arguably attributed to those born between 1981 and 1996 (Dimock, 2019), are a generation described as self-centred, attention-longing, broadminded, socially conscious and disruptive (Meister and Willyerd, 2010; Myers and Sadaghiani, 2010; Skeldon and Casey Waller, 2018), amongst other favourable and not so favourable attributes. Their distinct set of characteristics has created a divergent pattern of tourism behaviour that distinguishes this specific cohort, including the increase in tourism activity compared to other generations, as well as the top ranking priority they attribute to it (Cavagnaro et al., 2018; Ketter, 2020). At the same time, millennials have been found to be drivers of alternative sorts of tourism, such as creative tourism and 'off the beaten track' tourism (Ketter, 2020). Furthermore, the expectation of continued travel in the future and eventual replacement of previous generations makes this cohort an object of interest for the industry (Cavagnaro et al., 2018). Moreover, domestic demand has been credited with having the power to harness industry development, incentivize competition and advance added value (Porter, 1998), allocating national millennial tourists with great potential for promoting the growth of this novel model of tourism. Additionally, it has been stated that research in responsible tourism marketing is incipient and needs to be addressed further (Mondal and Samaddar, 2021).

Consequently, the objective of this study is to understand what drives, constraints and negotiates Millennials' behaviour concerning regenerative tourism experiences, especially those within their homeland, as it could facilitate the advancement of regenerative tourism and improve its prospects of helping achieve the UN's SDGs, providing interested parties necessary information to design appropriate interventions to incentivize such behaviour (Choe and Fesenmaier, 2021).

## 2 THEORETICAL FOUNDATIONS

### 2.1 Regenerative tourism

Building on diverse areas of expertise, particularly upon natural sciences, regenerative tourism is a new paradigm that sees tourism activity as a means for positive ecological and social transformation. This novel paradigm aims to restore harmonious interactions between people and nature, creating virtuous cycles of regeneration based on

endemic potentials while generating reciprocal benefits for all stakeholders, behaving as a living, adaptive and complex system (Ateljjevic, 2020; Bellato et al., 2022a; 2022b; Bellato and Pollock, 2023).

In consequence, embracing this innovative model requires a shift in the way tourism is regarded, directed and engaged (Dredge, 2022) since it offers experiences significantly dissimilar from those expected from traditional mass tourism, or even other tourism models. This deviation from the norm might be appreciated in the example of *Mestiza de Indias*, a regenerative agriculture tourism project with social impact, located in the middle of the Mayan Jungle in southern Mexico. This initiative grows fruits and vegetables employing regenerative agricultural practices, selling them to nearby restaurants in the Yucatan Peninsula, rescues endangered species and ancestral varieties in disuse, promotes food sovereignty, gender equity and health within nearby communities, besides endorsing the rescue and dignification of indigenous cultures. Likewise, *Mestiza de Indias* organizes tours of its facilities, allowing visitors to harvest, prepare and taste exotic fruits and vegetables, learning about ancestral cultivation and culinary techniques directly from Mayan men and women from the local community, amongst other activities (Lepere, 2023). Therefore, as regenerative tourism's characteristics are so unique, it is expected that factors motivating or constraining favourable behaviour towards its offers deviate from those referring to other tourism proposals.

## 2.2 Motivators

Motivations, the forces that drive a person towards certain courses of action (Ryan et al., 2019), are often studied under the push–pull theory of motivation within the tourism field, aiming to explain the reasons why tourists choose some destinations over others (Cavagnaro et al., 2018; Floros et al., 2021; Heitmann, 2011; Kim et al., 2019). This framework approaches motivations as two different forces: one that pushes people to travel, usually internal aspects of the individual, and another one that pulls a person towards a specific destination, characterized in terms of its features (Dann, 1977).

Complementarily, the means-end theory has been proposed as a way to study the relationship between push and pull motivations, with pull or external motivations being the means and satisfaction of push or internal high-end motivations representing the end, suggesting consumers see products' characteristics as ways to achieve important objectives, such as personal values (Klenosky, 2002). In this sense, the employment of the means-end theory, along with the push–pull theory of motivations, attempts to explain the selection of certain products as a means to achieve the aspired states of an individual (Klenosky, 2002). Furthermore, a particular pull factor or destination's characteristic might be noteworthy to potential visitors for diverse reasons, according to the individual's perception (Klenosky, 2002). In addition, one pull factor might also fulfil more than one need for a determinate consumer (Klenosky, 2002). Therefore, exploring the push–pull motivations employing a means-end approach would allow the identification of the paths that connect the pull attributes of a destination to the items that might serve as potential push factors, providing an important perspective for enriching our comprehension of the forces that drive behaviour in favour of these tourism options.

## 2.3 Constraints and negotiation

Conversely, some factors might notably incumber behaviour towards tourism, which might vary by generational and cultural cohorts (Clark and Nyaupane, 2023; Nyaupane

and Andereck, 2008). Such factors have been classified within the leisure constraints model (Crawford et al., 1991; Nyaupane and Andereck, 2008), dividing them into three tiered groups: intrapersonal, interpersonal and structural constraints. The three groups are pondered to be hierarchically ordered, requiring the conquering of each level in progression (Crawford et al., 1991; Nyaupane and Andereck, 2008). Intrapersonal constraints, sometimes referred to as psychological barriers (Haselsteiner et al., 2021; Lacroix et al., 2019), are considered to be the most powerful of the three types, referring to the individual's psychological states that form preferences, representing a notorious first obstacle to overcome. The second layer of restrictions, labelled interpersonal constraints, represents the outcome of interactions with other persons and their own characteristics, which in turn affect the preferences and behaviour of an individual. The third layer of barriers is named structural constraints, which represents the interfering factors between an already established preference and actual behaviour, constituting the most researched kind of constraint (Lai et al., 2013).

However, instead of being unmovable impediments that would unavoidably result in abstention, those constraints might be outshone through negotiation processes between motivations and constraints. Therefore, behaviour depends on such negotiation and not on the absence of constraints (Crawford et al., 1991; Jackson et al., 1993; Kay and Jackson, 1991; Humagain and Singleton, 2021; Wen et al., 2020). Previous research concerning constraints negotiation has mostly focused on interpersonal and structural constraints, such as the lack of companions and cost (Kay and Jackson, 1991; Lai et al., 2013), with some recent research beginning to explore intrapersonal constraint negotiations (Humagain and Singleton, 2021; Karl et al., 2022; Wen et al., 2020), expanding the necessary knowledge to overcome such notorious obstacles.

All the same, and notwithstanding the importance of consumers' mindsets (Dredge, 2022), even when research has explored the comparatively higher interest of Millennials in sustainable consumption (Seyfi et al., 2022), it is still not clear why and how tourists would negotiate their perceived constraints, changing their outlooks and practice in favour of regenerative tourism alternatives (Demeter et al., 2023).

### 3 METHOD

#### 3.1 Data collection and analysis

A qualitative methodology with an exploratory purpose is proposed as the means to achieve the objective of this study, as it has been suggested to be appropriate for the investigation of disruptive topics and understanding social phenomena such as the one concerning this piece of research (Babbie, 2021; Teti et al., 2020). Therefore, the study design consists of the collection of qualitative data employing semi-structured interviews, employing a laddering technique, to deepen the understanding of the subject motivations, constraints and negotiation processes developed by participants after a first contact with the concept of regenerative tourism experiences. Data were collected during the period from May to September 2023 and subsequently studied by the employment of content analysis. ATLAS.ti version 23.2.1 (4325) was employed for data examination and figure development.

Participants of this study were self-defined tourism enthusiasts, ages 27–42 years and residents and/or natives of the state of Chihuahua, Mexico. Potential participants were asked to self-assess their interest in tourism (I dislike it a lot, I don't like it, I like it, I'm excited about it), as well as the number of trips they made per year, aiming to

corroborate the participants' general interest in tourism. Only those who answered 'I'm excited about it' and made one or more trips per year participated in the study. This group of interest was selected due to the attention shown by millennials to tourism, their potential as consumers of this model of experiences and their significant role in the future of the industry. Purposive sampling was employed, aiming to draw a diverse set of participants in terms of gender, occupation, marital status and number of children, as described in Table 1.

The number of interviews conducted was determined by code saturation, defined as the point when no additional issues are identified, as well as by sufficient code meaning saturation, understood as the point when issues are fully understood and no further dimensions, nuances, or insights could be found (Hennink et al., 2017). This point was reached at 25 interviews, in agreement with Hennink et al. (2017), according to whom high prevalence concrete codes tend to reach meaning saturation by nine interviews or sooner, and low prevalence conceptual codes tend to require between 16 and 24 interviews to reach saturation.

To secure relevant information gathering, an interview guide was developed and pretested according to the procedures provided by Kallio et al. (2016). The guide centred on the core themes of (1) usual vacation activities and destinations and main reasons for traveling, (2) previous knowledge regarding regenerative tourism, (3) opinions

*Table 1 Interview participants' profile*

Participant	Age	Gender	Occupation	Marital status	Number of children
P1	36	F	Entrepreneur	Married	One child
P2	39	M	Professor	Single	No children
P3	42	F	Entrepreneur	In a relationship	Two children
P4	34	F	Clerk	In a relationship	No children
P5	39	M	Lawyer	Single	No children
P6	34	F	Psychologist	Single	No children
P7	40	M	Entrepreneur	Divorced	No children
P8	38	F	Lawyer	Single	No children
P9	40	F	Accountant	Married	One child
P10	34	M	HHRR	Single	No children
P11	30	M	Investor	Single	Three children
P12	29	F	ONG employee	Engaged	No children
P13	36	M	Admin Worker	Single	No children
P14	33	F	Manager	Concubinage	No children
P15	35	F	Finance	Single	No children
P16	38	F	Professor	Married	No children
P17	39	M	Professor	Married	No children
P18	36	F	Entrepreneur	Married	One child
P19	38	F	ONG employee	Single	No children
P20	27	M	Nutritionist	Single	No children
P21	28	M	Buyer	Single	No children
P22	40	F	Teacher	Single	No children
P23	36	F	Communicologist	Single	No children
P24	27	M	Public servant	Single	No children
P25	37	F	Accountant	Married	No children

Source: Authors own work.

on regenerative tourism, (4) motivations to consume regenerative tourism offerings and (5) perceived constraints and negotiations. Between themes 2 and 3, information regarding regenerative tourism was provided to the participants. Questions such as ‘What would be the reasons for visiting this type of destination?’ and ‘What do you find desirable about these types of destinations?’ were asked, subsequently employing a laddering technique to deepen the understanding of subjacent motivations, constraints and negotiation processes. As the official language of Mexico is Spanish, interviews were conducted in that language. Interviews were recorded, transcribed and analysed. Selected quotes were translated into English to be included in the results and discussion section for illustrative purposes.

To corroborate and validate the results, methodological triangulation was conducted by employing a focus group method as a complementary data collection strategy, addressing the same phenomenon with another set of eight participants belonging to the same group of interest. The focus group employed the same selection criteria as the interviews and used a guide covering the same topics. The data obtained through the focus group were analysed in the same manner, comparing the results of the two methods and including in this article only those codes identified through both techniques. This practice was implemented due to its capacity to strengthen and confirm findings, obtain more comprehensive data, increase validity and improve understanding of the phenomena studied (Carter et al., 2014).

Push and Pull Theory of Motivations, along with the Means-End Theory (Klenosky, 2002), was employed for the classification of motivations, as well as the Leisure Constraints Model for the classification of constraints and the identification of constraints negotiations (Crawford et al., 1991; Nyaupane and Andereck, 2008), aiming to examine manifest and latent content (Babbie, 2021). The codebook development was an iterative process, beginning with a priori coding and developing inductive codes according to data suggestions.

## 4 RESULTS

The findings of this study led to the identification of nineteen motivating factors, which were classified as push (10) and pull (9) motivations, as well as 15 constraints, which were classified as intrapersonal (8), interpersonal (3) and structural (4). The full list can be seen in Table 2.

### 4.1 Push motivations

Per the literature and shared with other types of tourism initiatives, it was found that push factors such as the search for adventure, knowledge, relaxation and well-being, anomie or escapism, prestige or ego enhancement and social interactions (Cavagnaro et al., 2018; Floros et al., 2021; Suni and Pesonen, 2019) seem to be important motivators for millennial tourist and regenerative tourism initiatives. Nonetheless, several further push motivating factors were noticed, representing potential drivers for consumers’ preference for such destinations over traditional tourism offerings.

Ethical consumption, detected within the desire to counteract unwelcome tendencies, appears to be of relevance for most participants. In this sense, motivations such as a desire for social justice, environmental rescue and preservation of cultural heritage appear to drive millennials’ favourable inclination towards regenerative tourism. Therefore, regenerative tourism’s capacity to address problems such as environmental

Table 2 Identified motivating factors and constraints

Motivating factors		Constraints		
<b>Push motivations</b>	Social justice	<b>Intrapersonal</b>	Scepticism	
	Environmental rescue		Lack of interest	
	Preserving cultural heritage		Lack of knowledge	
	Cultural awareness		Denial, needlessness and misconceptions	
	Gratification and hedonic purposes		Individualism	
	Relaxation, well-being, spirituality and connecting with nature		Reticence to change and ambivalence	
	Prestige and ego-enhancement		Uselessness	
	Adventure, anomie and escapism		Physical limitations	
	Knowledge and self-development		<b>Interpersonal</b>	Social disapproval
	Parenting and education			Family commitments
<b>Pull motivations</b>	Trendiness and diffusion	<b>Structural</b>	Lack of companions	
	Purposefulness		Discomfort	
	Interest alignment		Inaccessibility	
	Destination's novelty		Cost	
	Diversity of activities		Risk	
	Perceived authenticity			
	Culinary offering			
	Landscape and natural surroundings			
Local culture				

Source: Authors own work.

degradation, social inequality and cultural loss appears to be of interest to this generational cohort, as explained in the following quote:

*'... I like it because it broadens the panorama and expands the range of opportunities for all segments [...] I think it is fundamental in the way it involves everyone, all people, all sectors and above all, the environment'. (P24)*

Cultural awareness, or the desire to understand others' culture as well as their own, was also identified as a push motivating factor. This motivation diverges from a mere search for knowledge as it represents a way to establish enhanced connections with others through acknowledging and appreciating diverse beliefs, customs and values, increasing in that way tolerance and empathy, as implied by the following assertion:

*'... it connects well with my philosophy of life [...] to open to other cultures, which is not always easy, to other flavours, to understand that the reality you live in is not the same for everyone [...] it means opening up to new experiences and discover other realities'. (P1)*

Furthermore, this desire to compensate for social and ecological injustices seems to be linked to the level of awareness of current problems and the acknowledgment of the impact of personal behaviour on society and the environment. In addition, altruistic

values seem to drive these interests, representing the desire to surpass the self by adopting a larger perspective that includes concern for others, as reflected at the following statement:

*'... it is a topic that interests me a lot [...] it is a concern that I have, what I'm going to leave here in this world, what good things I'm going to do, how I'm going to help things work better'. (P3)*

Nonetheless, alongside these unselfish interests, self-centred motivations were also identified. Gratification and other hedonistic drivers were declared to be of relevance for participants. Particularly interesting are the expected pleasure and well-being expected to derive from prosocial behaviour, which seem to be push motivating factors for involvement in regenerative tourism. This is acutely relevant as participants declare tourism to be a fundamentally pleasure-seeking endeavour. The importance of gratification can be observed in the following quote:

*'... knowing that you are supporting something makes you feel good as a person, you feel useful to society (...) So, that makes you feel very good morally and I believe that what everyone seeks is to feel good'. (P14)*

Closely related to hedonistic endeavours, relaxation and well-being through connecting with nature, people and spirituality seem to be relevant push motivations for this sort of tourism, driving the desire to seek contact with other individuals and be immersed in natural surroundings, which was highlighted by referring to one of the examples employed to illustrate the concept of regenerative tourism:

*'... a destination like that, the one that is in the jungle, you know those places are sacred [...] It would mean connecting with nature in a wonderful way'. (P10)*

Furthermore, assertions such as 'I am a very empathetic person' (P10), 'I am a person who has always been connected with nature' (P15), or 'it connects with my life values' (P1) seem to link push motivations such as self-transcending values, cultural awareness and connection with self-image.

Lastly, parenting and education, or the desire to raise children in order to ensure an appropriate development into adulthood, was also found to be a push motivating factor for this sort of tourism. In this sense, the relationship of these sorts of tourism experiences and desirable parenting practices could represent a path to endorsing these alternative tourism practices as implied by the following statement:

*'... it would be very important for children to see tourism in this way [...] that from a young age they began to visit places like this where they were taught not to be so individualistic [...] parents, well most of us, are interested in children learning to take care of nature, to support people ...'. (P3)*

## 4.2 Pull motivations

Pull motivations previously identified by various researchers in diverse contexts turned out to be likewise of importance for regenerative tourism, such as destination novelty (Sun and Pesonen, 2019), diversity of activities (Mansfield, 1992), culinary offer (Daries et al., 2021), landscape (Kim et al., 2019) and local culture (Heitmann, 2011). Additionally, other pull motivations were recognized as relevant, such as the trendiness of these sorts of destinations, described as their popularity or fashionability, including the popularity of social causes such as those addressed by this sort of tourism. This

trendiness appears to be a motivation of consequence as it was the most stressed factor by participants of this study, which might be seen in statements such as the following:

*'... I think it is growing, I feel like it's something like a trend. If a social leader makes a trip like that, they are going to attract attention, people are going to say: "How? Where did he go? Why? I also want to go! ". So, I feel like it's something that can be transmitted'. (P3)*

In hand with trendiness, the diffusion of this sort of tourism activities also seems to be of relevance, especially when done through digital media in an attractive, aesthetic and credible manner, as stated by one of the participants when explaining how his travel choices were made:

*'... in Costa Rica, I have seen about this. Have you seen Zac Efron's Netflix series [Down to Earth]? [...] is very cool [...] in fact, I also see a lot of "Luisito Comunica" or "Alan por el Mundo" [...] I get a lot of tips from there'. (P13)*

Destination purposefulness and usefulness, elucidated as the opportunity to create a better world while enjoying and/or obtaining other benefits, was the second most emphasized pull factor by participants in this study, underlining the possibility of accomplishing several objectives at the same time, a trait that seems to be central as indicated by the following statement:

*'It's a win-win, right? You as a tourist learn, become aware, enjoy and experience a different type of tourism. Also, the population that lives in that area benefits, not only economically, but also in other aspects. They can share their culture, their knowledge, their traditions and from there many more things generate positive impacts'. (P6)*

In addition, the destination's offerings alignment with tourists' hobbies or interests was found to be relevant as a pull motivating factor, as these sorts of pursuits seem to play a central role in the lives of this generational cohort. Adventure, gastronomy, spirituality and other well-being practices such as meditation were found to be subjects of interest for the participants in this study, which is exemplified in the following statement:

*'Well, I also studied gastronomy. So, I would go to a place like that to learn about the food and see how organic farming is done, a little more artisanal, you could say with more love. Because right now everything is very processed'. (P20)*

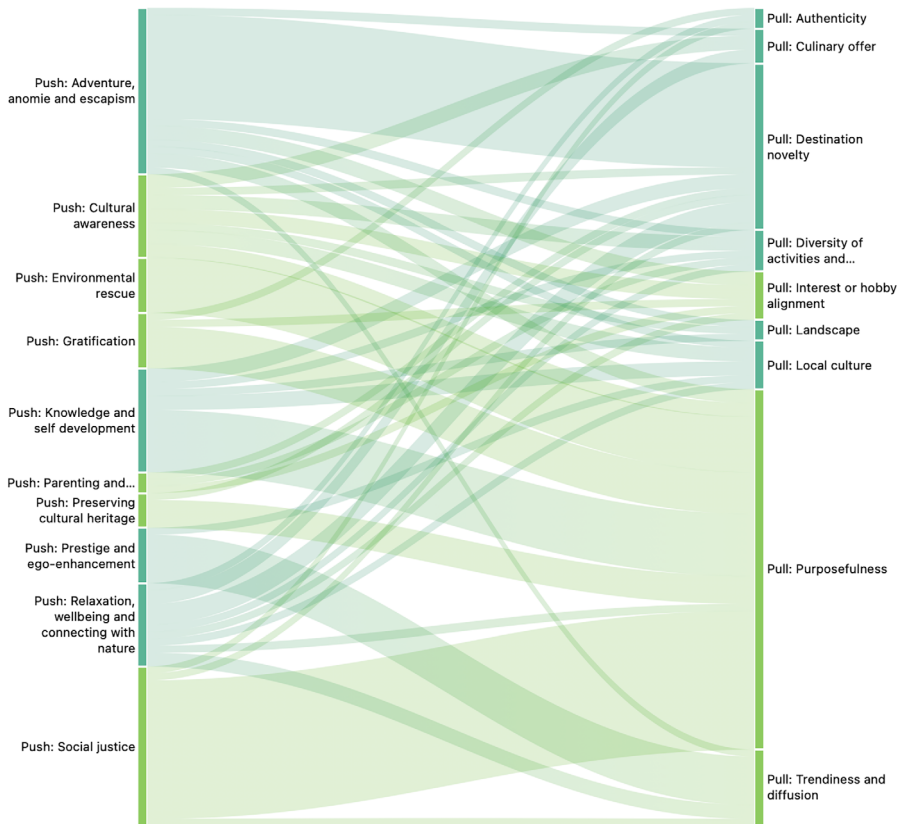
Finally, perceived authenticity, or the confirmation of the destination as real, genuine or trustworthy, was also found as a pull motivation for visiting this sort of destination, which includes not only the destination's authenticity as a driver for positive change but also its ability to portray a realistic picture of the local community, which seems to relate to the desire to deeply and truly attain multicultural savviness.

*'Wow, great, seeing the before and after photo, how it has had that impact ...'. (P5)*

### **4.3 Relationship between push and pull motivations by a means-end theory approach**

The relationship between push and pull motivations was studied by applying the means-end motivation theory, with pull or external motivations being the means and the satisfaction of push or internal motivations being the end (Klenosky, 2002). Linkages between push and pull motivations can be seen in Figure 1.

Relationships between some of the factors from both ends were identified, such as the case of destination novelty as a means factor and search for adventure as the



Source: Authors own work.

Figure 1 Relationship between push and pull motivations

end motivation, or trendiness and diffusion as a means to achieve the end purpose of prestige. Purposefulness is noted to be importantly connected to several end motivations, prosocial as well as self-focused, such as social justice, environmental rescue and cultural heritage preservation, in addition to gratification and well-being, as well as knowledge and self-development. Therefore, the role of purposefulness in facilitating the accomplishment of numerous push motivations seems to make it a central trait for these sorts of tourism initiatives.

#### 4.4 Constraints

Various constraints that had been previously recognized as limitations for other kinds of tourism activities were noticed, such as lack of interest, physical limitations, lack of knowledge and scepticism (Crawford et al., 1991) as intrapersonal constraints; lack of companions, social disapproval and family commitments (Nyaupane et al., 2004) as interpersonal constraints; as well as perceived distance, accessibility and cost (Nyaupane and Andereck, 2008; Suni and Pesonen, 2019) as structural constraints.

Noticeably, a generalized perception of greenwashing, socialwashing and cultural appropriation seems to be the root cause of a perception of falsehood, generating attitudinal ambivalence and suspicion. Interestingly, these perceptions appear to undermine the credibility of the regenerative quality of this tourism paradigm, with a lack of believability that seems to originate from the proliferation of deceptive marketing practices in recent times regarding sustainability (Nunes and Park, 2017). These disreputable practices appear to have increased consumer distrust indiscriminately, extrapolating their suspicion from other contexts to regenerative tourism. This extrapolation is embodied in the statements of one of the participants, which refers to a fashion brand whose value proposition consists of offering handmade garments made by Rarámuri hands, an indigenous community of northern Mexico, as well as the preservation of the culture of this ethnic group and the positive impact that the brand has in the lives of its artisans. Alluding to this brand, the participant issued the following statement as justification for her distrust of regenerative tourism initiatives:

*'... they post a very endemic photo where a Rarámuri woman is wearing her typical costume when they take her to Mexico City, seeing her more like an object than a person'. (P16)*

In addition, denial, perceptions of needlessness and misconceptions, including lack of awareness or comprehension of the concept of sustainable tourism, as well as failure to see the problems created by tourism, or views and opinions based on faulty thinking or understanding, seem to be important constraints for the appraisal of this sort of tourism offerings. This includes confusion of terms, primarily assuming that any sort of tourism involving nature is regenerative tourism. Case in point, the dismissal of some negative impacts of tourism such as gentrification was elucidated by one of the participants:

*'... evictions are not ... like this [unfair for local communities] ... there must be a benefit [for people being evicted]. They always come and say, we'll give you \$20,000. You must always pay people, by law'. (P11)*

In hand with the former, individualism, or people behaving according only to self-interest, was a constraint emphasized by some of the participants of this study. Even when participants could appreciate the advantages of this sort of tourism, they seemed to be little inclined to prefer it over traditional offerings. Adding to this, a disinclination to change current patterns of behaviour, as well as ambivalence, or having mixed feelings or contradictory ideas about this sort of offering, seems to denote a barrier preventing consumers from opting for this sort of tourism, as illustrated by the following assertion:

*'There will always be things that have to be done for the detriment of many and for the benefit of few, for better or worse, you can't really avoid that'. (P11)*

*'Well, it's very different, my idea of a vacation is not that [...] but I do think it's better...'. (P3)*

Adding to those constraints, a perception of uselessness, or the opinion of this sort of initiative being unable to achieve the intended purpose or desired outcome seems to deter involvement, which can be observed in the following declaration:

*'It is very complicated, I mean, where there is a human footprint, it is very difficult to eliminate the fact that something actually breaks'. (P11)*

Although the perception of uselessness appears to be similar to scepticism, the latter does not deny the possibility of a net positive impact but fears social or greenwashing

practices, which leads to doubt about the positive impact statements. Therefore, this situation might be alleviated by attaining further information and increasing credibility.

Interestingly, interpersonal constraints appear to be regarded by participants as negligible, with no newer constraints being identified under this category. Social disapproval and family commitments represented a perceived constraint for a few participants, especially involving unfavourable evaluations of appropriateness by their spouses or the adequacy of the destination for small children. Furthermore, it was stated by some participants that they oftentimes preferred to travel alone, which gave them the opportunity for self-exploration and well-being improvement (e.g. P11).

As for structural barriers, the perception that this sort of tourism implies a certain level of discomfort, lower mental or physical satisfaction, ease, or even a degree of boredom, represents the constraint most stressed by the participants of this study. This perceived discomfort partly derives from a perception of infrastructure inadequacy originating from destinations' environmental concern, including factors such as expected lack of services such as hot water and electricity, inferior aesthetics and cleanness, extenuating activities, or even uncomfortable accommodations, as stated below:

*'... the simple fact of thinking about a not-so-comfortable stay, that I think that's how things seem to be...'. (P7)*

Finally, a perception of risk linked to this sort of tourism activity was highlighted by various participants, mentioning crime, activity and zone related danger, which is increased by a perception of remoteness:

*'We know that here in Mexico, in many of the states, crime is something very critical. So yes, that would be an obstacle, crime (...) weather could be another [source of risk] (...) earthquakes, hurricanes and things like that'. (P4)*

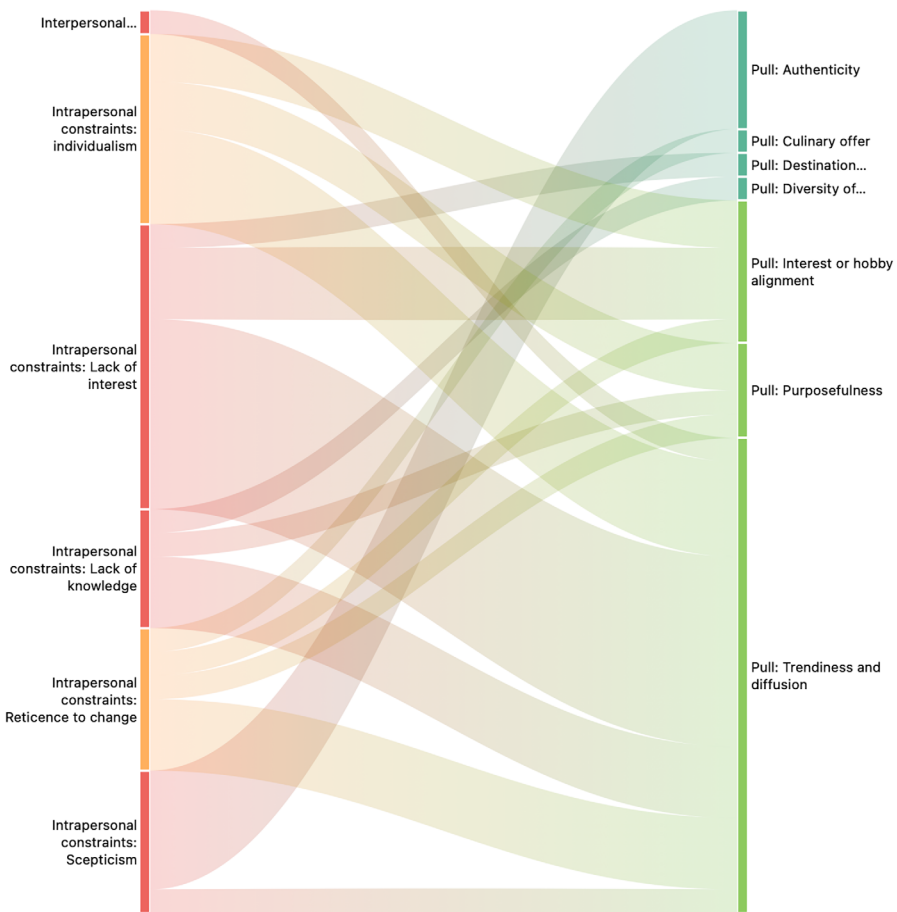
#### 4.5 Constraint negotiation

Similar negotiation processes as those found by previous research were learned to apply to regenerative tourism. Mostly focused on interpersonal and structural constraints, barriers such as lack of companions and cost (Kay and Jackson, 1991) were declared to be negotiated by traveling alone and saving on other types of expenses. Figure 2 portrays the relationship between constraints and the pull motivations that would incentivize their negotiation.

In addition, two processes by which some relevant intrapersonal constraints might be negotiated were identified. Prestige motivation, an end motivation related to trendiness as a means to achieve it (Figure 1), might help overcome several constraints identified by this study, such as individualism, lack of interest, reticence to change and even perceived discomfort and cost. The effect of trendiness was implied by various participants in declarations such as the following:

*'... obviously, they must have a certain status (...) it's becoming a new trend, everyone wants to be conscious. You know that helping the planet is fashionable right now...'. (P12)*

Likewise, it was suggested scepticism might improve by evidence of impact, increasing the perception of the destination's authenticity. Ostensibly, if individuals are motivated by self-transcending values and gratification, they would be inclined to negotiate scepticism through impact corroboration. Complementarily, it was suggested that not only data but also convincing emotional narratives can improve the perception of authenticity. This negotiation process was noticed when a participant declared to have



Source: Authors own work.

Figure 2 Relationship between constraints and pull motivations

changed his perception after hearing a short story about the creation of the regenerative tourism example employed by this study:

*‘... what I have seen with people who are not Mexican is that they do not have that passion and love, they do not see it the same way, they see it as business. Yes, they can help and hire indigenous people and everything, but for them, it is a gold mine. [After hearing the story] Well, that changes things (...) he actually worried and said “Well, I’m going to do something that helps and benefits” (...). It’s good that you say he is married to a Mayan person because it changes the whole panorama’. (P10)*

## 5 DISCUSSION

This study explored the motivations, constraints and constraint negotiation processes that potentially drive Mexican millennials’ behaviour towards regenerative tourism

initiatives. Nonetheless, it is important to note that previous studies have marked the variability of millennials' concern for ethical consumption, highlighting the unevenness of submarkets within this generational cohort (Bucic et al., 2012). In this sense, the present study's results linking the desire to compensate for social and ecological injustices with the level of awareness agree with previous research concerning other forms of ethical consumption (Bucic et al., 2012; Cavagnaro et al., 2018; Grauel, 2016).

In addition, results indicate that regenerative tourism consumption might be driven not only by selfless incentives but a mixture of self-centred and self-transcendent motives, such as the expected pleasure and well-being concomitant with performing good deeds. This association concurs with previous research that suggests ethical consumption is closely related to hedonism, emphasizing emotions such as pride and joy as motivators for conscious consumption (Malone et al., 2014). Furthermore, it has been stated that emotions play a significant role in decision making as positive emotions are especially effective when it comes to changing and maintaining positive environmental attitudes and behaviour (Brosch, 2021; Lerner et al., 2015).

Moreover, well-being seems to be a central factor influencing millennials' overall behaviour, attained by diverse sources, such as gratifying emotions, self-development, and connecting with nature, people, the self and spirituality, which concurs with the literature regarding well-being and human flourishing (Diener et al., 2010). From work related choices (Yap and Badri, 2021) to hobbies and leisure (Young et al., 2018), millennials seem to prioritize personal well-being. This constant search might come as no surprise when previous research has indicated that the modern lifestyle promotes a sense of social disengagement, antagonism, and isolation, negatively impacting overall well-being (Becker et al., 2021). These results, along with a growing body of literature, connect prosocial behaviour to well-being improvement (Barrera-Hernández et al., 2020; Liao et al., 2022; Taveras-Dalmau, 2024). In this sense, the high significance of well-being for millennials might be the bridge that helps connect self-interest with prosociality.

On the other hand, and in agreement with the literature (Chambers, 2009; Lee et al. 2020), transparency and authenticity seem to be crucial attributes for regenerative tourism success. However, credibility appears to be a scarce commodity, with a fear of greenwashing and socialwashing dominating the scene. Concordantly, previous research has pointed out that millennials are inherently sceptic and tend to search for cues of credibility (Chatzopoulou and Kiewiet, 2021). Interestingly, previous research also indicates that positive impacts relating to an organization's domain of activity are perceived in a more favourable manner than aleatory altruistic actions (Chatzopoulou and Kiewiet, 2021), which might explain the importance attributed to regenerative tourism purposefulness by participants of this study.

As millennials tend to search for additional information when assessing organizational responsibility and its credibility (Chatzopoulou and Kiewiet, 2021), the significance of convincing emotional narratives as persuasive information providers is highlighted, particularly as a way to incentivize the negotiation process to overcome constraints such as scepticism. This finding is in line with previous research that asserts affective states might play a significant role in perception and behaviour change, providing relevant evaluative information and reorienting information processing and behaviour (Brosch, 2021; Lerner et al., 2015).

## 6 CONCLUSIONS AND FUTURE RESEARCH

Regenerative tourism constitutes a promising model for the redesign of the industry. Nonetheless, for it to reach its potential, the appropriate design and communication of its initiatives are necessary, fittingly connecting with consumers' motivations and aiding in overcoming the barriers confronted when faced with the regenerative tourism consumption decision.

The present study identified several push/end and pull/means motivations with the potential to influence consumers' decisions in favour of regenerative tourism. These include prosocial and self-focused drives, which suggest that a wide set of needs might be satisfied by the unique array of characteristics of regenerative tourism, which might serve as a differentiating trait from its peers. Among those needs, a desire for social justice, adventure, self-development and well-being can be found, which are expected to be accomplished through the destinations' purposefulness and novelty. Likewise, various constraints that might limit partiality for regenerative tourism were identified, along with negotiation processes that might take place. Individualism, lack of interest and reluctance to change were found to relate to negotiation processes that seem to involve the trendiness of the activity as a means/pull motivation and a search for prestige as an end/push motivation.

As for theoretical implications, this study widens the literature regarding regenerative tourism consumption, as well as the literature concerning leisure motivations, constraints and constraints negotiation processes, particularly concerning intrapersonal constraints negotiation. Furthermore, the managerial implications of these results entail paving the way for regenerative tourism entrepreneurs and governmental institutions by providing key information regarding consumers' mindsets towards these sorts of initiatives, as well as potential ways in which those mindsets could be improved, in addition to facilitating market segmentation and strategy planning.

Even when further research is necessary to corroborate and evaluate these findings, they still provide guidelines for the development of useful recommendations for practitioners within the regenerative tourism arena. Perhaps the most imperious measure is the safeguarding of transparency and authenticity to avoid the misappropriation and commercialization that deemed corporate responsibility and sustainability consumerist trends that led to generalized scepticism. In addition, appropriate communication and differentiation of the holistic benefits of this novel tourism paradigm are necessary to nudge consumers' behaviour in a direction that helps humanity achieve the greatly needed Sustainable Development Goals. This communication should emphasize both: the regenerative impacts of the initiatives as well as their transformational potential on personal development and well-being, appropriately communicating the well-rounded benefits of this tourism model.

Notwithstanding the relevance of the findings, it must be acknowledged their generalizability is restricted due to the subjects' cultural similarity. Future studies should evaluate the proposed items in diverse cultural and destination contexts to validate results, allowing for comparison and pattern identification among diverse consumer segments and offerings. Additionally, future research should evaluate the importance of the different elements identified by this study on behaviour formation, as well as empirically test proposed negotiation strategies. Furthermore, the present piece of research represents a reference to a specific point in time, nonetheless, a longitudinal follow-up would allow for the identification of motivations and limitations variations as consumers move along the different stages of the life cycle, permitting the documentation of factors of influence and providing a more complete sight of the market's dynamics.

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