

SB WELL



European
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Fund

INTRODUCING WELLBEING TOURISM





Introducing Wellbeing Tourism

Wellbeing Tourism is a sustainable tourism that supports harmony and balance for body, mind, and soul. This booklet introduces you to the six main aspects of wellbeing tourism. It presents some ideas on what you can work with in your business and how to be a wellbeing host. Why? Because wellbeing is in demand, good for your business, and good for you.

WELLBEING SELLS

Travellers are increasingly demanding offers that are sustainable and adds positively to body, mind, and soul.

WELLBEING IS GOOD FOR YOUR BUSINESS

For example, a happy employee is 43% more productive and 86% more creative.

WELLBEING IS GOOD FOR YOU

It improves your health and your life satisfaction.

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Introduction

Tourism has a Footprint

Tourism is one of the world's largest industries. The desire and demand to travel is continuously increasing and the trend is for the number of international tourist arrivals to only continue growing over time. At the same time there is a rising awareness among travelers and actors in tourism that action needs to be taken in dealing with the pressure the tourism industry has on the natural environment as well as on local communities.

Wellbeing Tourism

In parallel to the increase in awareness and urgency to reduce negative impact from travel, individuals start to recognize the importance of leading healthy lifestyles and with this, wellbeing destinations, and leisure with wellbeing themes, are fast gaining in popularity. While before the focus was on wellness trips to health resorts to cure it is now rather on prevention, boosting health and time for contemplation and connection to the inner self. And this transition of demand calls for different types of tourism products and services; what we call Wellbeing Tourism.

A Holistic Concept

Wellbeing tourism is building on a sustainable tourism with the important addition of supporting the harmony and balance of body, mind and soul for both travelers and hosts. Ideally, the services and products in wellbeing tourism bring wellbeing to

the visitor as well as to the host and the destination. There is thus a harmonious interaction between the traveler, the host (business), the destination (community) and the nature. This is the guiding star or key to wellbeing tourism.

Increasing Demand

Since there is an increasing awareness and interest among the general public (potential tourists) for activities and experiences contributing to a healthier interaction with nature, as well as an enrichment of wellbeing in their lives, the demand for such services is escalating.

Driver of a Positive Change

One of the most important and relevant initiatives for a sustainable future is the United Nations 2030 Agenda for Sustainable Development. It has led to the establishment of 17 Sustainable Development Goals (SDGs) set out as an agenda adopted by all member states. Given the nature of tourism, and wellbeing tourism in particular, it has a great potential to contribute to the progress towards many of the goals, directly or indirectly. In fact, if sufficient interest is taken and with proper management, wellbeing tourism can be transformed into a driver of positive change, contributing to functional ecosystems, good health and life quality, the very sustenance for an enduring prosperous tourism industry.

DEFINITION

Wellbeing Tourism is tourism that supports harmony and balance of body, mind and soul for guests and hosts, in a sustainable interaction with the local community and environment.



Definition of Wellbeing Tourism

Wellbeing Tourism is tourism that supports harmony and balance of body, mind, and soul for guests and hosts, in a sustainable interaction with the local community and environment.

Intention. Wellbeing tourism implicates an intention to do good, to have a positive impact on people (guests and hosts), on the surroundings, on the planet, in the present, and in the future. When you do good, you feel good and develop a state of wellbeing.

A **wellbeing host** is aware, kind, caring, honest, and joyful.

Six Main Aspects

Wellbeing tourism has six main aspects: Environment, the social aspect, economy, body, mind, and soul. They are presented in this booklet and unfolded with examples from tourism businesses and with ideas on initiatives you can take.

Sustainable tourism according to the UN

Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of the visitors, the industry, the environment, and host communities.



Aspects of Wellbeing Tourism - Community and the World

ENVIRONMENTAL



Environmental wellbeing is about a reasonable use of the planet's resources and how our behaviour affects the nature. Taking responsibility for the environment includes actions like supporting conservation of the natural heritage and of biodiversity, limiting waste and avoiding pollution. Environmental wellbeing will ensure sufficient natural resources for all also in the future.

SOCIAL



Social wellbeing is about having a holistic perspective on social sustainability. It implies that you respectfully use the resources of the local community and its cultural heritage and nature. You collaborate and interact positively with others, provide good working conditions, and contribute to intercultural understanding, equality, and acceptance.

ECONOMIC



Economic wellbeing is about considering the economic impact of your activities. It ensures viable, long-term economic prosperity for your company. At the same time, it benefits your stakeholders and your community by developing a fair and productive work environment, building strong and positive relationships with others through for example co-creation and by sharing resources.

Aspects of Wellbeing Tourism - Individual

BODY



Wellbeing for the body is about your physical health and pleasure. Health is promoted by activities and things that have a positive effect on the body. This can for instance result in increased vitality, resilience, and longevity. Pleasure derives from stimulation of the senses. Often it will lead to relaxation or positive emotions such as joy.

MIND



Wellbeing for the mind is about your intellectual and emotional state. It has positive effects on the amount and quality of your thoughts and of your feelings. It can for instance bring calmness, clarity, awareness, insights, creativity, optimism, and a sense of belonging.

SOUL



Wellbeing for the soul – or spiritual wellbeing has to do with your whole being. It can for instance bring a sense of being connected to something greater than oneself and having a purpose in the world, and it can result in consciousness, love, self-worth, intuition, inner peace, fulfillment, compassion and bliss.



ENVIRONMENTAL WELLBEING

Environmental Wellbeing

What is environmental wellbeing?

Environmental wellbeing is about a reasonable use of the planet's resources and how our behaviour affects the nature. Taking responsibility for the environment includes actions like supporting conservation of the natural heritage and of biodiversity, limiting waste and avoiding pollution. Environmental wellbeing will ensure sufficient natural resources for all also in the future.

How it can be achieved

We all have an impact on the environment. Your actions matter. Acquire knowledge on how to be more sustainable and start systematically acting more environmentally friendly. Focus your effort on the actions that will be most beneficial. This could include minimizing waste, choosing biological degradable materials, using green energy, reducing transport, limiting greenhouse gas emissions. Let your consideration permeate your entire business and inform about your actions to inspire others.

Facts & figures

- In 2016, EU member states reported a total waste generation of 2.5 billion tons.
- The EU's total emissions will be reduced by 40 percent by 2030 compared to 1990, according to climate goals.
- 500 billion plastic bottles are manufactured each year worldwide. They take about 500 years to decompose.

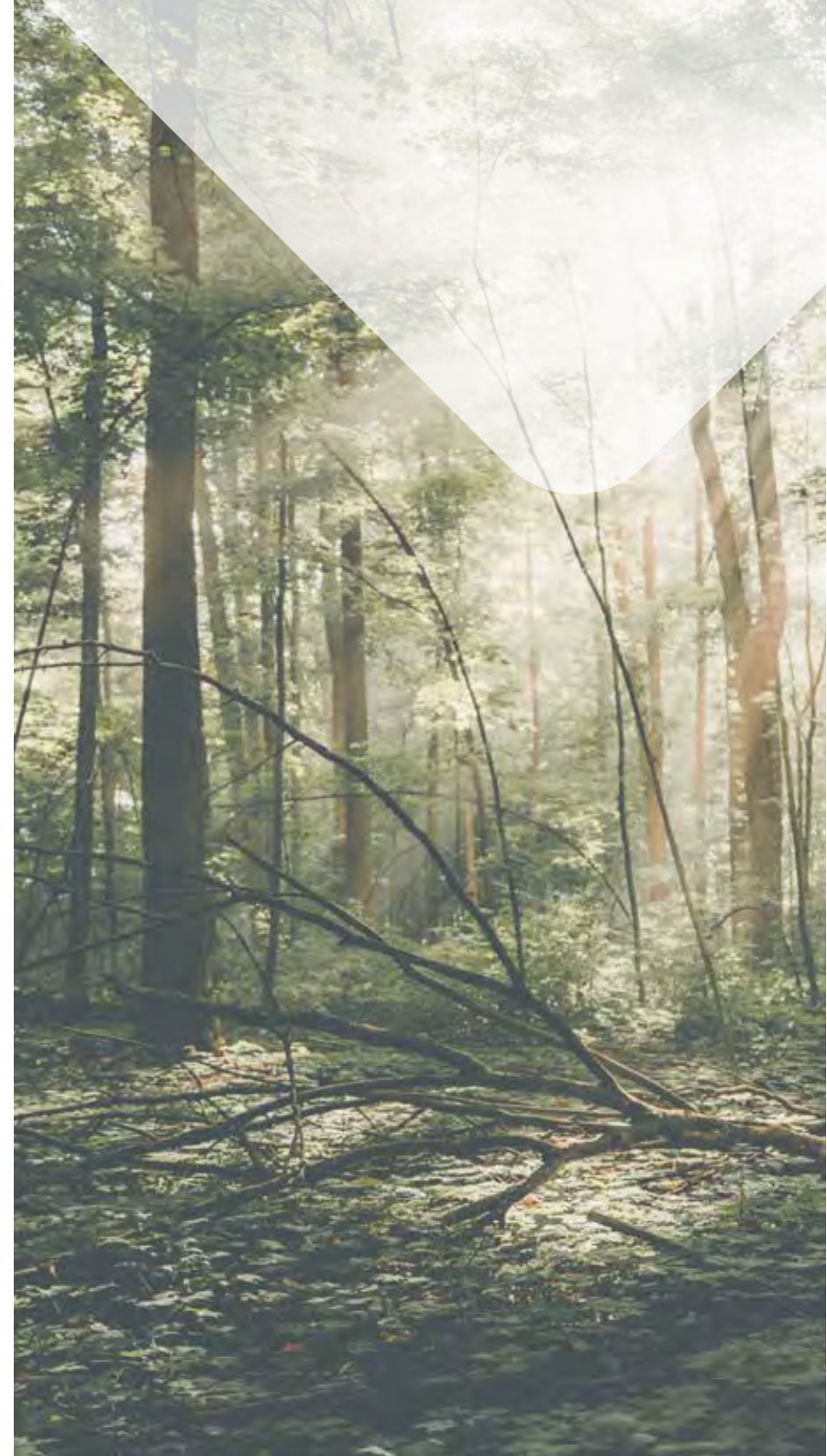


WHAT YOU CAN DO

Minimizing your waste is key to a sustainable use of natural resources. After having minimized the production of waste, consider if some can be recycled and used. One person's trash can be another's treasure!

Use **clean transport** to the greatest extent possible and communicate to your employees and guests how they can travel to and from you as environmentally friendly as possible.

Natural resources shall be enough for a whole planet. Try to do a lot with little. Choose new purchases carefully and invest in good quality and/or in second-hand items and reduce your water and energy consumption.



Environmental Wellbeing- Examples of Products and Services

Waste

A restaurant has a written policy regarding several ways to reduce, reuse and recycle; for themselves and for their customers. They reuse materials and products within their business and the rest they recycle as far as possible within their own operations and they aim to be completely plastic-free. Furnishings come from local or regional suppliers and great emphasis has been placed on good quality to be used for a long time to come.

Clean transportation

A hotel with a wildlife focus understands that their business also has an impact on the environment and acts to minimize this and thus contribute to sustainable and long-term development. To reduce transportation, they offer food produced in the immediate area and follow the seasons, preferably organic. They are largely self-sufficient with game meat from their own farm.

Natural resources

A campsite offers an environmentally friendly sun and bathing experience. With the Baltic Sea as its nearest neighbour they have taken measures to protect the water a step further than most. Saving nozzles are provided at all freshwater taps and in all showers. But what really stands out is that they have filtered seawater from the Baltic Sea in their pools which are also heated with solar collectors and with air/water compressors. All toilets are flushed with filtered sea water and thus save prime fresh water.





Social Wellbeing

What is social wellbeing?

Social wellbeing is about having a holistic perspective on social sustainability. It implies that you respectfully use the resources of the local community and its cultural heritage and nature. You collaborate and interact positively with others, provide good working conditions and contribute to intercultural understanding, equality and acceptance.

How it can be achieved

Your attitude and actions can contribute to social wellbeing and a sustainable and vibrant society. You can for example connect to other companies and organizations to network and co-create. You can exchange knowledge, labour, products, or services. You can be open to support dreams of self-realization to improve the quality of life for guests and colleges. You can in general engage in positive interaction, take responsibility for others and for your community, and make everyone feel welcome and secure.



Facts & figures

- A sense of security and good relations at work increase efficiency.
- A happy employee is good for business, as confirmed by statistics. Satisfied employees are: 43% more productive and 86% more creative.
- A socially sustainable society is resilient, can withstand stress, and is likely more adaptable to changes.

WHAT YOU CAN DO

Appreciate and support your area. Focus on what is positive and tell others about it. Praise others for their contributions and congratulate them on their success. Together, you make a difference for your area.

Use local products from local suppliers and exchange goods and services. Present yourself and the co-creators behind your offering and give your employees and customers an awareness of the authenticity and connection to the surroundings.

Treat everyone in the same positive way. Engage yourself in achieving positive interactions with your colleagues and guests. Be openminded and show understanding for differences in culture, personality, and needs.



Social Wellbeing- Examples of Products and Services

Positive communication and relationships

A small-scale bakery radiates the love for their hand-crafted products, engagement and care for the ecological and local ingredients on social media. The audience is personally addressed, in an easy and openminded way. The suppliers are naturally integrated and linked to in their posts and the reader gets educated about the production process and quality. The baker is continuously explaining the everyday life in the bakery to create and maintain relationships with their readers. It is almost as if you get to know the crafter personally, without ever having visited their shop.

Local cooperation

The restaurant is located inside a county museum. The staff is jointly working for both organizations, which naturally integrates and brings them closer to the concept of storytelling about the history of the region. The restaurant adapted this as a part of their identity. By that they connect their knowledge of natural and cultural heritage into their menu. For the restaurant this means to work with and inform about local suppliers, eco-labelled, seasonal and locally produced food that are refined and cooked according to local traditions.

Equality

A hotel has a policy document where they make a clear statement about their awareness and efforts on equality, including a division of responsibilities and a plan of actions.

They also make efforts to meet guests' various needs by informing about their accessibility. They are transparent about that their venue still isn't fully universally designed, yet they offer themselves to assist when additional efforts are needed. Their website contains information to people with physical impairments and allergies, both in food and materials used in the hotel.



A photograph of a forest at sunset. The sun is low on the horizon, creating a warm, golden glow that filters through the trees. The forest is dense with tall, thin trees and a thick undergrowth of green plants. The text "ECONOMIC WELLBEING" is overlaid in the center of the image in a white, hand-drawn, sans-serif font.

ECONOMIC WELLBEING

Economic Wellbeing

What is economic wellbeing?

Economic wellbeing is about considering the economic impact of your activities. It ensures viable, long-term economic prosperity for your company. At the same time, it benefits your stakeholders and your community by developing a fair and productive work environment, building strong and positive relationships with others through for example co-creation and by sharing resources.

How it can be achieved

Through economic wellbeing, you can fulfill your own economic growth and also support prosperity in society for instance through providing fair and stable income to your employees, creating jobs for the local community, supporting local suppliers, increasing number of guests through community and collaboration, and co-creating solutions for community issues with your stakeholders.



Facts & figures

- In 2017, women's gross hourly earnings were on average 16.0 % below those of men in the EU.
- Between 2014 and 2016, the direct employment of the Baltic Sea Region tourism industry increased by 6.5 percent to a total of more than 650,000 jobs directly provided.

WHAT YOU CAN DO

You can contribute to your region's **prosperity** and quality of life by employing local people in your company and by working with local suppliers and contractors.

Co-create products, services or similar together with another company and get new business or other mutual benefits.

Share and reuse resources. You can share space, equipment, and time with other companies so that it is used effectively. And you can sell or give away waste for others to reuse if you can not reuse it yourself: At a hotel, for example, old linen.



Economic Wellbeing- Examples of Products and Services

Co-creation

Different tourism product and service providers in a region collaborated for mutual promotion of the region in form of storytelling. Together, they co-created a children's book where all partners were subject of one chapter. The story guides guests through the region from one company to another. Through this co-creation, the number of visitors increased in the region and eventually most participating SMEs gained more customers. It also strengthened the relationship between the SMEs and gave ground for more joint efforts. The guests also feel that the SMEs are connecting and experience an organic friendly atmosphere.

Local suppliers

A restaurant buys nearly all their ingredients from nearby. The restaurant works together with local producers and suppliers. It matches its menu with the season in order to avoid long and costly transportation and packaging. Buy maximizing its regional buying, the restaurant also contributes to the prosperity of the community.

Support your community

A community organizes a donation event. For the local companies it goes without saying that they will support this. Either financially, or by spending time or manpower. Or maybe by offering facilities without taking a rent? There are numerous ways to contribute to something good and it gives you and your employees the great feeling of being a valuable member of your community. And the contacts your company makes might be economically valuable for the future.





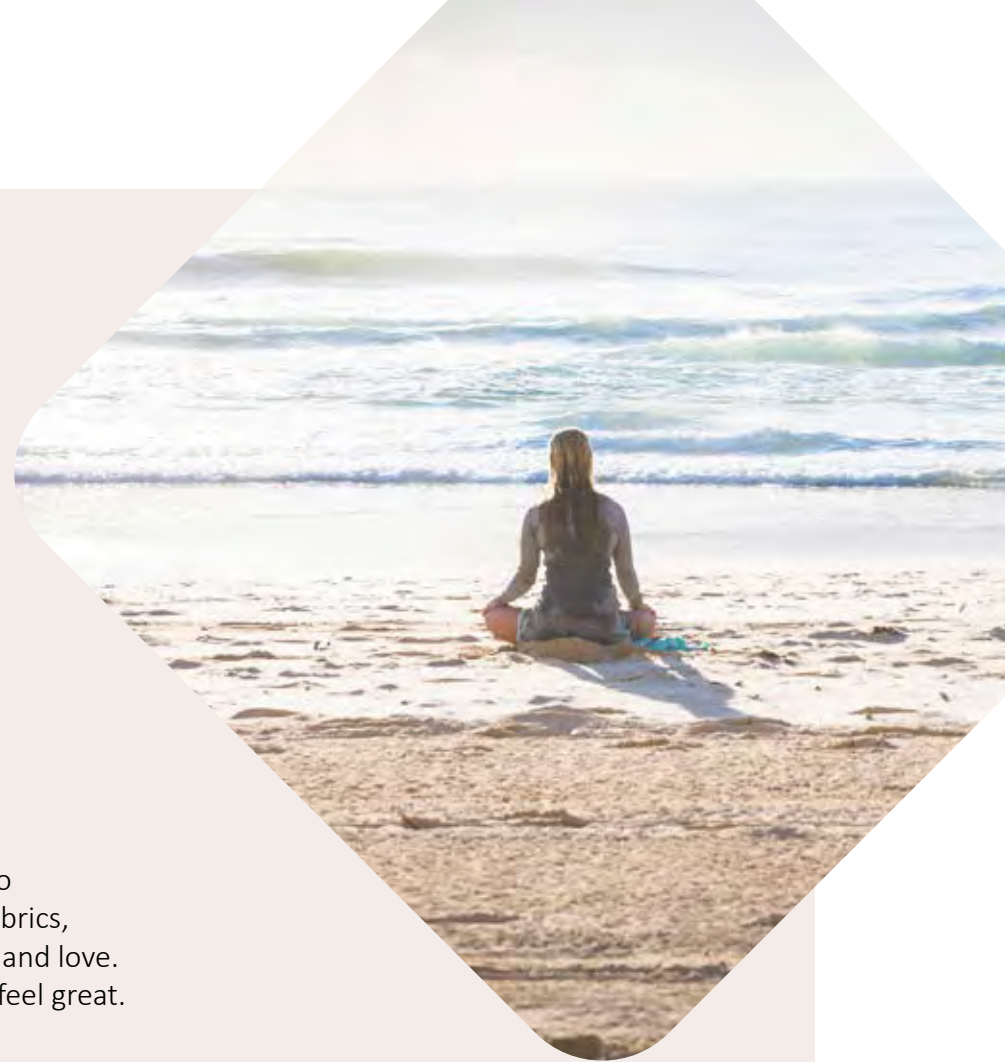
Wellbeing for the Body

What is wellbeing for the body?

Wellbeing for the body is about your physical health and pleasure. Health is promoted by activities and things that have a positive effect on the body. This can for instance result in increased vitality, resilience, and longevity. Pleasure derives from stimulation of the senses. Often it will lead to relaxation or positive emotions such as joy.

How it can be achieved

There are many ways to achieve wellbeing for the body. Enjoy nutritious, healthy food and beverage; spend time in nature; exercise, get a massage or other treatments; relax, breath fresh air, and get enough sleep. It all adds to wellbeing and health. But wellbeing is also the pleasure of the senses- soft fabrics, pleasant lighting, comfortable sounds, nice smell. And not least joy, laughter, and love. Even a hug will have a positive effect on the body's chemistry, and make you feel great.



Facts & figures

- 90% of our energy comes from breathing. Slow, deep breaths increase oxygen to the cells and improves the function of body and brain.
- One minute of laughter provides 45 minutes of relaxation
- Just 2 weeks of eating ecological food will significantly reduce toxins in your body.

WHAT YOU CAN DO

Ensure **quality sleeping** by offering a quiet, dark environment with fresh air and comfortable beds, preferably with anti-allergic bedding.

Provide **healthy food** options including fresh, natural or ecological ingredients and lots of vegetables. Promote the healthy options in your menu card and make them an appealing and convenient choice – also for kids.

Inspire people to **move the body**. Provide information on easily accessible walking, biking or running routes and inspire guest to use them.



Wellbeing for the Body- Examples of Products and Services

Sleep well

A variety of old manor houses dedicated themselves to optimize the sleep quality of their guests. They rearranged their bedrooms starting from individually refurbished beds, different blankets (summer, winter, non-allergic equipment), custom-made blackout curtains. They use warm wall paint, equip the bedrooms with swiss pine aroma oil, and they banned electric devices from the rooms. So, all disturbing influences are minimized, and different soporific measures are taken. Guests learn how they can optimize their sleep quality at home in special sleep-well-seminars and with different recipes.

Salt treatment

Guests can book a salt treatment in a two-storey tower with walls made of 32 tons of nature salt. The air has a high percentage of salt which gives relief to people with breathing and skin problems. The 45 minutes treatment supports various health issues. Additionally, the light and sound atmosphere are designed in a harmonic and calming way. In combination with the soothing, clean air this adds to the wellbeing of everyone relaxing in the loungers inside the tower.

Healthy menu

A restaurant has dedicated themselves to optimize the health benefits of their menu. Dishes are made from ingredients available during the season and produced in the region. At least 90% organic. All meals are carefully put together to be fully nutritious. Vegetables are getting the same attention as meat and fish. Apart from vegetarian and vegan choices – the restaurant offers a “flexitarian” option: Mainly vegetables, but with a little bit of meat or fish. Healthy kids’ menu options are made attractive with cool names and funny food decoration.



A person in a blue shirt and orange life vest is kayaking on a calm lake. The kayaker is using a red paddle. In the background, there is a steep, rocky cliff with some sparse vegetation. The sun is shining brightly in the sky, creating a lens flare effect. The water is clear and reflects the surrounding environment.

WELLBEING FOR THE MIND

Wellbeing for the Mind

What is wellbeing for the mind?

Wellbeing for the mind is about your intellectual and emotional state. It has positive effects on the amount and quality of your thoughts and of your feelings. It can for instance bring calmness, clarity, awareness, insights, creativity, optimism, and a sense of belonging.

How it can be achieved

Our minds are almost continuously engaged in thoughts and most of them are repeated. You can nourish your thoughts with new knowledge, storytelling, positive images, inspiring conversation and positivity from yourself and others. You can also give your mind a break to achieve wellbeing for the mind. Try to pause the thinking for a moment and just be. This allows for new ideas, creativity, joy, easy decision making, and flow. Effective methods to reach a state of being are mindfulness and meditation.



Facts & figures

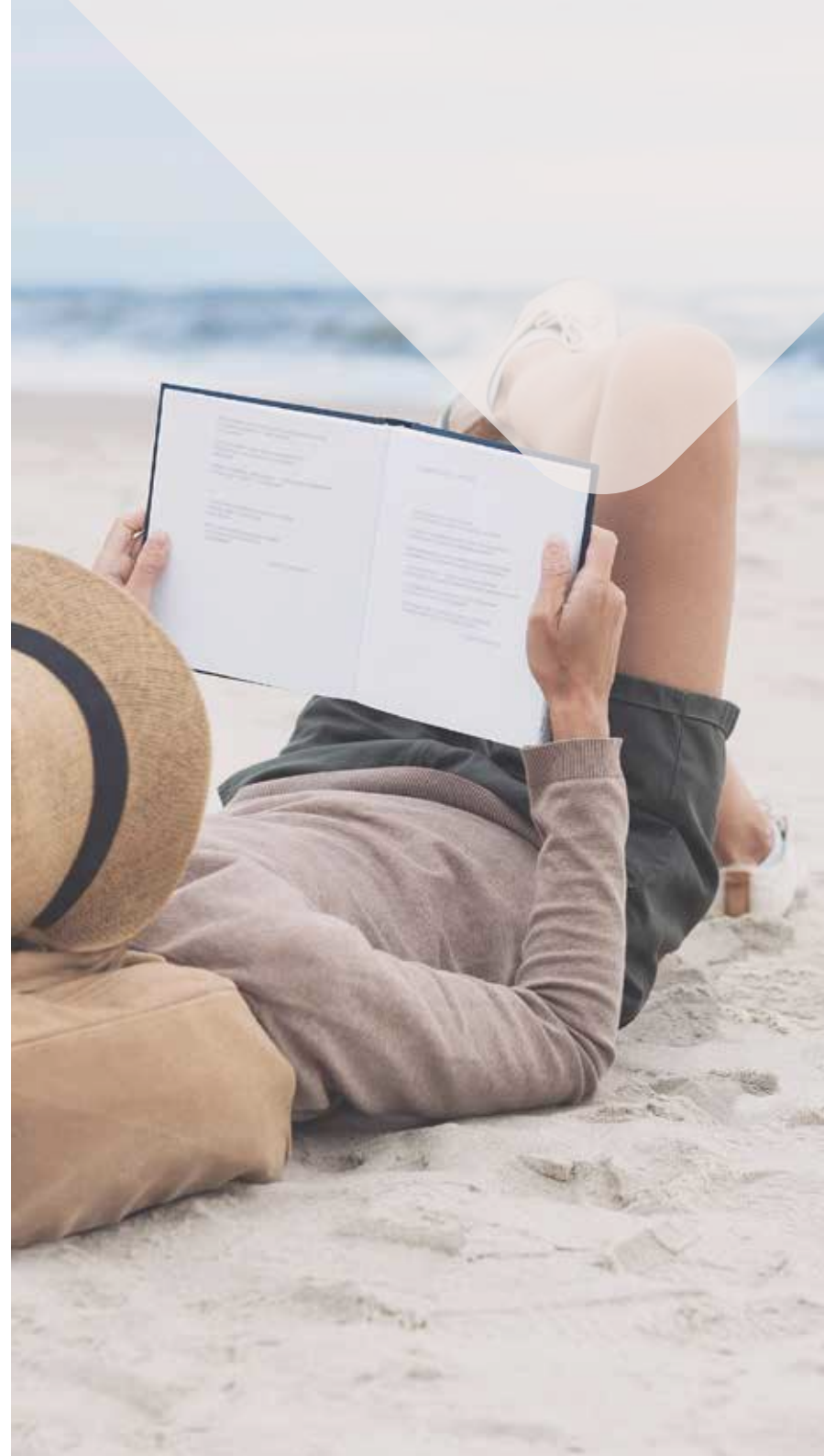
The average person has about **12,000 to 60,000 thoughts per day**. Of those, 80% are negative and 95% are the same as the day before. You can consciously affect your thought pattern. Research shows that positive thinking reduce stress, improve the immune system, and has an impact on longevity.

WHAT YOU CAN DO

Give people new **insight, knowledge, and inspiration**. Present local history and culture. Share your story and let them share theirs.

Provide **transparent information** about all ingredients in your cooking. This will make it easy to make safe and preferred choices for people with allergies, intolerances, or just preferences.

Think positive! Your thoughts affect your behavior and it will affect others to think more positively too. Everybody will be happier.



Wellbeing for the Mind- Examples of Products and Services

Reducing noise in a restaurant

Realizing the stress caused by noise for both guests and staff a restaurant decided to make noise reduction a priority when redecorating. Curtains, carpets, tablecloths, and upholstered chairs were selected to absorb sound. Noise reducing panels in the ceiling were installed and acoustic panels chosen as wall decorations. Plants, non-metal trays and many more details added to a calm environment thus increasing the wellbeing of both guests and staff.

The hotel puzzle

A hotel has found a very easy, low cost way to offer wellbeing for the mind. They have put the many pieces of a large puzzle at a separate table placed centrally in the lobby. Guests waiting in the lobby or just passing by have the possibility to help complete the puzzle. The puzzle serves as a playful and creative pause. Focusing on only one thing doing the puzzle leads the thoughts away from the stress of waiting, and it offers the satisfaction of placing a piece in the right spot.

Knitting festival

Once knitting was an important activity of a household. Now, it is mostly done for pleasure and is a passion for many. A knitting festival on a small island in a rural area has turned into a huge success. Participants – mostly women – from many different countries meet and knit during the four-day event. Workshops, masterclasses and lectures present methods, patterns, traditions, and cultural differences. New insights, team spirit, joy of creating, and sharing the experiences with likeminded all adds to wellbeing for the mind (and the soul).





WELLBEING FOR THE SOUL

Wellbeing for the Soul

What is wellbeing for the soul?

Wellbeing for the soul – or spiritual wellbeing has to do with your whole being. It can for instance bring a sense of being connected to something greater than oneself and having a purpose in the world, and it can result in consciousness, love, self-worth, intuition, inner peace, fulfilment, compassion and bliss.

How it can be achieved

You may understand your soul as your essence or true self. A part of you that is constant, no matter what thoughts, emotions and life circumstances you are experiencing. Expressing your true self, being heard, seen, and accepted just the way you are, nourishes the soul. You can notice your soul in your heart when you feel unconditional love and deep connection. Or when you do what you love the most and are in flow, forgetting time and space.



Facts & figures

- **Gratitude** helps people feel more positive emotions, relish good experiences, improve their health, deal with adversity, and build strong relationships.
- Studies show that having a **sense of purpose** lowers risk of all-cause mortality after age 50.

WHAT YOU CAN DO

Show your guests that you **appreciate** them: Make eye contact while talking to them, notice and care for the needs of both guests and staff, put a handwritten welcome board in the lobby or personal card in the room, make sure staff is genuinely kind.

Make **joy** and interaction easy. Make the lounge a pleasurable place. Put up a swing, make board games, magazines, and books accessible free of charge. Trust people. Make them feel at home and relaxed.

Give guests a chance to do **something good** or kind and show you appreciate it. Put up a donation box or provide bags for picking up litter.



Wellbeing for the Soul - Examples of Products and Services

Bonfire

In some countries it is a tradition to celebrate the longest day of the year with bonfires and singing together. Sitting around a bonfire with others, just being, feeling the warmth of the fire, looking into the flames, and perhaps singing, is a very peaceful and connecting experience. Being part of it nourishes the soul. It can be done all year, of course, and will work just as well.

Forest bathing

In Japan the national health program includes the so called 'forest bathing' - Shinrin-yoku. It means to be mindful in a forest. Sitting, lying, or walking a slowly, aimlessly walk using all senses. It has health benefits for body and mind and uplifts the mood and energy.

This can ofcourse be practised in all countries. Connecting with nature and feling part of something bigger than ourselves nourishes the soul and the very joy of just being.

Doing something good

Helping others, doing good, having a purpose. This is pure well-being for the soul.

Volunteering during a holiday is offered by organizations all over the World. Helping wild animals, collecting plastic from the sea, teaching school children. The options are many. But doing good while travelling does not require a programme. It is an option for all of us every day.





HOSTING VALUES



Hosting values

As a host or provider of a tourism product and service you can follow these five hosting values to give wellbeing to your costumers.

The hosting values are general relational values that are essential for creating harmony and balance.

Aware

When being **aware** you are attentive and notice what is going on in and around yourself. You understand how actions are interrelated and how they are linked to reactions. You see, listen, and consider. Awareness is essential for conscious creation of wellbeing for yourself and others.

- I am lucid and self-aware
- I understand how my way of being and my actions affect others
- I can see the larger picture

Caring

Caring means that you relate to others with softness and peace, and that you have the ability to feel empathy for other people, other beings and the planet. You can see life or a situation from the perspective of another and act accordingly with compassion and consideration.

- I feel compassion for myself and others
- I care for the wellbeing of people and the planet
- I relate to others with active listening

Honest

An **honest** tourism product, service, and host can be trusted. Transparency and authenticity are important in both written and oral communication as well in the relating with others. This will make the tourist feel safe and relaxed. For the host, being honest is an expression of a high moral and responsibility.

- I practice authentic and transparent communication
- I take responsibility for my actions
- I am trustworthy, clear, and consistent

Kind

Being **kind** involves a positive and friendly attitude and behaviour, considering the feelings and needs of others. Kindness is a natural human expression that increases with the level of openness of our hearts. When you are kind, you share of yourself, you contribute and are present.

- I treat others with acceptance and dignity
- I am inclusive and engage open-heartedly with others
- I offer my presence and support when needed

Joyful

Joy is a state of wellbeing characterized by positive and pleasant feelings. A joyful encounter, experience, and day brings happiness to life. Joy is experienced when we approach life with the innocence and curiosity of a child.

- I approach life with playfulness and curiosity
- I spread a good vibe wherever I go
- I solve challenges with creativity and innovation



WRAP UP



Wrap Up

This booklet has introduced you to Wellbeing Tourism which is in increasing demand. It has presented the six aspects that constitute wellbeing tourism: The Environmental, social, and economic sustainability; and body, mind, soul regarding the individual perspective.

There are many things you and your company can do to make your products and services provide more wellbeing. Even small changes in behaviour and communication can make a difference. This booklet has given inspiration on how to get started and find your own path. This can be economically valuable in the future and make a positive change for yourself and other people.

AM I A WELLBEING HOST? MAKE A SELF-TEST ON YOUR WELLBEING LEVEL...

On a scale from 0-10 (where 10 is maximum)
to which degree are you:

- Aware**
- Kind**
- Caring**
- Honest**
- Joyful**

WHAT TO DO NEXT? YOUR ROADMAP TO WELLBEING TOURISM...

At **wellbeingtourism.com** you will find more inspiration on how to develop wellbeing tourism: E-booklets, videos, criteria, self-evaluation tool for your business, and options to have your business join common marketing and network. Enjoy!



Find Your Path to Wellbeing

- Minimizing your waste** is key to a sustainable use of natural resources. After having minimized the production of waste, consider if some can be recycled and used. One person's trash can be another's treasure!
- Use **clean transport** to the greatest extent possible and communicate to your employees and guests how they can travel to and from you as environmentally friendly as possible.
- Natural resources** shall be enough for a whole planet. Try to do a lot with little. Choose new purchases carefully and invest in good quality and/or in second-hand items and reduce your water and energy consumption.
- Appreciate and support your area.** Focus on what is positive and tell others about it. Praise others for their contributions and congratulate them on their success. Together, you make a difference for your area.
- Use local products** from local suppliers and exchange goods and services. Present yourself and the co-creators behind your offering and give your employees and customers an awareness of the authenticity and connection to the surroundings.
- Treat everyone in the same positive way.** Engage yourself in achieving positive interactions with your colleagues and guests. Be openminded and show understanding for differences in culture, personality, and needs.
- You can contribute to your region's **prosperity** and quality of life by employing local people in your company and by working with local suppliers and contractors.
- Co-create** products, services or similar together with another company and get new business or other mutual benefits.



- Share and reuse** resources. You can share space, equipment, and time with other companies so that it is used effectively. And you can sell or give away waste for others to reuse if you can not reuse it yourself: At a hotel, for example, old linen.
- Ensure **quality sleeping** by offering a quiet, dark environment with fresh air and comfortable beds, preferably with anti-allergic bedding.
- Provide **healthy food** options including fresh, natural, or ecological ingredients and lots of vegetables. Promote the healthy options in your menu card and make them appealing and a convenient choice – also for kids.
- Inspire people to **move the body**. Provide information on easily accessible walking, biking, or running routes and inspire guest to use them.
- Give people new **insight, knowledge, and inspiration**. Present local history and culture. Share your story and let them share theirs.
- Provide **transparent information** about all ingredients in your cooking. This will make it easy to make safe and preferred choices for people with allergies, intolerances, or just preferences.
- Think positive!** Your thoughts affect your behavior and it will affect others to think more positively too. Everybody will be happier.
- Show your guests that you **appreciate** them: Make eye contact while talking to them, notice and care for the needs of both guests and staff, put a handwritten welcome board in the lobby or personal card in the room, make sure staff is genuinely kind.
- Make **joy** and interaction easy. Make the lounge a pleasurable place. Put up a swing, make board games, magazines, and books accessible free of charge. Trust people. Make them feel at home and relaxed.
- Give guests a chance to **do something good** or kind and show you appreciate it. Put up a donation box or provide bags for picking up litter.

Colophon

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Acknowledgements: Thank you to SB WELL project partners for contributions and review

Wellbeing concept based on: Lindell et al., 2019. ISBN: 978-91-89283-05-3

Layout: Glyholt Grafisk Design

Photo credits: Getty Images, Danish Tourism Innovation, Franzi Haase (p. 20)

Drawings: Frits Ahlefeldt

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Language versions: English, Swedish, Danish, German, Polish, Lithuanian

Available on: wellbeingtourism.com

The contents of this booklet are the sole responsibility of the authors and can in no way be taken to reflect the views of the European Union, the Managing Authority or the Joint Secretariat of the Interreg South Baltic Programme 2014-2020.



Project

This booklet is produced in the project SB WELL - *Wellbeing Tourism in the South Baltic Region - Guidelines for Good Practices & Promotion* - with support from the EU Interreg South Baltic Programme. Project period 2018-2021. www.wellbeingtourism.com

The main goal of the project is to increase the awareness about wellbeing, create wellbeing in the tourism sector, and promote the South Baltic Region as an attractive wellbeing destination. The project defines wellbeing tourism as tourism that supports harmony and balance of body, mind, and soul for guests and hosts, in a sustainable interaction with the local community and environment.

Lead Partner



Partners



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