

SB  WELL



European
Regional
Development
Fund

HOW TO DEVELOP WELLBEING TOURISM

- Ideas for Topics and Initiatives



How to Develop Wellbeing Tourism

WHO

This booklet is for you who are working in the tourism industry or in a tourism related business and wants to develop wellbeing tourism.

WHAT

You will find suggestions for topics and initiatives that you and your business can work on. From transport to thoughts, from food to furnishing, from exercise to equality- to name but a few.

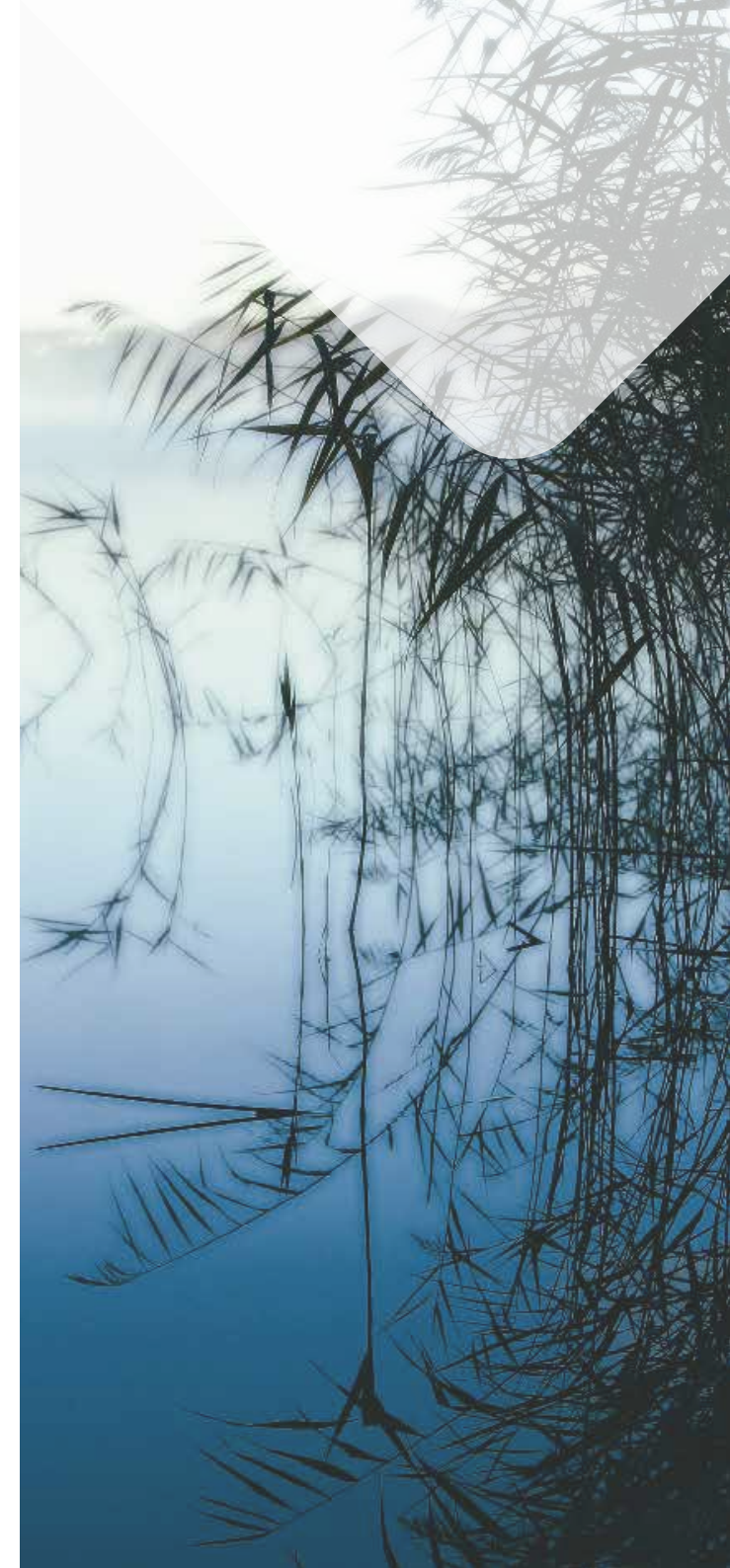
WHY

Wellbeing tourism offers are in increasing demand. By offering services and products that are both sustainable and supporting harmony and balance for body, mind, and soul you can do good, and do well.



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Introduction

New Tourist Demand

The mindset and demand of travellers is changing. There is an increasing consciousness on sustainability and the negative effect tourism can have on environment and local societies. Tourists value businesses that make sustainability part of their planning and operations. At the same time travellers are seeking to increase the personal wellbeing in order to reduce stress, boost health and life quality, bring joy, and connect to the inner self and to others.

Wellbeing Tourism is the Future

Wellbeing tourism is defined as a sustainable tourism that supports harmony and balance of body, mind, and soul for guests and hosts. Increased wellbeing for both people, environment, and society will affect the whole planet. Wellbeing tourism is a growing business as well as a way to contribute positively to the future.

Inspiration for Your Business

This booklet is for you who are working in the tourism industry or in a related business and wants to develop wellbeing tourism.



You will find practical and concrete suggestions on a lot of different aspects that you and your business can work with. From transport to thoughts, from food to furnishing, from exercise to equality, to name but a few.

What You Can Do

Use the lists with ideas for “What you can do?” to spot the aspects where you are already performing well and to find the next logical step for you and your business towards wellbeing. The ideas presented can be dealt with by taking simple, easy actions, or you can unfold and refine them in depth over years.

Of course, this booklet does not cover all aspects of wellbeing for people and the planet. As you move along you will find more ways to develop wellbeing tourism and choose your own path. We hope you will find inspiration on the following pages to further develop and provide wellbeing for your surroundings and for people – yourself included.

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.

The following pages presents ideas for how the above definition, aspects, and values, can be translated into practice in your business.



A close-up photograph of a hand holding a ripe red apple. The apple has a slight yellow-green tint at the bottom. The background is filled with green leaves and other apples, slightly out of focus. The text "CAREFUL USE OF NATURE AND RESOURCES" is overlaid in a white, handwritten-style font across the center of the image.

CAREFUL USE OF
NATURE AND RESOURCES

CAREFUL USE OF NATURE AND RESOURCES



Protecting Nature

A balanced nature is fundamental for everything living. If we all actively protect nature, it will continuously supply us with many important ecosystem services such as drinking water, fertile soil for food production, good health, and pleasurable experiences.

To contribute, inform and help visitors understand the connections in nature. When you inform your guest about places of interest educate them about sensitive environments, protected plants, and animals, and how to behave in the nature in the best way. By arousing interest in the nearby natural and cultural environments, the guest also gets a richer experience and an increased awareness to bring home.

Materials

Through your conscious choice of materials and products you can make a big impact. You can choose local materials and products and thus minimize transport and CO2 footprint; you can choose natural and healthy materials to minimize the risk of exposing your guests and employees to hazardous substances; you can choose materials and products that are produced under proper and healthy working conditions. When appropriate, find and reuse materials and products on the secondary market.

It can be challenging to keep track of all supply levels and what the content lists of products really mean. A good solution for this is to choose materials that are certified to be environmentally and socially sustainable.



Reducing Waste

Almost everything you do or produce generates waste. Look into how you can optimize the use of resources, thus consuming as little as possible and making the most of it. By optimizing your purchases, you probably reduce your need of buying new items, and therefore you minimize future waste.

Start up a conversation with your suppliers about packaging. Items you purchase are often delivered to you in too much single use, non-recyclable packaging. And try to avoid buying unnecessary disposables items such as plastic cups and paper plates.

Recycling

Many materials and products can be reused before recycling. Try to look at your waste as a valuable resource. Be creative. Can it be re-used, transformed, upcycled, and thus given new life? Could others be interested in using it- perhaps even buying it?

There are different ways to recycle materials: post- and pre-consumer waste. You can recycle your material after it has served its purpose (post-consumer). If you are a producer you can recycle leftovers from the production, most preferably back into your production (pre-consumer).

Let your customers know about your waste management and give them a chance to recycle the waste from your products or when they visit you.

CAREFUL USE OF NATURE AND RESOURCES

Wellbeing ideas - what you can do

Protecting Nature

- Create interest for your nearby natural environment by informing your guest about it.
- Give your guests tips on responsible behaviour in nature.
- Build butterfly bars and insect hotels: attract bees and other insects by offering them food, water, sand, and shelter.
- Do not use harmful pesticides and other hazardous substances.

Materials

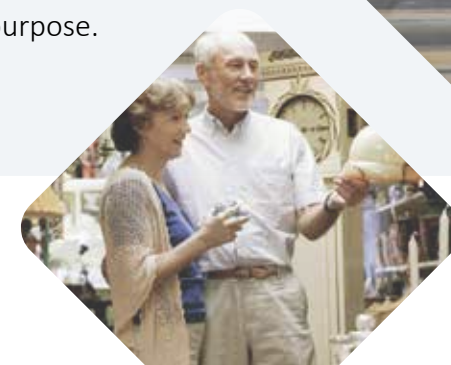
- Purchase services and products from local companies, thus reducing transport and CO2 footprint.
- Use/sell products that are free of hazardous substances.
- Use ingredients or parts in your products that are sustainably sourced.
- Find help in certification systems such as Eco Label, Fair trade etc.

Reducing Waste

- Make a strategy on how to eliminate waste in your venue.
- Avoid using disposable items.
- Educate your guests in sustainable behaviour, and how they can minimize their waste.
- Maximize use of all food products and waste as little as possible.

Recycling

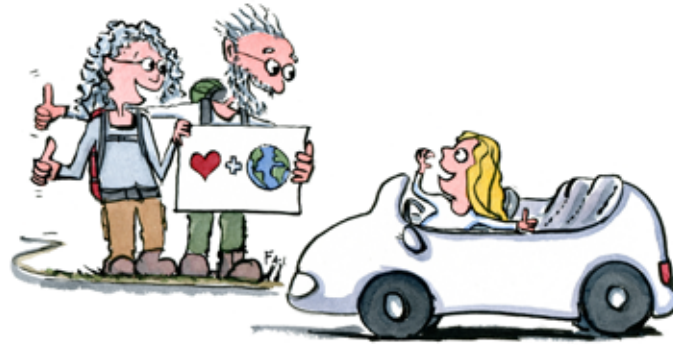
- Take into consideration before you buy a product how it can be recycled after use.
- Tell your customers how they can reuse and recycle your product after it has fulfilled its purpose.
- Put up bins for recycling for both staff and guests.
- Be creative and upcycle things.





CLEAN TRANSPORT

CLEAN TRANSPORT



Means of Travel

The travel industry affects the climate. The greenhouse gas emission of the travel industry is largely due to flying as aviation accounts for up to 75%. Aviation is the most polluting form of transport per passenger-kilometre. Cars come second – but the more people in the car the less the environmental impact per person. Same principle accounts for all means of transport.

In general, going by train and coach is the most climate friendly way of travelling (apart from fuel free transportation like biking, of course).

The information about local public transport may influence your guests to rethink their choice of transport. Provide a summary of possibilities as a service for your guests.

Travel at the Destination

Your guests make day excursions. They go sightseeing, shopping, and visit places of interest. With knowledge and valuable information, you can help your guests make their travel at your destination as sustainable as possible: Lend out bikes, inform about public transport, or rent out an electric car. Promote nearby experiences and thus minimize your guests' travel.

Meetings and Events

More and more corporate customers have goals to reduce their negative impact environment and climate. Environmentally friendly travel possibilities to and from meetings and events at your venue can therefore be a selling point for your business and add positively to your profile.

Support your guests in their aim – and contribute to the environment - by offering a system for co-riding, and information about public transportation, and pickup services at train stations.

Transportation of Goods

When purchasing or selling products or services they are usually somehow transported. There are many ways to reduce the negative impact on the environment of procured transport or deliveries. For example, buy local products, demand fossil fuel vehicles, use train transportation, or co-distribute together with nearby business.

Plan your orders so that you avoid buying only one or a few things at the time. This can contribute to a large reduction in unnecessary transport. And by optimizing routes, fleets can avoid heavily congested routes as much as possible.

CLEAN TRANSPORT

Wellbeing ideas - what you can do

Means of Travel

- Make it easy for guests to arrive by train or coach by offering pick up.
- Teach yourself and colleagues eco-driving techniques.

Travel at the Destination

- Give your guests information on how to travel by public transport.
- Offer rental or free bicycles.
- Encourage guests to visit local attractions instead of making long day trips.

Meetings and Events

- Inform about co-riding services that connects drivers and passengers and reduces the number of people riding alone in a car.
- Choose online solutions for your own meetings.

Transportation of Goods

- Investigate the possibility to have goods, services, or work delivered by cargo bike.
- Co-distribute together with nearby businesses.
- Plan purchases so there is no need for express delivery.





ACT LOCAL

ACT LOCAL



Promote Local Activities and Products

After visiting your business, your guests will most probably continue their travel and experience more. Help your guests discover nearby points of interest to make them stay longer in your area or even stay longer with you. The turnover per guest within the region will increase, the longer the guest stays. And the more positive experiences a guest has during her stay, the more likely it is that she will return or recommend the destination to others.

Creating a network with your neighbouring companies and promoting each other can be beneficial for your business.

Be an Ambassador for your Area

Appreciate where you live and what you do – and show it. Focus on what is positive and tell others about it. You will make your guests enthusiastic about it as well.

By acting as an ambassador for your area you will inspire others to engage in the community. Praise them for their contributions and congratulate them on their success.

Create products and services that you and your community can be proud of. When you establish an authentic, high quality product, you add to the attractiveness of your region.

Shop Locally

Whatever you need, check availability in your own area first. There might be local suppliers and manufacturers, who can help you. By buying things local, you support the local economy and increase the prosperity of your community. This influences your region's identity and makes it more attractive for employees and investments.

Other advantages of buying locally: When you know where your products come from you can easier ensure the guests high quality, service, and guidance; You and your contractor need less transport and less time; And you will enhance social interaction because you can meet in person.



Collaborate and Co-create

Working together with other companies can bring more business opportunities or other mutual benefits. Collaboration can enlarge your customer base, your product diversity, your pool of resources, and your insight as you will exchange knowledge with your partners. Co-creating products, services, or campaigns with other companies can open new markets and enable you to attract new segments.

Co-creation is a step towards a more circular economy where resources, such as space, time, materials, and actors, are used efficiently and fellow companies are viewed as collaborators.

▶ ACT LOCAL

Wellbeing ideas - what you can do

Promote Local Activities and Products

- Get to know the attractions nearby and share personal experiences with your guests.
- Start conversations with your guests about local activities and products.
- Offer products and services from other local businesses and organizations in your shop.

Be an Ambassador for your Area

- Offer some space in your venue for promoting other businesses.
- Notice and tell others about all the good things in your area.
- Join local initiatives for promotion and development.
- Support and engage yourself in regional development.

Shop Locally

- Use local providers and contribute to your region's prosperity.
- Hire local craftspeople. They have shorter journeys and you support the local economy with your assignments.
- Explore your surrounding – you might find more local manufacturers and shops.

Collaborate and Co-create

- Analyse the potential of collaborations with companies around you.
- Collaborate and co-create with nearby SMEs, associations, organizations.
- Package your products and services to create attractive offers.





EQUALITY



Wellbeing Culture - Employer Wellbeing

It begins with your own attitude and commitment, but it is together with your employees, you form the social wellbeing culture in your organization.

The prerequisite for creating a sustainable workplace where you, your employees, and the surroundings are doing well, is naturally based on you following governmental labour protection act. This implicates a safe work environment, fair wages based on governmental rules and staff qualifications, regardless of gender and ethnicity.

As a united team you work out of mutual respect with the intention to do good, you follow the Wellbeing Hosting Values: honesty, awareness, care, kindness, and joy. You as employer are inclusive and transparent and make your staff feel seen and cared for. High employee wellbeing affects health, creativity, productivity and increases their potential to create positive relationships with others, cope with everyday life challenges, and likeliness to stay and be good ambassadors for your organization as well as for the region.

Equality and Inclusion

Equal, kind, and openhearted treatment of others is the foundation of social equality and inclusion. Personal engagement, communication, and accessibility are important topics.

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.

Rather than designing or modifying facilities and infrastructure to diversities, (causing the opposite to equality and inclusion) make it a norm to work with equal accessibility. This approach is called "design for all" (EN17161:2019).



Social Responsibility

First step towards social responsibility is to be aware of the fact, that your behaviour has an impact on people and society – both small scale and globally. You can decide to make a positive impact and inspire others follow your example.

Have a global approach to your social responsibilities and consider the consequences for the world around you of the choices you make. Integrate it into your business strategy and practiced it in all your actions and relations.

In this way you can contribute to balance between economic growth, the welfare of the society and the environment.

EQUALITY



Wellbeing ideas - what you can do

Wellbeing Culture – Employer Wellbeing

- Develop a joint wellbeing strategy with your employees. Integrate it in your business culture.
- Be a positive leader- attentive and proactive.
- Include work environment and wellbeing in your weekly staff meeting agenda.
- Motivate your employees to make their own decisions and take responsibility.
- Support your staffs' dreams of self-realization.

Social Responsibility

- Ensure that products and services produced outside your country are marked with a fair trade or other social/eco-label.
- Use only goods that are produced in nations with strong social and environmental regulations.
- Contract and collaborate with companies that has good working conditions throughout the whole supply chain.
- Implement a sustainability strategy (certification-orientated at ISO 2600, Nordic Eco Label, TCO, WFTO etc.).

Equality and Inclusion

- Be observant that your staff, venue, and communication is welcoming to everyone without excluding, deliberately or accidentally.
- Treat staff, guests, and others the same regardless of gender, functional variations, or ethnicity.
- Give equal, yet personalized attendance to your staff or guests that face challenges in life e.g. with physical and mental impairments.
- Identify obstacles at the visitor sites that restrict guests and that are easy to remove.
- Present information in a simple and clear manner; understandable to as many people as possible, including children.

A photograph of an ornate interior room. In the foreground, a doorway is open, revealing a brightly lit room with a small table, two chairs, and a vase of flowers. The walls are decorated with patterned wallpaper and a framed picture. The text "INDOOR ENVIRONMENT" is overlaid in white, handwritten-style font across the center of the image.

INDOOR ENVIRONMENT

INDOOR ENVIRONMENT

Design and Furnishing

Good design can offer wellbeing by for instance being ergonomically correct, beautiful, easy to use and clean. Thanks to thoughtful design and choice of materials, people can experience comfort, pleasure, and efficiency.

Although our lives have largely been moved to indoor environments, our need to be in contact with nature has not disappeared. Getting a sense of nature is an unconscious and biological need for us humans. Bring the nature indoor. Creating lush indoor environments and taking people closer to nature increases wellbeing both mentally and physically.



Atmosphere

Atmosphere is the interaction that arises between human and room. You can use a variety of elements at your venue to enhance the desired atmosphere. In this way you can affect the state of mind of your guests and nourish their soul. Pleasant lighting, for instance, can contribute to a welcoming, friendly, relaxed atmosphere. Adequate daylight adds to a healthy environment. Colours are known to stimulate an emotional response. Blue shades, for example, enhance feelings of peace and serenity. Sound and acoustics are also important factors for a space to feel good.

When we talk about atmosphere, we must consider the fact that people are part of the production of atmosphere. Consider what you and your staff exude to the atmosphere of your venue. Are you sending out positive vibes – joy, friendliness and so forth?

Healthy Indoor Environment

A place which offers your guests calmness without noise exposure can be a real relief. Noise has been linked to sleep disturbance and hypertension. You can use specific building and interior material, such as carpets and acoustic boards, to reduce noise. If you do, be sure to use as healthy and natural materials as possible. Those are more likely not to contain any dangerous substances that emit into the breathing air. Poor indoor air quality could cause you, your employees, and guests health problems such as headache, dryness and irritation of the eyes, nose, throat, and skin. Thus, creating a healthy indoor environment is important for wellbeing.



INDOOR ENVIRONMENT

Wellbeing ideas - what you can do

Design and Furnishing

- Use your interior design to make both privacy and interaction possible.
- Integrate plants in your interior.
- Ensure that your furniture is comfortable and functional for your different types of customers.
- Provide surfaces that feels pleasant.

Atmosphere

- Provide comfortable and adequate lighting.
- Use colours consciously to trigger emotions.
- Make a calm and quiet section in your venue where guests can relax or contemplate.
- Think and act positive and send out good vibes.

Healthy Indoor Environment

- Ensure a pleasant temperature, fresh air supply, and no draft in your venue.
- Minimize noise exposure.
- Use eco labelled material in your building to prevent any hazardous and harmful substances.





HEALTH

HEALTH



Physical Movement

Physical activity and exercise can have both immediate and long-term health benefits. Most importantly, regular activity can improve your quality of life. On a long term it improves your immune defence and health and reduce the risk of a lot of diseases.

Make physical activity easily accessible and inspire your guests and colleagues to move their body. Suggest walking routes, rent out bikes, put yoga mats on the floor, put on dance music. You will get more happy guests - and they will sleep better at night.

Access to Nature

Being in nature is soothing for body, mind, and soul. Being in nature, or even viewing scenes of nature, reduces anger and stress and increases pleasant feelings and behaviour like kindness and generosity. Exposure to nature not only makes you feel better emotionally, it contributes to your physical wellbeing, reducing blood pressure, heart rate, muscle tension, and stress hormones. You can also feel that you are a part of something larger and get a sense of meaning.

Provide information on how to access the nature in your area. Suggest walking routes, specific places, viewpoints. In a city, have plants and flowers for people to enjoy and let people know where to find the nearest park.

Wellbeing Services

Activities and treatments for the body and mind providing pleasure, relaxation, and contributing to a good health are in demand. Wellbeing services comes in many variations. Maybe you have spa facilities and if not, you can offer wellbeing services that fits your business.

Put up an outdoor hot tub or sauna, provide do-it-yourself wellness kits for guests to use in the bath tub, hand out yoga mats and suggest poses, provide guided meditations, aroma therapy, healthy smoothies, or make a cooperation with nearby therapists.



Pauses and Peace for the Mind

Mindfulness, meditation, yoga are trends for a reason. They facilitate a peaceful state of mind. We are consciously and unconsciously dealing with a lot of information all the time. Pauses for the mind is important to achieve inner peace, harmony, to relax and sleep well.

Make a Wi-Fi free zone and encourage people to take a pause from digital devices. Have a specific silent room, or make sure you have areas that offers calm and quiet space to relax in. Provide guided meditations or tai chi. Make a bonfire in the evening where people can relax by looking into the flames. Put up chairs with blankets outside for people to sit and enjoy nature. Small things can make a big difference.



Wellbeing ideas - what you can do

Physical Movement

- Provide facilities and equipment for physical activity and exercise e.g. outdoor gym, yoga mats, bicycles, pool, skipping rope.
- Suggest and provide maps for outdoor routes for instance for running.
- Actively encourage guests and colleges to be physically active.

Access to Nature

- Make outdoor facilities attractive for guests e.g. with plants.
- Present information on nearby nature e.g. forest, fields, seaside, parks.
- Recommend guests routes or viewpoints in nature.

Wellbeing Services

- Offer wellness facilities and services or collaborate with nearby providers.
- Offer treatments, activities and/or facilities for bodily comfort and health.
- Offer wellbeing activities for the mind.
- Inspire guests to make healthy choices.

Pauses and Peace for the Mind

- Offer a specific silent room or areas that are calm and quiet and furnished for relaxation.
- Offer activities that are offline and destressing.
- Keep information easy and relevant.
- Make WIFI-free zones.





FOOD & DRINKS

Allergies and Intolerances

There are many variations of allergies and intolerances and it is two very different things. You might know nut allergy and lactose intolerance, but the issues can vary from person to person. An allergic food reaction can be severe or even life-threatening. Food intolerance symptoms are generally less serious but can nevertheless ruin an otherwise great holiday.

Have understanding and make this guest feel just as welcome. Know and tell what is in your food and beverage, so that the guest can choose the right solution. Be flexible and inventive. Mix from various dishes if necessary, to find a solution.



Eat More Plant-based Food

Eating less meat and more plant-based food adds positively to your health. Eating less meat is good for the environment as it cuts down on greenhouse gas emissions and thus help reduce climate changes. It will also save water. Eating more vegetables, grains, fruit, and other plant-based food will lead to a more efficient world food system and approve our ability to feed people and avoid hunger and malnutrition.

Eating less meat will also lead to better animal welfare. When or if using meat, be aware that you can choose ecological meat labelled to ensure good living conditions and proper slaughter of animals.



Nutrition

Nutrition for the body means healthy, wholesome foods and drinks, composed of fresh, clean (organic) ingredients with a high density of nutrients such as vitamins and trace elements, large share of vegetables, minimal use of refined sugar and free of additives.

What we eat and drink affects our immediate and long-term well-being. It also affects the microbiota of the gut which is scientifically proven to have a huge impact on our physical and mental health.

Food as Story Telling

Food carries cultural and historical values. Values that you can use to strengthen and vitalize your brand, your profile, and the experience you offer guests. Local food products and dishes can tell a story, create emotions, and express the uniqueness of your area.

Be innovative with local food products and traditions. What is less exciting everyday dishes for you can be an extraordinary experience for your guests.

By including local food culture, you also help keeping it alive, making your area unique and attractive for locals and visitors.

FOOD & DRINKS

Wellbeing ideas - what you can do

Allergies and Intolerances

- Make sure you have at least basic knowledge about food intolerances and allergies
- Provide lists of all ingredients used in your dishes or products or make sure staff can tell the guests about it on request
- Have a plan for how to attend to guests with allergies and intolerances
- Mark dishes and drinks in your menu card that are suitable for the most common allergies and intolerances
- Actively inform guests that you are welcoming questions regarding allergies and intolerances

Eat More Plant-based Food

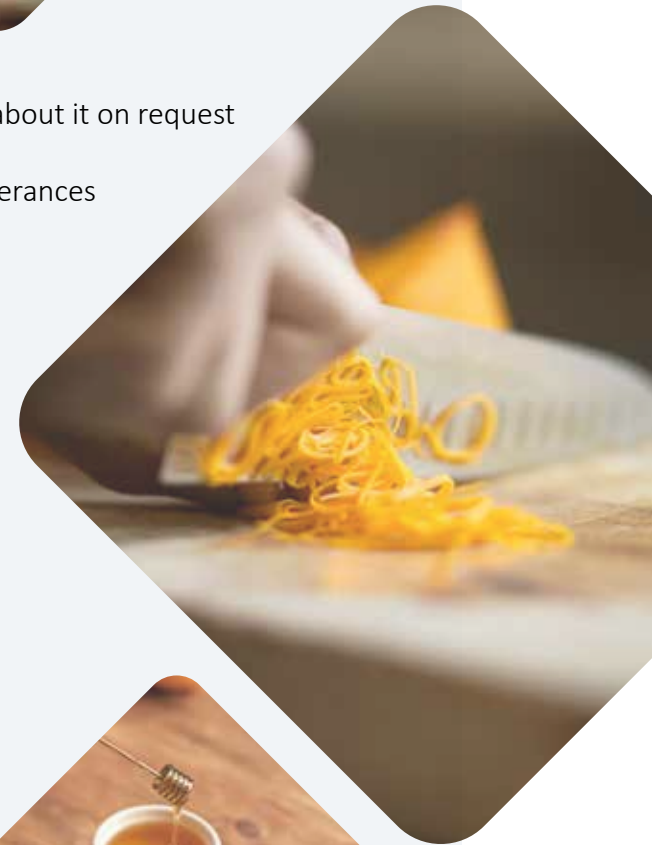
- Make it easy for guests to eat vegan, vegetarian, and flexitarian
- Find meat suppliers that offer animal welfare labelled products
- Use all parts of a slaughtered animal so nothing is wasted
- Try it out yourself and inspire others

Nutrition

- Use fresh and healthy ingredients in food and drinks
- Learn how to preserve vitamins when cooking
- Inspire guests to make healthy, nutritious choices – including children

Food as Story Telling

- Inform your guests about the ingredients and suppliers you use
- Serve traditional dishes or make them in a new way and give guests an authentic experience





HOSTING

HOSTING

Communication

Clear, informative, honest, and well-timed communication limits stress and anxiety. Add a friendly attitude and your communication will increase the wellbeing of people around you.

A friendly communication style involves both the actual words used and your attitude. A positive and maybe humorous wording can motivate, appreciate, and bring joy. Your body language and the tone of your voice is just as important. If you are calm and your body language open, people around you will feel safe and at ease.

Stay conscious and curious about your own personal communication style. Notice where you can make adjustments so that you can get even better at communicating.



Noticing Others

Getting noticed is a wonderful feeling! Being seen and heard, understood, attended to, cared for. It makes us feel connected, appreciated, secure, and joyful. It has a positive effect on you as well when you value others.

Noticing your customers – and others- is a powerful tool for you to spread wellbeing. Use your eyes, your ears, your heart. Reflect on what you notice and act on it. It can be as little as letting people know with a smile and a nod, that you have seen them in the cue and will attend to them as soon as you can.



Awareness of Specific Needs

Having specific needs met with kindness, understanding, and the right action is key to a great holiday for those with for instance disability, food allergy and intolerance, small children, or sudden illness. Special equipment, facilities, catering, and action can be needed. Find a strategy for how to spot and attend to the specific needs of your customers.

In the era of social media, helping is the new selling, and customer experience is the new marketing. To create positive experiences and get recommended, you need to stand up for the customer and have their best interests at heart.

Let People Interact

Social interaction is vital to our health, both mentally and physically. Short term benefits can be inspiration, knowledge, and joy. Meeting new people while on a holiday is part of the total experience. Often good encounters are remembered longer and valued more, than other experiences on a journey.

However, people are different and have different needs for the amount and type of social interaction. Interaction should be an option. You can let your physical facilities give the possibility for people to choose between interaction or privacy. You can, for example, offer the possibility to be seated at a larger joint table and you can provide a cosy lounge area or activities where your guests can meet and start up a conversation.

HOSTING



Wellbeing ideas - what you can do

Communication

- Relevant information for your guest is clear, accessible, and presented at the right time and place.
- Consciously use positive words.
- Let your body language and the tone of your voice be relaxed and friendly.
- Inspire your guests to the preferred behaviour in your written and oral communication.

Noticing Others

- Make eye contact when interacting with guests and colleagues.
- Listen to what people say to you.
- Show that you appreciate others and that they are welcome.
- Reflect on which needs different people might have and act accordingly.

Awareness of Specific Needs

- Make sure all staff know how to spot and attend to specific customer needs.
- Meet the challenges of other people with understanding and respect.
- Have a plan for how to handle specific customer needs such as disabilities, allergies, and illness.

Let People Interact

- Let your facilities and furnishing make interaction between guests easy.
- Organize activities that stimulates contact and interaction between guests.
- Set the example yourself and make friendly interaction.



HAPPINESS



HAPPINESS



Feeling Connected

Social connection improves physical health and psychological well-being. Studies show it can lengthen our life. People who feel more connected to others have lower rates of anxiety and depression.

To connect to others, you should first be able to connect to yourself. To be in contact with your own feelings it helps if you are grounded and feel at ease.

Provide an environment where people dare to be open and vulnerable. Provide facilities and activities where people can meet and connect. Offer activities that allows people to connect with themselves by doing something they like. Show that you notice and accept others and give them confidence to be open for connection.

Doing Good

Doing something good is both beneficial for that or those which are the target of your helpfulness and beneficial for yourself. It lowers blood pressure for instance. And research have found that unselfishness and giving increase the change of living longer.

Doing good makes you feel good. It gives a sensation known as 'helper's high'. It is produced because your brain releases endorphins - the feel-good chemicals of the brain.

Offer your help when people seek or need it. Give guests and colleges a chance to do good as well: By making a donation for charity; maintaining a flower buffet for insects to save the bees and promote biodiversity; collecting plastic when strolling along the seaside; and so forth.



Joy

Joy is one of our basic emotions. It can be experienced as amusement, humour, happiness, enjoyment, and bliss. Joy can be self-created by an inner state or activated externally by uplifting music and interactions with others, or by activities that allows you to feel fully alive and free.

A feeling of joy is most easily reached when both the body and mind are relaxed, the heart is light, and you are present in the moment.

You can stimulate joy of others by your own attitude, use of words, images etc. and by creating a relaxed atmosphere. Make people laugh. Laughter strengthens your immune system, boosts mood, diminishes pain, and protects you from the damaging effects of stress.

Creativity

Studies have found a connection between creativity and happiness. Engaging in creative activities contributes to positive emotions, psychological wellbeing, and feelings of flourishing in life. Creativity is also needed to innovate your business.

Being creative is joyful and relaxing. It helps focussing on the present moment and leads to a healthy state of mind. When we are being creative, our brains release dopamine, which is a natural anti-depressant.

Allow yourself and your colleges to be creative when arranging food on a plate, making written signs, arrange flowers in the reception etc. Inspire guests to be creative too. Put paper and crayons in the lobby or try out whatever good idea you have that inspires creativity.

HAPPINESS



Wellbeing ideas - what you can do

Feeling Connected

- Offer a safe and relaxed atmosphere where people are encouraged to be themselves.
- Offer facilities or activities that enables connection between people.
- Offer facilities or activities that nurture self-connection- for example mindfulness.
- Notice and accept others.

Joy

- Promote joy consciously through your attitude, music, pictures, decorations, words etc.
- Express joy and value joy among colleagues.
- Think positively about others.
- Use humour – also when you are busy.

Doing Good

- Offer your help to people who seem to need it.
- Give guests and staff the possibility to do something good.
- Let honesty and care be in the DNA of your business.

Creativity

- Allow yourself and others to try out new ways of doing things.
- Notice and when others come up with creative solutions or create something extraordinary.
- Make tools for creative activities available: Colours, paper, beads, building blocks e.g. Lego for both children and adults.



Colophon

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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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