



SOUTH BALTIC WELLBEING TOURISM

#HOMESOFWELLBEING



Cross-border Conference Sustainable Tourism Saxkjøbing, February 2020





Wellbeing Tourism in the South Baltic Region Guidelines for Good Practices & Promotion

Cross-border Conference Sustainable Tourism, Saxkjøbing February 2020



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The Aim of SB WELL

"To highlight and promote the South Baltic coastline as an attractive destination for Wellbeing tourism that promotes the well-being of visitors, actors and society"



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Wellbeing & Wellbeing Tourism

Sustainability + Hospitality + Wellness = Wellbeing Tourism

The definition of health by the WHO: "Health is a state of complete physical, mental and social **wellbeing** and not merely the absence of illness or infirmity.

Wellbeing is as a state of balance & harmony











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Wellbeing Tourism

is "a specific type of tourism intended to promote and maintain a positive health of body, mind and soul that is composed of products and services drawn upon a sustainable interaction with the surrounding environment and community."

Brief version;

is "sustainable tourism that supports harmony and balance for body, mind, and soul."



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Intention and Awareness

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.



HÄR HITTAR DU ETT AXPLOCK FRÅN VÅRA LOKALA FAVORITER. DET ÄR NÄRODLAT, SMÅSKALIGT OCH UNDERBART GOTT. UNDRAR DU ÖVER NÅGOT, FRÅGA GÄRNA VÅR PERSONAL, DE ÄR OCKSÅ "LOCALS". JU NÄRMARE, DESTO GODARE.

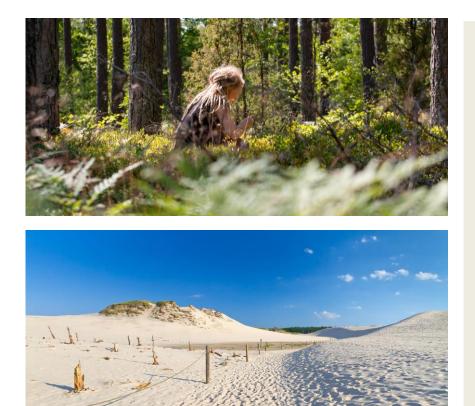
Here's a selection of our local favourites. Locally sourced, small-scale and truly wonderful. If you have any questions, please ask our staff – they're locals, too. The closer, the better.

EN GOD START PÅ DAGEN

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Project Objectives



- Creating and raising awareness about Wellbeing
- To capacitate and facilitate SMEs in offering Wellbeing products, services and activities
- To highlight and promote the South Baltic coastline as an attractive destination for Wellbeing tourism

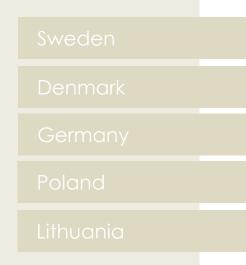
Linnæus University 🏶 🍵 Linstyreter

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SB WELL Project Facts

- Time period: July 2018–June 2021 Ο
- Lead partner: Linnaeus University, School of Business and Economics Ο
- The SB WELL Family: Five countries, nine partners and ten associated partners Ο
- Financiers: The project is financed by the European Regional Development Ο Fund (ERDF) under the Interreg South Baltic Programme 2014–2020.











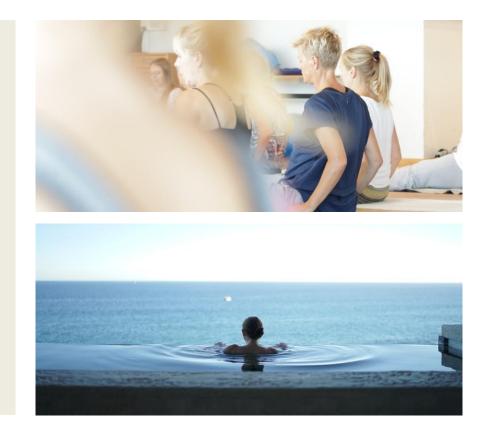






Targeted Results

- Increased capacity to deliver Wellbeing recreation products and services
- Increased awareness of the South Baltic as a provider of Wellbeing recreation
- Design a cross-border Interactive Wellbeing Atlas, a roadmap to Wellbeing offers & educational platform for SMEs and actors in tourism



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SB WELL for the Wellbeing Tourists





A selection of planned project outputs

- An interactive cross-border Wellbeing Atlas for potential visitors with:
 - A genuine selection of Wellbeing offers from certified actors, in the South Baltic Coastal region.
 - Packaged Wellbeing routes with accommodations, restaurants, activities and other sustainable sourced wellbeing offers
 - o Cross-border Wellbeing places & beaches

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SB WELL For Actors

A selection of planned project outputs

- Educational materials, booklets & films on how to develop,
 deliver, brand and promote Wellbeing tourism
- Self-test (criteria) for potential Wellbeing actors
- o Mentoring and seminars
- Cross-border study tours with SMEs (good practices)
- o Promotion events, cross-border & national
- o An international network in Wellbeing tourism







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Contact Us For More Information

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Sweder



International Partners

Denmark

Dansk Turisme Innovation

Germany

Tourismusverein Vogelparkregion Recknitztal in Mecklenburg-Vorpommern, TA-VR Tourism Association Fischland Darss Zingst

Lithuania

EUCC Baltic office, EUCC Klaipeda State University of Applied Sciences, KVK Administration of Seaside regional park; Curonian Spit National Park; Kretinga municipality

Poland

Pomerania Development Agency, ARP Professor Brunon Synak Pomerania Research Institute, PIN Baltic Health Tourism Foundation; Gdansk Tourism Organisation, GOT





Thank you

Photo

County Administrative Board of Kalmar, Joanna Kohnen, Alex Bertha, Roberto Nicksson, Algirdas Kubaitis, Taniale Gonzales, Danish Tourism Innovation

Disclaimer

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