



SOUTH BALTIC WELLBEING TOURISM

#HOMESOFWELLBEING



Wellbeing Tourism in the South Baltic Region

Guidelines for Good Practices & Promotion

Cross-border Conference Sustainable Tourism, Saxkjøbing February 2020

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”

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**



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.”



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.



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

SB WELL Project Facts

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

Sweden

Denmark

Germany

Poland

Lithuania

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



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
 - Cross-border Wellbeing places & beaches



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
- Mentoring and seminars
- Cross-border study tours with SMEs (good practices)
- Promotion events, cross-border & national
- An international network in Wellbeing tourism



Contact Us For More Information

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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

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Disclaimer

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