

18th Meeting of the TSG4

Issue papers – developments

18 October 2022

WELLBEING TOURISM HANDBOOK



General objective	Handbook on wellbeing tourism
Content	<ol style="list-style-type: none">1. Definition and scope of research including the geographical coverage, content, stakeholders and activities2. Challenges and potentials3. Steps in product development including resources, rules and regulations, facilities for wellbeing tourism, wellbeing destination development with European Destination of Excellence (EDEN), tourism product development including distribution channels and wellbeing destination promotion (demand and supply)4. Examples of best practices5. Implications and recommendations
Contract duration	90 days (due on 15th November 2022)

Wellbeing tourism

Definition:

“...a specific type of tourism intended to promote and maintain a positive state of health of the body, mind and soul, and that is composed of products and services drawn upon a sustainable and harmonious interaction with the surrounding environment and community... It is a specific type of tourism intended to promote and maintain a continuous state of balance and harmony.”

Pillars of wellbeing

- External: environmental, social and economic wellbeing
- Internal: Physical (body), mental (mind), spiritual (soul) wellbeing

Key challenges

Definitional
conundrum



For the wellness
industry – wellness
is a way to attain the
state of wellbeing

In practice



Wellness often
delivered through
pampering in spas

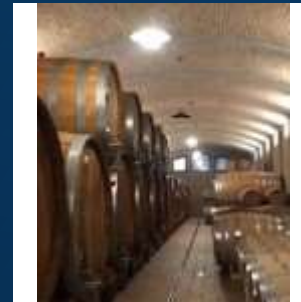
Wellbeing tourism

To widen tourism product portfolio, expand the season and achieve more even regional development – this can be achieved by innovative tourism products falling under this broad umbrella of wellbeing tourism and

This handbook is a tool to inspire stakeholders to introduce new or supplementary products and services and policy makers to provide tools and regulatory framework to assist them in their endeavours.

- *Self development*
- *Philosophical contemplation*
- *Pilgrimages*
- *Mediation*
- *Spiritual healing*
- *Charity/voluntary work*
- *Holistic centers*
- *Interaction with animals (farms, horse-riding) calming influence*
- *Creative tourism (painting, writing, photography, craft)*
- *Recreation/nature to experience silence, dark skies, tech free settings*
- *Hiking tour combining nutrition, mental relaxation and spa*

GASTRO TOURISM HANDBOOK



General objective

Handbook on gastro tourism

Content

- Definition and scope of research including the geographical coverage (EUSAIR area), content of the manual, stakeholders and activities
- Steps for the development of gastro tourism including the following:
 - Resources (traditional indigenous foods and food products)
 - Rules and regulations
 - Facilities for gastro tourism (architecture, design, accessibility)
 - Gastro destination development (examples of good practice of “European Destinations of Excellence”)
 - Tourism product development (including TA, TO, OTA – specialised for gastro tourism)
 - Gastro tourism promotion (market and market segments) with examples of good practice, famous chefs and recipes, gastro tourism products
 - Implications and recommendations
- Examples of best practice
- Implications and recommendations

Contract duration

90 days (due on 15th November 2022)

Key success factors

Quality and
diversity of food
and drinks

Destination's food
production

Destination value
chain (from
producers to the
table)

Gastro-tourism
managed

Human resources

Innovative
marketing
activities

Food
manufactures and
suppliers

Specialised travel
service providers

Best practices



By chefs



By products



By destination



By enterprises

Criteria for selection: best practice verified by a professional reports/scientific publication, awards, national tourism promotion

Contracted: Institute for Tourism

Projects' Team

WELLBEING

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GASTRO

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Your assistance

Relevant strategic planning documents

Suggestions on best practices

Thank you!

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