

WelDest

Health and Well-being in Tourism Destination



How to develop a competitive health and well-being destination?

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Lifelong Learning

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WelDest project 2012 - 2014

- **“Health and Well-being in Tourism Destination”** combines the expertise of 5 Higher Education Institutes, 10 industry and 15 associate partners from Austria, Czech Republic, Finland, Germany, and the UK.
- The aim of WelDest has been create a development framework to be used by public bodies, destination management organizations (DMOs) and private companies at tourism destinations to strengthen and raise the well-being levels of tourists and locals alike
- The framework is based on primary research:
 - Customer interviews (n=784)
 - Stakeholder interviews (n=52)
- and secondary research (literature review)
- Full report is available at <http://weldest.blogspot.com>

SOCIETY

TECHNOLOGY

ECONOMY

Reputation of the destination

Hospitable attitude and atmosphere in the destination

Sustainable development

Culture

UTILIZATION OF RESEARCH

DESTINATION MANAGEMENT

- Organisation for destination management & public-private network leadership
- Understanding health and well-being tourism concepts and demand
- Operational activities
- Evaluation of the level of quality & improvement

DESTINATION DEVELOPMENT

- Systematic participatory strategic destination planning
- Brand identity development & management
- Destination level planning and policy making supporting health and well-being tourism as well as health promotion
- Continuous evaluation & development of infrastructure and service offerings



COMMITTED CO-OPERATION OF ALL ACTORS

Seamless service chain for homogeneous customer experience provided by friendly, qualified staff

VISION & VALUES

Customer orientation

Authenticity

Quality accommodation, restaurant & transportation services

Wide offerings of quality services to enhance health, well-being & relaxation: wellness and medical treatments, sauna and pool facilities, outdoor / indoor sports and possibilities to get mentally refreshed

Nature, natural assets, attractive scenery and environment

ECOLOGY

POLITICS



Any questions or comments? Thank you

