

Wellbeing Tourism in the South Baltic Region

- Guidelines for good practices & promotion



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WELLBEING TOURISM

– 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.

Environment

Benefit from the ecosystem services in a sustainable way and live within the planetary boundaries. Reduce energy usage and promote recycling and reuse as well as renewable energy sources. Take care of the planet and our environment, reduce waste and greenhousegas emissions. **Be #smart**



Body

Take care of your body, embrace it with love, exercise for happiness, eat healthy organic food, drink plenty of water, breathe. **Be #harmonious**

Soul

Connect with yourself, share joy and care for others. Experience the art and the sounds of nature. **Be #connected**

Economy

Contribute to a fair economy where the planet and the people are prioritized over profit. Strengthen the local economy. **Think and act #different**

Society

Enjoy and take care of our cultural heritage, support the local business and the local people. Stand for equality, sustainable leadership, inclusiveness, and diversity. **Be #caring**

Mind

Take care of your mental and emotional health. Read a book, meditate, do yoga, make time for yourself, be in silence, make new friends, have a nice conversation. **Find #balance**



educational videos, e-booklet



wellbeing routes and places



wellbeing atlas



mentoring study visits networking



wellbeing association



wellbeing guidelines, criteria



for wellbeing SMEs (hotels, restaurants, wellbeing products & services, agritourism farms etc.)



for wellbeing tourists



for local/regional authorities, tourism organisation/centre/NGO interested in wellbeing

