



# Health and Well-being in Tourism Destinations

## PROJECT LAUNCH

### OCTOBER 2012 WELDEST FIRST MEETING In St Georgen im Attergau, Austria

The purpose of this first meeting was to launch the project, expand on the aims and objectives, and clarify just how the project will progress over the next two years.

Key points discussed during the meeting were:

- Aims, objectives, and concept of a Health & Well-being Destination
- How to manage the project internally within each institute
- How to conduct the research and who to target within the sector
- Launch of the WelDest blog which will provide industry, academia and citizens with new opportunities to share their knowledge and expertise on health and well-being topics

[www.weldest.blogspot.co.at](http://www.weldest.blogspot.co.at)



Lifelong Learning

In October, 2012 the 'Health and Well-being in Tourism Destination' project WelDest, funded by the EU, and was put into action.

WelDest brings together experts in different fields to tackle the main research question of WelDest: "How can a destination be developed into a health and well-being destination?"

The project runs from October 2012 to October 2014 and its aim is to create a development framework which will enable public bodies, destination management organisations, private companies and educational establishments to develop a more holistic and sustainable Health and Well-being destination, benefitting both local communities and tourists.

The WelDest project will ideally strengthen the potential for business opportunities; promoting innovation around health and well-being services and destinations as well as to contribute to lifelong learning.

An electronic handbook "Keys to developing a holistic health and well-being tourism destination" is to be produced. The handbook will be used for educational purposes to help gain a wider understanding of what constitutes a health and well-being destination, especially with the growing demand for this type of tourism.

### PROJECT PARTNERS

In total, there are 6 Higher Education institutes, 12 industry and 18 associate partners involved in the project from Finland, Austria, Czech Republic, Germany, Hungary and the UK.

#### The Project Partners are:

**Finland:** Turku University of Applied Sciences (TUAS) The University will act as the leader for the project and a core academic partner led by Susanna Saari, Senior Lecturer, along with Telle Tuominen and Pia Lindroos.

**UK:** University College Birmingham the UCB team for WelDest is led by Harprit Thacker, Assistant Dean for Sport and Creative Studies, along with Paul Kitchen and Paul Bamber.

**Austria:** FH JOANNEUM University of Applied Sciences - Leading the team is Daniel Binder, a graduate of the Bachelor and Master program - Health Management in Tourism and a Scientific Assistant at the Department. Along with Professor Kai Iling. Christian Husak Consulting - CHC (representing Regiogroup) - CEO Christian Husak is representing CHC and Regiogroup in the project.

**Hungary:** The University of Pannonia –leading the team and project manager Agnes Raffay and Kristina Priszinger, PhD student at the university.

**Czech Republic:** The Institute of Hospitality Management in Prague - leading the team is Donna Dvorak.

**Germany:** University of Applied Science in Eberswalde (HNEE) - Leading the team is Steffen Lange assisted by Robert Schmidt, a lecturer at HNCC.

### St Georgen im Attergau, Austria

Attergau is a holiday region in Upper Austria located between Linz and Salzburg and is known as the gateway to the Salzkammergut.



It consists of three villages, a church, thirteen fire brigades, and 200 meters of lakefront. The people are proud about their traditions and are also fond of beer, wine and sometimes schnapps.

When the WelDest delegates visited Attergau along with the normal workload of the day, delegates were informed of must see tourism sites and activities, such as a Celtic ceremony, yoga in the forest and local dining venture's with traditional fayre.

### Research and Methodology

WelDest is now moving into the research stage of the project. During the next two years each Higher Education Institute partner will work more closely with their industry partners to gain in-depth case study material for the project. Primary research will involve both questionnaire and interviews; information gained will be highly valuable to the project.

### Industry Partnerships

**Turku University of Applied Sciences:**

- Naantali Tourist Information Ltd
- Kultaranta Resort Ltd

**FH Joanneum University of Applied Sciences:**

- Tourismusverband Ferienregion Attergau

**The University of Pannonia:**

- Veszprémi Turisztikai Nonprofit Kft./The Tourinform Veszprém
- Spa and Wellness Centre Sárvár

**The Institute of Hospitality Management in Prague:**

- Orea Vital Hotel Sklář in Harrachově
- The Eastern Moravia Tourism Organisation.

**University of Applied Science in Eberswalde:**

- Hotel Stolper Turm
- European Institute for Economy and Environment

**University College Birmingham:**

- Thermae Bath Spa tourism destination
- Malvern City Council

**For more information regarding this project, contact the Project Coordinator:**

**Susanna Saari**

[www.susanna.saari\(at\)turkkuamk.fi](mailto:www.susanna.saari(at)turkkuamk.fi)

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