

Rural Wellbeing Tourism Products of Northern Europe - *ProWell*

Duration: 1.4.2014 – 30.9.2015

The project aims to enhance and promote thematic Rural Wellbeing tourism products in Europe by supporting transnational co-operation between different tourism stakeholders (Small and Medium Tourism Enterprises, DMOs, National Tourism Offices, tourism development organizations and research institutes) that are working together to provide, develop and promote sustainable wellbeing tourism products in rural areas. The project aims to profile and add competitiveness of the Northern Europe as a Rural Wellbeing Tourism Destination by supporting tourism service providers providing services under the theme.

The project supports the **sustainable development and the visibility of local, regional, national and transnational Rural Wellbeing tourism offering** and hence the effects are seen in different levels with different time-dependence. In local and regional levels the increased and improved product offering will bring new and regular customers to the tourism businesses and destinations. The project also adds the internationalization of the SMTs.

In long term the increased tourism flows will affect positively to turnovers of SMTEs and also to the competitiveness of the tourism businesses and attractiveness of destinations. The appeal and interest customers show towards the products are measured by using customer surveys and market research.

The project activities are divided under five work packages:

1. **Project meetings and seminars** related to project theme and promotion and development actions,
2. **Research activities** for supporting Rural Wellbeing promotion and development,
 - a. Literature and trend review related to rural and wellbeing tourism aiming to define and set the foundation for the concept of Rural Wellbeing;
 - b. Building up Rural Wellbeing tourism product development guidelines;
 - c. Market research for identifying the appeal of the products and finding the right distribution channels.
3. **Promotion and development actions** of Rural Wellbeing tourism
4. **Communication and dissemination**, and
5. Administration.

Activities of each work package will support activities in other work packages. Research activities provide guidelines and support for Rural Wellbeing tourism product development and promotional

activities.

Lead partner/coordinator: University of Eastern Finland, Centre for Tourism Studies
(Finland) www.uef.fi/mot

Partners:

- **Latvijas Lauku tūrisma asociācija "Lauku ceļotājs"** (Latvia) <http://www.celotajs.lv/en>
- **Lietuvos kaimo turizmo asociacija** (Lithuania) <http://www.atostogoskaime.lt/lt/lkta/apie-asociacija>
- **Hardangerrådet** (Norway) <http://www.hardangerraadet.no/>
- **Syddansk Universitet, Center for Landdistriktsforskning** (Denmark)
http://www.sdu.dk/om_sdu/institutter_centre/c_clf_centerlanddistriktsforskning
- **VisitVejle, Vejle Erhvervsudvikling, Erhverv & Kultur** (Denmark) <http://www.vejle.dk>
- **Finnish Tourist Board** (Finland) www.visitfinland.com
- **Huhmarisvaaran Loma Oy** (Finland) <http://www.lomakeskushuhmari.com/>

Contact:

Development manager Anja Tuohino, anja.tuohino@uef.fi

www.uef.fi/mot

www.uef.fi/mot/prowell (to be open soon)