

Anja Tuohino

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ProWell – Rural Wellbeing Tourism Products of Northern Europe



This project is co-funded
by the European Union



UNIVERSITY OF
EASTERN FINLAND

Objectives

- The project aims to **enhance and promote thematic Rural Wellbeing tourism products** in Europe by supporting transnational co-operation
- between different tourism stakeholders (SMTEs, DMOs, NTOs, 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.



Project partners

Lead partner/coordinator:

University of Eastern Finland, Centre for Tourism Studies (Finland)

Partners:

Regional public governmental body: Hardangerrådet (Norway)

NTO: Finnish Tourist Board (Finland)

Academic partner: SydDansk Universitet, Center for Landdistriktsforskning (Denmark)

SME; Huhmarisvaaran Loma Oy (Finland)

Others:

Latvijas Lauku tūrisma asociācija "Lauku ceļotājs" (Latvia)

Lietuvos kaimo turizmo asociacija (Lithuania)

VisitVejde, Vejle Erhvervsudvikling, Erhverv & Kultur (Denmark)

Work packages

WP1. Meetings and seminars are platforms

- for discussions of the project's key themes, progress and presentation of results (e.g. best practices, online platform, pilot actions and research methodologies)
- for capacity building of the project's partners
- for the implementation of the piloting actions and dissemination of sustainable tourism market and research tools in their destinations and local, regional or national networks.

WP2. Research activities

- Literature and trend review related to rural and wellbeing tourism aiming to define and set the foundation for the concept of Rural Wellbeing;
- Building up Rural Wellbeing tourism product development guidelines;
- Market research for identifying the appeal of the products and finding the right distribution channels.

WP 3. Promotion and development actions of Rural Wellbeing tourism

- Building up thematic sustainable Rural Wellbeing Tourism Network
- Facilitating, encouraging and providing settings for promotional and development activities between different stakeholders
- Developing existing and potential Rural Wellbeing tourism offering
- Promotional activities of Rural Wellbeing at European level

WP 4. Communication and dissemination

- Dissemination of project activities and results
- Promotional activities of sustainable Rural Wellbeing tourism offering
- Aims of the communication activities are to strengthen the network and promote the project's results and activities.

WP 5. Administration and coordination

- Administration work of the project.



Project activities are planned in a way that activities of each work package support activities in other work packages.

Research activities provide guidelines and support for Rural Wellbeing tourism product development and promotional activities.

In the communication and dissemination part activities and tools that support the distribution and recognisability of Rural Wellbeing are developed.



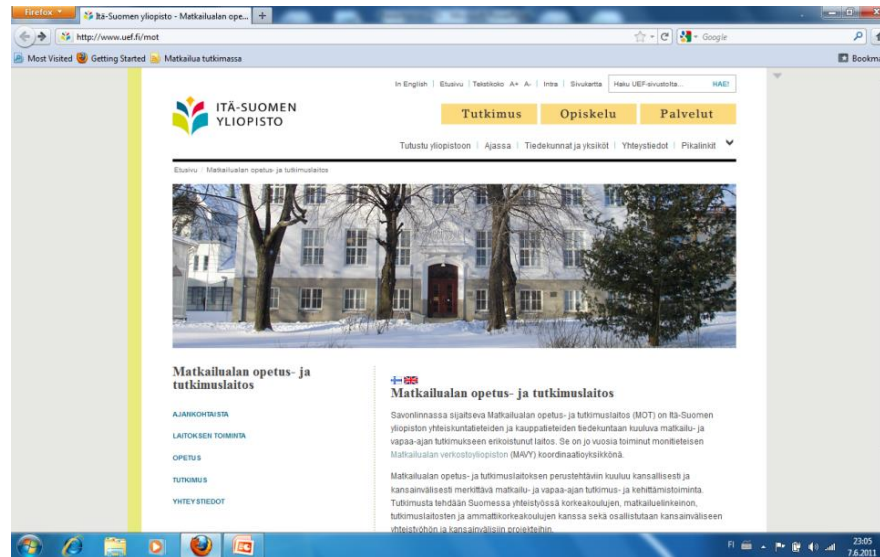
Outcomes

- Report about definition and foundation of the concept Rural Wellbeing
- Practical guidelines for sustainable Rural Wellbeing tourism product development
- Improved and modified Rural Wellbeing tourism products and services
- Guidelines and goals for promotional activities of Rural Wellbeing
- Report about the market research and distribution channels
- Rural Wellbeing Tourism Network
- Four network meetings and meeting reports
- Strengthened transnational cooperation
- Communication plan and outputs (e.g. website, presentations, research articles, blog texts, press releases)
- Administrative reports (e.g. status reports, final report)

Estimated impacts at general level

- 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 bring new and also repeat customers to the tourism businesses and destinations. The project also adds the internationalization of the SMTs.
- In long term the increased tourism flows 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.

www.uef.fi/mot



www.uef.fi/mot/prowell will be opened soon



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Thank you for your attention!

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