

# KRITERIER FÖR ATT BLI ETT HOME OF WELLBEING FÖR DIG INOM BOENDEBRANSCHEN



## Wellbeingkriterier för boende

Wellbeingturism skapar harmoni och balans för sinne, kropp och själ för både gäster och värdar, i ett hållbart samspel med lokalsamhället och miljön. För att bli ett wellbeingföretag och ett Home of Wellbeing måste du inledningsvis utvärdera din verksamhet och dina erbjudanden mot ett antal kriterier.

I denna folder hittar du kriterier för dig som är verksam inom boendebranschen. Kriterierna ska på ett praktiskt och upplysande sätt ge dig inspiration och vägleda dig genom självutvärderingstestet på vår hemsida [wellbeingtourism.com](http://wellbeingtourism.com) inom samma ämnesområde. Kriterierna kan även ses som goda råd och tips för hur du kan utveckla ditt företag i linje med wellbeingkonceptet.

*Kriterierna i denna folder är beskrivna på engelska. I självutvärderingstestet på vår hemsida hittar du dem på svenska. En fullständig svensk version kommer.*



## Guidelines on how to use the wellbeing criteria

The wellbeing criteria are a tool for self-evaluation on how your company already comply with important aspects of wellbeing. If most of the criteria can be answered positively your company is entitled to be displayed in our South Baltic Wellbeing Atlas to many potential customers interested in wellbeing travel and leisure. For a touristic offer, product, or service to qualify as delivering wellbeing to the guest, the provider and host should strive towards implementing these five core values and act following them:

- 1) An **honest** tourism product, service and host that guests can trust. It will make the guest feel safe and relaxed. For both hosts and guests, honesty is, therefore, pivotal to experience inner harmony and wellbeing.
- 2) **Caring** means providing for the physical and emotional needs of others and supporting life in all its forms. It involves empathy, compassion, and consideration.
- 3) When being **aware**, both hosts and guests are attentive to how they feel and perceive the ambience around them consciously. Therefore, awareness is a prerequisite to intentional and conscious cherishing of harmony and balance for the body, mind, soul, community, and the World.
- 4) Being **kind** implies a positive and friendly attitude and behaviour, considering the feelings of others.
- 5) **Joy** is a state of wellbeing characterized by positive and pleasant feelings. Hosts can, and should, also share their joy with guests. A joyful encounter, experience and day bring happiness to life.

A wellbeing enterprise is the one that implements and cherishes the five core values of wellbeing within its offer. In the wellbeing tourism initiative (The SB WELL project), we have chosen to work with enterprises being active in these sectors: accommodation, gastronomy, products, and services. According to these four themes four sets of criteria have been designed as questionnaires. Filling in a questionnaire for one theme would take approximately 30 to 55 min.



## Instructions for filling-in the questionnaire

- You may fill out one or multiple questionnaires when your company provide more than one touristic offer such as accommodation, gastronomy, products, and services. You will be displayed on the Wellbeing Atlas in each of the categories if the criteria are fulfilled accordingly.
- Each of the four questionnaires comprises 21 questions. For being entitled to be displayed on the Wellbeing Atlas you need:
  - o Answering 75% of all questions affirmative and;
  - o Answering the five questions in bold affirmative (mandatory questions).

**Please note:** To some questions SMEs have the option to answer with 'not applicable' with no negative effect on the final score (not the number of affirmed questions counts but the percentage over all questions = 75 %).





## The questionnaire - criteria for accommodation

**1. Do you have a strategy<sup>1</sup> on how to minimize the production of waste in your venue?**

**Explanation:** Avoid disposable items and excessive plastic packaging; Encourage multi-day usage of towels and linens.

**2. Do you avoid disposable items for guests?<sup>2</sup>**

**Examples:** : Avoid vanity items, plastic cutlery, cups, coffee/sugar/cookie sachets, wrapping of pillows, slippers.

**3. Do you provide information to customers on environmental transport options to your venue?<sup>3</sup>**

**Example:** Public transport; Offering an eCar for car sharing or shuttle service to public transport for remote places in the countryside.

**4. Do you use products in your building and textiles that are second-hand, upcycled or sustainably sourced?**

**Examples:** Eco-textiles, certified wood, eco building material, durable or second-hand equipment.

**5. Do you provide clear information and health and safety at your venue?**

**Explanation:** Ensure the clients feels safe and cared for; Information on first aid, nearest medical services, phone number to health care and emergency; health and safety information available at the reception desk and in all public and private areas. Exit signs and maps are made visible for the guests; Location of fire blankets and extinguisher are clearly indicated.

**6. Do you give employees fair wages based on governmental rules and staff qualifications, regardless of e.g., gender and ethnicity?**

**Explanation:** Fair remuneration; Provision of qualification training; Transparency of remuneration; Development paths for employees; Actions that make your employees feel your sincere care and attention to them.



**7. Are you open during parts of the shoulder season or of the cold season?<sup>4</sup>**

**Explanation:** Any commitment to extend the opening times beyond the main summer season is beneficial for sustainability.

**8. Do you have a strategy<sup>1</sup> for a positive interaction with and between your staff?**

**Examples:** An implemented process for evaluating employee satisfaction; Using positive words; Keeping a positive attitude; Work-related discussions among staff in dedicated meetings; Integrate staff in organizational processes; Staff trainings.

**9. Have you developed hospitality guidelines for positive interaction with your guests?**

**Explanation:** A well-established inviting and service-oriented attitude; Show appreciation; Genuine interest in the person behind each guest; An implemented process for evaluating customer service; Using positive words and attitude; Having a feedback management within the house; Personalized attendance.

**10. Do you offer guests added value without extra charge to their experience with you?**

**Examples:** A welcoming meeting including an appetizer; Information and booklets about local history and traditions; At check-in, a piece of, e.g., a bottle of water, small home-made products, free coffee/tea/milk, a bar of chocolate on the pillow in the room or giving the guests their favourite room.

**11. Are you welcoming towards everyone?<sup>5</sup>**

**Examples:** Keeping an accepting attitude to people of different gender, ages, sexual orientation, ethnicity and religious beliefs.

**12. Are you encouraging guests to be physically active?**

**Examples:** Verbal and/or written information that encourage guests to use the stairs, rent a bike, join a fitness activity, or visit places within walking distance; Enclose routes for hiking/biking in information material available in the room; Providing bikes free or for rent; Providing balancing and other skill games/tools; Providing gym machines

**13. Do you make an effort towards offering guests a connection to nature at your venue?**

**Examples:** Easy access to a garden, a park, nature views, a lake, river, beach, a hiking trail; Providing educational nature toys and information about surrounding nature; Providing observation spots e.g., for bird watching.

**14. Do you pay attention to designing your interior and decorating in a way that is pleasant for the eyes so that the guests feel joyful and at ease?**

**Examples:** Genuine paintings, artwork, pottery, sculptures, fountains, ponds, flowers, plants, mood lighting, textiles, interior or exterior decorations.



**15. Is there a peaceful general section in your accommodation open for guests to relax or contemplate?**

**Examples:** A silent lounge area, a terrace, a garden, a cosy café or relax area in a spa / sauna; Give your guests the possibility to retreat somewhere on your estate.

**16. Is there an area at your accommodation where you encourage guests to disconnect from using mobile phones, tablets, and laptops?**

**Examples:** Verbal and/or written information that encourage guests to speak to one another or enjoy their own company without the use of technology. Establish wi-fi free areas and phone/tablet free areas.

**17. Do you provide at least a share of wellbeing rooms that ensures sleeping comfort?**

**Example:** Adjustable temperature; Fresh air (openable windows); Quiet (no noisy streets/surroundings); Natural/organic textiles of high quality; Personalized bedding type; Blackout blinds; Ergonomic mattresses.

**18. Do you contribute to the common good of your region?**

**Examples:** Share your knowledge for free to e.g., schools, eldercare, startups, youth groups; Hire local talents and local young people in your

business; Donate or invest part of your turnover in local social projects; Donate your products to NGOs working with people in vulnerable situations; Collaborate or being partner of a National Park, other protected areas, or spots of cultural heritages.

**19. Are you purchasing local\* services or local\* products continuously?<sup>6</sup>**

**Examples:** Offer ancillary services of regional or local origin.

**20. Are you collaborating with local actors such as SMEs, NGOs, local tourism organization or others?**

**Examples:** Advise your guests on other local destinations, activities, services, and products; Inform the local tourism agency and the municipality about the wellbeing concept; Cooperate with local community association to create memorable local activities; Invite fellow companies and NGOs to inform about the wellbeing concept, which may generate a new network among local actors; Shared facilities (like a swimming and sports facility for schools or the community), shared logistics/transport; Using local suppliers and transportation services whenever possible.

*\*Within 250 km*



## 21. Do you have a strategy<sup>1</sup> on minimizing the use of water and energy, and increasing the share of clean energy?

**Examples:** Install energy meters; Choose green electricity from your supplier; Set up solar cells; Choose vehicles and transports that run on biogas, Hydrogen or electricity; Ensure that lighting, heating etc. only are on where needed using a timer or motion detector; Install low-flush toilets, showers and taps and have information on saving water; Offer room cleaning as an option for multi-night stays.

### Endnotes:

<sup>1</sup> A strategy includes current inventory, goals and things to do.

<sup>2</sup> Unless it is requested by health institutes.

<sup>3</sup> On website, booking sites etc.

<sup>4</sup> Shoulder season April-May & Sept-Oct; Cold season Nov-Mar.

<sup>5</sup> E.g., clients of different gender, ages, ethnicity and religious beliefs. Providing fully physical accessibility to the venue is not referred to.

<sup>6</sup> Within 250 km.

*Photos: Linnaeus University, Getty Images, Unsplash and Stufvenäs Gästgifveri.*

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