

# KRITERIER FÖR ATT BLI ETT HOME OF WELLBEING FÖR DIG MED TJÄNSTER OCH UPPLEVELSER



## Wellbeingkriterier för tjänster och upplevelser

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 erbjuder tjänster och upplevelser som bidrar till välbefinnande. Det kan exempelvis vara ridturer, massage, vandringar och guidade turer eller cykelupplevelser. Kriterierna ska på ett praktiskt och upplysande sätt ge dig inspiration och vägleda dig genom självutvärderingstestet på vår hemsida [wellbeingtourism.com](https://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 %).



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## The questionnaire - services

### 1. . Do you have a strategy<sup>1</sup> on how to minimize waste from your services?

**Examples:** In the case of food/drinks are offered no use of disposable tableware; In other cases, also avoidance of disposable items; picking up litter on guided nature tours.

### 2. Do you provide information to customers on one or more environmental transport options to your venue?<sup>2</sup>

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

### 3. 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.

### 4. 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.

### 5. Are you offering at least part of your services during parts of the shoulder season or of the cold season?<sup>3</sup>

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

### 6. Do you have a strategy<sup>1</sup> for a positive interaction with and between staff?

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

### 7. Have you developed hospitality guidelines for positive interaction with your clients?

**Examples:** A well-established inviting and service-oriented attitude; Makes the activities together with our guests; We are there in person if the customer needs assistance with the activity; Show appreciation.



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

**Explanation:** For positive interaction, we offer ourselves and tell funny and memorable stories; Welcome treat or gift at the end. Discount/voucher offers for next service and/or partner's service.

**9. Are you welcoming towards everyone?<sup>4</sup>**

**Examples:** Keeping an accepting attitude towards people of different gender, ages, sexual orientation, ethnicity and religious beliefs.<sup>5</sup>

**10. Does your service include or inspire to physical movement?**

**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; A guided hiking/cycling/canoe tour.

**11. Are your services related to nature or taking place outdoors in a natural setting?**

**Explanation:** Services are taking place outdoors in a natural setting. For venues that do not have a direct connection with nature, design a space where the guest can connect with nature.

**12. Do you make an effort to connect the services that you provide to the local natural or cultural heritage?**

**Examples:** Collaborate with the local community associations and organize e.g., cultural/historical events together with them; Serve local traditional food aligned with wellbeing; Guides have specialized knowledge about the

local history/culture/nature and are good at storytelling; Genuine interest in that your services protect and/or develop the local heritage and contribute to a living countryside.

**13. Are you collaborating with local actors such as fellow companies, NGOs, local tourism organization or others?**

**Examples:** Advise your guests on other local destinations, services, and products; Inform and educate people about the wellbeing concept in cooperation with the community and local tourism organization; Using local suppliers and transportation services whenever possible.

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

**Examples:** Share your knowledge for free to e.g., schools, eldercare, startups, youth groups; Hiring 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.

**15. Do you minimize the use of disposable plastic items?<sup>6</sup>**

**Examples:** Plastic cups, plastic cutlery, vanity items, coffee/sugar/cookie sachets, avoiding wrappings/coverage for food and cutlery.





**16. Are you dedicated to serve a high share of organic/ecological food, snacks or drinks?**

**Explanation:** At least a few options for each offered dish are organic/ecological and presented on the menu.

**17. Do you offer plant-based (vegetarian or vegan) food?**

**Explanation:** At least a few options for each offered dish are plant-based and presented on the menu.

**18. If offering meat, fish, or other animal products on your menu, is it sustainably or locally sourced?**

**Example:** All wild caught fish is MSC certified and sustainably sourced according to WWF. Meat is sustainably sourced according to the WWF meat guide, if it is ecological or certified as organic, natural local. Venison (game meat) is local/regional within 250 km and is regulated by the national hunting laws.

**Note:** Option to answer, "We do not serve animal products".

**19. Are you aware of your social responsibility of "Fair Trade" when buying products or materials that originate from ethically sensitive areas?**

**Examples:** Fair trade labelled coffee, cacao, chocolate, bananas, sugar, tea, orange juice, spices etc.

**20. Are you using a high share of regional or local products for your food product?<sup>7</sup>**

**Example:** Offer local seasonal food. Providing a food/kitchen philosophy in the menu card.

**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> On website, booking sites etc.

<sup>3</sup> Shoulder season April-May & Sept-Oct; Cold season Nov-Mar.

<sup>4</sup> Clients of different gender, ages, ethnicity, and religious beliefs.

<sup>5</sup> Providing fully physical accessibility to the venue is not referred to.

<sup>6</sup> Unless it is requested by health institutes.

<sup>7</sup> Within 250 km.

*Photos: Linnaeus University, Getty Images, Unsplash.*