

Towards a healthier tourism industry

www.destinationfeelgood.co.uk





“Nice place to live and nice place to visit: wellbeing opportunities for destination development”

This project offered the opportunity for connecting different destination stakeholders, with the specific aim of facilitating innovation in healthy lifestyle products while contributing to a competitive local tourism economy.

A final report and project film is available on Destination FeelGood web site.

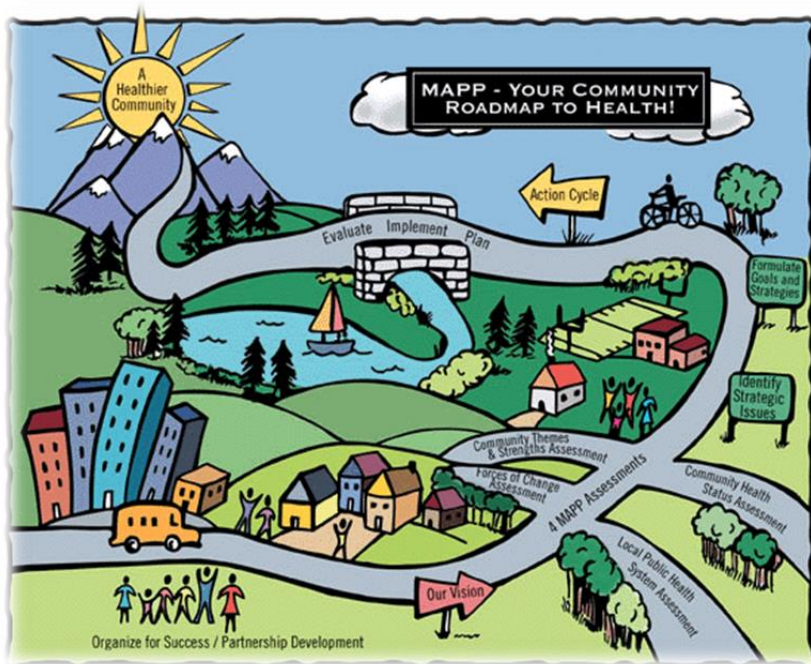
<https://www.destinationfeelgood.co.uk>

Wellbeing Destination Knowledge Networks and Ideas Café

A network of local businesses, recruited through the National Coastal Tourism Academy (NCTA) met six times through 2014-15 at sessions referred to as 'Ideas Cafés'. The sessions were run in Bournemouth, Dorchester and Salisbury and each was facilitated by Bournemouth University and NCTA staff. The sessions incorporated guest speakers who spoke on aspects of wellbeing and they also allowed for networking and mentoring activity. The sessions were:

- Marketing and Product Opportunities in Health and Wellbeing
- Food, Innovation and Legislation
- Healthy Staff, Healthy Profit

Public Health, Wellbeing and Tourism:



An Emerging “Shared
Space” –
Residents
Visitors
Employees

Facilitating Student and Employer Engagement

The project involved Bournemouth University students, across the spectrum of tourism, media and hospitality in various aspects, from consultancy projects to dissemination activity. The aim was to enhance the students' learning experience, providing them with opportunities to be involved in real life consultancy work.

Wellbeing Hub – Destination FeelGood

Using a bespoke web presence within Bournemouth University and the NCTA, a dissemination platform was designed to act as a resource for business and other interested stakeholders to communicate and engage in active dialogue. Emphasis was on the exchange of knowledge in a manner that sets the foundations for a longer-term self-sustaining network based on 'Destination Wellness'.

Innovation Sharing

A series of podcasts were developed and disseminated (hosted permanently on the web site) which both capture the information from the ideas cafés and also showcase three case studies of learning and good practice.

Spin off to local residents/employees - local community

Key actors from the local community such as public health consultants and relevant NGOs including Active Dorset have been kept abreast of project developments and they form an important conduit to the local community.

Findings taking Forward

- Qualitative comment received at all events and network meetings has been captured to ensure the relevance and timeliness of the academic research taking place.
- Although a proposal with a strong local orientation, the data captured will inform the development of future academic outputs derived with user organisation consent, and provide evidence to support future policy and advice locally and nationally.
- Funding secured for 2016 will enable extension of the project as a platform to disseminate novel solutions to current health challenges.

Findings taking Forward



- FoodBIZ – May 18 2016

Shaping
smarter
consumer
behaviour
and food choice

FOOD  **SMART**

The project will also feature in the ESRC 'Festival of Social Science' 2016. This activity will involve working with a group of children from a local primary school to understand their emotional and sensory connections with the coast.





Bournemouth
University

Opportunities for Development

- As well as viewing wellbeing as a product and/or experience, there is scope to embed it fully into the wider strategy for the destination
- There represents a significant opportunity for business and the destination

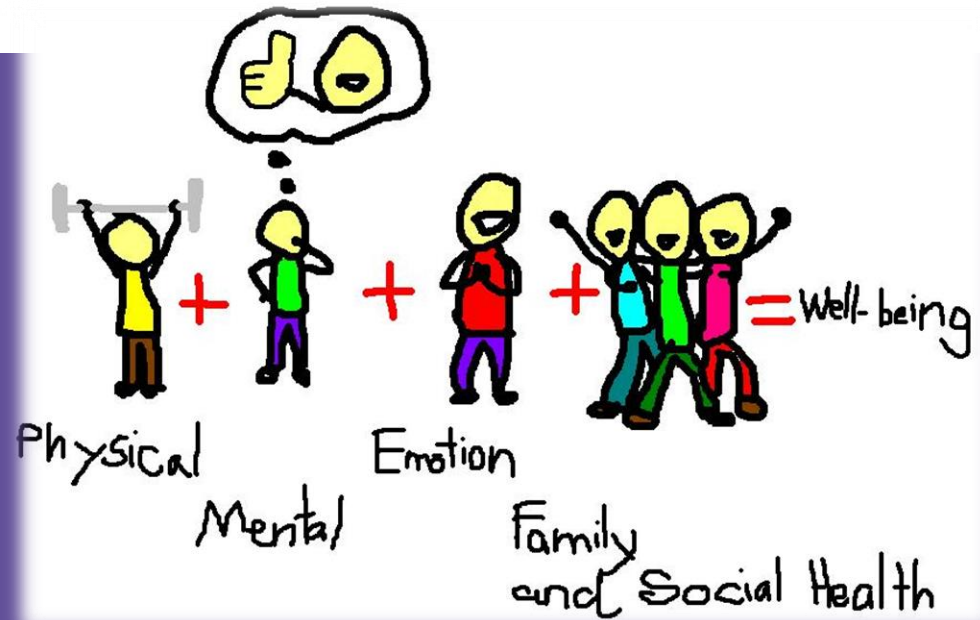


Tourism can affect the wellbeing of all in a destination through for example;

- More green space for locals to enjoy
- Improved infrastructure
- Happier employees who provide better quality service

Tourism and Hospitality are no longer the Cinderella of Public Health





Thank you