

destinations : wellbeing tourism

detour



DESTINATIONS - WELLBEING TOURISM OPPORTUNITIES FOR REGIONS

Capitalise on wellbeing tourism opportunities

The goal of the DETOUR project is clear: to provide VET, tourism development stakeholders and tourism SMEs' with the knowledge and skills to capitalize on current and future wellbeing tourism opportunities, so as to increase innovation, market diversification and sustainable growth in regional tourism economies.

#tourismdestinations #wellbeingtourism
#erasmus+ #DETOUR #detourdestinations

FREE DETOUR Resources include;

① Three Practical Resource Packs on How to Create Wellbeing Tourism Opportunities for Regions

1. Understand the opportunities of Wellbeing Tourism as a future tourism megatrend in Europe
2. Understand the components and tactics to develop and create a Wellbeing Tourism destination
3. Develop and manage a Wellbeing Tourism festival or event

② Resources to Establish Communities of Practice: Cultivate Wellbeing Tourism Communities

Stakeholders will gain increased skills, knowledge and awareness of Wellbeing Tourism innovation and market diversification. Complete with templates, tools, destination audits, destination maps and action plans.

③ New Training Course in Developing New Wellbeing Tourism Experiences

Topics include; Introducing Wellbeing Tourism to Your Business, Understanding the Markets, Spotlight on Innovative Wellbeing Tourism Products and Services, Delivering an Award Winning Wellbeing Customer Experience and Delivering your Experience with a Digital Focus.

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 @WellbeingTourismDestinations



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