### GWI Wellness Policy Toolkit: Wellness In Tourism

Six areas of policy action for wellness in tourism

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| 1. Expand reach and impacts of wellness tourism. | Action 1: Promote a broader understanding of wellness tourism and its potential among all stakeholders.  
1.1. Expand the narrative on what businesses and assets are part of a destination’s wellness tourism offerings.  
1.2. Integrate wellness tourism with broader tourism and regional/community development, for the benefit of both locals and visitors.  
1.3. Use clear language and marketing approaches to differentiate offerings for wellness tourism, medical tourism, and hybrid medical wellness, in order to reduce consumer confusion. | 4. Embed equity and sustainability in wellness tourism development and stewardship. | Action 4: Protect environmental, socioeconomic, and cultural assets in wellness tourism development.  
4.1. Engage all stakeholders to develop and implement a responsible destination stewardship strategy.  
4.2. Take the opportunity to craft a unique and authentic story of the destination.  
4.3. Protect local and indigenous wellness assets. |
| 2. Integrate the local economy with the wellness tourism economy. | Action 2: Increase local business and consumer participation in the wellness tourism economy.  
2.1. Strengthen local business participation in the wellness tourism value chain.  
2.2. Support and welcome local consumers at wellness tourism establishments. | 5. Support wellness tourism with up-to-date wellness market knowledge and regulations. | Action 5: Collect and track important metrics, market information, and scientific research to inform policymaking for dynamic wellness sectors.  
5.1. Educate wellness travelers on the regulatory and safety issues for hallucinogenic and cognitive enhancing drugs.  
5.2. Update regulations and follow international best practices for regulating health and safety at thermal/mineral springs bathing establishments. |
| 3. Improve the wellness of the tourism workforce. | Action 3: Protect workers from harm and support their holistic well-being at workplaces.  
3.1. Enforce labor and human rights protection.  
3.2. Educate and engage employers to elevate worker well-being.  
6.1. Employ technology to improve communications, promote healthy behaviors, and enhance visitor interactions with the destination.  
6.2. Protect the digital well-being of tourists. |

Source: Global Wellness Institute/Wellness Policy Toolkit: Wellness In Tourism, 2024 Available for download at: https://globalwellnessinstitute.org/industry-research/2024-wellness-policy-toolkit-wellness-in-tourism/