

GWI Wellness Policy Toolkit: Wellness In Tourism

Six areas of policy action for wellness in tourism

POLICY OBJECTIVES		ACTIONS	POLICY OBJECTIVES		ACTIONS		
1	Expand the reach and impacts of wellness tourism.	<p>Action 1: Promote a broader understanding of wellness tourism and its potential among all stakeholders.</p> <p>1.1. Expand the narrative on what businesses and assets are part of a destination’s wellness tourism offerings.</p> <p>1.2. Integrate wellness tourism with broader tourism and regional/ community development, for the benefit of both locals and visitors.</p> <p>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.</p>	4	Embed equity and sustainability in wellness tourism development and stewardship.	<p>Action 4: Protect environmental, socioeconomic, and cultural assets in wellness tourism development.</p> <p>4.1. Engage all stakeholders to develop and implement a responsible destination stewardship strategy.</p> <p>4.2. Take the opportunity to craft a unique and authentic story of the destination.</p> <p>4.3. Protect local and indigenous wellness assets.</p>		
		<p>Action 2: Increase local business and consumer participation in the wellness tourism economy.</p> <p>2.1. Strengthen local business participation in the wellness tourism value chain.</p> <p>2.2. Support and welcome local consumers at wellness tourism establishments.</p>			5	Support wellness tourism with up-to-date wellness market knowledge and regulations.	<p>Action 5: Collect and track important metrics, market information, and scientific research to inform policymaking for dynamic wellness sectors.</p> <p>5.1. Educate wellness travelers on the regulatory and safety issues for hallucinogenic and cognitive enhancing drugs.</p> <p>5.2. Update regulations and follow international best practices for regulating health and safety at thermal/mineral springs bathing establishments.</p>
		<p>Action 3: Protect workers from harm and support their holistic well-being at workplaces.</p> <p>3.1. Enforce labor and human rights protection.</p> <p>3.2. Educate and engage employers to elevate worker well-being.</p> <p>3.3. Support workforce development.</p>					6

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/>



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