O.T3.1 Training Toolkit on Innovation Model and Tactical Toolset

The Nature-based Health Tourism Development Path

October 2022

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Building an effective nature-based Health Tourism Development Path is not an easy task. For this purpose, HEALPS2 developed, among other things, a "Nature-based Health Tourism Development Path" (NBHTDP) toolkit, that is a collaborative, end-to-end product development tool for key stakeholders (e.g., regional tourism destination managers) which plan to embark on building up nature-based health tourism offers in their region. This toolkit covers numerous activities on multiple levels and uses for this purpose e.g., explanatory videos, presentations, MIRO board content, further links, scientific and non-scientific texts, short tips, the support tools developed within the framework of HEALPS2 as well as specially created workshop concepts including the necessary materials. Therefore, from the user perspective, it makes sense to first create a general overview of all process steps.

Generally, the key purpose of The Path serves as a knowledge and visibility toolkit throughout every phase of the nature-based health tourism development project, so that regional managers can make better decisions regarding nature-based health tourism solutions. Methodically, it follows a procedural logic and guides the applicant through a multi-step development design process, whereby managers are led by guiding questions and further advice in how effectively develop a path according to their needs and preferences.

Fig. 1: The Nature-based Health Tourism Development Path

Key process elements and steps

Conceptualized within the HEALPS2 project, the Development Path consists of five main "activity categories" that build on each other and can either be run through sequentially or, depending on a region's development stage, be started at other entry points within the Path. The five main activity categories (as indicated in different colors in Fig. 1 above) are:
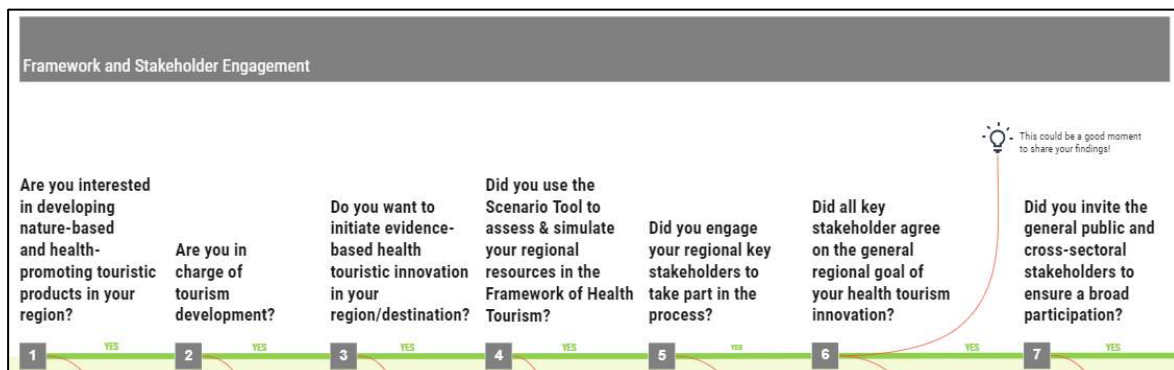
(1)   Framework and Stakeholder Engagement
(2)   Regional Resources and Potentials
(3)   Target Groups and Indications
(4)   Data Driven Product Development

(5)   Funding and Rollout

The guiding questions of the five main steps are presented in more detail below.

Details on methods used is offered on www.healing-alps.eu.

**Step 1: Framework and Stakeholder Engagement**

The process starts with Path applicants queried about the extent the which they have already acquired knowledge about nature-based and health-promoting tourism in their region and, basically, what goals they would wish to pursue when embarking on a development in this field.

Accordingly, this process is assisted by medical evidence for nature-based interventions which would help their decision-making. Further, stakeholder engagement methodology and stakeholder analysis are provided to assist this part of the process, accompanied by knowledge built upon the HEALPS2 Scenario Tool (to be explained in more detail below).

**Step 2: Regional Resources and Potential Analysis**
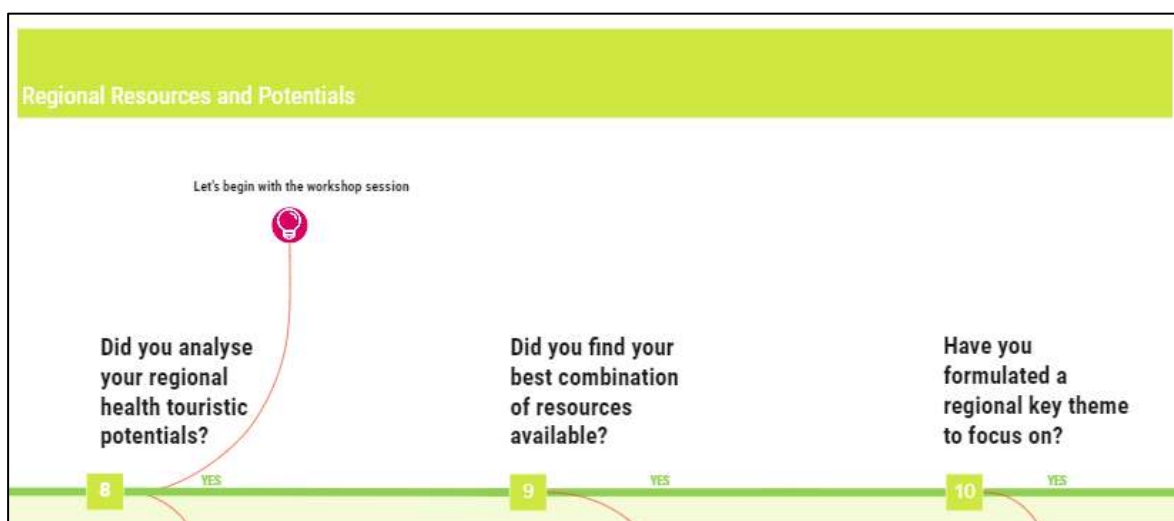
In **step 2**, the potential analysis of the region is being conducted. Here, workshop tools and a SWOT analysis is to inform about regional key themes and potentials.
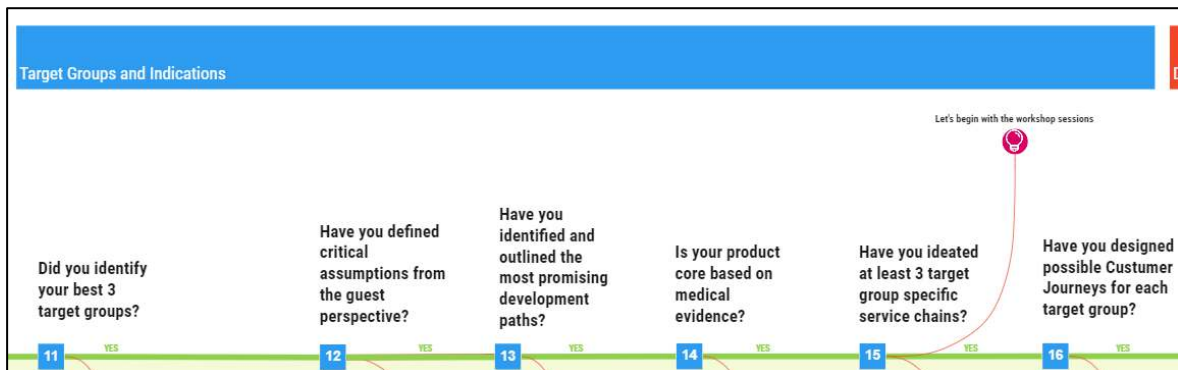
In **step 3**, representative target groups are identified in a stakeholder workshop, again using the results of the Scenario Tool, focusing more particularly on individual travelers' health motives. Next, the socio-demographic structure as well as expectations of the potential guests are examined. The target groups's attractivity level are then judged correspondingly. Then, possible cross-sectoral value chains and potential customer journeys are developed for priority target groups. Suitable workshop templates are again provided for both process steps.

Step 4: Data-Driven Product Development
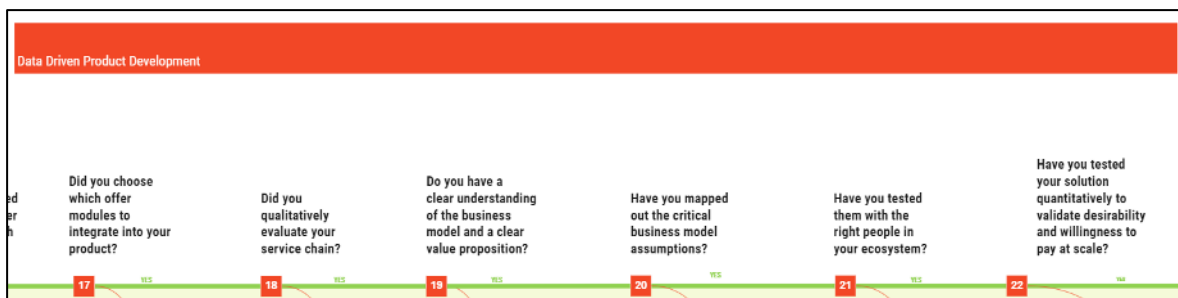
In **step 4**, potential nature-based health tourism market solutions are then valorized by data-driven tool which are further discussed in value chain workshops. Following this, results are used to develop and analyze a suitable business model. Finally, the developed offerings are tested both qualitatively and quantitatively by means of data collected from end-users/travelers on their behavioral preferences and WTP.

Step 5: Funding and Rollout
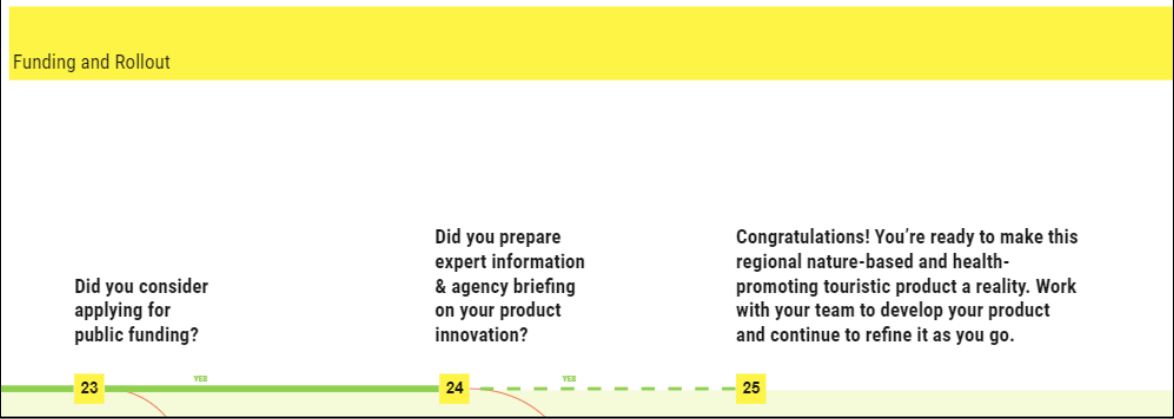
In **step 5**, different funding opportunities are shown, and rollout plan shaped that are suitable for this sector of regional development.

Details on methods used is offered on [Healing Alps (healing-alps.eu)](healing-alps.eu) the NBHTDP is also available in **French, Italien, Slovenien and German**.