



Entrepreneurship for Green Rural Destinations

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MODULE:

MENTAL HEALTH & WELLBEING TOURISM

Harness the power of mental wellbeing in green rural destinations by transforming travel experiences and unlocking entrepreneurial success

FAGSKOLEN ROGALAND, STAVANGER, NORWAY

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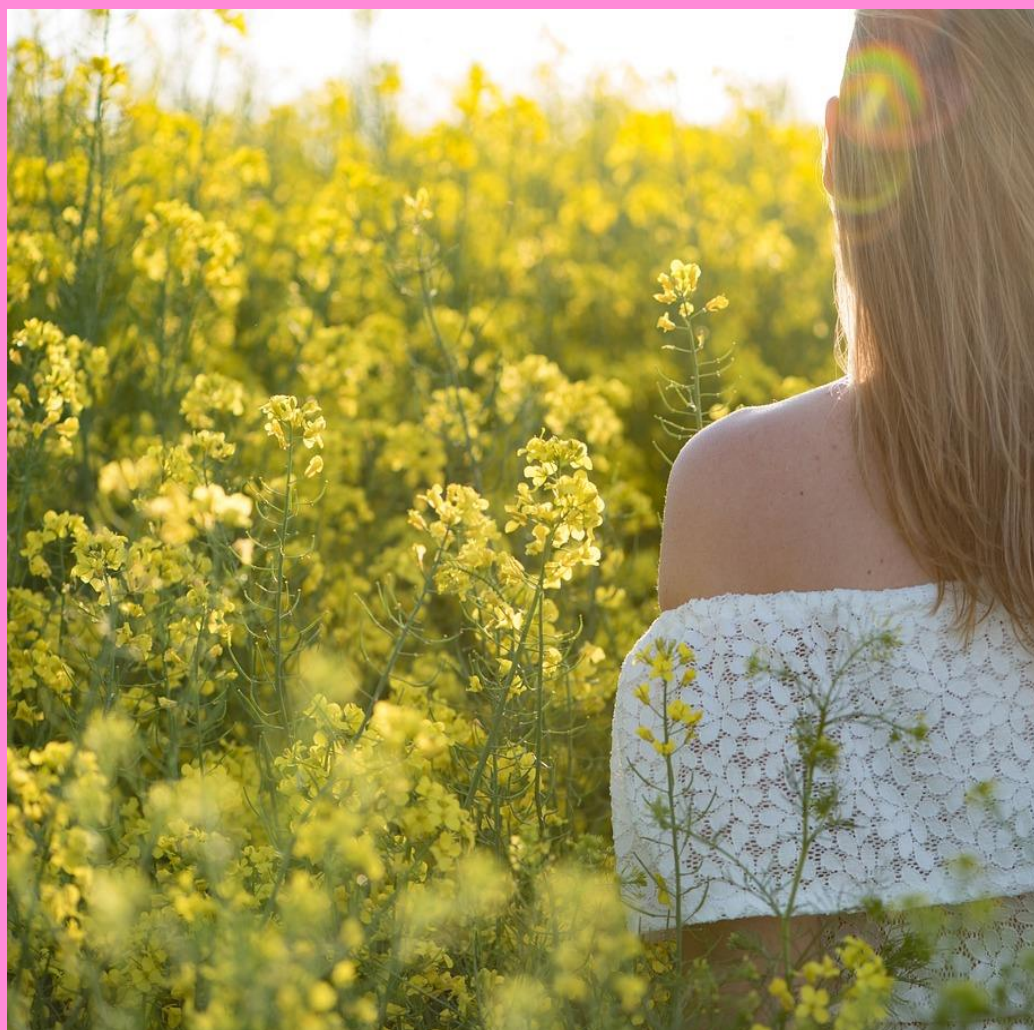
INTRODUCTION TO THE COURSE



IN TAKING THIS COURSE, YOU WILL...

- 🌿 Explore how wellness tourism can drive economic growth, create opportunities, and strengthen communities by leveraging local resources and fostering innovation.
- 🌿 Understand the role of natural resources in mental health and wellbeing tourism.
- 🌿 Learn entrepreneurial skills that will help you to set up your business, identify opportunities and challenges, and build sustainable wellness tourism destination in green rural area.

LET'S THINK MENTAL HEALTH AND WELLBEING



- 🌿 What is mental health in your opinion?
- 🌿 How would you describe wellbeing?
- 🌿 How important is mental health in your day-to-day life?
- 🌿 What do you know about mental health and wellbeing tourism?



REFLECTIVE QUESTIONS



🌿 Think about your experiences as a traveler, as a member of your community, or as a co-worker. Consider also your experiences in your family and friends groups. How has contact with rural or nature-based destinations influenced your sense of relaxation, connection, or inspiration?

🌿 Have you ever felt a deeper connection to yourself or others while in nature?

🌿 How might this influence the way rural destinations are marketed for mental health and wellbeing tourism?

REFLECTIVE QUESTIONS FOR THE ENTREPRENEURIAL MIND



🌿 How can businesses in rural destinations integrate mental health and wellbeing into their services to attract both tourists and local communities?

🌿 How can hospitality and tourism professionals ensure that wellbeing-focused travel experiences are both authentic and sustainable?

WHAT ARE YOUR
LEARNING GOALS?



PERSONAL GOALS

Why is mental health and wellbeing tourism important in today's world? Are you hoping to gain more insight in entrepreneurship for green rural destinations within wellbeing?

PROFESSIONAL GOALS

How will you apply what you learn in this course? How will this knowledge benefit your career or entrepreneurial aspirations if you're looking to create new business opportunities or improve an existing venture?

HOW CAN THIS COURSE HELP YOU ON YOUR PATH AS AN ENTREPRENEUR?

SKILLS DEVELOPMENT

What specific skills are you hoping to develop through this course? Are you interested in learning more about sustainable practices in mental wellbeing, digital marketing strategies, or how to leverage nature in creating transformative wellness destinations?

OVERCOMING CHALLENGES

Are there any challenges or barriers you're currently facing in your professional life that you believe this course could help address? Consider aspects like innovation, customer engagement, or scaling your business.



LEARNING OUTCOMES



BY THE END OF THIS MODULE, YOU WILL...

- 🌿 Have better understanding of the connection between green rural destinations and mental health and be able to explain their role in promoting holistic wellbeing for travelers and local communities.
- 🌿 Be better equipped to analyse entrepreneurial opportunities in mental health and wellbeing tourism.
- 🌿 Increase your awareness of the importance in identifying strategies to develop sustainable and impactful wellness-based businesses.

LEARNING OUTCOMES



BY THE END OF THIS MODULE, YOU WILL...

- 🌿 Have acquired knowledge of the importance of developing a more comprehensive business plan in mental health and wellbeing tourism.
- 🌿 Have become more aware of your unique business voice through personal branding and marketing strategies.

LEARNING OUTCOMES



BY THE END OF THIS MODULE, YOU WILL...

- 🌱 Have more knowledge about steps to be taken to find funding for sustainable mental health and wellbeing tourism destination.
- 🌱 Have more understanding of pricing strategies and how to use sustainable materials for long-term goal achievement.
- 🌱 Have a better overview of how to evaluate best practices for designing wellness experiences that balance economic growth with environmental preservation and social responsibility.

A PATH TO WELLBEING



🌿 As climate awareness increases, sustainable solutions that benefit both the environment and mental wellbeing become essential. Green rural destinations offer a refuge from modern stress, providing restorative experiences in nature.

🌿 Research shows that time spent in natural spaces can reduce anxiety, enhance resilience, and inspire sustainable actions.

🌿 By integrating eco-friendly practices, mindfulness tourism, and mental health support, these destinations can create sustainable enterprises that benefit individuals and local communities.

🌿 This module explores how entrepreneurship in green rural destinations can drive both economic growth and holistic wellbeing while contributing to a healthier planet.

HOW DO NATURE- BASED ACTIVITIES IMPROVE MENTAL HEALTH?



Watch a video on the importance of nature and mental health.

HOW DO NATURE- BASED ACTIVITIES IMPROVE MENTAL HEALTH?



Watch a video on the importance of nature and mental health.

HOW DO NATURE- BASED ACTIVITIES IMPROVE MENTAL HEALTH?



Watch a video on the importance of nature and mental health.

WHAT ABOUT YOUR MENTAL HEALTH AND WELLBEING?



HERE ARE A FEW ONLINE QUIZZES RELATED TO MENTAL HEALTH AND WELLBEING THAT YOU MIGHT FIND HELPFUL

🌿 **Your Mental Health Today Test on *Psychology Today*:** This quiz helps you understand how well you cope with daily stress and emotions.

Link: [Your Mental Health Today Test / Quiz | Psychology Today](#)

🌿 **Mental Health Tests on *Mental Health America*:** This site offers various tests for conditions like depression, anxiety, ADHD, and more.

Link: [New well-being assessment provides a tool to measure broader health and well-being impact – HERO](#)

🌿 **Well-Being Assessment Tool on *Mind Help*:** This tool evaluates your psychological health and overall wellbeing.

Link: [Free Well-Being Assessment Tool Online - Mind Help](#)

A CLIENT'S PAIN POINT OR YOUR WHY



CLIMATE ANXIETY

stress and fear triggered by the impacts of climate change

Green rural destinations address this pain point by providing a retreat where individuals can disconnect from overwhelming global issues. Through immersion in nature, these destinations offer a sense of control and empowerment, encouraging environmental awareness, fostering mental resilience, and promoting well-being by helping individuals feel part of the solution.

STRESS AND MENTAL FATIGUE

stress, burnout, and difficulty focusing

Green rural tourism offers ideal environments for mindfulness practices (meditation, deep breathing), providing peace and solitude that enhance mental well-being. Additionally, activities like eco-therapy and nature walks reduce anxiety and depression, creating a therapeutic escape that promotes feelings of calm, connectedness, and emotional restoration, making it a perfect fit for wellness-focused tourism.

A CLIENT'S PAIN POINT OR YOUR WHY



SOCIAL ISOLATION AND LACK OF CONNECTION

Rural destinations with strong community bonds offer visitors the chance to engage in local traditions and activities, enhancing belonging and social well-being. Wellness tourism must ensure equitable access to mental health benefits, designing inclusive programs for diverse communities. This fosters acceptance and connection for all visitors.

BURNOUT AND OVERWHELM FROM URBAN LIVING

Constant stress and noise from fast-paced environments harm mental health. Green rural destinations offer a restorative escape to recharge and disconnect from daily pressures. Immersing in nature and engaging with the community promotes emotional healing, social connection, and a healthier balance, making it ideal for urban burnout relief.

BUILDING A SUSTAINABLE BUSINESS PLAN

🌱 A good business plan provides a clear roadmap, helping to secure funding, identify potential challenges, and set realistic goals, ultimately increasing the chances of business success.



BUILDING A SUSTAINABLE BUSINESS PLAN



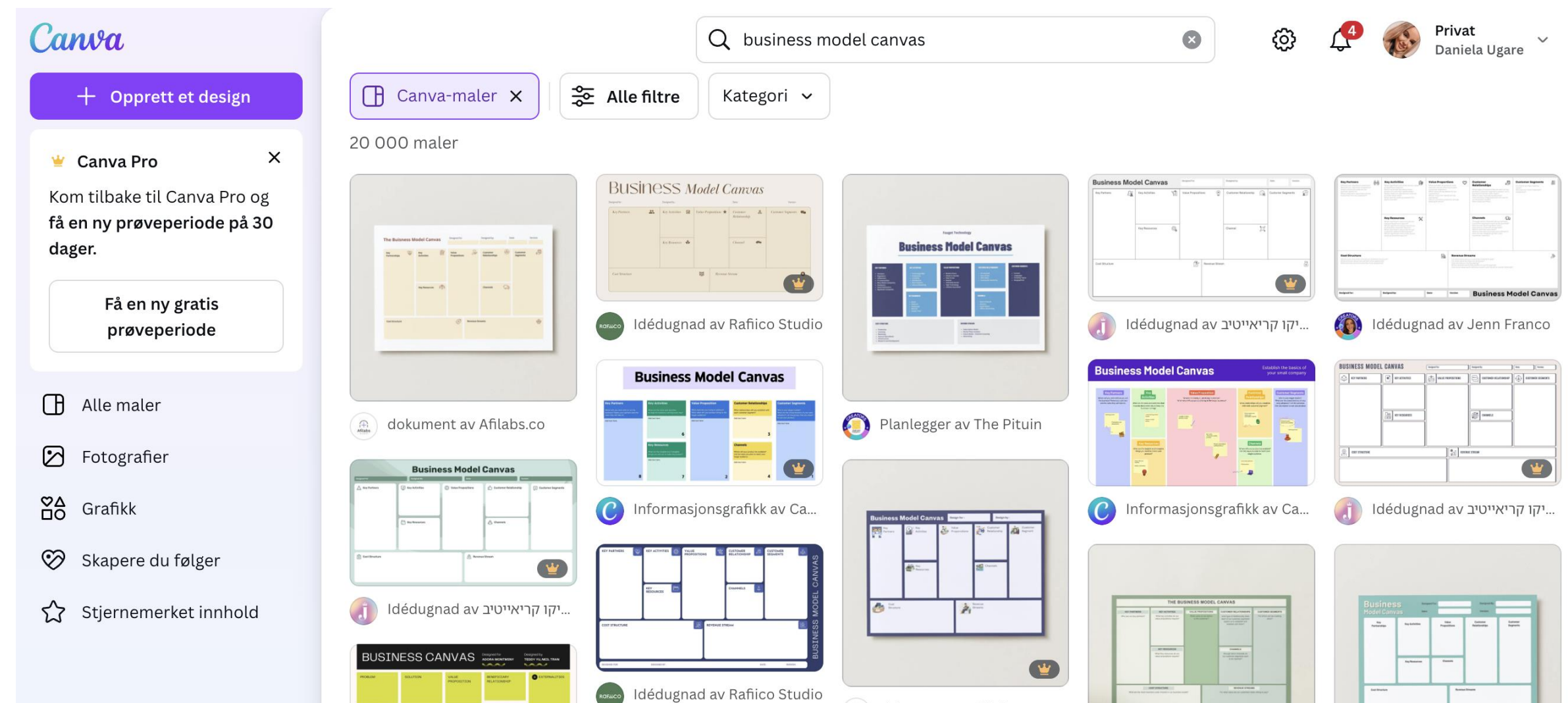
Your Guide to Building a Business Plan



BUILDING A SUSTAINABLE BUSINESS PLAN

🌿 CANVA offers free business model canvas/templates that you can use for creating a business plan.

🌿 Click on the link for a free business plan template: <https://www.canva.com/templates>



BUILDING A SUSTAINABLE BUSINESS PLAN

🌱 CANVA's business plan template is user-friendly, offering customizable sections, visually appealing designs, easy collaboration, and intuitive editing tools to create professional and engaging business plans



Key Partners Who are our significant partners? Who are our significant suppliers? What critical activities do our partners perform? What important resources are we acquiring from our suppliers?	Key Activities What significant activities do our value propositions require? Which activities are the primary drivers of customer relationship? Where does our distribution channel provide value-add? What are the revenue streams for each channel?	Value Propositions What bundles of products and services are we offering to each customer segment? What value do we deliver to our customers? Which customer needs are we satisfying? Which customer problems are we helping to solve?	Customer Relationships What type of relationships do each of our primary customer segments expect us to build and maintain with them? Which ones have we established? How are they integrated with the rest of our business model? How costly are they?	Customer Segments For whom are we creating value? Who are our most important customers?
Key Resources What significant resources do our value propositions require? Which significant resources do our distribution channels require? What significant resources do our customer relationships require? Which significant resources do our revenue streams require?		Channels Through which channels do our primary customer segments want to be reached? How are we reaching them now? How are our channels integrated? Which channels work best? Which channels are most cost-efficient? How are we integrating them with customer routines?		
Cost Structure Which costs are most critical our business structure? What primary resources are the most expensive? What primary activities are the most expensive?			Revenue Streams For what value are our customers willing to pay? For what value do they currently pay? How are they currently paying? What method would they prefer to use for paying? How much does each revenue stream contribute to overall revenues?	

Designed For:
 Designed by:
 Date:
 Version:
 Business Model Canvas

MARKETING STRATEGY: USING PERSONAL BRANDING AS YOUR ECO- CONSCIOUS SPACE



🌱 Using personal branding for your eco-conscious space involves intentionally and strategically defining and expressing your unique value, showcasing your commitment to sustainability and environmental responsibility.



Watch a video on the fundamentals of personal branding.

PERSONAL BRANDING AS A MARKETING STRATEGY



🌱 Here are 3 sites that offer personal branding canvas for free:

<https://www.theleap.co/blog/>

<https://miro.com/>

<https://bigname.pro/>



FIND THE ENTREPRENEUR IN YOU!



TRY OUT ONE, OR ALL OF THESE OPEN ONLINE TESTS TO EVALUATE YOUR KNOWLEDGE ABOUT STARTING A SMALL BUSINESS



Entrepreneurial Potential Self-Assessment on BDC.ca

This questionnaire helps you measure your entrepreneurial traits, motivations, aptitudes, and attitudes.

Link: [Self-assessment, test your entrepreneurial potential | BDC.ca](https://www.bdc.ca/en/articles/articles/entrepreneurial-potential-self-assessment)

Small Business Quiz on My Own Business Institute

This quiz tests your understanding of various aspects of starting and managing a small business.

Link: [How To Start Your Own Business - Free Online Courses My Own Business Institute](https://www.myownbusinessinstitute.com/how-to-start-your-own-business)

Small Business Knowledge Quizzes on Small Business Bonfire

This site offers multiple quizzes to test your small business know-how.

Link: [8 Quizzes to Test Your Small Business Knowledge](https://www.smallbusinessbonfire.com/quizzes)

FINANCIAL CONSIDERATIONS AND FUNDING



Funding sources within sustainability & mental health in Norway



Click on the video. If it's not working, use the link: <https://app.heygen.com/videos>

SUSTAINABLE BUSINESS STRATEGIES



Watch a video on cost considerations for sustainable businesses.

FINANCIAL CONSIDERATIONS FOR A SUSTAINABLE BUSINESS



ECO-FRIENDLY BUILDINGS

Constructing with sustainable materials and energy-efficient designs may have higher upfront costs but can lead to long-term savings and environmental benefits.



Source: Tree-top cabins in Ringsaker, Norway
Link: <https://treetopphytter.no/>

FINANCIAL CONSIDERATIONS FOR A SUSTAINABLE BUSINESS



RENEWABLE ENERGY OPTIONS

Investing in renewable energy sources like solar panels or wind turbines can be supported by several EU incentives. Check at your local municipality.



FINANCIAL CONSIDERATIONS FOR A SUSTAINABLE BUSINESS



LOCAL SOURCING

Collaborating with local producers not only supports the community but can also reduce transportation costs and environmental impact. For example, products for breakfast at your wellness spa hotel could be delivered by local farmers. Share stories of local businesses!



SOME VALUABLE INSIGHTS FOR A SUSTAINABLE BUSINESS

LISTEN TO OTHER STORIES!

Some podcasts offer great personal insights into starting up a small sustainable business.

Check out online or on Spotify!



FINANCIAL CONSIDERATIONS AND FUNDING



PRICING STRATEGIES FOR WELLNESS OFFERINGS

VALUE-BASED PRICING

Align pricing with the perceived value of the experience, emphasizing the healing benefits of nature, mindfulness, and stress reduction.

Highlight unique offerings like guided forest therapy, eco-conscious accommodations, or locally sourced organic meals.

TIERED PACKAGES

Offer different levels of experiences to attract a wider range of customers:

- Basic package: Meditation sessions + nature walks
- Mid-tier package: Yoga classes + spa treatments + organic meals
- Premium package: Personalized wellness coaching + holistic therapies + private eco-lodging

SEASONAL PRICING

Adjust prices based on peak and off-peak seasons:

- Lower prices in colder months with special wellness-focused activities like sauna therapy and mindfulness workshops.
- Higher prices during peak seasons when demand for nature-based retreats is high.

FINANCIAL CONSIDERATIONS AND FUNDING



PRICING STRATEGIES FOR WELLNESS OFFERINGS

SUBSCRIPTION & MEMBERSHIP MODEL

Offer a wellness membership with exclusive perks, discounts, and early access to retreats.

Monthly or annual subscriptions could include access to guided meditation sessions, wellness newsletters, and discounts on future stays.

GROUP & REFERRAL DISCOUNTS

Encourage group bookings with discounts for couples, friends, or corporate retreats.

Implement a referral program where returning guests get a discount for bringing new visitors

PAY-WHAT-YOU-CAN MODEL (SLIDING SCALE PRICING)

Provide a flexible pricing option for wellness retreats, allowing guests to contribute based on their financial ability while ensuring sustainability.

Helps attract a diverse audience while keeping the business financially viable.

FINANCIAL CONSIDERATIONS AND FUNDING



PRICING STRATEGIES FOR WELLNESS OFFERINGS

DYNAMIC PRICING

Adjust prices based on real-time demand, weather conditions, or last-minute availability to maximize bookings.

Use technology to monitor booking trends and optimize pricing strategies.

BUNDLED EXPERIENCES WITH LOCAL BUSINESSES

Partner with local farms, artisans, and activity providers to create bundled offers.

For example, a wellness retreat could include farm-to-table dining in which your guests enjoy a meal at another local farm restaurant.

Or, a scenic nature walk or hike could include a packed lunch made with ingredients from a local producer.

BALANCING ENTREPRENEURSHIP WITH NATURE



BALANCING TOURISM WITH ENVIRONMENTAL PRESERVATION IN GREEN WELLBEING DESTINATIONS

ECO-FRIENDLY INFRASTRUCTURE

Designing accommodations and wellness facilities with minimal environmental impact, using renewable energy, sustainable materials, and water conservation systems.



Photo: A home built of Dinesen flooring scraps
Link: <https://www remodelista.com/>

BALANCING ENTREPRENEURSHIP WITH NATURE



BALANCING TOURISM WITH ENVIRONMENTAL PRESERVATION IN GREEN WELLBEING DESTINATIONS

LOW-IMPACT ACTIVITIES

Encouraging mindful, non-invasive activities like forest bathing, guided meditation, hiking, and wildlife observation rather than high-impact mass tourism.

Photo: Find out more about Norwegian approaches to forest therapy
Link: <https://www.norwegiansage.com/foresttherapy>



BALANCING ENTREPRENEURSHIP WITH NATURE



BALANCING TOURISM WITH ENVIRONMENTAL PRESERVATION IN GREEN WELLBEING DESTINATIONS

LEAVE NO TRACE PRINCIPLES

Promoting responsible visitor behaviour by ensuring waste management, limiting pollution, and protecting fragile ecosystems.

Photo: Find out more about the Norwegian Trekking Association that promotes the *Leave No Trace* (LNT) principle.
Link: <https://www.dnt.no/en>



BALANCING ENTREPRENEURSHIP WITH NATURE

BALANCING TOURISM WITH ENVIRONMENTAL PRESERVATION IN GREEN WELLBEING DESTINATIONS

COMMUNITY ENGAGEMENT & LOCAL SUSTAINABILITY

Working with local communities to develop tourism initiatives that benefit both the environment and the local economy. Supporting eco-conscious businesses, organic food suppliers, and sustainable transportation options.



BALANCING ENTREPRENEURSHIP WITH NATURE



BALANCING TOURISM WITH ENVIRONMENTAL PRESERVATION IN GREEN WELLBEING DESTINATIONS

CARRYING CAPACITY & REGULATION

Establishing visitor limits, seasonal tourism plans, and conservation fees to prevent over-tourism and habitat destruction.



EVALUATION PROCESS IN BUSINESS



EVALUATING SUCCESS AND SUSTAINING LONG-TERM IMPACT

- 🌱 Collecting feedback from customers on their mental health improvement.
- 🌱 Implementing changes to enhance the customers experience in the future.
- 🌱 Tracking environmental and social impact like for example; local job creation, carbon footprint.
- 🌱 Adjusting business practices to ensure sustainability metrics are met.
- 🌱 Digital tools to use:

<https://mopinion.com/>

<https://www.zonkafeedback.com/>

<https://www.sprinklr.com/>

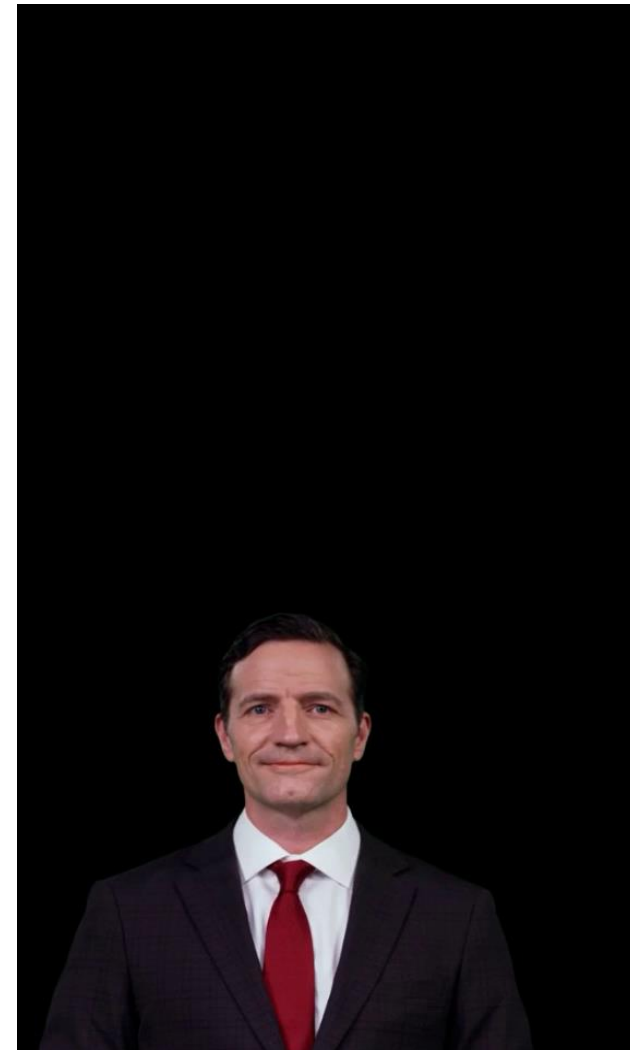
EVALUATION PROCESS IN BUSINESS

EVALUATING SUCCESS AND SUSTAINING LONG-TERM IMPACT

- 🌱 Adapting to market changes.
- 🌱 Keeping up with emerging trends in mental health, sustainability, and tourism.
- 🌱 Innovating new wellness experiences to meet customer needs.
- 🌱 Exploring new business concepts and trends within mental health, wellness and green rural tourism.



CHALLENGES



- Access to fundings - niche services like mental health and wellbeing can be difficult to understand to traditional investors
- Limited infrastructure - rural areas often have less developed infrastructure in terms of transportation, internet connectivity, and healthcare facilities, which can limit the accessibility.
- Attracting qualified

TRY FOR FREE : AI STUDIOS
www.aistudios.com

Click on the video and listen to some tips to overcoming common challenges when starting up a small business.

CHALLENGES

REALITY CHECK!

- 🌱 Being an entrepreneur is a tough journey.
- 🌱 Be ready for different challenges.
- 🌱 Use your positive mindset to see the beauty of having a chance to be an entrepreneur that makes a change in your local community.



OPPORTUNITIES

CONSIDER OPPORTUNITIES THAT PRESENT THEMSELVES

- 🌿 Growing interest in mindful living, holistic approach and mental health.
- 🌿 Eco-friendly tourism is becoming more and more popular.
- 🌿 Unique selling proposition: entrepreneurs can offer a unique experience that combines mental health services with nature-based therapies.



OPPORTUNITIES



GOVERNMENT AND EU FUNDINGS

entrepreneurs can leverage these grants, subsidies, and low-interest loans to support the creation and expansion of their businesses.

LOCAL COMMUNITY ENGAGEMENT

this can include creating job opportunities, supporting local businesses, and building a reputation as a positive force for the region's economy and wellbeing.

PARTNERSHIPS

with professionals in areas you are interested in, like healthcare, can help you to gain credibility and value of the service.

CREATING SUSTAINABLE PACKAGES



EXAMPLES OF HOW YOU CAN COLLABORATE WITH LOCAL BUSINESSES TO CREATE SUSTAINABLE PACKAGES FOR YOUR WELLNESS AND MENTAL HEALTH TOURISM BUSINESS



PARTNERING WITH LOCAL FARMS FOR ORGANIC MEALS

Collaborate with local farms to provide fresh, organic meals for guests. This supports local agriculture, ensures high-quality nutrition, and promotes sustainable farming practices.

WORKING WITH LOCAL ARTISANS FOR WELLNESS PRODUCTS

Source wellness products such as essential oils, handmade soaps, and herbal teas from local artisans. This supports local craftsmanship and offers guests unique, locally-made items that enhance their wellness experience.

ENGAGING LOCAL FITNESS AND YOGA INSTRUCTORS

Hire local fitness trainers and yoga instructors to offer classes and workshops. This supports local professionals and provides guests with authentic, high-quality wellness activities, fostering a sense of community and sustainability.

CASE STUDY 1:

HURDAL GUESTHOUSE



GENERAL INFORMATION

🌿 **NAME OF OWNER:** Malin Jonassen

🌿 **NAME OF BUSINESS:** Hurdal Guesthouse

🌿 **LOCATION:** Hurdal, Norway

🌿 **WEBSITE:** <https://www.hurdalgjestegard.no/>

🌿 **BUSINESS DESCRIPTION/CONCEPT:** retreat center one hour outside of Oslo that offers silent retreats, coaching, massage, acupuncture and overnight stay with 12 beds.

🌿 **NUMBER OF EMPLOYEES:** 1-2

🌿 **DATE OF START-UP:** Malin bought the house in February 2021, and started the business in February 2022.

🌿 **SPECIAL FEATURE:** The owner focuses on permaculture in her garden and gets funding for this *healing garden*.

CASE STUDY 1: HURDAL GUESTHOUSE

HURDAL GUESTHOUSE

🌿 This is a house from 1830 and the owner offers yoga and meditation retreats, massages and acupuncture. The owner's mission is to provide a place for inner stillness and peace and return to one's roots.

SUSTAINABILITY APPROACH

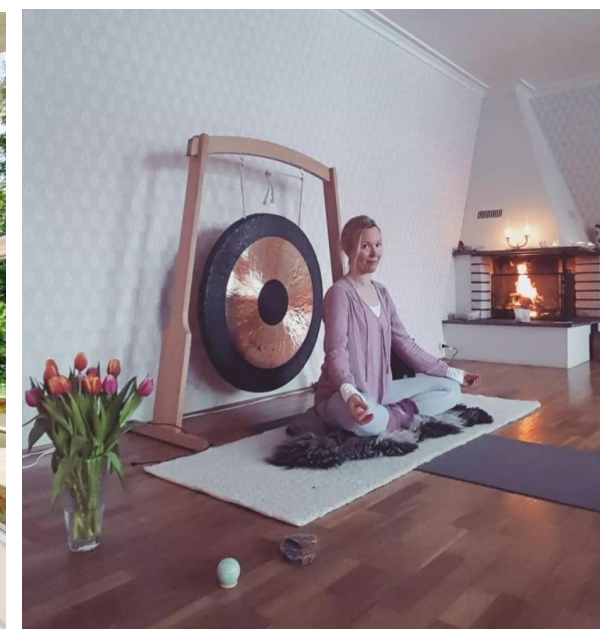
🌿 They use local farmers vegetables, have made slight renovations to the house which makes it more efficient and sustainable in the long run.



CASE STUDY 1: AN INTERVIEW WITH HURDAL GUESTHOUSE



Click on the speaker icon to listen to an interview with Malin, owner of Hurdal Guesthouse in Norway.



CASE STUDY 2: KLEPPA FARM AND GLAMPING



GENERAL INFORMATION

🌿 **NAME OF BUSINESS:** Kleppa Gard & Glamping

🌿 **NAME OF OWNER:** Lars Erik Hauge

🌿 **LOCATION:** Hjelmeland, Norway

🌿 **WEBSITE:** <https://www.kleppagardogglamping.no/>

🌿 **BUSINESS DESCRIPTION/CONCEPT:** Kleppa Gard & Glamping offers a unique and comfortable nature experience with luxury tent accommodations, allowing guests to enjoy the beauty of the Norwegian countryside while engaging in local activities and traditions. They also produce apple cider and jams.

🌿 **NUMBER OF EMPLOYEES:** 3-5

🌿 **DATE OF START-UP:** January 2020

CASE STUDY 2: KLEPPA FARM AND GLAMPING



SUSTAINABILITY INITIATIVES

ECO-FRIENDLY ACCOMMODATIONS

Their luxury tents, or domes, are designed to minimize environmental impact while providing comfort.

LOCAL AGRICULTURE

They have resumed apple growing on the farm, producing apple juice and selling apples for consumption.

WASTE MANAGEMENT

They prioritize proper waste disposal and recycling practices.

ENERGY EFFICIENCY

The domes are equipped with energy-efficient heating solutions.

COMMUNITY ENGAGEMENT

They promote local traditions and activities, fostering a connection with the surrounding environment

CASE STUDY 2: KLEPPA FARM AND GLAMPING



Click on the links below to see first hand the location and some of the innovative activities at Kleppa Farm and Glamping.

🌿 **LINK 1:** <https://www.instagram.com/reel/DH82a1YszCb/>

🌿 **LINK 2:** <https://www.instagram.com/reel/DDPWjdYMN4/>

🌿 **LINK 3:** <https://www.instagram.com/reel/DljqkhhMERu/>

🌿 **LINK 4:** <https://www.instagram.com/reel/DGP6Hq5sW-O/>



CASE STUDY 3: TREETOP HUTS



GENERAL INFORMATION

🌿 **NAME OF OWNER:** Frode Schei, the founder, and Veldre Almenning, the landowner

🌿 **NAME OF BUSINESS:** Treetop Huts

🌿 **LOCATION:** Brumunddal, Norway

🌿 **WEBSITE:** <https://treetopphytter.no/>

🌿 **BUSINESS DESCRIPTION/CONCEPT:** Treetop Huts offers unique, rustic, and sustainable treetop cabins built 8-10 meters up in living trees, providing a comfortable and adventurous stay in the forest with amenities like fireplaces, kitchens, and terraces. Located an hour north of Oslo airport, these cabins are perfect for families, couples, and nature enthusiasts looking to enjoy the tranquility and beauty of the Norwegian wilderness.

🌿 **NUMBER OF EMPLOYEES:** 6-10

🌿 **DATE OF START-UP:** 2009

CASE STUDY 3: TREETOP HUTS



SUSTAINABILITY INITIATIVES

ECO-FRIENDLY CONSTRUCTION

The cabins are built using sustainable materials and methods that minimize environmental impact. The huts are made of trees from nature. Owners use local manufacturers, partners, and reuse materials.

ENERGY EFFICIENCY

They utilize solar panels and energy-efficient appliances to reduce energy consumption. All huts are winter insulated, with a fireplace, shower, bio toilet, kitchen area and terrace.

WASTE MANAGEMENT

The site promotes responsible waste management practices, including recycling and composting.

CASE STUDY 3: TREETOP HUTS



CONTRIBUTION TO MENTAL HEALTH AND WELLBEING

STRESS REDUCTION

Spending time in nature has been shown to lower stress levels by regulating the sympathetic nervous system, which can reduce blood pressure, heart rate, and cortisol levels.

IMPROVED MOOD

Nature exposure can enhance mood and emotional well-being, helping to alleviate symptoms of depression and anxiety.

PHYSICAL ACTIVITY

Engaging in outdoor activities like hiking or exploring the forest can boost physical health, which in turn supports mental health.

MINDFULNESS AND RELAXATION

The serene and tranquil setting of treetop cabins promotes mindfulness and relaxation, allowing guests to disconnect from daily stressors and rejuvenate.

THE IMPORTANCE OF SOCIAL MEDIA: CASE STUDY 1



THE INFLUENCE OF SOCIAL MEDIA IS DRIVING A CONSTANT EMERGENCE OF NEW TRENDS IN HEALTH AND WELLNESS TRAVEL.

Emilie Voe Nereng is one of Norway's most popular social media influencers in wellness:

🌿 **ABOUT:** She began blogging in 2009 and discovered her passion for food and health after earning a nutrition degree in 2019. Her aim is to prove that vegetables and nutritious food can be delicious and promote a greener, healthier lifestyle.

🌿 **GLOBAL RANK:** 93,373 worldwide

🌿 **COUNTRY RANK:** 30 in Norway

🌿 **CATEGORY RANK:** 1 in health & medicine (Norway)

🌿 **FOLLOWERS:** 322.2K followers on Instagram

🌿 **WEBSITE:** <https://emilievoe.no/>

THE IMPORTANCE OF SOCIAL MEDIA: CASE STUDY 2



THE INFLUENCE OF SOCIAL MEDIA IS DRIVING A CONSTANT EMERGENCE OF NEW TRENDS IN HEALTH AND WELLNESS TRAVEL.

Desiree Andersen is one of Norway's most popular social media influencers in wellness.

🌿 **ABOUT:** She is a passionate advocate for fitness, nutrition, and a positive lifestyle. She works as a writer, course instructor, personal trainer, and nutrition advisor. Desiree is known for her engaging approach to health and wellness, offering practical advice and inspiration through her blog and social media channels. Her content focuses on training, healthy recipes, and lifestyle tips, aiming to motivate and empower her audience to lead healthier lives.

🌿 **GLOBAL RANK:** 505,480 worldwide

🌿 **COUNTRY RANK:** 414 in Norway

🌿 **CATEGORY RANK:** 60 in Humor, Fun Health & Happiness (Norway)

🌿 **FOLLOWERS:** 155.3K followers on Instagram

🌿 **WEBSITE:** <https://desireeandersen.no/>

HOW TO APPLY PRINCIPLES OF PERSONAL BRANDING



SOME LEAD QUESTIONS FOR YOUR BUSINESS BRAND

TASK	QUESTIONS TO ANSWER
WHAT IS YOUR VISION & MISSION?	What do you want to create in the future? How will you achieve it?
PERSONAL BRAND EQUITY	What qualifications do you have in mental health and wellbeing? What are your strengths and weaknesses? What makes your business so unique?
PERSONAL NARRATIVE	What are some challenges you've faced? What actions led to improvement?
SOCIAL MEDIA & NETWORK	What kind of content can you post that reflects your business? Which organizations would you like to be associated with that you think could raise awareness of your brand?
SOCIALIZE YOUR BRAND	Which offline and online network meetings can you attend to gain brand awareness? Who can you collaborate with in your local community?

USEFUL LINKS



ON YOUR ENTREPRENEURIAL JOURNEY, LOOK OUT FOR LOCAL STARTUP PROGRAMS THAT OFFER FREE CONSULTING, NETWORKING OPPORTUNITIES AND LIKE-MINDED PEOPLE.

- 🌿 Norwegian public health program: <https://www.ks.no/>
- 🌿 Innovation Norway: <https://www.innovasjon Norge.no>
- 🌿 Enova Subsidies: <https://www.enova.no/privat/>
- 🌿 EEA & Norway grants: <https://eeagrants.org/apply-for-funding>
- 🌿 *Green investment*: <https://www.nho.no>
- 🌿 *Skape* in the Stavanger region offers free courses and consulting in start-up phase: <https://www.skape.no/>
- 🌿 “Valide” in Stavanger is one of Norway’s leading incubators. They provide guidance, build competence, develop ideas and help in finding investors: <https://www.valide.no/>
- 🌿 Networking & coworking landscapes in Stavanger.
 - 🌿 Innovation Dock: www.innovationdock.no/
 - 🌿 Innoasis: <https://www.innoasis.io/>

SOME IMPORTANT TERMS



WELLNESS TOURISM: Travel associated with the pursuit of maintaining or enhancing one's personal wellbeing.



CUSTOMER'S PAIN POINT: Specific problems or challenges that your target audience is experiencing.



BUSINESS PLAN: A document that defines in detail a company's objectives and how it will achieve them



PERSONAL BRANDING: Intentional, strategic practice in which you define and express your value proposition.



NETWORKING: The process of building and nurturing relationships with individuals & organizations to exchange information, resources & support, which can help a small business grow and succeed.

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FEEDBACK

SCAN THE QR-CODE OR CLICK ON THE LINK TO SHARE YOUR FEEDBACK

WE WANT TO HEAR YOUR THOUGHTS ABOUT THIS MODULE 😊



<https://www.menti.com/alfbumvg9e9o>



GET INSPIRED!



GET INSPIRATION FROM OTHER WHO'VE VENTURED OUT!

🌱 “I’ve missed more than 9,000 shots in my career. I’ve lost almost 300 games. 26 times I’ve been trusted to take the game winning shot and missed. I’ve failed over and over and over again in my life and that is why I succeed.” [Michael Jordan, NBA Basketball](#)

🌱 “The critical ingredient is getting off your butt and doing something. It’s as simple as that. A lot of people have ideas, but there are few who decide to do something about them now. Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer.” [Nolan Bushnell, Entrepreneur](#)

🌱 “Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do.” [Steve Jobs Co-Founder, Chairman and CEO, Apple](#)

🌱 “The way to get started is to quit talking and start doing.” [Walt Disney, Co-Founder, Disney](#)

🌱 “Waiting for perfect is never as smart as making progress.” [Seth Godin, Author](#)

TEST YOUR KNOWLEDGE



ANSWER THE 6 MULTIPLE ANSWER QUESTIONS BELOW TO GET YOUR CERTIFICATE!

1. What is the primary goal of wellness tourism?
 - A) Increase urban development
 - B) Enhance personal wellbeing
 - C) Promote mass tourism
 - D) Reduce travel costs
2. Which of the following is a key component of a sustainable business model in mental health and wellbeing tourism?
 - A) High-impact mass tourism
 - B) Minimal environmental impact
 - C) Exclusive luxury services
 - D) Urban infrastructure development
3. What role do local partnerships play in wellness tourism?
 - A) Increase competition
 - B) Reduce community engagement
 - C) Support local businesses
 - D) Promote international brands

TEST YOUR KNOWLEDGE

ANSWER THE 6 MULTIPLE ANSWER QUESTIONS BELOW TO GET YOUR CERTIFICATE!

4. Which practice is essential for eco-friendly wellness tourism?
 - A) Using non-renewable energy sources
 - B) Expanding urban areas
 - C) Ignoring waste management
 - D) Implementing sustainable solutions
5. How can businesses foster community involvement in wellness tourism?
 - A) By fostering local community involvement
 - B) By isolating local communities
 - C) By focusing solely on international tourists
 - D) By reducing local job opportunities
6. Which of the following is a benefit of spending time in nature according to wellness tourism principles?
 - A) Increased urban stress
 - B) Higher travel costs
 - C) Enhanced mental resilience
 - D) Reduced physical activity



GOOD LUCK ON YOUR
EXCITING JOURNEY!

