WP T2 Alpine Health Tourism Innovation Modelling

Output O.T2.1 Tactical Health Management Toolset (THMT)

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1. Overview

The Output O.T2.1 Tactical Health Management Toolset (THMT) is a digital tool to assess and simulate the valorisation of alpine resources in the framework of health tourism. It supports the development of innovative alpine health tourism products and service chains and detects synergy potential. Since this is a digital tool, this report only explains the actual output in an accompanying manner. The tool can be used via the website linked in this report.

The THMT is to be understood as a part of an overall development process of a nature-based health tourism in the Alpine Space. This process is described in detail in the Output O.T3.1 Training Toolkit on Innovation Model and Tactical Toolset and is therefore not explained in more detail here. In this context, it is particularly important to note that the tool should not be seen or used in isolation from this process and the associated process steps.

Basically, the THMT is based on the activities and the resulting deliverables of WP T1. The overarching activities here are:

- Activity A.T1.1 Development of the Health Tourism Assessment and Benchmarking Tool (HTAB),
- Activity A.T1.2 Regional assessment of Health Tourism strategy development and implementation,
- Activity A.T1.3 Identification of strategic success factors and synergy potential.

In addition, selected activities from WP T2 form a further basis for the development of the tool, this is:

- Activity A.T1.3 Identification of strategic success factors and synergy potential.

The following chapters explain the structure and use of the tool. And at this point it should also be noted that the tool is called Scenario Tool in the external presentation.

2. Structure of the Tactical Health Management Toolset (Scenario Tool)

The THMT is made of several components that build on each other and together form an automatically running support tool for the development of innovative alpine health tourism products and service chains. The individual components or working bases of the tool are (deliverables):

- Evidence on the health effect of natural resources (D.T1.1.1),
- Key Performance Indikatoren for nature-based health tourism (D.T1.1.2),
- Health Tourism Assessment and Benchmarking Tool (HTAB) (D.T1.1.3),
- Questionairre on KPI for destinations (D.T1.1.3),
- Alpine Health Tourism Data base for collecting and further processing the data from 1-3 to 5 (D.T1.2.1),
- User cases on semantic reasoning mechanisms (D.T1.2.3),
- Ontology to map the knowledge from 1-3 for the analyses (a computable and logic-based graph representation of Alpine Space natural assets) (D.T2.2.1),
- Recommandation texts (D.T2.2.1),
- Dashboard for Alpine Space (HEALPS2 website) (D.T2.2.2).

The exact design of most of these components is not important for the user of the Scenario Tool and therefore not visible during use. The basic use of the Scenario Tool is as follows: As a user of the Tool, first you have to go to the HEALPS2 website, click on the link to the tool questionnaire and fill in the questionnaire on KPIs in your region. Afterwards you will receive a result document by e-mail. In this document you will find recommendations on possible development paths in nature-based and health-promoting tourism for your destination. These recommendations are based on a comparison of the destination data provided (questionnaire) and the scientific findings on this form of tourism and its medical evidence used in the tool. The tool is based on medical indications (e.g., cardiovascular, respiratory or mental illnesses) and derives suitable target groups for the respective destination. Matching the most suitable target group, the results document provides information on the understanding, meaning and use of the success factors used in the tool (natural resources, services, etc.) with regard to the development of nature-based and health-promoting offers.

In summary, from the user's point of view, the Scenario Tool basically consists of three contact points. These are.

1. **HEALPS2 website** https://healing-alps.eu/scenario_tool/
2. **Scenario Tool questionnaire** https://www.alpinehealth.eu/survey/index.php?r=survey/index&sid=58919&lang=en
3. **PDF output** (recommendation texts)

2.1 HEALPS2 Website – Explanation of the use of the Scenario Tool

Ad 1: The project website (www.healing-alps.eu) contains all information about the HEALPS2 project. One subpage is dedicated exclusively to the tool. Here the use of the tool is explained and the questionnaire, which has to be filled out for the use of the tool, is linked. Below are some pictures from the Scenario Tool page on the HEALPS2 website.

STEPS

How it works

Step 1

Fill in an online survey on health tourism

In order to provide you with an optimal analysis and added value, specific questions are asked about your destination. These include, for example: existing Alpine natural health resources, number of overnight stays, existing infrastructure and offers such as physiotherapy or guided hikes. Please also provide relevant key factors such as cross-sector collaboration and accessibility.

Step 2

Our algorithm will process the answers.

The tool uses a database with the knowledge of medical studies on the effect of natural Alpine health resources and it´s touristic usage in terms of prevention, therapy and rehabilitation. Our algorithm processes and compares these different information streams with your answers in the survey. The tool then identifies and evaluates the unique selling points for your destination.

Step 3

Receive a report with your results and recommendations.

After an evaluation phase of around two days, we will send you a report via e-mail. In the report you will find the outcomes and recommendations for your Alpine health tourism destination. The report gives you advice for the use of local natural health resources and the improvement of health services in relation to suitable indication-based target groups. You will also receive a visual representation of the results.

Step 4

Develop your own tailored nature-based health offers.

With the tailord information on your destination, you can better exploit the potential of your resources in the form of innovative and target-group-specific offers in the future. To do this, you can either start your own development process or take the next steps with the help of the community. At the end of the report, you will find further information on the various development paths, specific contacts and possible funding opportunities.

2.2 HEALPS2 KPI questionnaire for the Scenario Tool

Ad 2: The questionnaire for the use of the tool is based on the developed KPI and is available to the users in all project languages (German, French, Italian and Slovenian) as well as in English. By means of the online questionnaire, the destination data is collected for analysis in the ontology. Completing the questionnaire is therefore a fundamental requirement for the use of the tool. Below are some screenshots from the KPI online questionairre.

2.3 Scenario Tool Output – The PDF

Ad 3: Based on the destination data (KPI), the analysis is performed using the optima stored in the ontology (definition of optimal conditions and evidence of natural resources). From this automatically running analysis, a PDF file is also automatically created, which summarizes the result of the analysis in the form of text, graphics and additional information. The user of the tool receives this PDF by email (enter the email address in the questionnaire).

Structure and contents of the results document: The results document is divided into nine substantive paragraphs, the core contents of which are listed here in key words after the indent.

1. **Introduction and background -** explanation of how the tool works, definition of nature-based and health-promoting tourism, instructions on how to deal with the results
2. **Medical evidence as a quality feature -** explanation of medical evidence, quality levels of evidence, use of evidence in tourism
3. **Recommendations for the development of nature-based and health-promoting tourism with medical evidence in your region/destination -** graphical representation results (winning target group(s), comparison optimum vs. reality based on the categories/factors used in the questionnaire)
4. **Evidence, natural resources and services as core elements -** state of the evidence (incl. literature references), listing of suitable natural resources & services as well as important booking factors; each appropriate to the recommended target group
5. **Image & attractions -** hints on importance and use of destination image & existing attractions (incl. USP) for the development of nature-based and health-promoting offers for the recommended target group, authenticity as an example of a success factor
6. **Key figures on the importance of tourism for the region/destination -** information on the understanding and use of tourism key figures (on the supply side, e.g., tourism intensity, length of stay, source markets) for the development of nature-based and health-promoting offers, information on key figures on the demand side (e.g. socio-demographics); in each case suitable for the recommended target group
7. **Cooperations & networks -** hints on the importance and use of cooperations and networks, regionality as an example of a success factor
8. **Further special features of the alpine region for your destination development -** information on the use of alpine special features (air, noise and light pollution) with regard to their use in nature-based and health-promoting tourism
9. **Outlook and further information for the development of your own tailor-made nature-based health offer -** from knowledge to

implementation, ideas for product development, use of the community, contacts, funding opportunities

Following are some excerpts from the results document, where points 1 and 2 (partially shown here) as well as points 8 and 9 represent basic and therefore valid information. Points 3 to 7 are then individually adapted to the data of the participating destination and place the KPIs in the context of nature-based health tourism. Here are also the specific recommendations to the destination based on the above-mentioned target groups.

General notes on the recommendations of the tool for the end user
(1. Introduction and background):

"Dear representative of the region/destination "name of the destination", thank you for your interest in our project HEALPS2 as well as for using our Scenario Tool. This information and recommendations are intended to help you identifying potential development paths in the field of nature-based and health-promoting tourism for your region/destination.

[...]

For the interpretation of the recommendations made here, this means that before initiating such a development process in the direction of nature-based and health-promoting tourism, an additional potential and feasibility study as well as a detailed consultation with the local tourism stakeholders should be carried out in any case. In this context, it should also be pointed out that the development paths recommended here are medium- to long-term developments.

[...]

Basically, the recommendations always refer to the development of nature-based and health-promoting tourism that is evidence-based. In this context, evidence-based health tourism' is defined as a temporary movement of a person to a place, where he or she finds a particular intervention for a specific health condition in a holiday setting that will have beneficial effects and promote health and wellbeing based on the best available current scientific research."

Information about medical evidence (2. Medical evidence as a quality feature):
"As a green island amid fine dust, the Alpine region has many natural and regional healing resources that offer health benefits to residents and visitors. These include, for example: Alpine healing waters, thermal waters, Alpine streams for Kneipp healing, waterfalls, high altitude (above 2500m), nature reserves and biodiversity, Alpine agriculture, Radon purification galleries, marshes, Alpine air quality, mountain forests, Alpine plants, white exercise (snow-based activities) and green exercise (nature-based activities). This is a strong USP of the Alpine region and distinguishes it from other natural areas, as the Alpine region has many natural healing resources.

Health is man's most precious asset. Therefore, health must also be treated and protected with special care in tourism. Therefore, the health tourism product must have a high degree of veracity or integrity and must be **proven** to ...

- increase health-related quality of life and makes us more performant, for example = **prevention**
- or to even cure diseases = **therapy**
- or to get us back on our feet quickly after an illness = **rehabilitation**.

Proven means that the product must have a **medically proven effect on health**. This requires either the use of existing medical knowledge or the creation of new knowledge = **evidence.**

[...]"