

Regional Wellbeing Concepts

The way ahead?

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AND BUSINESS

- COMMUNICATION
- BUSINESS
- TOURISM
- ARTS



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- **Wellbeing** is one of the key focus areas in the coming years
 - Social
 - Economic
 - Healthcare aspects
- Tourism and leisure can become special agents and allies
- Local assets and resources are essential elements for sustainability
- Nature and heritage of The

CLUSTERISATION

- Good opportunities for increased productivity, innovations and new business formations (Weiermair and Steinhaus, 2003)
- Europe, especially new Member States in 2004 could not afford to lag behind the rest of the world in clustering for the sake of their innovation and productivity (Ketels and Sölvell, 2006)
- Medical Tourism Clusters growing worldwide, especially at national level and cross-border medical tourism
- „A wellness cluster - is natural resources of a geographical location, its services and infrastructure, the integrated activity of wellness and health service providers and administrative institutions in creating wellness products and services meeting the needs of customers” (Hopeniene and Bagdoniene, 2011)
- Wellness clusters help to build trustworthy and strong brands and quality criteria (Steinhauser and Jochum, 2006)
- However, brands of wellness cluster are relatively weakly anchored in people's minds – only around 50% and younger consumers (Bertsch & Ostermann, 2011)

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nordic
Wellbeing

Regional Wellbeing and Wellness Concepts for the Balkans and the Danube Region

- Research Activities
- ICT Developments
- Events/workshops
- Publications
- Projects
 - Adaptation alternatives
 - Pilot/Laboratory areas

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- Partnerships are becoming very fashionable e.g. EU projects, DMOs, clusters
- Cross-border working is complex but easier than when there are no close borders!
- Cultural and linguistic challenges
- Simple logistics of meeting
- Virtual working?
- In reality, hard to administer and be really productive
- However, great to share good practice and undertake joint research, management, even promotion

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