



"WELL-TOUR" wellness tourism promotion program



Project No LT-PL-5R-387 "Wellness tourism revealing the natural and cultural heritage of Trakai and Gīzycko regions". The project is jointly implemented by Trakai and Gīzycko district municipalities

TURINYS

1. GENERAL INFORMATION	3
2. SITUATION ANALYSIS	4
2.1. General tourism information in Trakai district	4
2.2. General tourism information in Gižyck.....	7
2.3. Cooperation of municipalities	10
2.4. Analysis of the diversity of seasonal activities (tourism activities according to the UNWTO classification of tourism activities, assigned to each season)	11
2.5. Health and wellness tourism. Health tourism in Trakai and Gižycko districts	13
2.6. Promoting a healthy lifestyle through tourism	16
2.7. Active tourism: global trends	17
3. "wellness Tourism" PROGRAM	21
3.1. Legal environment	21
3.2. COMMON tourism route of Trakai and Gižycko districts	25
3.3. Publicizing the "wellness tourism" initiative.....	29

1. GENERAL INFORMATION

Trakai district municipality administration together with Gیزیcko district municipality is implementing project no. LT-PL-5R-387 "Wellness tourism revealing the natural and cultural heritage of Trakai and Gیزیcko regions" (hereinafter - the Project), financed under the 2014-2020 European territorial cooperation goal INTERREG V-A Lithuanian-Polish cross-border cooperation program. The project is partially financed by the European Regional Development Fund. The aim of the project is to promote the growth of tourism, contributing to the attractiveness of Trakai and Gیزیcko regions. During the implementation of the project, it is planned to install and adapt cultural and natural heritage objects for visitors - a section of the pedestrian path along the Luka (Bernardina) lake in the city of Trakai, Lithuania; to install the infrastructure of the Masurian Lake District region (two community houses, a section of a pedestrian and bicycle path with an observation deck, a children's playground) in Gیزیcko County, Poland. The project promotes wellness, ideas of sustainability, strengthening the connection with nature, knowledge of old crafts. Health tourism is a type of tourism where the main purpose is the travel of people to another country or within a country in order to increase the holistically balanced physical, spiritual and social health potential.

During the implementation of the Project, it is planned to prepare the "WELL-TOUR" wellness tourism promotion program, the purpose of which is to analyze the health tourism situation in the districts of Trakai and Gیزیcko, to conduct studies of good practices, to identify opportunities, problems and possible solutions to problems, in the development of health tourism, on the Trakai-Gیزیcko tourism route creation and description. The document will help determine joint actions in the future for the development of sustainable health tourism.

2. SITUATION ANALYSIS

2.1. GENERAL TOURISM INFORMATION IN TRAKAI DISTRICT

Trakai district, especially its administrative center - Trakai, is one of the most attractive places in Lithuania. Tourists in Trakai are fascinated by the complex of castles built in the Middle Ages and raised from the ruins in the last century. The castles of Old Trakai, New Trakai peninsula and the island are a representative card of the region.

Trakai district municipality is located in the southeastern part of Lithuania. The municipality is in a strategically convenient geographical position: only 30 km from the capital of Lithuania, Vilnius, and 90 km from the second largest city of Lithuania, Kaunas. Both of these cities have international airports. It is convenient for both local and foreign tourists to come to Trakai district.

The territory of the municipality is rich in water bodies: it has as many as 197 lakes, the largest of which are Galvės (361.1 ha), Vilkokšnis (336 ha), Skaistis (282 ha), Akmena (268.7 ha), and 7 ponds, of which the largest - Aukštadvaris (293.5 ha). The total area of protected areas in the Trakai district is 21 perc. of territories, this is a much larger area than the national average. There are a number of Natura 2000 protected areas of European importance in the region. In the municipality of Trakai District, territories protected by various purposes and protection regimes have been established to protect natural, landscape and cultural values - 3 reserves, 41 nature reserves, 1 national park, 2 regional parks, 1 biosphere polygon, 12 natural heritage objects.

In 2021, commissioned by the national tourism promotion agency "Travel in Lithuania" an assessment of the level of infrastructure development of Lithuanian tourist areas and attractions was carried out. The evaluation report indicates that the municipality of Trakai district was included in the first group of municipalities because it was visited by more than 50,000 tourists per year. This report also indicates that the Trakai Tourism and Information Center ranks first in the TOP 25.

Tourist attractions

Trakai Island Castle - Trakai's business card. XIV-XV centuries. The Gothic Trakai Island Castle - the former summer residence of the Grand Duke of Lithuania. It is the only castle in Eastern Europe built on an island surrounded by water. There are expositions, exhibitions, various events, concerts, festivals, celebrations are held here.



1 picture. Trakai Island Castle
Source: www.plaukiu.lt.

Užutrakis manor is a manor standing on the shore of Lake Galvė. It is one of the most prominent and best-preserved manors in Lithuania. Užutrakis manor homestead in the 20th century. Founded by Count Juozapas Tiškevičius together with his wife Jadvyga. The palace is decorated with impressive Louis XVI style interiors designed by Polish architect Juzef Hus. From the terrace there are fabulous views of Trakai Castle.



2 picture. Užutrakis manor
Source: www.wikipedia.org.

The Devil's Pit has been declared not only a geological natural monument of the Republic of Lithuania, but also one of the 100 most visited natural monuments in Europe. The funnel-shaped Devil's Pit is the deepest, about 40 meters deep. This is a truly mysterious place. Her origin has not yet been revealed.



*3 picture. The Devil's Pit
Source: www.welovelithuania.com.*

Cycling and walking routes. There are many cycling and walking routes in Trakai district. Trakai Tourism Information Center website at www.trakai-visit.lt offers many different routes:

- ✓ In the footsteps of Karaim history
- ✓ Trakai. The capital of the Karaim
- ✓ Discover Lentvaris (mobile app)
- ✓ The scariest places in Trakai and its surroundings
- ✓ Golden autumn route around Trakus and its surroundings
- ✓ Travel & Taste
- ✓ The most Instagrammable places
- ✓ Tour the trails
- ✓ Trakai secretions
- ✓ "Tell the story" – smart and safe
- ✓ Water route - stories of the islands of Lake Galve
- ✓ Streva collapses and its legend
- ✓ Nicron stone and mystical signs
- ✓ The most beautiful landscapes of Trakai
- ✓ On the path of the life of Vytautas the Great
- ✓ Discoveries in nature
- ✓ Return to Old Trakai
- ✓ Along the paths of legends and riddles
- ✓ The mystical surroundings of Trakai
- ✓ Bicycle route – historical route through Trakai
- ✓ Others

In 2021, by order of "Keliauk Lithuania" conducted a study on the assessment of the attractiveness of Lithuanian tourist areas, which indicates that in Trakai district 30 objects were evaluated. The overall attractiveness average of the objects assessed by the municipality is 2.95 (out of a possible 4), and is similar to the average of the group of municipalities (2.95), but higher than the national average (2.78).

2.2. GENERAL TOURISM INFORMATION IN GIŽYCK

Gižycko is a place of exceptional value, located in the heart of the Great Masurian Lakes region. The city is surrounded by the shores of blue lakes, fields and forests, making it a wonderful place not only for recreation and entertainment, but also for investment and business. Visitors to the city can find cozy hotels, comfortable apartments, resorts and increasingly popular agritourism farms. In the marinas and harbors, vacationers can rent yachts, houses on the water, water bikes, motorcycles, motor boats and kayaks. During the summer season, various types of sailing regattas are held in the lakes of the region, as well as cyclical village events, horse competitions, horse breeding exhibitions are organized. There are also many cycle paths in the area.

The beaches of Gižycko district are excellent recreation and tourist areas. Most of them are equipped with additional infrastructure: shelters, fire pits, bridges, playgrounds. There are public beaches in several municipalities: Bogačevo, Vilkasai Zalesiai, Bogacko, Kozin, Pierkunovo, Sterlavki Male, Bistroi, Kruklin, Vrony, Kalinovo and Doba. Each of them is worth discovering.



*4 picture. "Fast Beach" in Gizycko
Source: Gyzicko municipality*

Tourist attractions

“Fast Beach” in Gizycko

Gizycko is a great place for active recreation. Here you can swim, sunbathe and swim carefree in the many lakes, as well as walk and cycle on the many dedicated trails. Particularly attractive and developed tourist infrastructure can be found in the areas of Vilkasi and Bistraï. In the first, tourists are delighted with a wonderful promenade for walking and viewing, and in the second - a beautiful and well-developed beach. A modern skate park awaits all fans of skateboarding in the town of Bistraï.

Giżycko district is perfect for bicycle tourism. Lovers of active recreation are attracted here by the beautiful landscape of the Masuria, distinguished by dozens of lakes, forests and interesting moraine terrain. One of the advantages of the place is a dense network of marked tourist routes: both for bicycles and for pedestrians. Most of them lead to Giżycko or through Giżycko. The most interesting routes of the district:

- ✓ Blue lake circuit
- ✓ Mazury cycle track
- ✓ Prussian mound trail, or Gizycko bike trail
- ✓ Bicycle path along non-working railway trenches in the areas of Grajvo, Sulimy, Kożuchy Wielkie and Pieczonki

A dense network of marked travel routes allows you to plan many interesting excursions and return to the same place.

Culinary trail of Gizycko district

Gizycko district is proud of the fact that there are many different associations and restaurants that offer at least three regional dishes. Seven of these objects have already passed the certification process and are included in the structure of the culinary road of the Gizycko district. It is a new tourism brand. The route was created in order to revive regional culinary traditions and popularize traditional dishes. Certificates were awarded to AZS COSA center and Margot company in Vilkasi, Stranda in Pierkunov, hotel restaurants Tajty in Vilkasi, Labedzi Ostruv in Piekna Gura and Dzika Kačka in Bistru, as well as Chlebovy Domek in September. It is worth visiting these places and tasting regional dishes.



5 picture. An Indian village in the town of Spytkowo with a bread house

Source: Gizycko municipality

Promenade in Vilkasai

The promenade is located on the shore of Lake Negocin. There is a bike path nearby. While walking or riding a bicycle, you can admire a wonderful view of the lake, especially at sunset. During the walk, you can rest on the benches located along the entire promenade. It is an ideal place not only for pedestrians, because there is a playground with trampolines, outdoor exercise equipment, and outdoor gymnastics at the promenade. A parking lot with small architecture for campers and camper trailers was recently installed in Vilkasai.



6 picture. View of the promenade in Vilkasai
Source: Gyzicko municipality



7 picture. Playground in Vilkasai
Source: Gyzicko municipality

2.3. COOPERATION OF MUNICIPALITIES

Gizycko and Trakai are connected by long-term international cooperation ties and successful joint project activities, cultural and craft exchanges. The first visits took place in the first years of Lithuania's independence. Trakai entrepreneurs learned their first business lessons in Gizycko. Implemented joint projects in recent years:

- ✓ 2019-2021 project "Opening the cultural heritage of Trakai and Gizycko to tourism". The goal is to support the development of tourism in order to increase the attractiveness of the Trakai district and Gizycko through the restoration of cultural and natural heritage objects and the initiation of joint activities. Results: cultural and natural heritage objects located in the municipalities of Trakai and Gizycko districts have been adapted for visiting (the great hall of the Trakai Palace of Culture has been reconstructed - the floor has been replaced, the walls have been renovated, the sound and light equipment has been replaced), and a bicycle path has been built on unused railway embankments in Gizycko.
- ✓ 2019-2021 project "Fostering tourism and culture in Trakai and Gizycko region". The goal is to promote the development of tourism, increasing the attractiveness of Trakai and Gizycko districts. Results: adapted spaces for visitors in the territory of cultural heritage - the audience hall of the Trakai Palace of Culture was repaired and equipped with the necessary equipment; a branch of the public library with an outdoor stage was built and a cultural center was built in the town of Gizycko (Poland). Various international cultural events were held in the renovated spaces: festivals, art workshops, seminars.
- ✓ 2017-2019 project "Preservation and application of natural and cultural heritage in Trakai and Gizycko districts". The goal is to promote the growth of tourism, contributing to the attractiveness of Trakai and Gizycko districts. Results: the building of the Trakai School of Art was reconstructed, the amphitheater of the Boyen fortress in Gizycko was repaired, a mobile stage with equipment was purchased for organizing cultural events in Gizycko.

2.4. ANALYSIS OF THE DIVERSITY OF SEASONAL ACTIVITIES (TOURISM ACTIVITIES ACCORDING TO THE UNWTO CLASSIFICATION OF TOURISM ACTIVITIES, ASSIGNED TO EACH SEASON)

UNWTO has prepared a classification of tourism activities, which distinguishes the following activities:

1. Accommodation (hotels and other similar accommodation, holiday and short-stay accommodation, campsites, other accommodation, real estate agencies),
2. Food and beverage supply activities (restaurants, mobile food outlets, other),
3. Transportation of passengers by rail,
4. Transport of passengers by road (taxi, other vehicles),
5. Transportation of passengers by water transport,
6. Transportation of passengers by air,
7. Vehicle rental,
8. Activities of travel agencies,

9. Cultural activities (arts, museums, historical sites, nature parks, etc.),
10. Sports and entertainment activities (equipment rental, gambling games).

Seasonality is a relevant problem in the tourism sector for many countries. Due to seasonality, tourist flows are unevenly distributed, which negatively affects job creation and income from tourism. The issue of seasonality is especially relevant for both Trakai and Gizycko districts, as the active tourist season in the districts lasts about four months. The scope of accommodation services, like other services specified in the classifier, depends on the season. As can be seen in Table 1, in 2021 the number of overnight stays in Lithuania varies depending on the season: the lowest number of overnight stays is in January. (90 261), the highest in September. (59 352 799). The number of overnight stays starts to increase strongly from spring and decreases from October. The highest number of overnight stays by tourists from Poland is in July-September.

Table 1. Number of overnight stays in Lithuanian accommodation establishments in 2021.

	Number of nights in accommodation facilities in 2021, units											
	January	February	March	April	May	June	July	August	September	October	November	December
Total	90 261	111 634	148 163	212 831	346 138	636 523	1 031 323	1 010 733	59 352 799	486 862	429 415	444 866
Lithuania	60 465	80 531	110 964	170 340	292 623	561 353	872 212	810 792	421 448	341 323	306 526	331 176
Foreign countries, total	29 796	31 103	37 199	42 491	53 515	75 170	159 111	199 941	172 351	145 539	122 889	113 690
from them EUROPA	23 519	26 378	32 400	37 572	47 181	66 150	135 891	170 591	140 132	125 978	106 915	97 071
Poland	2 182	3 165	2 750	3 732	5 133	8 261	18 180	24 791	19 494	13 891	11 840	12 381

Source: Lithuanian Department of Statistics

According to the data of the Lithuanian Statistics Department, in 2022 (previous year's statistics are not available) In the Trakai district, the number of overnight stays in accommodation facilities (hotels and similar temporary residences; vacationers' and other short-term accommodation; recreational vehicles, trailer parks and campsites) corresponds to the general trend of Lithuanian seasonality and the number of overnight stays starts to increase from spring. Most overnight tourists from Poland are received in the summer months.

Table 2. Number of overnight stays in Trakai district accommodation facilities in 2022.

	Number of nights in accommodation facilities in 2022, units						
	January	February	March	April	May	June	July
Total	3 202	2 947	2 818	4 370	6 046	11 021	12 836

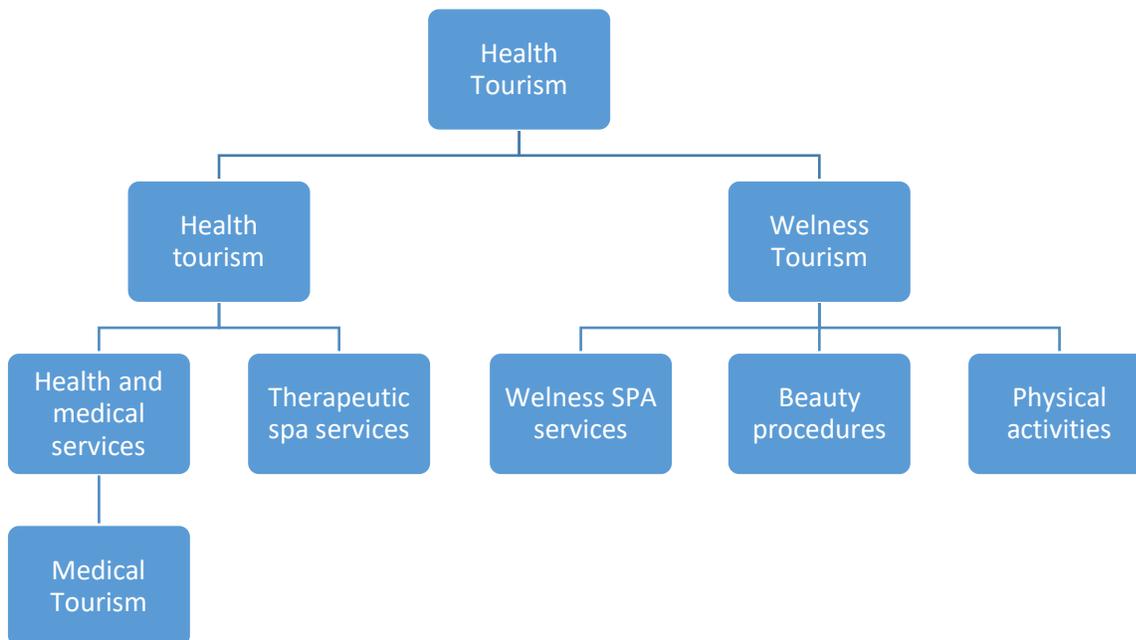
Lithuania	2 942	2 665	2 630	3 889	5 265	9 452	10 594
Foreign countries, total	260	282	188	481	781	1 569	2 242
from them EUROPA	246	264	179	436	711	1 329	1 963
Poland	18	32		89	78	110	156

Source: Lithuanian Department of Statistics

In 2020, commissioned by "Keliauk Lithuania" In the report on outbound tourism in Poland, it is indicated that for Poles, Lithuania is associated with the capital Vilnius, the poet Adomas Mickevičius and the common history. The most attractive for Polish tourists are Vilnius (44%), Trakai (34%), and the Baltic Sea (30%). Unfortunately, Lithuania is not among the TOP foreign countries to which Polish tourists go.

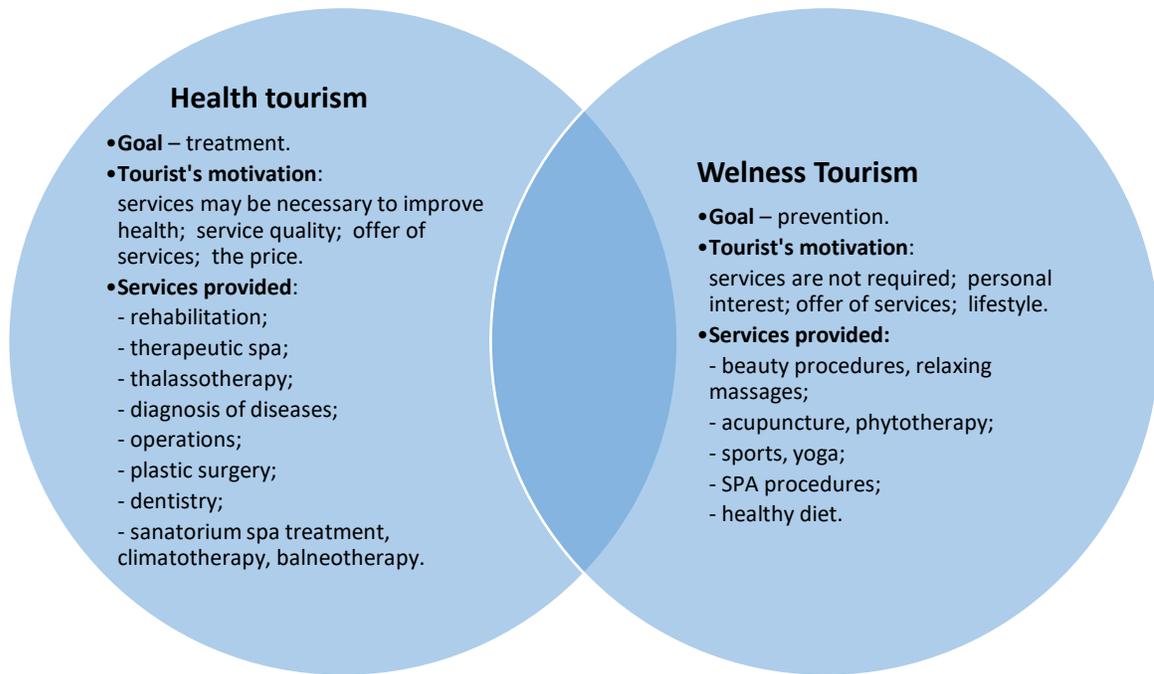
2.5. HEALTH AND WELLNESS TOURISM. HEALTH TOURISM IN TRAKAI AND GIŽYCKO DISTRICTS

Health tourism is divided into health and wellness tourism (see picture 8).



8 picture. Health Tourism
 Source: <https://eimin.lrv.lt>.

The main aspect that distinguishes health and wellness tourism is the destination. Wellness focuses on treatment, while wellness focuses on prevention.



9 picture. *Health and Wellness tourism*
Source: <https://eimin.lrv.it>.

The Global Wellness Institute (GWI) defines wellness as an active activity, a choice to live a healthier life, and a lifestyle that leads to a state of complete health. According to this definition, health is not a passive state, but rather an "active pursuit" associated with intentions, choices, and actions. Health also extends beyond physical health to include many dimensions, including physical, mental, emotional, spiritual, social and environmental.

The Global Wellness Institute includes two types of wellness travel in its definition and measurement of wellness tourism:

- ✓ Primary wellness travel refers to travel where the travel itself, the destination and the activity are primarily motivated by health.
- ✓ Secondary wellness travel refers to travel where wellness is not the primary motivation, yet influences some choices and activities because the traveler would like to maintain good health and/or a healthy lifestyle during the trip.

Wellness services are services that support health and well-being, including dimensions of wellness: physical, intellectual, psychological, social, spiritual, and environmental. Health services are used on a voluntary basis, with the user showing initiative and feeling responsible

for their physical, emotional, and mental health. Consumers of health services choose themselves what services they need and what activities they want to perform.

Health tourism - the travel of a person to another country or in his own country, with the aim of examining, preserving, restoring or strengthening health, receiving health and/or wellness services, while also using other tourism services.

Health tourism in Gizycko district

Gizycko district is a great place for cultural, active and wellness recreation. There is sailing, beach relaxing and swimming in many lakes, as well as walking or cycling on many marked hiking trails. Especially attractive and developed tourism infrastructure is located in Vilkasai and Bistrai. In the first, tourists are fascinated by a wonderful pedestrian promenade, and in the second - a beautiful and well-equipped beach. A modern skate park is waiting for skateboard lovers in Bistrai.

The Gizycko district is full of companies providing wellness services, which are visited by both local and foreign tourists, e.g.:

- ✓ Beauty and wellness center Beauty & Wellness centrum with massage and relaxation
- ✓ "Agaja" – relaxing massage (Relaksoterapia Masaž)
- ✓ Rehabilitation and Wellness Center in Vilkasas Rehabilitation & Wellness Center AZS Wilkasy (NZOZ)
- ✓ Mazurka stop in Kozina (massage and acupressure, light therapy, electrotherapy)

Health tourism in Trakai district

Trakai district is a great place to provide wellness services. On September 24th of 2008 the Government of the Republic of Lithuania by resolution no. 945 "Regarding the granting of a resort area to the city of Trakai" Trakai was granted the status of a resort area. The basis of various types of natural resources suitable for tourism and recreation in Trakai consists of natural and landscape elements (ponds, parks, etc.) and their combinations: greenery, water bodies, aesthetically valuable landscape complexes. The abundance of all resource groups creates real opportunities to use them for professional, educational, active, cultural or health tourism. Forests are considered one of the most important healing factors in Trakai, 87 percent of which consists of conifers.

The Trakai district is full of companies providing wellness services, which are visited by both local and foreign tourists, for example:

- ✓ Wellness homestead Viltoma in Trakai district on the shore of the lake offers an aesthetic environment and attractive services for active recreation, conferences and events in nature. Wellness seminars and wellness weekends are organized here. Experts in healthy lifestyle (nutrition, exercise, spiritual development), meditation, and sports are included in educational activities.
- ✓ Shanti resort - a recreation and lifestyle complex located in a remote location is characterized by a special historical environment, interior and tranquility. The complex offers various massages, wellness programs, yoga, and Ayurvedic nutrition.
- ✓ Esperanza – a luxurious organic spa hotel is a great place to discover the natural beauty of Lithuania and enjoy a huge variety of entertainment all year round. Gourmet cuisine, spa, private beach, pool and tennis courts.
- ✓ Margis – a hotel surrounded by nature, offering European cuisine and spa services, massages, yoga and other wellness activities.
- ✓ Round table club – a hotel in Trakai, which has a restaurant and sauna complex and provides spa services.

2.6. PROMOTING A HEALTHY LIFESTYLE THROUGH TOURISM

There is no single answer to what constitutes a healthy lifestyle. This is because there is no one way to be healthy. A healthy lifestyle means that a person does what brings him joy and affects his well-being.

A healthy lifestyle is good for the body, mind, wallet and even the environment. Benefits of a healthy lifestyle:

- ✓ protects against diseases;
- ✓ saves money;
- ✓ extends life span;
- ✓ environmental benefits such as the production of highly processed foods (junk food) contribute to greenhouse gas emissions, water scarcity, declining biodiversity, increasing plastic waste and deforestation.

The importance of a healthy lifestyle is also reflected in the decisions of the European Commission. In 2021 The European Commission launched the "HealthyLifestyle4All" campaign, which aims to promote a healthy lifestyle for people of all generations and social groups, to improve the health and well-being of Europeans. This two-year campaign involves

civil society, non-governmental organizations, national, local and regional authorities and international institutions, linking sports and active lifestyles with health, food and other policy areas. HealthyLifestyle4All campaign goals:

- ✓ To increase the awareness of all generations about a healthy lifestyle;
- ✓ Support easier access to sport, physical activity and healthy eating, with a particular focus on inclusion and non-discrimination, to reach and include disadvantaged groups;
- ✓ Promote a global approach across all policy areas and sectors, linking food, health, well-being and sport.

A healthy lifestyle can be promoted through tourism, visiting spas, wellness, spiritual, emotional training seminars, camps, etc.

2.7. ACTIVE TOURISM: GLOBAL TRENDS

Active tourism is a style or philosophy of leisure travel that combines adventure, nature and culture. Active tourism has many aspects in common with ecotourism and nature tourism and also includes some action and adventure tourism activities. Active tourism is one of the means to promote a healthy lifestyle through tourism. This type of tourism can also be associated with health tourism.

Objectives of active tourism:

- ✓ **Recreation.** Taking a break from your daily work routine on vacation. It is associated with active travel and/or movement by various means (bicycles, on foot, skis, etc.), for educational, educational, health, sports and other purposes.
- ✓ **Education.** An active tourist wants to learn and wants to get to know another culture and way of life up close. Vacations should broaden your horizons. Willingness to learn the language, eat local traditional food, appreciate local traditions and respect foreign cultures and beliefs.
- ✓ **Economic benefit.** Tourism not only brings advantages to visitors, but also helps the local economy and promotes the development of the region visited. Active tourism is low impact, ecologically and socially sustainable. Active tourism uses and values nature, protects biodiversity and offers jobs to people.

Objectives of active tourism:

- ✓ **Recreation.** Taking a break from your daily work routine on vacation. It is associated with active travel and/or movement by various means (bicycles, on foot, skis, etc.), for educational, educational, health, sports and other purposes.

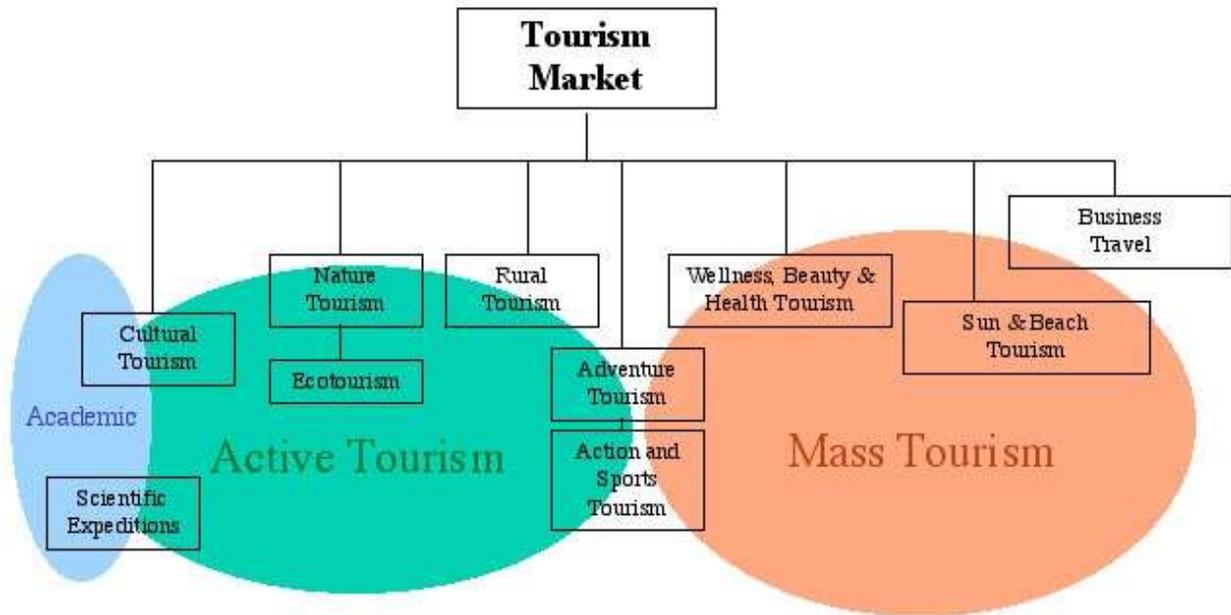
- ✓ **Education.** An active tourist wants to learn and wants to get to know another culture and way of life up close. Vacations should broaden your horizons. Willingness to learn the language, eat local traditional food, appreciate local traditions and respect foreign cultures and beliefs.
- ✓ **Economic benefit.** Tourism not only brings advantages to visitors, but also helps the local economy and promotes the development of the region visited. Active tourism is low impact, ecologically and socially sustainable. Active tourism uses and values nature, protects biodiversity and offers jobs to people.

Components of active tourism:

- ✓ **Activity component.** The tourist must actively participate in the process of traveling or visiting. He wants to run, ride, climb, swim and jump. He wants to have fun and enjoy himself.
- ✓ **Social component.** The tourist respects the local culture and traditions. He does not come to spread his own culture, but wants to learn from a foreign culture.
- ✓ **Ecological component.** The tourist admires and appreciates biodiversity and actively protects the environment. The best way to protect nature is to use it wisely and sustainably.

Active tourism market

Active tourism is the opposite of passive tourism. This concept of travel also contrasts with mass tourism in the sense that it is small-scale, low-impact, locally managed and administered. Active tourism is socially and ecologically sustainable. Active tourism includes ecotourism in the sense of protecting biodiversity and enjoying nature. However, active tourism not only appreciates nature, but also seeks to educate people from a cultural and ecological point of view. Participating in mental and physical activity is critical to enhancing our experience of life. An active tourist strives to develop a good mind in a healthy body. Active tourism should not be confused with action tourism, which includes many sports activities such as hiking and mountain biking, cross country, bungee jumping and extreme sports. Active tourism does not include activities and practices that harm the environment and threaten biodiversity or cultural fabric. Many Action Tourism activities are already offered by mass tourism. In order to ensure environmental protection, active tourism activities are carried out by local professionals who have degrees in ecology, biology, ethnology, architecture, history or sociology. Active tourism is not only a superficial change of image (greening), but also a complete devotion to its principles and operational guidelines.



© 2002 active-tourism.org

10 picture. Active Tourism Market

Source: <http://www.active-tourism.com/HomeFramesOrg.html>.

The Global Wellness Institute indicates the main trends in the field of wellness (2022):

- ✓ **States/Governments turn to health.** Health development in a broad sense.
- ✓ **Acceptance of mental health.** The world is experiencing collective trauma as a result of COVID-19, which continues to impact our health, work and family life. The drive for greater awareness and acceptance of mental health and its nuances has led to the development of more targeted programs. Demand for soft intervention programs such as meditation, breathing and holistic practices continues to grow.
- ✓ **Family-friendly wellness.** All over the world, families are trying to get out of urban areas affected by COVID-19 and leave digital technology at home to travel in nature. These are inexpensive and accessible wellness trips. For high-end vacations, tour operators also offer a variety of wellness tours. For example, tour operator Chiva-Som at Qatar's health resort Zular offers the Zular Discovery Junior retreat, which teaches children the values and activities of a sustainable and healthy lifestyle through four separate age-appropriate programs. And parents and grandparents are offered special wellness opportunities at that time. Also in the Alps is a water park with a bio-sauna with a children's cinema, 4 new baby wellness pools and a nature explorer kids' club for outdoor adventures. "Green recipe" holiday. Throughout Europe, doctors have been prescribing thermal procedures for many years (groundwater is one of nature's most

valuable gifts to humanity, as it heals in many ways, provides good mood and comfort). The term "green recipe" was first used in New Zealand. Recently, this trend has been gaining momentum in the United States and the United Kingdom.

- ✓ **Taking care of your health.** The trend of digital technology for wellness continues, with new offerings like Timeshifter, an app that helps travelers deal with extreme fatigue and other physical effects of a long flight across multiple time zones. This app has been tested on NASA astronauts.
- ✓ **Vegan vacation.** Food-based vacations have taken another step into the wellness space with companies like The Getaway Co. focused on providing inspirational vacations in Greece, Italy, Indonesia and Portugal. Vegan lifestyle experts who are given a platform and audience through their social media accounts to create and deliver new, plant-based wellness experiences.
- ✓ **Digital traveler.** The concept of working from anywhere continues to grow in popularity. Countries such as Bali, Mexico or Costa Rica are developing special marketing and infrastructure for telecommuters. Today's digital traveler wants to enjoy their well-being both at work and on the go. Various platforms, such as Selina.com, allow you to combine travel and work abroad experiences. Tourist destinations (such as the Bahamas, Portugal, Spain, Maldives and Mauritius) offer long-term visas to encourage people to travel and work easily.

3. "WELNESS TOURISM" PROGRAM

3.1. LEGAL ENVIRONMENT

The program "Wellness tourism" (hereinafter - the Program) is prepared taking into account international, national and local legislation.

- ✓ **Sustainable Development Strategy.** United Nations General Assembly 2015 September 25 approved the Sustainable Development Agenda until 2030 (Agenda 2030), in which the 2016-2030 17 interrelated sustainable development goals were established for the period. The program will contribute to these goals:



Objective 11. Sustainable cities and communities.

This aim aims to ensure everyone has the opportunity to have adequate, safe and affordable housing and access to essential services, to increase efforts to protect and preserve the world's cultural and natural heritage, etc.



Objective 12. Ensure sustainable patterns of consumption and production.

For this purpose, the aim is to manage natural resources in a harmonious manner, to use them effectively, to reduce food waste, to reduce the release of harmful substances into the air, water and soil, in order to minimize their negative impact on human health and the environment, etc.



Objective 15. Protect, restore and promote the sustainable use of terrestrial ecosystems, manage forests sustainably, combat desertification, halt and reverse land degradation and halt biodiversity loss.

This objective aims to ensure the preservation, restoration and sustainable use

of terrestrial and inland freshwater ecosystems and their services, primarily forests, wetlands, mountains and drylands, in accordance with the obligations set out in international agreements, to ensure the preservation of mountain ecosystems, including their biodiversity, in order to increase their capacity provide benefits that are a necessary condition for sustainable development, etc.



Objective 17. Strengthen the means of implementation and revitalize the global partnership for sustainable development.

This aims to expand the global partnership for sustainable development, complemented by multi-stakeholder partnership organizations that pool and share knowledge, expertise, technology and financial resources to support the achievement of sustainable development goals in all countries, primarily developing countries.

- ✓ 2021-2030 National Progress Plan. The 1st strategic goal is to move to sustainable economic development based on scientific knowledge, advanced technologies, and innovations and to increase the country's international competitiveness. In order to achieve a strategic goal, it is planned to implement the following tasks of progress in the field of tourism: better use of the potential of tourism for the progress of the country - in compliance with the principles of coherence and applying innovative solutions, digitization opportunities, specializing services for specific markets and target groups. To create new jobs and new tourism services in the tourism sector, to strengthen the provisions of social sensitivity and responsibility. To develop relevant tourism directions in a balanced and sustainable manner, increasing the added value created in the field of tourism and reducing seasonality, to pay particular attention to the uniqueness of places and regions, to encourage travellers to spend more time in the regions of the country.

- ✓ Municipalities of Trakai District 2016-2025 strategic development plan, approved by the Trakai District Municipal Council on October 1st 2015, decision no. S1-77. The plan envisages 1 priority area. Increasing tourist potential and promoting economic development. Purpose 1.1. To create an environment favourable to business development and investment attraction. Task 1.1.3. Using the high tourist potential of the city of Trakai, promote tourism in the entire district. Priority area 2. Creating a smart and socially equipped society. Purpose 2.2. Aim for the health and social integration of the population. Task 2.2.2. Strengthen public health.
- ✓ Gizycko 2021-2025 development strategy. One of the objectives of the Strategy is to support the sustainable development of tourism.
- ✓ Trakai district tourism marketing 2022-2026 strategy. Trakai district tourism marketing 2022-2026. The strategy includes 4 main measures and tasks:

Row No.	Tools	Objectives
1.	Development of tourism products	Develop tourism products that meet global tourism trends and current consumer needs. This strategic task is aimed at increasing the tourist attractiveness of the Trakai district and meeting the needs of tourists.
2.	Implementation of marketing tools	Create and implement the most effective marketing tools. This strategic task aims to strengthen the awareness of Trakai as an attractive tourist area for tourism, and to increase the flow of tourists. Recommendations from acquaintances, relatives and Google search are the most common sources of information currently used by tourists. As consumer segmentation changes, i.e. i.e. strict segmentation by geographic market (country) is gradually becoming a more secondary criterion for user segmentation, more attention must be paid to psychographic segmentation of users by interests, etc.
3.	Strengthening DMO functions	To implement the most important functions of the DMO. This strategic task aims to strengthen the competitive advantages of the Trakai district, improve the quality of tourism services, satisfy

		<p>tourists' needs. In a tourist area, interested parties must cooperate in improving tourism the quality of products and their elements (attractions, services, amenities, infrastructure, built environment, etc.), because they determine the tourist's experience in the area. Tourist areas must offer an integrated tourism product and a quality experience that not only meets but also exceeds the tourist's expectations during the visit.</p>
4.	Partnership and cooperation	<p>To strengthen cooperation and partnership between the public and private tourism sector, implementing joint tourism marketing projects. In order to increase the awareness of the Trakai district and form the image of an attractive tourist area, it is necessary to cooperate with the tourism information centers of neighbouring municipalities, the national tourism promotion agency "Travel in Lithuania", travel and event organizers, local and national tourism associations, tourism businesses and tourism organizations. Partnership is defined as a synergistic relationship between the DMO and other organizations or business entities within or outside the tourism area.</p>

3.2. COMMON TOURISM ROUTE OF TRAKAI AND GIZYCKO DISTRICTS

The common tourist route connecting the districts of Trakai and GiZycko "On the shores of the lakes"

Description

There are many lakes in both Trakai and Gizycko districts and attract a large number of tourists to enjoy their benefits. Both districts are among the most visited by tourists in their respective countries. Gizycko is located in the heart of Masuria.

The natural landscape of the Trakai district is distinguished by its picturesqueness. The relief and natural conditions determined the variety of habitats - swamps, water bodies, drylands, forests, rivers. The lake-like, sometimes hilly and rugged, sometimes flat terrain was formed by the ice age. Trakai is a city surrounded by lakes and forests, with almost 200 lakes. In the municipality of Trakai district, lakes and other bodies of water account for almost 5 percent territories, forests - about 48 percent.

Gizycko district is characterized by unique values. Located in the heart of the Great Masurian Lake District, next to blue lakes with surrounding fields and forests, it is a wonderful place for rest and recreation. There are more than 100 lakes in the region. Cosy hotels, comfortable apartments, rest areas, rural tourism homesteads, and camping sites await visitors in the districts of Trakai and Gizycko. Yachts, houseboats, water bikes, scooters, motor boats or kayaks can be rented at the marinas. During the summer season, various sailing regattas are held in the lakes. In addition, various events are organized. There are also many hiking and biking trails in the area.

A general 4-6 day route can start both in the vicinity of Trakai and Gizycko, and end in the partner municipality.



11 picture. Galvė lake in Trakai district; Lake Giżycko Niegocin
Source: www.15min.lt; Polish Tourism Agency.

Ways of travel:

- ✓ By car (duration - about 4 hours). You can go by electric car: there are charging stations for electric cars both in Trakai and Gیزیcko and at intermediate stops - Kalvarija, Suwalki
- ✓ By bus (departure from Vilnius or Gیزیcko; duration - about 4.5-5 hours)
- ✓ On foot (duration - about 50 hours)

Distance: 275 km

Accommodation:

- ✓ Campsites (Gیزیcko district: "Bystry", "Sun Bila"; Trakai district: "Kempingas slėnyje")
- ✓ There are many apartments and hotels in the districts (e.g. www.booking.com, www.hotels.com)

Health, active, sports, cultural activities

Trakai district	Gižycko district
Walking, cycling along the shores of lakes	
<ul style="list-style-type: none"> ✓ Pedestrian path in the city of Trakai, along Lake Luka (with planned sports, recreation and children's playgrounds). ✓ Varniki hiking trail, which leads not only through the forests of amazing beauty, but also through the meadow that enriches the diversity of the biotopes of the reserve, the impressive Ilgelis swamp and the small lakes that gather in it. ✓ Pedestrian path by Lake Totoriškii. ✓ Green educational pedestrian path, part of which allows you to admire the clear water of Spindės Lake. ✓ A path along the shore of Lake Galvė with a view of Trakai Castle. 	<ul style="list-style-type: none"> ✓ Pedestrian and viewing promenade in Vilkasai. The promenade is located on the shore of Lake Negocin. There is a bike path nearby. At the promenade, there is a playground with trampolines, outdoor exercise equipment and the possibility of doing street gymnastics. ✓ Masurian cycle loop and numerous cycle paths. ✓ "Fast Beach" - a developed recreation area. ✓ Observation point on the Vilkasai promenade.
Swimming in lakes (in season)	
<ul style="list-style-type: none"> ✓ Public beach of Vilkokšnis lake ✓ Public beach of Lake Lentvaris ✓ The coast of Lake Luka ✓ Paid beach of Babruk ✓ Paid beach in "Kempingas slėnyje". ✓ Akmena beach 	<ul style="list-style-type: none"> ✓ Bistra beach ✓ Bogachevo beach ✓ Vilkasas Zalesiai beach ✓ Kozin Beach ✓ Bogack Beach ✓ Doba beach
Swimming in water parks, swimming pools	
<ul style="list-style-type: none"> ✓ Hotels with pools: Margis, Esperanza 	<ul style="list-style-type: none"> ✓ Vilkasai water park
Water sports	
<ul style="list-style-type: none"> ✓ Rental of boats, paddle boards, windsurfers and water bikes ✓ Picnics on yachts ✓ Boat trips ✓ Hiking in the swamp ✓ Diving in the lake 	<ul style="list-style-type: none"> ✓ Boat and water bike rental ✓ Divination ✓ Rowing ✓ Diving in lakes ✓ Boat cruises
Wellness activities	

<ul style="list-style-type: none"> ✓ Yoga, sports activities ✓ Nature observation ✓ Northern walk ✓ Forest therapy ✓ Walking along educational trails ✓ Cycling ✓ Sports festivals (children's and adults' runs, regattas, canithery, etc.) ✓ Sauna pleasures, beneficial for the cardiovascular system and general well-being ("Akmena saunas"). 	<ul style="list-style-type: none"> ✓ Cycling ✓ Yoga, sports activities ✓ Nature observation ✓ Northern walk ✓ Forest therapy ✓ Walking along educational trails ✓ Sports festivals (regattas, etc.)
Educational activities	
<p>The Center for Traditional Crafts of the Trakai Region organizes many educations (published on the website at https://www.trakukrastas.lt/edukacijos in Lithuanian, English, Russian, Polish), for example:</p> <ul style="list-style-type: none"> ✓ Excursions to the Alpaca farm ✓ Sheep farm ✓ Soap production ✓ Production of Baltic jewellery ✓ Stone "conjunction" <p>Education depends on the season.</p>	<ul style="list-style-type: none"> ✓ Vilkasai Community Culture and Recreation Center organizes many educational activities ✓ Seminars and educational meetings of rural tourism homestead societies and clubs <p>Education depends on the season.</p>
Culinary heritage, food tasting or education	
<ul style="list-style-type: none"> ✓ Karaim culinary heritage ✓ Kibinai baking ✓ Chocolate making and tasting ✓ Tastings of Lithuanian dishes ✓ Bread baking 	<ul style="list-style-type: none"> ✓ Culinary trail of Gizycko district – tourism brand. The route was created to revive regional culinary traditions and popularize traditional dishes.

Information provided:

- ✓ Tourism information centres in both municipalities provide information about places of interest, routes, educations, events in Gizycko and Trakai districts in Lithuanian and Polish languages.

- ✓ Dissemination of information on websites, social networks in Lithuanian, Polish and English languages.

Depending on the needs of tourists, it is advisable to use various mobile apps such as:

- ✓ Walk15, which provides users with dozens of engaging features that allow users to discover and create the most beautiful paths, grow environmentally friendly virtual trees, create and participate in step challenges, exchange accumulated steps for discounts in a unique step wallet. Features: VIRTUAL ROUTES. The TRACKS section of the mobile app contains hundreds of routes in various parts of Lithuania and Poland. The app offers its users educational trails, unique historical routes, fun trails for children and many other unique walking ideas. CALCULATION OF DAILY STEPS. The app counts daily steps and kilometres, allows you to set daily and weekly step goals, thus becoming a motivational tool to walk as much as possible every day. PRIVATE CHALLENGES. Each user can create a personal step challenge for family, friends, school or club. It is a great tool to motivate yourself and your loved ones to maintain your daily activities.
- ✓ Explore Trakai & Vilnius. Routes in Trakai and Vilnius are offered.
- ✓ Discover Lentvaris. Route around Lentvaris with tasks. The beginning of the route is the Lentvaris library, the end is the Lentvaris church. The route is about 5-6 km and can be completed in 1.5-2 hours.

3.3. PUBLICIZING THE "WELNESS TOURISM" INITIATIVE

Logo

The representatives of the Trakai School of Art created the logo provided for in the project. It will allow identification of tourism products and services offered on both sides of the border. The logo will be used to encourage residents of Lithuania and Poland to choose Trakai and Gizycko districts for active, healthy, cultural tourism.



12 picture. Logo
Source: Trakai School of Art

The logo may be used by tourism companies, non-governmental organizations, local administration institutions, as well as other entities with prior consent.

Local entrepreneurs will be introduced to the logo and its purpose in order to strengthen the promotion and sale of tourism products and services.

The logo will be used optionally in the following facilities or actions.

Publicity guidelines aimed at publicizing the common health route of Trakai and Giżycko

Row No.	Tools	Actions
1.	Cooperation between the municipalities of Trakai and Giżycko districts	<ul style="list-style-type: none"> ✓ Visits or meetings of representatives of municipalities
2.	Cooperation of tourism information centres	<ul style="list-style-type: none"> ✓ Common leaflets, publications (in Lithuanian and Polish) ✓ Provision of general information to tourists ✓ Joint participation in tourism exhibitions ✓ Development of common tourism routes ✓ Joint educational workshops and other activities ✓ Involvement of local Polish or

		<p>Lithuanian residents in joint activities</p> <ul style="list-style-type: none"> ✓ Promotional souvenirs ✓ Maps ✓ Updating of tourism information on the Internet ✓ Thematic seminars, events for tourism representatives of both countries ✓ Development of additional tourism services and/or products
3.	Cooperation of business entities (in the field of tourism).	<ul style="list-style-type: none"> ✓ Familiarization visits ✓ Finding opportunities for cooperation ✓ Creation of general tourism services and products ✓ Participation in exhibitions ✓ Articles in the press, social networks
4.	Publicizing good practices	<ul style="list-style-type: none"> ✓ Tourist feedback sections ✓ Surveys ✓ Competitions
5.	Opinion Maker Marketing	<ul style="list-style-type: none"> ✓ Informational messages, video clips
6.	Websites, social networks	<ul style="list-style-type: none"> ✓ Publishing information on websites and social networks
7.	Media	<ul style="list-style-type: none"> ✓ Articles in the press, information portals ✓ Television reports ✓ Radio broadcasts
8.	Mobile app "Wellness tourism"	<ul style="list-style-type: none"> ✓ Create a mobile app that connects various routes and wellness activities in the districts of Trakai and Gizycko