

Developing the Image of the Destination as a Wellness Holiday Destination: the Case of Estonia

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Abstract

This study describes the main aspects and importance of image when selecting a health and wellness holiday destination. Destination image is defined as an attitudinal concept consisting of the sum of beliefs, ideas and impressions that a tourist holds of a destination. A survey was conducted to establish how international and domestic experts perceive Estonia as a health and wellness holiday destination with respect to the new marketing concept “Introduce Estonia” and the tourism sub-strategy “Instructions for the focus topic of wellness holiday”. In 2009, the marketing concept “Introduce Estonia” was developed on the initiative of Enterprise Estonia to establish the manner and ways in which Estonia is to be marketed. Presenting Estonia as a travel destination includes four main topics that are most important to the country: cultural holiday, city holiday, nature holiday and wellness holiday. Estonia has an impressive number of spas considering its small territory and population, but is it enough to market Estonia as wellness holiday destination? This paper presents the results of the survey, based on a questionnaire developed to assess different aspects of the instructions, determining the image of Estonia as a health and wellness holiday destination.

Key words: image, wellness holiday destination