Veronika Joukes | Lina Lourenço Gomes | Alexandra Marta Costa
Editores

Book of Abstracts of the International Conference

Sustainable Health and Wellness Destinations

Livro de resumos da conferência internacional

Destinos de saúde e bem-estar sustentáveis

Chaves - Portugal
13-15 Out. 2011

UNIVERSIDADE DE TRÁS-OS-MONTES E ALTO DOURO utad
Cetrad Centro de Estudos Transdisciplinares para o Desenvolvimento
cidesd Centro de Investigação em Desporto, Saúde e Desenvolvimento Humano
Research Center in Sports Sciences, Health Sciences and Human Development
ON.2 O NOVO NORTE PROGRAMA OPERACIONAL REGIONAL DO NORTE
QREN QUADRO DE REFERÊNCIA ESTRATÉGICO NACIONAL
UNIÃO EUROPEIA Fundo Europeu de Desenvolvimento Regional

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Chaves (Portugal), 13-15/10/2011

Organization/Organização

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FICHA TÉCNICA

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Livro de Resumos da Conferência Internacional "Destinos de saúde e bem-estar sustentáveis"

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PROGRAM Chaves 2011 – Health and Wellness Sustainable Health and Wellness Destinations

October 13-15, 2011 UTAD-extension in Chaves

Day 1	Thursday 13-10-2011
08:30-11:00	Registration of participants
09:00-10:30	**Workshop 1** – Alternative therapies in the surroundings of the conference venue in small groups, accompanied by UTAD students of the Sociocultural Animation course.
10:30-11:00	Coffee Break
11:00-11:30	Official Opening **Carlos Alberto Sequeira** – Rector of UTAD* **Christopher Gerry** – Director of CETRAD **Agata Aranha** – representing the Director of CIDESD **António Cabeleira** – representing the President of the town Chaves **Ana Ladeiras** – representing the President of the Tourism Entity *Porto e Norte de Portugal* **Jorge Mangorrinha** – President fo the National Comission Centenary of Tourism in Portugal **Roos Gerritsma** – Director of the SIG Health and Wellness – ATLAS **Veronique Joukes Lapa** – representing the Organizing Committee
11:30-13:00	Plenary session (Engl – Auditorium – Moderator: Carlos Marques UTAD/CETRAD) **Helena Gonçalves Pinto** (Portugal), historian of architecture in health and leisure. José de Figueiredo 2010 Prize - *The history of the Portuguese spas up to the present. Some main lines.* **Roos Gerritsma** (Netherlands), Director of the preventive wellness project – *How to create transforming experiences in wellness centres? Practicing applied wellness research.*
13:00-14:30	Lunch
14:30-16:00 3 options	**Paper presentations 1** (Spa/Port - Auditorium – Moderator: Alcino Sousa Oliveira UTAD) - **On the way to being a success story** • Landscape and Thermalism: Proposals for Health and Welness in the Guadaíra Basin, Spain (J. Raúl Navarro García e Frederico Alvim) • Thermal Tourism through the Audiovisual Sector: A New Tool of Promotion. The Case of Ourense, Spa Capital (Noelia Araújo Vila e José Antonio Fraiz Brea) • Thermal Facilities as Tourist Attractions and Boost for Local Development in the 21st Century (Noelia Araújo Vila e José Antonio Fraiz Brea) • Castelo Novo: From Thermal Village to Historical Village – Unsustainable Underutilization of Resources (António Costa Gonçalves) • Leisure Trends in Spa Towns. From Sick to Tourist (Josep Sánchez Ferré) **Paper presentations 2** (Engl – Room 2.5 – Moderator: Lívia Madureira UTAD/CETRAD) **- Case studies. From past experiences to local development/success stories/…** • Case Study of a Historic Spa Resort: Băile Herculane. Now and Then (Iulia Scarlat) • The Influence of Spas. Study Area: The Spas and Hot Springs of Greece (Anna Petropoulou) • Rural Wellbeing Tourists: Online Information Search Behaviour (Anja Tuohino and Juho Pesonen) • Critical Analysis of Australian Spa Hotel Industry (Timothy J. Lee) • Analysis of spa facilities between ryokan in Japan and hotels in Australia (Timothy J. Lee and Boram Lim) **Paper presentations 3** (Engl – Room 2.4 – Moderator: Victor Machado Reis – UTAD/CIDESD) **- New profiles and products** • Health Tourism and Local Development: Perception of the Socioeconomic Impacts of a Social Health Tourism Program (Maria João Carneiro, Celeste Eusébio, Elisabeth Kastenholz and Helena Alvelos) • Visitor profile of the Algarvian spas (Carlos Marques and Isa Gonçalves) • Acute Effects of Whole-body Vibration on Jump Force and Jump Rate of Force Development: A Comparative Study of Different Devices (Javad Bagheri, HJG van den

Berg-Emons, JJM Pel, HLD Horemans e HJ Stam)

- Segment of Spa Tourism: A Case of Mature Travellers in Taiwan (Mei-Ting Hsieh and Timothy J. Lee)

16:00-16:30	Coffee break
16:30-17:30 3 options	**Workshop 2** (Spa/Port – Auditorium) – Service quality, **José Alvarez Garcia** (Spain) – Faculty of Management and Tourism – University of Vigo, Campus Ourense. **Workshop 3** (Port – Room 2.4) – Quality of life, **Ana Isabel Renda** - School of Management, Hospitality and Tourism of the University of the Algarve. **Workshop 4** (Engl – Room 2.5) – Yoga Tourism, **Roos Gerritsma** (Netherlands) - Inholland Institute - City Marketing en Leisure Management.
17:30-18:30 2 options	**Workshop 5** (Port – Room 2.4) – Main Subproducts of Health and Wellness Tourism. Ethics, Excellence, Safety and Sustainability, **João Viegas Fernandes** (Portugal) **-** School of Management, Hospitality and Tourism of the University of the Algarve. Meeting of the ATLAS Special Interest Group Health and Wellness Tourism (Engl – Room 2.5) - Coordination: **Roos Gerritsma** – Main theme to be discussed: Education and applied research in health and wellness tourism. Meeting open to anyone interested, whether being a member of ATLAS or not.
18:30	Reception

Day 2	**Friday 14-10-2011**
09:00-10:30	Plenary session (Engl – Auditorium – Moderator: Timothy Koehnen – CETRAD/UTAD) **László Puczkó** (Hungary), Managing director of Xellum Ltd. management consulting company and senior Professor at the Tourism Competence Centre, Department of Economic Geography, Corvinus University, Budapest – *Health and wellness tourism today, worldwide*. **Gordon Sillence**, Creator and executive director of Destinet sustainable tourism portal, director of the Inner Peace Forest Retreat in Southern Portugal and former director of AlmaVerde Spa and Village – *Delivering Sustainable Health and Wellness Services – Design, Development, Promotion, Management & Monitoring*.
10:30-11:00	Coffee break
11:00-12:30	Round table. Planning health and wellness tourism in North Portugal (Engl - Auditorium - Moderator: Veronique Joukes Lapa – UTAD/CETRAD) SWOT analysis of the strategic health and wellness tourism product for Northern Portugal - **Ana Ladeiras**, Delegated Administrator of the Health and Wellness Delegation of the regional entity "Turismo do Porto e Norte de Portugal". Contributions to upgrade the existing supply services by national and international experts with different backgrounds: **Teresa Vieira** - Portuguese Spa Association, **László Puczkó -** consultant, **Gordon Sillence** – consultant, **Anja Tuohino** – Nordic Wellness.
12:30-14:00	Lunch
14:00-15:30 3 options	**Paper presentations 4** (Spa/Port – Room 2.4 – Moderator: Lina Sofia Gomes – UTAD/CETRAD) **– Marketing and innovation** • The Role of Relational Capital in the Success of Clusters: the Case of the Thermal Tourism Cluster of Galicia (AEITEGAL) (Miguel González-Loureiro and Pedro Figueroa Dorrego) • Service Quality Measurement in Thermal Tourism (Rosa Maria Riveiro Conde, Andrés Mazaira and Patrício Ricardo Soares Costa) • Differentiation Strategies of Galician Thermal Establishments (Pablo de Carlos Villamarín and Mª Elisa Alén González) • The Importance of Relationship Marketing for Thermal Spas. Case study: Dão-Lafões Region (Joaquim Antunes) • Q for Tourist Quality. Barriers Found in the Implementation Process by Certified Spanish Thermal Spas (José Alvarez García, José Antonio Fraiz Brea and María de la Cruz Del Río Rama) **Paper presentations 5** (Engl – Room 2.5 – Moderator: Ana Marta Costa – UTAD/CETRAD) **– Marketing and innovation** • Well-being in the Social Life of Spas: The Duality between the Condition of Being a Resident or a Tourist. The Case of the Municipality of Loulé, Algarve (Ana Isabel Renda, J. da Costa Mendes and P. Oom do Valle) • Amsterdam and Barcelona as Yoga Leisure and Tourism Cities (Roos Gerritsma and

Xavier Puertas)

- Preventive Wellness in Dutch Wellness Centers (Roos Gerritsma and Angelique Lombarts)
- Spa Destinations and Lead Users: The Case of the Blue Lagoon, Iceland (Einar Svansson)
- Modelling of Business Processes Interconnecting Wellness, Quality of Life and Tourism and Using Innovative Metrics (Vladimir Holodkov, Dragica Tomka and Romana Romanov)

Workshop 6 (Port – Auditorium) – Importance of the Input of Public Health Doctors into Health and Wellness Tourism - **Filomena Maurício Viegas Fernandes**, Coordinator of the Public Health Unit of ACES CENTRAL ALGARVE I, Specialist in Public Health.

15:30-17:00
2 options

Workshop 7 (Engl – Room 2.5) – What is the link between Genetics and Health? **Estela Bastos**, Institute for Biotechnology and Bioengineering, Centre of Genetics and Biotechnology – UTAD.

Workshop 8 (Port – Auditorium) – Marketing in the health and wellness tourism sector. Tips for greater efficiency, **José Santos, Gorete Lopes** and **Helder Antunes** - Inédia.

17:00-17:30 Coffee break

17:30-18:30 Launch of health and wellness tourism cluster. Theoretical approach - **Miguel Loureiro** (Spain) - Department of Management and Marketing - University of Vigo. Presentation of the launching committee - **Fernando Silva**. Faculty of Natural Sciences, Engineering and Technologies of the University Lusófona of Porto (Port – Auditorium).

Closing session of the conference (Port – Auditorium)

Carlos Tomás – President of APEGSAÚDE
Fernando Manuel Silva - President of CETIES
Veronique Joukes Lapa – representing the Organizing Committee

20:00 Conference dinner

Day 3	Saturday 15-10-2011
Whole day	Combined field and sightseeing coach trip in and around Chaves, focussing its potential for health and wellness tourism. Scheduled stops: (mineral water) spas of Pedras Salgadas, Vidago and Chaves.

Alternative Program

Day 1	Thursday 13-10-2011

Massage techniques workshops organized by the **School of Hidrotherapy and Spa Carla Moreira.** Requires previous registration.

Target Public: interested people with or without experience

09:00-13:00
2 options
Shiatsu – Room 2.9 | Quick Massage – Room 2.8

14:30-18:30
2 options
Tai massage – Room 2.9 | Indian Head Massage - *Room 2.8*

Day 3	Saturday 15-10-2011

Theoretical and practical workshop (3 hours) under the supervision of Prof**. Estela Bastos** (*Institute for Biotechnology and Bioengineering, Centre of Genetics and Biotechnology* -UTAD; ebastos@utad.pt). Requires **previous online** registration. Maximum of participants: 25 – Room 2.3

Target Public: Students of Sport Sciences, Education Sciences, Nursing, Medicine, Biology, Veterinary Medicine, and other interested people.

10:00-12:00 DNA extraction and genotyping as tools for case-control analysis used for susceptibility in health/disease studies. Application of these findings to Sport Sciences as a tool for power development and empowerment / anti-stress - **Estela Bastos, Ana Pereira and Ana Carina Silva**.

The *workshop* includes one hour for theory and one hour for a practical demonstration of the method used and its variants.

12:00-13:00 Demonstration of physical exercises to develop the most important muscles **- A. Pereira**

14:00-17:00 Those interested may join the group that will visit the spa of Chaves.

PROGRAMA de Chaves 2011 – Health and Wellness
Destinos de saúde e bem-estar sustentáveis

13-15 Outubro de 2011 no pólo da UTAD em Chaves

1º dia	Quinta-feira 13-10-2011
08:30-11:00	Registo dos Participantes
09:00-10:30	***Workshop 1*** – Terapias alternativas ao ar livre nas imediações do pólo de Chaves em pequenos grupos de participantes, acompanhados por alunos do **Curso de Animação Sociocultural da UTAD**.
10:30-11:00	Pausa para café
11:00-11:30	Abertura oficial **Carlos Alberto Sequeira** – Reitor da UTAD* **Christopher Gerry** – Diretor do CETRAD **Agata Aranha** – em representação do Diretor do CIDESD **António Cabeleira** – em representação do Pres. da Câmara Municipal de Chaves **Ana Ladeiras** – em representação do Presidente da Entidade Regional Turismo do Porto e Norte de Portugal **Jorge Mangorrinha** - Presidente da Comissão Nacional do Centenário do Turismo em Portugal **Roos Gerritsma** – Diretora do Special Interest Group Health & Wellness – ATLAS **Veronique Joukes Lapa** – em representação da Comissão de Organização desta conferência
11:30–13:00	Sessão plenária (Ingl. – Auditório – Moderador: Carlos Marques – UTAD/CETRAD) **Helena Gonçalves Pinto,** historiadora em arquiteturas da saúde e do lazer. Prémio José de Figueiredo 2010 – *The history of the Portuguese spas up to the present. Some main lines.* (A história das termas: marcos identitários da arquitetura e do território em Portugal) **Roos Gerritsma** (Holanda), Diretora do Projeto Wellness Preventivo – *How to create transforming experiences in wellness centres? Practicing applied wellness research*. (Como criar experiências transformadoras em centros de bem-estar? Um exemplo de investigação aplicada.)
13:00-14:30	Almoço
14:30-16:00 3 opções	**Comunicações 1** (Esp/Port – Auditório – Moderador: Alcino Sousa Oliveira - UTAD) – ***A caminho de ser uma experiência de sucesso*** • Paisaje y termalismo: propuesta para la salud y el bienestar en el Guadaíra - J. Raúl Navarro García e Frederico Alvim • El turismo termal a través del sector audiovisual: una nueva herramienta de promoción. El caso de Ourense, capital termal - Noelia Araújo Vila e José Antonio Fraiz Brea • Los establecimientos termales como atractivo turístico del siglo XXI y dinamizadores del desarrollo local - Noelia Araújo Vila e José Antonio Fraiz Brea • Castelo Novo: De aldeia termal a aldeia histórica – insustentável subaproveitamento de recursos - António Costa Gonçalves • Evolución del ocio en las villas termales. Del agüista al turista - Josep Sánchez Ferré **Comunicações 2** (Ingl – Sala 2.5 – Moderadora: Lívia Madureira – UTAD/CETRAD) – ***Case studies. From past experiences to local development/success stories/…*** *(Estudos de caso. De experiências passadas para desenvolvimento local/histórias de sucesso)* • *Case Study of a Historic Spa Resort: Băile Herculane. Now and Then* (Estudo de caso de umas termas históricas: Băile Herculane. Agora e no passado) - Iulia Scarlat • *The Influence of Spas. Study Area: The Spas and Hot Springs of Greece* (A influência dos spas. Área de estudo: spas e fontes termais da Grécia) - Anna Petropoulou • *Rural Wellbeing Tourists: Online Information Search Behaviour* (Turistas de bem-estar rural: o seu comportamento ao procurar informações na internet) - Anja Tuohino and Juho Pesonen • *Critical Analysis of Australian Spa Hotel Industry* (Análise crítica da indústria hoteleira spa australiana) - Timothy J. Lee • *Analysis of spa facilities between* ryokan *in Japan and hotels in Australia (Análise dos*

serviços de spa entre ryokan no Japão e hotéis na Austrália)-Timothy J. Lee and Boram Lim

Comunicações 3 (Ingl – Sala 2.4 – Moderadora: Victor Machado Reis – UTAD/CIDESD) **- *New profiles and products*** *(Novos perfis e produtos)*

- *Health Tourism and Local Development: Perception of the Socioeconomic Impacts of a Social Health Tourism Program* (Turismo de saúde e desenvolvimento local: Percepções dos impactes sócio-económicos de um programa de turismo social de saúde**)** - Maria João Carneiro Celeste Eusébio, Elisabeth Kastenholz e Helena Alvelos
- *Visitor profile of the Algarvian spas* (Perfil dos visitantes do spas algarvíos) - Carlos Marques e Isa Gonçalves
- *Acute Effects of Whole-body Vibration on Jump Force and Jump Rate of Force Development: A Comparative Study of Different Devices* (Efeitos agudos da vibração de todo o corpo conforme a força e a frequência do salto de desenvolvimento de força: Estudo comparativo de diferentes máquinas) - Javad Bagheri, HJG van den Berg-Emons, JJM Pel, HLD Horemans e HJ Stam
- *Segment of Spa Tourism: A Case of Mature Travellers in Taiwan (Segmento de turismo de Spa: o caso de viajantes maduros na Tailândia)* - Mei-Ting Hsieh and Timothy J. Lee

16:00-16:30 Pausa para café

16:30-17:30
3 opções

Workshop 2 (Esp/Port – Auditório) – Qualidade de serviços, **José Alvarez Garcia** (Espanha) - Facultade de Ciencias Empresariais e Turismo - Universidad de Vigo, Campus Ourense.

Workshop 3 (Port – Sala 2.4) – Qualidade de vida, **Ana Isabel Renda** - ***Escola*** Superior de Gestão, Hotelaria e ***Turismo*** **da** ***Universidade*** **do** ***Algarve*****.**

Workshop 4 (Ingl – Sala 2.5) – Turismo yoga, **Roos Gerritsma** (Holanda) - Escola Superior Inholland - Curso "*City Marketing en Leisure Management*".

17:30-18:30
2 opções

Workshop 5 (Port – Sala 2.4) – Principais subprodutos do Turismo de Saúde e Bem-Estar. Ética, excelência, segurança e sustentabilidade, **João Viegas Fernandes -** Escola Superior de Gestão, Hotelaria e Turismo da Universidade do Algarve.

Reunião do grupo de especialização da ATLAS (SIG Health and Wellness Tourism) (Ingl – Sala 2.5) - Coordenação: **Roos Gerritsma** – Tema central em discussão: A educação e a investigação aplicada ao turismo de saúde e bem-estar. Esta reunião está aberta a qualquer interessado, sendo membro ou não da ATLAS.

18:30 Porto de honra

2º dia	**Sexta-feira 14-10-2011**

09:00-10:30 Sessão Plenária (Ingl – Auditório – Moderador: Timothy Koehnen – CETRAD/UTAD)

László Puczkó (Hungria), Diretor da consultora Xellum e *Professor Senior* no *Tourism Competence Centre* do Departamento de Geografia Económica da Universidade de Corvinus (Budapeste) – *Health and wellness tourism today, worldwide*. (O turismo de saúde e bem-estar nos dias de hoje, a nível mundial.)

Gordon Sillence, fundador do portal DestiNet (turismo sustentável) e Diretor do AlmaVerde Spa and Village - *Health and wellness tourism in a sustainable environment*. (O turismo de saúde e bem-estar num ambiente sustentável.)

10:30-11:00 Pausa para café

11:00-12:30 Mesa redonda. Debate sobre o planeamento do turismo de saúde e bem-estar no Norte de Portugal (Ingl – Auditório - Moderadora: Veronique Joukes Lapa – UTAD/CETRAD)

Análise SWOT do produto turístico estratégico saúde e bem-estar no Norte de Portugal, por **Ana Ladeiras**, Administradora-Delegada da Delegação de Saúde e Bem-Estar da Entidade Regional Turismo do Porto e Norte de Portugal.

Contributos para melhorar a oferta existente - Peritos nacionais e internacionais de várias perspetivas: **Teresa Vieira** – Associação das Termas de Portugal, **László Puczkó -** consultor, **Gordon Sillence** – consultor, **Anja Tuohino** – *Nordic Wellness*.

12:30-14:00 Almoço

14:00-15:30
3 opções

Comunicações 4 (Esp/Port – Sala 2.4 – Moderadora: Lina Sofia Gomes – UTAD/CETRAD) **- *Marketing e inovação*** *(Marketing and innovation)*

- El papel del capital relacional en el éxito de los clúster: el caso del Clúster de Turismo Termal de Galicia (AEITEGAL) - Miguel González-Loureiro y Pedro Figueroa Dorrego

- Avaliação da qualidade de serviço percebido no turismo termal - Rosa Maria Riveiro Conde, Andrés Mazaira e Patrício Ricardo Soares Costa
- Estrategias de diferenciación de los establecimientos termales gallegos - Pablo de Carlos Villamarín y Mª Elisa Alén González
- A importância do marketing relacional no turismo termal. Estudo da Região Dão-Lafões - Joaquim Antunes
- Q de calidad turística. Barreras percibidas en el proceso de implementación y certificacion de los balnearios españoles - José Alvarez García, José Antonio Fraiz Brea y María de la Cruz Del Río Rama

Comunicações 5 (Ingl – Sala 2.54 – Moderadora: Ana Marta Costa – UTAD/CETRAD) - ***Marketing and innovation*** *(Marketing e inovação)*

- *Well-being in Spas: The Duality between the Condition of Being a Resident or a Tourist. The Case of the Municipality of Loulé, Algarve* (O bem-estar nos SPA's: A dualidade entre a condição de residente ou de turista.O caso do município de Loulé, Algarve)- Ana Isabel Renda, J. da Costa Mendes and P. Oom do Valle
- *Amsterdam and Barcelona as Yoga, Leisure and Tourism Cities* (Amsterdão e Barcelona como cidades de yoga, lazer e turismo) - Roos Gerritsma and Xavier Puertas
- *Preventive Wellness in Dutch Wellness Centers* (Wellness preventivo em Centros de Wellness Holandeses) - Roos Gerritsma and Angelique Lombarts)
- *Spa Destinations and Lead Users: The Case of the Blue Lagoon, Iceland* (Destinos spa e utilizadores de 1ª linha: O caso do Blue Lagoon, Islândia) - Einar Svansson
- *Modelling of Business Processes Interconnecting Wellness, Quality of Life and Tourism, Using Innovative Metrics* (Modelar processos empresariais, interligando wellness, qualidade de vida e turismo, utilizando métricas inovadoras) - Vladimir Holodkov, Dragica Tomka and Romana Romanov

Workshop 6 (Port – Auditório) – Relevância dos contributos do Médico de Saúde Pública no Turismo de Saúde e Bem-Estar - **Filomena Maurício Viegas Fernandes**, Coordenadora da Unidade de Saúde Pública do ACES CENTRAL ALGARVE I, Especialista em Saúde Pública.

15:30-17:00
2 opções

Workshop 7 (Ingl – Sala 2.5) – What is the link between Genetics and Health? (Qual a ligação entre genética e saúde?), **Estela Bastos**, Centro de Genómica e Biotecnologia (CGB-IBB-UTAD).
Workshop 8 (Port – Auditório) – Marketing no sector do turismo de saúde e bem-estar - sugestões para uma maior eficácia, **José Santos, Gorete Lopes** e **Helder Antunes** - Inédia.

17:00-17:30 Pausa para café

17:30-18:30 Lançamento do *cluster* "Turismo de saúde e bem-estar". Intervenção teórica de **Miguel Loureiro** (Espanha) - Departamento "Organización de Empresas y Marketing" - Universidad de Vigo. Apresentação da Comissão Instaladora por **Fernando Silva** - Faculdade de Ciências Naturais, Engenharias e Tecnologias da Universidade Lusófona do Porto (Port – Auditório).

Encerramento da Conferência (Port – Auditório)

Fernando Santos Neves - Reitor da Universidade Lusófona do Porto*

Carlos Tomás - Presidente da APEGSAÚDE

Fernando Manuel Silva - Presidente do Centro Tecnológico das Instalações e dos Equipamentos da Saúde (CETIES)

Veronique Joukes Lapa – em representação da Comissão de Organização

20:00 Jantar da conferência

3º dia	**Sábado 15-10-2011**
Todo o dia	Visita de estudo ao Alto Tâmega com o intuito de demonstrar o seu potencial para o turismo de saúde e bem-estar. Paragens previstas nas termas de Pedras Salgadas, Vidago e Chaves.

Programa complementar

1º dia Quinta-feira 13-10-2011

Workshops de técnicas de massagens, organizada pela **Escola de Hidroterapia e Spa de Carla Moreira** com inscrição antecipada e obrigatória *online*.

Público-alvo: interessados na matéria com ou sem experiência

09:00-13:00 Shiatsu – Sala 2.9 | *Quick Massage* – Sala 2.8
2 opções

14:30-18:30 Massagem Tailandesa – Sala 2.9 | *Indian Head Massage* – *Sala 2.8*
2 opções

3º dia Sábado 15-10-2011

Workshop teórico-prático (3 horas) sob responsabilidade da Prof. Doutora **Estela Bastos** (ECVA-UTAD; ebastos@utad.pt). É obrigatória a inscrição antecipada *online*. Número máximo de participantes: 25. – Sala 2.3

Público-alvo: Alunos de Ciências de Desporto, Ciências da Educação, Enfermagem, Medicina, Biologia, Medicina Veterinária, e outros interessados.

10:00-12:00 *A extração de DNA e a genotipagem como ferramentas para os estudos de tipo caso-controlo em análise de susceptibilidade para estados de saúde ou doença.* Aplicação deste tema na área do Desporto como ferramenta de combate a stress e desenvolvimento de força - **Estela Bastos, Ana Pereira e Ana Carina Silva**.

O *workshop* inclui 1 hora de apresentação do tema e 1 hora para demonstração prática do método usado e das suas várias abordagens.

12:00-13:00 Demonstração prática de exercícios para o desenvolvimento dos músculos mais importantes **- Ana Pereira.**

14:00-17:00 Os interessados podem juntar-se aos restantes que vão visitar as termas de Chaves.

A caminho de ser uma experiência de sucesso

(On the way to being a success story)

Paisaje y termalismo: propuesta para la salud y el bienestar en el Guadaíra

JESÚS RAÚL NAVARRO GARCÍA[1] Y FREDERICO ALVIM[2]

Resumen

Ubicado en la contaminada cuenca del río Guadaíra (Andalucía, España) el balneario de Pozo Amargo es una buena muestra del rico patrimonio arquitectónico vinculado al agua que han generado sus habitantes a lo largo de estos últimos siglos. Este patrimonio ha experimentado un abandono similar al del propio río pero tanto el movimiento ciudadano como la respuesta de la administración han permitido paliar ambas situaciones. Hoy en día, la rehabilitación del antiguo balneario puede suponer una interesante iniciativa que aúne la mejora ambiental y paisajística del alto Guadaíra con la recuperación del patrimonio artístico y etnográfico de la zona, así como la puesta en marcha de una experiencia pionera de proyecto paisajístico aplicado a destinos turísticos de salud capaz de generar riqueza en la zona.

Palabras clave: paisaje, salud, termalismo, Cuenca del Guadaíra.

Landscape and Thermalism: Proposals for Health and Welness in the Guadaíra Basin, Spain

Abstract

Located in the polluted basin of Guadaíra's river (Andalusia, Spain), the Pozo Amargo's spa is a good example of a rich architectonical heritage related to water that inhabitants have created over the last few centuries. This site, just as the nearby river, has suffered abandonment, but both the citizen's movement and the Administration's response have made possible the mitigation of both situations. Nowadays, the restoration of the former spa can be an exciting initiative that joins the improvement of the environmental and landscape value of the Alto Guadaíra with the recovery of the artistic and ethnographic heritage of this area. Moreover, it might launch a pioneering experience of a landscape's project applied to tourist and health destinations, which can generate wealth in the area.

Keywords: Guadaíra valley, thermalism, spa, landscape, health.

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El turismo termal a través del sector audiovisual: una nueva herramienta de promoción. El caso de Ourense, capital termal

NOELIA ARAÚJO VILA Y JOSÉ ANTONIO FRAIZ BREA[1]

Resumen

El turismo termal y el sector audiovisual se han convertido en dos componentes de la industria del ocio con gran peso a día de hoy. El turismo termal, tanto en su vertiente lúdica como de salud, como los diversos productos del sector audiovisual (cine, series de ficción o televisión), suponen un importante peso dentro del tiempo destinado a ocio por los consumidores actuales. Estamos por tanto ante dos subsectores de una industria común con gran número de adeptos o seguidores, el sector audiovisual impulsado por la aparición de las nuevas tecnologías y en especial por Internet (más fácil y rápido acceso a su oferta de productos: largometrajes, series de ficción, televisión interactiva o archivos multimedia, entre otros), y el turismo termal ayudado por el buen posicionamiento que ha logrado en las últimas décadas.

Nos encontramos así ante dos campos que han evolucionado notablemente de modo independiente pudiendo cooperar entre ambos con el objetivo de obtener sinergias, ya que los consumidores de ambas tipologías no son excluyentes, y un mismo consumidor puede mostrar interés por el sector audiovisual y el turismo termal. Se presenta así una excelente oportunidad para los establecimientos y destinos termales de llegar a gran número de potenciales consumidores a través de su emplazamiento y visionado en productos del sector audiovisual, especialmente largometrajes y series de ficción. Como ejemplo de ello se mostrará el caso Ourense, capital termal, ciudad visionada por miles de espectadores a través de dos series de ficción de alto reconocimiento cada una de ellas en su ámbito de emisión.

Palabras clave: turismo termal, audiovisual, series de ficción, promoción.

Thermal Tourism Through the Audiovisual Sector: A New Tool of Promotion. The Case of Ourense, Spa Capital

Abstract

Thermal tourism and the Audiovisual Sector have become two components of the Entertainment Industry with great weight today. Thermal Tourism, both in its playful and health variant, as various audiovisual products (films, fiction series or television), represent an important percentage of the leisure time spent by consumers today. We are thus faced with two sectors of a common industry with both large numbers of adherents or followers: the Audiovisual Sector driven by the emergence of new technologies and especially Internet (easy and fast access to its product offerings: feature films, fiction series, interactive TV or multimedia files, etc.), and Thermal Tourism aided by the position it has achieved in recent decades.

We are thus confronted with two fields that have independently evolved considerably and that could now cooperate more intensively in order to obtain synergies, as consumers of both types are not mutually exclusive, and the same consumer may show interest in the Audiovisual Sector and Thermal Tourism. There is an excellent opportunity for thermal destinations and companies to reach large numbers of potential customers through their site and appearing in audiovisual products, especially films and fiction series. As an example, the case of Ourense, spa capital, will be shown. The city was seen by thousands of viewers in two recognized fiction series, each in its field emission.

Keywords: thermal tourism, audiovisual, fiction series, promotion.

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Los Establecimientos Termales como Atractivo Turístico del Siglo XXI y Dinamizadores del Desarrollo Local

NOELIA ARAÚJO VILA Y JOSÉ ANTONIO FRAIZ BREA[1]

Resumen

La cultura termal tiene una larga historia, remontándose a la época de romanos, griegos y árabes, mas es a finales del s. XIX y principios del XX cuando presenta su mayor apogeo reapareciendo con mayores acepciones que las vinculadas inicialmente. El termalismo deja de ser únicamente sinónimo de cura para ampliar y diversificar su oferta al descanso, ocio y estética, en definitiva, al componente lúdico.

Emerge así el turismo termal, con una doble vertiente, la terapéutica y la turística en sí. Se trata de un turismo que no presenta estacionalización y que puede ser consumido por diversos perfiles de usuarios, apareciendo así una gran oportunidad que provoca la reforma de viejos balnearios en desuso y la construcción de otros nuevos.

Todo ello se traduce en mejoras de las que se beneficia la propia población local, desde el uso de las propias instalaciones termales hasta la generación de empleo, mejora de infraestructuras, rehabilitación de zonas verdes o incremento de turistas que repercute indirectamente en la actividad económica de la zona; reafirmando así, que la aparición de un establecimiento termal en un destino turístico contribuye al desarrollo local del mismo.

Palabras clave: termalismo, turismo termal, desarrollo local, dinamización.

Thermal Facilities as Tourist Attractions and Boost for Local Development in 21st Century

Abstract

Spa culture has a long history, dating back to the times of Romans, Greeks and Arabs, but it is at the end of the 19th century, early 20th century, when it presents its peak, reappearing with more meanings than those attached initially. Spa is not only synonymous with cure; it is also connotated with rest, recreation and aesthetics, in short, the recreational component.

Spa tourism reappears, with a double slope, the therapeutic and touristic. This tourism has no seasonality and can be used by various user profiles, thus being a great opportunity that leads to convert obsolete and old spa buildings into new ones.

All this translates into improvements that benefit the local people, from the use of the facilities themselves to the generation of employment, improvement of infrastructures, rehabilitation of parkland or increased tourist flows that indirectly affect the economic activity in the area. All these factors allow us to reaffirm that the emergence of one or more spas in a destination contributes to local development. Galicia is such an example of a Spanish community well known for its rich thermal waters, and more specifically, Ourense, branded as "Spa Capital".

Keywords: spa, thermal tourism, local development, boost, Galicia, revitalization.

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Castelo Novo: De aldeia termal a aldeia histórica – insustentável subaproveitamento de recursos

ANTÓNIO COSTA ÇONÇALVES[1]

Resumo

Até 1900, o turismo português baseava-se fundamentalmente, nas estâncias termais, para o turismo interno, e na Madeira e Lisboa, para o turismo internacional (Cunha: 97, 89). O turismo de saúde e bem-estar é, actualmente, um dos dez segmentos da oferta turística contemplados no Plano Estratégico Nacional do Turismo (PENT).

A Região Centro, nos últimos vinte anos, assistiu a uma renovação da sua «paisagem cultural» assumindo o marketing um grande protagonismo, transformando valores e património em bens de consumo - turístico-culturais - sendo a História, cuidadosamente seleccionada, legitimadora deste processo (Sarmento: 2004, 91). Nesta perspectiva surgiram as Rotas das Aldeias Históricas, Aldeias de Xisto e Aldeias de Montanha.

Dos 12 núcleos constituintes das Aldeias Históricas de Portugal seis encontram-se na proximidade de estâncias termais (Almeida, Castelo Mendo, Marialva, Sortelha, Monsanto e Idanha-a-Velha). A actual Aldeia Histórica de Castelo Novo incrustada na Serra da Gardunha – Concelho do Fundão – nasceu para o Turismo com o termalismo.

A presente reflexão, incidindo na Aldeia Histórica de Castelo Novo, pretende evidenciar uma tónica, infelizmente, dominante no nosso contexto estratégico, económico e empresarial que importa contrariar: «*Portugal é um país extremamente rico em quantidade, qualidade e variedade de águas minero-medicinais mas ainda não soube tirar proveito de um tão valioso recurso, nem do ponto de vista médico, nem do ponto de vista turístico* (Cunha: 97, 163)».

Palavras-chave: aldeia histórica, desenvolvimento local, recursos endógenos, re(engenharia) do produto turístico.

Castelo Novo: From Thermal Village to Historical Village – Unsustainable Underutilization of Resources

Abstract

Until 1900, Portuguese tourism was based primarily on spas for domestic tourism, and Lisbon and Madeira, for international tourism (Cunha: 97, 89), whereas Health and Wellness Tourism is now one of the ten tourism products referred in the National Strategic Plan of Tourism (NSPT).

The Central Region, in the last twenty years has seen a renewal of its «cultural landscape» in which marketing is playing a major role, transforming values and heritage in consumer goods – touristic/cultural - when History, carefully selected, legitimizes this process (Sarmento: 2004, 91). In this perspective emerged the routes of Historical Villages, Schist Villages and Mountain Villages.

Of the 12 core constituents of the Historical Villages of Portugal, six are near of spas (Almeida, Castelo Mendo, Marialva Sortelha, Monsanto and Idanha-a-Velha) and for this half a dozen „spa villages“ we see various growing oportunities, if compared with the other spas of a universe of 20 in the Central Region that don't have such a strong cultural potential.

This reflection focusing on the Historical Village of Castelo Novo aims to highlight a characteristic, unfortunately, dominant in the portuguese strategic, economic and business context, that we should change: «*Portugal is a country extremely rich in quantity, quality and variety of mineral and medicinal waters but isn't yet able to take advantage of this valuable resource, neither from the medical point of view, nor from the tourist point of view* (Cunha: 97, 163)».

Keywords: historical village, local development, local resources, tourism product engineering.

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Evolución del ocio en las villas termales. Del agüista al turista

JOSEP SÁNCHEZ FERRÉ[1]

Resumen

Balnearios, hoteles, casinos, paseos, parques, quioscos, galerías de baños y manantiales han configurado la **imagen de las villas termales** que conocemos y que han sido durante muchos años los escenarios de una forma de entender la vida.

Estos edificios, paisajes y lugares, en los cuales se ha hecho historia, configuran un **singular patrimonio** arquitectónico, un paisaje especial y están dotados de una notable actividad social y cultural.

Este estudio pretende mostrar una breve síntesis histórica de la **evolución de los espacios de ocio** en los balnearios de España y Portugal, presentando además de forma critica las últimas realizaciones en este dominio termal.

La actualidad del tema es bien patente y la cantidad de actuaciones ya realizadas o previstas tanto en nuestro país como en el resto de Europa confirma la renovación y el impulso de esta actividad, la cual merece una especial atención por la fragilidad del medio el agua, alrededor del cual se desarrolla, la arquitectura y el urbanismo que la caracteriza y la sociedad que la utiliza.

Leisure Trends in Spa Towns. From Sick to Tourist

Abstract

Spas, hotels, casinos, paths, parks, kiosks, galleries, baths and springs have shaped the image of the spa towns we know and have been for many years the stage of a way of life.

These buildings, landscapes and places, which made history, have created a singular architectural heritage, a special landscape, and were provided with remarkable social and cultural activity.

This study aims to show a brief history of the development of leisure spaces in the spa towns of Spain and Portugal, as well as critically reflect the latest achievements in this domain.

The number of actions already undertaken or planned in Spain and the rest of Europe confirms the renewal and the promotion of the spa activity, which deserves special attention because of the fragility of the natural mineral water, around which spa towns are still being developed, with their own architectural and urbanistic characteristics, according to the criteria of the society that uses them.

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Case studies. From past experiences to local development/success stories

(Estudos de caso. De experiências passadas para desenvolvimento local/histórias de sucesso)

Case Study of a Historic Spa Resort: Băile Herculane. Now and Then

IULIA SCARLAT[1]

Abstract

Even in Roman times, the therapeutic and positive effects of mineral waters where well-known and appreciated for the benefice of human kind. One of the oldest spa resorts in Europe, Băile Herculane, developed its infrastructures and consolidated its fame around mineral thermal springs with therapeutic characteristics. During centuries, the bathing traditions were a world-wide phenomenon that transcended in the tourism industry and it is about these thriving moments that we will speak. Despite of the fast growing developments in health, spa or wellness tourism, Băile Herculane suffers of a blockage, having a hard time keeping up with the European pace and modern, high-end standards.

This paper examines the status of health tourism in Băile Herculane along with its potential for future developments. The study describes qualitative and quantitative research methodologies associated with health and spa tourism, based on tourist interviews and the analysis of statistical data. The results complement the existing literature on spa tourism in Băile Herculane by extending the views on the current situation. Results of the study are also used to evaluate progress in the development of the touristic spa resort from the beginnings, through its high point, to the present-day and to determine chances of future development.

Keywords: Băile Herculane, health tourism, spa tourism, wellness, history, development.

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The Influence of Spas. Study Area: The Spas and Hot Springs of Greece

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Abstract

The aim of the present paper is to compare some areas in Greece with and without spas in order to analise whether there exists a positive relationship between the presence of spas and a socio-economic development of the respective area. We started off inventarising areas in Greece that possess spas, we moved on to the research of the history of the spas, to the geological context that they need in order to be formed, to the economic growth that spas experienced over the whole country these years with particular emphasis on the recent upward trend. We conclude that there is indeed a strong interrelationship between spas and history.

Keywords: spas, hot springs, geology, development, history.

A influência dos spas. Área de estudo: spas e fontes termais da Grécia

Resumo

O objetivo do presente trabalho é o estudo comparativo de áreas na Grécia que fornecem spas com áreas onde não existem spas, a fim de encontrar a relação entre a presença de spas e o desenvolvimento sócio-económico da região. Seguimos uma série de diferentes etapas a fim de chegar à conclusão de que spas estão intrinsecamente ligados à história da região. Desde uma menção geral de áreas na Grécia que possuem spas, abordamos temas como: a pesquisa da história dos spas; o contexto geográfico que suporta a sua formação; o crescimento económico promovido pelos spas, com particular ênfase para o curso ascendente dos últimos anos. O artigo finaliza com a apresentação de conclusões, constituindo evidência de que realmente existe uma forte correlação entre spas e história.

Palavras-chave: spas, fontes termais, a geologia, o desenvolvimento, a história.

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Rural Wellbeing Tourists: Online Information Search Behaviour

ANJA TUOHINO[1] AND JUHO PESONEN[2]

Abstract

Wellbeing tourism has become part of the Finnish tourism brand. Customers associate the brand with e.g. clean air, water, forests, tranquillity, and exercising in a naturally beautiful landscape and high-quality aesthetic environment. In 2008 the Finnish tourist board launched its wellbeing tourism strategy for the years 2009 – 2013. Rural areas represent typical tourism destinations in Finland, also in the context of Finnish wellbeing tourism. Hence it is important to recognize who rural tourists are and examine their behaviour. Earlier research in Finland has already indicated that a segment of wellbeing tourists can be found among rural tourists. However, there has been no research on what marketing channels the rural wellbeing tourists use when they plan and book their holidays.

For this reason, this paper examines how Finnish rural tourists interested in using wellbeing services during their holidays differ from other rural tourists when planning and booking holidays. In this paper the main focus is especially on internet marketing as this has become the most important distribution channel for many tourism companies. The quantitative data for this paper were gathered from the largest Finnish rural affiliate website during spring and summer 2011, consisting of 1515 responses. The results reveal significant differences between the information seeking behaviour of rural wellbeing tourists and that of other rural tourists. The former are more active in seeking information and use blogs and other social media services more often than other tourists.

Keywords: online information, internet behaviour, rural wellbeing tourists, Finland.

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Critical Analysis of Australian Spa Hotel Industry

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Abstract

As the world becomes more focused on wellbeing and health issues, the spa has become a mature notion for people. Australia, with a well-entrenched heritage as a spa and health tourism destination, complements the benefits of a spa and the wellness experience. In reverse, the development of ideal health tourism may strengthen the image of Australia as a stylish, sophisticated and romantic tourism destination. The purpose of this study is to outline the current position of the Australian spa hotel industry by comparison with the situation in other countries in terms of the development background and environment, differentiation strategies, current challenges and future trends.

Considering the differentiation in terms of locations, marketing segments and development environments compared with the professions overseas, the Australian spa hoteliers have begun to realize the significance of shifting the focus to leisure customers. Spa tourism is not only a complementary promotion for employees used by corporate managers, for family customers it is also a fashionable way to escape from their daily routines. The future trend is inclined to emphasize more on the marketing resources for domestic customers, which requires the coordination of several regional tourism bodies to build a persuasive and compelling wellness tourism image. It is believed that the current governance and planning of the spa tourism industry is far from satisfactory and that a new industrial body is required to be responsible for providing the best practice business models and introducing a standardized accreditation system. The association must establish a recognized self-regulating system, standardize self-management actions, promote equal competition between the hotels, raise integrated staff training levels and defend the integrated benefits.

In conclusion, the key message to improve the Australian spa hotel industry is to strengthen the cooperation through entirety planning and standardization.

Keywords: spa industry, marketing strategies, Australia.

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Analysis of spa facilities between ryokan in Japan and hotels in Australia

TIMOTHY JEONGLYEOL LEE[1] AND BORAM LIM[2]

Abstract

In recent years there has been a growing public recognition that the wellness phenomenon is becoming a way of life and reshaping the way we live. The tourism industry is also being impacted, without exception, by wellness. In particular many tourism products are claiming to stand for wellness tourism such as yoga tourism and therapy tourism, and are attracting tourists. Spa tourism is widely seen as the most representative product in terms of level of development or popularity. In this respective, this essay will analyse the spa industry of two developed countries, Japan and Australia, in the tourism sector. In addition, it will explore a suggested successful case of spa facilities operation within accommodation facilities.

Key words: Spa industry, *Ryokan* (Japanese traditional inn), Australian hotel industry.

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New profiles and products
(Novos perfis e produtos)

Health Tourism and Local Development: Perception of the Socioeconomic Impacts of a Social Health Tourism Program

MARIA JOÃO CARNEIRO[1], CELESTE EUSÉBIO[2], ELISABETH KASTENHOLZ[3] AND HELENA ALVELOS[4]

Abstract

This article aims at analysing the impacts of a program of social tourism in the field of health tourism – the program *Saúde e Termalismo Sénior (Health and Thermal Spa Tourism for Seniors)* promoted by the INATEL Foundation - in local development. For achieving this objective, those responsible for the organizations (lodging units, thermal spas, transportation companies, travel agencies, INATEL delegations, entertainment companies and local commerce), which participated in the program, from 1997 to 2007, were surveyed. Results obtained show that, globally, those responsible for the entities involved perceived positive impacts of the program, both at the micro (within the organization itself) and the macro level (in the county where the organization is located). However, impacts were perceived as more significant at the macro than at the micro level and also differences were observed between distinct types of organizations regarding the benefits perceived. The article closes with the presentation of the main conclusions of the study and some recommendations.

Keywords: health tourism, social tourism programs, tourism impacts, local development.

Turismo de saúde e desenvolvimento local: Percepções dos impactes sócio-económicos de um programa de turismo social de saúde

Resumo

Pretende-se neste artigo analisar os impactes de um programa de turismo social de saúde - o Programa Saúde e Termalismo Sénior promovido pela Fundação INATEL- no desenvolvimento local. Para concretizar este objectivo, foram inquiridos os responsáveis por um conjunto de organizações (unidades de alojamento, estâncias termais, empresas de transporte, agências de viagens, delegações do INATEL, empresas de animação e comércio local) que participaram no Programa no período de 1997 a 2007. Os resultados obtidos sugerem que, globalmente, as entidades envolvidas percepcionam impactes positivos do Programa tanto a nível micro (na própria organização) como a nível macro (no concelho onde a organização se localiza). No entanto, os benefícios percepcionados pelas entidades do Programa a nível macro são superiores aos benefícios percepcionados a nível micro, existindo também diferenças nos benefícios percepcionados de acordo com o tipo de entidade participante. O artigo termina com a apresentação das principais conclusões do estudo e algumas recomendações.

Palavras-chave: turismo de saúde, programas de turismo social, impactes do turismo, desenvolvimento local.

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Affective Perceptions of Spa Experiences

CARLOS MARQUES[1] E ISA GONÇALVES[2]

Abstract

Satisfied customers manifest positive affect related to service experiences. Although satisfactory experiences may be felt at diverse levels of arousal, academic as well as managerial literature tend to link the most pleasurable and memorable service experiences to high levels of perceived arousal. Following Russell's (Russel, 1988; Russell & Pratt, 1980) affective system, this paper describes the affective perceptions of spa experiences lived at a spa resort in the Algarve and explores their relation to customer satisfaction.

Affect has been classified into three categories: excitement; relaxation; and negative affect. There is a large consensus in the sample (n = 134) on attributing high ratings of relaxation and low ratings of negative affect to the spa experience. Perceived excitement is less consensual but has mean ratings above the scale's mean value. When relating the categories of affect to the experience's satisfaction, it is found that excitement has the largest predictive power, and relaxation the lowest. It is argued that relaxation may be a basic condition for a satisfactory spa experience but, in line with literature on experiential marketing, excitement is verbalized by the most satisfied customers.

Keywords: spas, consumer affect, service experience, customer satisfaction.

Percepções afectivas de experiências spa

Resumo

Clientes satisfeitos com um serviço têm reacções afectivas positivas relativas à experiência em causa. Apesar de as experiências satisfatórias serem possíveis em diferentes níveis de estimulação percebida, boa parte da literatura académica e prática sobre o assunto tente a relacionar as experiências mais agradáveis e memoráveis com níveis superiores de estimulação percebida. Partindo do sistema de afecto proposto por Russell (Russel, 1988; Russell & Pratt, 1980), esta comunicação descreve as percepções afectivas das experiências numa amostra (n = 134) de clientes de um spa do Algarve e explora a sua relação com a satisfação dos clientes.

No presente estudo, o afecto foi classificado em três categorias: experiência entusiasmante; experiência relaxante; e experiência negativa. Os resultados mostram um largo consenso relativamente às elevadas pontuações atribuídas ao carácter relaxante da experiência e às baixas pontuações atribuídas ao carácter negativo da experiência. A percepção do carácter entusiasmante foi menos consensual, mas a respectiva pontuação é superior à média da escala de medida utilizada. Já no que respeita à relação entre as categorias de afecto e a satisfação, o entusiasmo demonstra o maior poder preditivo, enquanto o carácter relaxante tem o menor. Face aos resultados e à literatura, defende-se que o carácter relaxante é uma condição básica de satisfação numa experiência spa, mas os clientes mais satisfeitos tendem a verbalizar afectos relativos ao entusiasmo, tal como preconizado em muita da literatura sobre o marketing de experiências.

Palavras-chave: spas, sistema afectivo dos consumidores, experiência de serviços, satisfação do cliente.

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Acute Effects of Whole-body Vibration on Jump Force and Jump Rate of Force Development: A Comparative Study of Different Devices

JAVAD BAGHERI[1], HJG VAN DEN BERG – EMONS[1], JJM PEL[2], HLD HOREMANS[1] AND HJ STAM[1]

Abstract

Introduction: Whole-body vibration (WBV) is a relatively new approach to train the muscular system of the human body. WBV initiates a rapidly and repeating eccentric concentric action which brings about muscular work and an elevation in metabolic rate. WBV is applied through a vibrating surface that supports the person.

Goals: The goal of this study was to compare the acute effects of whole-body vibration (WBV) delivered by three devices with different mechanical behaviour on Jump Force and Jump Rate Force of development.

Method & Subjects: Twelve healthy persons (4 females and 8 males; age 30.5 ± 8.8 years; height 178.6 ± 7.3 cm; weight 74.8 ± 9.7 kg) were exposed to WBV for 15 and 40 seconds using two professional devices [Power Plate (PP; vertical vibration) and Galileo 2000 (GA; oscillatory motion around the horizontal axis in addition to vertical vibration)] and a home-use device (Power Maxx, PM; horizontal vibration)]. Jump Force and Jump Rate Force of development were evaluated prior to, immediately after, and 5 minutes after WBV.

Statistics: Analysis of variance (ANOVA) was used to compare devices for effects on JF and JRFD. In addition, paired-samples t tests were used to compare JF and JRFD measurements from before the procedure with data acquired a) immediately after WBV and b) after 5 minutes of rest after WBV. In all statistical analyses, we considered the average of three jumps in each set. Two-tailed P values ≤ 0.05 were taken as significant. Data were analyzed with SPSS 16.0.1 for Windows.

Result: Jump Force measured immediately after 40 seconds of vibration by the GA device was reduced (3%, p= 0.05), and Jump Force Rate measured after 5 minutes of rest following 40 seconds of vibration by the PM device was reduced (12%, p< 0.05) compared to baseline. The JRFD values associated with the PP and GA devices were slightly lower compared to the pre-WBV measurements, but the differences were not significant. The acute effects of WBV (15 or 40 seconds) on Jump Force and Jump Rate Force of development were not significantly different among the 3 devices.

Conclusion: Our hypothesis that WBV devices with different mechanical behaviours would result in different effects on muscle performance was not confirmed.

Keywords: countermovement jump, force plate, muscle performance.

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Segment of Spa Tourism: A Case of Mature Travellers in Taiwan

MEI-TING HSIEH[1] AND TIMOTHY JEONGLYEOL LEE[2]

Abstract

In 2009, Taiwanese who were 65 years or older represented 11% of the total population. This percentage is likely to reach 20% by 2025 and 39% by 2051. From 2010 the number of people reaching retirement will continually increase in Taiwan. These mature, retired people have much more free time than when they were working and start to become concerned about their long-term health status. This study examines how the needs of mature Taiwanese travellers affect their motivation to choose spring/spa destinations and the extent of the demand for springs/spas by this particular group. A questionnaire survey was carried out at spring/spa destinations and 200 valid responses were obtained. The factor analysis of motivation factors revealed three underlying spring/spa destination attributes and four socio-psychological underlying dimensions. The main spring/spa travel motivations of Taiwanese were 'Personal health & building relationship' and 'commercial internal'; which appeared to be the most important push and pull motivations, respectively. The study also suggests that there is a significant relationship between travel motivation and age group effect on destination choice. Based on the results, the findings have spring/spa marketing implications and inform other relevant organisations.

Key words: mature traveller, destination choice, spring/spa tourism, Taiwan.

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Marketing e inovação
(Marketing and innovation)

El papel del capital relacional en el éxito de los clúster: el caso del Clúster de Turismo Termal de Galicia (AEITEGAL)

MIGUEL GONZÁLEZ-LOUREIRO[1] Y PEDRO FIGUEROA DORREGO[2]

Resumen

El objetivo es mostrar el caso del Clúster Termal de Galicia como una experiencia de éxito en la gestión de intangibles, sobre todo en lo relativo a cómo su dimensión de capital relacional ha supuesto un incremento relevante en la puesta en marcha de proyectos colaborativos.

La gestión de intangibles en las empresas está ampliamente reconocido como un factor clave en la creación y mantenimiento de ventajas competitivas sostenibles. El CI se refiere a los activos intangibles, activos ocultos y recursos de gestión de conocimiento, que ayudan en el proceso de creación de valor aumentando la capacidad competitiva de una organización. El capital relacional es el resultado del valor generado por las empresas en sus relaciones con el entorno, incluidos los proveedores, clientes, competidores, accionistas, y la sociedad. Es el resultado de la capacidad de una organización para interactuar positivamente con los miembros de la comunidad en la que se inserta.

Por otra parte, hay muchas definiciones de Clúster, especialmente derivadas de las investigaciones de Porter. Quizás una de las definiciones más útiles sea la evolución hacia un "Cluster Innovador". La caracterización del Clúster Termal de Galicia se utiliza en este artículo para alcanzar resultados referidos a la innovación, a la estrategia y al gran reto de la gestión de clúster: el capital relacional dentro y fuera de un clúster. Se han identificado 14 factores clave para el éxito de una iniciativa clúster, que se presentan para la discusión.

Palabras clave: capital intelectual, clúster, clúster innovador, cadena de actividades empresariales, clúster de turismo termal, región de Galicia.

The Role of Relational Capital in the Success of Clusters: the Case of the Thermal Tourism Cluster of Galicia (AEITEGAL)

Abstract

The aim is to show the case of the Galician Thermal Cluster as an experience of success, mainly due to the relational capital dimension.

Intangibles management in firms is widely recognised as a key factor for the creation and the maintenance of sustainable competitive advantages. Intellectual Capital refers to those intangible, hidden assets and knowledge resources, which help in the process of value creation increasing the competitive capacity of an organisation. Relational Capital is the result of the value generated by firms in their relations with the environment, including suppliers, buyers, competitors, shareholders, stakeholders, and society. It is the result of an organisation's ability to interact positively with members of the community to which it belongs.

There are several cluster definitions, mainly derived from Porter's research. Maybe one of the most fruitful is an evolutionary definition towards an Innovative Cluster. The characterisation of the Thermal Cluster in Galicia is then used to achieve several findings concerning innovation, strategy and the major challenge of cluster management: take advantage of the relational capital within and outside the cluster. Up to 14 key factors have been identified for the success of a cluster initiative, which are introduced for discussion.

Keywords: intellectual capital, cluster, innovative cluster, business chains, thermal tourism cluster, Galician region.

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Avaliação da qualidade de serviço percebido no turismo termal

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Resumo

O objectivo deste estudo é a análise das diferentes dimensões da avaliação da qualidade de serviço, aplicada ao turismo termal. Definir e medir a qualidade do serviço é importante para este sector, dado que contribui para o seu sucesso podendo influenciar a satisfação dos seus clientes. Em 2009, a procura do termalismo de bem-estar e lazer teve um aumento significativo de 13,5% em relação a 2008. Na região do Norte de Portugal, o termalismo clássico tem uma quota de mercado de cerca de 80% tendo a modalidade de bem-estar uma cota aproximada de 20% (5.000 utentes).

Palavras-chave: qualidade do serviço percebido, turismo termal, SERVPERF, SERVTHERM.

Service Quality Measurement in Thermal Tourism

Abstract

The objective of this study is to analyze the different dimensions of service quality applied to thermal tourism.

Defining and measuring quality service is important to this sector because it contributes to its success and influences the customer satisfaction. In 2009, the demand for wellness treatments had a significant increase of 13.5% compared to 2008. For the North of Portugal, the segment of classical thermalism, i.e. for health reasons (*termalismo classico*), had a share of 80%, and the wellness thermalism (*termalismo do bem-estar*) represented almost 5000 users (20% of total).

Design/methodology/approach: The research was developed with thermal customers of the North of Portugal. An adaptation of the SERVPERF scale was used to measure the service quality (Alén, 2003; Cronin & Taylor, 1992, 1994; Grande *et al.*, 2002; Snoj, 1995; Ramsaran-Fowdar, 2004; Snoj & Mumel, 2002). Each of the items of the scale was rated on a seven point Likert scale. SERVPERF (performance component of the Service Quality scale, has been used to measure five underlying dimensions: Tangibles, Reliability, Responsiveness, Assurance and Empathy (PZB, 1988). The data were collected using a self administered questionnaire. The sample size is 832 (46% male, 54% female ranging from minimum and maximum years (M=62.82; SD=11.79).

Findings: The results indicate that the nature of perceived service quality measurement instruments in thermal services has three dimensions: employee's professionalism, tangibles and empathy. Employee's professionalism explains 46.2% of the total variance. Nevertheless, the three dimensions found explain 60.9% of the total variance.

Originality/Value: This article is an example of applying the SERVPERF scale in the Thermal sector.

Research Limitation: The sample is limited to thermal customers in the North of Portugal.

Keywords: perceived service quality, thermal tourism, SERVPERF, SERVTHERM.

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Estrategias de diferenciación de los establecimientos termales gallegos

PABLO DE CARLOS VILLAMARÍN[1] Y Mª ELISA ALÉN GONZÁLEZ[2]

Resumen

En el contexto actual de la industria turística, la competitividad de empresas y destinos turísticos ya no puede basarse en la variable precio, sino que es necesario considerar otros aspectos que permiten generar ventajas competitivas. En particular, la oferta de una amplia gama de productos, servicios y actividades, diferenciada y de calidad, puede jugar un papel decisivo a la hora de ejercer una fuerte atracción sobre la demanda. Los establecimientos termales no son ajenos, obviamente, a esta dinámica. Nuestra intención en el presente trabajo es analizar, mediante técnicas cuantitativas, si los establecimientos termales gallegos (balnearios, spas y centros de talasoterapia) presentan estrategias de diferenciación definidas.

Palabras clave: establecimientos termales gallegos, estrategias de diferenciación, técnicas cuantitativas.

Differentiation Strategies of Galician Thermal Establishments

Abstract

In the current context of the tourism industry, the competitiveness of tourism enterprises and tourist destinations can no longer rely only on the price variable. It is necessary to consider other aspects that allow generating competitive advantages. In particular, the provision of a wide range of products, services and activities, differentiated and of quality, can play a critical role in exerting a strong pull on demand. Thermal spas are not alien, of course, to this dynamic. Our intention in this paper is to analyze, using quantitative techniques, if the Galician thermal spas, day spas and thalassotherapy centres have defined differentiation strategies.

Keywords: Galician thermal establishments, differentiation strategies, quantitative techniques.

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A importância do marketing relacional no turismo termal. Estudo da Região Dão-Lafões

JOAQUIM GONÇALVES ANTUNES[1]

Resumo

Este estudo está centralizado na análise dos determinantes do marketing relacional na satisfação e fidelização de clientes no sector do turismo de saúde e bem-estar.

O marketing relacional apresenta-se como um novo paradigma, centrado na construção de relações estáveis e duradouras com os clientes, em oposição com a abordagem tradicional, assente na promoção de transacções.

O termalismo, enquadrado no turismo de saúde e bem-estar, é considerado um produto turístico de relevante importância no turismo português. No entanto, apresenta sinais de maturidade/declínio, necessitando de novos investimentos e novas abordagens de marketing.

Com esta investigação, procura-se equacionar um conjunto de constructos associados ao marketing relacional que responda às mudanças de atitudes e exigências dos consumidores, com vista à sua fidelização. O estudo empírico é realizado aos aquistas da região Dão-Lafões, usando o processo de amostragem por quotas.

Palavras-chave: turismo de saúde e bem-estar, marketing relacional, satisfação, fidelização.

The Importance of Relationship Marketing for Thermal Spas. Case study: Dão-Lafões Region

Abstract

This study is centered on the analysis of the different roles performed by the determinants of relationship marketing in the satisfaction and customer loyalty in the thermal spa sector.

Relationship marketing presents a new paradigm, centered on building stable and lasting relationships with customers. This is in contrast with the traditional approach aimed at promoting transactions.

Thermal spas, a health and wellness tourism-subproduct and a service of relevant importance in Portuguese tourism, present signs of maturity/decline, hence are challenging marketers to derive new investments and new management approaches.

With this research we try to equate a set of constructs associated with relational marketing which responds to changes in attitudes and demands of consumers, focusing on their loyalty. The empirical study is carried out with people who go to the Dão-Lafões thermal spas, using a quota sampling process.

Keywords: relationship marketing, satisfaction, loyalty, thermal spa.

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Q de calidad turística. Barreras percibidas en el proceso de implementación y certificacion de los balnearios españoles

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Resumen

Los balnearios Españoles, están sufriendo una importante transformación en su proceso de adaptación a las exigencias del mercado, incorporando la Gestión de la Calidad a su estrategia empresarial, la cual les permite satisfacer las necesidades de sus clientes, así como, lograr mejoras significativas en sus resultados, necesario todo ello para sobrevivir en un entorno tan competitivo como el actual.

En este artículo se exponen los resultados del estudio empírico llevado a cabo en 29 balnearios de los 33 certificados a nivel nacional con la marca "Q" de Calidad Turística en el año 2010. El objetivo del mismo es analizar cuáles son los impedimentos o barreras que deben superar los balnearios en el proceso de implantación y certificación de su Sistema de Gestión de la Calidad.

La metodología del trabajo consiste en la realización de un análisis descriptivo que nos permite señalar las barreras más importantes percibidas por los balnearios. Utilizando las pruebas estadísticas T-student y Anova, comprobamos si existen diferencias significativas en las barreras percibidas por los balnearios que han implantado y certificado un Sistema de Gestión de la Calidad dependiendo de su tamaño, categoría del establecimiento, de si el balneario está certificado únicamente en la "Q de Calidad Turística" o tiene implantado y certificado otro Sistema de Gestión de la Calidad como la ISO 9000 o la ISO14000, periodo de apertura, y antigüedad en la certificación.

Palabras clave: gestión de la calidad, barreras, Q de Calidad Turística, balnearios.

Q for Tourist Quality. Barriers Found in the Implementation Process by Certified Spanish Thermal Spas

Abstract

The Spanish thermal spas are undergoing a major transformation when it comes to adaptating to market requirements and incorporating quality management to business strategy, both of which enable them to meet the needs of their customers, as well as gain significant improvements in their results, all necessary to survive in a competitive environment like the present.

This article presents the results of the empirical study conducted in 29 of the 33 thermal spas nationally certified under the "Q for Tourist Quality" in 2010. The objective is to analyze what are the impediments and constraints that the thermal spas have to face while implementing and certificating their System of Quality Management.

The methodology of this research consists in carrying out a descriptive analysis that allows us to identify the most important barriers perceived by thermal spas. Using the T-student statistical tests and ANOVA we checked whether significant differences exist in perceived barriers by the thermal spas that implemented and certified a System of Quality Management depending on their size, category of the establishment, whether the spa is certified only with the "Q for Tourist Quality" or with another System of Quality Management such as ISO 9000 or ISO14000, opening period, introduction date of certification.

Keywords: quality management, barriers, Q for Tourist Quality, thermal spas.

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Marketing and innovation
(Marketing e inovação)

Well-being in Spas: The Duality between the Condition of Being a Resident or a Tourist. The Case of the Municipality of Loulé, Algarve

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Abstract

In the westernized world, issues of quality of life and well-being are now of growing importance for all those who interact in a particular territory: public and private sector, non-profit organizations and residents.

This research, based on the case study of the municipality of Loulé, located in the Algarve, in southern Portugal, considers two main theoretical areas: the quality of life and well-being and the tourism impact perception.

The present paper explores how the use of hotel SPA's and thermal baths by the residents of a destination may improve their well-being and seeks to identify, first the extent to which the hotel business promotes and encourages residents to use the spas and second the willingness of residents to use them.

The main results show the growing interest of the SPA services providers to promote spas to some segments of residents and, simultaneously, the low propensity of residents to access SPA hotels. This situation seems to result from factors such as the absence of a proactive well-being culture among residents in the area, their sense of not belonging to the spa hotels and the feeling of duality between their condition of resident or tourist.

Keywords: residents, well-being, quality of life, happiness, SPA's.

O bem-estar nos SPA's: A dualidade entre a condição de residente ou de turista.O caso do município de Loulé, Algarve

Resumo

No mundo ocidentalizado, as questões da qualidade de vida e do bem-estar têm vindo a constituir-se como uma preocupação crescente para os sectores público e privado, para as organizações sem fins lucrativos e para os residentes num dado território.

A pesquisa, baseada no estudo de caso do município de Loulé, localizado no Algarve, no sul de Portugal, considera duas áreas teóricas principais: a qualidade de vida e bem-estar e a percepção dos impactos do turismo e insere-se no âmbito da realização de tese de doutoramento.

Este artigo questiona a forma como o uso de SPA's de hotel e das termas pelos residentes de um destino turístico pode melhorar o seu bem-estar e procura, por um lado identificar em que medida a hotelaria promove e incentiva os residentes a usar os seus serviços de SPA e, por outro lado, conhecer o interesse dos residentes em utilizá-los.

Os primeiros resultados do estudo, ainda em curso, mostram o crescente interesse da hotelaria em promover os SPA's para alguns segmentos de residentes e, simultaneamente, a baixa propensão dos residentes para utilizar os SPA's dos hotéis. Esta situação parece resultar de factores como a ausência de uma cultura pró-activa de bem-estar entre os residentes e dos sentimentos por estes experimentados de não pertença aos hotéis e de dualidade entre a sua condição de residente ou de turista, ao acederem a estes serviços.

Palavras-chave: residentes, bem-estar, qualidade de vida, felicidade, SPA's.

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Amsterdam and Barcelona as Yoga Leisure and Tourism Cities

ROOS GERRITSMA[1] E XAVIER PUERTAS[2]

Abstract

The **objective** of this comparative case study is to gain insight into the development of the offer and demand of Yoga as a lifestyle in Amsterdam and Barcelona, in order to analyze what possible touristic potential both cities could generate in the (near) future. It was in the sixties and seventies of the 20th century when the first pioneers started to practice Yoga in Europe. Last decade however, we see an immense rise of the amount of Yoga schools, practitioners, in and outdoor events and teacher programs in cities. Key principles that are pursued by Yogi are increasingly becoming important ingredients of a way of life for modern citysumers. This 'urban zen' (Gerritsma, 2010) lifestyle that can be characterized by taking self responsibility for and spending time and money to strive for a healthy body, mind and spirit (BMS) in a hectic urban surrounding. During a city break or holiday, these BMS citysumers are also looking for a similar supply. Barcelona is a very popular city break destination for Dutch tourists – it was even destination number one in 2010. The other way around we see a decrease of Spanish tourists who visited Amsterdam in 2010.

Methods that are applied during the research were desk research, a survey, interviews and observations. In the Amsterdam case, 267 practitioners filled out the survey and 10 experts were interviewed. In the Barcelona case private and public facilities were analyzed, and the most significant managers in both areas were interviewed, to determine the yoga leisure supplies and what is the tourism potential of the city as a yoga destination in Europe, and especially amongst Dutch tourists.

The paper will describe the following main **contributions**:

a) Profiles of the yogi (age, gender, education, quantity of their practice, costs they pay for the classes, use of Yoga related media);
b) Motives of why they practice yoga, following the four experience domains of *The Experience Economy* of Pine and Gilmore (1998) and the pyramids of Maslow (1943) and Nash (1960);
c) Motives and ideas about yoga in combination with a city break or holiday;
d) City promotion: ranking of yoga cities like Amsterdam, Barcelona, New York, London and New Delhi and analyse to what extent Amsterdam and Barcelona are promoting them selves as a BMS city.

Conclusion: the clear increase of the Yoga leisure supply in both cities, rises the question why its official city marketing managers don't promote it more for repeat visitors and as a good complementary argument to other tourist icons. Especially towards Dutch Yogi it would be interesting to see if Barcelona could attract them (again), since 60% of the Dutch respondents would like to go on a yoga break in the future. Above that, they consider beaches and mountains as the best places for a Yoga break, which matches with the natural aspects of Barcelona. Inviting famous gurus for a workshop would increase the amount of international tourists as well.

What the touristic side of the Yoga supply in Amsterdam concerns, we think that it will mainly attract visitors from the rest of the Netherlands. Amsterdam is without no doubt the yoga city of the Netherlands and hosts several yoga events that are getting bigger every year and attracting a lot of visitors. On the other side, yoga professionals could decide to bundle their shared goals and try to put Yoga more visible on the (international) tourism agenda.

Keywords: yoga, urban leisure and tourism, profiles, motives, comparative study, marketing.

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Preventive Wellness in Dutch Wellness Centers

ROOS GERRITSMA[1] AND ANGELIQUE LOMBARTS[2]

Abstract

The aim of this research is to come up with new preventive wellness products and services for the Dutch wellness industry. In order to do so, a two years project (2011 – 2013) has been set up with Dutch wellness centers and in collaboration with German, Austrian and Finnish partners. The University of Inholland is leading the project and is responsible for the actual research. Funding has been adjusted by the Dutch RAAK Innovation Alliance and all project partners. This abstract will focus on the first phase of the research project.

Wellness is no longer just a new buzzword. It becomes an established branch of leisure and an important specialization in the tourism industry as more and more destinations promote themselves as wellness destinations. In the Netherlands, wellness is a quite young industry and the range of products and treatments is mainly focusing on relaxation and beauty. Managers of Dutch wellness centers want to expand their current offer to preventive (or: proactive, or: lifestyle) wellness products, facilities and services, such as lifestyle programs. Caring seems to be at least as important as curing, a perspective that just seems to gain on importance in the Netherlands. In the Netherlands the need for additional services is just coming to the fore. Best cases are found in countries like Germany, Austria and Finland. In these countries wellness is traditionally looked upon from a different point of view i.e. more from a health perspective than from a pure leisure perspective, as we see in the Netherlands.

As a first step we have analyzed how the Dutch wellness market looks like in order to know what strengths and weaknesses on the product and facility side are existing. This article explores the products and treatments on preventive wellness: its prices, the packages, the range of the offer, the use of social media and more in depth presenting the ins and outs of: water therapy, health checks and healthy ageing in Dutch wellness centers. Next, we present a gap analysis of the existing offering in the Netherlands with a SWOT analysis.

Apart from desk research and literature reviews on the effects of those treatments, interviews have been carried out amongst the wellness managers and therapists. The interviewees have also given their ideas about what kind of experience they would like to give to their customers in a preventive setting. Therefore, a first outline of the ultimate Dutch preventive wellness experience (Pine and Gilmore: 1998; Van Gool and Wijngaarden: 2006) will be given.

We take the supply side, the wellness industry in the Netherlands as a starting point and conclude with recommendations for further research amongst the demand side in order to create new innovative product market combinations for the Dutch wellness industry.

Keywords: innovation wellness centers, preventive wellness, SWOT analysis.

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Spa Destinations and Lead Users: The Case of the Blue Lagoon, Iceland

EINAR SVANSSON[1]

Abstract

Lead user is an economic innovation concept based on a leading user that innovates if extreme needs or tastes call for a better solution. The concept looked originally at the sources of innovation in manufacturing and high-tech industries, as put forward by Erich von Hippel (1986). It´s easy to apply this concept to the history of tourism, looking at elite users, artists and kings visiting paradise islands and mountain resorts, that later evolved into destinations of mass tourism. The primary weakness of the Lead user theory is its limited research scope and it has yet to be explored for the tourism world. It´s narrow as an economic concept and it does not deal with recent trends based on strong values like environmental issues or strong health needs. My paper will argue that there is an opportunity for expansion of the concept looking more closely at the impact and evolution of the health and spa destinations in tourism. Many famous tourism destinations in Iceland are based on hot springs like *Geysir* in the Haukadalur valley (The Great Geysir); that is the first *geyser* to be described in a printed source and the first *geyser* known to Europeans. Most early tourists to Iceland, such us royalties, painters and geographers visited the famous hot springs like Geysir. Some historical hot spring tourist destinations in Iceland are also bathing sites, like Snorralaug and Grettislaug. The research method is a case-study using historical data from Iceland and interviews with managers and network partners of a recent important geothermal destination, the Blue Lagoon which is visited by 80% of inbound tourists each year. The case provides an interesting opportunity to apply the Lead user lens to explore the history of a health & spa destination. Many hallmarks of the Lead user concept can be found in this case. Right from the start a skin patient tried the wastewater mead from a geothermal power plant nearby, that evolved in 20 years into a health clinic with healing effects scientifically confirmed. Parallel to this innovative route the organization developed a mass tourism spa with over 400 thousand visitors yearly. The Blue Lagoon is visited by many Hollywood celebrities and famous musicians and operates a separate exclusive lounge for elite customers. Another increasing field for the Blue Lagoon has been skincare and anti-aging products using the mead from the lagoon as substance. I argue in the paper, using the Blue Lagoon case, that we can learn more about the history of a spa & health destination using the perspective of Lead users.

Keywords: lead-user, innovation, health & spa, hot springs, tourism destination, Blue Lagoon.

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Modelling of Business Processes Interconnecting Wellness, Quality of Life and Tourism and Using Innovative Metrics

DRAGICA TOMKA[1], VLADIMIR HOLODKOV[2] AND ROMANA ROMANOV[3]

Abstract

The most dynamic and fastest growth in the European tourism industry shows the tourist destinations that have innovated their service, wellness and spa facilities. Modern tourists are increasingly understanding the importance of benefits to their own health, which is just what is being achieved by the programmed content of active tourism. A generally recognized global trend towards wellness tourism and innovation services in the traditional tourist industry is still not sufficiently recognized in developing countries. Stimulating factors relevant to the promotion of the tourism industry of these countries is certainly the financial profit to be realised in destinations that have included wellness and spa programmes in their offers. However, a significant factor in terms of innovating services and creating profit at a tourist destination can be improved by creating a model of business processes that are most acceptable for a given tourist destination.

Methodological approach entails using modelling as a part of the system theory. In addition, a study of the relevant bibliography helped establishing a zero hypothesis. The zero hypothesis is that there exists at least one model with minimal conditions (necessary and sufficient) for its realization.

This article is based on two smaller research studies: the first one realized in the wellness area as a part of spa tourist offer, the second one covering the topic of the quality of life from the point of view of tourism. It has been shown that there are some weaknesses in the understanding of wellness and quality of life.

The correlation between three fields is demonstrated: the first is the innovation management with its own principles (metrics), the second is the change management with request for context changing of wellness and quality of life and the third is local sustainable development in regions that possess natural resources for wellness, spas and fitness.

The main goals of the paper are:

- identification of a set of certain weaknesses in understanding wellness and quality of life as a part of the strategy of local sustainable tourism development
- definition of correlation between the three fields with the purpose of forming the business process model that provides superstructure of wellness, spa and fitness centres as a part of leisure activities
- definition of a minimal set of factors of innovation metrics for the sustainability of models
- expectations of applying the proposed model.

The main contribution of this article is mainly theoretical, because it generates a model that needs to be tested in the tourist areas of the region of Serbia - Vojvodina, which has thermal spa resources. Based on the application of the model and its evaluation in practice, a feedback system can be formed with the purpose of adjustment.

Keywords: wellness, tourism, innovative metrics, business process modelling, local sustainable development.

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Workshops

Residentes e turistas: novas dinâmicas na utilização das termas e dos Spas

ANA ISABEL RENDA[1]

Resumo

Na sociedade actual, a necessidade de encontrar momentos de lazer que proporcionem a recuperação física e psicológica desejada é cada vez mais premente. Neste contexto, os centros termais e os Spas assumem um papel extremamente importante pelo tipo de serviços que oferecem e pelas experiências que proporcionam aos seus utilizadores.

Sendo verdade que a procura destes serviços ocorre fundamentalmente por parte de turistas e visitantes que, fora do seu contexto actual de residência e trabalho, aliam à sua evasão do quotidiano a possibilidade de usufruir de experiências únicas e de tratamentos propiciadores do seu bem-estar, não é menos verdade que, cada vez mais, também os residentes procuram este tipo de serviço, sendo prova disso, por exemplo, a proliferação de Spas de cidade e o interesse generalizado por parte das populações em geral em aceder com alguma regularidade a tratamentos nestas áreas.

Certo é também que, uma vez que o turismo é uma actividade com um carácter sazonal, porque associado a períodos limitados de tempo (os momentos de férias), a utilização dos equipamentos termais e dos Spas por residentes pode afigurar-se como uma oportunidade bastante atractiva para estes, pois, tendencialmente, poderá tornar a procura mais equilibrada ao longo do ano.

Uma vez que existe por um lado, uma valorização crescente, por parte dos residentes, do seu bem-estar e qualidade de vida e que estes a associam, muitas vezes, à utilização de equipamentos com ofertas terapêuticas com função regeneradora e preventiva da saúde física e mental (termalismo clássico ou de bem-estar e lazer), e que, por outro lado, o país possui uma oferta diversificada e geograficamente dispersa nesta área (embora com algumas assimetrias regionais), torna-se interessante explorar com maior profundidade esta possibilidade de oferta alargada a utilizadores diversos: os turistas nacionais e estrageiros e também os residentes locais e da região. Perspectiva-se assim a possibilidade de desenvolvimento de novas dinâmicas na utilização destes espaços, quer ao longo do ano, quer em cada época, pela coexistência de diversos utilizadores.

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From Human Genome Project (HGP) to Human Genome Diversity Project (HGDP): What is the link between Genetics and Health? Seven questions around the theme

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HENRIQUE GUEDES-PINTO[5], JOSÉ LEITÃO[6] E ANTÓNIO SILVA[7]

Abstract

Let us imagine that we could sequence our genome for just a few Euros. And that we could have the written "code" within three days.

Question 1: Why?
Question 2: For what? What is the aim?
Question 3: Do I have the courage to do something with this information?
Question 4: Is it possible to have privacy?
Question 5: Is it safe?
Question 6: Is it worthwhile?
Question 7: Can we handle the information without the help of a doctor?

The Genetics on Health and Disease is an excellent theme for discussion. The objective of this presentation is to perform an historical perspective of the last 10 years regarding the change of technology, tools, funds, scientific purposes and main results of the leading scientific community and to present some of the last opportunities and challenges.

We have the molecular tools for genotyping and sequencing genes and genomes with the simplicity and efficiency of a simple tap. *Between the Human Genome Project* (HGP) era to *Human Genome Diversity Project* (HGDP) era there are some years of serious investigation and hard work of important scientific groups around the world. They are all trying to answer the simple question: What is the link between Genetics and Health? There are different and controversial opinions around these questions. We need information, formation, and qualification. When leading with health and patients we need to be open to new avenues without losing the control of our bodies and minds. A perfect body in a perfect mind in a perfect world…It sounds like a marketing strategy of a SPA using a beautiful and green open space picture. Or it can be the life of some open minds that decide to work in the city and live in direct contact with nature, respecting the seasons and life time. Working hard but having a life quality that is difficult to preserve. We are all part of the process of life and Life is to be born and to accept to be dead when the time arrives. Does Genetics play the most important part in this game? Or the Environmental and Education are the most important parts? Let us discuss it in a round table.

Keywords: Genetics, Health, Life Quality, Sequencing Projects

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Marketing no sector do turismo saúde e bem-estar sugestões para uma maior eficácia

JOSÉ SANTOS, GORETE LOPES E HELDER ANTUNES[1]

Resumo

1ª parte [20m. exposição + 10m. interacção c/ participantes]

- A importância de uma definição rigorosa do produto "Turismo de saúde e bem-estar"/ O "Estado da Nação Termal" em Portugal no séc. XXI: evolução e principais perfis do produto (e sua comunicação).

2ª parte [20m. exposição + 10m. interacção c/ participantes]

- Linhas estratégicas prioritárias de gestão/marketing/comunicação do produto para a conquista do mercado potencial do Turismo [Termalismo] de Saúde e Bem-Estar em Portugal.

3ª parte [20m. exposição + 10m. interacção c/ participantes]

- Sugestões/Exemplos práticos de concretização de algumas das linhas estratégicas prioritárias de gestão/marketing/comunicação do produto.

[1] Editora INEDIA.

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- J. Raúl Navarro García (Spain)*
- José Antonio Fraiz Brea (Spain)
- Noelia Araújo Vila (Spain)*
- Josep Sánchez Ferré (España)

Session 2

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- Iulia Scarlat (Romania)*
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Session 3

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