



UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Health and Well Being in Tourism

Academic Year 2023/2024

1. Organic Unit

Faculty of Business and Economic Sciences

2. Course

Tourism Management

3. Cycle

1st

4. Course Unit

Health and Well Being in Tourism (V2125)

5. Scientific Area

6. Curricular Year

3rd

7. Type of Curricular Unit / Semester

1st Semester



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8. Class type and workload (work time)

Theoretical classes:

Practical classes:

Theoretical-Practical Classes 30,00

Tutorial Guidance: 20,00

9. ECTS Credits

6,00

10. Scientific Area Coordinator

11. Regent

Prof. Doutora ILÍDIA CATARINA GONÇALVES CARVALHO

12. Assistants

13. Teaching Language

Portuguese

14. General Objectives

The aim of this course is mainly to contribute to the knowledge and analysis of the broad theme of health tourism and wellness, considering its various dimensions: historical, geographical and socio-economic.

15. Specific Objectives

The specific objectives of this course are, in a first phase, to characterise the phenomenon of health and wellness tourism and its framework in policies related to national and international tourism. In a second phase, it is intended to present the historical evolution of the theme, to enunciate its geographic diversity and, through the presentation of case studies, to reveal the specific constraints of its practice.

16. Skills to be acquired

It is intended to:

- Provide students with a set of theoretical and practical knowledge in the contexts of health tourism and wellness;
- Identify and reflect on the characteristics and importance of the market of health tourism and wellness, where the aspect of thermal tourism will be further developed;
- Develop critical analysis on the subject and problematize its evolution in the context of tourism practices in the XXI century.



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17. Teaching Methodology

Theoretical-practical classes where the theoretical contents will be alternated with the presentation of real case studies, both by the teacher and by the students (organized into working groups) in order to operationalize the contents taught through analysis and discussion.

18. Course Unit Program

1. O turismo de Saúde e bem-estar no contexto do turismo
 - 1.1- Noções gerais sobre termalismo clássico e turismo de saúde e bem-estar
 - 1.1.1 - Principais conceitos, definições e tipologias
 - 1.2 - Turismo de saúde e bem-estar nas políticas de Turismo
 - 1.3 - Análise da legislação aplicável (Nacional e Internacional)
2. O passado do turismo de saúde e bem-estar
 - 2.1 - As termas romanas
 - 2.2 - A (re)invenção das termas
3. O turismo de saúde e bem-estar em Portugal
 - 3.1 - As estâncias termais
 - 3.2 - Caracterização das águas termais
 - 3.3 - O mercado: motivações e perfil do consumidor
 - 3.4 - Revitalização das termas enquanto espaço turístico (arquitetura, urbanismo)
 - 3.5 - A adequação da Oferta à Procura (infra-estruturas, organização, tratamentos, staff)
 - 3.5.1 - Estudos de Caso em Portugal
4. O futuro do segmento do turismo de saúde e bem-estar
 - 4.1 - Novas tendências: novas práticas e serviços
 - 4.2 - Novas estratégias, novos mercados

19. Assessment Methods

- 2 written tests and final test
- 1 individual or group work (with research and written and oral presentation)
- Attendance and participation

20. Didactic Resources

- Exposition in class with multimedia support
- Research and orientation of readings
- Exercises for analysis and discussion of the topic
- Presentation of case studies
- Study visits

21. Sustainability Objectives



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- to draw attention to the importance of sustainability in general in the age in which we live;
- to draw attention to the need to consider the sustainability aspect of tourism in general and health and wellness tourism in particular;
- to demonstrate how this type of tourism can be one of the most sustainable, when well managed

22. Keywords

Tourism
Leisure
Health and wellness tourism
Thermalism
Spa



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23. Main Bibliography

Author(s): .Glusac, E
Title: The future of wellness 2021: The year of the travel reset
Edition: 2021 Year: 2021
Local: <https://www.globalwellnesssummit.com/trends-2021/>
Publisher: Global Wellness Summit

Author(s): Pollard, K., Puczkó, L. & Smith, M.
Title: Exploring Health Tourism - Executive Summary
Edition: 2018 Year: 2018
Local: <https://www.e-unwto.org/doi/pdf/10.18111/9789284420308>
Publisher: WTO & European Travel Commission

Author(s): Cooper, B. & Cooper, M
Title: Health and wellness tourism: Spas and hot Springs
Edition: 2009 Year: 2009
Local: Brighton
Publisher: Channel View Publications

24. Complementary Bibliography

Author(s): Guerra, R
Title: Turismo de saude e bem estar: Estratégia de desenvolvimento local
Edition: 2016 Year: 2016
Local: Coimbra
Publisher: Tese de Douoramento

Author(s): Medeiros, L. & Cavaco, C..
Title: Turismo de Saúde e bem-estar: Termas, Spas termais e talassoterapia.
Edition: 2008 Year: 2008
Local:
Publisher: CEPCEP - Universidade Católica



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Ficha técnica MIP / MIP Datasheet	
Título / Title	Course Unit Program 'TURISMO DE SAÚDE E BEM-ESTAR': Academic Year 2023/2024
Autor / Author	Prof. Doutora ILÍDIA CATARINA GONÇALVES CARVALHO
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