UNIVERSIDADE LUSÍADA
LISBOA

Course Unit Program
Health and Well Being in Tourism

Academic Year 2025/2026

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, which is continously developing allover the world, 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 the main interests and 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 either in national or international cases.

16. Skills to be acquired

It is intended to:
- Analyze health and wellness tourism practices;
- Interpret existing legislation on health and wellness tourism
- Identify and reflect on the characteristics and importance of the health tourism market;
- Evaluate trends in this market.

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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 (individually or organized into working groups) in order to operationalize the contents taught through analysis and discussion.

18. Course Unit Program

1 - Health and wellness tourism in the context of tourism
  1.1- General notions about classic spa tourism and health and wellness tourism
    1.1.1 - Main concepts, definitions and typologies
  1.2 - Health and wellness tourism in tourism policies
  1.3 - Analysis of applicable legislation (national and international)

2. The past of health and wellness tourism
  2.1 - Roman thermal baths
  2.2 - The (re)invention of spas

3. Health and wellness tourism in Portugal
  3.1 - Thermal spas
  3.2 - Characterization of thermal waters
  3.3 - The market: motivations and consumer profile
  3.4 - Revitalizing thermal spas as tourist areas (architecture, urban planning)
  3.5 - Matching supply to demand (infrastructure, organization, treatments, staff)
    3.5.1 - Case studies in Portugal

4. The future of the health and wellness tourism segment
  4.1 - New trends: new practices and services
  4.2 - New strategies, new markets

19. Assessment Methods

- 2 written tests (min evaluation 8) 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
- Class with invited specialist in these matters

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21. Sustainability Objectives

- to draw attention to the importance of sustainability in general in the age in which we live;
- fit this type of tourism into the UN's third sustainability goal
- verify how this activity can and should contribute to the well-being of all people, and how its practice should be strongly encouraged.
- to demonstrate how this type of tourism, mainly because of its nature, 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 Doutoramento		

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 2025/2026
Autor / Author	Prof. Doutora ILÍDIA CATARINA GONÇALVES CARVALHO
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Colaborador(es) / Colaborator(s)	-
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