



III Innovation & Tourism International Seminar INTO

TOURISM AND WELLNESS

Mallorca, 27th, 28th and 29th September

27th September

19:00 – 21:00 Official opening

Hble. Sr. Lluís Ramis de Ayreflor Cardell

Minister of Economy, Finance and Innovation from the Balearic Islands Government

Hble. Sr. Joan Flaquer Riutort

Minister of Tourism Innovation from the Balearic Islands Government

Opening Conference

Mr. Miguel Mirones

President of ANET “Asociación Nacional de Estaciones Termales”

President of “Instituto de Calidad Turística Española”

“An x-ray to wellness tourism in Spain”

Cocktail Reception



28th September

9:00 - 9:30 Accreditations

9:30 - 9:45 Welcome and seminar opening

Welcome seminar

Dr. Marta Jacob, General Director, General Directorate for Research, Technological Development and Innovation from the Balearic Islands Government, Spain.

Conference introduction

Dr. Jafar Jafari, Editor-in-chief Annals of tourism research, University of Wisconsin-Stout, United States

9:45 - 11:15 SESSION 1: Tourism and quality of life

Session Chair: Prof. Pauline Sheldon, University of Hawaii, United States

Dr. Robyn Bushell, University of Western Sydney, Australia
The conceptual link between tourism, quality of life and wellness

Dr. Joseph Chen, Indiana University, United States
Wellness as a tourist motivation

Ms. Christine White, Tourism Victoria, Department of Innovation, Industry, and Regional Development, Australia
Harnessing the Opportunities of Spa and Wellness Tourism – an Australian Experience

Dr. Marcos Untura Filho. Brazil thermal association, Brazil.
The importance of qualified specialists for the wellness tourism

11:15 - 11:45 Coffee break

11.45 - 13.15 SESSION 2: Recreational waters & health

Session Chair: Prof. Rodney Cartwright, MicroDiagnostics Ltd., United Kingdom

Dr. Sebastián Crespí. Policlínica Miramar, Spain
Waterborne diseases associated with recreational water exposure:
reducing risk

Mr. Gerhard Weiss, Wapotec Gruppe, Austria
Old and new technologies in water treatment for spa and indoor pools: increasing water quality

Mr. Howard Gosling, Swimming pool and allied trades association,
United Kingdom
Non-microbiological hazards in the pools

Prof. Walter Pasini, World Health Organisation, Italy.
Health related aspects of SPA tourism: facing the medical and other
specific needs at SPA hotels and tourist destinations.

13:30 - 15:30 Break – free time

15:30 - 17:00 SESSION 3: Wellness: changing lifestyle patterns

Session Chair: Prof. Robyn Bushell, University of Western Sydney,
Australia

Dr. Brent Powis, University of Western Sydney, Australia
The impacts of tourism on lifestyle and quality of life: the pacific
region experience

Prof. Helmut Georg Pratzel, Munich University, Germany
Wellness: philosophy of life

Dr. Yoel Mansfield, University of Haifa, Israel and **Dr. Alison
McIntosh**, University of Waikato, New Zealand
Wellness through Spiritual Tourism Encounters

17:00 - 17:15 Coffee break

17:15 - 18:45 SESSION 4: Wellness centre management

Session Chair: Dr. Joan Mulet, Cotec Foundation, Spain

Mr. Julián Ferrer Vivo, Eberlin Nemesis laboratory, Spain
Thermal facilities, therapeutical SPA & wellness

Mr. Martin Roehle, The famous SPA company, Spain
A practical case of a domotic application applied in a Hotel/spa

Dr. Tomás Ares Güimil, Grupo Tesal, Spain
The steps to create a tourist wellness facility

Sr. Jordi Solé, Uniquespa Divi SL, Spain
The key to design, build and manage a successful SPA within a
hotel facility

29th September

9:30 - 11:00 SESSION 5: Preventative measures and longevity

Session Chair: Dr. Brent Powis, WHO, Australia

Prof. Walter Pasini, World Health Organisation, Italy
Promoting longevity through preventative measures for tourists

Dr. Michael Luck, Auckland University of Technology, New Zealand
From health to wellness: how developments in the German health system affected health tourism

Dr. Sevil Sonmez, Emory University School of Medicine, United States and **Dr. Yorghos Apostolopoulos**, Emory University School of Medicine, United States, & University of Athens School of Health Sciences, Greece
Maximizing Tourism's Health Benefits by Mitigating its Health Ramifications

Dr. Pauline Sheldon, University of Hawaii, United States
Development of a wellness destination

11:00 - 11:30 Coffee break

11:30-13.00 SESSION 6: Nutritional aspects and health for the tourism market

Session Chair: Dr. Felix Grases, University of the Balearic Islands, Spain

Dr. José Moreiro, Son Dureta University Hospital, Spain
Healthy nutrition, gastronomy and tourism

Mr. Koldo Royo, Koldo Royo restaurant, Spain
Nutritional aspects for the tourism market

Dr. Josep A. Tur Marí, University of the Balearic Islands, Spain
Mediterranean cuisine; a quality tourism added value

Dr. Aina Pujol, Clonus, Spain
Mediterranean attitudes: a stressless lifestyle

Ms. Simona Lehr, Mardavall Hotel & Spa. Spain
The new nutritional concept for connoisseurs at Hotel & Spa

13:00 - 15:30 Break – free time

15:30 – 17:00 SESSION 7: Promoting wellness in tourism destinations

Session Chair: Dr. Antoni Riera, University of the Balearic Islands, Spain

Mr. Alexander Von Hoheneegg, Bad Wörishofen, Germany
Medical Wellness since 150 years: the Marketing of the Kneipp Spa
Town of Bad Wörishofen

Dr. Luis Ovejero, Balneario de Archena, Spain
System of elaboration, sterilization and transport of termal mud.

Mr. Alejandro Feliu, Residencial Voranova, Spain
Accessibility for disabled to tourists services.

Mr. Henryk Handszuh, UN World Tourism Organisation.

16:30 - 17:15 Concluding session

Rapporteurs

Dr. Robyn Bushell, University of Western Sydney, Australia

Dr. Pauline Sheldon, University of Hawaii, United States

Official closure

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