

International Conference

## From *villes thermales* to sustainable health and wellness destinations

Vidago (Chaves), North Portugal

October 13 – 15, 2011



### Objectives of the conference

The celebrations of the centenary of the beginning of tourism in Portugal (May 1911) and the official reopening of the Vidago Palace (on October 6, 2010) invite to organize a conference around the interconnection between tourism, history and health & wellness.

Although **health and wellness tourism, history and sustainable development** figure as *Hauptleitmotive*, a **multidisciplinary** approach, in the large sense of the word, and thus open mindedness, will be favoured. As a matter of fact, in the former therapy rooms of the Vidago spa, now functioning as a comfortable conference centre, not only historians and *tourismologists*, but also, amongst others, anthropologists, sociologists, geographers, psychologists, economists, geologists, health specialists and educators are invited to address at least the following themes: spas, nature, history, culture, heritage, leisure, education, environmental quality and development.

This conference aims to be a meeting point where experts from different areas come together in reflection in/around a jewel asset of built patrimony – *as Termas de Vidago* – not just to enrich their respective areas of knowledge, but also to promote successful initiatives aiming the development of the region where this project fits into, sharing worldwide experiences brought by the participants.

## Conference themes

1. The role of nature, heritage, leisure, sustainability, innovation and technology in the history, economy and social life of spas;
2. Changing/emerging visitor profiles and motives;
3. Marketing of spa and wellness tourism;
4. Innovation on the supply side;
5. Change management in health and wellness context;
6. Case studies and experiences of (in)success;
7. Education in health and wellness tourism;
8. Health and wellness in spas/hospitals/rehabilitation centres: is this the core business?
9. Spas and local development: a successful linkage?
10. Were spas/hospitals/... influenced by history or was history influenced by spas/hospitals/...?

## Submission guidelines and deadlines

**31st of March 2011:** submission of abstracts of research papers or case studies (300-500 words) and posters. English is compulsory for the abstract, poster and keywords. The abstract should include keywords, conference theme, language of full paper, objectives, methodology, main contributions and conclusions of the paper (Microsoft Word format, font Times New Roman 12, 1,5 spacing). They will be doubleblind reviewed by the scientific committee.

Please submit your abstract/poster proposal as a MS Word file to [vidago2011@utad.pt](mailto:vidago2011@utad.pt). This file should have the title of your paper.

**30th of April 2011:** the results of the review, including acceptance or rejection, will be communicated.

**31st of July 2011:** submission of full papers, written in English (preferably), Portuguese or Spanish. A limited number of papers in Portuguese or Spanish can be accepted for a restricted number of parallel bilingual sessions in these languages.

Accepted abstracts will be published in a printed booklet *Conference Proceedings* and accepted papers will be published online/on CD ROM. Both will be ISBN referred and shall be launched at the conference. Detailed instructions as to the style guide that should be followed will be given on the website later on.

Best papers will be edited in a book, if possible one book with English papers and another with Portuguese/Spanish contributions.

## Location



The conference will take place in the meeting and conference facilities of the Vidago Palace Hotel, Chaves. Just as the 5-star Vidago Palace they nestle in 40 acres of magnificent park landscape.

Parque de Vidago  
Chaves, 5425-307  
Northern Portugal

For more information about the venue, see:

<http://www.vidagopalace.com>.

Chaves is situated in the north of Portugal, just 10 km (6 miles) from the Spanish border, and is a charming historic town with a medieval castle, forts and a Roman bridge over the scenic Tâmega River. It is also famous for its natural mineral hot springs complex, attracting thousands of visitors every year.

The preferred airport for Vidago Palace is Porto (OPO-Dr. Francisco de Sa Carneiro) at a distance of 101.5 km / 63.1 mi.

## Organization

CETRAD (Centro de Estudos Transdisciplinares para o Desenvolvimento; Center of Transdisciplinary Studies for Development)

See: [www.cetrad.info](http://www.cetrad.info)

UTAD (Universidade de Trás-os-Montes e Alto Douro)

See: [www.utad.pt](http://www.utad.pt)

## Program (draft version)

<b>Day 1</b>	<b>Thursday 13-10-2011</b>
08:00-09:00	Registration of participants
09:00-10:30	Parallel session 1
10:30-11:00	Coffee break
11:00-12:00	Plenary session. Official opening UTAD ATLAS TPNP Centenary of the institutionalization of tourism in Portugal Mayor of the city of Chaves UNICER
12:00-13:00	Plenary session. Keynote speakers <b>Helena Gonçalves Pinto</b> – <i>The history of the Portuguese spas up to the present. Some main lines.</i> <b>Patricia Erfurt Cooper</b> – <i>Overview illustrating the worldwide evolution from isolated spas to sustainable health and wellness destinations.</i>
13:00-14:30	Lunch (standing <i>buffet</i> )
14:30-16:00	Parallel session 2
16:00-17:30	Parallel session 3
17:30-18:00	Coffee break
18:00-19:00	Plenary session. Keynote speaker <b>Joseph Sirgy</b> - <i>Applying theories of subjective well-being to explain and promote health and wellness tourism.</i>
20:00	Dinner

## Day 2 Friday 14-10-2011

09:00-10:30	Parallel session 4
10:30-11:00	Coffee break
11:00-12:30	Plenary session. Keynote speakers <b>Mike Weed</b> – <i>Overview of the different aspects of health that could be satisfied through the combination of health, sport and tourism.</i> <b>Christian Jamot*</b> – <i>Functioning of health and wellness tourism in an ever more mobile society.</i>
12:30-14:00	Lunch (standing buffet)
14:00-15:30	Posters
15:30-16:00	Coffee break
16:00-17:30	Round table <b>Ana Ladeiras</b> (TPNP) – SWOT analysis of the the health and wellness tourism-product in the north of Portugal Comments by experts from different perspectives <ol style="list-style-type: none"><li>1. Wellness perspective: <b>Marleen van Griensven</b>, Managing Director of Puurenkuur, a specialized travel agency with wellness packages all over the world ;</li><li>2. Health/medical perspective: <b>Renée Marie Stephano*</b>, President of the Medical Tourism Association;</li><li>3. Scientific contribution – customer profile perspective: <b>László Puczkó</b>. Xellum Ltd. at managing director and senior professor at Tourism Competence Centre, Dept of Economic Geography, Budapest Corvinus University;</li><li>4. Scientific contribution – sustainable/management perspective: <b>Malcolm Cooper</b>. Professor of tourism management in the Graduate School of Asia Pacific Studies at Ritsumeikan Asia Pacific University, Japan.</li></ol>
17:30-18:00	Plenary session. Closing session UTAD (CETRAD/ CIDESD) ATLAS TPNP Turismo de Portugal Turismo da Galiza
20:00	Conference dinner (in the Vidago Palace Hotel)

## Day 3 Saturday 15-10-2011

Whole day	Combined field and sightseeing coach trip in northern Portugal, focussing its potential for health and wellness tourism
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\*Unconfirmed.

More information will gradually be put on the conference wikispace:

<http://vidago2011.wikispaces.com>.