I World Health and Wellness Tourism Congress
I Congresso Mundial de Turismo de Saúde e Bem-Estar

1 – 4 October 2018
Madeira Archipelago
Madeira – Porto Santo Islands

PROGRAMME

October 1

9:00 – 11:00 – AMTSBE General Meeting (Teatro Municipal Baltazar Dias - Funchal)

11:00 – 11:30 – Last Minute Registration

11:30 – 12:30 – Welcome Madeira Wine

12:30 – 14:00 – Lunch

14:00 – 15:00 – Congress Opening Session with participation of invited Institutions

15:00 – 16:00 – Conferences

- Sustainable and Responsible Tourism - Jafar Jafari, Professor Emeritus (Tourism) Wisconsin University, Stout, USA

- Climate Change, a Challenge to Health and Wellness Tourism - Geoffrey Lipman, Professor, Co-Founder of SUNx Program eXistencial President ICTP & Founder of Greenearth.travel, former Assistant Secretary General of UNWTO and first president of the World Travel and Tourism Council (WTTC)

16:00 – 16:30 – Coffee Break
16:30 –17:30 – Painel 1 AMTSBE - Global, Integrated, Holistic and Sustainable Health and Wellness Tourism Association

**Panel Chair** - João Viegas Fernandes, AMTSBE President, Professor, Health and Wellness Researcher, Portugal

**Panelist** - Chuming Yan, Medical Doctor of Traditional Chinese Medicine, Jiangxi University, China

**Panelist** – Francisco Maraver, Full Professor, Medical Doctor, Hydrologist (Thermalism/Thalassotherapy), Spain

**Panelist** – Joseph Moreira, Medical Doctor, Neurologist, President of American Society of Neurophysiologic Monitoring, USA

**Panelist** - Noel Scott, Professor, Institute for Tourism, Griffith University, Perth, Australia

**Panelist** - Zohra Mhamdi, Medical Doctor, Hospital Management, International Certification (Thalassotherapy), Tunisia

17:30 – 18:30 – Panel 2 - Transitions & Transformation in Health and Wellness Tourism

**Panel Chair** – Camille Hoheb, President Wellness Tourism Worldwide, Los Angeles, USA

**Panelist** – Saul Neves de Jesus, Full Professor, Vice – Rector, Algarve University “Satisfaction and well-being of hotel professionals”, Portugal

**Panelist** – Marcelo Boeger, AMTSBE Vice-President, President of Latinamerican Society of Hotel Management and Hospitality, Professor, Albert Einstein Hospital, Brazil

**Panelist** – Margarida Pocinho, Professor, Madeira University “Positive psychology in wellness tourism: a new aproach”, Portugal

**Panelist** – Frederico Carvalho, Executive Diretor of Institute of Traditional Medicine (IMT), “Traditional Chinese Medicine in Health and Wellness Tourism”, Portugal

20:00 – Socializing Dinner (guest and participants)
October 2

9:00 – 10:00 – Conference

- Medical Tourism – Joseph Moreira, Medical Doctor, Neurologist, President, American Society of Neurophysiologic Monitoring, USA

10:00 – 11:00 – Panel 3 - Medical Tourism - Excellence, Safety, Ethics

Panel Chair - Filomena Maurício Fernandes, AMTSBE Vice-President, Medical Doctor, Expert in Health and Wellness Tourism, Ministry of Health, Portugal

Panelist - Adalto Felix de Godoi, Professor, Hospital management at HCor – Hospital do Coração/Brazil, author of books and articles in the field of hospitality and humanisation at hospitals, “When the patient is nearer than we can imagine”, Brazil

Panelist – Luís Monteiro, Dentist Doctor, Professor, CESPU University, General Secretary ALTEC “Laser treatment of Snoring and Apnea – A Simple Non-Invasive Approach”, Portugal

Panelist – Paulo Amado, Medical Doctor, Vice-President of the Portuguese Society of Foot Medicine and Surgery “Treatment of Orthopedic Pathologies in Health Tourism”, Portugal

11:00 – 11:30 – Coffee Break

11:30 – 12:30 – Panel 4 - Medical/Aesthetical Tourism

Panel Chair - António Lúcio Baptista, AMTSBE Vice-President, President of Iberia Advanced Health Care", Medical Doctor, Cardiovascular Surgeon, Hospital da Luz, Porto “Laser and Robotics, New Challenges for Varicose Vein Treatment”, Portugal

Panelist – Patricia Hernández Ruiz, Medical Doctor, Plastic Surgeon Specialist and Anti-aging, Honorary President of Latin America Spa Association, Mexico


Panelist - Pedro Alberto Santos, Medical Doctor, General Secretary of the SPMECC Portuguese Society of Aesthetic Medicine and Cosmetic Surgery “Aesthetic Medicine: New Challenges”, Portugal

12:30 – 14:00 – Lunch
14:00 – 15:00 – **Conference**

- **Psychology of Health and Wellness** – Noel Scott, Professor and Deputy Director, Griffith Institute for Tourism, Australia

15:00 – 16:00 – **Panel 5 - Thermalism**

**Panel Chair** - João Carlos Nunes, Volcanologist (PhD in Volcanology), Professor, Azores University, Portugal

**Panelist** – Umberto Solimene, President of Worldwide Federation of Hydrotherapy and Climatotherapy (FEMTEC), Medical Doctor, Hydrologist, Full Professor, WHO Director, Milano University, Italy

**Panelist** – Francisco Maraver, Full Professor, Medical Doctor, Hydrologist, President of the Spanish Society Medical Hydrology, Complutense University, Madrid, Spain

**Panelist** – Alejandro Rubín Carballo, TERMATALIA General Manager, Ourense, Spain

16:00 – 16:30 – Coffee Break

16:30 – 17:30 – **Panel 6 - Thalassotherapy**

**Panel Chair** - Celso Figueiredo Gomes, Full Professor, Aveiro University, Portugal

**Panelist** - George Nikakis, Business Economy Management, General Manager and Owner of the Thalassa Beach Resort, Greece

**Panelist** – Carla Morer Liñan, Director in the Thalassia Center (Murcia), Expert consultant in Thermalism, Thalasso and Medical SPA Complutense University, Madrid, "Thalassotherapy and neurological disorders", Spain

**Panelist** – João Baptista Silva, PhD Researcher Geobitect, FCT, Aveiro University, Portugal

17:30 – 18:30 - **Panel 7 - Innovation in Health and Wellness**

**Panel Chair** - Zohra Mhamdi, Medical Doctor, Hospital Management, International Certification, Tunes

**Panelist** – Delfim Santos, Professor, Pharmacy Faculty of Porto University “Dermatology and micro nanoparticles”, Portugal

**Panelist** – Maria Helena Amaral, Professor, Pharmacy Faculty of Porto University “Dermatology and micro nanoparticles”, Portugal

**Panelist** – Domenico Caruso, Hcor Hospital, Management in Health Innovation, São Paulo, “Innovations in the hospital cleaning process”, Brazil

20:30 – **Dinner**
**October 3**

08:00 – 10:30 – *Boat (Lobo Marinho) trip Funchal - Porto Santo Island*

Porto Santo City Sightseeing

Visit to the *Museum Christopher Columbus*

13:00 – 15:00 – Lunch

15:00 - Visit to the *Vila Baleira Resort Thalasso Center*

18:00 – 20:30 – *Boat trip Porto Santo Island – Funchal*

20:30 – *Dinner*

**October 4**

9:00 – 10:00 – Panel 8 – *Accessible/Inclusive - Tourism for All*

**Panel Chair** – João Baptista Silva, PhD Researcher Geobitect, FCT, Aveiro University, Portugal

**Panelist** – Maria Manuela Pires Rosa, Co-ordinate Professor, Algarve University “The contribution of accessible environments for the well-being and safety of the elderly”, Portugal

**Panelist** – Ana García, President of Accessible Portugal, Member of Board of Directors European Network for Accessible Tourism – Tourism For All, Portugal

**Panelist** – Ana Sepúlveda, Researcher and Consultant in 40+Lab - Silver Economy and Longevity, “When Longevity meets the Economy”, Portugal

10:00 – 11:00 – Panel 9 - *Sustainable Tourism*

**Panel Chair** – João Lemos Baptista, Professor, President of the Atlantic Scientific Research Association (AICA), Madeira Archipelago, Portugal

**Panelist** – João Fernandes, Environmental Engineer, Vice-President of the Touristic Region of the Algarve “Sustainable Tourism in Algarve”, Portugal

**Panelist** – Eduardo Fayos-Solà, President of the Ulysses Foundation and Senior Adviser at the George Washington University “Technological and Governance Innovation: Applications to Health and Wellness Tourism", Spain

**Panelist** – Kazem Vafadari, Professor, Department Head, Tourism & Hospitality, Ritsumeikan Asia Pacific University, Japan
11:00 – 12:00 – **Panel 10 – Climatism and Assisted Residences**

**Panel Chair** - Diamantino Ribeiro, AMTSBE Vice-President, Economic Business Management Professor, Hospital Manager, Porto, Portugal

**Panelist** - Irene Câmara, Professor, Madeira University "Madeira – a tourist destination for asthma sufferers", Portugal.

**Panelist** – Jorge Andrez Malveiro, Clinical Psychologist Professor, Algarve University “The Alcalar model, a Quality of Life and Wellness perception: a comparative study on institutionalized elderly”, Portugal

**Panelist** - Teresa Medeiros, Full Professor Azores University "Senior tourism and well-being at destination Azores: creation of a cultural product", Portugal

12:00 – 13:00 – **Conference**

– *Aesthetical Tourism* – Alexandre Nunes, Medical Doctor, Aesthetic Surgeon, - “Quality and Safety in Plastic Surgery - Brazil in the World Scenario”, Brazil.

13:00 – 14:00 – **Closing Session**

14:00 – 15:00 – Lunch

15:00 – 19:00 – **Funchal City Sightseeing – Madeira Island**

20:30 – **Dinner**
• Adalto Felix de Godoi, Professor, Hospital management at HCor – Hospital do Coração/Brazil, author of books and articles in the field of hospitality and humanisation at hospitals., Brazil

• Adriano Gomes Pimpão, Emeritus Professor of Algarve University, Former President of the Council of Rectors of Portuguese Universities, Portugal

• Alexandre Nunes, Medical Doctor, Aesthetic Surgeon, Brazil

• Ana Garcia, President of Accessible Portugal, Member of Board of Directors European Network for Accessible Tourism – Tourism For All, Portugal

• Ana Maria Ferreira, Professor at the Department of Sociology at the School of Social Sciences of the University of Évora, Portugal

• Ana Paula Arfouche, Business and Public Administration, University Professor/Researcher at the University of Lisbon, Portugal

• Ana Sepúlveda, Researcher and Consultant in 40+Lab - Silver Economy and Longevity, Portugal

• Alejandro González, Professor of Geography Department, Las Palmas de Gran Canaria University, author and co-author of books, Canarias, Spain

• Alejandro Rubín Carballo, TERMATALIA General Manager, Ourense, Spain

• Antoni Antonaci, Medical Doctor, Hydrologist, Professor, Modena University, Italy

• António Godinho, Business Management, Management, Financial Analysis, Compliance, Corporate Finance and Marketing, China

• António Lúcio Baptista, AMTSBE Vice-President, President of Iberia Advanced Health Care", Medical Doctor, Cardiovascular Surgeon, Hospital da Luz, Porto

• Camille Hoheb, Wellness Tourism Worldwide President, Los Angeles, USA

• Carla Morer Liñan, Director in the Thalassia Center (Murcia), Expert consultant in Thermalism, Thalasso and Medical SPA Complutense, Complutense, Spain

• Celso Figueiredo Gomes, Full Professor in several Universities, author of several books and articles, Aveiro University, Portugal

• Chuming Yan, Medical Doctor of Traditional Chinese Medicine, Jiangxi University, China
• Danielle Nogueira, AMTSBE Vice-President, Founder and CEO of Pernambuco Healthcare Cluster, ALIANZA Global Health Care, Brazil

• Delfim Santos, Professor, Pharmacy Faculty of Porto University, Portugal

• Diamantino Ribeiro, AMTSBE Vice-President, Economic Business Management Professor, Hospital Manager, Porto, Portugal

• Domenico Caruso, Hcor, Management in Health Innovation, São Paulo, Brazil

• Eduardo Fayos-Solà, President of the Ulysses Foundation and Senior Adviser at the George Washington University, Spain

• Filomena Maurício Fernandes, Medical Doctor, AMTSBE Vice-President, Expert in Health and Wellness Tourism, Portugal Ministry of Health, Algarve, Portugal

• Francisco Maraver, Full Professor, Medical Doctor, Hydrologist, President of the Spanish Society Medical Hydrology, Complutense University, Madrid, Spain

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• João Baptista Silva, Tourism Professor, Economics, Aveiro University, Portugal

• João Carlos Nunes, Volcanologist (PhD in Volcanology), Professor, Azores University, Portugal

• João Fernandes, Environmental Engineer, Touristic Region of the Algarve, Portugal
• João Lemos Baptista, Professor, President of the Atlantic Scientific Research Association (AICA), Madeira Archipelago, Portugal

• João Vale, Medical Doctor, President of the SPMECC - Portuguese Society of Aesthetic Medicine and Anti-Aging, Portugal

• João Viegas Fernandes, AMTSBE President, Health and Wellness Professor, Researcher and Consultant, Algarve University, Portugal

• Jorge Andrez Malveiro, Clinical Psychologist Professor, Algarve University, Portugal

• Jose Alvarez Garcia, Professor, AMTSBE Vice-President, Economist and Accounting, Vigo University, Spain

• José Antonio Soto Medical Doctor, Primary Care Specialist in North Miami Beach, author of a book Marine Therapy, Health Benefits of Seawater Minerals, USA

• Joseph Moreira, Medical Doctor, Neurosurgeon, President, American Society of Neurophysiologic Monitoring, USA

• Kazem Vafadari, Professor, Department Head, Tourism & Hospitality, Ritsumeikan Asia Pacific University, Japan

• Luis Monteiro, Dentist Doctor, Professor, CESPU University, General Secretary of Association of Laser Therapy and Related Technology (ALTEC), Portugal

• Marcelo Boeger, AMTSBE Vice-President, President of Latinamerican Society of Hotel Management and Hospitality, Professor, Albert Einstein Hospital, Brazil

• Margarida Pocinho, Professor, Madeira University, Portugal

• Maria de la Cruz del Rio, Business Management, Professor and researcher at the Business Organisation and Marketing Department of the University of Vigo- Campus of Ourense, Galicia, Spain

• Maria Helena Amaral, Professor, Pharmacy Faculty of Porto University, Portugal

• Maria Manuela Pires Rosa, Co-ordinate Professor, Algarve University, Portugal

• Maria Helena Amaral, Professor, Pharmacy Faculty of Porto University, Portugal

• Noel Scott, Professor, Institute for Tourism, Griffith University, Perth, Australia

• Orestes Morales Gaitan, AMTSBE Vice-President, Medical Doctor, Climatology, Cuba
- Patricia Hernández Ruiz, Medical Doctor, Plastic Surgeon Specialist and Antiaging, Honorary President of Latin America Spa Association, Mexico
- Paulo Amado, Medical Doctor, Vice-President of the Portuguese Society of Foot Medicine and Surgery, Portugal
- Paulo Roque Águas, Management and Economics, Rector at the Algarve University, Portugal
- Pedro Alberto Santos, Medical Doctor, General Secretary of the SPMECC - Portuguese Society of Aesthetic Medicine and Cosmetic Surgery, Portugal
- Ronaldo Schutz, AMTSBE Vice-President, Professor, Clinical Psycologist, Algarve University, Portugal
- Saul Neves de Jesus, Full Professor, Vice – Rector, Algarve University, Portugal
- Teresa Medeiros, Full Professor Azores University, Portugal
- Umberto Solimene, President of Worldwide Federation of Hydrotherapy and Climatotherapy (FEMTEC), Medical Doctor, Hydrologist, Full Professor, WHO Director, Milano University, Italy
- Zohra Mhamdi, Medical Doctor, Hospital Management, International Certification, Tunes

**COMISSÃO ORGANIZADORA/ORGANIZING COMMITTEE/COMISIÓN ORGANIZADORA**

- Filomena Maurício Fernandes (Vice – President)
- João Baptista Silva (Madeira Professor)
- João Manuel Estanqueiro (Madeira Professor)
- João Lemos Baptista (Madeira Professor)
- João Pedro Estanqueiro (Madeira Psycologist)
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