

HEALTH TOURISM: NEW STRATEGICS FOR NEW SITUATIONS. THE “**CASE**” OF CUBA AND THE WELLNESS DESTINY MAGAZINE

Dra. Florana Menéndez

Vice President FEMTEC

Chair of Health and Wellness Tourism
La Habana, Cuba



TOURISM - IMPACT OF THE CRISIS COVID-19

The tourism industry is one of the economic sectors that has most impacted the Covid 19 crisis.

The **WTTC** estimates that the industry will lose more than 120 million jobs and \$ 3.4 trillion in revenue in 2020.

Health and Wellness tourism has been one of the most affected sectors.

It has focused on the reopening with the implementation of new measures, regulations, safety and hygiene protocols and recommendations.

Local tourism is strongly promoted. Enjoy nature, local wealth, culture and tradition, as well as less crowded places.

International institutions (**WTO, GWI**) predict:

- Rural and nature tourism, wellness and health will have a rapid recovery redesigning strategies, planning, marketing and governance.
- Destinations with their own identity and differential elements, capable of guaranteeing safety,

RENEW HEALTH AND WELLNESS TOURISM

According to the Global Wellness Institute (GWI), Health and Wellness Tourism is projected to grow at an average annual rate of 7.5% by 2022, with the projected rate being 6.4% for overall global tourism.

Well-being will be a priority and health tourism will take center stage.

"Restart, Renew, Restore the world with Well-being", a current theme that is guiding discussions and experiences at a global level. We must turn these powerful words into actions.

Sustainability, innovation, safety and uniqueness are the main aspects.

Destinations will be chosen that, in addition to offering rest, enjoyment and safety, contribute to leading a healthy and preventive

REDESIGNING THE FUTURE OF HEALTH TOURISM

- ❖ The global vision on Health Tourism in times of COVID-19 has allowed us to recognize the opportunity and importance of health tourism and thermal centers in:
 - ❖ Prevention
 - ❖ Rehabilitation
 - ❖ Balneotherapy - mechanisms of action as an immune response trigger
 - ❖ Promotion of healthy lifestyles.
- ❖ Advantage of thermal territories with health cluster projects in all areas:
services, infrastructures, training, certification, legislation, tourism and health.
- ❖ Regions that have extensive natural resources such as hot springs represent an opportunity for the development of health destinations and enhancement of existing ones.

RECOMMENDATIONS

- a) Update therapies and select those that best adapt to the new health demand
- b) Strengthen physical and respiratory rehabilitation services for post-Covid-19 patients
- c) Offer greater attention to physical and mental well-being to regenerate and strengthen the immune system
- d) Develop actions with family doctors and local and regional health institutions
- e) Improve management and organization patterns to correspond to new health, social and environmental needs.
- f) Exploit digital technology including telemedicine
- g) Offer experiences and results to the national health system as part of an integrated and coordinated network
- h) Promote scientific research projects locally, regionally and in economic fields and profitability
- i) Protect and educate staff, guests and local communities promoting hygiene and health practices including chronic, immunosuppressed or patients more vulnerable to infection.
- j) Achieve the long-term goal of building community resilience.
- k) Measuring the satisfaction of tourists and residents of tourist destinations, assessing and improving governance, and observing how national and local measures combined are paving the way for a sustainable response, for resilience and for recovery.

SAFE TOURIST DESTINATION

Cuba, depending on the evolution of the pandemic, is starting to reposition the country as a safe tourist destination.

Institutions, universities and local entities act a set of strategies in the SPA / Thermal centers / Health centers, adapting to the new conditions of the post-pandemic.

Proposals:

"Healthy Vacations" in natural environments in order to mitigate the impact of the pandemic:

Exercise, Healthy Diet, Balneotherapy, Beauty treatments, Anti-stress, Yoga, Ayurveda, Meditation, Hiking, Complemented with Holistic therapies, including cultural experiences and local tradition.

SAFE TOURIST DESTINATION

“Tourism Senior and Intergenerational Tourism”

Tourism seniors. New conditions and programs to seasonally adjust tourism.

Programs for families, combining outdoor movement, water sports, bicycles, tours of ecological routes, cultural visits, local gastronomic tradition, creating the scenario that produces well-being and happiness. Options that combine the keys of wellness tourism.

It will join the International Network of Sustainable Tourism Observatories (**INSTO**), an initiative of the World Tourism Organization (**UNWTO**) that oversees the responsible development of tourism in the world and offers guidance for the recovery of the sector from the impacts of the COVID pandemic -19.

Demonstrating the commitment of a sector capable of promoting sustainability and development.

CHAIR OF HEALTH AND WELLNESS TOURISM IN CUBA

For 20 years there have been solid collaborations between the Cuban Public Health authorities and FEMTEC.

Due to the potential of Tourism and Health as priority sectors for development, the first Chair of Health and Wellness Tourism in Cuba was created with an International character, highlighting the importance of training and research in this sector, where Cuba is proposed as an international destination.

The Chair is sponsored by the Ministry of Health, the University of Havana, the Cuban Society of Medical Hydrology and Femtec.

To support this important initiative and its objectives, we hope to have the international participation of professional experts, researchers, technicians and entrepreneurs who contribute and actively collaborate in courses and project development.

Those who wish to join contact: florananenendez.femtec@yahoo.com

WELLNESS DESTINY MAGAZINE

Endorsed by FEMTEC, in collaboration with the company Solymed Travel, specialist in Health and Wellness Tourism, Global Wellness Institute and with the invaluable collaboration of accredited and professional journalists, "Wellness Destiny Magazine" was created *WD Magazine* proposes a tour of current affairs and new trends in the growing and dynamic Wellness industry.

- News, with a current and attractive design in different sections
- News, with a current and attractive design in different sections
- Innovative products and services, to offer a more global and complete dimension of the facilities, health centers, spas, hotels
- Opportunities and new projects for industry professionals
- News and promotion of wellness destinations and healthy experiences
- Interviews with professionals and experts
- Advertisements

Our goal is to unite and promote the Wellness community.

The screenshot shows the homepage of the **Wellness Destiny** website. The header features the magazine's logo and navigation links: INICIO, QUIÉNES SOMOS, DESTINOS, UNIVERSO MÉDICO, HEALTH, TURISMO DE BIENESTAR, TURISMO PLUS, CONSEJOS, and a search icon. Below the header is a large, scenic image of a wooden cabin in a green, hilly landscape. The main content area includes a news article titled "Wellness Destiny en Termatalia 2019" dated July 29, 2019, mentioning FEMTEC and SOLYMED Travel & Events participating in the event. The article is followed by several paragraphs of text and smaller sub-headings.

Join and contact
WD
for your
publications
For information and