

INTERNATIONAL CHAIR OF HEALTH, THERMAL AND WELL-BEING TOURISM.

Inauguration March 2, 2023, Havana, Cuba

Premises and objectives

Since 1998, FEMTEC has maintained excellent relations with Cuba, holding Congresses, Symposiums, Workshops, in coordination with the Ministry of Public Health, the University, the Cuban Society of Medical Hydrology and various institutions in the sector.

These years of collaboration have corroborated the trajectory, preparation, dedication of Cuban specialists, technicians and institutions and the commitment to continue professionally developing Health and Wellness Tourism, Balneology, Rehabilitation, for which the FEMTEC management decided offer their experience and international collaboration by proposing the creation of the "International Chair of Health, Thermalism and Well-being Tourism" in Havana, as a benchmark for Latin America and the Caribbean.

Cuba is a member of FEMTEC since 2012.

The constant growth trend in these sectors must be governed by training, research, innovation and quality control to guarantee stability in the face of international challenges. It is necessary to modernize the existing facilities and technologies, improve the sustainable exploitation of water resources, natural products, introduce new forms of communication, marketing and management, as well as continuous training of personnel, offering safe services, with professional and technical excellence.

FEMTEC proposed the creation of the only International Chair in Latin America and the Caribbean and the fifth in the world, to give a concrete answer. Establish relationships and collaborations with universities and institutions at a national and international level, exchange of specialists, recovery strategies, restructuring, effective solutions to the growing global demand for infrastructure, assistance, health care, introduce programs to contribute to gender equality in the sector. These are the proposals to help achieve compliance with the United Nations Sustainable Development Goals (SDGs) by 2030.

Likewise, it will increase the positioning of Cuba and the countries of Latin America and the Caribbean as destinations for Health and Wellness Tourism, being a platform that will generate value in the sector seeking excellence, developing training programs, health care strategies, research projects, introduction of digital technologies, publication of results and dissemination to the scientific community. Special attention to the gender perspective, advice on technological solutions, innovations and projection of sustainable designs as tools to stimulate innovation in companies.

The International Chair is made up of executives from FEMTEC and Cuban institutions, professors and experts of recognized international prestige, to carry out annual programs of courses, seminars, symposiums, congresses and other events of academic, scientific and business interest at a national level. National and international.

Resolution 161 of the Ministry of Public Health of Cuba approved the creation of the Chair of Health, Thermal and Well-being Tourism with headquarters in the "Enrique Cabrera" Faculty of Medical Sciences, of the University of Medical Sciences of Havana. It will have a scope of action at the national and international level and will have the collaboration of the Ministry of Public Health and the Ministry of Tourism.

Resolution 162, establishes the structure of the direction of the Chair by the Cuban side

President - Prof. Rafael Ledesma Rosa

Vice President - Prof. Leovy Edrey Semino García

Secretary – Prof. Yamila de Armas Águila

Cuban teachers

Prof. Marleny Viera Garcia

Dr. Leonardo Alemán Cruz

Dr. Dagoberto Blanco Padilla

Dr. Salvador Tamayo Muñiz

Lic. Dolores Castro Abralde

Dr. Johan Perdomo Delgado

Dr. Niurka María Guzmán Carballo

The management structure by FEMTEC

President – Prof. Umberto Solimene

Vice President – Prof. Florana Menéndez Camporedondo

Secretary – Prof. Olga Surdu

International Professors

Prof. Francisco Maraver Eysaguirre

Prof. Fabio Esposito

Prof. Fausto Bonsignori

Prof. Stefano Masiero

Prof. Charles Davidson

Prof. Miguel Ángel Fernández Torán

Prof. Jacek Chojnowski

Prof. Traian Surdu

The International Chair is a commitment from a new perspective, to contribute to making the sector more attractive, sustainable, advancing and competitive with qualified personnel and excellent services.