



FEMTEC

WORLD FEDERATION OF HYDROTHERAPY AND CLIMATOTHERAPY
NGO IN OFFICIAL RELATION WITH WHO (WORLD HEALTH ORGANIZATION)



2023 General Assembly and
International Scientific Congress
Ourense - Spain



Wellness and Thermal Medicine. Current and future of thermalism

Freire Magariños, A.

Doctor specialist in Medical Hydrology, Medical director IBERIK Hoteles y Balnearios (Spain)

Souto Figueroa María G.

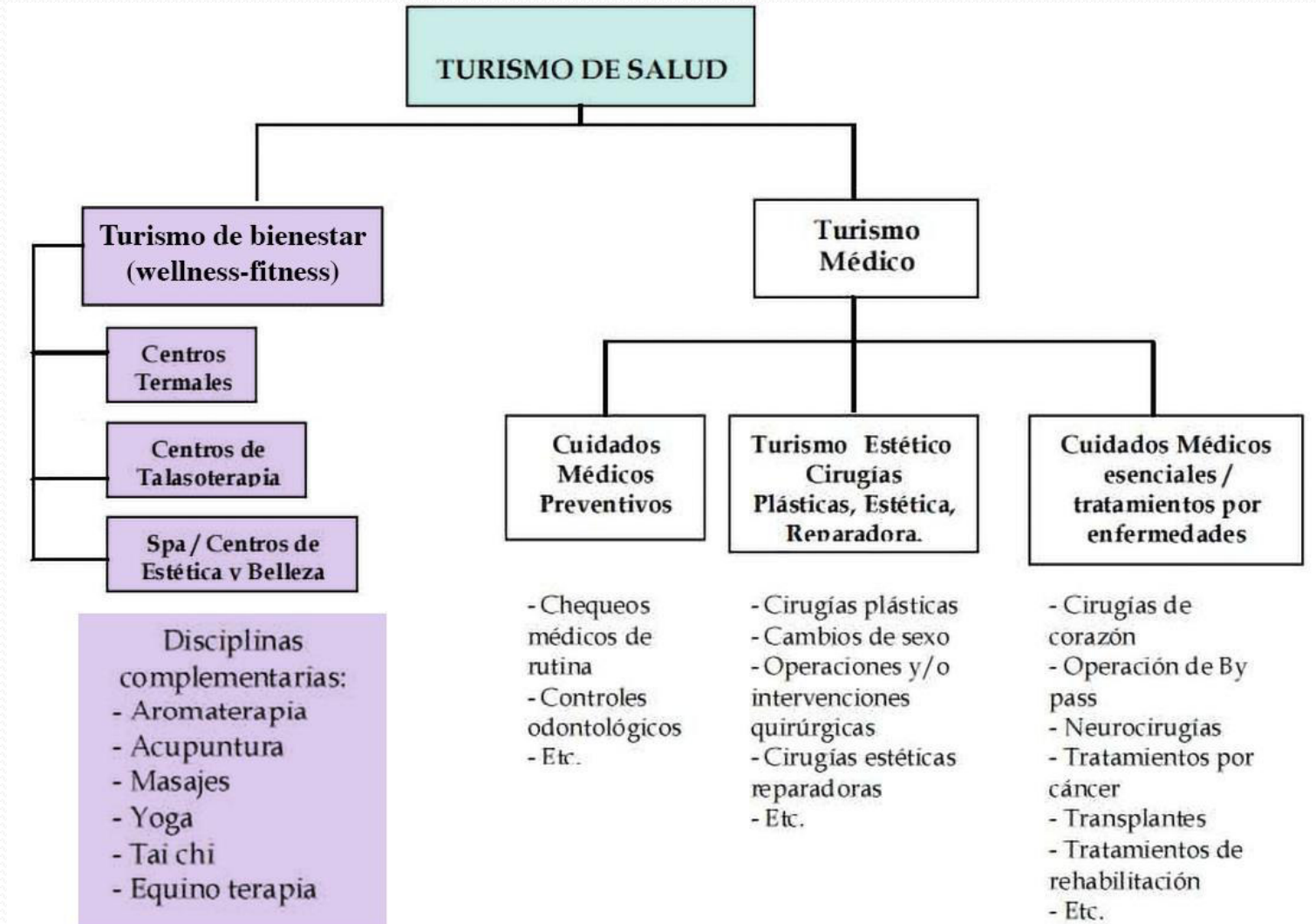
Dr. Chemical Sciences, Chair of Physics and Chemical, Graduate in Pharmacy, Conseiller Technique de la Société Française de Thermalisme et de Thalasso-thérapie pour la Santé Bucco-dentaire [Spain]. FEMTEC delegate in Spain

Freire Puy, I.

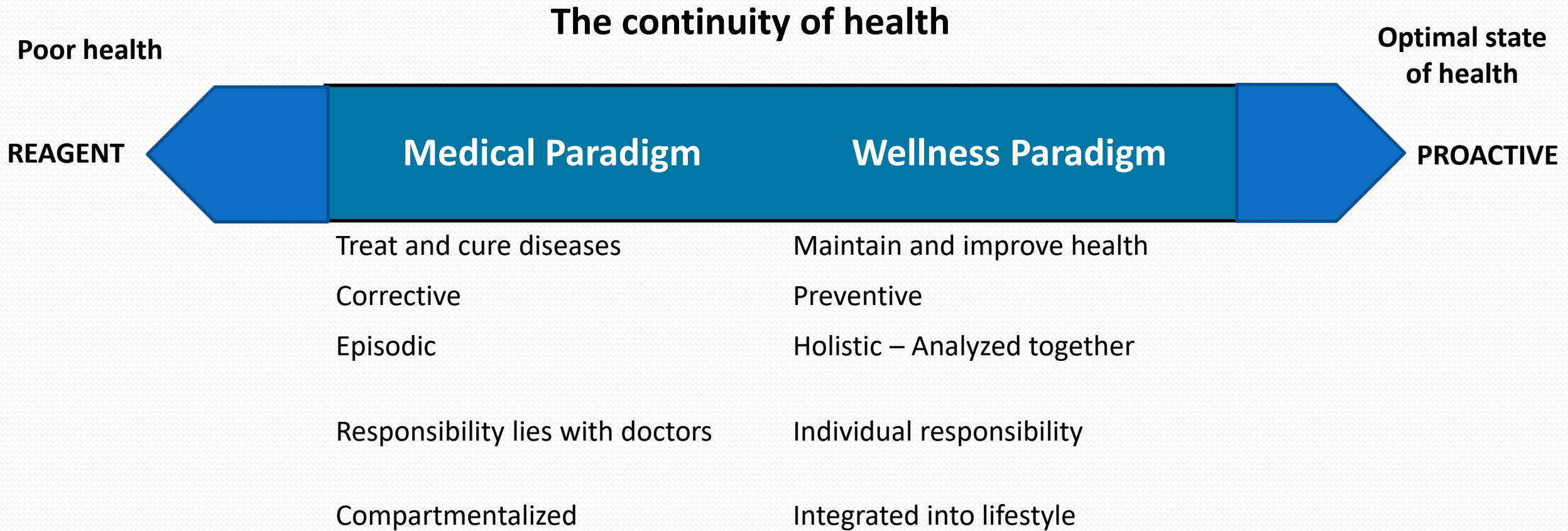
Gala Termal General Manager (Spain)

Definition of tourism

- The **World Tourism Organization** (1994) indicates that "Tourism includes the activities carried out by people during their trips and stays in places other than their usual environment, for a period of less than one year, for leisure purposes, for business and other reasons.
- **Wellness Tourism** is that "That offers travelers an experience that improves their quality of life, their physical and emotional condition."



The continuity of health



The continuity of health

- Globally, 63% of annual human deaths are attributable to lifestyle-related chronic non-communicable diseases (NCDs). According to the World Health Organization (WHO), 80% of NCDs could be avoided by adopting a healthy lifestyle. What's more, 80% of the population wants to have a better state of health but does not know how to obtain it.
- The traditional medicine model has a more biomedical focus, since it focuses mainly on making a clinical diagnosis and prescribing an appropriate treatment, which is generally based on the administration of drugs or a surgical intervention.
- At this time, the lifestyle medicine care model complements and improves the conventional medicine model.

Lifestyle Medicine

- Lifestyle Medicine (LM) or translated into Spanish, Medicina del Estilo de Vida (MEV), is defined as «the evidence-based practice of assisting individuals and families in the adoption and maintenance of behaviors that improve health and quality of life».
- The American College of Lifestyle Medicine (ACLM) defines it as «Lifestyle medicine is an evidence-based approach that seeks to prevent, treat, and even reverse diseases by replacing unhealthy behaviors with such as eating healthily, being physically active, relieving stress, avoiding dangerous substance abuse, getting adequate sleep, and having a strong emotional support system».
- A Medical Hydrology Treatment Center is the ideal place to work as a multidisciplinary team through the practice of Lifestyle Medicine, and fight to recover lost health and well-being.



Thermal Medicine

DECLARATION OF ST PETERSBURG

On April 23 and 24, 2013, under the auspices of the World Federation of Thermalism and Climatotherapy (FEMTEC), a panel of experts in thermalism and climatotherapy met in Saint Petersburg, making the following institutional declaration:

“THERMAL MEDICINE is an organized system of providing health benefits in spas through the use of mainly natural therapeutic resources, climatic properties and the education and treatment of patients, promoting healthy living, prevention and rehabilitation”.

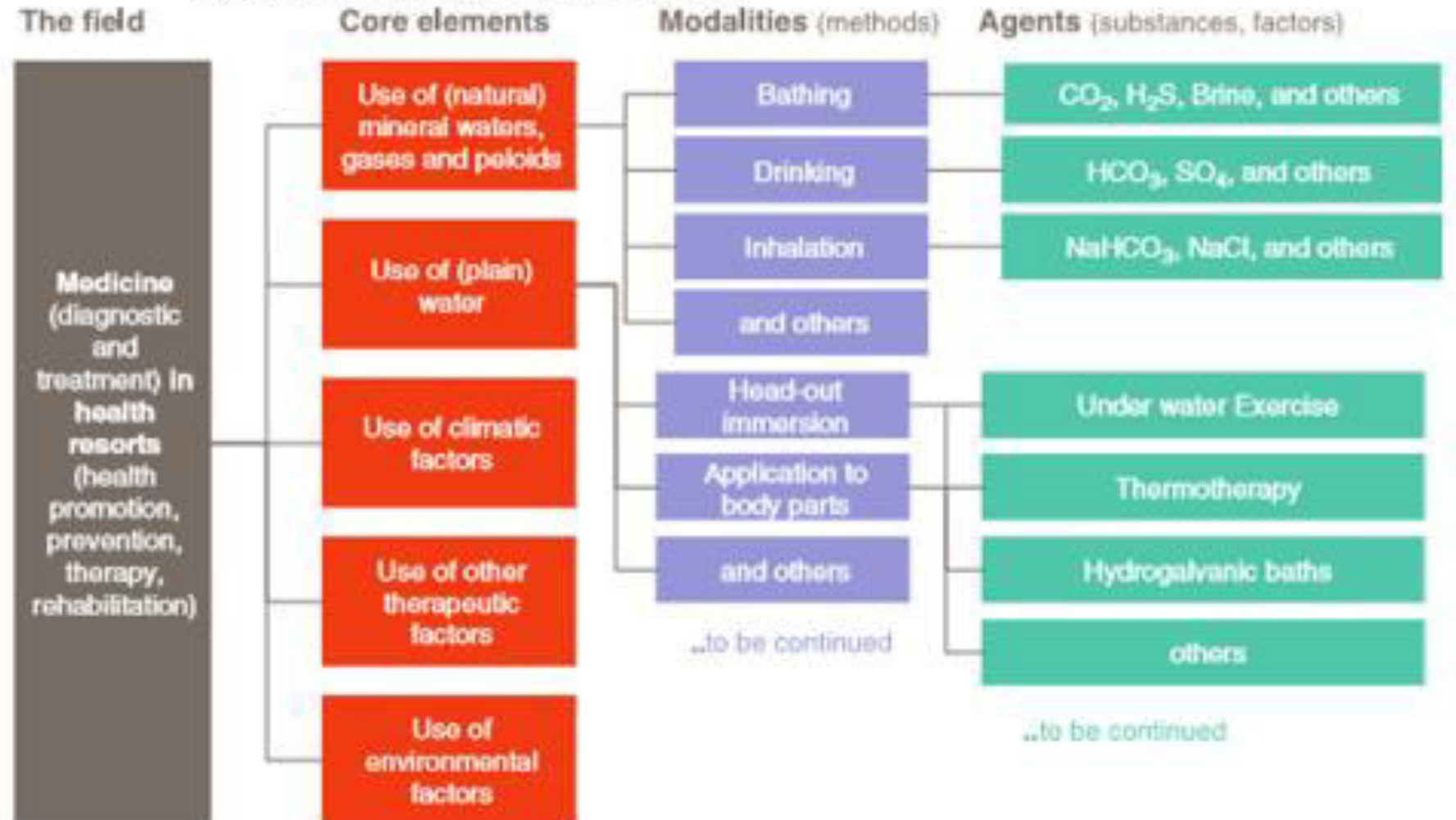
<https://www.hidromed.org/hm/index.php/manifiestos>

Health Resort Medicine

A proposal for a worldwide definition of health resort medicine, balneology, medical hydrology and climatology

Christoph Gutenbrunner · Tamas Bender ·
Pedro Cantista · Zeki Karagülle

Received: 2 December 2009 / Revised: 30 March 2010 / Accepted: 9 April 2010



Lifestyle Medicine

WELLNESS IBERIK SALUD

MEDICINA DEL ESTILO DE VIDA: ¿UNA MEDICINA CON ALMA?

El Colegio Americano de Medicina del Estilo de Vida (**American College of Lifestyle Medicine [ACLM]**), la define como un enfoque basado en evidencia que busca **prevenir, tratar e incluso revertir enfermedades reemplazando conductas no saludables por otras saludables**, tales como comer de forma saludable, estar físicamente activo, aliviar el estrés, evitar el abuso de sustancias peligrosas, dormir adecuadamente y tener un sólido sistema de apoyo emocional.

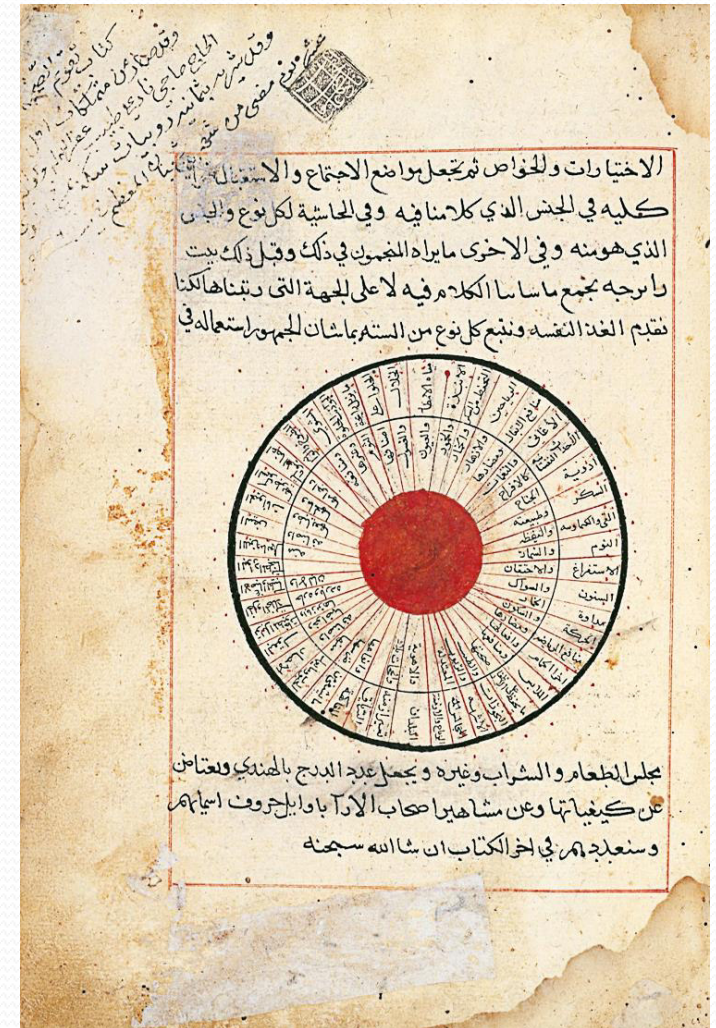
Con este enfoque en mente, el equipo médico de IBERIK ha preparado el **PROGRAMA WELLNESS IBERIK SALUD** basado en los 6 pilares de la medicina del estilo de vida:

- ◆ Comer de forma saludable
- ◆ Actividad física equilibrada
- ◆ Controlar el estrés
- ◆ Suspender el abuso de sustancias tóxicas
- ◆ Disfrutar de un descanso y sueño adecuados
- ◆ Relaciones interpersonales sanas



Tacuinum sanitatis: arabic author and latin translation

- **Ibn Butlàn**, was a doctor (1001-†1063), was born in Baghdad and died in Antioch.
- He expounded his theories in the (Tacuinum Sanitatis) at the beginning of the 11th century Es el más importante de sus libros.
- His work is original and new because of the form he uses: they are synoptic tables dedicated to **well-being and health**..
- In addition, he appears as the inspiration for certain herbaria such as *Herbalarium cum figuris pictis* or *Herbaria sanitatis*.



Taqwim Al-Sihha de Ibn Butlàn.

Wellness Tourism

(s. XI)

The work **TACUINUM SANITATIS*** is structured around the six galenic elements necessary to maintain good medical health and a state of well-being: el clima,

- food and drink,
- movement and rest,
- sleep and wakefulness,
- the retention and expulsion of humors
- basic moods

(s. XXI)

IBERIK HEALTH WELLNESS PROGRAMS in spas of the IBERIK chain are based on the 6 pillars of Lifestyle Medicine:

- Eat healthy
- Physical activity
- Controlling stress
- Stop substance abuse
- Adequate rest and sleep
- Relationships

*Arabic manuscript of the 11th century, synoptic tables dedicated to health and well-being, Ibn Butlàn

WELLNESS PROGRAMS IBERIK HEALTH

At IBERIK we have prepared a series of programs in our spas with mineral-medicinal waters that are based on the pillars of Lifestyle Medicine and that will help our guests meet 10 objectives:

1. Learn the basics of healthy nutrition.
2. Maintain a personalized physical exercise program.
3. Clean the respiratory and urinary tracts.
4. Have a food intolerance test, as the basis of a personalized diet.
5. Have a body weight analysis (fat mass, water, lean mass).

6. Start sleeping better and get more energy.
7. Learn to meditate, silently and autonomously.
8. Acquire tools for greater concentration.
9. Acquire the tools to deal with difficult situations.
10. Acquire the tools to manage emotions.

WELLNESS PROGRAMS IBERIK HEALTH

MULTIDISCIPLINARY TEAM

- Specialist in Medical Hydrology
- Physiotherapy Specialist
- Psychology Specialist
- Monitor of physical and sports activities
- Nutritionist

Cuídate y déjate cuidar

IBK

Contenido de nuestro PROGRAMA WELLNESS IBERIK SALUD

SALUD FÍSICA

- ◆ **Programas de técnicas hidrotermales** elaborados desde nuestro equipo médico para limpieza respiratoria, relajación muscular, manejo del estrés buscando la relajación física.
- ◆ Sesiones diarias de **circuito termal** (Piscina activa, estufas y elementos de contraste) que mejoran la salud y calidad de vida.

SALUD CARDIOVASCULAR

- ◆ Preparación desde nuestro equipo médico de programa de **Cura de agua bebida** para limpieza hepática y de vías urinarias.
- ◆ Apoyo desde el equipo de psicología para **disminuir el abuso de sustancias tóxicas** (tabaco, alcohol, otras) y para estudiar las **condiciones individuales de descanso y sueño**.

SALUD MUSCULOESQUELÉTICA

- ◆ **Programas individualizados de actividad física** elaborados desde nuestro equipo de profesionales de educación física con elaboración de recomendaciones para seguir posteriormente en su domicilio.
- ◆ Actividades de senderismo en el circuito cardiosaludable.

SALUD NUTRICIONAL

- ◆ **Preparación de menús saludables** desde nuestro equipo de nutricionistas, con elaboración de recomendaciones para seguir posteriormente en su domicilio.
- ◆ **Análisis de Bioimpedanciometría** que permite conocer la composición corporal, con el objetivo de evaluar el porcentaje de grasa, masa magra (musculatura) y variaciones de agua corporal, considerando la edad y sexo del individuo.
- ◆ **Test de Análisis Nutrigenético**. A través de una muestra de saliva, en laboratorio se analiza la presencia de genes relacionados con determinadas patologías alimentarias, lo cual nos permite elaborar una dieta personalizada adaptada al perfil genético de cada persona

SALUD EMOCIONAL

- ◆ Programa de actividades de ocio, cultura y turismo, que permitan conocer el destino y fomentar las relaciones interpersonales, así como atención desde el equipo de psicología, con el objetivo ayudarnos a gestionar mejor las emociones, fortalecer la propia **red de apoyo social y emocional** a nivel individual, controlar los pensamientos negativos y resolver los problemas con mayor asertividad, potenciar motivación y autoestima.

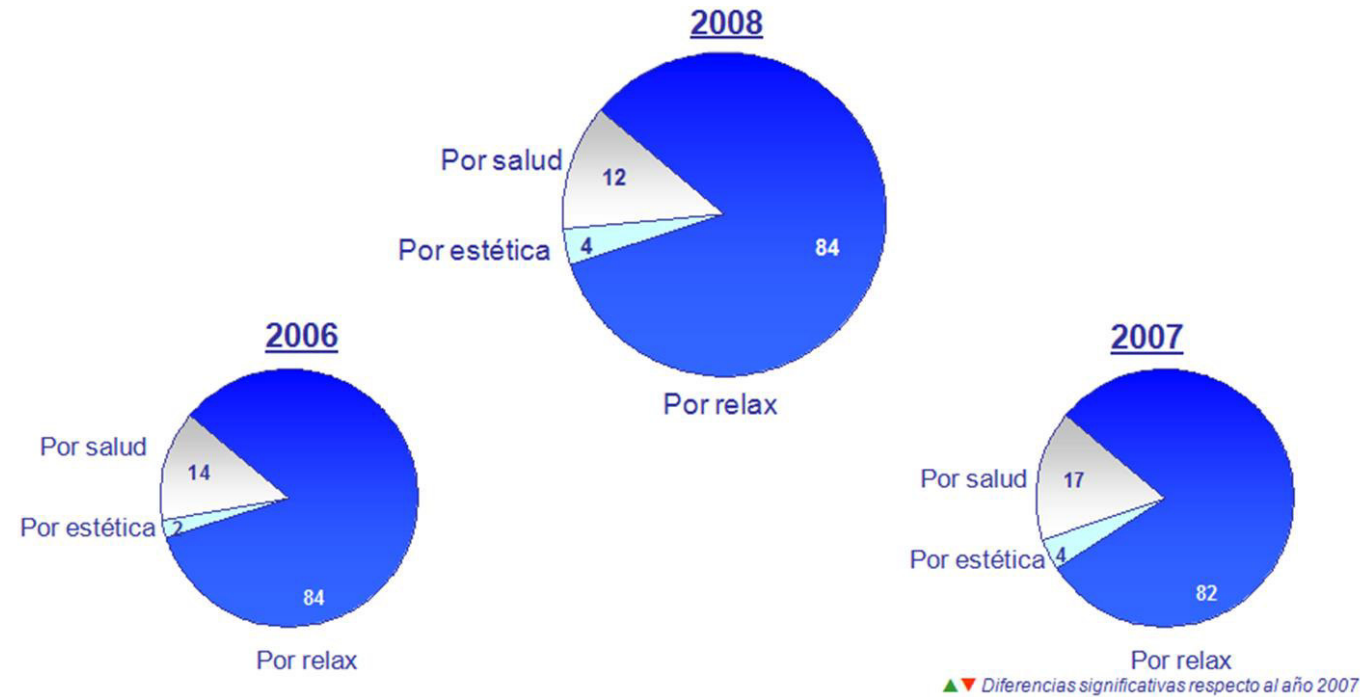
Wellness & Medicina Termal



4.8.5. Motivos para ir a un balneario

Base: Han ido el último año al balneario/SPA / Centro termal 2006 (169) / 2007 (174) / 2008 (242)

% Col.



Wellness & Medicina Termal

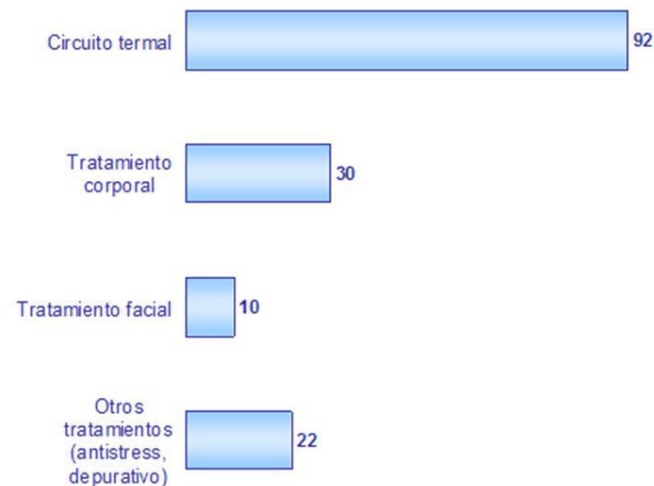


4.8.2. Tipo tratamientos y aspectos más valora en un balneario

Base: ha ido último año a balneario / centro termal (242)

% Col.

Tipo tratamiento



P38. ¿Qué tipo de tratamientos suele realizar?

Aspectos más valorados



P39. ¿Qué es lo que más valora de un balneario, centro termal o spa?

THE QUALITY

- ✓ Quality has become the key to success for many organizations. Quality is an essential requirement both for consumers and in the relationship between organizations and it is even more so in the globalized and competitive world in which we live.
- ✓ Having a quality management system is the best way to guarantee that the organization has the capacity to offer products and services with the appropriate quality while optimizing its resources, both human, material and financial..
- ✓ Nowadays, most organizations choose to certify their systems, products or services as the best way to demonstrate quality in their management to their current and potential clients.

BENEFITS of CERTIFICATION

At an INTERNAL Level

- ✓ Guarantee of legal compliance.
 - ✓ Facilitates business control through management indicators.
 - ✓ Improves control of internal processes.
 - ✓ Guarantee the quality of the products and services offered.
 - ✓ Improves internal communication and employee motivation.
 - ✓ Helps build customer loyalty.
 - ✓ Prevents risks.
 - ✓ Optimize resources and reduce costs.
 - ✓ External audit generates a culture of improving online reputation.
-

BENEFITS of CERTIFICATION

At an EXTERNAL Level

- ✓ Reduction of complaints, incidents and internal errors.
 - ✓ Improves the image in society and gives confidence to the client.
 - ✓ Greater market recognition.
 - ✓ Promote the establishment.
 - ✓ Provides positioning at a national and international level.
 - ✓ Prestige, reliability, differentiation, rigor.
-

INTERNATIONAL ISO STANDARDS

The AITB Quality Certification meets the requirements set in the international ISO of Health Tourism:

- ISO/DIS 17679 Tourism and related services - **Wellness Spa** - Service requirements
- ISO 17680 Tourism and related services - **Thalassotherapy** - Service requirements
- ISO/FDIS 21426 Tourism and related services - **Medical spas** - Service requirements
- ISO/DIS 22525 Tourism and related services - **Medical tourism** - Service requirements

What are ISO standards?

ISO international standards are safe, reliable and good quality products and services. For businesses, they are strategic tools that reduce costs by minimizing errors and increasing productivity. ISO Standards are developed within ISO technical committees.

CERTIFICATION LEVELS

Within each quality seal, in turn, the centers must accredit the type of water they work with in order to acquire identification such as:

with medicinal mineral waters / natural
minerals

BALNEARIO / TERMAS / MEDICAL SPA

with termal waters

**TERMALES / ESPACIOS TERMALES /
HOT SPRIGS**

with sea wáter

TALASO / THALASSO

with water for human consumption
/ tap water

SPA DE BIENESTAR / WELLNESS SPA

CERTIFICATION LEVELS

The Standard establishes several levels within the Aqua Wellness AITB Quality seal itself, each center can be certified in one or several seals.

CIRCUITO / CIRCUIT AquaWellness

Areas of application of collective hydrothermal techniques

CABINAS / CABINS AquaWellness

Application areas of hydrothermal and complementary techniques individually

PLUS SALUD / PLUS HEALTH

Center with approved health services, which use water as a therapeutic element

PLUS MEDIOAMBIENTAL / ENVIRONMENTAL PLUS

Center that maintains management with environmental sustainability criteria

**ITEMS ANALIZADOS EN AUDITORIA INTERNA CALIDAD TERMAL COMPLETA
GALA TERMAL**

3. DIRECCIÓN.	19 ítems	8. PRESTACIÓN DE SERVICIOS TERMALES.	39 ítems
4. INFRAESTRUCTURA		a. GESTIÓN DE RESERVAS	
a. CONTROL DE AGUAS.	3 ítems	b. ACOGIDA	
b. REQUISITOS GENERALES	26 ítems	c. TÉCNICAS HIDROTERMALES Y COMPLEMENTARIAS	
c. INFRAESTRUCTURA ZONA CIRCUITO	43 ítems	d. OTROS SERVICIOS	
d. INFRAESTRUCTURA ZONA CABINAS	29 ítems	9. APROVISIONAMIENTO	17 ítems
5. MANTENIMIENTO.	40 ítems	a. COMPRAS.	
a. PLAN PREVENTIVO DE MANTENIMIENTO		b. GESTIÓN DE PROVEEDORES	
b. MANTENIMIENTO CORRECTIVO		10. PLUS SALUD	30 ítems
6. LIMPIEZA Y DESINFECCIÓN	27 ítems	a. INFRAESTRUCTURA- SERVICIOS MÉDICOS	
a. PLAN DE PREVENCIÓN Y CONTROL DE CONTAMINACIONES MICROBIOLÓGICAS		b. RECURSOS HUMANOS. PERSONAL SANITARIO	
b. LIMPIEZA E HIGIENE		c. PRESTACIÓN DE SERVICIOS RECONOCIMIENTO MÉDICO	
7. RECURSOS HUMANOS.	22 ítems	11. PLUS MEDIOAMBIENTAL	62 ítems
a. CAPACITACIONES MÍNIMAS		a. POLÍTICA MEDIOAMBIENTAL	
b. PLAN DE FORMACIÓN		b. IDENTIFICACIÓN Y EVALUACIÓN DE RIESGOS AMBIENTALES. ACCIONES SOBRE LOS RIESGOS	
		c. OBJETIVOS E INDICADORES MEDIOAMBIENTALES	
		d. ANÁLISIS MEDIOAMBIENTAL	

TOTAL ítems a valorar en AUDITORIA INTERNA completa

265 ítems

TOTAL ítems con PLUS SALUD y PLUS MEDIOAMBIENTAL

357 ítems

AITB QUALITY AQUAWELLNESS STANDARD

An AquaWellness AITB center must comply with the legislation in force in each of the countries where it is implemented and that applies to it.

In countries that do not have specific legislation, the centers must comply with the minimum requirements established by the standard.

AITB issues WATER CHARACTERIZATION CERTIFICATES such as Minero-Medicinal or Thermal in those countries that do not have specific legislation for this, as long as they comply with the requirements of the standard in that regard.

The AquaWellness center must have as its vision, being a place to promote healthy lifestyle habits and quality of life.

II.2 Quality

II.2.1 Obtain quality certification for spas

- Implementation of international thermal quality standards in spas

IBERIK CALIDAD - Auditoria básica CAV21.04

FECHA sep-22

HOTEL BALNEARIO AUGAS SANTAS	Actual	Anterior	Objetivo 21
PUNTUACIÓN Check instalación	85,0%	78,8%	90,0%
Detalle por áreas:			
PUNTUACIÓN			
Área	máxima	obtenida.	% logrado.
3. Direccion	60	40	66,7%
4.1. Control de aguas	40	40	100,0%
4.3. Zona circuito	150	130	86,7%
4.4 Zona cabinas	100	75	75,0%
5. Mantenimiento	150	130	86,7%
6. Limpieza e higiene	150	132,5	88,3%
7. Recursos Humanos	150	125	83,3%
8. Prestación de servicios	150	137,5	91,7%
9. Aprovevisionamiento	50	40	80,0%
TOTAL	1000	850	85,0%

IBERIK CALIDAD - Auditoria básica CAV21.0

FECHA sep-22

IBERIK BALNEARI ROCALLAURA	31/08/2022	Actual	Anterior	Objetivo 21
PUNTUACIÓN Check instalación		64,3%	50,0%	90,0%
Detalle por áreas:				
PUNTUACIÓN				
Área	máxima	obtenida.	% logrado.	
3. Direccion	60	15	25,0%	
4.1. Control de aguas	40	40	100,0%	
4.3. Zona circuito	150	115	76,7%	
4.4 Zona cabinas	100	50	50,0%	
5. Mantenimiento	150	102,5	68,3%	
6. Limpieza e higiene	150	92,5	61,7%	
7. Recursos Humanos	150	102,5	68,3%	
8. Prestación de servicios	150	80	53,3%	
9. Aprovevisionamiento	50	45	90,0%	
TOTAL	1000	642,5	64,3%	

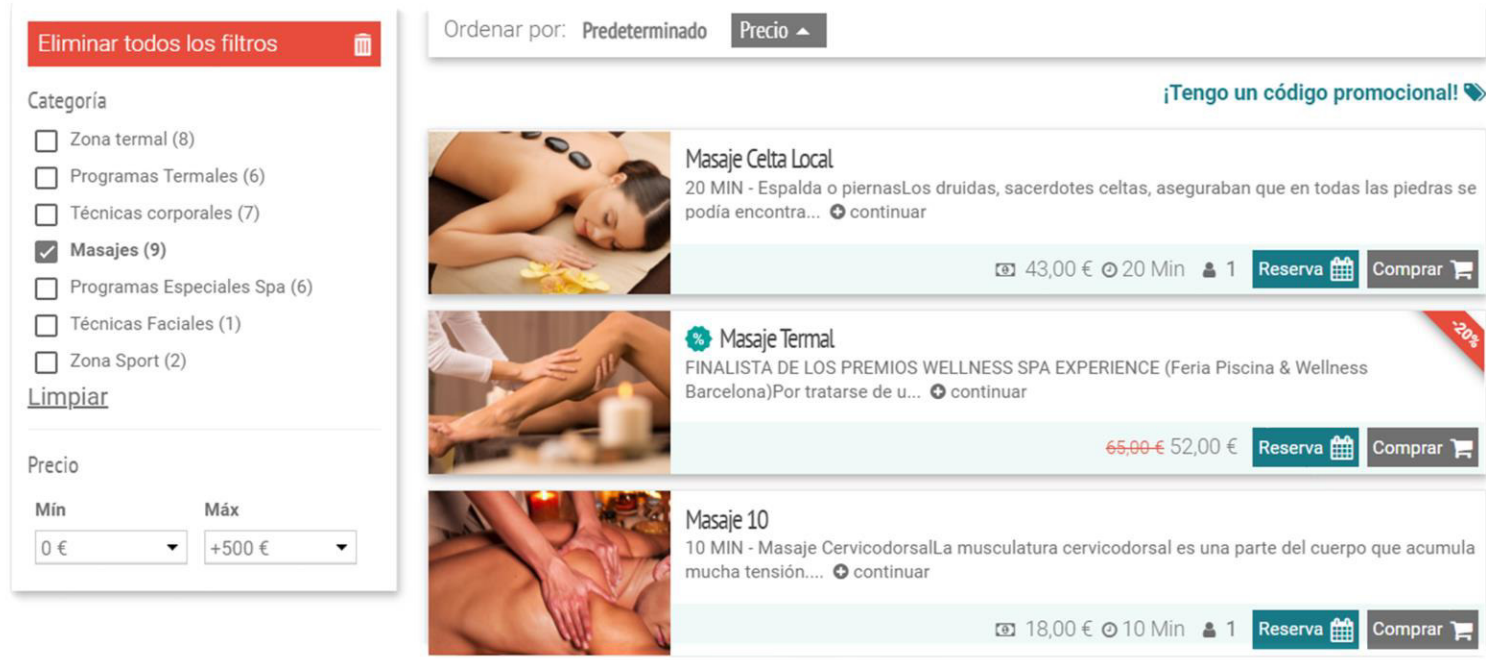


IBERIK
HOTELES

II.1 Digitization

II.1.1 Implement Property Management System (PMS), Customer Relationship Management (CRM), Booking Engine systems

- Spa Digitization. In implementation period
- Purchase online, with direct reservation in the spa's agenda



The screenshot displays a web interface for booking spa services. On the left, there is a filter sidebar with a red button labeled 'Eliminar todos los filtros' and a trash icon. The 'Categoría' section includes checkboxes for 'Zona termal (8)', 'Programas Termales (6)', 'Técnicas corporales (7)', 'Masajes (9)' (checked), 'Programas Especiales Spa (6)', 'Técnicas Faciales (1)', and 'Zona Sport (2)'. Below this is a 'Limpiar' button. The 'Precio' section has 'Mín' and 'Máx' dropdowns set to '0 €' and '+500 €' respectively. The main content area shows a list of services under the heading 'Ordenar por: Predeterminado' and 'Precio'. A promotional banner at the top right says '¡Tengo un código promocional!'. The services listed are:

- Masaje Celta Local**: 20 MIN - Espalda o piernas. Los druidas, sacerdotes celtas, aseguraban que en todas las piedras se podía encontra... [continuar](#). Price: 43,00 €. Duration: 20 Min. 1 person. Buttons: Reserva, Comprar.
- Masaje Termal**: FINALISTA DE LOS PREMIOS WELLNESS SPA EXPERIENCE (Feria Piscina & Wellness Barcelona) Por tratarse de u... [continuar](#). Price: ~~65,00 €~~ 52,00 €. Duration: 20 Min. 1 person. Buttons: Reserva, Comprar. A red '-20%' badge is present.
- Masaje 10**: 10 MIN - Masaje Cervicodorsal. La musculatura cervicodorsal es una parte del cuerpo que acumula mucha tensión.... [continuar](#). Price: 18,00 €. Duration: 10 Min. 1 person. Buttons: Reserva, Comprar.

IBERIK
HOTELS

III.1 Development of new products

III.1 Implement packages of accessible wellness products and services

WELLNESS IBERIK SALUD

MEDICINA DEL ESTILO DE VIDA:

¿UNA MEDICINA CON ALMA?

El Colegio Americano de Medicina del Estilo de Vida (**American College of Lifestyle Medicine [ACLM]**), la define como un enfoque basado en evidencia que busca **prevenir, tratar e incluso revertir enfermedades reemplazando conductas no saludables por otras saludables**, tales como comer de forma saludable, estar físicamente activo, aliviar el estrés, evitar el abuso de sustancias peligrosas, dormir adecuadamente y tener un sólido sistema de apoyo emocional.

Con este enfoque en mente, el equipo médico de IBERIK ha preparado el **PROGRAMA WELLNESS IBERIK SALUD** basado en los 6 pilares de la medicina del estilo de vida:

- ◆ Comer de forma saludable
- ◆ Actividad física equilibrada
- ◆ Controlar el estrés
- ◆ Suspender el abuso de sustancias tóxicas
- ◆ Disfrutar de un descanso y sueño adecuados
- ◆ Relaciones interpersonales sanas



- PROJECT Wellness programs in person and online

IBERIK
HOTELS



“Que tus proyectos fluyan como el viento y calen como el agua”

¡Thank you for
your time!

Antonio Freire Magariños
Especialista en Hidrología Médica e Hidroterapia
Director médico IBERIK Hoteles

wellness@iberikhoteles.com