

Program of the I International Forum of Historical Resort Cities " Balneology. Health. Economy" (online format).

March 01, 2021

Time: 11.00-15.30

Moderators: A. D. Fesyun, U. Solimene

Time Limit – 30 min.

11.00-11.15	<p><i>Opening of the Congress. Opening Speeches</i></p> <p>Anatoliy D. Fesyun, Acting director the Federal State Budgetary Institution “National Medical Research Center of Rehabilitation and Balneology” of the Ministry of Health of the Russian Federation, Doctor of Medical Sciences (Moscow)</p> <p>Natalia P. Sanina, First Deputy Chairman of the State Duma Committee on the Health Protection of the Federal Assembly of the Russian Federation, Doctor of Medical Sciences, Honored Doctor of the Russian Federation (Moscow)</p> <p>Anatoly T. Bykov, General Director of the Resort and Tourist Cities Association, Doctor of Medical Sciences, Corresponding Member of the Russian Academy of Sciences, Professor (Sochi)</p> <p>Umberto Solimene, President of the World Federation of Hydrotherapy and Climatotherapy (FEMTEC), Professor at the University of Milan (Italy, Milan)</p>
11.15-11.45	<p><i>Sanatorium-Resort Treatment in the Russian Federation</i></p> <p><i>The report presents an analysis of the current health-resort treatment development in the Russian Federation, identifies the main natural therapeutic factors widely used in the treatment and rehabilitation processes in patients with various nosological groups</i></p> <p>Anatoliy D. Fesyun, Acting director the Federal State Budgetary Institution “National Medical Research Center of Rehabilitation and Balneology” of the Ministry of Health of the Russian Federation, Doctor of Medical Sciences (Moscow)</p>
11.45-12.15	<p><i>Health and Wellness Tourism in the European Historical Thermal Towns: Revived Places of Health and Well-being.</i></p> <p><i>Since ancient times, people have been drawn to the hot mineral springs, the healing waters which are at the heart of Europe's thermal towns. These places - with their unique urban personalities and a long tradition of welcoming guests - have been centers of health and well-being for centuries, shaping a thermal culture that is a unique part of European heritage. The report</i></p>

	<p><i>examines the phenomenon of thermal cities, in which health and tourism are two complementary components.</i></p> <p>Dr. Lorenzo Lucchini, Mayor of Acqui Terme, Vice-President of the EHTTA (European Association Historical Thermal Towns) (Italy)</p>
<p>12.15-12.45</p>	<p><i>Portugal-Spain Wellness Initiative: How the EGTC EuroCity Chaves-Verin is Boosting Cross-Border Cooperation in Health & Wellness.</i></p> <p><i>The border cities of Chaves (Alto Tâmega, Portugal) and Verín (Ourense, Spain) decided to form what would become a new city model based on cross-border cooperation between two communities that, despite being officially separated by a border, joined forces to create the European Grouping for Territorial Cooperation EuroCity Chaves-Verín. Thanks to this vision, Chaves-Verín has become known as “the Eurocity of Water”, with one of the Iberian Peninsula’s largest concentrations of hot springs and medicinal mineral waters. In this context, during the lecture will be addressed the role of the thermal offer, health and wellness in the Eurocity Chaves-Verín, and how this offer can convert the destination into a competitive region, on a continental scale, in health and wellness tourism.</i></p> <p>Dr. Pablo Rivera Bua, Director the Eurocity Chaves-Verin AECT (Spain-Portugal)</p>
<p>12.45-13.15</p>	<p><i>Public-private Partnerships and the Role of Patients in the Delivery of Healthcare.</i></p> <p><i>The report will discuss the role of patient associations in healthcare. It examines the relationship between public-private partnerships (PPPs) and personalized medicine as well as what PPP needs to be successful in the healthcare system.</i></p> <p>Alceste Santuari, Secretary General of the European Association of Patients and Users of Thermal Centers (EATC) (Belgium), Professor of the Bologna State University</p>
<p>13.15-13.45</p>	<p><i>Combine Talents and Skills with Crossing Visions about Hydrologia.</i></p> <p><i>How an expert association contributes with local elected representatives to the transformation of the city by the rebirth of a spa in the heart of a French and European Metropole.</i></p> <p>Marie-Catherine Tallot, President of the Association “Les Amis du Thermalisme”/ François Werner, 1st Vice-President of the «Métropole du Grand Nancy», Nancy (France)</p>

<p>13.45-13.50</p>	<p><i>Welcome speech.</i></p> <p>Dr. Giuseppe Bellandi, Past Mayor Montecatini Terme, Past President of the EHTTA (European Association Historical Thermal Towns) (Italy)</p>
<p>13.50-14.20</p>	<p><i>Montecatini Thermal Spa, the Sustainable Future of the Health City: The New Therapeutic Value of Thermal Waters in the Heart of Tuscany</i></p> <p><i>Spa, culture, tourism, environment for the second Tuscan Renaissance. New thermal treatments for the prevention and rehabilitation after the pandemic. The Report will focus the state of the art of the contribution that both the Spa and the City of Montecatini Terme will give to face the challenge of the present and the next future, now and soon after the pandemic, to public and private health, tourism, culture and welfare , through nature and sustainability.</i></p> <p>Mr. Massimo Giovanetti, Company Consultant of Terme di Montecatini and cooperator of the city of Montecatini Terme (Italy)</p>
<p>14.20-14.50</p>	<p><i>Health Tourism and the New Investments in Cuba of the Historical Thermal Centers.</i></p> <p><i>Cuba is a country where health and wellness tourism is particularly popular, and medical resorts and historical thermal centers are located in UNESCO protected areas. The Government invests huge sums in the promotion and development of medical centers and industry clinics. As a result of world events connected with pandemic, changes have been accelerated in Cuba aimed at enhancing the security of the health and wellness tourism services proposed to clients. In addition, the country's potential demonstrates the growth of foreign investment in the sector.</i></p> <p>Florana Menendez, Vice-President of FEMTEC, Chairman of the Association of Health Tourism, Editor of the magazine "Wellness Destination", Professor (Havana, Cuba)</p>
<p>14.50-15.20</p>	<p><i>Thermae of Euganean Hills, Padova, Italy: From a Roman Bath to Mobility Medicine Resorts</i></p> <p><i>More than two thousand years of thermal tradition is not enough to allow all the resorts of Abano and Montegrotto Terme, Padova, Italy to survive the COVID-2019 epidemics. To choose either Wellness Resorts or medically-oriented organizations is mandatory to win in the international arena that is oriented or toward five stars high expensive Hotels or low-cost Bed & Breakfast organizations. Reorganizing the Thermal Hotels of the</i></p>

	<p><i>Euganean Hills as Mud + Balneology + Self-managed Gym Learning for Mobility Medicine could be the winning option.</i></p> <p>Ugo Carraro, Editor-in-Chief of the "European Journal of Translational Myology", Professor of the Department of Biomedical Sciences at the University of Padua (Italy)</p>
15.20-15.30	<p><i>Discussion</i></p>