



Commission for Europe

31 MAY – 2 JUNE 2023, SOFIA, BULGARIA

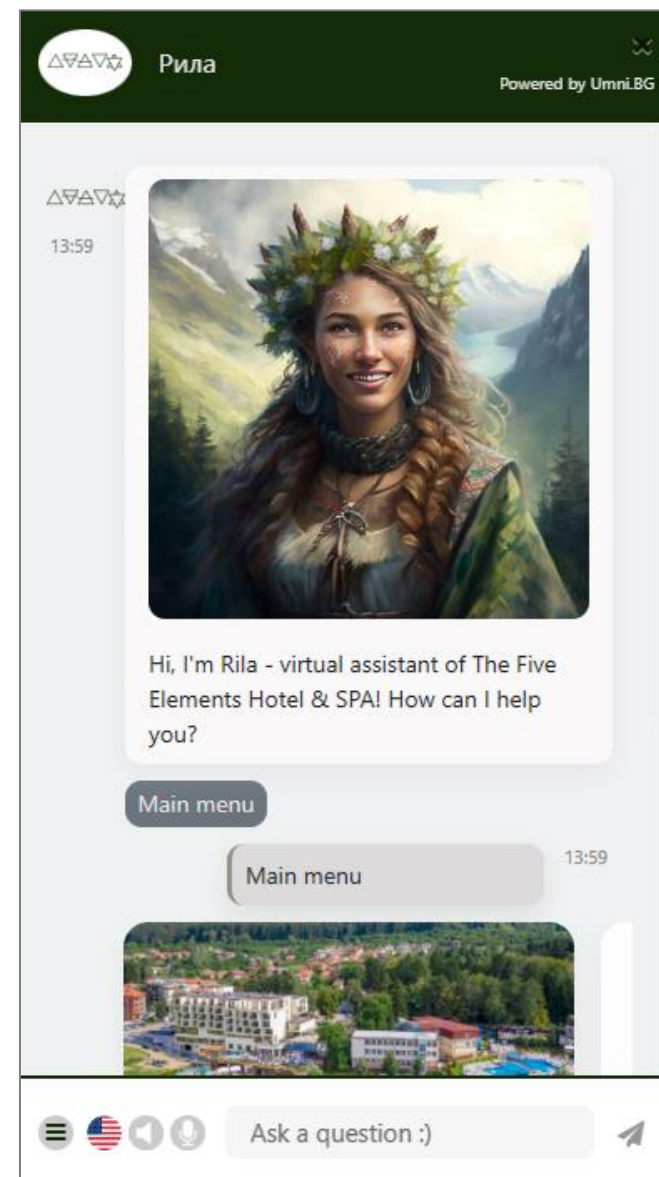


Education and skills in health tourism

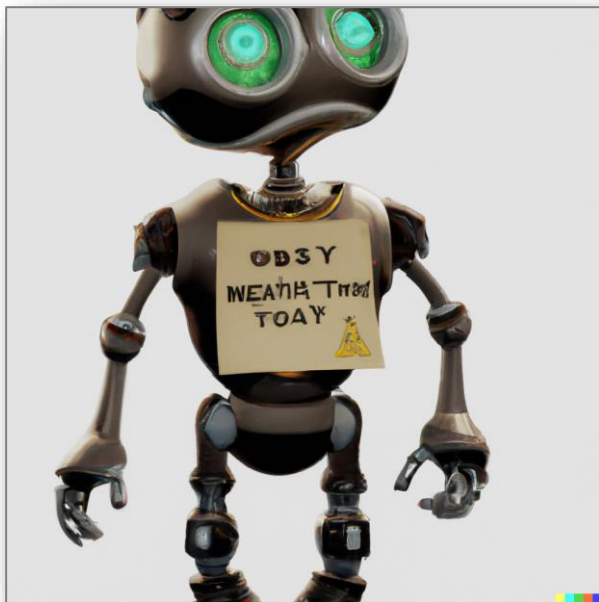
UMNI AI (Bulgaria)

Technologies and Tools:

Generative AI “everything”



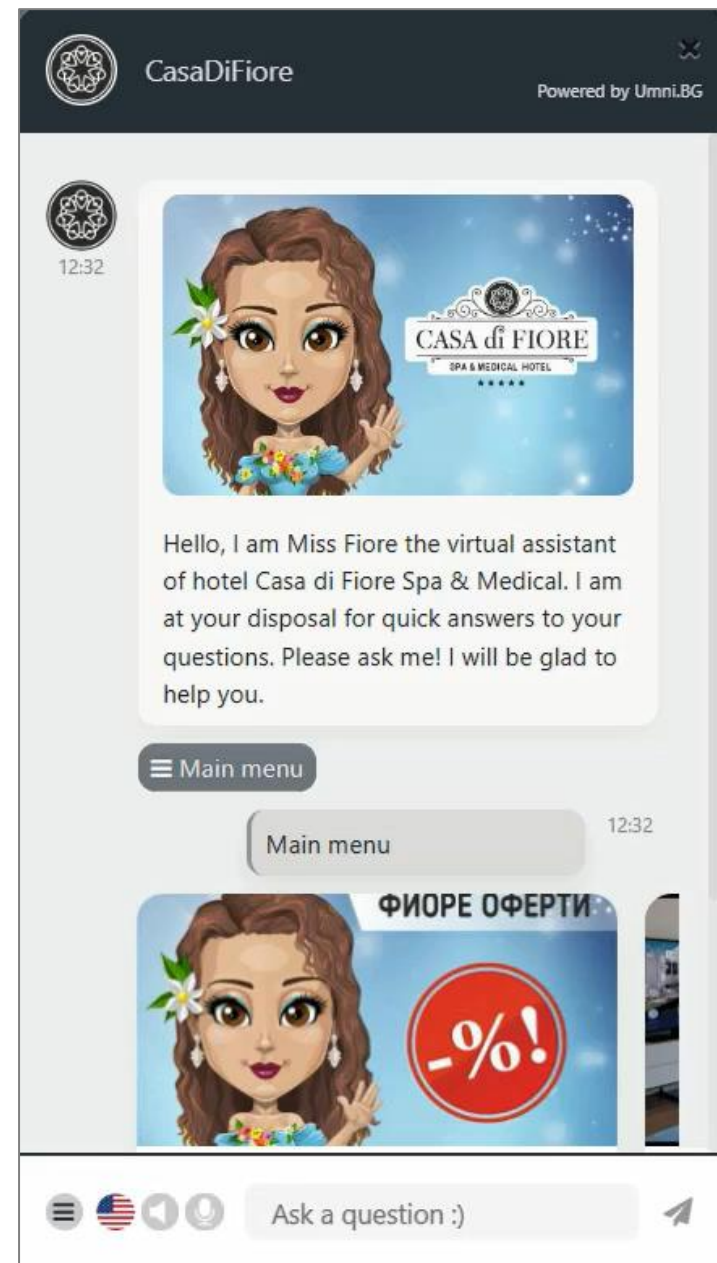
Mastering Conversational



Casa di Fiore SPA & Medical Hotel, 5*

- ✓ Over 83,500 users
- ✓ Over 545,000 actions in the AI voice chatbot
- ✓ 39% - night chat (up to 45%)
- ✓ 32% of the inquiries done at nighttime

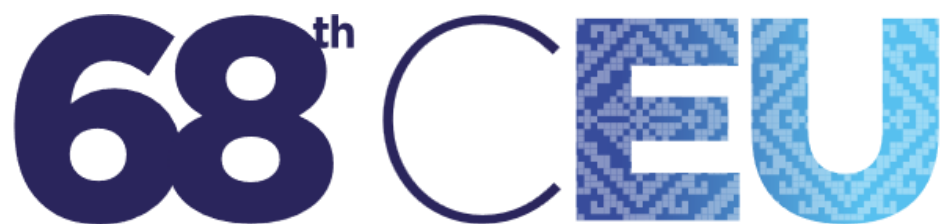
Saved
~7000
working hours
in 1 year



Closing the Gap: ***Digital Literacy + AI literacy***

- ✓ Tech-in-Tourism Clusters
- ✓ Access to Technology Resources & Tools
- ✓ Training and Education programs
- ✓ Culture of Continuous Learning
- ✓ Internal Knowledge Sharing and Mentorship
- ✓ Encouraging Innovation and Experimentation

Nova Medical School (Portugal)



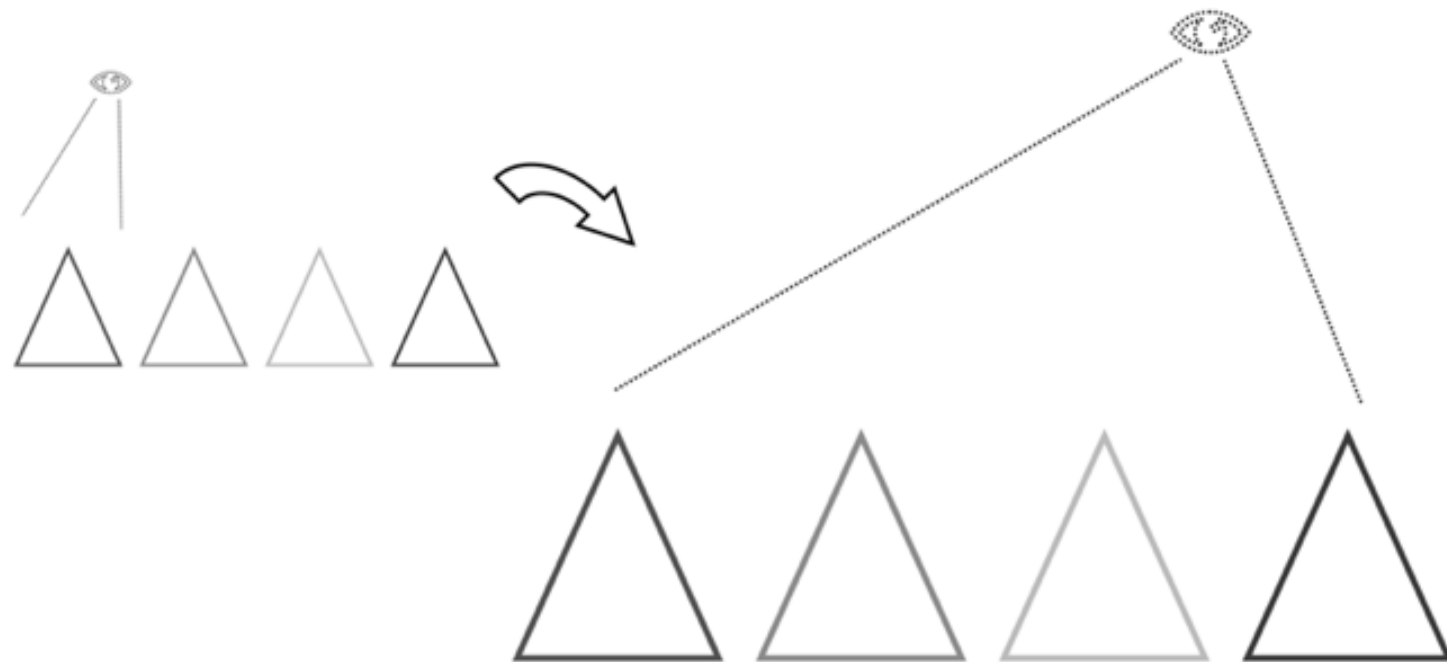
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REPUBLIC OF BULGARIA

Ministry of Tourism





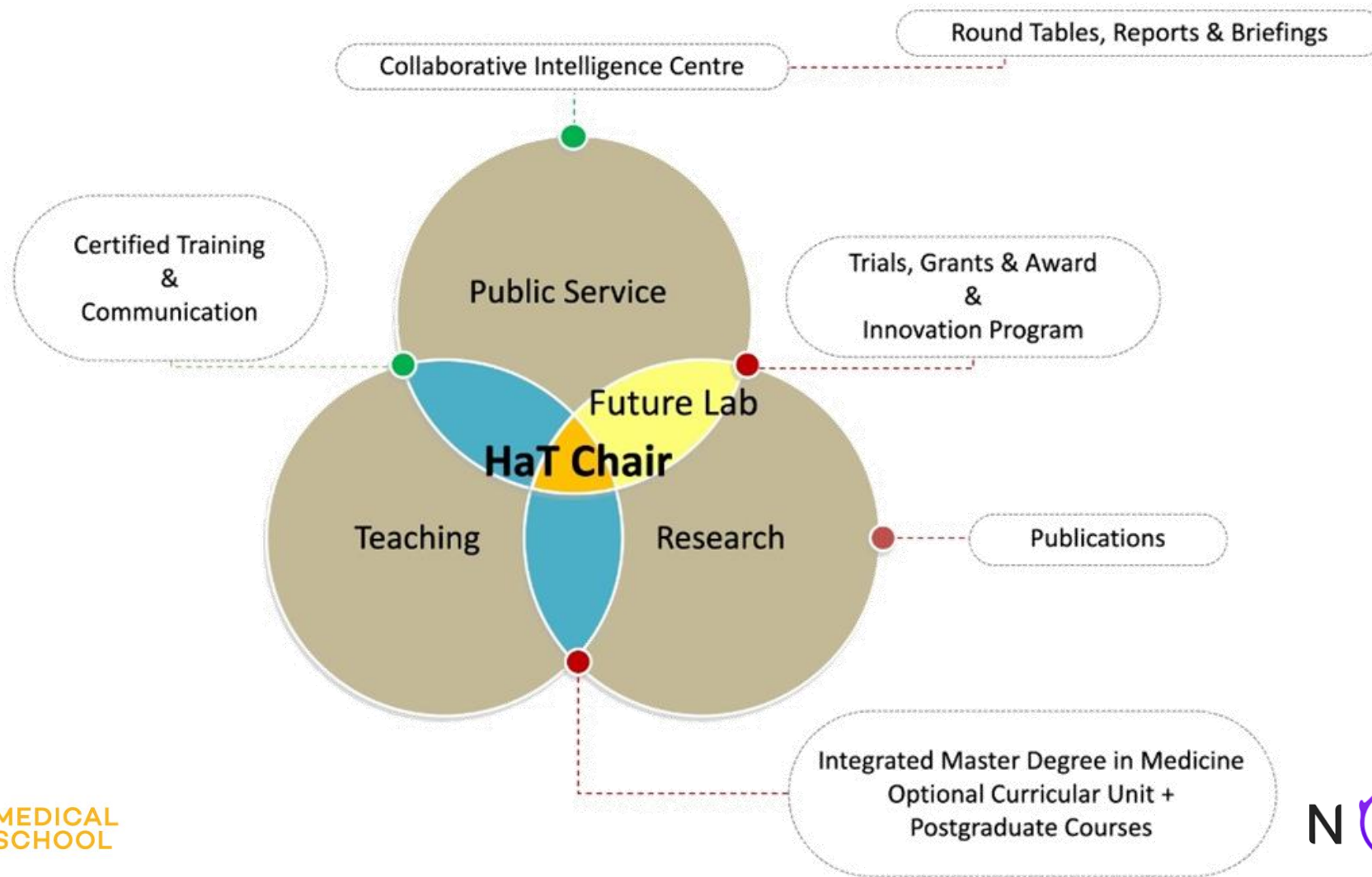
**Health and Tourism Chair
NOVA Medical School
Universidade NOVA de Lisboa**

NEST HaT: Health and Tourism Lab



NOVA MEDICAL
SCHOOL

NeST Tourism
Innovation
Center
Portugal









ANZ Aeroportos
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AIRPORTS

Millennium
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Grupo  CaixaBank

 **VIA
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Anda consigo.

Google

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VICTORIA
Uma empresa do Grupo Seguros **SMA**

UNWTO
World Tourism Organization

Innovate Israel
Innovation Center

TURISMO DE PORTUGAL

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**HEALTH FOR
THE FUTURE**

SINCE 1977



NOVA MEDICAL
SCHOOL

N  **ST** Tourism
Innovation
Center
Portugal

FEDERTERME (Italy)

Federterme – Confindustria, is the only Italian organization representing the interests of thermal and wellness tourism sector with:



- 134 different locations in the whole country;
- 300+ thermal facilities, most located in natural landscapes;
- 90% recognized by the National Health System;
- 5.300 facilities with 400.000+ beds (18% of national supply);
- Over 4 milion customers per year;
- 60.000 direct and indirect employees

Federterme founded FoRST, the Foundation for Thermal Scientific Research, to improve awareness about thermal water as source of health and wellness and managed to establish **II level university master degrees** with the aim to create specific training programs to increase technical, hospitality and customer service skills.

To ensure higher quality standards is needed to:

Increase remote training and the use of innovative technologies to create realistic simulation to gain hands-on experience

Promote international mobility programs exchanging best practices between operators

Create professional certifications at international level

Federterme safeguards Wellness and Medical Tourism through constant relations with Institutions

- Ministry of Health
- Government
- Parliament
- Regions & Local Administration

NATIONAL ACHIEVEMENTS

- Promotion of investments of structural nature
- Creation of an advanced and easily accessible web platform to promote Wellbeing and Medical Tourism (ITALCARES)
- Activation of «**Bonus Terme**» with € 53 millions allocated
- Privatization plans and territories' reactivation
- Increase of exhibitions and promotional initiatives addressed both to operators and consumers in collaboration with ENIT and ICE Agency

INITIATIVES TO BE PROMOTED WITH UNWTO

- Develop **sustainable tourism itineraries** highlighting natural and cultural heritage nearby thermal facilities
- Promote agritourism supporting agricultural companies to become hospitality structures
- Support production and marketing of **local products** through specific financial programs
- Research and develop products innovation in Wellness Tourism field in rural areas



68th CEU

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