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

NEST HaT: Health and Tourism Lab
BoostX
ScaleUp Tourism
EMPOWERING YOUR IMPACT
ACCELERATING YOUR GROWTH
A PURPOSE-DRIVEN TOURISM SCALEUP
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 million 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
Federmete safeguards Wellness and Medical Tourism through constant relations with Institutions

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

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 agrotourism 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
Commission for Europe
31 May – 2 June 2023, Sofia, Bulgaria