Health Tourism

Lecture 6
Chosen and supervised topics of case studies – student presentations

Presentation topics

1. Heritage of spa and health tourism in Russia (Petroune, I. & Yachina, E.)
2. The Health Spa Resort Rogaška Slatina returning to its past glory (Lebe, S)
3. Regeneration of a historic spa town: A case study of spa in Belgium (Smith, M.)
4. Vidago and Pedras Salgadas spas, the revival of a tourism attraction or a marketing technique for beverages? (Joukes, V.)
5. The Luigiane thermal baths: A tool for deseasonalization of the tourist demand in Calabria (Italy) (Ferrari, S.)
6. Hotel Herttua – Spa and rehabilitation centre in Eastern Finland (Tuohino, A. & Kangas, H.)
7. São Pedro do Sul thermal centre: Between health and wellness tourism (Gustavo, N.)
8. Case ‘Healing Hills and Wellness in Luxury’ (Castermans-Godfried, I.)
10. Using wellness elements for branding an exclusive image of tourism sites in the north of Israel (Gelbman, A.)
11. Ayurvedic health tourism in Kerala, India (Hannam, K.)
12. Hot springs in Japanese domestic and international tourism (Rätz, T.)
13. CHI Spa at The Shangri-La’s, Sabah, Malaysia: Its philosophy and management concept – ‘journey of experiences’ (Chan, J.)
15. The growing Yoga community in the Netherlands: How Yoga is becoming a lifestyle product including tourism activities (Gerritsma, R.)
16. Medical tourism in India: A case study of Apollo Hospitals (George, B.)
17. The use of spas by meetings participants: The case of the United States (Davidson, R.)