



# Wellness tourism as a complementary activity in saltpans revitalization

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# Presentation Structure

**1. Objectives**

**2. Methodology**

**3. Literature Review**

**4. Case Studies**

**5. Final Considerations**

## Niche market growing fast

It promotes wellness activities in several and distinct destinations

It promotes non-seasonal activities, boosting tourism sustainability

## Opportunity to traditional saltpans in decline

Growing tourism demand

Growing saltpans multifunctionality

Areas that promote relaxing moments

New forms of destination attractiveness

# Main Objective

To determine wellness tourism enhancement as a complementary activity in traditional saltpans

To identify new approaches for the revitalization of traditional saltpans

# Methodology

- **Content analysis**
  - Conceptual analysis
    - ✓ Traditional saltpans revitalization
    - ✓ Wellness tourism, health tourism, well-being tourism and medical tourism
  - Statistic analysis
    - ✓ Development of wellness tourism
- **Exploratory analysis**
  - Secovlje Saltpans – Slovenia
    - ✓ Good practices
  - Santiago da Fonte Saltpan – Aveiro, Portugal
    - ✓ Potential area for good practices implementation

# Traditional Saltpans

Importance for nature and  
biodiversity conservation

Lack of interest about traditional salt  
activity

Lack of workforce

Natural, cultural and historical  
richness

Low incomes



**Potential for Tourism  
Development**



**Progressive abandonment  
of saltpans**

# Wellness Tourism

Different /Confusion of terminologies

Heath tourism  
Wellbeing tourism  
Medical tourism  
Wellness tourism

It depends on the  
stakeholders group an its  
perspectives

***Wellness tourism describes a phenomenon to enhance personal wellbeing for those traveling to destinations which deliver services and experiences to rejuvenate the body, mind, and spirit of the participants.***

Chen et. al. (2008)

***Involves people who travel to a different place to proactively pursue activities that maintain or enhance their personal health and wellbeing, and who are seeking unique, authentic or location-based experiences/therapies not available at home***

Johnston et. al. (2011)

***Travel associated with the pursuit of maintaining or enhancing one's personal wellbeing***

Yeung & Johnston (2014)

# Wellness Tourism

Wellness tourism as a complementary activity in salt pans revitalization

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Source: Yeung & Johnston (2014)

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# Wellness Tourism

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Countries	Number of Trips (millions)	Direct Employment	Expenditures (US\$ Billions)	Rank in 2013 (2012 Rank)
United States	148.6	1836311	180.7	1 (1)
Germany	50.2	490092	46.2	2 (2)
France	25.8	259295	27.2	3 (4)
Japan	36.0	194606	22.2	4 (3)
Austria	12.1	143779	15.7	5 (5)
Canada	23.1	191423	14.8	6 (6)
Italy	6.6	143237	13.3	7 (8)
Switzerland	11.6	101266	12.7	8 (9)
China	30.1	1037685	12.3	9 (11)
United Kingdom	18.9	163187	12.0	10 (7)
Mexico	12.0	392043	10.5	11 (10)
India	32.7	5113703	9.2	12 (16)
Thailand	8.3	537312	8.8	13 (14)
Spain	11.3	77313	7.9	14 (12)
South Korea	15.6	121918	5.8	15 (13)
Australia	4.6	55650	5.3	16 (15)
Indonesia	4.0	433868	4.8	17 (41)
Russia	10.3	127763	4.6	18 (17)
Turkey	8.7	57979	4.5	19 (20)
Portugal	3.6	74446	3.4	20 (18)

Source: Yeung & Johnston (2014)

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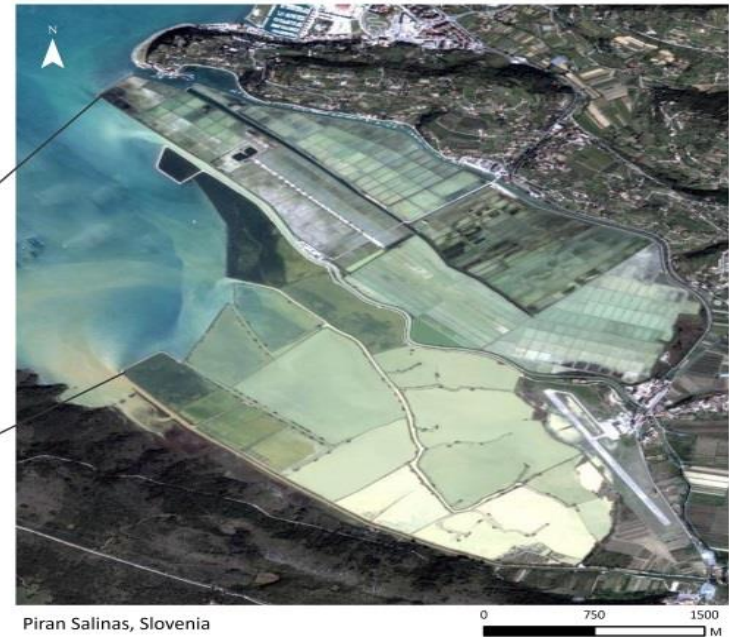
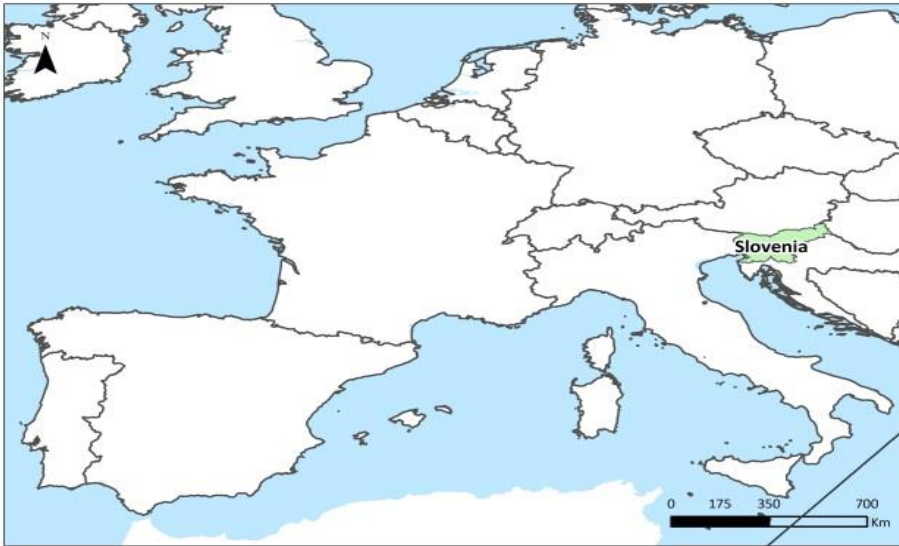
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# Secovlje Saltpans

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Piran Salinas, Slovenia

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## Traditional production processes Restoration strategy

**1.** Saltpan rehabilitation, allowing economic and social benefits with repercussion in natural heritage

- ✓ Multimedia Centre for Visitors
- ✓ Saltpans for demonstration of salt making process
- ✓ Shop and art gallery
- ✓ Walking and cycling paths

## Sustainable tourism destination

**2.** New tourism attraction – Lepa Vida Thalassotherapy Centre

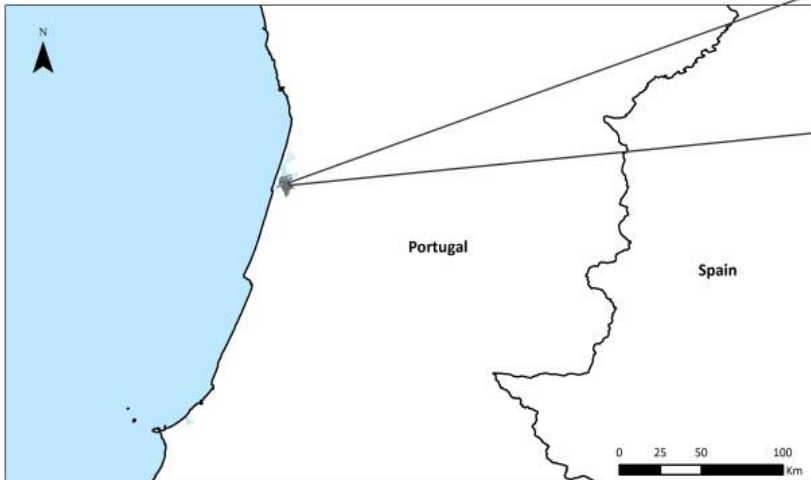
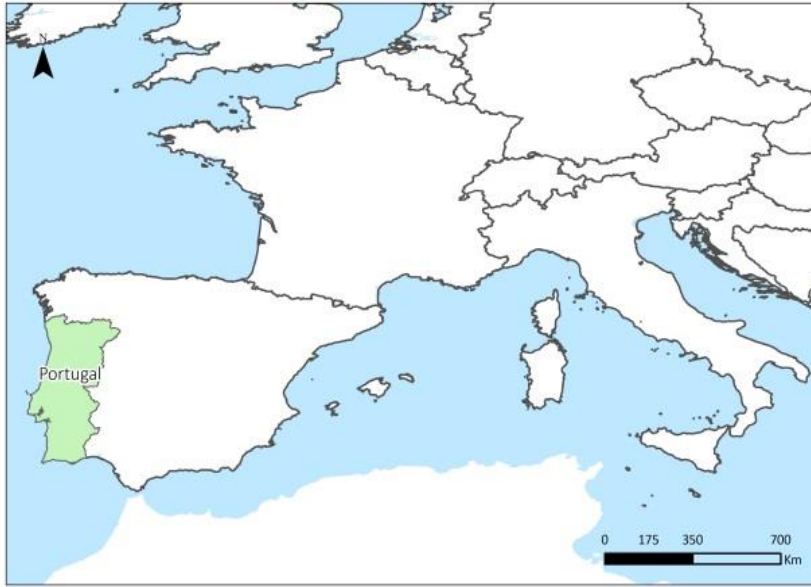
- ✓ Mud treatments
- ✓ Baths in brine water
- ✓ Exfoliation with sea salt
- ✓ Hand massages

Recognition of the importance of the linkage between natural and cultural heritage and sustainable tourism development

# Santiago da Fonte Saltpan

Wellness tourism as a complementary activity in salt pans revitalization

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Santiago da Fonte Saltpan

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# Santiago da Fonte Saltpan

Peacefulness environment allowing leisure and well-being moments of high quality

Important area for nature and biodiversity conservation

Natural richness – biological diversity

Natural, cultural and historical richness



## Wellness tourism

- Use of saltpan geological materials in several therapies (musculo-skeletal and/or cosmetics)
- Brine water baths
- Enjoyment of the area

# Final Considerations

Changes in tourism market offer

Growing of niche markets (WT) in a relevant way

Tourists motivations are changing – preference for enjoying leisure time through different and distinct activities

Wellness tourism

- Development of a several set of activities
- Existent offer in wellness centres
- Ecological and adventure offers

Development of wellness tourism in Aveiro saltpans is priority

Recovery and rehabilitation of saltpans

Preservation and valorisation of natural and cultural heritage

**Thank you for your  
attention!**

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