

Balneary SPA Resort Itaipulandia

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The term “natural therapeutic factor” (NTF) has similar denominations (local / physical curative / medicinal / healing / remedy resource / product / agent), when international publications related it to the sectors: health, wellness, tourism, recreation, salutogenic place, resort, SPA, sanatorium, nature bioactives, traditional or complementary alternative medicines (CAM), thermal medicine, medical hydrology, balneology or climatology, geomedicine, naturopathy, among others. The NTF can be considered environments or resources from preserved nature, with biological active components, were controlled exposure at short term local visitations improve or maintain functioning, minimise or prevent disabilities, benefits well-being or health and including many medicine practices, therapies interventions or holistic approaches.

Certain traditional health resort medicine countries (Russia, Ukraine, Romania, Serbia and Czech Republic) endue specific legislation on NTF rational exploitation, health-promotion potential, protection and patrimony/heritage value. Also, they are the basis to differentiate between several types of SPAs, bath centers and resorts on the European market. Thus, may guide related business, establishments services and infrastructure projects, destinations marketing strategy development, tourist attractiveness or facilities and therapy/medicine bioactivity foundations. Several studies cite these activities sustainability, enhancing the economy, preserving nature and improving wellness and health to the visitors and to the residents at destinations. Therefore, the scientific research about local NTF is highly recommended in places like this case study: Balneary SPA Resort Itaipulandia City, Parana State, Brazil. The methodology here applied starts through the keywords and NTF related sectors literature review in the digital databases. Then, with selected publications NTF related types, classifications, properties and indications; possible targets are locally prospected and evaluated by local personal observations and bibliography about this place.