

## PORTO ALEGRE COMO CENÁRIO DE TURISMO DE SAÚDE

### *PORTO ALEGRE COMO ESCENARIO DE TURISMO DE SALUD*

### *PORTO ALEGRE AS HEALTH TOURISM SCENARIO*

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**RESUMO:** O presente artigo apresenta a cidade de Porto Alegre, no sul do Brasil, como cenário de Turismo de Saúde. O texto é relato parcial de pesquisa realizada em nível de doutoramento, na Universidade de Caxias do Sul, envolvendo a temática Turismo de Saúde, buscando sinalizadores para a potencialização de práticas nesse sentido, na Capital do Rio Grande do Sul. Trata-se de pesquisa transdisciplinar, envolvendo pressupostos científicos alinhados com a visão de ciência complexa e ecossistêmica. A estratégia metodológica da pesquisa é a Cartografia dos Saberes, proposta por Baptista (2014), num viés qualitativo, orientado por quatro grandes trilhas: Saberes Pessoais, Saberes Teóricos, Usina de Produção e Dimensão Intuitiva da Pesquisa. Os resultados indicam grande potencial da cidade de Porto Alegre para o desenvolvimento do turismo de saúde, pela combinação de atrativos e a excelência de serviços na área da Saúde. A pesquisa mais ampla ressalta a relevância de atenção e cuidados especiais para alguns sinalizadores: segurança, limpeza, alimentação, hospedagem, hospitalidade e comunicação. No artigo, são apresentados três hospitais de referência em tratamento de saúde, situados em regiões de Porto Alegre, com potencial de desenvolvimento do Turismo de Saúde.

**PALAVRAS-CHAVE:** Turismo. Saúde. Porto Alegre. Cartografia dos saberes.

**RESUMEN:** Este artículo presenta la ciudad de Porto Alegre, en el sur de Brasil, como un escenario de Turismo de Salud. El texto es un informe parcial de una investigación realizada a nivel de doctorado en la Universidad de Caxias do Sul, que involucra el tema Turismo de Salud, buscando señales para la mejora de las prácticas en este sentido, en la capital de Rio Grande do Sul. Esta es una investigación transdisciplinaria, que implica suposiciones científicas alineadas con la visión de la ciencia compleja y el ecosistema. La estrategia metodológica de la investigación es la Cartografía del conocimiento, propuesta por Baptista (2014), en un sesgo cualitativo, guiado por cuatro pistas principales: conocimiento personal, conocimiento teórico, planta de producción y dimensión intuitiva de la investigación. Los resultados indican el gran potencial de la ciudad de Porto Alegre para el desarrollo del turismo de salud, mediante la combinación de atracciones y la excelencia de los servicios de salud. La investigación más amplia destaca la relevancia de la atención y atención especial para algunas banderas: la seguridad, limpieza, alimentación, alojamiento, hospitalidad y comunicación. En el artículo, presentamos tres hospitales de referencia en tratamiento de salud, ubicados en regiones de Porto Alegre, con potencial para el desarrollo del turismo de salud.

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**PALABRAS CLAVE:** Turismo. Salud. Porto alegre. Cartografía del conocimiento.

**ABSTRACT:** *This paper presents the city of Porto Alegre, in southern Brazil, as a Health Tourism scenario. The text is a partial report of research carried out at the PhD level, at the University of Caxias do Sul, involving the theme Health Tourism, seeking signals for the enhancement of practices in this sense, in the capital of Rio Grande do Sul. This is a transdisciplinary research, involving scientific assumptions aligned with the vision of complex ecosystemic science. The methodological strategy of the research is the Cartography of Knowledge, proposed by Baptista (2014), in a qualitative bias, guided by four major tracks: Personal Knowledge, Theoretical Knowledge, Production Plant and Intuitive Dimension of Research. The results indicate the great potential of the city of Porto Alegre, for the development of health tourism, by the combination of attractions and the excellence of health services. The broader research highlights the relevance of attention and special care for some flags: safety, cleanliness, food, lodging, hospitality and communication. The article presents three referral hospitals in health care, located in regions of Porto Alegre, with potential for the development of Health Tourism.*

**KEYWORDS:** Tourism. Health. Porto Alegre. Cartography of knowledge.

### **Preliminary considerations**

A city called Porto Alegre seems to bring good omen, in relation to several aspects. This glimpse is confirmed, when the theme is Health Tourism, since the city has been showing frank development with regard to excellence in health treatments, with the emergence and consolidation of quality institutions, whose service comes even from the association with research centers and local universities. In parallel to this, the expansion of the concept of health, as the set of conditions inherent to well-being, in a broad sense, leads to the understanding of the connection of this concept with that of Tourism, especially with its practices.

This article is a partial report of research developed at the doctoral level at the University of Caxias do Sul, linked to Amorcomtur! - Study and Communication Group, Tourism, Lovingness and Autopoiesis (CNPq-UCS). It brings data and reflections on the capital of Rio Grande do Sul, the southernmost state of Brazil, signaling the pertinence of the discussion of the theme Health Tourism, having as its locus this city that is configured as a tourist destination for many reasons and attractions. Recently, due to issues related to the management of the municipality, Porto Alegre 'inspires care', but this does not diminish the tourist potential, by itself, at the same time that this potential is associated with the Health area, due to its level of development.

The text results from the work of two researchers with a personal trajectory across the two areas in interface - Tourism and Health -, as well as with ties to the city, which allows the recognition of its aspects preliminarily, which were associated with the theoretical and field data. One, from the Social Communication area, with experience working in a psychiatric hospital and consulting for hospitals; with lectures and workshops, aiming to discuss the ambience of service provision, the relationships that are established in these environments and the importance of welcoming subjects who move to these treatment centers. In the case of the other researcher, the experience in Tourism, in management, planning and operational actions, led to the situation of being faced with the need to monitor the displacement of patients on international trips. This experience drew her attention to several aspects and implications of what, in theoretical terms, has been called as Medical Tourism (GODOI, 2009; FERNANDES; FERNANDES, 2011) or Health Tourism (GODOI, 2009; FERNANDES; FERNANDES, 2011; BRASIL, 2007).

As a narrative, the discussion about Health and its Dimensions is presented, followed by a characterization of Porto Alegre and, later, a reflection on Health Tourism in Porto Alegre, with the example of characteristics of three hospitals, which demonstrate the reception potential in this area, which can be combined with the tourist attractions and services inherent to the sector.

### **Health and its dimensions**

Health is a worldwide concern. The preservation and promotion of health are the focus of the work of the World Health Organization (WHO), from which it is intended to improve the conditions of patients, through programs and actions that will benefit users of public health services, as well as other patients.

The World Health Organization (WHO, 2016) states that "to be healthy is to have a state of full physical, mental and social well-being and not just the absence of illnesses and diseases". For this organization, health is a social right intrinsic to the condition of citizenship, which must be guaranteed without differentiating "race, religion, ideology, politics or socioeconomic condition". Therefore, health is seen as a collective value, that is, a good for all citizens.

The development and improvement of centers of excellence, such as: hospitals, clinics, etc., have been driven by urban centers, due to the large population concentration. The excellence of these centers is sought from the concern, not only with the qualification of professionals, but with the subject, society, the ecosystem, that is, health as a whole. In this

case, it can be referred to aspects associated with this process and which are linked to the tourist trade, as well as the areas of leisure, art, religion and culture. Subjects who travel in search of health need to be well received, in a broad sense. Their companions often need services related to tourism as well: transportation, accommodation, food, leisure. This, together with the improvement of the centers of excellence, cannot fail to emphasize that the university is one of the spaces that consolidates the centers of excellence, since it promotes knowledge of the sciences as a whole and also in the area of Health.

Technological innovations have also been of great importance for the growth of centers of excellence in Health. High technological development arises with industrial centers, which have promoted significant changes in the market. Health has also benefited from this evolution with regard to technological equipment, which came to assist, not only in the sense of opening the market, but in promoting and facilitating health treatments as a whole. Research has also undergone significant changes, including the interface with other areas of knowledge. Thanks to advances in health treatments, centers of excellence have been established and major projects and planning in the area of Health have been developed.

It also stands out the existence of technological innovations as emphasized by Flavia Furlan (EXAME, 2018, p. 69), from an interview with Philips medical director, since 2016, in the Netherlands/Amsterdam, Jan Kimpen (pediatrician, Belgian, 60). He says that “digital solutions will make health treatments more efficient and less costly” (EXAME, 2018, p. 69), but he also says that there are still challenges for new technologies to be adopted. Kimpen reports that the Health market is facing important challenges, with regard to these technological transformations. He believes that “digitization is part of the future of health” (EXAME, 2018, p. 69). With that, medical treatments will be more efficient. It is important to note that, according to Kimpen, currently, 60% of Philips investments go to “health research”, 70% of revenues are from short-term businesses, and 30% are from long-term partnerships in Health, which did not exist previously. He adds by stating: “Health is changing, we want to be part of it” (EXAME, 2018, p. 70). Thus, it is possible to notice the movements of the markets and the transformations and benefits that the technology provides, both in treatments, agility and less costs.

In this context, recently released in electronic media (2019), an extensive report was presented on “artificial intelligence” and how it has been applied in the most diverse fields, being a new reality for this area. The report on artificial intelligence applied to the Health area, shows that it is already in application, several hospitals are already equipped and interconnected for better patient care, quickly and efficiently. This process is currently a reality for the private

hospital chain. According to the report, hospitals in the public health network, which serve the SUS, do not yet have this process, but that, in the future, this reality, too, will be made available to all SUS users. Recalling what our Federal Constitutions of 1988 says, “health is a citizen's right”. This article on artificial intelligence was presented by reporter Sandra Passarinho, from 07 to 10/10/2019, during the screening of *Jornal Nacional*.

The reporter concludes by saying: technology has an increasing role in medicine. Technology is a means to help medicine, and the decision of a treatment is still the doctor's, with the patient's authorization.

It is not intended to exhaust the discussion on Health, its concept and its historical process, only to highlight the complex dimension and expanded view of this concept. For definition purposes, the concept adopted by the World Health Organization (WHO), mentioned above, will be considered initially, which will allow observing and comparing what has been developed in terms of Health, in relation to users of the Unified Health System (SUS).

In this context, the United Nations (UN, 2000) reinforces the concept of Health, presenting four minimum conditions for a State to guarantee the right to health for its citizens. They are: a) financial availability; b) accessibility; c) acceptability, and; d) quality of the country's public health service.

The 1988 Constitution of the Federative Republic of Brazil (CF 88) recognizes health as a fundamental social right. Here is reproduced Article 196 in its entirety:

Art. 196. Health is the right of all and the duty of the State, guaranteed through social and economic policies aimed at reducing the risk of disease and other severities and universal and equal access to actions and services for their promotion, protection and recovery (BRASIL, 1988).<sup>3</sup>

It is worth mentioning that one of the objectives of CF 88, in its article 3, refers to: “promote the well-being of all, without prejudice to origin, race, sex, color, age and any other forms of discrimination”.

It can be highlighted here, an interface between Health as a social right and health tourism, as a displacement process that also 'inspires care', in the sense that this subject who moves - as well as his companions - is 'well treated', in a broad sense, in a perspective of ecosystemic responsibility (BAPTISTA, 2018).

<sup>3</sup> Art. 196. A saúde é direito de todos e dever do Estado, garantido mediante políticas sociais e econômicas que visem à redução do risco de doença e de outros agravos e ao acesso universal e igualitário às ações e serviços para sua promoção, proteção e recuperação (BRASIL, 1988).

When talking about the dimensions of the health theme, there are subsidies to make a comparison of the Public Health System in other countries with the Unified Health System (SUS), in what concerns the displacement of subjects and how health systems work. Thus, in the sequence, the Public Health Systems of some countries are presented.

Public health is nothing more than the art and, also, the science of preventing diseases, increasing life expectancy, and also taking care of mental health. It is understood that this is only possible, if the trips to attendance are also marked by care for the subject and the ecosystem as a whole.

## Porto Alegre

The city of Porto Alegre is the capital of the State of Rio Grande do Sul located in the extreme south of Brazil, being, therefore, the most southern capital of the country. The official date of its foundation is March 26, 1772 (PORTO ALEGRE, 2017), whose name was initially Freguesia São Francisco do Porto dos Casais. In the following year, it was renamed Nossa Senhora da Madre de Deus de Porto Alegre. Its settlement began in 1752, when the 60 Portuguese couples arrived from the Azores. From 1824, Porto Alegre began to receive immigrants from all parts of the world, such as: Germans, Italians, Spaniards, Africans, Poles, Lebanese Jews, among others. Recently, Senegalese, Haitians and Venezuelans are added to these, thus composing more than 30 ethnic groups in the State (PORTO ALEGRE, 2017).

The following are maps with the locations of the State of Rio Grande do Sul and the city of Porto Alegre, figures 1 and 2.

**Figure 1** - Map with geographical position of the State of Rio Grande do Sul and its Capital



Source: Maps Guia Mais RS (2018).

The State of Rio Grande do Sul has distinguished itself in cultural, political and social events, being the land of great writers, as an example: Érico Veríssimo, Moacyr Scliar, Luis Fernando Veríssimo, Mário Quintana, Lya Luft, etc.; intellectuals, Luiz Antonio de Assis Brasil, João Carlos Paixão Cortes, etc.; artists, Aldo Locatelli, Carlos Scliar, Elis Regina, etc.; politicians, Getúlio Vargas, Emílio Garrastazu Médici, Ernesto Gêisel; Ieda Maria Brutto Vargas (Miss RS, Miss Brasil and Miss Universe - 1963). Porto Alegre has also hosted events such as the World Social Forum in 2001 and the 2014 World Cup, moments that stood out in the country's history (PORTO ALEGRE, 2017).

The population of Porto Alegre is estimated at 1,481,019 inhabitants, in an area of 496,682 km<sup>2</sup>, with a demographic density of 2,837.53 inhabitants/km<sup>2</sup> (IBGE, 2017). Its geographical coordinates are: latitude: 30° 01 '59" S; longitude: 51° 13' 47" O; altitude of sea level: 46 m.

**Figure 2** - Map of the city of Porto Alegre and metropolitan area



Source: Maps Guia Mais Porto Alegre (2018).

With peculiar characteristics of its geography, Porto Alegre becomes unique. One of these characteristics is the plain, in which the urban area is concentrated, and this area is bathed by Guaíba, which has a 72 km long coastline. Another feature is the chain of 40 hills that extend to the south of the city (SMTUR, 2017). It also has a Rural area, where there are several tourist routes, giving opportunity to those who come to Porto Alegre to know a rural space very close to the city.

Recently, it is worth mentioning the revitalization of part of the Guaíba waterfront, which was delivered to the population of the city in June 2018. Revitalized tourist space,

comprising from the Gasometer to the surroundings of Rótula das Cuias. Providing the city population and tourists with another leisure space. This is the first stage of a major revitalization project. It is in this scenario that tourism in Porto Alegre has been developing and attracting tourists and the local population.

The city of Porto Alegre is among the country's capitals that offer excellent public and private health facilities and two military ones. Porto Alegre currently has 37 hospitals, between private, public and military, an Institute and two hospital complexes, namely: Santa Casa de Misericórdia<sup>4</sup>, which consists of seven hospitals and the Conceição Hospital Group<sup>5</sup>, which houses four hospitals, according to information available on the website of the Brazilian Institute of Statistical Geography (IBGE, 2017).

In this context, the city also presents tourist attractions to those who come to the capital of Rio Grande do Sul, whether on business, for events (concerts, congresses, seminars, etc.) or for health treatment. In terms of tourism, Porto Alegre stands out for its culture, geography, cuisine, temperatures, geographical position.

### Health tourism in Porto Alegre

Regarding Health Tourism, Porto Alegre has a significant number of health institutions. Private, public hospitals, an institute, two military hospitals, one from the Army and one from the Military Brigade (IBGE, 2017), two hospital complexes, they are: Santa Casa de Misericórdia de Porto Alegre Hospital Complex, which houses seven hospitals and; the Conceição Hospital Group, which consists of four hospitals. It is one of the country's capital cities that offers excellent health institutions, with qualified professionals. It is noteworthy that only three hospitals in Porto Alegre are part of the cluster<sup>6</sup> of health services in the city, they are: Hospital Moinhos de Vento, Mãe de Deus and São Lucas, the latter belonging to the Pontifical Catholic University of RS - PUCRS (PAHC, 2017).

<sup>4</sup> Santa Casa de Misericórdia: Santa Clara Hospital (General Hospital for Adults and Maternal and Child); São José Hospital (Neurosurgery and Neurology); Pereira Filho Pavilion (Pulmonology and thoracic surgery); São Francisco Hospital (Cardiology, Cardiac and specialized surgeries); Santa Rita Hospital (Oncology); Santo Antônio Hospital (Pediatrics); Dom Vicente Scherer Hospital (Transplants and outpatient procedures) (SANTA CASA, 2017).

<sup>5</sup> Grupo Hospitalar Conceição: Hospital Conceição (Hospital Geral); Hospital Fêmeina (Saúde da Mulher); Hospital da Criança (Pediatría); Hospital Cristo Redentor (Pronto Socorro da Zona Norte de Porto Alegre); Saúde Comunitária (12 postos de Saúde Comunitária); UPA Moacyr Scliar (Unidade de Pronto Atendimento 24 horas) (GRUPO HOSPITALAR CONCEIÇÃO, 2017).

<sup>6</sup> Cluster: it is an English word that means junction, union, agglomeration, assembly, congregation, cooperation, and that, in Portuguese, means local. In short, it means organizing a productive arrangement. The cluster study began to be disseminated in the 1990s, by entrepreneurs and scholars interested in understanding the relationships that were established between companies (LOHMANN; PANOSSO NETTO, 2012, p. 190).

In 2010, Porto Alegre Health Care was created, as a public-private institution at the municipal level, which brings together the main health institutions in the city. According to the institution's website, its objective is “to offer the best in treatments and surgeries” (SAÚDE BUSINESS, 2017).

Porto Alegre Health Care is supported by the Federation of Trade Associations and Services of Rio Grande do Sul (FEDERASUL), having received support, in its emergence, from the the Municipal Secretariat of Tourism (PAHC, 2017). In addition to the hospitals that are part of this organization, it also involves class institutions, doctors, hotels and a large network of health, wellness and hospitality service providers (PAHC, 2017). It also dialogues with the Brazilian Association of Tourism and Health, an institution at the federal level, which aims to reveal destinations within Brazil, referring to health tourism (ABRATUS, 2017). These two institutions, one at the municipal level and the other at the federal level, work on the issue of health tourism, in relation to foreign health tourists. The users of the SUS and their companions do not yet cover the market niche studied for this thesis, a niche that, as far as we can see, in the future, may bring good results, in terms of tourism to the capital.

Health tourism has received special attention from government authorities, tourism and health professionals (GODOI, 2009, p. 9). Porto Alegre offers excellent health institutions, both private and public. The city also offers an urban transport infrastructure, accommodation of various categories, food, etc., which facilitates the travel of health tourists who come to the city for health treatment (PAHC, 2017). In terms of access, the city, for those who come from other states, there is a bus station, located close to the historic city center, and the Salgado Filho International Airport, also with several transport resources associated with it.

As a tourist attraction, the city has a tourist bus that provides the visitor with an overview of the city, such as: its history, the Guaíba, the Historic Center, the South Region of the city, Museums, Theaters, Culture House, Events, among others attractive (SMTUR, 2017).

### **Hospital network of Porto Alegre**

The Porto Alegre Hospital Network is comprised of 36 hospitals today, among which there are military hospitals (Military Brigade and Army), Institute of Cardiology, private hospitals, the Santa Casa de Misericórdia Hospital Complex comprising seven philanthropic private hospitals, the Conceição Hospital Group, public (100% SUS), is comprised of four hospitals, a team of Community Health and Emergency Care Unit (UPA) Moacyr Scliar (IBGE, 2017).

They are represented in Table 1 below, which have the main character of service. In August 2017, another health enterprise, Medplex, appeared in the Santana district, and in 2017, another public hospital, Santa Ana Hospital, in the Teresópolis district was opened.

**Table 1 - Hospital Network in Porto Alegre**

Hospitals	Main service character
Beneficência Portuguesa Hospital of Porto Alegre	SUS, IPERGS, Insurance e Particular
Brigada Militar Hospital	Military (Military Brigade)
Banco de Olhos Hospital	SUS, Insurance and Particular
Institute of Cardiology of the University Foundation of Cardiology of RS	SUS, Insurance and Particular
<b>Hospital of Clinics of Porto Alegre *</b>	<b>SUS, Insurance and Particular</b>
<b>Conceição Hospital Group * 100% SUS</b>	<b>SUS 100%</b>
Criança Conceição Hospital	
<b>Conceição Hospital</b>	
Cristo Redentor Hospital	
Fêmeina Hospital	
Community Health	
UPA Moacyr Scliar	
Divina Providência Health Network	
Divina Providência Hospital (Porto Alegre)	
Santa Isabel Hospital (Progresso/RS)	Particular and Insurance
São José Hospital (Arroio do Meio/RS)	
Independência Hospital (Porto Alegre)	
Ernesto Dornelles Hospital	Particular and Insurance
Spiritist Hospital of Porto Alegre (Psiquiátrico)	SUS, Particular and Insurance
Mãe de Deus Hospital	Particular and Insurance
Presidente Vargas Maternal and Child Hospital	<b>100 % SUS</b>
Military Hospital of Porto Alegre	Military (Army)
Moinhos de Vento Hospital	Particular and Insurance
Parque Belém Hospital	Particular and Insurance
Emergency Hospital of Porto Alegre	General/Public Hospital
Porto Alegre Hospital	Municipal workers, SUS and Insurance
General Hospital of Restinga and Extremo Sul	SUS, Community Hospital
São Lucas Hospital	SUS, Particular and Insurance
<b>Hospital Complex Santa Casa de Misericórdia de Porto Alegre (Private philanthropic character)*</b>	<b>Philanthropic</b> <b>60% SUS beds</b> <b>40% particular and insurance beds</b>
<b>Santa Clara Hospital</b>	
São Francisco Hospital	
São José Hospital	
Santa Rita Hospital	
Santo Antônio Child Hospital	
Dom Vicente Scherer Hospital	
Pereira Filho Pavilion	
Hospital Association Vila Nova	<b>100% SUS</b>
Gente Maimonides Day Hospital	Particular
*Medplex Santana Sul (2017)	
Blanc Hospital	Particular and Insurance
A Medplex is in construction on the north side of the city	
* Santa Ana Hospital (2018)	SUS
It is a partnership between the Porto Alegre City Hall and São Carlos Educational Association (Aesc)	

Source: Devised by the authors based on IBGE (2017) and hospitals websites (2017).

In August 2017, the capital of Rio Grande do Sul received the first units of Medplex Santana. The Santana Medplex is the first unit, located at Rua Gomes Jardim, in the Santana district. There is also a unit under construction on the north axis of the city, more specifically,

on Avenida Assis Brasil, scheduled to be delivered in two years, according to information provided by incorporation director Ricardo Jornada (MEDPLEX, 2018).

Medplex is a health enterprise that brings together different medical operations and services, with emphasis on Blanc, a short-stay hospital, where elective surgeries can be performed (MEDPLEX, 2018).

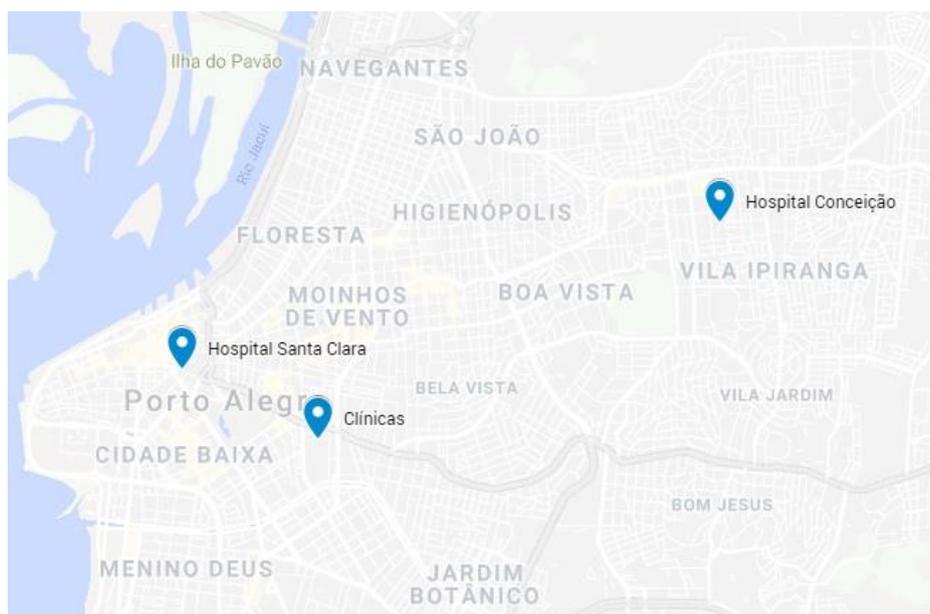
The Santana Norte Medplex has two towers, one with 17 and the other with 14 floors, with 187 offices, nine clinics and 154 commercial rooms, in addition to the hospital (MEDPLEX, 2018).

This is yet another health enterprise that adds to the other existing health institutions in the city. The capital of Rio Grande do Sul is improving, in terms of health institutions, which corroborates the question of Health Tourism in the capital.

Among the private hospitals in Porto Alegre there are those accredited by the Joint Commission International (JCI), which serve foreign health tourists, who come to carry out their health treatment in the capital of Rio Grande do Sul. It should be noted that this health tourist, coming from abroad, travels with his own resources, pays for all of his treatment, stay and other services. There is no link between these treatments and any health plan or system. These tourists choose the place where they will do their treatment, due to the professionals, the establishment, values, accommodation, distance to travel, etc. Users of the Unified Health System (SUS), on the other hand, come to the capital for health treatment, using hospitals that serve SUS users. The transportation for the displacement of these tourists is paid by the municipality itself.

Below are some aspects related to hospitals in the vicinity of which data collection was performed, figure 3. The hospital is a reference context, an important element in the constitution of the ecosystem of this region of the city (BAPTISTA, 2018), and not exactly as a locus of investigation. Its presence alters the region of the city in which it is located, generating, in itself, a potential niche for the development of activities inherent to tourism. The logic is: if people move to the city and, more specifically, to the region, they must be able to be well received and enjoy the tourist attractions, in their dimensions of accommodation, food, transport, leisure and entertainment, in association with health treatment.

**Figure 3 - Map with location of Hospitals**



Source: Google Maps, 2019.

### **Approach with three hospitals**

Next, data from three hospitals in the city, taken as reference, will be presented for the establishment of the section of the Porto Alegre region where the data collection was made, seeking to understand the city as a scenario for Health Tourism.

#### **Hospital of Clinics of Porto Alegre – HCPA**

The Hospital de Clínicas de Porto Alegre (HCPA) is a public university institution, part of the University Hospitals Network of the Ministry of Education and Culture (MEC) and academically linked to the Federal University of Rio Grande do Sul (UFRGS). Its function is as University Hospital, having its foundation occurred on September 2, 1970. It is located at Rua Ramiro Barcelos, 2250, in Bairro Santa Cecília, in Porto Alegre (HCPA, 2018).

According to the website, the Hospital of Clinics of Porto Alegre "is one of the main pillars of public health care for the population of Rio Grande do Sul, offering excellence and high complexity in a wide range of specialties". It should be noted that the excellence of the Hospital of Clinics of Porto Alegre is certified by the International Accreditation of the Joint Commission International (JCI), achieved in 2013, in a pioneering way among Brazilian University Hospitals. This certification represents the adequacy to international standards of

care, management, infrastructure and professional qualification, with a focus on the qualification and safety of patients and professionals (HCPA, 2018).

Since its foundation, HCPA has successfully performed health care, teaching, research and management in its trajectory, which highlights it as one of the Brazilian hospitals recognized as a center for training human resources, producing knowledge and innovation (HCPA, 2018).

Emphasis is given to the expansion of HCPA, which will increase its service capacity. The physical expansion will be 70%, also providing a Day Hospital and an increase in the number of CTI beds to 110 (HCPA, 2018).

Below, two tables 2 and 3 are presented, with HCPA data representation.

**Table 2 - Main Figures - HCPA**

<b>Assistance Production</b>	<b>2017</b>	<b>2018</b>
Hospitalizations	31.245	31.288
Appointments	589.566	569.359
Exams	3.199.144	3.122.562
Surgical procedures	49.559	47.546
Births	3.415	3.515
Transplants	493	425
In-Office Procedure	275.841	257.186
Therapeutic Sessions	94.385	-
<b>Quality Assistance</b>		
Occupancy rate	86,4%	89%
Average Stay	8,3% dias	8,4% dias
Mortality rate	4,3%	4,6%
C-section rate	36,8%	38%

Source: HCPA website (2018).

**Table 3 - Facilities - HCPA**

<b>Total HCPA beds in the Ramiro Barcelos Street unit</b>	<b>(842 beds in 2016)</b>	<b>652</b>
Álvaro Alvim Unity	50	
intensive treatment center	87	
Emergency	47	
Clinical Research Center	6	
Operating Room	39	
Number of Offices	199	
Ambulatory I and II	121	
Ambulatory UAA	8	
Emergency	11	
Other outpatient care areas	59	
<b>Reception and Humanization Space</b>		
Support House	54 (vacancies)	
Recreation	5 (rooms)	

Fonte: HCPA (2018).

The Hospital of Clinics of Porto Alegre is located in the Santa Cecília neighborhood, on the east side of the city. It is close to some tourist attractions that the city offers, such as the Planetarium, the Parque da Redenção, the Araújo Viana Auditorium, the Brotherhood of Divino

Espírito Santo and the Parish of Santíssimo Sacramento and Santa Teresinha. It is a region that hosts a wide variety of shops, restaurants, snack bars, pharmacies, banks, public transport and a Hostel, which has a daily rate for accommodation that is well taken into account. This hospital is close to the center. Thus, users of the Unified Health System and their companions have the possibility to visit some tourist spots for free, circulating only in the region of this hospital. Below is figure 4 showing the Hospital of Clinics of Porto Alegre.

**Figure 4 - Hospital of Clinics of Porto Alegre**



Source: Expansion model of the Hospital of Clinics of Porto Alegre, 2019.

### **Nossa Senhora da Conceição Hospital – GHC**

The Nossa Senhora da Conceição Hospital was initially established as a corporation (A/S), registered with the commercial board of the State of Rio Grande do Sul, under number 122.434, of November 14, 1960. Currently the Nossa Senhora da Conceição Hospital A.S. is a public company, with a private law personality, under full control of the Federal Government. It is an entity of the Indirect Federal Public Administration, linked to the Ministry of Health. HNSC is a reference in the care of the Unified Health System (SUS) and belongs to Conceição Hospital Group (GHC, 2018).

Located at Rua Francisco Trein Filho, 596, in the Cristo Redentor neighborhood, in Porto Alegre, the Conceição Hospital, as it is known by the gauchos (gentilic of the state of Rio Grande do Sul), has been operating since 1960, and there have been some changes in its constitution over the years, currently having the formation of Group. It should be noted that Conceição Hospital Group is 100% Unified Health System (SUS), being formed by hospitals, presented in Table 4 and Table 5. Data regarding the structure of Hospital Conceição are

presented. Figure 5 that shows the main entrance to the Conceição hospital and figure 6 shows a panoramic view of the Conceição Hospital building (GHC, 2018).

**Table 4 - Conceição Hospital Group - GHC**

Nossa Senhora da Conceição Hospital
Conceição Child Hospital
Cristo Redentor Hospital
Fêmina Hospital
Emergency care unit (UPA) Moacyr Scliar
Health Stations from the Community Health Service (12)
Psychosocial Care Center (CAPS) (03)
Conceição Hospital Group School

Source: Conceição Hospital group, devised by the researcher (2018).

**Table 5 - Data from Nossa Senhora da Conceição Hospital - GHC**

Conceição Hospital provides	1.510 lbeds
Hospitalizations per year	55,9 thousand patients from the state
Consultations	1,4 mil/year
Surgeries	33 thousand/year
Exams	4.3 mil/year
Births	7.2 thousand/year (in the Conceição and Fêmina Hospitals)
Inpatients per year	54,39 % from Porto Alegre municipality 33,75% from Metropolitan Region 11,86% countryside municipalities

Source: Conceição Hospital Group, devised by the researcher (2018).

**Figure 5 - Main entrance Nossa Senhora da Conceição Hospital – Conceição Hospital Group**



Source: Main entrance of Nossa Senhora da Conceição Hospital, 2019.

**Figure 6** - Nossa Senhora da Conceição Hospital – Conceição Hospital Group



Source: Building of the Nossa Senhora da Conceição Hospital – GHC, 2019.

### **Santa Clara Hospital – CHSCMPA**

The Santa Clara Hospital is the oldest and largest hospital in the Santa Casa de Misericórdia Hospital Complex in Porto Alegre. It is responsible for the assistance of the individual in all medical specialties, at various stages of his life: at birth, in youth, in maturity and old age. These are data made available by the hospital itself, on its website (SANTA CASA, 2018).

This hospital has the largest outpatient clinic of the institution (CHSCMPA), with 120 offices, with 28 specialties (medical and other higher education professionals) being offered to SUS users, private individuals and health plans (SANTA CASA, 2018). Rua Prof. Annes Dias, 135, in the historic center of the state capital.

Hospital Santa Clara had its foundation in 1803, inauguration was in 1826. The activities are: assistance, teaching and research. In relation to care, these are urgent, emergency, elective consultations, exams, surgeries, hospitalization and intensive care (SANTA CASA, 2018). The institution makes more than 6 million calls a year with ethics, care and respect. Table 6 shows the indicators for the last four years.

**Table 6** - Indicators for 2015, 2016, 2017, 2018 - Santa Clara Hospital

INDICATORS	2015	2016	2017	2018
beds	360	306	317	317
Hospitalization beds	314	266	276	276
ICU Beds	46	40	41	41
operating rooms	20	20	21	21
Ambulatory Care	391.512	408.567	418.047	431.472
Hospitalizations	20.107	19.232	20.812	21.582
Surgical procedures	23.392	23.182	24.941	25.456
Average stay (days)	5.6	4.9	4.6	-
Occupancy rate (%)	82,2	81,1	84,4	-
Births	3.559	3.490	3.726	3.566
Normal	1.933	1.767	1.947	1.774
C-sections	1.626	1.723	1.779	1.792
Corneal Transplants	88	75	100	116

Source: Annual report, 2017, p. 30, Santa Casa, Santa Clara hospital.

The hospital is shown through figure 7, which indicates the main entrance of Santa Clara Hospital, and figure 8, which shows an aerial view of the Santa Casa de Misericórdia Hospital Complex in Porto Alegre.

**Figure 7** - Main entrance of Santa Clara Hospital - Hospital Complex Santa Casa de Porto Alegre

Source: Santa Clara Hospital – Santa Casa de Misericórdia, 2019.

**Figure 8** - Santa Casa de Misericórdia of Porto Alegre Hospital Complex - Historic Center



Source: Santa Casa de Misericórdia of Porto Alegre Hospital Complex, 2019.

**Figure 9** - Main entrance of the Santa Casa de Misericórdia Hospital Complex in Porto Alegre



Source: Main entrance to the Santa Casa de Misericórdia Hospital Complex in Porto Alegre, 2019.

**Figure 10 - Santa Casa de Misericórdia of Porto Alegre Hospital Complex**

Source: Santa Casa de Misericórdia Complex.

### Final considerations

The interface between Tourism and Health, for Porto Alegre, proves to be quite potent, considering the conditions of the scenery, the set of scenes that mix and constitute itself as the stage of great events. Porto Alegre is a city marked by multiplicity. Large urban center, transit point for people who decide to travel through Brazil or go down to some of the Mercosur countries. Porto Alegre has development strength, especially knowledge and the development of quality healthcare services. There is undoubtedly, due to the data collected in this research, a scenario of advances and growth in the Health sector, which has also been constituting itself as a potential for tourism development.

In the current scenario, the interface inspires care, if we consider demands for attention to basic sectors related to tourism, such as security, cleaning, food, accommodation, for example. Anyway, the fact that there are institutions of excellence, associated with research centers, investments in infrastructure and technology makes the city an 'attractor' of health tourists, who travel to this destination, seeking the services developed there.

It is understood that it is interesting to recognize this scenario and its potency, also to understand the possibilities of intermingling between the two fields, producing mutual aid, for the development and satisfaction of the patient-tourist subjects who seek health treatments. Porto Alegre has a history in both areas, what it perceives is the investment of hospital, research and educational institutions, in the sense of improving what already exists and, more than that,

developing levels of excellence that can put Porto Alegre in the international itinerary of tourist health destinations.

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