



AUTORITATEA NAȚIONALĂ
DE MANAGEMENT AL
CALITĂȚII ÎN SĂNĂTATE

THE INTERNATIONAL FORUM FOR HEALTH TOURISM

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BUCHAREST



Thermal Tourism in Romania: a profitable challenge



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STARTING POINTS

- Thermal medicine has an universal value
- Thermal treatments are an essential opportunity for medical tourism
- As tradition, experience and history teach us
 - To understand the present and forecast the future, let's go back to the past

Thermalism in the history

Origin of the word “Thermalism”

THERME' (greek) : warm

THERMAI (balneia) (greek) : warm bath

THERMALISM: concerning warm bath

Origin of the word “SPA”

SPA = S.P.A. = Salus Per Aquam (latin)

SALUS = Health

PER = By

AQUAM = Water

Thermalism in ancient Egypt

- Empirical therapeutic effect of th.waters
- Holy and Supernatural origins
- Water as essential survival means
- Hygiene = Health = Survival
- Use of thermal bath
- Use of Steam bath
- Water as basic element = cult, worship

Egyptian Temple of Kom Ombo

Tolomeo VI, 170 b.c.



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Thermalism in ancient Greece

- Hippocrates = 1st studies of water as a medicament (in his treatise “Use of Liquids”)
- Hot nat. waters=supernatural (over + nature)
- Temples built near thermal springs
- Use of Gymnasium (gym+th.bath+”esedra”for philosophers.)*

Greek Temple of Mileto (VI cent.b.c.)



Greek Gymnasium of Priene (IV cent.b.c.)

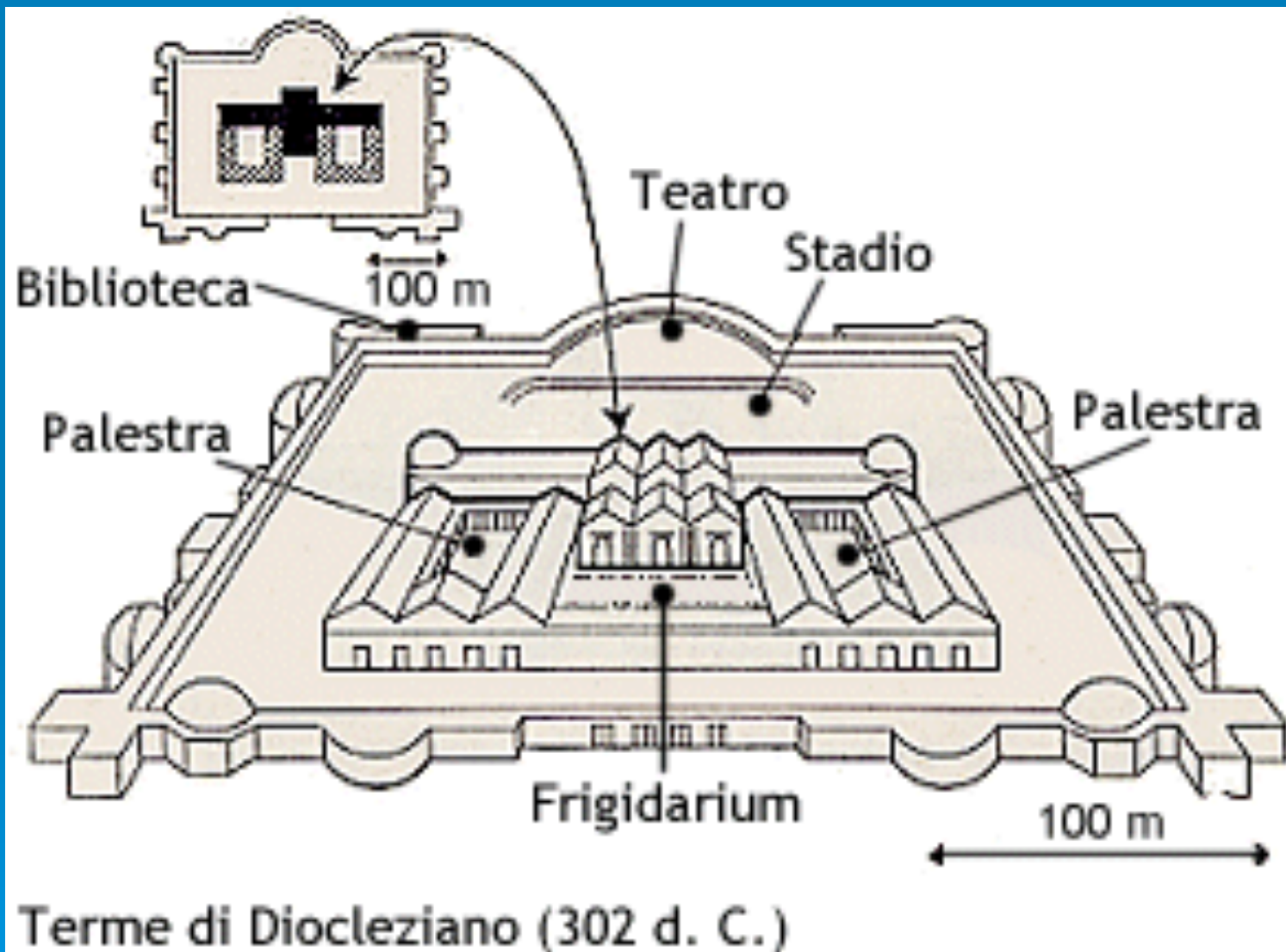


Thermalism in ancient Rome

- An etruscan legacy
 - First buildings for bathing use (ca.200 b.C.)
 - Hydraulic techniques (waterworks)
- First public baths in Rome (Agrippa, 25 b.C.)
- All Emperors built bigger thermal baths
- Low prices= 1st social thermalism
- Business, exchanges, trade
- Leisure and wellness place

Thermalism in ancient Rome

- Medical effect stated from important physicians (Galeno, Celso, Plinio, Erodoto)
- Bath culture exported in Europe (Cologne, Bath, Aix-les-Bains, etc.)
- Daily multifunctional center for everybody



Caracalla Baths (Rome, 212 a.C.)



Thermalism in Middle Age

- Decline of T. as the roman empire declines
- High cost of maintenance
- Destruction of facilities from Barbarians
- Shame of body care: no toilets, no skin care
- Lack of hygiene even in upper classes
- Lack of social premises
- Feudalism

Middle Age Clothing



Renaissance: a new concept of Life

“The Vitruvian Man” (Leonardo Da Vinci, 1490)

A new concept of Men

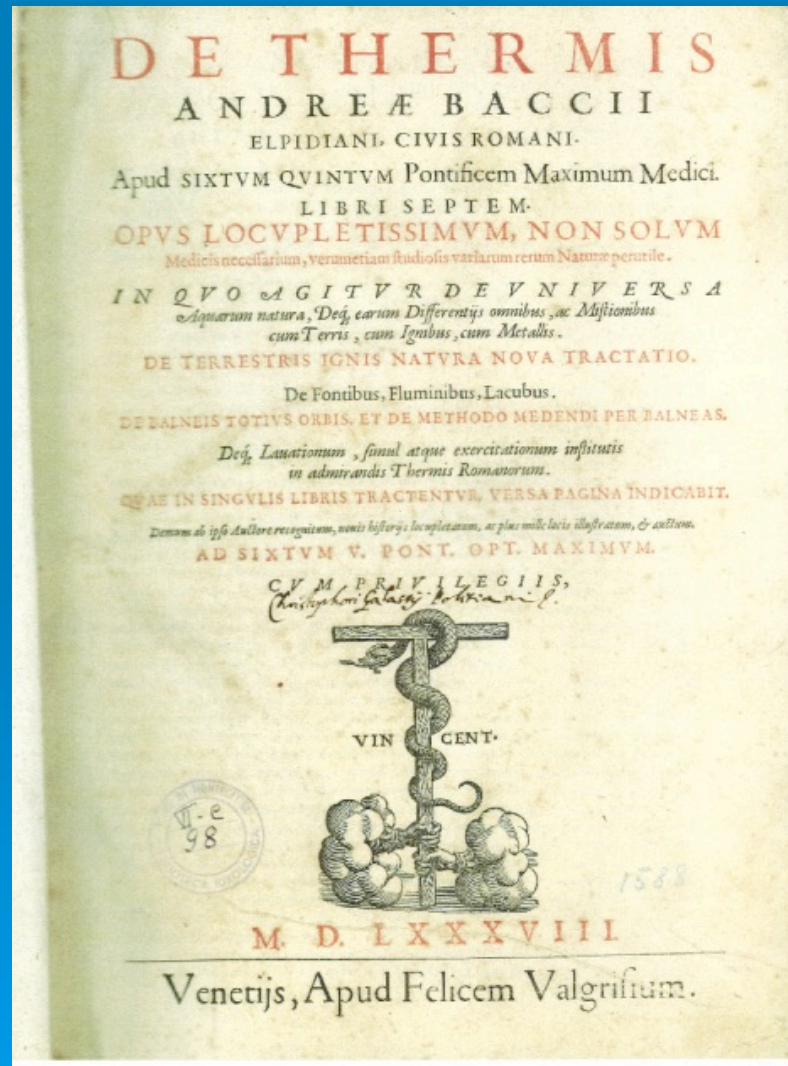
After the «dark» times of Middle Age
again at the center of universe as in Romans times



Thermalism between Middle Age and Renaissance

- Empirical use and knowledge of springs
- Reconstructions of Thermal buildings
- First scientific studies and rating of t.waters
- Discovery of printing: diffusion of knowledge
- First therapeutic uses of t.waters
- T. between empirism, superstition and science

“De Thermis” a study from Andrea Bacci (1588)



XVIII and XIX century:

- Chemical studies of thermal waters
- Hydrology as a new science and therapeutic use of t.w.
- Spa from leisure to health and social sites
- Thermal architectures: a new age
- Hotel and side-leisures with t. development
- Transport chances: from railways to roads
- From Spa elite to public thermalism

Thermalism in the XX century: top success

- Industry , work holidays, culture, education
- Free time, citizens rights, lib-democracies
- European T. resort: V.I.P. and commoners
- No touristic competitors: holiday+ treatm.
- Social thermalism, Health Systems

A common therapy

- Experimental method
- Modern Chemistry
- Scientific development of Medicine
- Hydrology as a science
- More curative applications
- Architectural and scientific growth of thermal buildings
- Hotels, parks, music, amusements
- From leisure back to old roman baths
- Water and salts at home: a large market in pharmacy and drugstores
- From èlite to middle class

Modern value: The boom of naturalism and the most natural drug in the world: thermal waters

- *Bio treatments, clean environment, green life, green economy
- *Holystic effects: the whole body and mind involved
- *No side effects, no controindications, non invasive
- *Menthall and body wellness by «cocooning»
- *Social and sanitary savings
- *The only medical practice that implement patient to forget his disease
- *The only medical practice where seeking pleasure belongs to the treatment.
- * High inducted business
- * The only medical practice where treatments can be an holiday

Uses of therapeutic thermalism in XXI

- **Prevention** = saving medical and social costs
- **Thermal therapies** = saving hosp.+drug costs
- **Thermal water as a drug**= Water is the only food to have that status under a medical prescription. Spa medicine is the only medical specialty using natural resources considered as a drug and medically controlled
- **Rehabilitation** = any kind of, even menthal rehab.: better results at lower costs (1 to 4 ratio thermal r. cost vs hospital r.)
- **Antiaeging** = low cost, high result
- **Lifestyle = wellbeing = antidepressation!**

Uses of therapeutic thermalism in XXI

And what about tomorrow?

- Increase scientific studies of th.waters
 - Reduce use of chemical drugs
 - Increase use of natural therapies
 - Invest on OTC use of thermal waters
- Promote thermal towns as holiday trendy stay
- Right link between thermal and spa culture

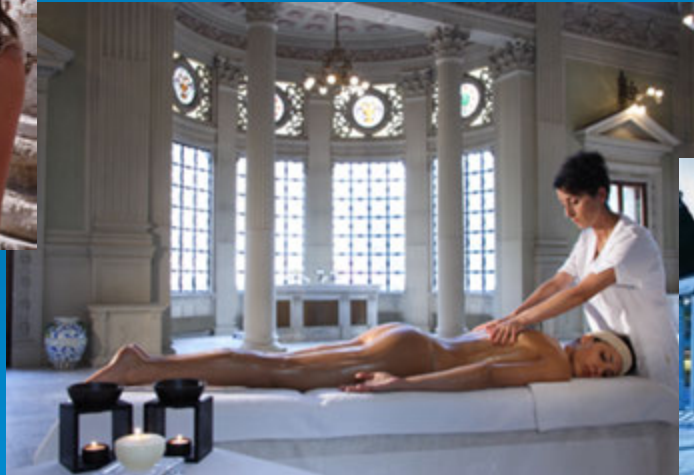
That means:

Uses of therapeutic thermalism in XXI

Thermal waters =



treatments



beauty



leisure

Thermal waters = Essential part of Medical Tourism

Spa



Vichy



Bucarest



Baden Baden

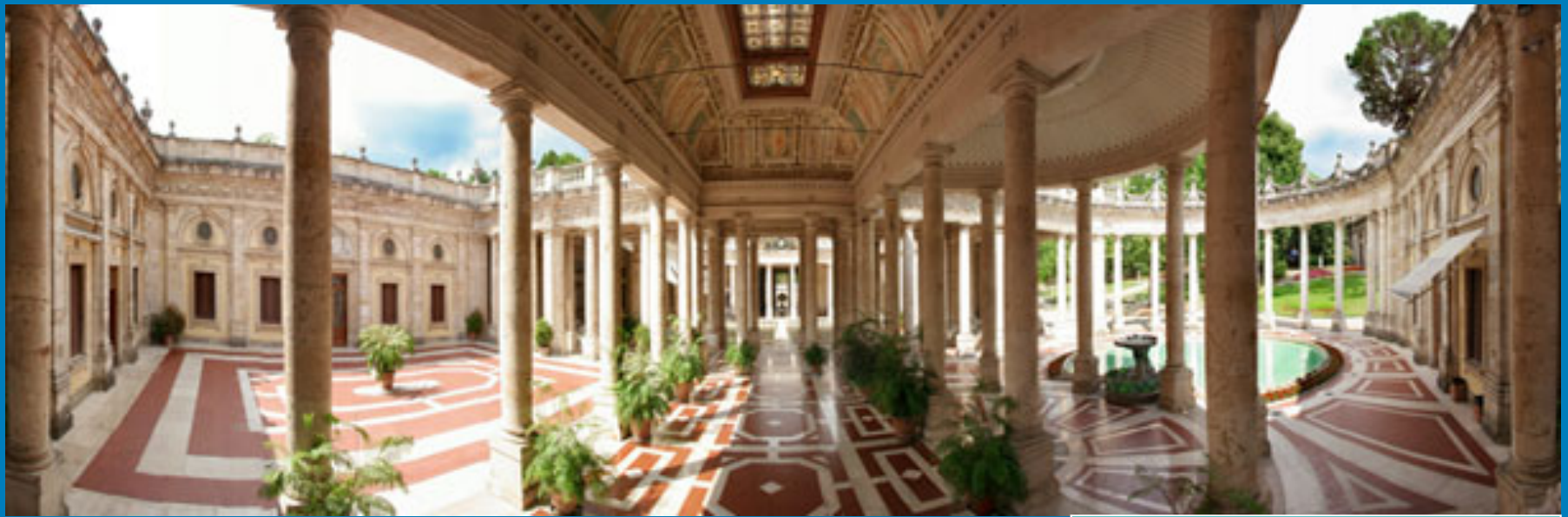


Bath

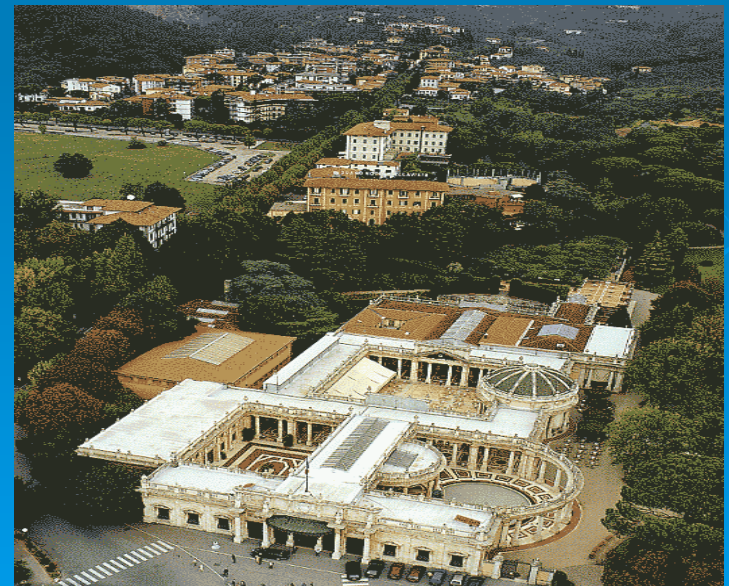


Karlovy Vary





MONTECATINI TERME





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Thermal tourism: marketing and management tools

A single national coordinator:

**The D.M.O.
Destination Management Organization**



Thermal tourism: marketing and management tools

S.W.O.T. ANALYSIS



PRODUCT



MARKET



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PRODUCT S.W.O.T. ANALYSIS

THERMAL



TOURISM



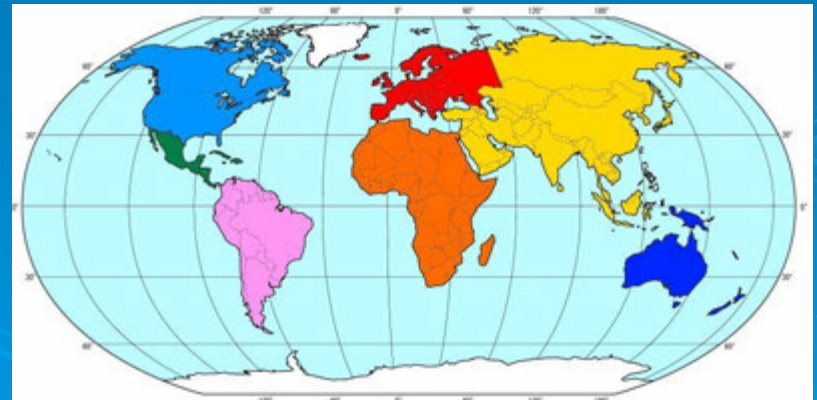
Thermal tourism: marketing and management tools

MARKET S.W.O.T. ANALYSIS

NATIONAL



INTERNATIONAL



Thermal tourism: marketing and management tools

PROJECT



STRATEGY



Thermal tourism: marketing and management tools



CERTIFICATIONS

EDUCATION

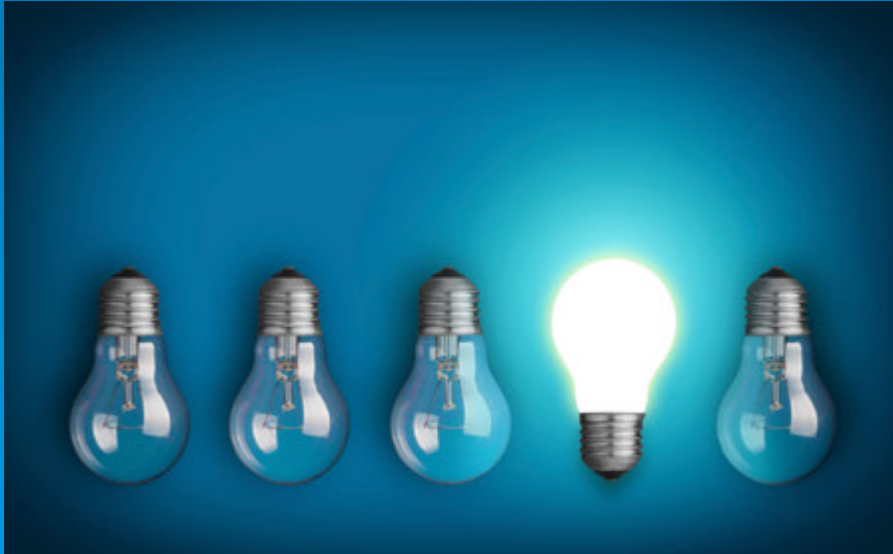


Thermal tourism: marketing and management tools

RESEARCH



INNOVATION



Thermal tourism: marketing and management tools

ACADEMIC NATIONAL AND INTERNATIONAL COOPERATION



Thermal tourism: marketing and management tools

INTERNATIONAL THERMAL AND TOURIST ASSOCIATIONS PARTNERSHIP



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TOURIST PACKAGES

Transports



Thermal Treatments



Accomodations



Leisure programme



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TOUR OPERATORS COOPERATION



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M.I.C.E. PROMOTION



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COMMUNICATION



WEB

SOCIAL



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COMMUNICATION

PRESS, TV, RADIO



EMAIL AND SMS



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PARTNERSHIP

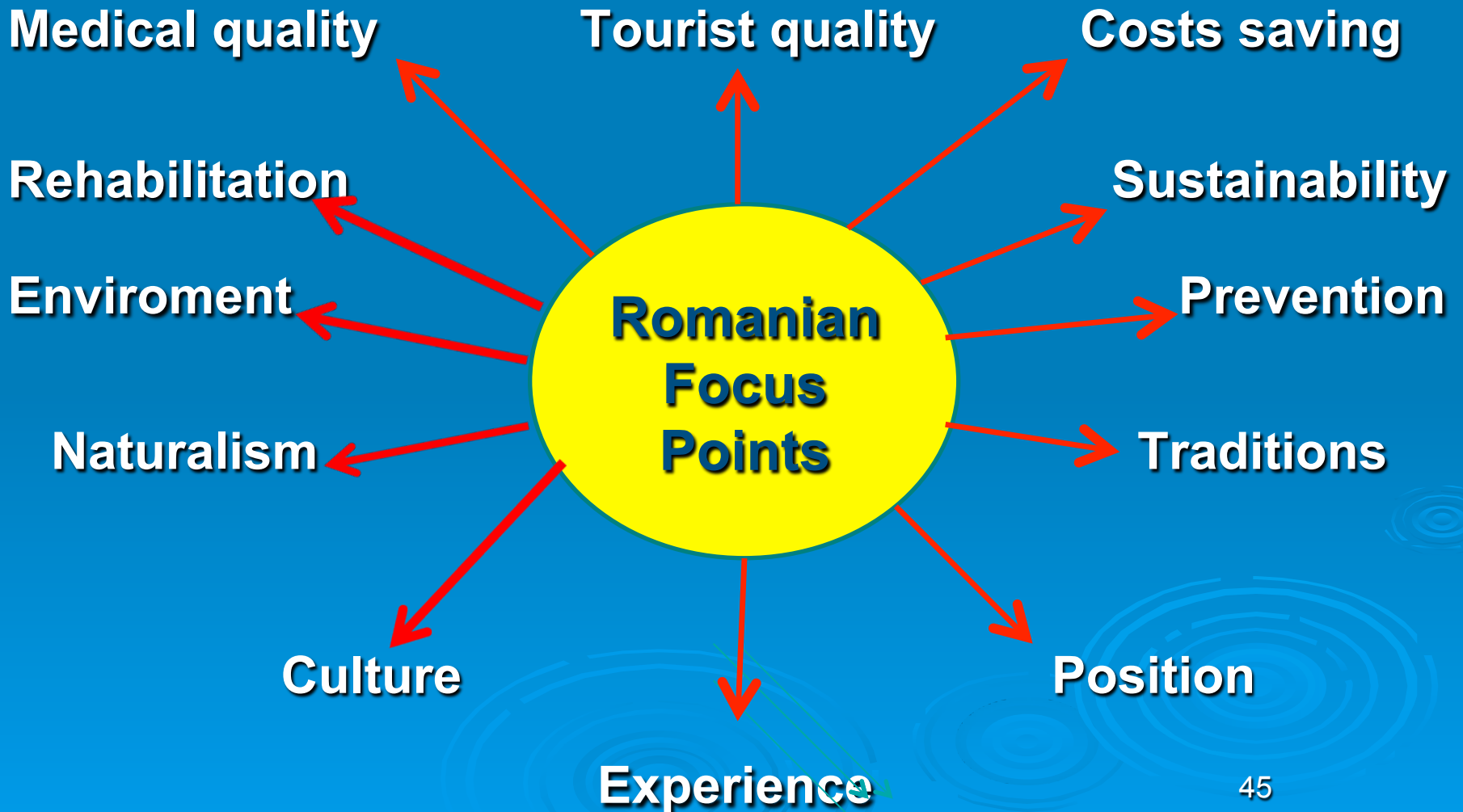
**International
Health Insurances**



European Ministry of Health



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***Many thanks
for your attention***

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Sorgente Naturale di Benessere



Sorgente Naturale di Benessere