

## Why we need Quality in the European Health Tourism and how we can improve the quality

Joachim Lieber Chairman of Quality in Health Prevention e.V., Wiesbaden (D)



## **International Health Tourism in Europe and Romania**

### 1. International Health Tourism

In the international Health Tourism Market we are meanwhile in a global competition.

You can find e.g. Scandinavian people, which are travelling to Thailand for a health orientated stay, or Germans doing Ayurveda in India, or French guests prefering a Thalasso therapy in Morocco.

And a second point is that all the cusomers are demanding best quality for reasonable prices.

In this situation you need the right network to help your facility to become competitive in the Health Tourism Market.

## 2. Potential of Romania:

- Rich in nature and healing resources (Thermal water, peloides, climate etc.)
- Low fares
- High competence and education in medicine and therapy professions

Romania is the country with the highest growing potential in medical spa tourism in Europe



# Romania: How to enter in the international European Market?





## ESPA Certification for Spa Clinics and Medical Spa Hotels

#### International



Medical Requirements Quality Management Natural Remedies (Mineral Water etc.) Doctor Area and Therapies Pool- and Sauna Area Catering and Cuisine Accommodation and Environment

### National / Regional



EuropeSpa 23.2 See WV EuropeSpa 23.2 for German "Health

The <u>only</u> certification in Germany which is accepted by the German Health Insurance Companies See www.gkv-spitzenverband.de

www.quhep.org

Insurance Companies"

Overview

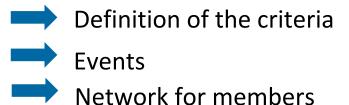








(International Network)







"Economic benefit with Quality"

Automatic membership in the network Quality in Health **Prevention**:

- A network of tour operators supports EuropeSpa med: -Fit-Reisen, Medikur, Spa-Travel, PA Touristic etc.
- Many contacts to the international spa market





## **European Health Prevention Day 2018 in** Wiesbaden

Nov 21 – 22

www.ehp-day.eu

100 Participants from 20 countries

Costs: 260 € plus 19 % VAT



Gesundheitsprävention mit der Natur Health Prevention

with Nature





