



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

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# 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 preferring a Thalasso therapy in Morocco.

And a second point is that all the customers 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



The only certification in Germany  
which is accepted by the German  
Health Insurance Companies  
See [www.gkv-spitzenverband.de](http://www.gkv-spitzenverband.de)

*EuropeSpa 23.2* for German “Health  
Insurance Companies”



# Overview



➔ Provider of the EuropeSpa Certificates



- ➔ Definition of the criteria
- ➔ Events
- ➔ Network for members





# Quality in Health Prevention

*founded May 2016*

## **“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](http://www.ehp-day.eu)

100 Participants from 20 countries

Costs: 260 € plus 19 % VAT



21.-22.11.2018

## European Health Prevention Day

Gesundheitsprävention  
mit der Natur

*Health Prevention  
with Nature*

