



# Romania Destinatie Wellness

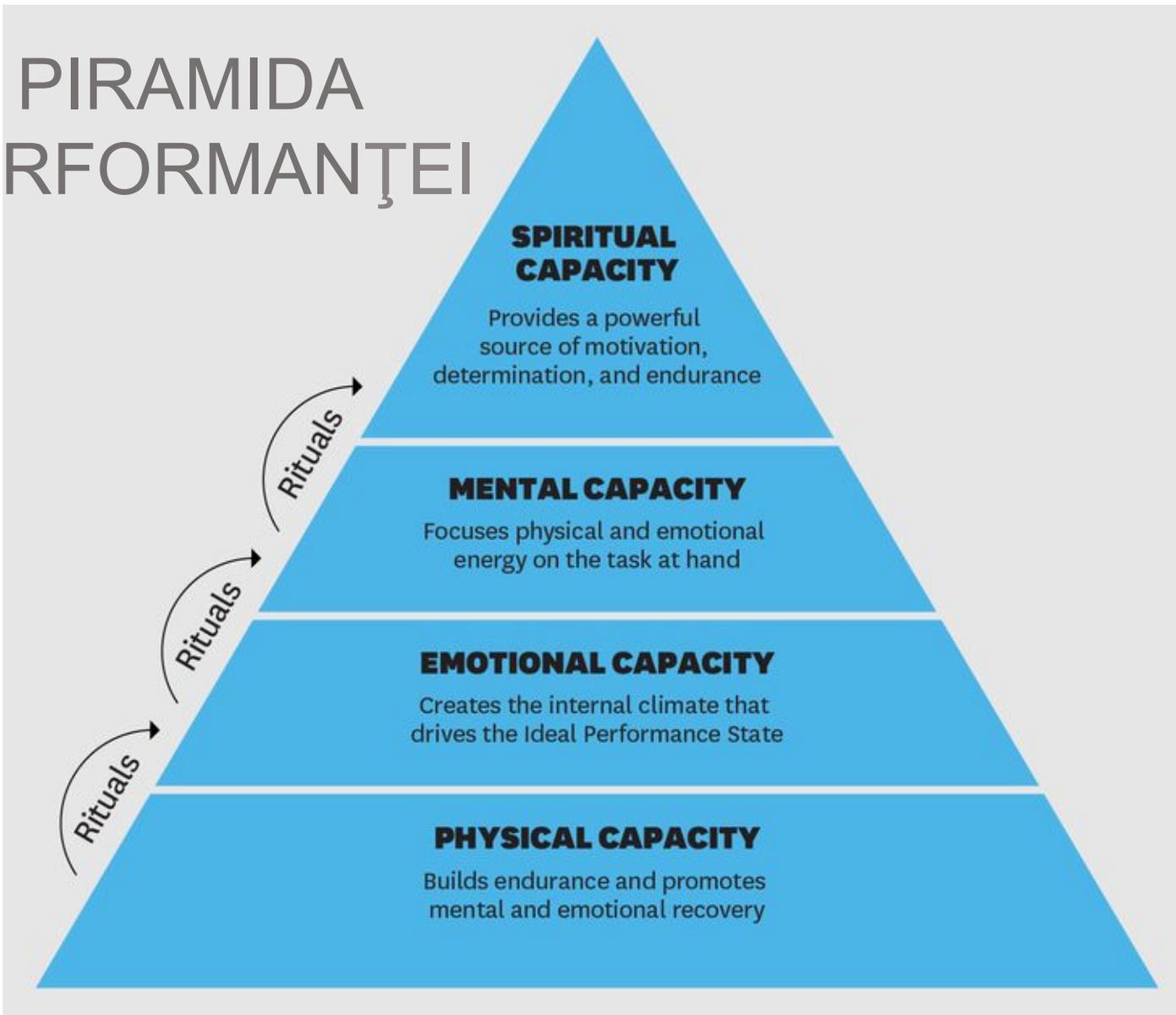
Ioana Marian

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# PIRAMIDA PERFORMANȚEI



"The Making of a Corporate Athlete", written by Jim Loehr and Tony Schwartz in  
The Harvard Business Review, 2001



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## Research

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# Finishing touch - The benefits of retreats

A team of researchers has looked at 23 studies relating to the health impacts of retreats. Jane Kitchen talks to lead researcher Professor Marc Cohen about the findings

JANE KITCHEN, SPA BUSINESS AND SPA OPPORTUNITIES

# Rezultate studiu – Prof. Marc Cohen of RMIT University in Australia

23 studii  
2,592 Participanti

Cienti ai resorturilor de 5\*  
Someri  
Puscariasi etc.

Categorii de  
afectiuni cronice

Scleroze multiple  
Cancer  
HIV/AIDS  
Boli de inima  
Afectiuni mentale

Rezultate

- Reducerea greutatii
- Reducerea circumferintei abdominale
- Reducerea tensiunii arteriale
- schimbari pozitive in planurile metabolice si neurologice
- Imbunatatiri in scorurile depresiei si anxietatii
- lungimea telomerilor a crescut etc.

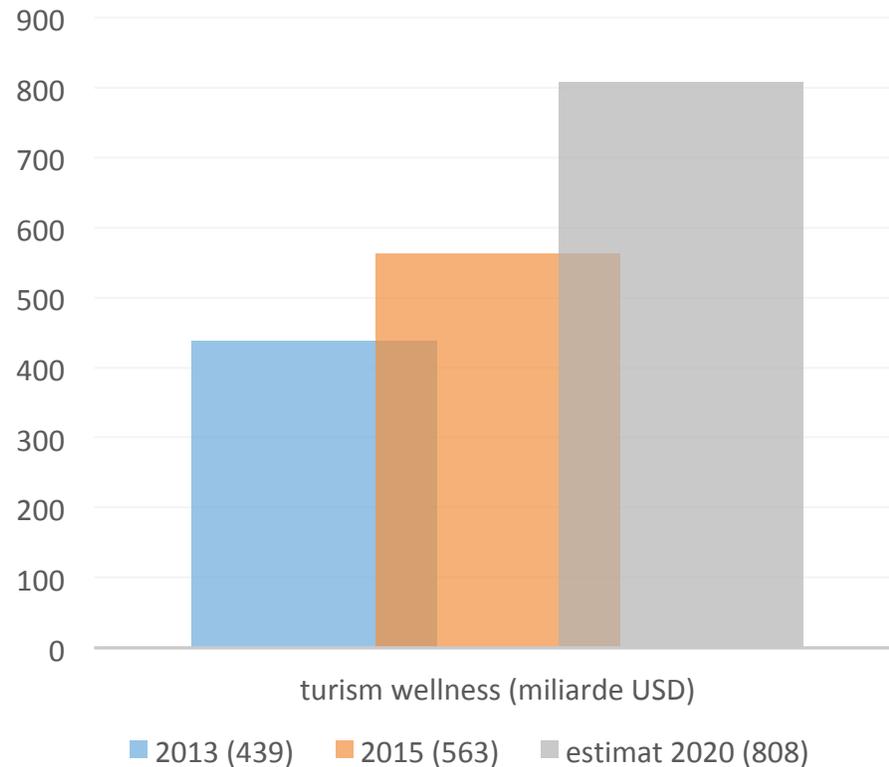
Masuratori:

Inainte de retreat,  
in timpul retreat-ului  
imediat dupa  
si periodic (anual)

Durata efectelor

Pana la 5 ani de la  
participarea la retreat

# Evolutia turismului wellness international



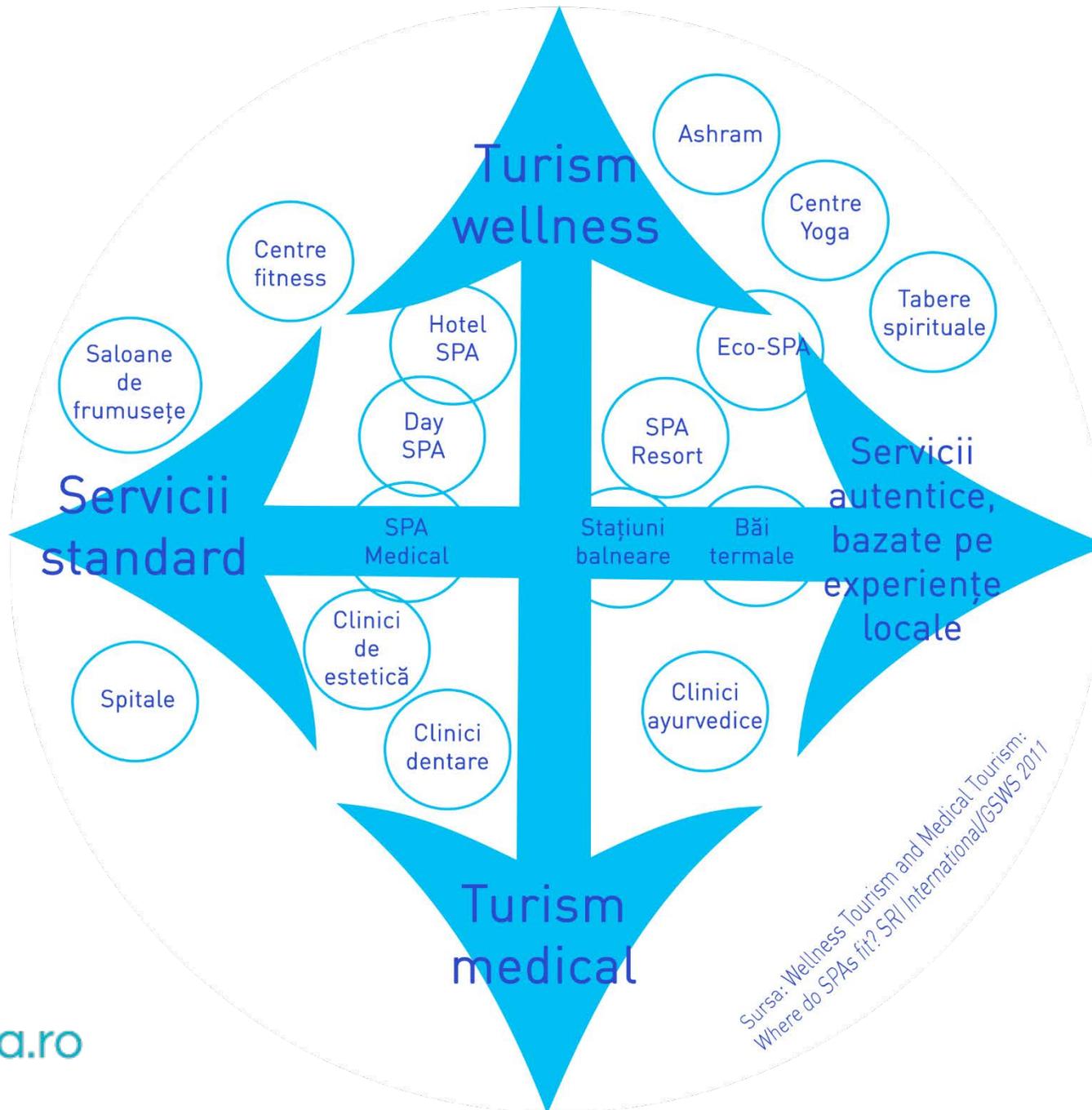
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© Global Wellness Institute. Originally published in "The Global Wellness Tourism Economy," 2013

Sursa: Raportul Global Wellness Institute, 2017

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Sursa: Wellness Tourism and Medical Tourism:  
Where do SPAs fit? SRI International/GSWS 2011





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President

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◆ Zen Concept

◆ Zen Design

◆ Zen Concept

Romania:  
a hidden SPA treasure

no. 7 - July 2017



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# Inițiativele despreSpa.ro & centre spa partenere

## Inițiativa legislativa:

- Definitii
- Curricule
- Standarde

Campanie nationala  
#WellnessPentruToti

## Romania –

### Destinatie Wellness:

- autenticitate
- 3 dimensiuni
- 5 simturi



## Conceptul “Corp, minte, suflet” in anii 400 i.e.n

Socrate spunea despre **medicii traci**: acestia credeau “ca tot asa cum nu se cuvine sa incercam a vindeca ochii fara a fi vindecat trupul, tot asa nu trebuie sa tamaduim capul fara a tine seama de trup, cu atat mai mult nu trebuie sa vindecam trupul fara sa incercam sa tamaduim sufletul”

“Toate se trag din suflet, atat cele rele, cat si cele bune ale trupului si ale fiintei noastre intregi, revarsandu-se din suflet, asa cum se rasfrang de la cap asupra ochiului. Ca urmare, **mai ales sufletului trebuie sa-i dam ingrijire daca vrem ca deopotriva restul trupului si capul sa o duca bine**”

# Circuite Wellness & Culturale



WELLNESS HOLIDAY  
**BANAT**

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7 days spa & cultural tour  
in Banat, Romania

[See more](#)

WELLNESS HOLIDAY  
**TRANSYLVANIA**

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7 days spa & cultural tour  
in Transylvania, Romania

[See more](#)

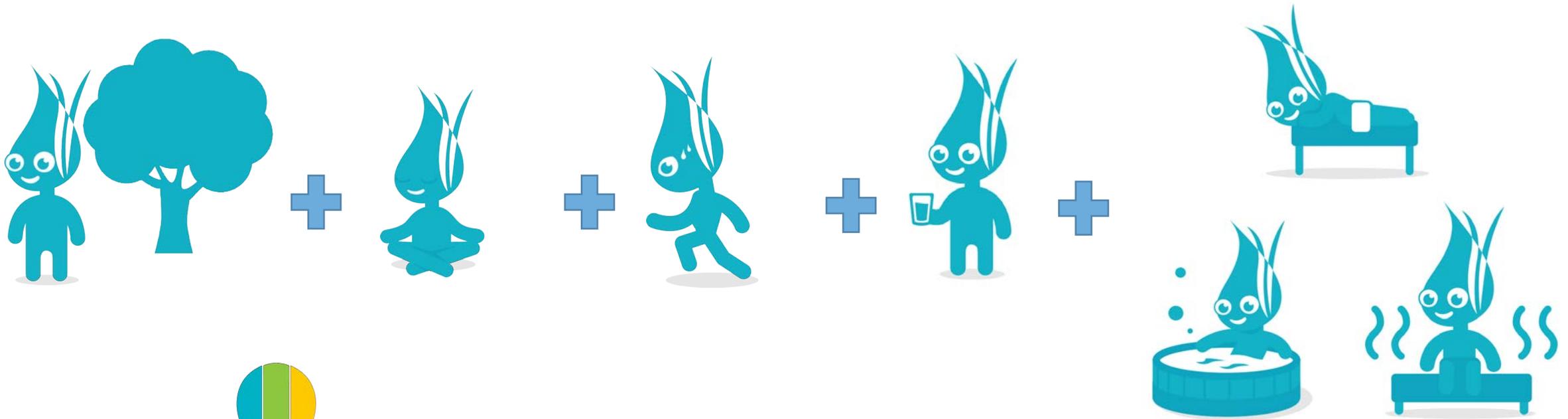
WELLNESS HOLIDAY  
**DOBROGEA**

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4 days spa & cultural tour  
in Dobrogea, Romania

[See more](#)

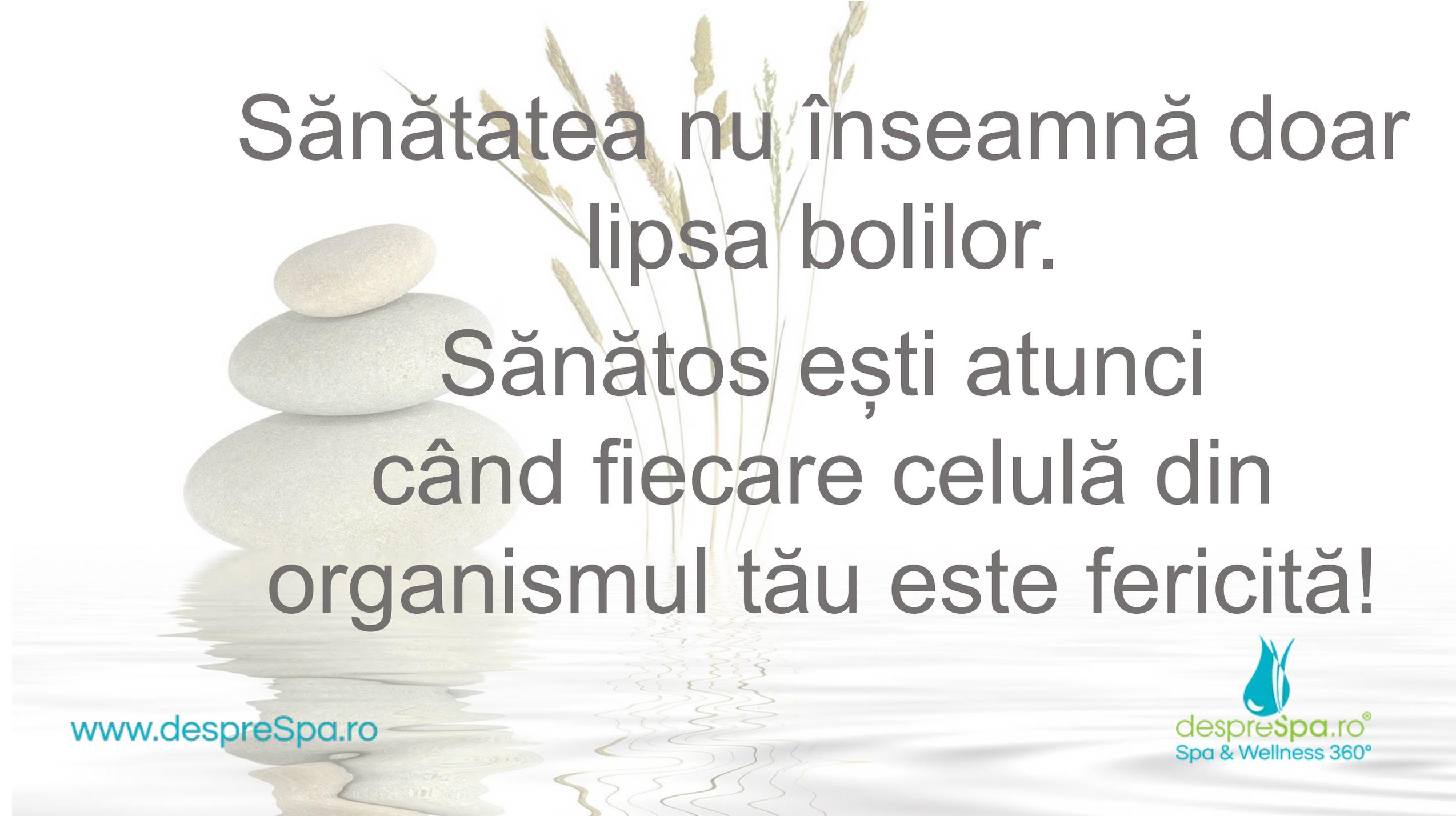
# Turism Wellness in Romania



# Spaventura

## Wellness Retreats





Sănătatea nu înseamnă doar  
lipsa bolilor.

Sănătos ești atunci  
când fiecare celulă din  
organismul tău este fericită!

## Date de contact

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