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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.
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
Terme di Diocleziano (302 d. C.)
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
*Mental 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 mental rehab.: better results at lower costs (1 to 4 ratio thermal r. cost vs hospital r.)
- **Antiaeging** = low cost, high result
- **Lifestyle** = wellbeing = antidepressive!
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
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MARKET S.W.O.T. ANALYSIS

NATIONAL

INTERNATIONAL
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PROJECT

STRATEGY
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RESEARCH

INNOVATION
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ACADEMIC NATIONAL AND INTERNATIONAL COOPERATION
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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

Global Health Insurance

European Ministry of Health
Thermal tourism: marketing and management tools

- Medical quality
- Rehabilitation
- Environment
- Naturalism
- Tourist quality
- Costs saving
- Sustainability
- Prevention
- Traditions
- Culture
- Position
- Experience

Romanian Focus Points
Many thanks for your attention

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