



AUTORITATEA NAȚIONALĂ  
DE MANAGEMENT AL  
CALITĂȚII ÎN SĂNĂTATE

# THE INTERNATIONAL FORUM FOR HEALTH TOURISM

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BUCHAREST



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# Thermal Tourism in Romania: a profitable challenge



**Massimo Giovanetti**  
**TERME DI MONTECATINI SPA**  
**Italy**



# 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.)

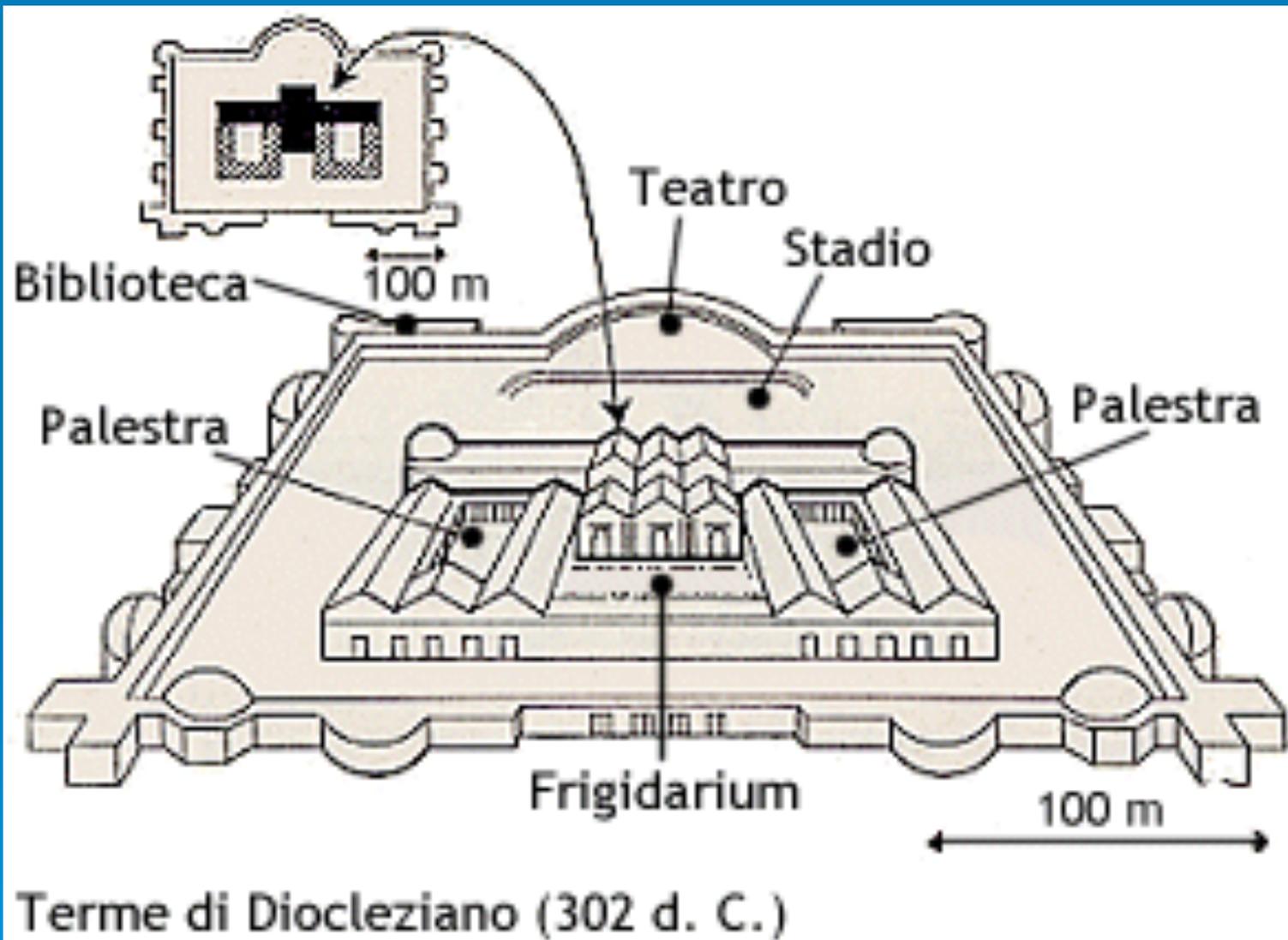


# Thermalism in ancient Rome

- 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



# 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

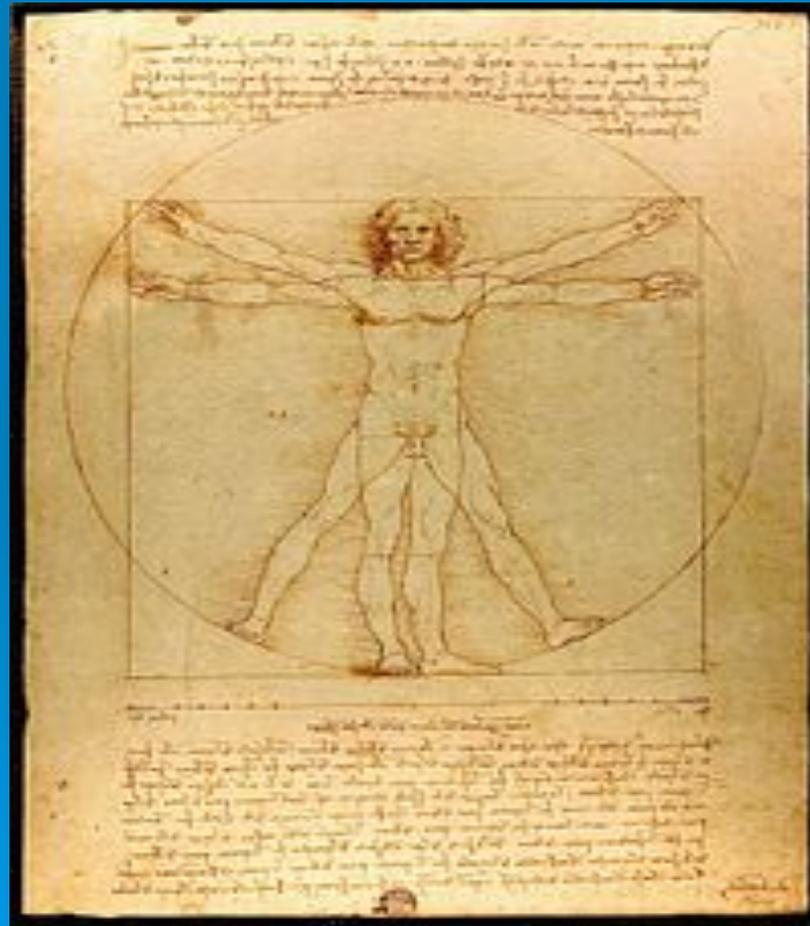


# Renaissance: a new concept of Life

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

A new concept of Men

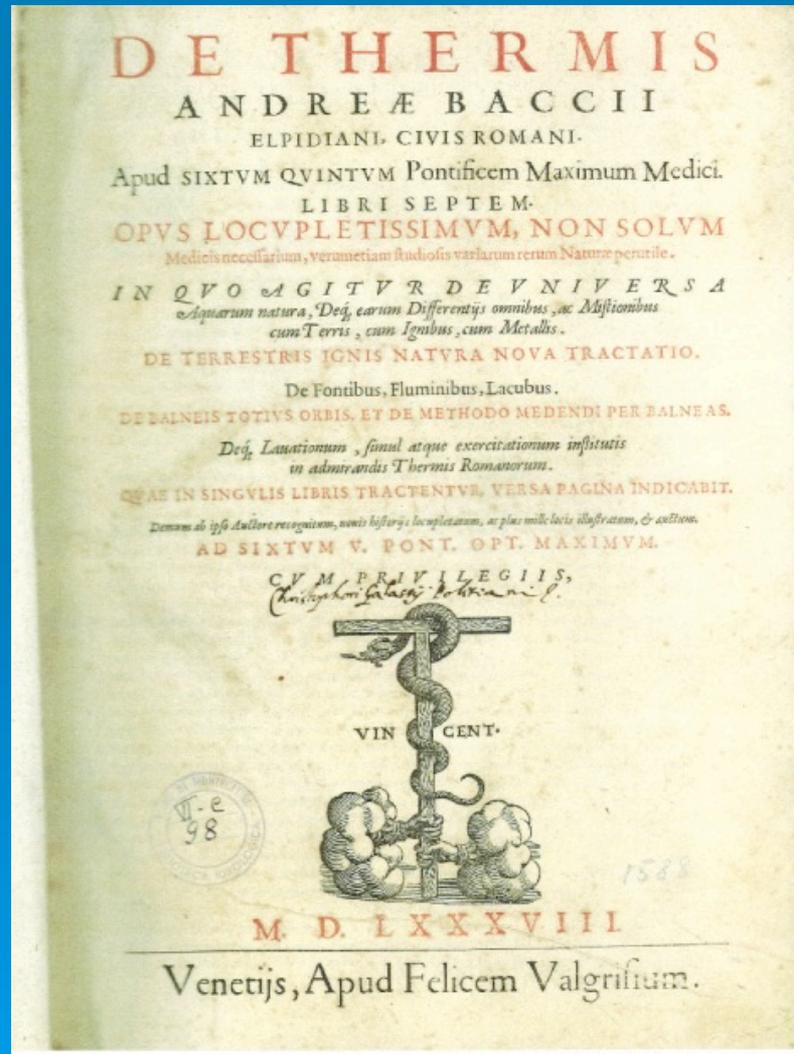
After the «dark» times of Middle Age  
again at the center of universe as in Romans times



# 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

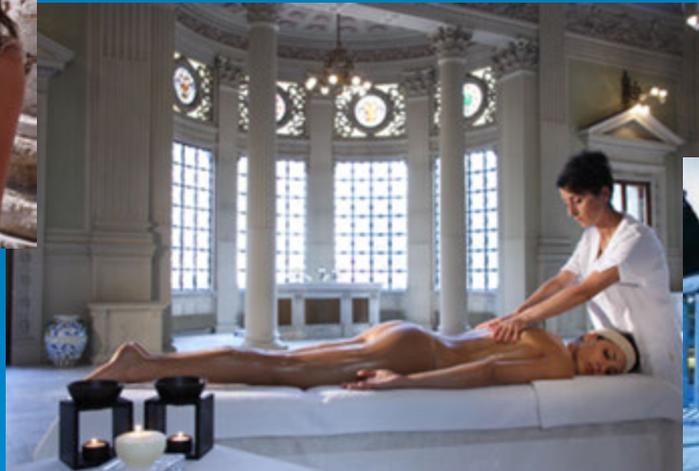
That means:

# Uses of therapeutic thermalism in XXI

## Thermal waters =



**treatments**



**beauty**



**leisure**

# Thermal waters = Essential part of Medical Tourism

Spa



Vichy



Bucarest



Baden Baden

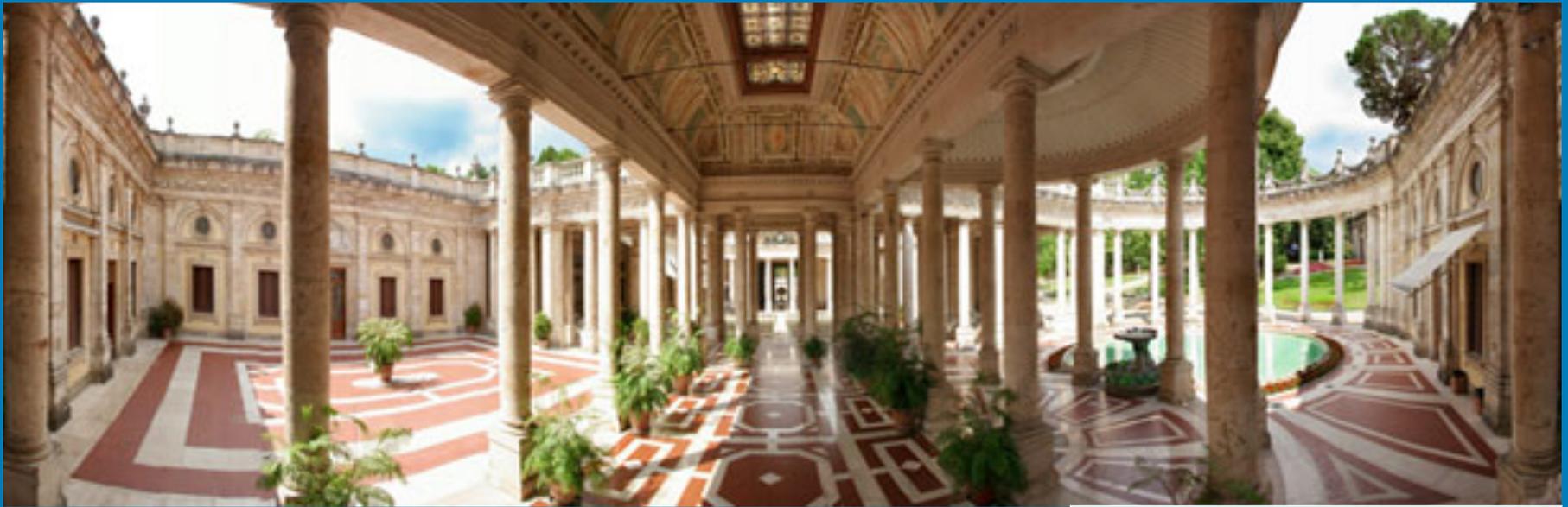


Bath

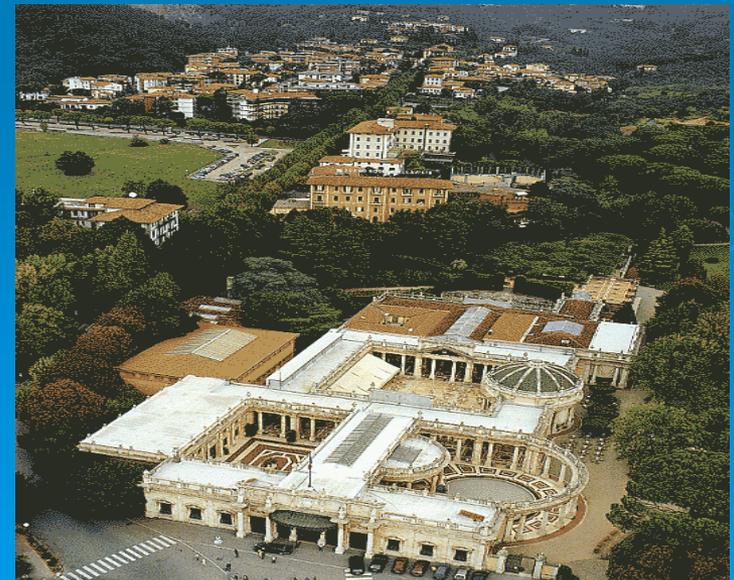


Karlovy Vary





## MONTECATINI TERME





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**Italy**



# 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



# Thermal tourism: marketing and management tools

## PRODUCT S.W.O.T. ANALYSIS

**THERMAL**

**TOURISM**



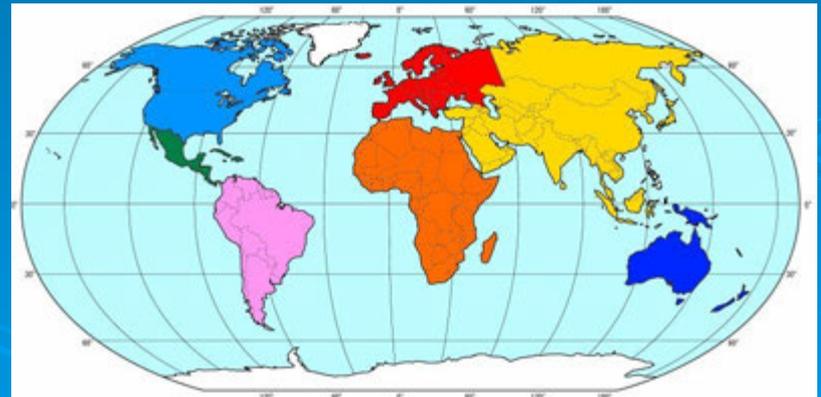
# Thermal tourism: marketing and management tools

## 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



# Thermal tourism: marketing and management tools

## TOURIST PACKAGES

Transports



Thermal Treatments



Accommodations



Leisure programme



# Thermal tourism: marketing and management tools

## TOUR OPERATORS COOPERATION



# Thermal tourism: marketing and management tools

## M.I.C.E. PROMOTION



# Thermal tourism: marketing and management tools

## COMMUNICATION



WEB

SOCIAL



# Thermal tourism: marketing and management tools

## COMMUNICATION



### PRESS, TV, RADIO



### EMAIL AND SMS



# Thermal tourism: marketing and management tools

## PARTNERSHIP

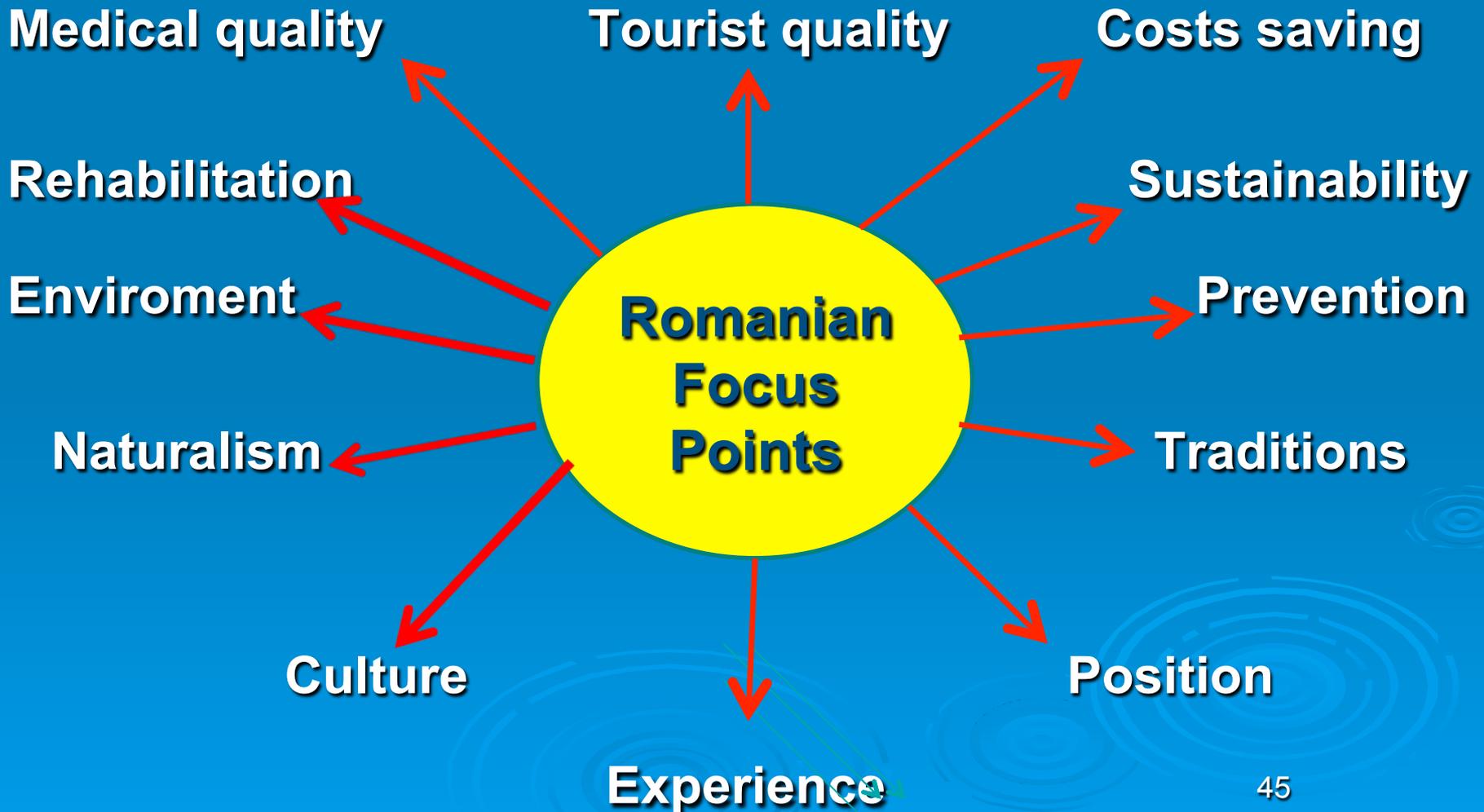
**International  
Health Insurances**



**European Ministry of Health**



# Thermal tourism: marketing and management tools





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***Many thanks  
for your attention***

**Massimo Giovanetti  
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Sorgente Naturale di Benessere



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