

MEDICAL SPAs AND HEALTH TOURISM: LEGAL AND ECONOMIC ASPECTS

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THERMAE ARE:

HEALTH

&

TOURISM

THE HEALTH MARKET CONSISTS OF:

- ILLNESS TREATMENTS
 - PREVENTION AND PROMOTION
- HEALTHY LIFE STYLES
 - MEDICAL SPAs
 - SPORTS
- FOOD EDUCATION

TOURISM

TREATMENTS ARE
SUPPLIED IN
PREMISES THAT ARE
USUALLY LOCATED
IN ATTRACTING
NATURAL PLACES

ACCORDINGLY

1. REPUTATION OF THE MEDICAL SPA
2. IS CAPABLE OF BENEFITING THE WHOLE SURROUNDING AREA
3. THUS STRENGTHENING THE CONCEPT OF TOURIST DESTINATION.

THE RECENT TREND

- EVOLUTION OF THE "CURE" CONCEPT

+

- INCREASING DEMAND FOR WELL BEING =

MOBILITY OF PATIENTS OUTSIDE NATIONAL BORDERS
(HEALTH TOURISM)

REASONS TO GO TO SPAs

- relaxation/stress management (88%);
- hair/nail/waxing maintenance (59%);
 - improve appearance (47%);
 - skin care (37%);
 - gift (31%);
 - pain management (22%);
 - social experience (19%);
 - other (3%);
 - medical reasons (3%)

BUT WHAT'S HEALTH TOURISM ?

- THIS EXPRESSION MAY ALSO HAVE A NEGATIVE MEANING (RIGHT ABUSE)
 - FREE MOVEMENT OF PATIENTS OUTSIDE THEIR ORIGIN STATE IS TO BE PREFERRED:

WE ARE DEALING WITH INDIVIDUAL RIGHTS THAT GO ALONG WITH THE DUTY OF THEIR COMPLIANCE AND GUARANTEE IN OTHER LEGAL SYSTEMS

HEALTH TOURISM IS THEN

- PROMOTION OF
HEALTH IN ITS WIDE
MEANING

- SUSTAINABLE
DEVELOPMENT OF
TOURISM AT THE
LOCAL LEVEL

DEMAND: THE MAIN TRENDS

- TO LIVE EXPERIENCES (EMOTION)
 - HEALTH AND WELLBEING
 - CONSUMERS AGEING
 - SERVICE PERSONALISATION
- NEW TRANSPORTATION MODES
 - SHORT BREAK HOLIDAYS
 - WEB 2.0
 - AUTHENTICITY

THE SUPPLY (1)

HEALTH TOURISM MEANS TO
TOURISTS :

- THE EXISTENCE OF WATER
- THE ATTENTION TO FOOD
- THE POSSIBILITY OF USING FITNESS
AND WELLNESS SERVICES
- THE INTEGRATION BETWEEN MIND,
BODY, SPIRIT AND SURROUNDING
ENVIRONMENT
- HIGH PRESTIGE LOCATIONS

THE SUPPLY (2)

FOUR MAIN GUIDELINES:

1. PHYLOSOPHY OF TREATMENT
2. THERAPIES AND TREATMENT
3. COMMUNICATION AND DISTRIBUTION
4. TERRITORIAL CONNECTIONS

THE GOAL IS:

**TO BUILD UP A SUPPLY
SYSTEM OF THERMAL
WELLBEING TO BALANCE
THE TRADITIONAL
CONCEPT OF MEDICAL SPAs
AND THE NEW TRENDS
CONNECTED TO WELLNESS**

A NEW APPROACH IS NEEDED

- MARKETING
 - WEB POSITIONING
 - COMMUNICATION
- CAPACITY OF MAKING DIFFERENT PROPOSALS
 - PRODUCT QUALITY
- LINKS BETWEEN MEDICAL SPAs AND THE TERRITORY

MEDICAL SPAs
THEREFORE BECOME
NATURAL DMOS
(DESTINATION
MANAGEMENT
ORGANISATIONS)

THREE TYPES OF SPAs

- TREATMENT MEDICAL SPAs: KEY FACTORS OF COMPETITION = THERAPEUTIC CHARACTERISTICS OF TREATMENTS
- MEDICAL WELLNESS SPAs: MEDICAL ASPECTS ARE STRONGLY CONNECTED WITH WELLBEING AND WELLNESS
 - SPAs AS A DRIVER OF LOCAL DEVELOPMENT: PIVOT ROLE IN THE PROMOTION OF TOURIST ACTIVITIES = REVENUES FOR THE AREA

- SPAs CANNOT BE SEPARATED FROM THE TERRITORY IN WHICH THEY OPERATE

- THEY SHOULD BE RATHER CONSIDERED AS AN ADDED VALUE TO THE AREA ITSELF, SO AS TO PROMOTE A MUTUAL RECOGNITION

- BY MEANS OF A NETWORK OF RELATIONSHIPS IT IS POSSIBLE TO SET UP AN INTEGRATED TERRITORIAL SUPPLY SYSTEM

- THE CONNECTIONS WITH THE TERRITORY IS A VALUABLE COMPETITIVE ADVANTAGE
- A STRONG CONNECTION WITH THE AREA = CAPACITY OF SUPPLYING DIFFERENT SPA SERVICES
- ACCORDINGLY, THE CAPACITY OF SUPPLYING AN INTEGRATED TERRITORIAL THERMAL SYSTEM

A POSSIBLE AGENDA

TO STRENGTHEN THE NETWORKS
AMONG THE DIFFERENT
MEDICAL SPA RESORTS;
TO PROMOTE AND SUPPORT A
STRONGER INTEGRATION
BETWEEN SPA RESORTS,
HEALTH CARE AND SOCIAL
CARE SERVICES;

TO FOSTER THE PARTNERSHIP WITH
NATIONAL AND LOCAL TOUR
OPERATORS SO AS TO INCLUDE
THE SPA SERVICES IN SPECIFIC ALL
INCLUSIVE TOURIST PACKAGES
FOR THE INTERNATIONAL
MARKETS;

TO FOSTER TOURIST EXCHANGE
PROGRAMMES WITH OTHER
COUNTRIES AROUND THE WORLD.

TO SUM UP

- PUBLIC BODIES, PRIVATE ENTREPRENEURS, HEALTH AUTHORITIES AND SPA RESORTS ARE TO AGREE UPON A SET OF MEASURES AND TOOLS TO IMPLEMENT AND DEVELOP THE "OFFER" OF THAT GIVEN AREA
- SPA RESORTS: THEIR MEDICAL-BASED-EVIDENCE CHARACTER IS TO GO ALONG WITH THEIR CAPACITY OF PROVIDING A MODERN AND REQUESTED ENVIRONMENT TO FOSTER GOOD LIFE AND HEALTH STYLES

MEDICAL SPAs:

1. TERRITORIAL MARKETING
AND DESTINATION
MANAGEMENT

2. ASSESSING AND
EVALUATING THE
THERMAL RESORT
DESTINATION AS A
TOURIST ONE.

FREE ZONES FOR MEDICAL SPAs

FREE ZONES ARE SPECIAL AREAS
WITHIN THE CUSTOMS
TERRITORY OF THE
COMMUNITY.

SERVICES SUPPLIED WITHIN
THESE AREAS ARE FREE OF
IMPORT DUTIES, VAT AND
OTHER IMPORT OR NATIONAL
CHARGES.



THANK YOU FOR
YOUR KIND
ATTENTION