

MODEL OF HEALTH TOURISM DEVELOPMENT - SPA TOURISM CLUSTER IN ROMANIA

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Abstract:

Health tourism occupies an important place in the preferences of tourists and represents one of the major sources of revenue for Romania, a country rich in resources spas. Romania holds spas with tourism potential, but which require investments in infrastructure, to work to the standards required of a modern tourism. The need of valorization of balneology potential of the regions to increase regional competitiveness, global and national, has led to the appearance of PPP forms adapted to the particularities of the tourist industry. We develop a collaborative model in which the balneology destinations can become leaders of European health tourism.

Keywords: spa tourism, health, public private partnership, balneology tourism, model of cluster development

1. Introduction

Health tourism is a dynamic and competitive industry, which is in full progress. In Romania are located a third of the natural springs in Europe. There are 117 locations with different therapeutic factors- water, sludge, gas, representing the resource base for numerous resorts in the country. Twenty-nine resorts have been designated as national important resorts and other 32 with local importance, major resources for recreation and for health tourism.

Natural resources are important, but are only a part of a tourist experience.

Because the cost of services in tourism is rather high, the competition to other interesting tourist destinations leads to the need of developing unique products, memorable tourists' attractions.

Experiences based on the natural assets are the key to new markets, but must be strengthened by providing tourism services to high quality standards.

Balneology tourism is one of the

components of the health tourism together with medical tourism, wave-therapy, hydrotherapy, spa and fitness.

Medical tourism is people journey abroad to receive healthcare equivalent at relatively lower costs, or better healthcare than those provided in their region or country (Popa, 2013).

In 2012, Roland Berger consultants have suggested a scenario for Romania - service leader until year 2032. If in 2012, the contribution of services to GDP is 45%, of which 1-2% are tourist services, according to the scenario proposed it is estimated that in the year 2032, services will represent 45% of GDP, and the share of tourism will reach 3-4%.

Key success factors in tourism developing in Romania are positive impact on people perception and competitive prices. Weaknesses of tourism consisting primarily in insufficient infrastructure developed inefficient Government policies and non-consistency in exploitation of natural and human resources. (Băloi, 2014).

Although tourism in Romania has a high share in GDP, tourism has the chance to develop in the coming years, thanks to

the strengths of the regions Romania: natural treatment factors, natural and human potential, non-seasonality and medical services offered to tourists.

Recent researches indicate a high demand for balneology-tourism, both internally and externally that is on places 3-4, ahead of the traditional tourist segments, proving that the therapeutic efficiency of health cures is known.

Spa tourism represents one of the forms of the constant touristic movement, with relatively stable customers that contribute to increased capacity utilization coefficients for accommodation and to increased average revenue per day per tourist (<http://www.adrcentru.ro>).

The preventive role of the spa treatment.

The using of the strategic advantages offered by natural therapeutic factors of spas has an impact on the development of tourism, a major economic and social component in Romania.

Although Romania has natural resources, touristic attractiveness is influenced negatively by the other components of the tourist offer, such as: low level of cognition and evaluation of natural resources, the high degree of physical and moral wear of the accommodation and treatment databases, quality and diversity of the structures of most of the resorts, improper maintenance, the quality of infrastructure.

These problems can be solved through public-private partnerships as an integrated approach, to improve the competitiveness of the destination to meet the major objective, attracting a clientele as well as a balanced distribution of investment fund across all the components that make up the spa product.

The spa segment is due to the importance of prevention through a spa cure as "medical parenthesis" in

the life of a patient who requires special screening, diagnostic, therapy and development of education programs (Benabdallah and Tomatis, 2009).

Through the research paper, we aim for an innovative approach to health tourism that takes into account new expectations of the European population in prevention, and especially in the fight against aging in all its forms.

The approach aims valorization of a unique advantage of Romania, consisting of thermal resources, presence of medical and paramedical staff and of enhancement of famous expertise for seniors (Dr. Aslan's cures are known in Western Europe).

The idea that firms and associated knowledge communities creates added value through collaboration and the use of public resources has been embraced in recent years, especially due to financing programs of these types of ventures, which led to the creation of clusters in the EU since 2007.

Within the health cluster the travel, health, accommodation, transport, research and innovation companies are interacting in order to develop new markets and innovative products of prevention, treatment, rehabilitation and recreation. The cluster has a common strategy on investment, travel packages, promoting them, whereby tourists are attracted from around the world, the tourist offer being based on the changing preferences of consumers.

The study has as its starting point the fact that in recent years in Romania fell periods of time spent by tourists in spa treatment, mainly due to insufficiently developed tourist infrastructure and aims to identify a model of public-private partnership in health tourism to lead to the development of the tourism sector.

The research is based on information from different sources: databases, interviews with experts in the field of tourism, literature and their analytic processing.

The research methodology consisted in collecting data for a period of ten years

in tourism sector and in the following steps:

➤ *obtaining the materials available online* (master plans for development of health tourism, legislation, regional initiatives etc.);

➤ *collection and analysis of statistical data* from Statistical Institute's and research conducted by consulting firms in the tourism sector);

➤ *analysis of research projects and public-private partnership models* in health tourism;

➤ *identification of a health cluster model* applicable in Romania and drawing conclusions.

The public-private partnership model identifies solutions focused on the territory of a region through the integration of the spa resources in a program of valorization of the local potential (health tourism, ecotourism, cultural tourism, and agro-tourism).

2. Health tourism in Romania, present and future

Health tourism is an essential component of overall tourist activity and defines the practice of traveling in therapeutic purposes.

The existing health resources and qualitative medical resources in Romania create prerequisites for the development of a system of specific health care nationwide. Health tourism offers prospects of economic and social development of Romania by the complex valorization of anthropogenic and natural resources.

The target group for health tourism is mostly elderly. Romania is as Europe in a process of accelerated demographic ageing. The purchasing power of people over 50 years is higher with 30% than other age groups, and seniors hold 50% of the net income of households in Western Europe.

The health tourism segments (Benabdallah and Tomatis, 2009) are:

1. Spa tourism that uses natural

mineral water or underground water from natural sources with recognized curative role due to chemical, thermal and mechanical effects. Spa treatments are preventive treatments.

2. Medical Tourism concerns curative aspect and includes medical acts performed in specialized institutions that motivate customers through prices more favorable and/or through techniques that are not authorized in countries of origin. Medical tourism in Romania concerns the treatment against aging, smoking, obesity and may result in conquering markets from Central Europe or Ukraine, because of its competitive advantage based on quality/price ratio.

3. Wave-therapy using seawater has curative properties recognized through chemical and mechanical effects. They practice it on the seaside, in a tonic climate. The therapy does not require a prescription, but medical offers include this therapy.

4. Hydrotherapy offers services similar to those provided by wave-therapy, but using tap water or spring waters whose properties are limited to mechanical or thermal effects. The advantage is that it can be practiced anywhere, is not well positioned in the market, but has growth potential due to its effects.

5. Wellness or spa belongs to wellness sector, recreation, prevention, not subject to medical prescription, a tourism type that depends on investments in equipment.

6. Sports activities and fitness relate to active and young population, mostly male.

The Spa Sector is one component of social policy, for which there is demand in Romania, but is in need of improvement. The cures must be restructured and the services must be diversified. Improvement of spa treatments in order to preserve traditional clientele requires diversify of the current offer by creating specialized cures for certain customer segments: quit-smoking cures, cures for losing-weight and cures for young people.

Product groups / spa treatment (Benabdallah and Tomatis, 2009) are:

Group 1 - Basics of social mission for national and local market, receiving public subsidies affected by physical and moral wear and which depend on the number of tickets is offset declining.

Group 2 - Centers, which can penetrate international markets, because they have a true medical specific and / or located in a region with a significant tourism potential.

Group 3 - Basics in the market segments network the regional or local where domestic tourism demand is great.

Group 4 - Centers located in areas focused on international tourism, which can turn into wellness resort, where the spa segment is one of the activities and benefits should be at a level of quality is flawless.

For the positioning in each group, distinct strategies should be adopted, depending on the specific of the offer regarding expertise and status of the resort, the demand trends and the resources to be mobilized.

In this context, incompatibilities may arise between clients, changing attitudes towards illness and old age, new paradigms in which reception conditions, treatment, and the spas become as important as the therapeutic value of the diet.

If the strategy is to aim the different clientele, will have to develop or to renovate in the same area the equipments for traditional care, for practices of restoration of form and wellness (150 to 300 customers a day) ludic practices (aqua ludic centers with entries between 200 and 1,200 per day depending on their local or regional positioning).

Analysis of spa tourism in Romania can be achieved depending on the evolution of the capacity of tourist accommodation in the tourist

sector, the number of tourists staying in the resorts and the number of nights.

In Romania, the capacity of tourist accommodation on July 31, 2014 increased by 2% compared to the same time last year (www.inse.ro).

On 31 July 2014, the number of agro hostels (1665) exceeded the number of hotels (1473). Of the total number of seats in hotels, 40.0% are in 3 stars hotels, 32.8% are in 2 stars hotels, 19.8% in 4 star hotels, 3.9% in 5 star hotels, 3.1% in one star hotels, and 0.4% in unclassified hotels. Half of the hotels were graded as 3 stars, and 25.3% were 2 stars. There is a number of 31 hotels classified at five stars (two more than on 31 July 2013) and the number of hotels classified at 4 stars is 267 (15 more than on 31 July 2013).

The first five counties, ranked according to the total number of existing tourist structures have been: Braşov (787), Constanţa (746), Harghita (321) (296), Suceava and Prahova (286).

Constanţa County has the largest share (27.5%) in total number of rooms of tourist structures (without rooms in cottages).

The hotels also have the largest tourist accommodation capacity.

Of all the 141.1 thousands of existing rooms in touristic accommodation at 31 July 2014 (without rooms in cottages), there were 66.4 thousands rooms (93.7%) within hotels. The number of rooms increased in 2014 with 1444 in hotels, with 776 in agro hostels, 233 in hostels, 53 in cottages, 48 in holiday villages.

The number of existing tourist accommodation places on 31 July 2014 was 311,300. Most places, 186,200 were in hotels, agro hostels 30,500 seats, tourist pensions 27,300 seats, tourist villas 13,800 seats, and 12,900 seats in camping areas.

The majority of the total number of the rooms is in permanent touristic structures

In terms of accommodation capacity evolution in the period 2003-2013 in Romania, the analysis highlights an uptrend of 12% nationwide.

Tourist accommodation capacity is the number of accommodation places for tourists, stated by the last classification act of tourist accommodation, without additional beds to install if necessary. (www.inse.ro).

Accommodation capacity in spas in Romania registered a significant decrease from 42189 places in 2003, to 37419 seats in 2009, and during the period (2010-2013), the number of places of accommodation in spas has grown, reaching 39953 seats in 2013.

The number of tourists staying in spas nationwide has risen in recent years, rising from 568257 in 2010, to 678536 people in 2013.

The number of overnight stays of tourists in spas fell in 2013, compared to 2003, respectively, from 5831252, to 4138034. Of the total number of 4138034 overnights in 2013, a percentage of 3.1% is the share of foreign tourists.

Analysis of statistical data shows that Romania has significant resources for SPA tourism and loyal customers with confidence in the healing effects of natural therapeutic factors.

Tourists are however old and they associate more with the treatment centers or hospital nursing image than the hotel. The possibility of renewing customers resorts accommodation is reduced due to infrastructure and inadequate treatment and a level of professionalism uneven reception, restaurant and in medical work.

Spa sector is still dependent on the pension fund and grants from the state, which affects development.

Prospects for the development of the sector can be based on unexplored areas, the better use of resources, the availability of European funds for public-private partnerships in tourism field it.

3. The health cluster, tool for tourism development

The Romania's regions have a potentially valuable, but spa tourism product means and expertise, general infrastructure, tourism infrastructure, staff, quality service, and an environment that will allow the party of 10 to 17 days in destination.

In economics, clusters name is "pôle de compétitivité" in France and "Kompetenznetze" in Germany and are systems that include dynamic/geographic agglomerations having in the structure four categories of subsystems integrated (Palmer, 2002, 2008, 2013):

- *networks of companies including:* leading companies as network coordinators, innovative firms, manufacturing, services, sales, training companies, research-development-innovation institutions; financial institutions;

- *facilitators:* institutions, organizations involved in agreeing and cooperation actors: Chambers of Commerce and Industry and other trade organizations; Regional Development Agencies; institutions and supervisory and regulatory bodies, employers' associations, trade unions, professional associations, media etc.

- *local government* (local councils and county councils) or the Government;

- *external connectors:* customers and consumers in target markets with specific demands and with changing behavior; consumers from proximal external environments; first providers from external environments.

In Europe there are about 2000 clusters, of which 150 are considered world-class in terms of employment, size, concentration and specialization. (http://ec.europa.eu/enterprise/initiatives/cluster/index_en.htm, accessed 2015).

According to the European Scoreboard of Excellence in Cluster, a research carried out in 2010-2013 in selected emerging industries and regions, showed that 33.3% of firms in clusters

have increased the number of jobs exceeds 10% compared with 18.2% the percentage of firms that are not found in clusters that have experienced such growth.

(http://ec.europa.eu/enterprise/initiatives/cluster/index_en.htm).

In the year 2012, of the total of 1.563 EU clusters established in 37 subbranches, 48 are clusters of medicine and medical equipment (in Romania there is one such cluster), and 30 are clusters of tourism (EC-HCMDC, 2012).

In Europe, South and East regions have a strong component of tourism. They are highly specialized on tourism, such as the Canary Islands (Spain) and Antalya in Turkey and are generally poorer than other strong industrial regions. However, they have very high SMEs indicators, especially in product and process innovation in SMEs, and have higher life satisfaction rates.

Benefits offered to cluster members, the momentum given by financing programs with this purpose and the Romania's tourism potential has facilitated since March 2014 the appearance of spa tourism clusters at regional level, the first cluster being established in the Central region.

Balneology health tourism clusters formation in Romania in 2014 was initiated because of considerations:

➤ *The European Directive 2011/24/EU relating to cross-border health care* clarifies the rules on access to healthcare in other EU countries, including those relating to reimbursement/compensation costs, represents an opportunity for health tourism. Based on this document, EU countries had to adopt, until 25 October 2013, its own rules of implementation of the directive.

Policies and health systems in the European Union are interconnected, patients have the right

to seek medical care outside of their country of origin, medical personnel working in different EU countries, record the developments in medical technology.

➤ *The Memorandum approved by the Government in the year 2013, for the development and promotion of health tourism in Romania;*

➤ *Inclusion of the health tourism issue in Romania-EU partnership agreement for the programming period 2014-2020;*

➤ *Supporting the health tourism by the Tourism Department for SMEs, business and Tourism under the Ministry of Economic Affairs and by the national authority for tourism;*

➤ *Potential of natural resources with therapeutic value of Romania's regions, represent a chance for their communities.*

➤ *Traditions of Romania in terms of health tourism (spas, geriatrics, etc.) represent an asset that can be used on the European market or worldwide;*

➤ *Collaboration between OPTBR, ARTM, ANT, Romania Cluster Association, with specific programs and innovative initiatives, in line with European and world trends, to exploit the potential of therapeutic natural factors in our country;*

The formation of a cluster in the field of health tourism is important for the development of a health tourism destination, by increasing the flow of tourists and patients.

Members of the Association of health tourism are: Central and local public authorities, treatment bases, hospitals, clinics, physicians, University of medicine and pharmacy, research institutions in the medical field and balneology, tour operators, hotels, restaurants, suppliers of equipment and devices, economic operators and other organizations. These must cooperate and work together to promote an image of high quality health services and to establish a "brand" for the destination.

The cluster for health tourism is a network that includes these actors, with the main purpose to support and promote

members and build the image of high-quality health tourism. Collective actions produce results that individual members are not able to obtain them separately.

Option of patients for some tourist destinations rely on reputation and belief that the location has high quality health care, necessary infrastructure and government support.

The cluster adopts and promotes high standards of ethical and professional medical care based on the requirements of the existing medical standards and accredited for the country or region. The appropriate entity in the cluster evaluates and approves marketing standards.

Expertise gained through collaboration between public authorities, the business community, academics and specialists in health and tourism, make it possible to the confrontation of theory and practice, practical dialogue between the public and the private area, contributing to the competitiveness of the final destination.

The most important are the packages of integrated services oriented to tourists or patients, and for this it takes an integrated approach to tourism in which are incorporated tourism organizations, hotels and/or treatment/rehabilitation centers to create networks of safe and reliable care.

In this way, a tourist destination cluster operates as an independent system of health care.

Romania established recently, starting with February 2014, a number of three-spa tourism clusters in three development regions, namely:

- Transylvania Regional Cluster Balneology-touristic - Center region;
- Balneology - Tourism Southern Regional Cluster - South Muntenia region;

- Regional Cluster Transylvania – North-West region. However, there is potential for the development of clusters also in the other five regions of Romania.

The initiators of the clusters are:

- Balneology - Tourism and Spa Association of Romania;
- Cluster Association of Romania - CLUSTERO;
- Foundation Amphitheatre;
- The Tourism employers' Association in Romania;
- Romanian Association of Balneology;
- Medical Tourism Association;
- The national authority for tourism.

1. Transylvania Regional Cluster Balneology-touristic.

Transylvania Regional Cluster Balneology -touristic (established in February 2014, a t the initiative of the Foundation Amphitheater, Cluster Association of Romania, the Tourism employers' Association in Romania and the Romanian Association of Medical tourism) represents an important tool for the development of tourist destinations in the Central region. It achieves a high awareness of the social and economic potential of the region, which will lead to the increasing number of tourists in the region. The cluster managers are the Foundation Amphitheater and by the Association of Clusters Romania and President of the cluster is the Mayor of Sovata.

The objectives of Transylvania Regional Cluster Balneology - touristic are:

- *identification of the main anthropogenic and natural attractions that configure tourist destination;*
- *identification and evaluation of natural resources with therapeutic value;*
- *definition of tourist products;*
- *scientific research and innovation in health tourism;*
- *marketing and promotion.*

2. Balneology - Tourism Southern Regional Cluster

In august 2014 was founded the Balneology-touristic Regional Cluster

Muntenia, which comprises the Southern Region. The cluster managers are the Association of Spas and Spa Resorts Romania. The objective is to achieve through public private partnership, an integrated management of the region Muntenia, in order to grow the attractiveness of the tourist destination.

3. Regional Cluster Balneology - touristic Northwest Transylvania is the third cluster of the balneo-tourism in Romania, founded in October 2014, in the region of North-Western Romania and intends the Balneology-tourism development in the region.

4. The health cluster model

Health Cluster integrates the tourist service providers, medical and prevention, due to their importance in the value chain.

Key activities of the health cluster are performed within treatment bases, public and private hospitals, clinics that offer services of prevention and treatment and have qualified personnel.

The health cluster is an association of public and private organizations

providing health services: human capital, related industries, Government, service providers, collaborating institutions, relevant associations and foundations for medical field (Cabezas de et al, 2012).

In Figure 1, there is a general cluster model applicable for health tourism, with the following main components:

1. Human capital is one of the most important elements of the health cluster, for services provided by specialized personnel, trained in educational institutions with programs of studies directly related to the health industry and the hospitality. It is important that the development programs of the health industry and the tourism industry to have humanist approach, and to strengthen ethics education.

2. The related industries that support the health cluster: hospitality industry, restaurants (drinks and food), stores and pharmacies, transport companies to rent cars, airlines, road companies, training companies.

3. Develop and sustain Government policies and strategies in the field of health, balneology, infrastructure, research, innovation, human capital, which is the foundation of the health cluster.

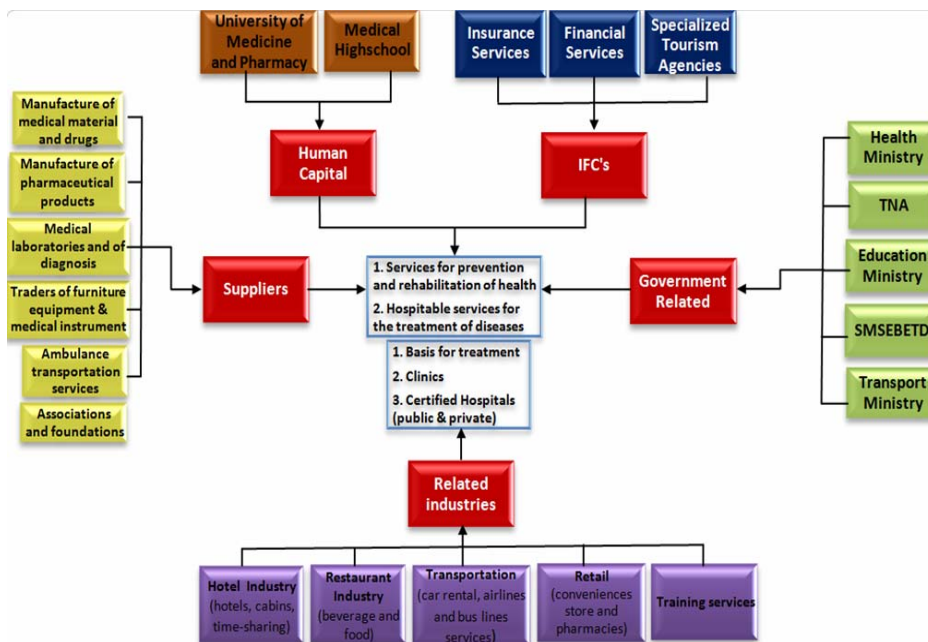


Figure 1. The health cluster model (after processing Cabezas et al, 2012)

The Ministry of Health aims the sustainable human development through health promotion as a common social good by providing high quality services for prevention and treatment, in order to meet people's expectations.

The Ministry Of Education and Scientific Research insures the education and research system with a dual role: to prepare human resources specialized in health tourism and doing research and innovation in the equipment, techniques, products used in this tourist segment.

The Department of Small and Medium Enterprises, Businesses and Tourism and National Tourism Authority develop policies, strategies and actions that support and promote health tourism.

Collaboration with the Ministry of Transport ensures the efficient operation of transport through equipment, devices and quality

services, contributing to the modernization and creation of an integrated transport system.

4. The cluster suppliers are providers of technical and medical equipment, medicines, various pharmaceutical products, medical instruments, furniture, transportation, medical and diagnosis laboratories.

5 The institutions for collaboration (IFC's) provide travel services, financial, insurance, banking. The travel agencies specialized in health tourism are important and have major influence on tourism, as they can sustain (support) and provide plans for the prevention and treatment of diseases in a tourist destination.

The health cluster may include associations involved in supporting and promoting the rights of its members: Romanian Association of Medical Tourism, Spa Tourism Employers Organization of Romania, and National Association of Travel Agencies.

The Romanian Association of Medical Tourism is the first non-profit association

of medical tourism in Romania which promotes this concept both nationally and internationally, and that attempts to include Romania among the countries with a tradition in medical tourism. The objective is to increase awareness of the quality of medical services available in Romania.
www.artm.ro

The Employers' Organization of Tourism Spa was founded in 1993 at the initiative of 19 representatives of the main resorts, supporters of health tourism, to support and promote the spa sector, in relationship with the authorities, various institutions and associations, internally and externally.
www.romanian-spas.ro

National Association of Travel Agencies - ANAT - with more than 500 travel agencies as active members, the most important on the market, which cumulates over 85% of the travel and holiday packages and have together over 4,000 employees. Associate members are national or regional offices to promote tourism, airlines and transportation, rent-a-car companies, hotels and restaurants, publishers, reservation systems, insurers, health care providers, foundations / associations working in tourism field. ANAT intends to provide guidance and advice to its members in connection with the professional activity of travel agencies.
<http://www.anat.ro>.

Such a model of health cluster can be applied in Romania, in each of the 8 development regions and can be adapted to the balneology domain or medical tourism, according to the preventive or curative nature of services offered.

Creating clusters of health at the level of the regions development is supported, because nationwide is required a sustainable and balanced economic and social development of the regions, depending on the specific needs and resources of each region.

Research in the field of

balneology, stimulated in a cluster has as beneficiaries economic factors involved in the sector, as well as users of treatment bases that will benefit from medical services using the therapeutic capacity of the natural factors of the resort (Munteanu and Cintează, 2011).

Through the cluster can be revitalized health sector in Romania, spa resorts can become health restoration areas, thus contributing to economic and social development of the area. The balneology is a priority that can contribute to the development of the related fields.

Health tourism is a niche segment now, but through models and appropriate development, strategies can bring significant long-term benefits.

5. Conclusions and future approaches

The health tourism is a dynamic and competitive industry, which is in full progress.

In Romania, they can initiate spa tourism clusters in developing regions, based on their potential and specificity.

The professional and scientific solutions that respond to the challenges of this health tourism are the private-public regional partnerships:

- *identifying new ways to exploit the health tourism potential, in particular by balneology and medical tourism;*
- *governmental policies and strategies to support health tourism;*
- *increasing the role of health tourism in exploitation of Romanian brands and tourist destinations;*
- *identification of financing solutions and of specific models of health tourism development;*
- *adaptation of experiences and good practices from other countries (Hungary and Portugal) to the specificity of the Romanian tourism;*
- *enhancing the reputation of tourism destinations of health through accreditation and certifications for recognized quality.*

In Romania, supporting health tourism requires short-term involvement of all

stakeholders in the development of this market segment to create a coherent strategy for developing and promoting this type of tourism domestically and internationally.

Long-term territorial development is required for adaptation to the European and international market demands by providing the necessary standards of tourist destinations.

For harnessing the strengths of Romania consisting of exceptional natural therapeutic resources in international recognition of brands and tourist destinations, in qualified human resource requires a strategy of intersectoral health tourism development.

In developing this strategy should work together public authorities, local communities, academia and private sectors.

Strategic priorities are:

- *increasing accessibility to population to the health services provided within the resorts;*

- *development and modernization of health tourism infrastructure;*

- *improve the quality and safety of health care;*

- *provision of professionalized human resource;*

- *achieving a nationwide database with direct access for those interested in health tourism services;*

- *establishing cluster organizations with entities interested*

in health tourism;

- *including Romania in the European and global professional circuit, scientific and economical, with specific health tourism products.*

The approaching of the spa domain in Romania should aim at completing the traditional spa cures, at updating the centers' role in prevention and health education, development of innovative services remotely throughout the year; development of new care offers, activities, leisure and accommodation structures that correspond to preferences of all ages through accessibility, ergonomics, services.

In order to increase the attractiveness of Romanian medical tourism, it is necessary to move from focus on the seaside resorts providers of rheumatism and asthma treatments, to focus on the resorts for fight against aging, through an opening to younger customers, from 50 to 65 years, while continuing the support for the fundamental component represented by thermal water.

The purpose of the association of public authorities and the private sector in regional health clusters aims at increasing competitiveness, quality services, internationalization, creating a regional brand in the field of balneology, recognized in Europe.

Due to the competitive advantages offered by this type of partnership, in the future we will develop an applicable research model for the medical tourism cluster.

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