



HELLENIC Academy of Thermal Medicine

Healing in Greece

FULL MEMBER OF FEMTEC

THE 73^o GENERAL ASSEMBLY AND INTERNATIONAL SCIENTIFIC CONGRESS OF THE WORLD
FEDERATION OF HYDROTHERAPY AND CLIMATOTHERAPY (FEMTEC)

“THERMALISM IN CHANGING SOCIETIES”
Multilateral approach to health care and well-being
CASTEL SAN PIETRO TERME BOLOGNA, ITALY

NEW APPROACHES IN THERMAL MEDICINE IN GREECE

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HEALTH TOURISM FORMS


- ❖ Medical Tourism
- ❖ Traditional Spa Tourism or Thermalism
- ❖ Wellness-Beauty-Spa Tourism

Health tourism refers to the prevention, retention, treatment and health recovery with modern medical methods or natural methods combining rest, relaxation and fun

Basic idea is the mental, emotional and spiritual regeneration of the individual in a relaxed environment

Dynamically developing economic sector worldwide


THERMALISM

- ❖ Wide range of preventive and therapeutic applications using natural resources in areas with particular environmental and cultural characteristics and specialized facilities for physical, mental and spiritual health
 - ❖ Thermalism does not regard just the elderly (babyboomers), but should be established as a trend and behavior of young people in terms of prevention (new lifestyle)
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TRADITIONAL SPA TOURISM OR THERMALISM

- ❖ Special form of tourism which includes all activities and temporary relations of movement and residence of people who aim to prevent, maintain and restore physical and mental health and wellness, using natural thermal resources
- ❖ Includes activities such as spa tourism as well as recreation and rejuvenation that can have non-patients tourists visiting hot springs
- ❖ Important role of thermal water in cosmetology and cosmetics, dermatological products and SPA
- ❖ Thalassotherapy is done using hot seawater only in specialized centers near by the sea


CURRENT TRENDS GLOBALLY

- ❖ It is directed not only to patients but also to their caregivers as well as to healthy people
 - ❖ Combining holidays and services for prevention, maintenance or improvement of their health through comprehensive programs of rejuvenation and relaxation
- 

EUROPEAN PHENOMENON OF SPAS WITH STRONG MEDICAL BACKGROUND

- ❖ Spas and spa facilities are in most European countries part of health system and spa treatment/healthcare is paid by social/health insurance
 - ❖ **Cross-border healthcare for traditional spa treatments** is good known for many years , mainly by self paid patients/clients
 - ❖ In some countries , this type of healthcare services are fully or partially reimbursed
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PRODUCTS IN COMMON EUROPEAN MARKETS OF SPA - HEALTHCARE

- ❖ Spa rehabilitation is proposed after high-tech operations and acute stages of illness by specialized clinics
 - ❖ Products of tertiary prevention for chronically ill patients to promote independent life
 - ❖ Products of secondary prevention for risk groups of population with specific program
 - ❖ Primary prevention with education in healthy lifestyle-young people
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CURRENT TRENDS IN GREECE

- ❖ The existence of organized spaces of wellness and spa within existing hotel units is in favor of taking a leading role in this highly lucrative field of health tourism, focusing on lower cost compared to other services
- ❖ A better image advertisement as well as a more intensive marketing is necessary.
Focus on:
 - Long spa tradition
 - Quality of local natural remedies and specialized staff

GREECE'S ADVANTAGES TO DEVELOP ALTERNATIVE TOURISM FORMS

- ❖ Excellent bioclimate for spa, air treatment, thalassotherapy
 - ❖ Rich cultural and historical heritage
 - ❖ Beautiful natural environment
 - ❖ Famous Greek diet
- 

MEDICAL WELLNESS/WELLNESS IS SIMPLY A PART OF LIFE FOR EUROPEANS

- ▶ Wellness/health tourism holiday one time annual
89%
 - ▶ Wellness/holiday several times a year
51%
 - ▶ Europeans like wellness and medical wellness treatments
in their own country and abroad
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LIFE EXPECTANCY

- ❖ Worldwide, life expectancy is increasing
- ❖ Gap between male and female life expectancy is narrowing
- ❖ The period of healthy life expectancy is also increasing
- ❖ Older tourists will have a younger outlook than previous generations
- ❖ Today the global population over 65 y.o. is 1 billion, expected to reach 2 billion till 2050, while the new born in developed countries within the 21st century have > 50% propability to live more than a century

THE “GREY TEMPLES” TIME

The enormous challenge for tourism

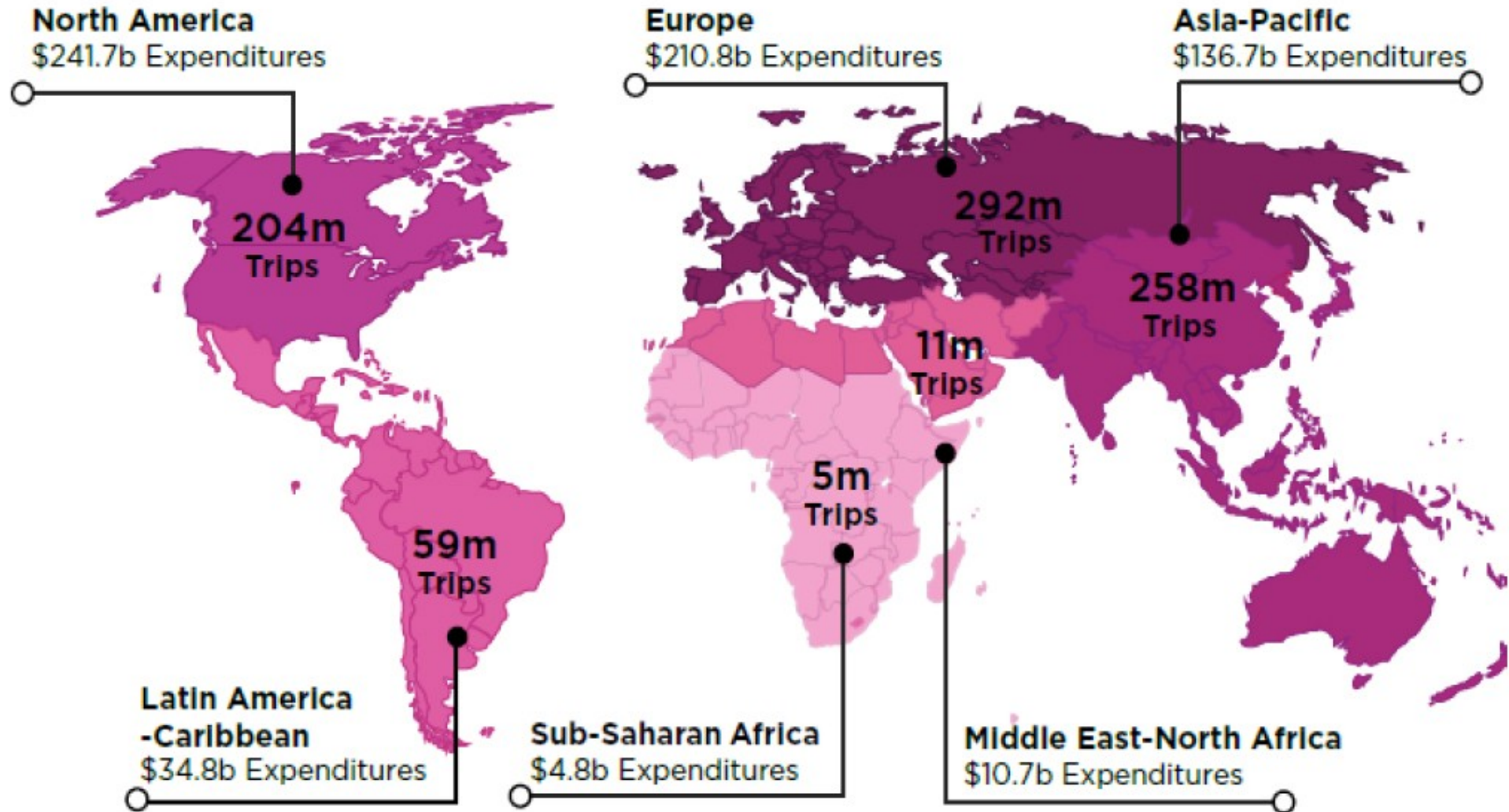
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GLOBAL WELLNESS ECONOMY: \$4.2 trillion in 2017

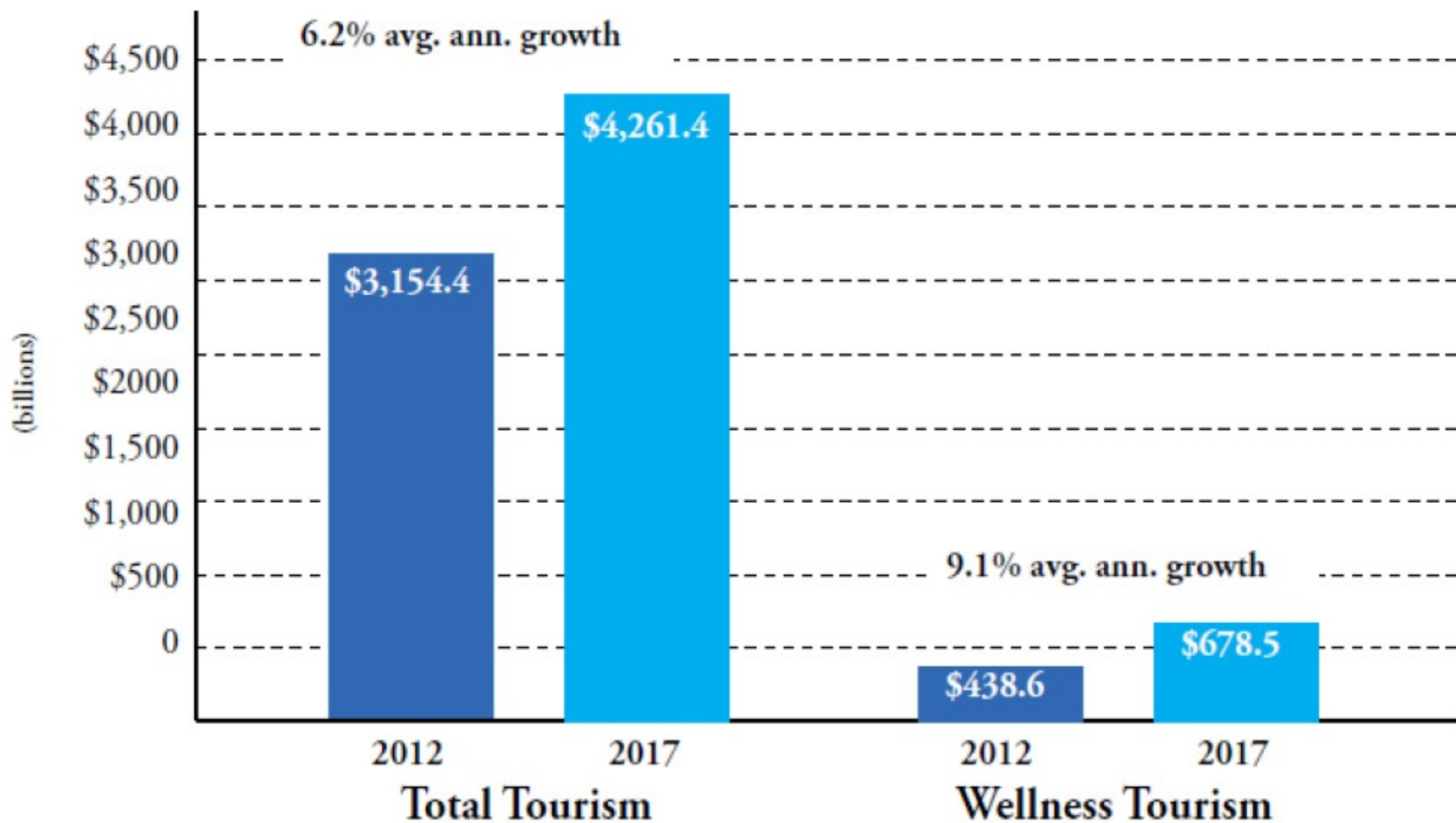


Wellness Tourism by Region, 2017

Number of wellness tourism trips and expenditures
(inbound and domestic)



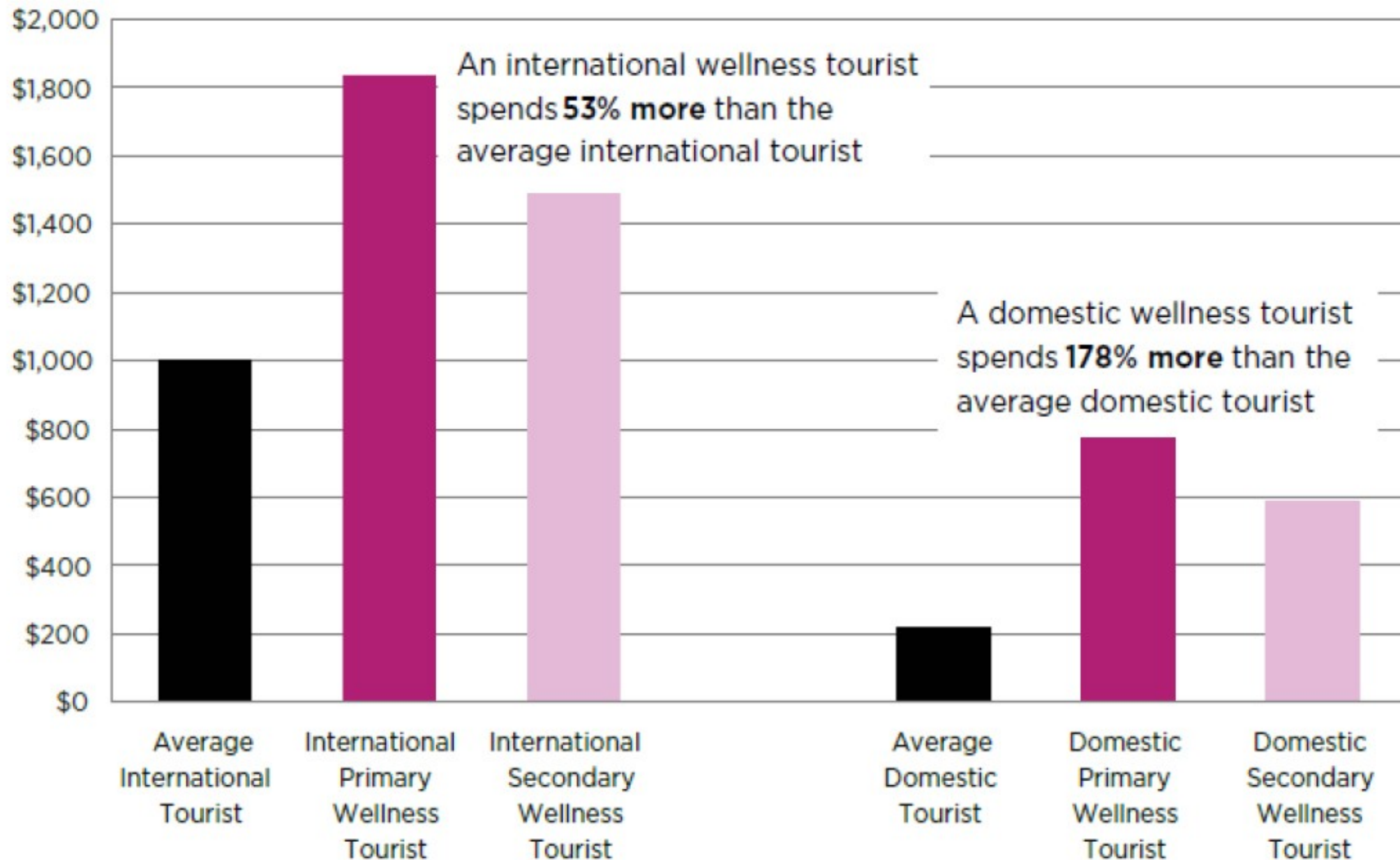
Global Tourism and Wellness Tourism Growth (2012-2017)



In the tourists category, **15% was over 65 y.o.** in 2010, rising to 25% in 2030 whilst this percentage will surpass 50% in 2050.

There is therefore a very big market that is divided in two major sectors: The healthy one and the one that faces health issues. One person among three within the general population has chronic diseases, whilst within ages over 65 y.o. two persons among three have **chronic diseases**.

Wellness Tourism Spending Premiums, 2017



Today the 75 y.o. have the same health levels to those who were 65 y.o. during the 70's. Whilst longevity was an exception, now it becomes lifestyle theme. A planet characterised by longevity is something totally unknown. Longevity is a great opportunity in which we have to conform not only as societies, but as well as persons. It has been estimated that as consumers, the elders will spend about \$ 15 trillion in 2020, that is, 3/4 of the US economy.

Spa Facility Employment by Region, 2015, 2017, and 2022 (Projected)

	Total Employees in Spa Facilities		
	2015	2017	Projected Need in 2022
Europe	745,583	883,353	959,938
Asia-Pacific	722,588	918,675	1,209,751
North America	424,174	443,419	543,627
Latin America-Caribbean	164,909	215,899	233,552
Middle East-North Africa	63,982	86,990	110,499
Sub-Saharan Africa	28,911	46,171	76,537
Total	2,150,147	2,594,507	3,133,904

DEVELOPMENT ASPECTS FOR GREECE

Aiming in market and tourism segmentation (silver and golden economy)

- ▶ 13,6 billion Euro and 173.000 new jobs in the next 5 years from elder tourism, real estate and long term residency
- ▶ In case of capturing 15% of the secondary residence market, 400.000 residences will be needed within the next 20 years
- ▶ Selling or long term leasing of 20.000 residences every year leads to an annual growth to GDP of 5 billion Euro and the creation of 60.000 new jobs

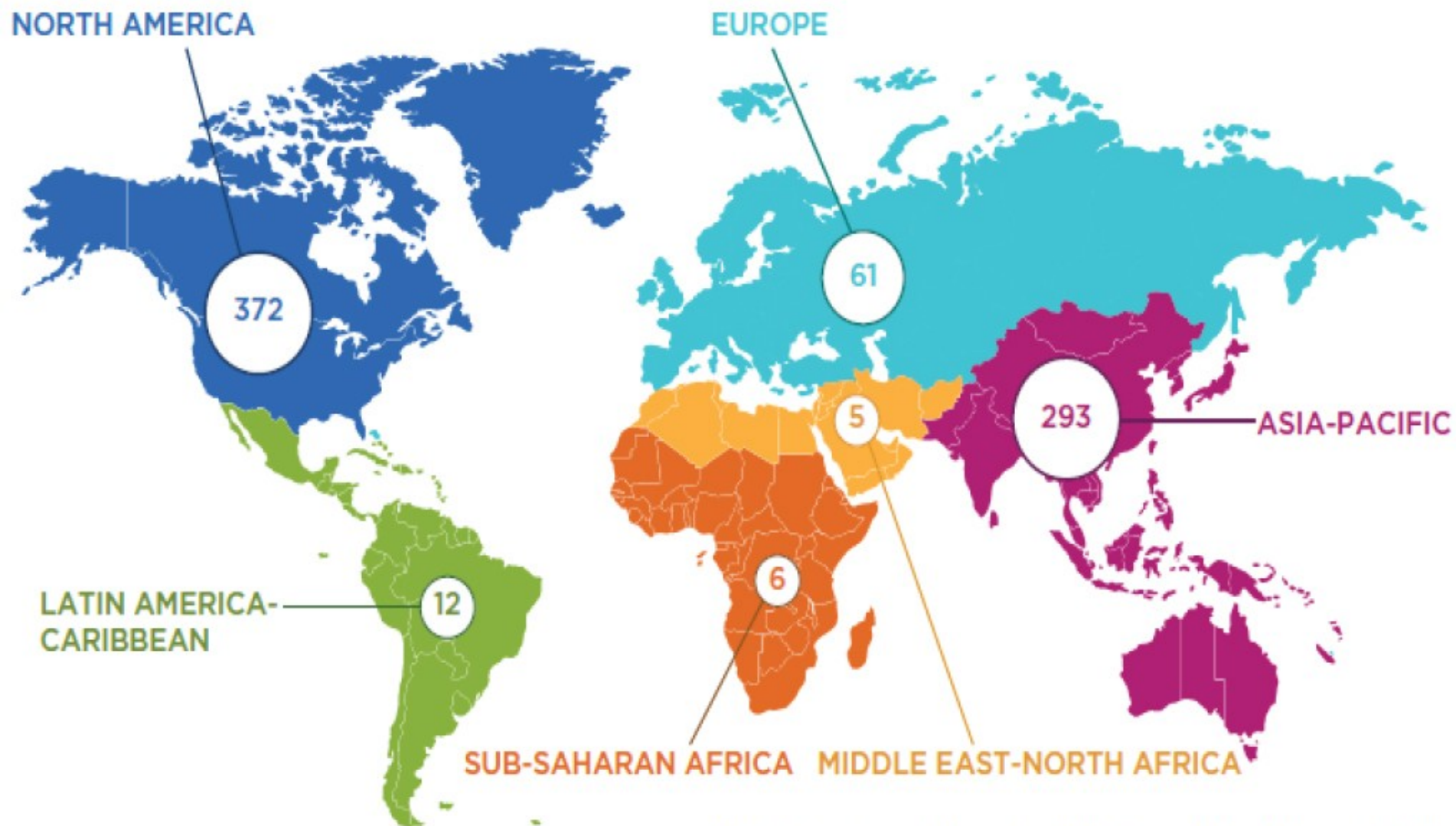
Wellness Sector Growth Projections, 2017-2022

	Projected Market Size (US\$ billions)		Projected Average Annual Growth Rate
	2017	2022	2017-2022
Wellness Real Estate	\$134.3	\$197.4	8.0%
Workplace Wellness	\$47.5	\$65.6	6.7%
Wellness Tourism	\$639.4	\$919.4	7.5%
Spa Facilities	\$93.6	\$127.6	6.4%
Thermal/Mineral Springs	\$56.2	\$77.1	6.5%

Source: Global Wellness Institute estimates, based upon economic and industry sector projections from the IMF, ILO, Euromonitor, and GWI's data and projection model

Wellness Lifestyle Real Estate Pipeline in 2017:

Over 740 projects across 34 countries



Note: Estimates as of November 2017. Source: Global Wellness Institute.

PROPOSALS

- Each member-group for its own macrogeographical area has to produce a text for the thermalism culture referring to all general rules that have to be followed
- Effective main rules for everyone in order to keep citizens healthy in a uniform way
- Uniform characterisation of treatment and prevention means which have to be approved by all EU Member states
- Mandatory scientific research and youth mobility programmes in European thermal centers
- Establishment of a certificate of ecological features, certification of services and products
- Guarantee of well-being, tested and qualified through protocols and recent scientific public research

PROPOSALS

- Adjustment to personalized plans, referring to food programmes, customized physical activities and psychophysical realignment
- Combination of therapy with relaxation
- Utilization of the 3rd and 4th ages since they have time and money
- Thermalism and wellness tourism have to be sustainable and viable for gen z, millennials, gen x, 3rd and 4th age
- Clusters with alternative forms of tourism (apitourism)
- Transformation of wellness tourism into 4 seasons tourism, avoiding shoulder season
- Utilization of new technologies (hub)

PROPOSALS

Using the new wellness services challenges, the 3rd and 4th ages are privileged fields for the evolution of pioneering technologies. If our country can support a great number of those tourists we can become a new technologies hub.

- ▶ Artificial intelligence
 - ▶ Digital technology – Chat bots
 - ▶ Deep neural networking
 - ▶ Digital detox
 - ▶ Better sleeping wellness
 - ▶ Personal integration & self improvement
- 

PROPOSALS FOR THE GREEK LEGAL FRAME

- Amendment of 27217/2013 KYA
 - Improvement/upgrade of infrastructure and services for elder people
 - Licensing for primary medical services in the touristic infrastructures
 - International certification for the medical and wellness units
 - Facilitation of the visa procedure for long term residency to elders
 - Special educating and training programmes for elder tourism
 - Clusters in every destination with all the alternative forms of tourism
 - Destination branding and marketing
 - Founding of National Health Tourism Council
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WWW.THERMALMEDICINEACADEMY.COM



ΕΛΛΗΝΙΚΗ
Ακαδημία Ιαματικής Ιατρικής
Healing in Greece



ΑΚΑΔΗΜΙΑ

ΣΥΝΕΔΡΙΑ

ΝΕΑ

ΑΡΘΡΑ

ΣΥΝΕΡΓΑΖΟΜΕΝΟΙ ΦΟΡΕΙΣ

ΙΑΜΑΤΙΚΕΣ ΠΗΓΕΣ

VIDEO GALLERY

ΕΠΙΚΟΙΝΩΝΙΑ

ENGLISH VERSION



Galini – Kamena Vourla





Kanistro



Thermai Sylla Aedipsos



Platistomo

Kilini





Loutraki

Methana





Ai Pigai Methana



Agia Paraskevi, Chalkidiki



Limni Vouliagmenis

Pozar





Krinides



2η/2015

Αναμνηστική Σειρά Γραμματοσήμων
Ιαματικές Πηγές της Ελλάδας

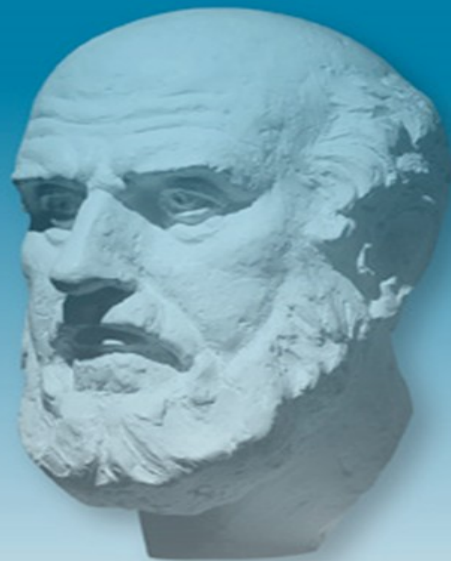
Commemorative set of stamps
Thermal Springs of Greece



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Πρόεδρος Επιτροπής Προστασίας
Ιαματικών Φυσικών Πόρων

ΤΟΥΡΙΣΜΟΣ ΥΓΕΙΑΣ ΙΑΜΑΤΙΚΟΣ ΤΟΥΡΙΣΜΟΣ ΘΕΡΜΑΛΙΣΜΟΣ

Προοπτικές Ανάπτυξης του Θερμαλισμού στην Ελλάδα

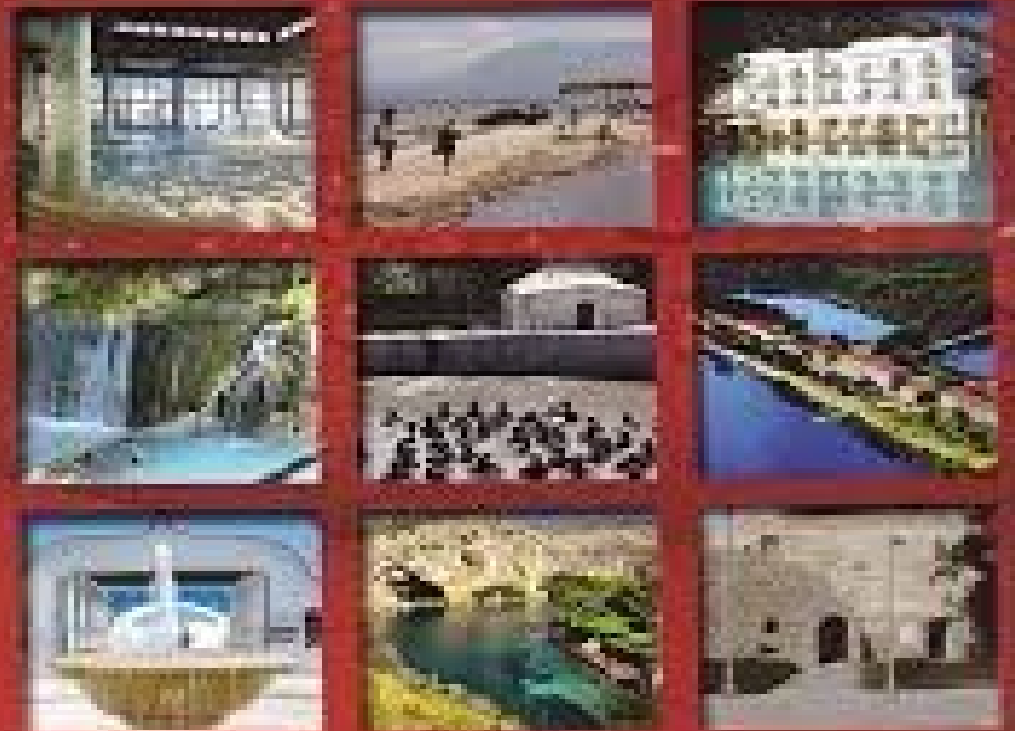


“Περί Αέρων, Υδάτων, Τόπων”
Ιπποκράτης

Ιαματική Ιατρική

Συμπληρωματικές Θεραπείες

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*Thank you for your kind
attention!*

