

Natural Healing Factors in Central Europe



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7 countries – 1000 wonders

Traditions in Central-Europe:

- using natural healing factors in medicine has a long tradition in Central Europe;
- every country has its specialty in this area.

We would like to welcome, inform and inspire
you during the SPA-CE

Poland



- salt mines, e. g. Bochnia and Wieliczka (inhalation treatment for respiratory diseases),
- the special climate of the Tatra Mountain (Szczyrk, Zakopane)
- and of the Baltic Sea

Health tourism in Zakopane since the 19th century.

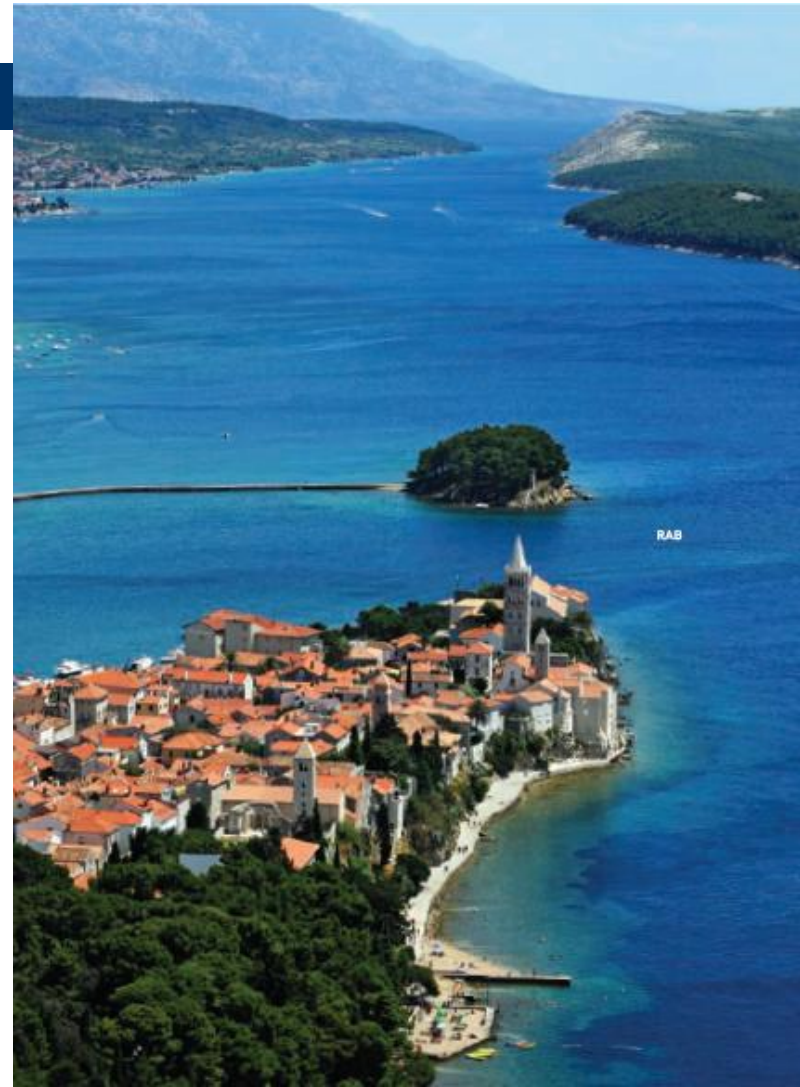
The oldest house in Gural-style:



Croatia



- Thalassotherapy
- Wonderful landscape
- Medicinal herbs



Page of Wellness brochure:

WELLNESS
CROATIA



82

WELLNESS INFO

WELLNESS INFO

83

THE BALM AND FRAGRANCE OF CROATIA

Croatia is a veritable treasure trove of indigenous medicinal plants growing right throughout the land – on the islands, along the Littoral and in the continental areas. As an integral element of numerous cosmetic preparations, or a scent which evokes the Mediterranean atmosphere in wellness centres and hotels, those aromatic plants are the scent of Croatia that is going to enchant you, and that is going to be one more reason for you to return. Out of a large number of autochthonous medicinal plants we would like to draw special attention to few of them. So, let us go exploring together!

Lavender

Lavender grows in the Littoral and on the Adriatic islands. Its flower has a wide range of applications – as seasoning in food preparation in the Mediterranean cuisine; its essential oil is widely used in aromatherapies, as well as in the cosmetic and pharmaceutical industries.



Laurel

Laurel grows along the coastline and on the islands. It is used as a seasoning. Its essential oil is obtained by way of steam distillation, and its medicinal properties make it popular as an ingredient in aromatherapy.



Sage

Sage is found on the islands and all along the Littoral. Its therapeutic properties were recognized as far back as the Middle Ages, and Dalmatian sage is particularly appreciated for the beneficial effects it has on one's health. The popularity of this plant is amply confirmed by the fact that in the year of 1688 a book about it, numbering as many as 414 pages, was published in Europe.



Mint

In Croatia there are twelve indigenous types of mint, and due to their aroma of menthol they all have the same or similar application. The exception is the Dalmatian mint which has a lemony scent. It is used as a seasoning, addition to dishes or is prepared as tea. It is of course used in cosmetics industry and in aromatherapy.



Myrtle

Myrtle is found on the islands and along the central and southern Adriatic coast. Its fruit is used as seasoning, while distillation of young leaves and twigs yields essential oil used in aromatherapy.



Rosemary

Rosemary is found on the islands and all along the Adriatic coastline. It has a very characteristic aromatic scent and is highly popular as seasoning in dishes of the Mediterranean cuisine. Its essential oil is used in the cosmetic and the pharmaceutical industries, as well as in aromatherapy.



Sweet balm

Sweet balm grows all along the Adriatic coastline, and it is used in food preparation and as an ingredient in liqueurs. Its dried leaves are used to make teas both aromatic and medicinal. Mixed with the essential oil of lemon it is used in aromatherapies and in cosmetics industry.



Wild olive

Wild olive is found in southern Croatia, in dry and rocky places close to the sea. Its fruit is used to obtain olive oil, but they are not as juicy as those of a cultivated type. The oil is used as addition to different dishes of the Mediterranean cuisine and salads.



Fir tree

Fir trees grow in the hilly and mountainous parts of Croatia. The needles of young shoots are used in the preparation of an aromatic beverage, and its essential oil is used in the pharmaceutical and the cosmetics industries.



Yarrow

Yarrow is found all along the Adriatic coast. It is used as seasoning, and its medicinal properties make it popular as a herbal beverage. It can be picked from February to June, best before it reaches a full flower.



Fennel

Fennel grows along the Littoral on the islands but also in the hinterland. It is a very popular seasoning in the Mediterranean. Its essential oil is obtained by way of a steam distillation of its fruit, and it is used in the food and in the pharmaceutical industries.



Stone pine

Stone pine can be found in Istria, on the islands of Lošinj, Cres, Rab and Mljet, and in the area of Dubrovnik. The pine cones, which are of a very specific resinous flavour and highly valued, can be eaten fresh or used as addition to roasts, pasta salads or desserts.



Czech Republic

Spas are mostly used for drinking cures:

- Karlovy Vary (Karlsbad)
- Mariánské Lázně (Marienbad)
- Františkovy Lázně (Franzensbad)

The first radon spa in the world: Jachymov





František



Austria

Skiing & spa

- Bad Kleinkirchheim, Bad Gastein

Positioning:

- Bad Lutzmannsburg (babies and small children)
- Blumau (unique architecture & luxurious wellness experience)



Hotel Rogner, Bad Blumau
Babytherme, Lutzmannsburg
Alpentherme, Bad Hofgastein



sLOVEnia

- Partnership (between spas, hotels and other tourism suppliers) – best practice
- Growing companies in the spa-industry: Sava Hotels & Resorts, Unitur, Krka-Terme, Lifeclass (some becoming multinational)
- Amazing language skills

1 spa-complex – 6 hotels in Portorož

Services: thermal spa, sauna-world, medicinal department, beauty-

center, fitness-room, Shakti Ayurveda Center, thalassotherapy, Wai Thai massage-center



Slovakia and Hungary

Bathing cure for the following diseases:

- Locomotor
- Circulatory and
- Dermatology
- Gynecology
- Neurology

Trenčianske Teplice



Piešťany



Specialties in Hungary

- Under 80% of Hungary's territory thermal water can be found
- Europe's one and only „cavebath” is in Miskolc-Tapolca
- The only thermal lake in the World: Hévíz
- Budapest is the one and only Spa Capital in the World
- Turkish baths are operating since the 16th century
- Bio products, herbs, wine culture, vibrant cultural life



Healing Factors

- Medicinal waters: locomotor diseases, gynecological and dermatological diseases
- Healing cave: for curing asthma and allergies
- Mofetta: Natural carbon dioxide gas – diseases of the circulatory system, musculoskeletal, gynecological and skin diseases

Hungary's current supplies

- ~1300 hot springs
- 315 medicinal water springs
- 385 settlements across Hungary are offering thermal or spa bath
- 16 qualified health resorts
- 30 qualified medicinal hotels
- 164 wellness hotels (27,3k rooms)
- 39 qualified medicinal baths
- 5 medicinal caves
- 5 healing mud occurrences
- 2 mofettas





Hévíz



- Unique biologically active lake, suitable for swimming all year round
- Hévíz therapy – complex therapy (water, mud, physiotherapy)
- Traction bath – invention of Dr. Károly Moll, physician from Hévíz



Bükfürdő

- Medicinal water extremely rich in calcium – osteoporosis
- One of the largest spas of Hungary
- Dental tourism



Sárvár

- Royal Spa Town!
- Two types of very powerful medicinal water
- A bath for three generations
- Botanical garden – tree therapy



Results of Health Tourism in Hungary, 2012

	Number of tourist arrivals	Tourist nights
Medicinal hotels	+10,2%	+ 9,6%
Wellness hotels	+11,2%	+13,4%



International Co-operations

- European Quartet (PL-CZ-SK-HU)
common marketing activities in Russia, India, USA, China, Taiwan, Latin-America, Japan, Dubai, Australia



- SPA-CE
- Hungary-Serbia Cross-border Co-operation program

Thanks for your attention

SPACE
MEET IN SPAS OF CENTRAL EUROPE

5TH TRADE SHOW OF SPA AND WELLNESS
TOURISM IN CENTRAL EUROPE
3-5 OCTOBER 2013, SÁRVÁR, HUNGARY

MEME

