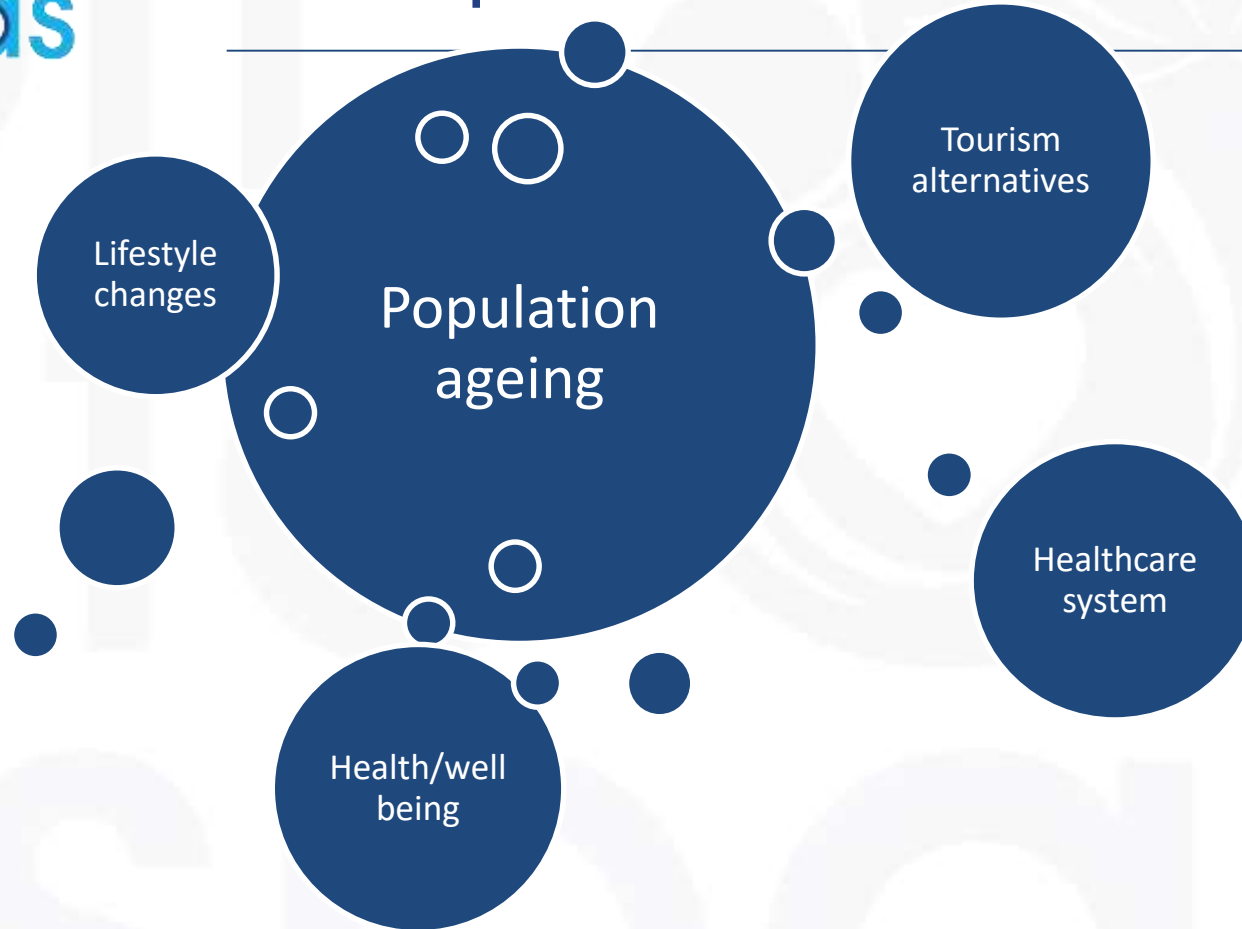




Off to Spas
COSME 676737 Programme

Judit SÜLYÖK
University of Pannonia, Hungary
Hévíz, 18-20 November 2016

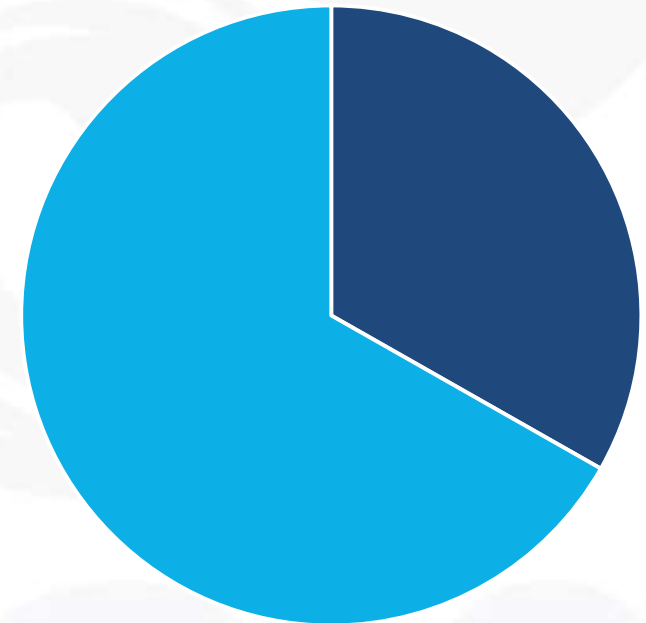
External factors supporting new developments



„Wellness“ is „unstoppable“

- Dynamic increase of wellness travel
 - International travel is more attractive for growth
 - „Wellness“ as a main motivation
- USA, Germany, France, China...

Wellness Tourism Revenues



■ International ■ Domestic

Source: GWI



About the Project

- European consortium (7 partners from 4 countries)
 - University of Pannonia (Veszprém, Hungary), AGE Platform Europe (Belgium), Tourism Non-profit Ltd. of Hévíz (Hungary), Consiliul Judetean Covasna (Romania), Asociatia Pentru Dezvoltarea Turismului In Judetul Covasna (Romania), Travel Specialist Group Sweden AB (Sweden), Zala County Government (Hungary)
- EU COSME programme (676737/COSME)
- From August 2015 to November 2016

Developing new health tourism (balneology) product attractive for seniors during the off-season period.



Main objectives

- Encourage a better **cooperation** and increased agreements among different actors of the health tourism value chain and seniors associations/organisations with elaborating a new, international balneology tourism product network focused on off-season, and custom tailored to seniors specific needs;
- To make more benefit for tourism **SMEs** by increasing the number of tourism flows during the low and medium seasons and professionalization of tourism service providers;
- Communication and promotion of tourism as a strategy for active and **healthy ageing**;
- Facilitate **accessibility** in tourism offers, along with intermodal transfer and transnational connectivity;
- Foster the construction of innovative **health insurance** policies in order to make the product sustainable and self-developing in the future.

Destinations in Focus

Hévíz (Hungary)

- Mature health tourism destination with long traditions.
- Over 1 million guest nights yearly.
- Small city with good infrastructure.
- 6 km from Lake Balaton.
- **„Hévíz Traditional Cure’**
- Wide range of tourism experiences/services.

Covasna (Romania)

- Undiscovered destination.
- No 1. region to be visited in 2016 (Lonely Planet).
- Natural treasures.
- Countryside, mountains with small settlements.
- **„Covasna Method’**
- Active tourism experiences.
- Gastronomy, cultural heritage.



Tourism product development process ⁷



Conclusions

Need for **understanding** visitors needs, cultural differences (acceptance of treatments).

Perception problems, lack of awareness and image as health tourism destination.

Significant role of **,experience'**, improved health condition is a **,side effect'**.

Need for more **cooperation** between health and tourism.

Supporting **evidence-based** research.



Thank you for your attention!



www.offtospas.eu



Co-funded by the COSME programme
of the European Union

