

The role of the
BalkanSpa Institute
in enhancement of the Balkan
health & wellness service



BalkanSpa Institute

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5th BalkanSpa Health & Wellness Summit,
Thermana Lasko – Slovenia, 05 – 08.11.2015.

What is the Balkans?



Balkan countries are:

- **Albania** (28,748 km²)
- **Bosnia and Herzegovina** (51,197 km²)
- **Bulgaria** (110,993 km²)
- **Croatia** (56,594 km²)
- **Greece** (131.990 km²)
- **Macedonia** (25,713 km²)
- **Montenegro** (13,812 km²)
- **Romania** (238,391 km²)
- **Serbia** (88,361 km²)
- **Turkey** (Eastern Thrace 23.764 km²)
- **Slovenia** (20,273 km²)

1st Balkan Spa Summit

Bulgaria, Albena Resort, 21 – 23.09.2011.



2nd Balkan Spa Summit

Turkey, Çeşme (Izmir), 04 – 07.10.2012.



3rd Balkan Spa Summit

Serbia, Arandjelovac, 05 – 08.09.2013.



4th Balkan Spa Summit

Croatia, Terme Tuhelj, 09 – 12.10.2014.



**ВАЛКАН
БАЛКАН**

Common features of the Balkan countries
BALNEOCLIMATOLOGY



**БАЛКАН
БАЛКАН**

Common features of the Balkan countries
MUSIC & DANCE



**БАЛКАН
БАЛКАН**

Common features of the Balkan countries **FOOD & BEVERAGES**



**БАЛКАН
БАЛКАН**

Common features of the Balkan countries
NATURAL BEAUTIES



**ВАЛКАН
БАЛКАН**

So, conclusions are ...?



Can we do it?



BalkanSpa Institute

Forming BalkanSpa Institute



Belgrade, 20. February 2015.



Mission of the BalkanSpa Institute

BalkanSpa Institute mission is a multidisciplinary and includes:

- ❑ Improvement of methods of prevention, relaxation and medical rehabilitation in the Balkan spas, through clinical and experimental research,
- ❑ Promotion of the use of natural healing factors in the process of prevention, relaxation and medical rehabilitation in the Balkan spas.
- ❑ Spa classification and introduction of standards in spa services.
- ❑ In the field of health tourism, to collect all of the common ethnic components of the Balkan countries (traditions, culture, gastronomy, music, customs and certificates tumultuous history) profiling them, and put into use the definition, creation and promotion of new tourist product in Europe - Balkan spas. This process will be succeed if we follow all the quality programs of relaxation, prevention, and rehabilitation in our salvation, “packed” in an authentic and intriguing tourist package, and show the rest of the world why we are unique. And why we are together.

How to realize our mission?

- ❑ **BalkanSpa Institute** will divide his activities at medical and non medical fields, with very closely and constant mutually cooperation.
- ❑ The **four main activities** are:
 1. BalkanSpa Treatment & Medical Research
 2. BalkanSpa Education & Training
 3. BalkanSpa Health & Wellness Summit
 4. BalkanSpa Quality & Promotions Awards
- ❑ For realizing every of this four activities BalkanSpa Institute has a **expert center**, with responsible team leader.
- ❑ Every interested country, should have at least one member in every expert center.

BalkanSpa Treatment & Medical Research Center

Clinical and experimental
Research

Prevention, Treatment
and Rehabilitation

Natural Healing Factors

Spa Specific Treatments

Spa Classification
and Standards

BalkanSpa Treatment & Medical Research center performs the following activities:

- a) Clinical and Experimental Research
- b) Prevention, Treatment and Rehabilitation
- c) Healing Natural Factors
- d) Specific Spa Treatments
- e) Spa Classification and Standards

Team leader is Prof. Dr. Zeki Mufit KARAGÜLLE (Turkey)

BalkanSpa Education & Training Academy

Education and Training

Medical Wellness & Fitness

Training Certification

Good Professional
Spa Practice

Spa Classification
and Standards

BSI Academy performs the following activities:

- a) Education and Training
- b) Medical Wellness and Fitness
- c) Training Certification
- d) Good Spa Professional Practice
- e) Spa Classification and Standards

Team leader is Marko Jurakić (Croatia)



BalkanSpa Health & Wellness Summit



Secretariat

Balkan Spa Awards

Educational Workshops

Agenda and Sections

BalkanSpa Health & Wellness Summit performs the following activities:

- a) Secretariat
- b) BalkanSpa Quality & Promotion Awards
- c) Educational Workshops
- d) Agenda and Sections

Team leader is Vladan Vešković (Serbia)

BalkanSpa Quality & Promotions Awards

Awards organizing
categorization & rules

Marketing & Promotion

Communication
& Networking

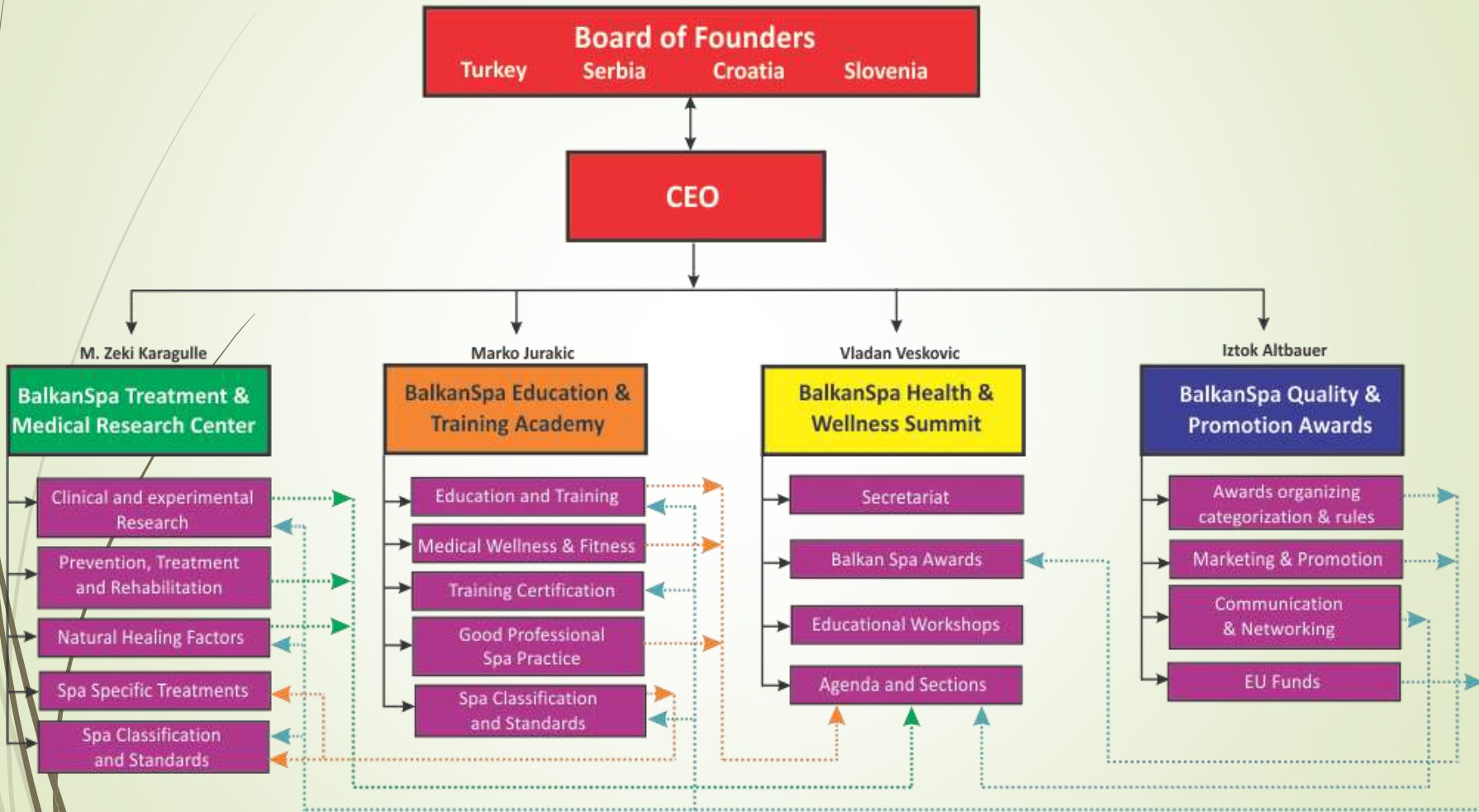
EU Funds

BalkanSpa Quality & Promotions Awards performs the following activities:

- a) Awards & organizing categorization rules
- b) Marketing & Promotion
- c) Communication & Networking
- d) Marketing & Promotion
- e) EU Funds

Team leader is Iztok Altbauer (Slovenia)

Organization scheme of the BalkanSpa Institute



➤ We must be together, to do more!



We will make a new





Balkan Spas

See you next time at one of the four



BalkanSpa Institute

expert center
meeting!

Thank you for your attention!