

BALKAN SPA SUMMIT

Spa, Wellness, Thalasso, Thermal & Health Tourism
Expo & Conference Of The Balkan Countries

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Spa Tourism International Conference

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In short of Serbian Spas Association

Serbian Spas Association was established on June 12th, 1970. in Vrnjačka Spa.

In brief, the main objective of the Association is better utilization and promotion of natural healing factors. It includes:

- ▶ • Quality testing of capacity and use of thermal waters and their protection;
- ▶ • The impact of laws which, by any means, treat spas;
- ▶ • Training on proper use of NHF;
- ▶ • Organized participation of members in national and international fairs, and
- ▶ • the link between the state and members.

In order to do this well, we have heterogeneous composition of members. Our members are local governments, health care institutions in spas and colleges (medicine, economics and hydrogeology) ...

What is the Balkans?



Balkan countries include the following:

- **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) - mostly not included

Common features of the Balkan countries

- ▶ The Balkan countries have always been politically and geographically closely related.
- ▶ This caused the permeation of common interest in history of the Balkan people.
- ▶ In addition, they have developed a common history and culture of rehabilitation in spas.
- ▶ Richness, type and application of natural (hydrogeological) potential in balneology are very similar in all the countries of the Balkans. Similar to identical medical conditions have resulted in almost the same development of medicine in the Balkans.
- ▶ Very similar ethnic components - music, gastronomy, traditions and traditional hospitality.

What is the Balkan Spa Summit?

- ▶ Given all the above, spa & wellness Association of Turkey, Bulgaria, Greece and Serbia initiated the organization of Balkan Spa Summit (BSS) as well as need. The whole idea of Balkan Spa Summit is clearly contained in the slogan we adopted as a permanent - "We have a common history, let's create a common future!"
- ▶ The summit can play an important role in development of the spa industry in the Balkans in general. BSS is a brand new idea and concept, the annual gathering of spa, wellness and medical industries where we provide conditions for exchange experiences and adopt new trends. That is why we are happy that Croatia, Slovenia and Ukraine joined us. On the 3rd Balkan Spa Summit we reasonably expect the participation of Hungary, Montenegro, Bosnia and Herzegovina, with the Republic of Srpska and Albanian.
- ▶ Creativity and actions are important in the spa industry and can bring us good results. With this in mind, and considering the specificities of the region, spas associations of our countries have joined efforts to establish a solid foundation and create the necessary conditions for the organization and implementation of professional meeting in the spa industry of the Balkans - Balkan Spa Summit.

Goals of Balkan Spa Summit

- ▶ The main objective of BSS is to improve future cooperation and create a solid platform for the development and popularization of spa, wellness and medical tourism in the Balkans, by synergy of our forces, and so make it a more competent.
- ▶ The basis for the three-day event is to learn about the developments in the Balkans spa industry through the exchange of theoretical and practical experiences. Interested parties are given the opportunity to participate in various workshops, open discussions on the latest news and information in the Balkans and Europe, expanding the message of spa lifestyle.
- ▶ Summit activities include: collecting all the common ethnic components of the Balkan countries (tradition, culture, gastronomy, music, customs and history testimonies) their profiling, and the launch of the definition, creation and promotion of new tourism products to European soil – Balkan spa. If we “pack” everything that follows the quality programs of relaxation, prevention and rehabilitation in our spas in an authentic and intriguing tourist package, we will succeed, and show to the rest of the world why we are unique.

The concept of Balkan Spa Summit

- ▶ Segments:
 1. Professional
 2. Business
 3. Cultural

Professional segment discusses all issues related to the development, preservation and promotion of health tourism in Balkans.

Lectures on topics:

- Health tourism - current trends
- Balkan Spa Academy - concept and objectives
- Balkan Spa Summit Award – promotion of health tourism in Balkans
- Managing spa destinations
- Marketing of medical and spa hotels
- The role of natural healing factors in the prevention and rehabilitation
- Construction and development of medical and spa centers
- Other topics related to spa & wellness tourism.

Business segment includes: • Fair of equipment and services at the spa & wellness industry
• Promotion of spa destination (health facilities and DMO) • B2B meetings (separate area for talks for representatives and interested investors with local governments, and customers for products and services that are offered to them).

The cultural segment includes:

▶ Presentation of cultural and historical heritage of member countries. Summit's following program typically includes visits to destinations that have a cultural - historical significance for the host country. In general, the entire Summit's following program is dedicated to this presentation. Part of the Summit is the "National evening" which aims to introduce foreign participants to the music, gastronomy, traditions and hospitality of the host country. This will promote the host country as a tourist destination and encourage the promotion of inbound tourist – catering services.

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, Aranđelovac (Bukovička banja), 05 – 08.09.2013.



3rd Balkan Spa Summit

Serbia, Aranđelovac (Bukovička banja), 05 –
08.09.2013.

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