



***Health Tourism Development  
with financial support of EU funds***

***GYULAI Tamás***

***Health Forum, Crkvenica, 26th November  
2015***

---



# What is health tourism?

---

„All the intentional mobility related to health, where the main reason for travelling is healing (medical treatment), rehabilitation, health improvement (wellness, recreation, etc.) accompanied with tourism service.”

Source: Dictionary of Medical Sciences (Egészségtudományi Fogalomtár, GYEMSZI)



# Definitions for balneotherapy

---

Thermal water: mineral water of 30C° or higher temperature at the spring.

Healing water: mineral water with scientifically proved healing effect.

Mineral water: contains at least 1000 mg per litre of minerals or rare elements (iodine, fluoride).

Balneotherapy is the use of mineral waters to treat medical conditions and enhance health and wellbeing.



# The use of natural resources

---

Healing waters: musculoskeletal disorders (locomotor diseases), gynaecological, skin, cardiologic diseases, hypothyroidism, hormone disorders, stress relief.

Healing caves: respiratory inflammations, asthma, allergy.

Mofettes (natural carbon dioxide gas): diseases of the circulatory system, musculoskeletal, gynaecological and skin diseases.



# Summary of resources in Hungary

---

- 1 289 thermal springs
- 16 qualified health sites and spa locations
- 30 certified spa hotel
- 164 wellness hotel
- 79 certified medicinal baths
- 5 medicinal caves
- 224 types of mineral water,
- 5 sites of therapeutic mud
- 2 mofettes (dry baths at Mátraderecske, Parádfürdő)



# Some facts about Hungary

---

- Hungary is the 5<sup>th</sup> richest country in thermal waters.
- Thermal water can be found under 70–80% of Hungary's surface.
- Europe's one and only cave bath is located at Miskolctapolca.
- The only thermal lake in the World, in which people can swim during the whole year is the Lake Hévíz.
- Budapest is the only Spa Capital of the World.



# Health Tourism in Figures

---

35 % of the commercial overnights, 49 % of domestic overnights and 24 % of the foreign overnights were spent in Spa- and Wellness Hotels in Hungary.

14 % of foreign visitors came to Hungary with a purpose to heal

The most important sending countries for spa and wellness hotels are Germany, Russia and Austria



# Segments of health tourism products

---

1. international tourism- and expatriate-oriented healthcare of Budapest
2. socio-geographically determined medical practices located near the Austrian border
3. combination of traditional spa culture and latest medical technology in the classical spa towns
4. fast developing regional centres of the periphery

# Segments of health tourism products





# EU support to Health Tourism

---

Total amount of investment of 1432 million € with financial support of 936 million € between 2007-2013.

- development of tourism attractions: 777 million €
- development of accommodations for tourists: 140 million €
- development of organisations for Tourism Destination Management: 19 million €



# Strategies for Health Tourism

---

- National Strategy for Health Tourism 2007-2013: focus on „healing”, „regenerating” and „entertaining” waters
- New „Széchenyi Plan”: Healing Hungary – Development Plan for the Health Industry
- National Tourism Development Concept 2014-2024: focus on health tourism and cultural heritage



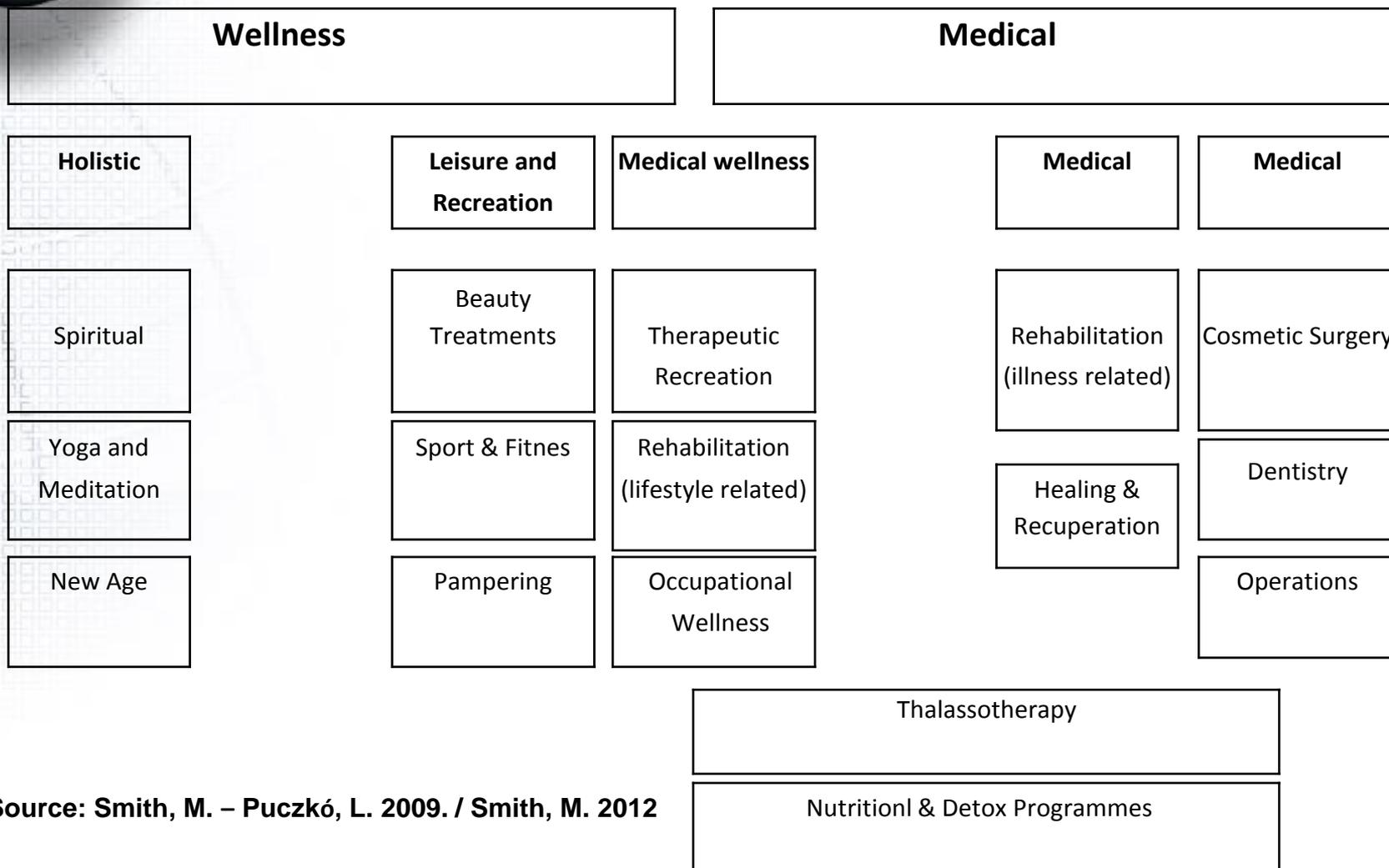
# National Strategy for 2014-2024

---

- focus on „healing”, „regenerating” waters: medical services and wellness packages
- creative and innovative product development: Unique Selling Points
- promotional actions for new markets: cooperation with neighbouring countries



# Linkage of medical and wellness services



Source: Smith, M. – Puczkó, L. 2009. / Smith, M. 2012

# Synergy of medical services and tourism





# Trends of main markets for Hungary

---

Statistics about main markets where tourists are coming to Hungary *(to be added here)*

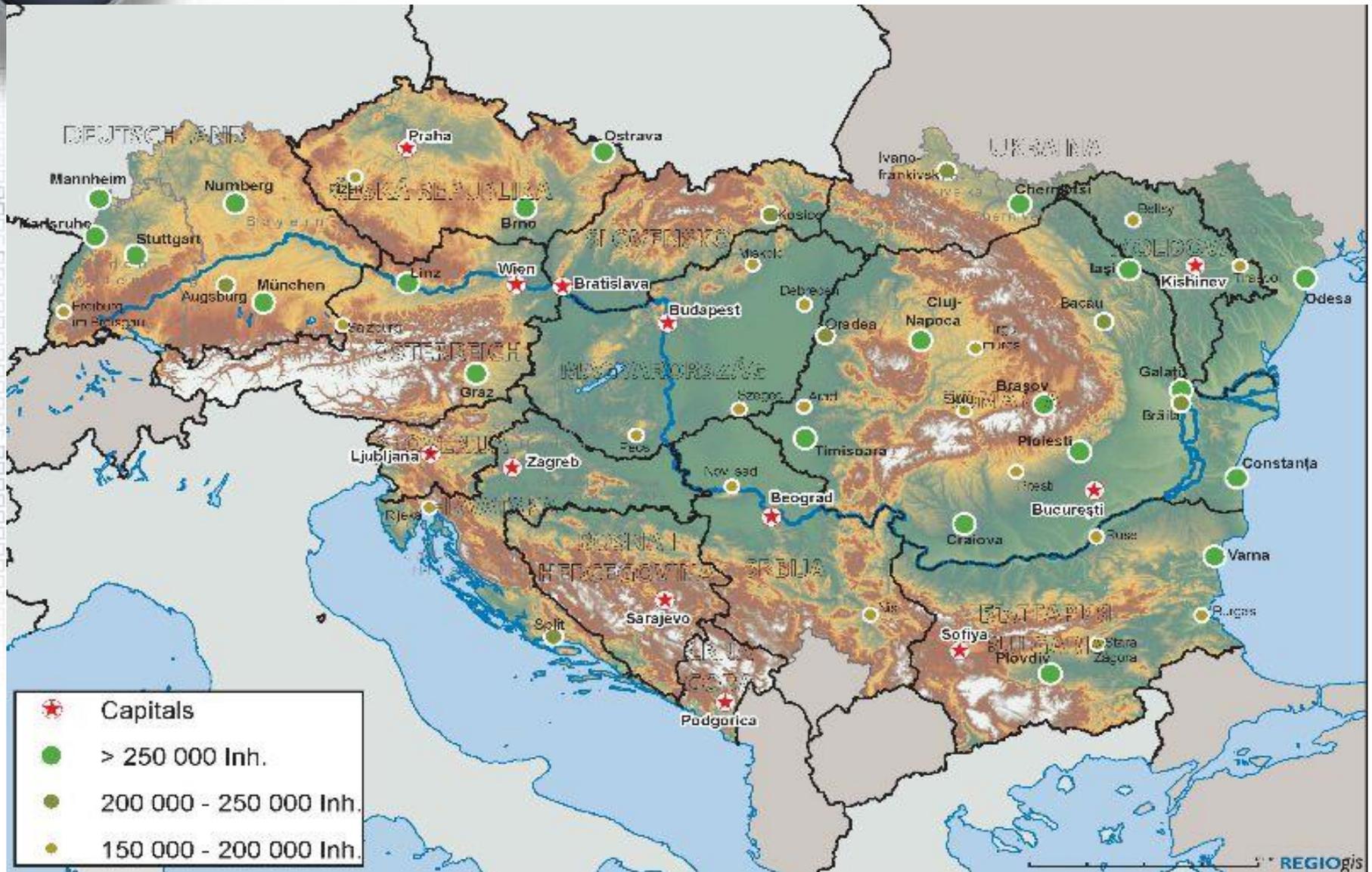


# Quality is in the focus everywhere

---

- high quality of service and hospitality are important in all segments of service: returning guests give can good remarks and evaluation
- Budapest shall be among the TOP 5 destinations in Europe
- Balaton shall be among the TOP 3 destinations for family tourism

# Cooperation strategy along the Danube





# Funding sources for cooperation

---

- Danube Transnational Programme ([www.interreg-danube.eu](http://www.interreg-danube.eu)) to foster sustainable use of natural and cultural heritage and resources
- H2020: Actions to bridge the divide in European health research and innovation ([SC1-HCO-08-2017](#))
- participation in European and global professional networks (TII, EURADA, EEN, etc.)



## **SC1-HCO-08–2017: Actions to bridge the divide in European health research and innovation**

- Scope: Any type of activities that can help less performing countries and regions to build capacities and exploit opportunities to eventually increase their participation in EU funded collaborative projects can be supported.
- Expected Impact: The action should demonstrate good practice on how synergies between Structural Funds and Horizon 2020 can be exploited in the health R&I domain. This shall contribute to increased Horizon 2020 participation of low performing regions.



**GYULAI Tamás**

Expert for Cross-Border projects  
of Academic Association for the Development  
of Micro-regions (Hungary)  
Expert for Innovation and Technology Transfer  
of TEHIMPULS (Romania)  
Member of Eminence Grise Club  
of EURADA (Belgium – EU)

E-mail: [tamas.gyulai@europe.com](mailto:tamas.gyulai@europe.com)