

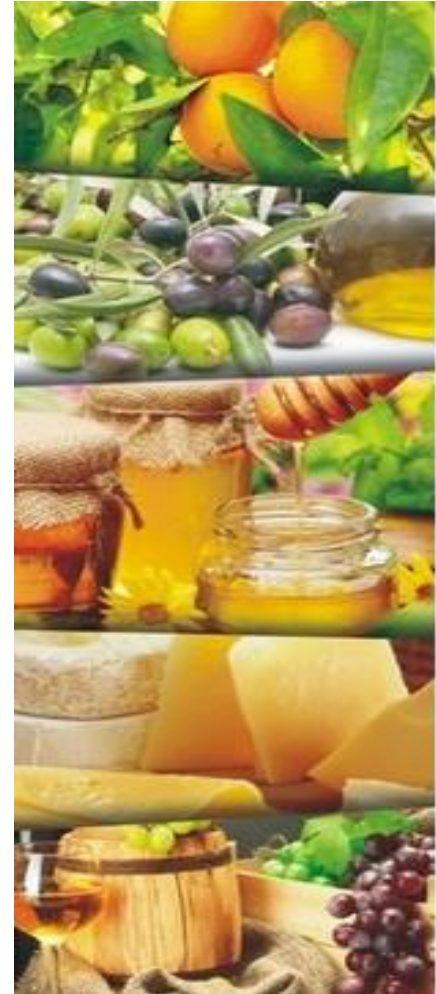
# 14<sup>TH</sup> HSSS NATIONAL & INTERNATIONAL CONFERENCE SYSTEMICS AND TOURISM

A Roadmap for Sustainable Management of Greek Thermal Springs  
Markos Danas

# Alternative Types of Tourism

## A. Rural Tourism

- Ecotourism / green tourism
- Agritourism
- Wine and food tourism



# Alternative Types of Tourism

## B. Sports Tourism

- Tourism of sporting events
- Sport training centers
- Tourism of sporting recreation – adventure
  - outdoor sporting activities
  - winter – ski tourism
  - aviation tourism
  - sports and leisure activities



# ...Sports Tourism

- **Sea**

- diving, kite surfing, windsurfing, sailing

- **Lakes or rivers**

- canoes, kayaks, rafting

- **Mountainous, semi mountainous, urban , suburban and flat areas**

- mountaineering, climbing, mountain biking, city cycling, horse riding, golf for beginners, rambling, hiking, trekking

- **Air**

- sailplane, paragliding

- **Theme parks, sport camps, ski resorts, skating rinks, climbing fields**



# Alternative Types of Tourism

## C. Coastal and Maritime Tourism

- Cruising
- Yachting
- Diving
  - diving parks
  - Submarine
  - museums
- Fishing



# Cultural Tourism & Health Tourism

- **Cultural heritage**
  - Tangible
  - Intangible
  - landmark
- **Cultural routes**
- **Cultural events – festivals – folklore**
- **City breaks and cultural holidays**
- **Wedding tourism**
- **Film tourism**

- **Health Tourism**
  - Medical tourism
  - Thermal tourism
  - Wellness - spa



# Health Tourism

- **Medical tourism (medical treatment)**
  - Management of medical needs
  - Elective medical tourism
- **Thermal tourism (Prevention –low level Rehabilitation)**
  - With or without prescription
  - With the use of therapeutic natural resources
- **-Wellness – spa**
  - Without the use of therapeutic natural resources

# Health Tourism

- **Medical tourism (medical treatment)**
  - Management of medical needs
  - Elective medical tourism
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# Health Tourism Providers

- Rehabilitation centers
- Plastic and aesthetic surgeries centers
- Diagnostic centers
- Ophthalmological clinics
- Private hospitals
- Public hospitals
- Fertility clinics



# Health Tourism Providers

- Dispensaries, infirmaries
- Dental clinics
- Dialysis centers
- Healing resorts
- Thermal springs (Thermal tourism centers – Units of thermal treatment)
- Spa centers
- Thalassotherapy centers



# Stakeholders

- Travel agents, Tour operators
- Facilitators
- Hotels
- Representative bodies of Health tourism providers
- Health care accreditation organizations ( JCI, Temos, ESPA, ELOT.sa, ...)
- Public Properties Company, Municipalities, Regional administrations, other public or private institutions...)

# Stakeholders

- Greek state
  - Ministry of Tourism
  - Ministry of Health
  - Ministry of Environment and Energy
  - National Tourism Organization
  - National Healthcare Services Provider
  - Hellenic Republic Asset Development Fund
  - Public Properties Company
  - Municipalities
  - Regional administrations, other public or private institutions...

# Thermal tourism from Global perspective

- Asia - 20.000 thermal tourism facilities
  - China, Japan, Taiwan...
  - Turnover 24billion
- USA - 217 thermal tourism facilities
- Europe - 5.000 thermal tourism facilities
  - Germany, France, Italy, Russia, Austria, Turkey, Hungary, Czech Republic, Spain...
  - Turnover 20billion

# Thermal tourism in Greece

- 750 Natural vents
- Until 2005, 112 declared Thermal natural resources for touristic use
- After Law 3498/2006, 124 in recognition process
- 54 Thermal natural resources officially recognized by the Greek state for touristic use with therapeutic indications, contradictions, way of use.
- 71 administrated by municipalities
- 30 administrated by the Greek state
- 22 administrated be private companies
- 1 administrated by a public insurance fund

# Thermal facilities in Greece

- 38 owned by municipalities
- 31 private owned
- 7 state owned
- 2.500.000 visitors in 2010
- 900.000 visitors in 2016



# Qualitative And Quantitative Characteristics Of The Visitors Of Greek Thermal Springs (Survey 2015)

University of Macedonia & Hellenic Association Of Municipalities With Thermal Springs

- **79,5%** of the visitors are highly satisfied
- The visitors are **poorly satisfied** from the **services in gastronomy (36,1%), local transportation means (27,8%), and entertainment (35,1%)**
- The visitors are **moderately satisfied** from the **therapeutic result (62%)** and **only 37,9% are highly satisfied** from it
- The majority of the visitors are married (80,1%)



# Qualitative And Quantitative Characteristics Of The Visitors Of Greek Thermal Springs (Survey 2015)

University of Macedonia & Hellenic Association Of Municipalities With Thermal Springs

- **52,3%** holds **bachelor degree** and most of them are older than 46 years old
- Most of them **are employees and pensioners**
- **62,2%** of the visitors had made **at least one visit** in the previous years
- **76,9%** prefer to **visit the Greek thermal spring in summer** and to be **accompanied by their families**
- **90,6%** tent to **visit again the thermal springs** in the near future and to **make good recommendations**

# Thermal – Touristic product in the Thermal tourism centers and the Units of thermal treatment (Therapeutic procedures)

- Use of Thermal natural resources
  - hydrotherapy
  - drinking therapy
  - inhalation therapy
  - clay therapy
- Physiotherapy
- Wellness
- Gastronomy
- Other activities



After a sort medical examination by a physician the visitor follows a therapeutic procedure which depends on his physical condition, the amount of money he wants to spend, the days that he want to stay, his personal needs

# Indicative services

- Use of Thermal natural resources (hydrotherapy, drinking therapy, inhalation therapy, clay therapy)
- Check ups in the Units or the Centers - collaborations with diagnostic centers
- Physiotherapy, Occupational therapy, Kinesitherapy, Massage, Aesthetic services
- Hammam baths, Steam baths, Thermal and cool procedures, Sauna, Galvanotherapy
- Vichy shower, Aqua bike, Cryo therapy, Salt room, Solarium, Pilates, Acupuncture
- Healthy eating courses, Healthcare courses, quit smoking courses...

# Foster – Plan – Coordinate the tourism development of a Destination as a whole with Destination Management Organization DMO

- Thermalism in the Units of Thermal treatment and the Centers of Thermal Tourism.
- Accommodation
- Alternative types of tourism - providers
- Mass tourism
- Costs
- Transportation means

# Next steps – Problems to be solved

- Continuing efforts for the integration process of the legislation in order to make Law 3498/2006 functional
- Official recognition of therapeutic natural resources / in progress
- Operational licensees as touristic infrastructures / done
- Distribution of the Thermal natural resources / in progress
- Establish the protection zones of the Thermal natural resources / in progress

# Next steps – Problems to be solved

- Continuing collaboration with European Historic Thermal Towns Association (EHTTA) and European Spa Association (ESPA)
- Continuing collaboration with physiotherapists, professionals in aesthetic treatments
- Implementation of the cross border healthcare directive 2011/24/EU
- Portal of Greek Health Tourism must be fully operational
- Operational use of the infirmary in the Units of Thermal treatment and the Centers of Thermal Tourism – Decisions by the Ministries of Tourism and Health

# Next steps – Problems to be solved

- Master plans – Business plans
- Financing the renovation of infrastructures
  - International competitive bidding procedures (Greek Development Law)
  - Calls for proposals EU
  - Public Private collaboration projects

Thank you for your attention

## **Markos Danas**

- Secretary General of Municipalities with Thermal Springs
- Member of the Committee for the Protection of the Thermal Natural Resources of the Ministry of Tourism
- Member of the Executive Council of the European Historic Thermal Towns Association