



Programul “Amfiteatrul pentru Turismul de Sanatate”

Initiator: Fundatia Amfiteatru

Forumul International pentru Turismul de Sanatate

- Evenimentul, ajuns la cea de –a treia editie, si-a stabilit drept principal obiectiv promovarea concreta a potentialului turismului de sanatate din Romania din perspectiva ultimelor tendinte si orientari stiintifice si profesionale, a cerintelor pietei europene si internationale, a avantajelor competitive pe care Romania le ofera.
- Manifestarea a reusit sa creeze prin intermediul editiilor anterioare o platforma de comunicare si schimb de experienta intre principalii actori implicati in dezvoltarea turismului de sanatate in Romania: institutii si autoritati publice centrale si locale, unitati medicale si reprezentanti ai sectorului sanitar romanesc si international, experti in domeniul turismului, ONG-uri, mass-media, reprezentanti ai mediului academic din Romania si din afara tarii.

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- Precedentele editii (Editia I - 18 – 20 noiembrie 2011, Editia a II a – 25- 27 ianuarie 2013, Iasi) au determinat o ampla dezbateri la nivelul autoritatilor si specialistilor din tara si strainatate influentand demersuri concrete in privinta definirii strategiei si evolutiei turismului de sanatate in Romania;
- Concluziile si dezbaterile din cadrul evenimentului au fost utilizate in elaborarea Memorandumului pentru Dezvoltarea Turismului de Sanatate aprobat in Guvernul Romaniei. Activitatea grupului de lucru interministerial prevazut in memorandum are in vedere inlaturarea disfunctionalitatilor care afecteaza domeniul si consolidarea produselor turistice de sanatate din tara noastra iar elementele importante ale programului guvernamental vor fi prezentate in cadrul evenimentului.

1. Evenimente organizate

Forumul International pentru Turismul de Sanatate in presa internationala

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II INTERNATIONAL FORUM OF HEALTH TOURISM IN ROMANIA 2013

The liberalization of health insurance, management of international patients and the main strategies of the marketing industry, topics to discuss, in brief.



Health Tourism within the context of globalization and sustainable development, will open scientific debate of the II International Forum on Health Tourism in Romania. Organized by the College of Physicians of Romania and Anghel S. Cușnir Foundation in cooperation with the Ministry of Health, will be held during 25 to 27 January 2013 in the city of Iasi, economic and cultural center of the region of Moldavia.

The International Health Tourism Forum is aimed to continue the approach that began last year, that is a platform for communication among experts and health tourism in order to identify key resources specific to this type of tourism in Romania and worldwide, but also the integration of health tourism in the development of a coherent system. In that respect, it is proposed in the context of the second edition, to open a debate on the development of health tourism.

From the organization it is designed a comprehensive scientific program which will be developed in several working sessions and a round table conference. Topics include the liberalization of health insurance, management of international patients and the main strategies of the marketing industry.

SESSIONS TO DEBATE

The International Forum will begin with the presentation of Health Tourism in the context of globalization and sustainable development: opportunities, risks and benefits. And beyond of the provisions of Directive 2011/24/EU of the European Parliament and of the Council of 9 March 2011 on the application of patients' rights in cross-border healthcare in the development of medical tourism.

A Round Table on Health Tourism in Romania will open the debate and analysis among the participants where the current situation of development of the area and the problems they face, will be exposed. The work day will conclude with the presentation of the book "Romania - a Healthy Tourism".

On the 26th, will be an intensive work program. In several sessions, some



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specific topics such as Sustainable Tourism, Health destinations, Opportunities and barriers for development of thermal tourism in Romania will be discussed. Methods of use of public-private partnerships in thermal investments for health tourism. Besides a case for strategic flow to develop a health tourism project.

The following sessions will present two new issues: The international transfer of knowledge in the field of medicine and its role in the development of health tourism worldwide. The application of quality management of medical services and the development of medical tourism in Romania.

The afternoon sessions will discuss: The liberalization and internationalization of health insurance. Health tourism from the patient perspective. International patient management and active strategies to attract potential patients. The day will end with the practice session intended to develop marketing strategies for investment and tourism.

The International Health Tourism Forum after evaluating what are the best practices for romanian health tourism, will leave the conclusions.

TERMAL STATIONS

In Romania there are over 126 places with natural resources and therapeutic properties, of which 40 are tourist resorts of national interest and about 86 are centers of regional interest. Also there are 70 climatic-bathic stations and 35 cabins are historically recognized as treatment centers in the Romanian period. All trademarks are carried out under the strict supervision of the Official Institute of Natural Medicine, Institute of Balneology and recovery. The Institute of Balneology is accredited in Romania as an international center of high standing.

The thermal station most recommended in Herodorus Balne, it was built by the Romans in the Carian Valley, an idyllic place surrounded by nature. The Roman bathing houses of medieval and thermal water are used in the treatment of rheumatic diseases, nervous and nutritional. The station is open all year.

[Recommended web: www.stghis.ro]

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1. Eventi organizzati

Forumul International pentru Turismul de Sanatate in presa internationala

[illegible]

1. Evenimente organizate

Forumul International pentru Turismul de Sanatate in presa internationala



Conferinta Nationala pentru Turismul de Sanatate (editia I, Mangalia 19 – 21 aprilie 2013, editia a II a, Singeorz Bai, 30 august – 1 septembrie 2013)

- Evenimentele au reunit specialisti in domeniu si reprezentanti ai ministerelor implicate in dezvoltarea turismului de sanatate, pentru a evalua problemele existente si a propune solutii pentru remedierea acestora.
- **Concluziile editiilor precedente au scos in evidenta necesitatea mediatizarii obiective a conceptului de turism de sanatate, elaborarea unor strategii nationale in domeniul turismului de sanatate, educarea populatiei dar si a investitorilor privind conceptul dar si necesitatea de a oferi o certificare a calitatii resurselor din statiuni si a calitatii serviciilor medicale si hoteliere de catre Ministerul Sanatatii**
- Intalnirile directe cu autoritatile publice locale si intreprinzatorii din domeniul turismului de sanatate au contribuit la clarificarea unei viziuni si strategii cuprinzatoare privind: utilizarea resurselor naturale, administrarea bazei materiale, sistemele de finantare si dezvoltare adecvate domeniului etc;

International Journal for Responsible Tourism

- In luna septembrie a anului 2012 Fundatia Amfiteatru, prin programul AMFITEATRUL PENTRU TURISMUL RESPONSABIL a scos prima editie a revistei stiintifice INTERNATIONAL JOURNAL FOR RESPONSIBLE TOURISM, care se adreseaza atat cercetatorilor din domeniul turismului, cat si celor care activeaza in acest sector, reafirmand necesitatea cumularii aspectelor teoretice cu cele practice si manageriale.
- Revista a fost acceptata spre indexare in 7 baze de date internationale recunoscute de mediul academic romanesc si international (Index Copernicus, RePec Ideas, EconPapers, GetCited, Cirtet, Global Health Database, CAB Database, ProQuest)
- In prezent revista este indexata fizic si electronic in bazele de date a numeroase biblioteci din Germania (Biblioteca Nationala a Germaniei – indexare permanenta pe baza de comanda), Grecia (biblioteci universitare), Albania (biblioteci universitare) si Turcia

2. Publicatii stiintifice

International Health Tourism Review

Urmare a numeroaselor aprecieri si interesului manifestat pentru editiile speciale – Prospectives in Health Tourism - ale International Journal for Responsible Tourism:

Fundatia Amfiteatru anunta lansarea unei noi reviste stiintifice - international Health Tourism Review!

Revista isi stabileste drept principal obiectiv educarea cu privire la conceptul de turism de sanatate la nivel international prin publicarea celor mai recente studii si cercetari in domeniu. Publicatia va reprezenta o platforma stiintifica de promovarea a progreselor inregistrate in dezvoltarea turismului de sanatate romanesc prin intermediul cercetarii stiintifice aplicative.

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www.turismulresponsabil.ro

www.eurocomunitateamedicala.ro

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