

Secretary General FEMTEC
(World Federation of Hydrotherapy and Climatotherapy)
State University of Milan (Italy)
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Plenary session

“Investment in people. Challenges for social development of regions”, 27th of April, 14:00

Abstract

«Modern Requirements for European resorts»

Thermae & Spas, widely distributed throughout all the world, represent one of the most deeply rooted components in the living cultural heritage of Europe. As well as an important opportunity for therapy, they are also a significant social phenomena. The scene of spa-going in the past few years has undergone many changes. We have gone from a medical and health service presented to a certain target in a situation of a single market to a service that is not only medical and to a client in a highly competitive market.

S C E N A R I O of the past two decades

The types of diseases have changed

⇒ The global population is ageing

⇒ Traditional Medicine has shown its efficacy in some areas:

- mental health
- prevention of disease
- treatment of non-transmittable disease
- improvement in the quality of life for that part of the population approaching old age.

Changing of the welfare

From

WELFARE TRADITIONAL

A State that cares for and treats illness

Citizen-user of the health service:

p a s s i v e r o l e

TO

WELFARE COMMUNITY

a participating community

a c t i v e r o l e :

If we fall ill, we become partners in the care.

If we are healthy, our action of individual prevention becomes beneficial for the community as a whole

IN THIS WAY IS CHANGING:

THE "IDEA" OF HEALTH:

Static: No illness

Dynamic: a sum of initiatives to suit our life styles at the different situations of life

Static conception of the thermal center (only a list of therapeutic treatment

Dynamic Conception: different integrated treatments as " a ways" ; for an open concept of wellness that does' nt exclude thermal treatments

THE ROLE OF "MEDIA "NOW FOR THE DEVELOPMENT OF INDUSTRY OF HEALTH RESORTS IS VERY IMPORTANT. NOW THE QUESTION: WHAT IS THERMAE OR HEALTH RESORT MAY HAVE DIFFERENT ANSWERS AND SOMETIME IN OPPOSITION WITH THEMSELVES