

# Strategy For Spa-Tourism Development



# Strategy For Spa-Tourism Development

## Complex system - topics to discover:

- Research, statistics
- Product development
- Infrastructure
- Marketing
- HR, education
- Regulatory issues



# Research, statistics

- Marketing
- Hydro-geology
- Medical research: What are the medicinal waters good for?  
(Evidence based medicine)
- Environmental research
- Labor market: What kind of people/competencies/education is needed?



# Product Development

- SPAS and spa-related (medicinal and wellness) HOTELS play the major role
- EU-grants from September 2007.
- Cooperation within regions
- Cooperation within thermal clusters, companies



# Development of Infrastructure

- Airports,
- Motorways, highways,
- Parking areas,
- Waste management
- Image of spa cities  
(parks, statues, music  
pavilion, fountains etc.)
- Tourism information  
system



# Human resources, education

- Professional education: balneology-physiotherapy, masseur, wellness-manager, spa-technology and spa-management, marketing, „front office”
- Language and communication
- Service attitude trainings
- Companies can apply for EU-grants



# Regulatory Issues

- Accurate statistics
- Reliable financing of balneotherapy by Social Security
- (Spa)tourism Destination Management Organizations („Kurdirektion“)



# Marketing

- Marketing departments of the companies active in this field (spas, hotels)
- Hungarian Tourist Office
- Hungarian Spas' Association (Marketing Committee)
- Hungarian Spa Tourism Association
- Hungarian Wellness Society





**Thanks for your  
attention**