

Sustainable Balneo Tourism Development in Romania - evaluation and strategic tasks

Munteanu C⁽¹⁻²⁾, Dogaru G⁽¹⁻³⁾

⁽¹⁾Romanian Association of Balneology, Bucharest, Romania

⁽²⁾Emergency Clinical Hospital Bagdasar-Arseni, Bucharest, Romania

⁽³⁾Rehabilitation Clinical Hospital, Cluj-Napoca, Romania
constantin2378@yahoo.com

Introduction. Applied aspect of the research seeks to maximize the economic exploitation of natural resources for health needs in a sustainable manner. Aging with all the subsequent socio-demographic and bio-medical consequences is a priority area for our modern society and as a solution, balneotherapy and medical rehabilitation are claimed to respond to the main healthy issues of this priority. Balneotherapy is acting by three main ways: thermally, mechanically and chemically. We suggest that the joint use perspective of natural therapeutic factors and physiotherapy with new robotic assistive interventions might increase the clinical importance of balneal resorts, and also include the modern trend of availing robotic assistive equipment to the benefit of patients.

Purpose. To evaluate the current state of Balneology and Balneo Tourism in Romania and to identify the main strategic tasks for the development of this sector.

Materials and methods. Specialty articles dealing with Balneo Tourism and Sustainable development have been searched and analyzed, especially related to natural therapeutic factors which can be used for rehabilitation purposes. Statistical data from various Romanian resorts.

Results. Demographic imbalance pyramids and strong growth of the population aged over 65 years are a serious challenge for the humankind and the scientific community is called to respond to these challenges by maintaining the health of the elderly population to benefit from the positive role and experience that these people may have as emphasized also in the Healthy People 2020 program. Currently, health is understood as the removal of diseases in a defensive manner to the pathological process and with higher costs. Would be more effective the maintenance of health through prevention mechanisms identified by modern science. The study of the mechanisms by which various natural or health factors can influence positively or negatively the aging process opens the path to design and obtain new products for the benefit of elderly people to maintain health for a long time and so to have socially active and positive role for others. Modern biotechnology allows today

obtaining effective geroprotectors with medical use by which we can achieve the searched healthy-aging effect. Combining the balneotherapy with using products with healthy-aging effect provides a significant advantage and represents the main strategic goal in the context of which the spas is the ideal place for the application of new treatments.

Conclusion. Economic relevance of balneology and healthy-aging is easily noted in the context of the socio-economic development at national and global levels. The balancing recovery step comprises the application for prophylactic and curative purposes of a variety of procedures based on water /mud as a natural therapeutic factor at different temperatures and different states of aggregation as well as specific techniques.