Natural Healing Factors in Central Europe

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7 countries – 1000 wonders

Traditions in Central-Europe:
• using natural healing factors in medicine has a long tradition in Central Europe;
• every country has its specialty in this area.

We would like to welcome, inform and inspire you during the SPA-CE
Poland

- salt mines, e.g. Bochnia and Wieliczka (inhalation treatment for respiratory diseases),
- the special climate of the Tatra Mountain (Szczyrk, Zakopane)
- and of the Baltic Sea
Health tourism in Zakopane since the 19th century. The oldest house in Gural-style:
Croatia

- Thalassotherapy
- Wonderful landscape
- Medicinal herbs
Croatia is a veritable treasure trove of indigenous medicinal plants growing right throughout the land – on the islands, along the Littoral and in the continental areas. As an integral element of numerous cosmetic preparations, or a scent which evokes the Mediterranean atmosphere in wellness centres and hotels, those aromatic plants are the scent of Croatia that is going to enchant you, and that is going to be one more reason for you to return. Out of a large number of autochthonous medicinal plants we would like to draw special attention to few of them. So, let us go exploring together!

**Lavender**
Lavender grows on the Littoral and on the Adriatic islands. Its flower has a wide range of applications – as seasoning in food preparation in the Mediterranean cuisine, in essential oil widely used in aromatherapy, as well as in the cosmetic and pharmaceutical industries.

**Laurel**
Laurel grows along the coasts and on the islands. It is used as a seasoning. Its essential oil is obtained by any of steam distillation, and its medicinal properties make it popular as an ingredient in aromatherapy.

**Mint**
In Croatia there are two indigenous types of mint, and due to their aroma of menthol they all have the same or similar application. The exception is the Delmata mint which has a lemony scent. It is used as a seasoning, addition to dishes or is prepared as tea. It is of course used in cosmetics industry and in aromatherapy.

**Myrtle**
Myrtle is found on the islands and along the central Adriatic coast. Its fruit is used as seasoning, while distillation of young leaves and twig yields essential oil used in aromatherapy.

**Sage**
Sage is found on the islands and along the Littoral. Its therapeutic properties were recognized as far back as the Middle Ages, and Delmata sage is particularly appreciated for the beneficial effects it has on men’s health. The popularity of this plant is amply confirmed by the fact that in the year of 1681 a booklet about it, numbering as many as 641 pages, was published in Europe.

**Fir tree**
Fir tree grows in the hilly and mountainous parts of Croatia. The needles of young shoots are used in the preparation of an aromatic beverage, and its essential oil is used in the pharmacological and the cosmetics industries.

**Rosemary**
Rosemary is found on the islands and along the Adriatic coast. It has a very characteristic aromatic scent and is highly popular as seasoning in dishes of the Mediterranean cuisine. Its essential oil is used in the cosmetic and pharmaceutical industries, as well as in aromatherapy.

**Wild olive**
Wild olive is found in southern Croatia, in dry and rocky places close to the sea. Its fruit is used to obtain olive oil, but they are not as juicy as those of a cultivated type. The oil is used as addition to different dishes of the Mediterranean cuisine and salads.

**Fennel**
Fennel grows along the Littoral, on the islands but also in the hinterland. It is a very popular seasoning in the Mediterranean. Its essential oil is obtained by way of a steam distillation of its fruit, and it is used in the food and in the pharmaceutical industries.

**Stone pine**
Pine tree can be found in Istria, on the islands of Kvarner, Cres, Rab and Hvara, and in the area of Dubrovnik. The pine needles, which are a very specific spicy flavour and highly valued, can be eaten fresh or used as addition to roasts, pasta salads or desserts.

**Sweet balm**
Sweet balm grows all along the Adriatic coastline, and it is used in food preparation and as an ingredient in liquors. Its dried leaves are used to make two both aromatic and medicinal. Mixed with the essential oil of lemon it is used in aromatherapy and in cosmetics industry.
Czech Republic

Spas are mostly used for drinking cures:

- Karlovy Vary (Karlsbad)
- Marianske Lazně (Marienbad)
- Františkovy Lazně (Franzensbad)

The first radon spa in the world: Jachymov
Austria

Skiing & spa
- Bad Kleinkirchheim, Bad Gastein

Positioning:
- Bad Lutzmannsburg (babies and small children)
- Blumau (unique architecture & luxurious wellness experience)
Hotel Rogner, Bad Blumau
Babytherme, Lutzmannsburg
Alpentherme, Bad Hofgastein
sLOVEnia

- Partnership (between spas, hotels and other tourism suppliers) – best practice
- Growing companies in the spa-industry: Sava Hotels & Resorts, Unitur, Krka-Terme, Lifeclass (some becoming multinational)
- Amazing language skills
1 spa-complex – 6 hotels in Portorož

**Services:** thermal spa, sauna-world, medicinal department, beauty-center, fitness-room, Shakti Ayurveda Center, thalassotherapy, Wai Thai massage-center
Slovakia and Hungary

Bathing cure for the following diseases:

- Locomotor
- Circulatory and
- Dermatology
- Gynecology
- Neurology
Trenčianske Teplice

Piešťany
Specialties in Hungary

- Under 80% of Hungary’s territory thermal water can be found
- Europe’s one and only „cavebath” is in Miskolc-Tapolca
- The only thermal lake in the World: Hévíz
- Budapest is the one and only Spa Capital in the World
- Turkish baths are operating since the 16th century
- Bio products, herbs, wine culture, vibrant cultural life
Healing Factors

- Medicinal waters: locomotor diseases, gynecological and dermatological diseases
- Healing cave: for curing asthma and allergies
- Mofetta: Natural carbon dioxide gas – diseases of the circulatory system, musculoskeletal, gynecological and skin diseases
Hungary’s current supplies

- ~1300 hot springs
- 315 medicinal water springs
- 385 settlements across Hungary are offering thermal or spa bath
- 16 qualified health resorts
- 30 qualified medicinal hotels
- 164 wellness hotels (27,3k rooms)
- 39 qualified medicinal baths
- 5 medicinal caves
- 5 healing mud occurrences
- 2 mofettas
Hévíz

- Unique biologically active lake, suitable for swimming all year round
- Hévíz therapy – complex therapy (water, mud, physiotherapy)
- Traction bath – invention of Dr. Károly Moll, physician from Hévíz
Bükfűrdő

- Medicinal water extremely rich in calcium – osteoporosis
- One of the largest spas of Hungary
- Dental tourism
Sárvár

- Royal Spa Town!
- Two types of very powerful medicinal water
- A bath for three generations
- Botanical garden – tree therapy
### Results of Health Tourism in Hungary, 2012

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<thead>
<tr>
<th></th>
<th>Number of tourist arrivals</th>
<th>Tourist nights</th>
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<tbody>
<tr>
<td>Medicinal hotels</td>
<td>+10,2%</td>
<td>+ 9,6%</td>
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<tr>
<td>Wellness hotels</td>
<td>+11,2%</td>
<td>+13,4%</td>
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International Co-operations

- European Quartet (PL-CZ-SK-HU)
  common marketing activities in Russia, India, USA, China, Taiwan, Latin-America, Japan, Dubai, Australia

- SPA-CE
- Hungary-Serbia Cross-border Co-operation program
Thanks for your attention