SPAS PARTICULARITIES IN ROMANIA

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Abstract
Spas is complementary to all other forms of tourism, due mainly to the spread in the territory of natural cure factors in all forms of relief from the mountain plateau in the hills and plains and coastline, to the planning in these areas of multiple resorts which offers sporting, cultural, leisure, tourism products included in the health content.

Keywords: tourism, spa, natural potential, services

Introduction
At European level, Romania is recognized as a country that has a spa and spa exceptional potential which leads to the development of Romanian health tourism and create a tradition in this field.

Strong development of health tourism in our country was marked by the simultaneous action of several factors:

- potential permanent spa very diversified and complex, which can be used to treat a variety of diseases;
- resource-rich balneary in almost inexhaustible quantities and of superior quality in terms of chemical composition;
- is "four seasons tourism", the practice may be made irrespective of calendar period, very little influenced by climatic conditions;
- is a phenomenon that social and economic effects both nationally and internationally;
- involvement in its implementation of important human and material resources;
- receptive field is a scientific and technical progress, because complex medical tourism services and high quality levels;
- vital satisfy modern man, due to changes in living conditions and health of the population.

By simply listing the factors above, it may be that the potential available to Romania spa can be turned into a competitive advantage, which under an appropriate strategy can be one of the key elements of the development of Romanian tourism offer.

Among all forms of tourism in Romania, health tourism and spa has an important role, because was practiced since antiquity as a specific form of recreation tourism. He had a great development, especially in recent decades, with increasing number of diseases caused by stress of modern life in large conurbations.
In the world of tourism, health tourism and spa occupies the last 10 years a priority position determined by several factors:

- increase the effects and impact of their so-called "diseases of modern civilization";
- increasing tendency to combine holidays with active rest and recovery needs of vital capacity of the body;
- increasing concerns of older persons to maintain health, prevent and combat aging;
- focus efforts to maintain the vitality and beauty.

The content of health tourism is a specific form of tourism for leisure, which involves the movement of people of different ages, professions, genders, resorts, weather or in places with natural cure factors for health care, recreation or natural balneary treatment with substances with extracts or herbal medication for prevention, maintenance or beauty or for leisure. For this reason, this form of tourism has some peculiarities which individualize the other forms of tourism.

In this respect it should be noted that if health tourism, the main motivation behind the formation of the tourist demand for health care concern in a unified approach: body, heart, spirit.

To be consistent with this reasoning, it is necessary to combine the spa tourist offer in a competitive manner, and all tourism resources (natural cure factors, natural potential) with different types of medical procedures, engaging in sports, diets, cures prevention, leisure, business tourism, etc.. These types of activities are characterized by high complexity manifested both globally as well as that of each component: tourism resources, technical and material specific tourism services. Thus, the efficiency and success of treatment courses resulting from the optimum combination of the following: factors spa, natural and human tourism potential, but also multiple opportunities for leisure (recreation).

However, conducting various courses presupposes the existence of specific components of the material: complex, pavilions, balneary clinics, health centers or nursing homes and equipped with adequate facilities and the presence of medical professionals: doctors specializing in physical medicine and balneology and rehabilitation medical and physical therapists, dietitians, therapists, sports trainers, etc.

Structure package holiday is different for Spas because besides accommodation services, catering, leisure services add additional spa treatment and cure. This service takes the role of the main benefit, around which revolve all other tourist activities to be adapted to help ensure their effectiveness. Consequently, the tourist offer spa packages can be sold as type "all inclusive".

**Trends in health tourism**

Trends in health tourism has increased the number of people who practice this form of tourism. Tourist offer spa has a wide target audience, it is designed so people suffering from certain diseases (therapeutic and rehabilitation belts) and apparently healthy people healthy and prone to illness or who wish to keep a healthy and fitness and mental as well (prophylactic belts, the extension of the form and create an overall well).

This fact led to important changes in the structure of the customer, so that with the elderly population characterized by the fact that they have lower incomes and calls for traditional products (treatment and rehabilitation) which continues to hold the largest share, to appear and a segment of the increasingly important clientele consists of young people seeking a healthy physical and mental shape as well with greater financial availability. Hence, there is need to develop resorts in a diversified leisure offer to meet the requirements of this category of tourists.

As a consequence, the typology of tourism products offered by health include the social mainly stays in character, subsidized (wholly or partially) by the health insurance funds or other bodies (retirement home, unions) to the low income population groups and medium to luxury products (spa, thalassotherapy modern cures aging, body shaping, etc..) addressing the categories of high-income tourists. Consequently and prices for these will be differentiated according to their typology: from low prices for products, up to very high luxury packages.

The great diversity of balneary products affect the length stays in a spa that can vary from 18 to 21 days during a stay of treatment best traditional / classic to 7 days for a holiday stay or course of re-shaped, or even short stays of 3-5 days (weekends) for busy people: businessmen and even people. These programs are usually re-shaped course of physical and mental relaxation as well.
Another aspect worth mentioning is that by practicing Spas shall ensure use of all categories of resources: tourism, human resources or some local cuisine. Thus, with their help ensure integration of new categories tourist resources such as natural cure factors specific to certain areas: thermal and mineral water, salt lakes, mud and gas treatment, salt, herbs, etc. which otherwise could not be recovered. On the other hand, spa services requires a larger amount of staff with higher skill level and most specialized, which harnesses the superior workforce.

In time, thanks to new trends emerging in the health tourism, is the possibility of developing specific products in rural areas. Can be mentioned in this respect, the successes of the so-called health farms in Germany and Austria offering simple products, readily available at the level of farms but are highly valued by tourists milk baths, herbs and others. a. with the natural serenity and simplicity of country life and a natural food, rich in nutrients and easy very tasty food compared to Western markets that are genetically modified as a result of fertilizer use, etc.

Another mention, to be highlighted is that form of tourism Spas is exploiting the utmost technical progress and scientific research to discover new therapeutic properties and applications of natural cure factors and to raise the technical level of medical facilities and equipment used. This work has an impact on increasing the effectiveness and credibility of courses and resorts the offer the quality of having positive impacts on tourism demand.

Spas is complementary to all other forms of tourism, due mainly spread in the territory of natural cure factors in all forms of relief from the mountain plateau in the hills and plains and coastline, and planning in these areas of multiple resorts offering sporting, cultural, leisure, tourism products included in the health content.

This form of tourism is characterized by a lower level of seasonality than the other forms of tourism as it is based on a potentially permanent, high complexity, which is practically inexhaustible and dependent on a lesser extent on weather conditions, it being able to practice almost any time of year.

The long duration of stay and lack of high seasonality led to the development, the spas, the many and varied activities of production, trade and service specific settlements which led to the development of urban functions. Experts consider that about 60% of them have now become real cities, causing the need for a balance between urban functions and their travel while requiring careful management and a process of planning.

The specific health tourism, the natural dependence on its success, is that the aesthetic dimension of the resort to be an important part of this material. Therefore, to meet a large extent this requirement as the location and planning spas is subject to an improvement in the natural environment by setting up parks and gardens on surfaces that can reach up to hundreds of hectares (eg. Vichy - France) or cultivation of trees to create climate sedative for relaxation and recreation need in a spa.

Seasonality reduced complexity and the specific Spas can ensure getting a high volume of receipts from other forms of tourism due to: higher cost of the product (as a result of the presence of an additional service: treatment services), marketing it as one package / flat, length of stay higher, higher employment

Conclusions

In conclusion, we can say that health tourism can produce strong economic and social effects that are found both in reducing budget expenditures in health insurance and labor productivity growth, production and hence GDP. This is mainly due to its contribution to disease prevention, removal of risk factors, health education, increase staff efficiency, reduce sick days, hospitalization, drug use, etc.

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