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in concert with



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Planning for Change in the Health – Tourism Industry

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CONTENT

- HEALTH TOURISM - GLOBAL ASPECT
- RESEARCH FRAMEWORK
- RESEARCH QUESTIONS
- NATIONAL ASPECT OF HEALTH TOURISM DEVELOPMENT
- EDUCATION AS THE DRIVER FOR CHANGE
- CONCLUSION





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The global aspect of health tourism development



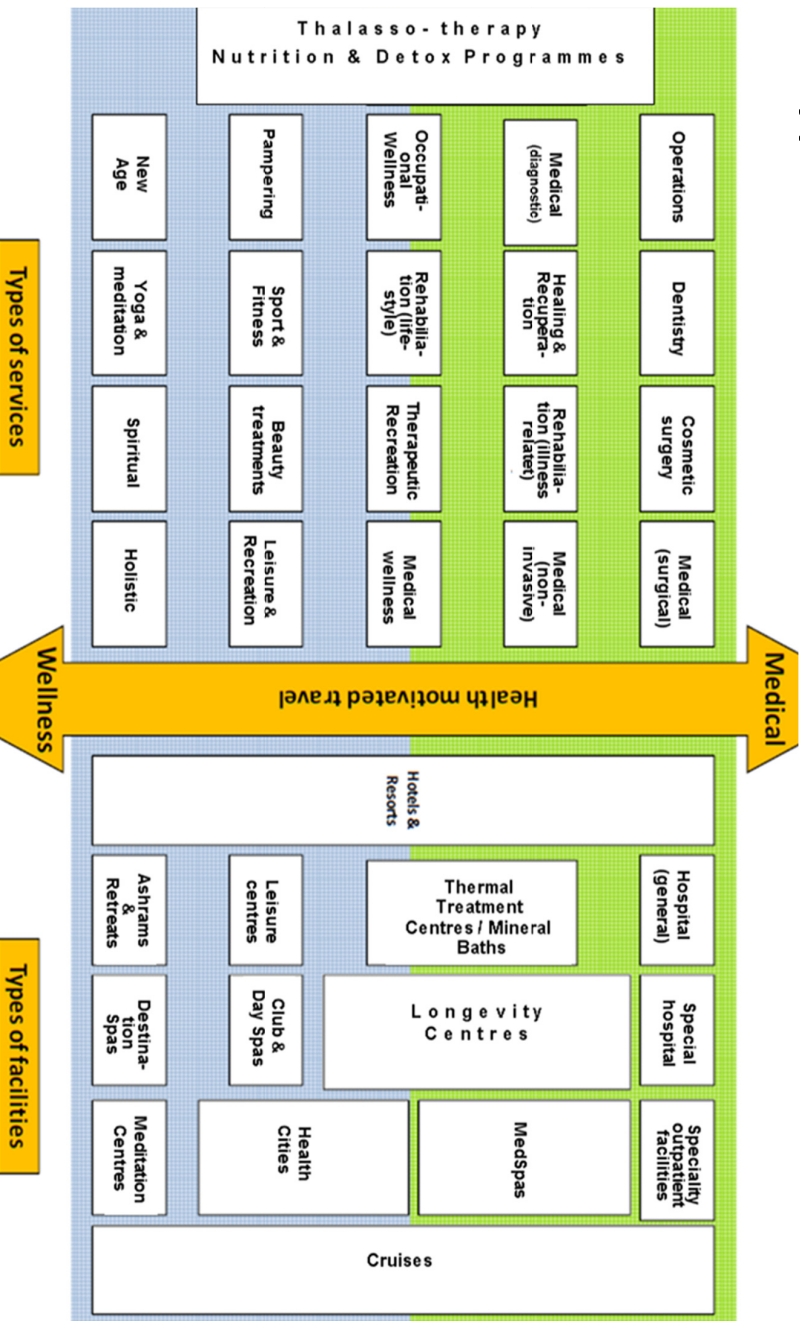
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Type of health-tourism services and facilities





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Starting points of health tourism development



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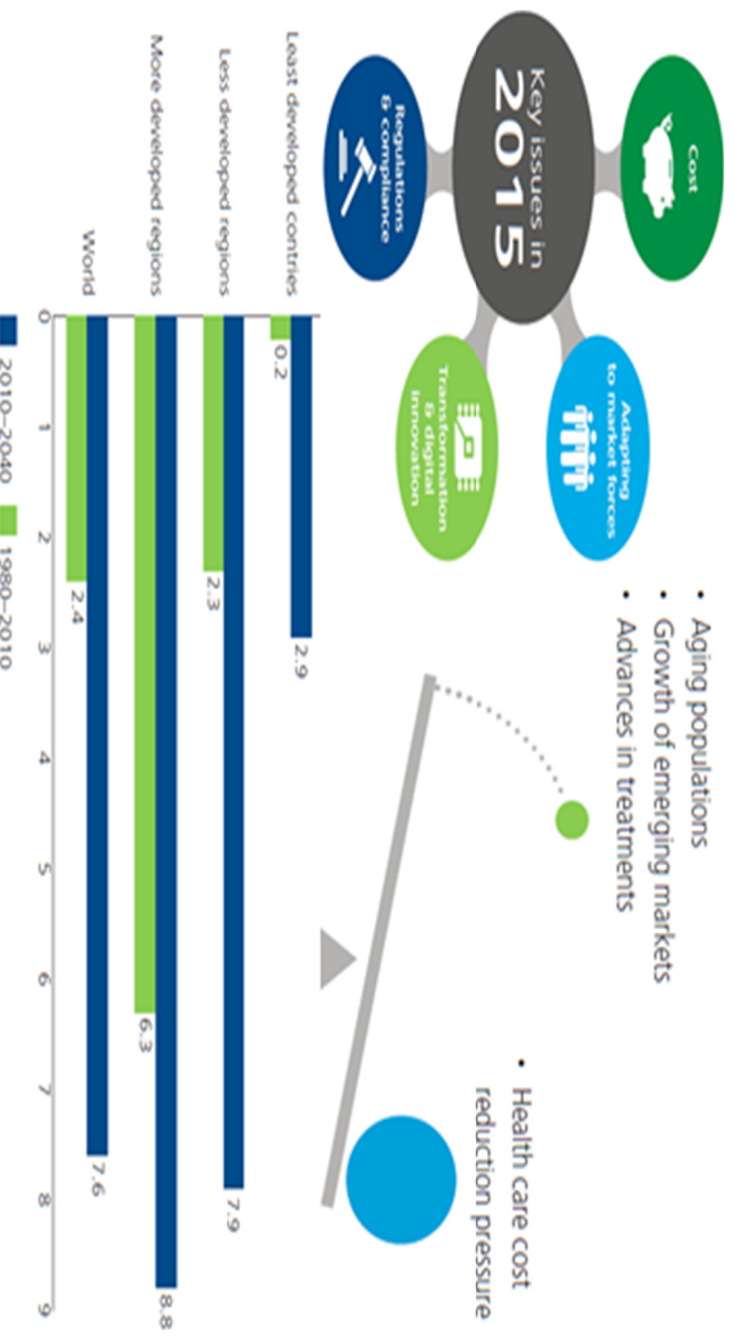
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Starting points of health tourism development





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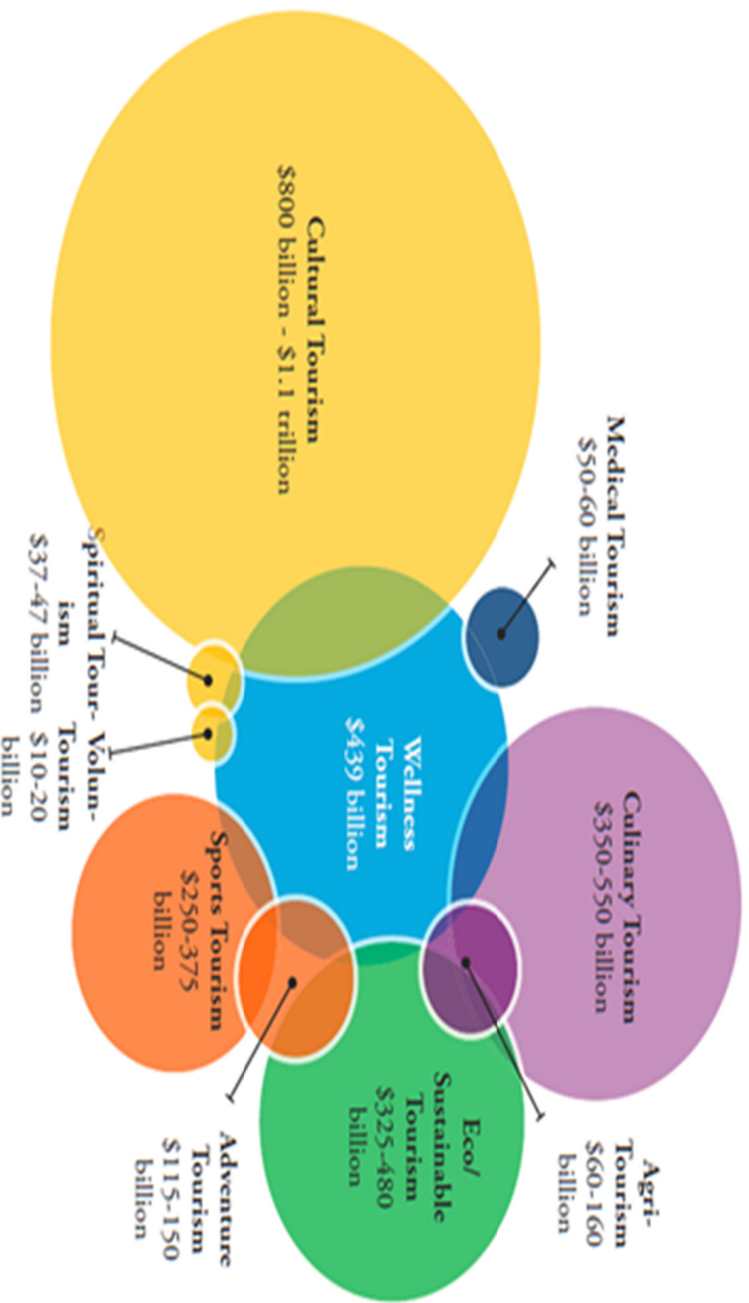
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The economic effects of health tourism services



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Research framework

The research was conducted in 17 health-tourism institutions in 2015 with the goal to assess the achieve level of health tourism development in Croatia.



Sample:

- 75% of health-spa resorts (*Istarske toplice, Topusko, Veli Lošinj*)
- 90% of special hospitals with the health-tourism services (*Biokovka, Daruvarske, Krapinske, Stubičke i Varaždinske toplice, Naftalan, Thalassotherapie Opatija & Crikvenica, Lipik and Kalos*)
- four most important thermal-spa hotels (*Jezerčica, life Class Sveti Martin, TOP-term and Tuhej*)
- Total capacity involved in the survey 2.986 rooms (5.793 beds)
- Supported by Croatian chamber of Economy and used in the annual process of national quality rewarding, known as „Croatian Flower of Tourism”





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Research questions

- 1) Are the requirements for health tourism development well presented in the Croatian strategic documents, and to what extent?
- 2) Is the development of health tourism in Croatia, following the global trends and tourism market needs?
- 3) Is Croatian education framework so designed to be able respond to the challenges of health tourism development?



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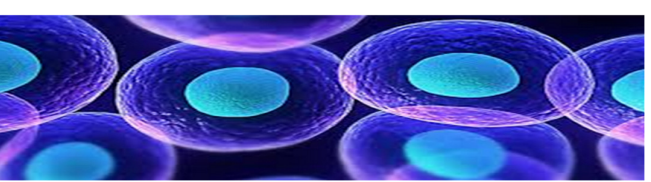


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(1) Are the requirements for health tourism development well presented in the Croatian strategic documents, and to what extent?

YES

- Croatian National Health Care strategy 2012-2020
- Croatian Tourism development strategy 2014-2020
- National program – Action plan for health tourism development
- Strategic documents on the counties level



THEY PROVIDE A FRAMEWORK THAT ALLOWS HEALTH TOURISM DEVELOPMENT IN LINE WITH THE GLOBAL TRENDS



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(2) Is the development of health tourism in Croatia, following the global trends and tourism market needs?



YES / NO



THEY ARE NOT SUFFICIENTLY USING RESOURCES AND POTENTIALS
FOR HEALTH TOURISM DEVELOPMENT



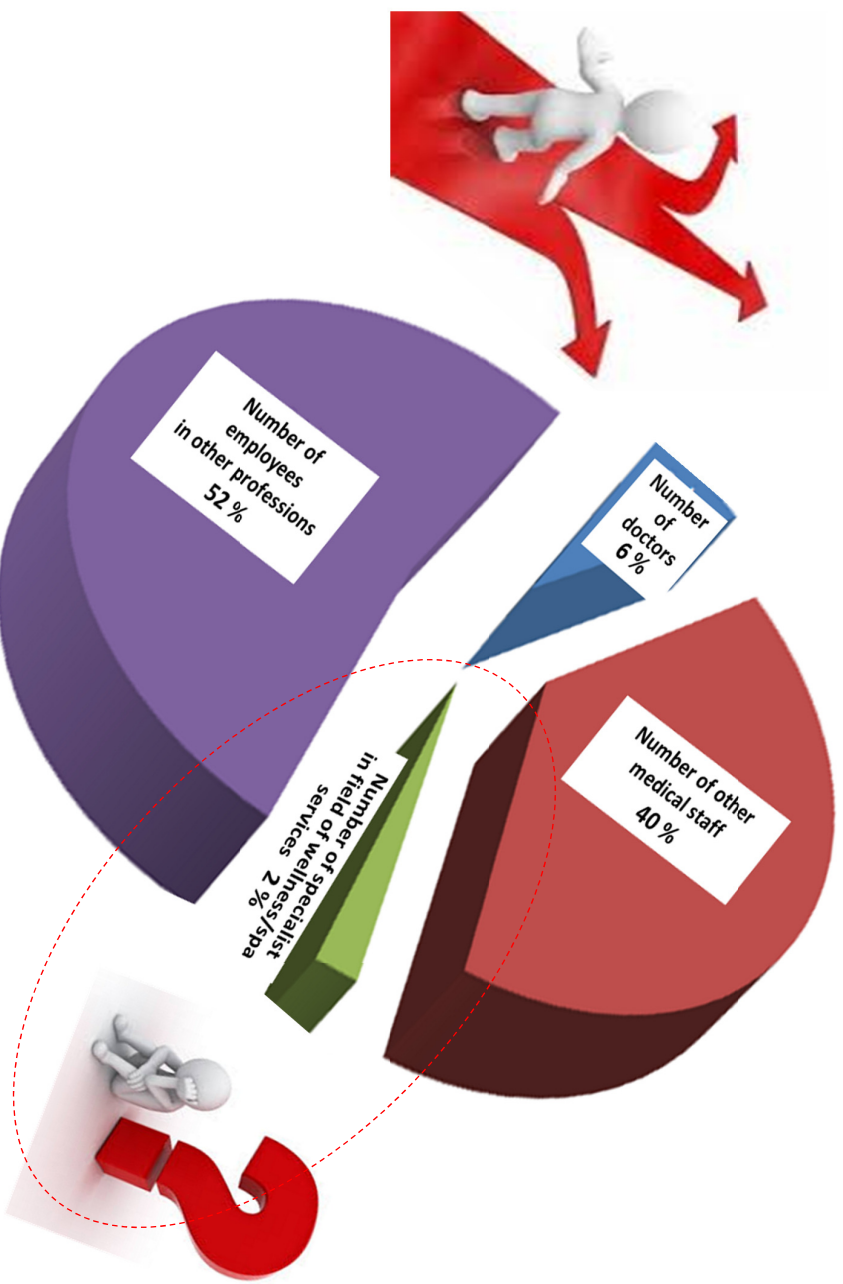
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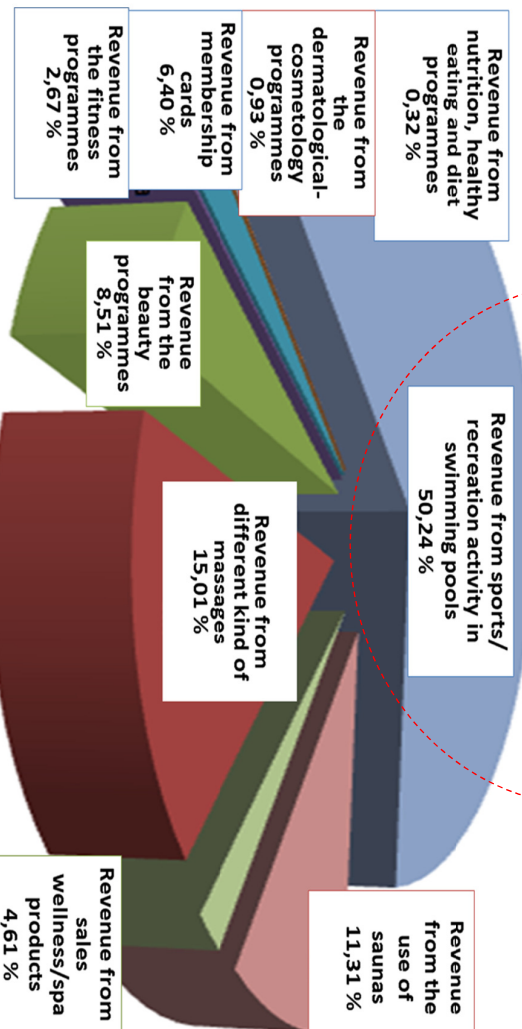
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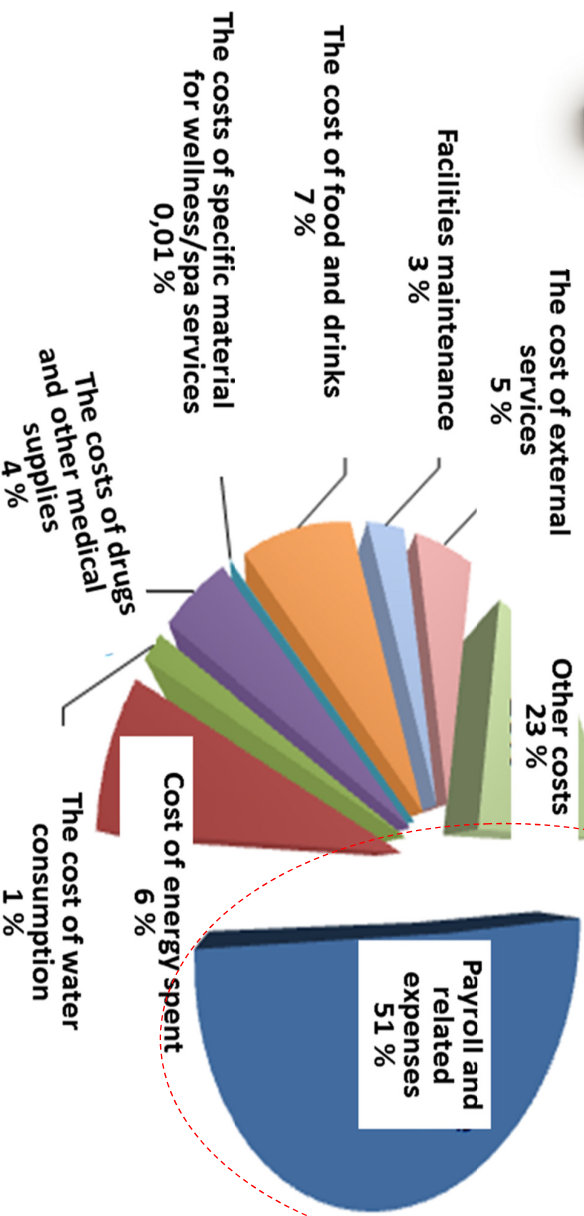
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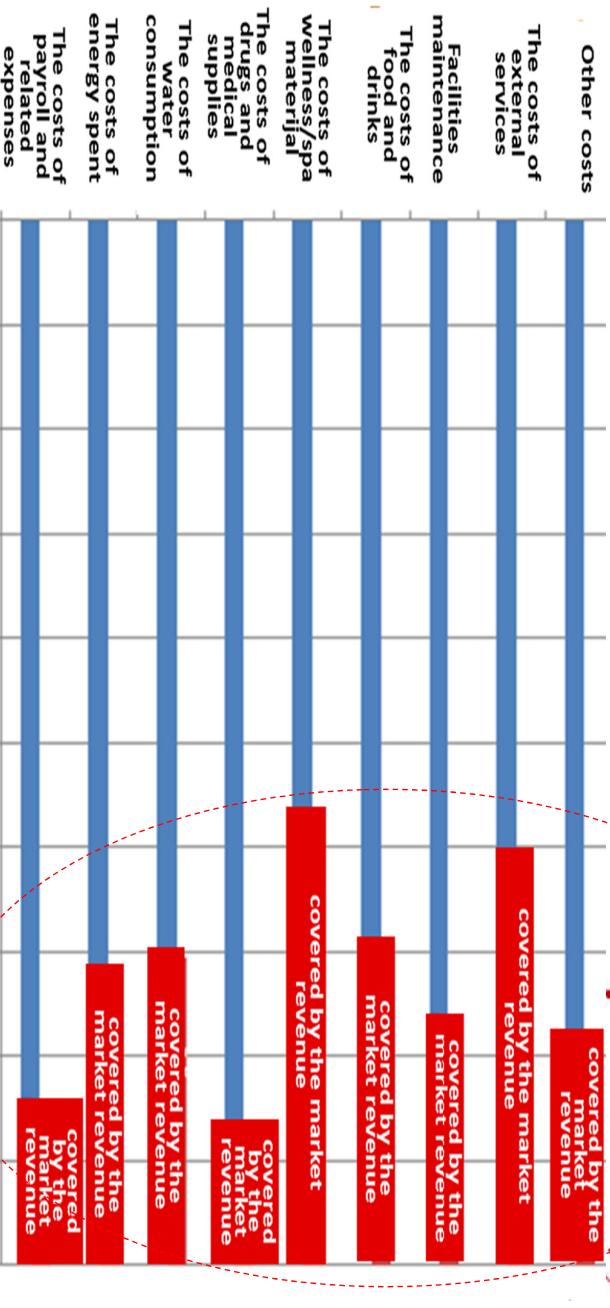
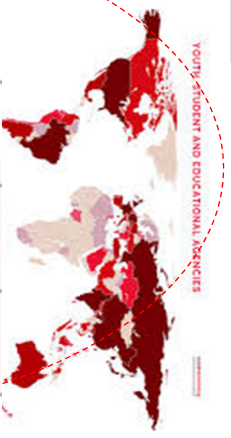
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(3) Is Croatian education framework so designed to be able respond to the challenges of health tourism development?

The global perspective...

- European Qualifications Framework (EQF)
- The national perspective...
- Croatian Qualifications Framework (CroQF)

YES / NO

- SHOULD BE HARMONIZED WITH THE:**
- health tourism business needs
 - best practice experiences
 - interdisciplinary approach

SPECIFIC PROFESSION PROFILE IN THE HEALTH TOURISM BUSINESS



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Croatian Qualification Framework (CroQF)
and education in the health-tourism sector



GOOD STARTING POINTS DEFINED THROUGH THE CroQF.

**THE PROBLEM IS THAT EXISTING SECTORAL COUNCILS ARE RELATED TO THE PARTICULAR INDUSTRY (FOR TOURISM, FOR HEALTH ...).
SYSTEM SHOULD BE IMPROVED THROUGH DEFINING INTERDISCIPLINARY OCCUPATIONAL/PROFESSIONAL PROFILES, AS THE HEALTH TOURISM IS.**



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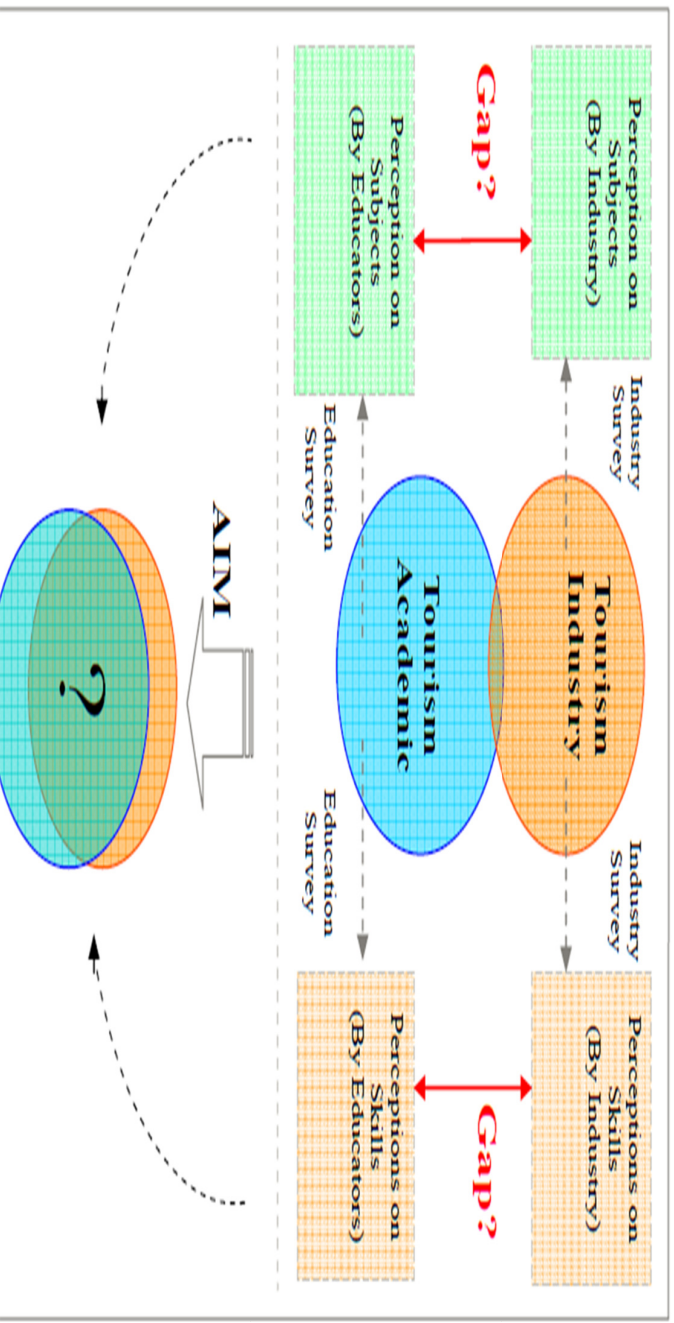


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CONTENT OF HEALTH TOURISM CURRICULA ANALYSIS

SUBJECTS IN TOURISM AND HEALTH INDUSTRY

SKILLS AND ABILITIES



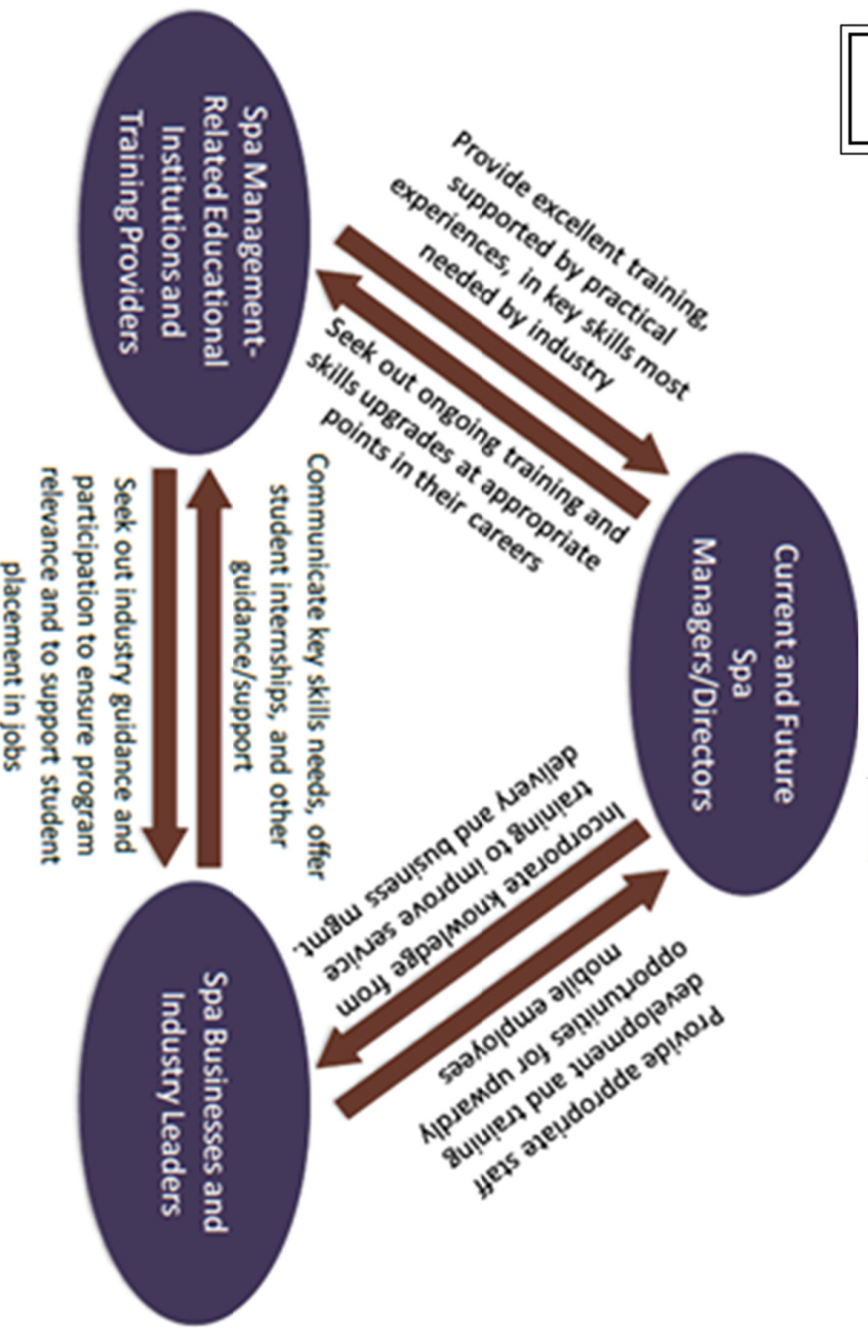
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CONCLUSION



- Croatia is not globally recognised as important health tourism (medical, wellness, spa) destination, yet
- *Employees generally provide services under the contract of the NHL, and only the 8% of employees are fully oriented to meet the needs of customers from external markets (what health tourism wants to be)*
- It should assess significant improvements in the existing wellness/spa services, following the best practice experiences and strategic documents
- *It is necessary to implement specific education programmes whose outcomes can significantly improve the quality level and market orientation in the health-tourism business*
- Special emphasis should be placed on acquiring the specific knowledge, skills and competences of those specialists which can be able to change the assortments of current services in the field of medical wellness and spa services
- *CroQF provides a good starting point, but it is important to establish more intensive collaboration between business and education institutions.*



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Thank you for your attention!



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