

# *Adriatic* Health Tourism



## Introduction

Medical Group d LTD (Croatia) developed the initiative ADRIATIC HEALTH TOURISM – the platform with aim to create and establish the conditions for a quality and safe full time stay of tourists in Croatia and the Adriatic region; also the goal is to brand the destination and to present it as a desirable investment destination, as well as the touristic friendly, health friendly destination open for the development of silver generation tourism especially. With the involvement in the Cohesion Initiative EU policy, within the EU Commission, or in the "EU Cohesion Funds Advisory Forum" Medical Group wants to present its proposals in the area of complementarity of objectives / programs / funds.

Having in mind the importance of regional cooperation as the value of the EU, we believe that one is also indispensable for the desired development of **health and tourism projects** and perception of the Adriatic region as a destination that offers both – investment opportunities and touristic and health facilities.

Adriatic region as the full time Riviera of Europe is the main goal we are heading to, and we believe it can be achieved by the integration of health tourism into the European Operational Programs with the priority sections related.

Also, the development of competitive niche markets and new directions such as Senior Tourism (and Silver Economy) as the branch of health tourism can create an additional value in tourism itself.

Moreover, it plays a role in diversification of the tourist content which is completely independent of the main season frames; of course, consequently contribute to the development of the full-time tourism.

It is important to promote and implement the activities that are yet not sufficiently represented in programs of cohesion policy - such as health and health tourism and that can make multiple benefits, both for the states and citizens of the region, as well as for the development of the Adriatic region as a whole. Our goal here is to introduce the new specific content, i.e. the activity that should be developed on the EU level and that can have a major impact on both, the EU economics globally, and on individual countries and their development in the region.

The Program Adriatic Health Tourism is as follows:

## 1. Program *Adriatic* Health Tourism

The general idea of the program is to promote and develop the Adriatic region as the all year round destination for tourism and health by stimulating and fostering the structural projects and concepts (health and tourism infrastructure, new equipment and technology, organic production...), promoting sustainable development of health tourism (by creating new senior residences and residential care homes i.e. assisted living facilities with health infrastructure related), encouraging and promoting investments in education and creating new curricula and nomenclature of occupations and education in health tourism, improving sports and leisure infrastructures, promoting the integration of three health tourism components in the **total touristic offer (medical tourism, SPA tourism and medical wellness)** and developing statistical data for all three health tourism components related to tourism in the European Union (EU).

### **The Adriatic Health Tourism Program is:**

- The New Financial Framework (New Financial Period) after 2020 with the EU Budget
- Concentration on Adriatic Region (Adriatic Sea) and wider - inclusion of regions of Italy, Slovenia, Croatia, Serbia, Bosnia and Herzegovina, Montenegro and Albania
- Bigger - EUR 3 billion ERDF and EUR 800 million IPA funding, co-financing rate of 65-85%
- More focused - 7 priority axes for the development of the Adriatic region
- Appropriate care and care for the elderly and social inclusion
- Improving sports and leisure infrastructures by developing Sport-Health Tourism Centres
- Closer to the territory - special attention to the private sector (SMEs) and health and health tourism institutions
- New development perspective of the Adriatic region with the aim of encouraging the creation of new jobs and employment, the prevention of population emigration and the reduction of the negative demographic trends



## 1.2. Programme Area

- Eligible geographic area extends to approximately 550,000 km (around 12% of the EU area)
- More than 7 000 km of a maritime coastline of the Adriatic Sea
- A home for more than 80 million people (15.8% of the EU28 population)
- 97 people per km<sup>2</sup> in the Adriatic region, compared to 116.3 in Europe as a whole. This average, however, masks significant disparities: population densities vary considerably from 206 people / km<sup>2</sup> in Italy to 46 persons / km<sup>2</sup> in Montenegro
- Extremely diverse natural, physical and geographical characteristics
- Mild and healthy climate, diversity of cultural and gastronomic heritage

PICTURE 1.: PROGRAMME AREA Adriatic Health Tourism



Source: Author ([www.imapbuilder.net](http://www.imapbuilder.net))

## 2. Priority axes and specific objectives

<b>Priority axis 1.</b> Encouraging and promoting structural projects and concepts of the Adriatic region	<b>Priority axis 2.</b> Promoting the quality of life of the "senior" population by investing in sustainable tourism projects in the Adriatic region	<b>Priority axis 3.</b> Promoting the development of human capital in health tourism	<b>Priority axis 4.</b> Improving sports and leisure infrastructures on the sports and health tourism	<b>Priority axis 5.</b> Encouraging the integration of health tourism	<b>Priority axis 6.</b> Statistical data in the health tourism components (Eurostat)	<b>Priority axis 7.</b> Technical Assistance
<b>Thematic Objective 1.</b> Development and implementation of "greenfield" capital health tourism projects	<b>Thematic Objective 4.</b> Development of Conceptual Projects of "Senior" Residential Care Homes (assisted living facilities)	<b>Thematic Objective 5.</b> Development of new curricula and nomenclature of occupations and education in the field of health tourism	<b>Thematic Objective 6.</b> Implementing Projects of Sport-Health Tourism Centres	<b>Thematic Objective 7.</b> Implementing Pilot Projects of Health Tourism in a total Tourist Offer	<b>Thematic Objective 8.</b> Development of statistical surveys in the field of health tourism	
<b>Specific objective 1.1.</b>  To ensure a quality health and tourism infrastructure for the development of health tourism in the Adriatic region and creating the preconditions for all year round tourism	<b>Specific objective 4.1.</b>  To ensure a quality of Residential and Health Infrastructure for the Senior Population and Solving "bottlenecks" in Public Health Systems	<b>Specific objective 5.1.</b>  To introduce of a new curricula of health tourism in secondary schools and higher education institutions	<b>Specific objective 6.1.</b>  To design and implement a combination of sport and health centres for the development of health tourism in the Adriatic region	<b>Specific objective 7.1.</b>  To design and implement of a pilot project medical wellness services into a hotel offer and hotel booking	<b>Specific objective 8.1.</b>  To design and implement a special statistical surveys (data collection projects) for all 3 components of health tourism in Eurostat	
<b>Specific objective 1.2.</b>  To increase the use of new innovative equipment and technological solutions for greenfield health tourism projects in the Adriatic region	<b>Specific objective 4.2.</b>  To develop and implement of quality health programs for the silver generation		<b>Specific objective 6.2.</b>  To ensure medical facilities for sportsperson and development of medical tourism	<b>Specific objective 7.2.</b>  To design and implement of pilot projects SPA services in a hotel offer and hotel booking		

<b>Thematic objective 2.</b> Development and implementation of "brownfield" capital health-tourism projects						
<b>Specific objective 2.1.</b> To re-construct/re-design and adapt of existing health-tourism resources (healthcare and thermal-health facilities/medical rehabilitation centres)						
<b>Thematic objective 3.</b> Development and implementation of Organic production projects						
<b>Specific objective 3.1.</b> To increase the Organic production and implement the food supply chain in the Adriatic region						

**Version 1.1**

**July 2018**

**Provided by: Medical Group Ltd., Zagreb, Croatia**