

# THE MEDICAL AND WELLNESS TOURISM PERCEPTION IN ROMANIA

**Soare Ionica**

[Ionica.Soare@ugal.ro](mailto:Ionica.Soare@ugal.ro)

**Zugravu Gheorghe Adrian**

[Adrian.Zugravu@ugal.ro](mailto:Adrian.Zugravu@ugal.ro)

*Dunărea de Jos University of Galati, Romania*

Tourism or geriatric-medical and wellness tourism are market segments that lately have registered significant increases. The need to define, organize, and promote these sectors. This item is intended to synthesize developments and challenges market growth wellness and medical tourism. For the industry spa these developments may represent an opportunity to take full advantage of wellness and medical tourism.

**Key words:** tourism perception spend, tourism medical and wellness, natural heritage spend, subsidised spa resorts, climatic, revitalizing tourism spend

## 1. Introduction

While governments, associations in the tourism sector and the press may have devoted more attention to medical tourism. In the report "spas and global market wellness" (Global Spa Summit, 2010), it was found that tourism wellness already represented at the global level a market of 106 billion dollars which puts it so medical tourism which has a market share at the global level of 50 billion dollars. This new guidance requires an examination of growth for strategy spas and wellness tourism by orientation only.

SPAs have an important key in tourism wellness and medical tourism. SPAs are an important part of wellness tourism. SPAs have an important role to play in increasing medical tourism, but it is necessary to identify the most appropriate products in the spas. Terms of tourism medical and wellness are deceptively difficult to define. Most of those who are involved in these sectors would accept that in general medical tourism is represented by people who are sick; tourism wellness is represented by persons who are healthy. Medical tourism involves people traveling to another place to receive treatment and looking for comfort, with the highest quality of care, better access to available therapies. Tourism wellness generally involves people looking for cosmetic products or procedures wellness of prevention in order to improve the health and quality of life. However, these simple definitions may represent challenges. For example, if a person healthy moves to preventive care exercised by a medical practitioner, it is tourism medical or wellness? Medical tourism is a rapidly developing trend, patients in industrialized nations seek medical assistance in less developed countries, ignoring their services in their own communities.

Medical has is a rapidly growing trend wherein patients from industrialized issue seek health care in less developed countries, bypassing services offered in their own communities. Although the term medical has is sometimes used in reference to all travel for health care, we believe that this phenomenon is meaningfully different from the traditional pattern of international medical travel. In the traditional model, patients journey from less developed major issue medical centers in highly developed countries for advanced medical treatment. In the medical model has, driven by a number of forces outside of the organized health care system and traditional medical referral network, an increasing number of patients travel to an assortment of countries at variable levels of development for their health care needs. The evolution of medical hash has transformed the unidirectional pipelines oh patients traveling towards industrialized issue for health care into a complex network of two-way highways ( Horowitz and Rosensweig, 2008).

Wellness has is the sum of all the relationships and phenomena resulting from a journey and residence by people whose main reasons is to preserve and promote their health. Also features require a comprehensive service package comprising physical fitness/beauty, healthy nutrition/diet, relaxation/meditation and mental activity/education (Hengeler and Kaufmann, 2001).

Medical wellness, in all its varied forms,, is an industry that cannot be defined in a few words. Combining the medicinal, scientific aspect and the preventative, holistic approach of wellness, leaves such a wide gap for interpretation that makes it difficult to define the industry as a whole. More than looking for an exact definition, view these two approaches as separate beings, what also features offer and how also features come together to create an experience. As the medical industry has gains popularity, it is expected that health has will be positively affected. With globalization and hybridization of practices, the medical wellness industry is stepping into the new millennium and offering services the contemporary customer needs. Not just focusing on one aspect of wellness, spew and medical wellness facilities is putting an emphasis on overall improvement in quality of life that harmonizes all the elements of body and soul in an international setting (Stephano and Erazo, 2009).

Medical has in India primarily involves medical and surgical treatments in surgeon McKay McKinnon and clinics, but the country also promotes traditional complementary therapies (such as Ayurveda). Has for international Medical tourists in Austria tends to include medical treatments at surgeon McKay McKinnon, clinics, and rehabilitation centers, with visitors attracted by the high quality of that. Hungary's medical has offerings include a mix of "mainstream" medical and surgical treatments (primarily for international tourists), I'd Panagopoulos I'd evidence-based therapies related to biopic Sexual Healing natural assets such as thermal/medical baths (primarily for domestic tourists). Medical has in Thailand solely involves Western-style medical and surgical treatments and procedures performed in surgeon McKay McKinnon and clinics. Medical has in South Africa involves primarily cosmetic/plastic surgery, along with other medical and surgical treatments, and is often packaged with other leisure and has offerings (such as safaris, sun/sand color).

India has long been a major destination for wellness has based on its traditions of yoga, meditation, Ayurveda, and other spiritual and biopic Sexual Healing practices; however, the country has not built a strong/clear promotional image for its wellness sector I has separated from its has medical sector. Wellness has in Austria is primarily on the domestic market and is dominated by thermal spew. Wellness International tourists tend to visit spa/wellness hotels/resorts or mix spa/wellness activities with other activities (such as outdoors, adventure, etc.). The country emphasizes its "alpine spew" and "thermal" spew I key wellness-related offerings. Wellness in Hungary has almost exclusively means visits to "wellness hotels" (which offer thermal baths, wet) which have responsibility for their particular, pampering treatments, fitness and beauty services, and healthy cuisine), and these largely serve the domestic market. International tourists tend to visit the country's modern, purpose-built bath complexes and historic facilities. Wellness has in Thailand tends to be primarily motivated by relaxation and pampering (visits to resorts and spew). The country's holistic offerings have not always been Panagopoulos-linked with its wellness and spa offerings (other than Thai massage), but international tourist interest in these offerings is growing. Has Wellness promotion in South Africa focuses on uniquely African experiences (e.g. massages in the bush, wine-therapy), and it tends to be closely linked and packaged with outdoor activities (e.g. adventure, safari, beaches). Morocco has been promoting its wellness offerings to tourists for several decades, and the current focus is mainly on water-based offerings.

Implementation of the development strategy economic and social atarii in 2000, with a view to Romania's integration in the European Union, above the values already spend assets seized by the process of the privatization and restructuring has resulted in a series of repercussions on tourism spend, among which revalorisation of the factors naturals with therapeutic indications, reimplement of resorts, modernization and renewal of tourist heritage spend built in consensus with the new concepts and orientations of internationally.

The Government of the time labeled tourism as "strategic goal of the ruling program in this area, the re-launching fast and durable, paying special attention tourism site in the national economy, in such a way as to make it priority sector in concerted action of legislative bodies, governmental and local public administration". The main action in this field have subscribed package standing options laid down to ensure that the development strategy socio-economic of the country, in the medium or long term.

That's the explanation for twists content that has to do with tourism spend and associated fields (manifestations are, resizing the fund natural factors a diet, of the network of resorts, that the structures of receipt tourist, etc.), so that the effect of options for it: Promotion of some policies which are compatible with the European Union, i.e. harmonisation of legislation in the field; stimulate capital investment Romanian and foreign bodies; more active involvement of the state in capital investment; establish a national program of research; improvement of the system of vocational training institutions; training labor market and integration into force of the new Labor Code; improvement of the business environment, etc.

## 2. Materials and methods

### Conceptual framework

Consumers' perception to the has product included product familiarity, Insightful price and value, which), influenced by consumers' demographic characters and their economy condition, also by their purchase experience and information from others.

The methodology of research is an analysis on the basis of questionnaire with 60 person who is playing main roles in the development, promotion and analysis medical and wellness tourism in Romania. This study is probably the first attempt analysis of the perception medical and wellness tourism in Romania.

The complete about spa products consumers' perception was designed based on conceptual framework. This consists in complete these sections:

- Consumer demographic (gender, age, education level, labour number and annual income of household);
- 's prestigious Farmers' purchase accomplished through behaviour of fishery ecological products (purchase experience, money source, information source);
- Product perception (familiarity, Insightful price, value).

The complete survey was conducted with consumers from Braila, Galati, Tulcea, Constanta, Vrancea and Buzau, all being counties of South East Romania's development region, chosen as the respondents.

The questionnaires distributed in above 6 counties. After eliminating the validity of the returned is complete, 46 valid questionnaires), obtained; the effective response rate was 76 %. From 46 respondents 32 expressed the intention to buy wellness has products.

All the data obtained from the responses at the questionnaires), transformed into statistics variables and then processed. Descriptive Statistics method was mainly adopted to calculate the mean with standard deviation of entry assumes variable, and to examine the different levels of consumers' awareness.

The index values of product familiarity), the ratio between entries assumes product's familiarity value and the average value.

Once it is known that Romania has a great wealth of natural factors spread generously on almost the entire surface of the country, and characterized by a recognition of therapeutic value beyond political borders.

Define natural factors was carried out by parliament for the first time in the year 2002, representing all the elements of physical/chemical therapeutic natural sanogene; they are considered natural factors (under the emergency decree): therapeutic mineral waters, lakes and sludge therapeutic therapeutic gases, all the elements of physico-chemical/climate of marine and coastal sanogeni factors of the main types of bioclima of Romania, including at the pavilion with and salinelor.

It is subsequently changes also in the framework of the re-evaluations spend fund natural, tasks have returned National Institute of recovery, physical medicine and Balneoclimatologie (set up in 2002 by reorganizing physical Medicine Institute, Balneoclimatologie and rehabilitation institute, certified since 1946).

Summation of information on natural factors spread with therapeutic indications (mineral water, sludge and therapeutic salinele), transposed on the map attached (fig. 1) Result in a restriction of their arealului from what he knew, but still with a wider spread out current network of resorts (approximately 90), approved by virtue of the law. The main conclusions from the "master plan for Tourism Development National 2007-2026" is to be found the idea that there are 117 localities with different factors- (water, sludge, gas etc), what is the basis of the resources for 29 resorts of national importance and 32 important locally. Mineral waters with therapeutic indications form prevailed in entire fund of minerals due to the structure of therapeutic geological complex of Romania and their existence in areas relatively restricted territorially in concentrations and different chemical compositions and temperatures varied, allow for dealing with several of the diseases associated with it.

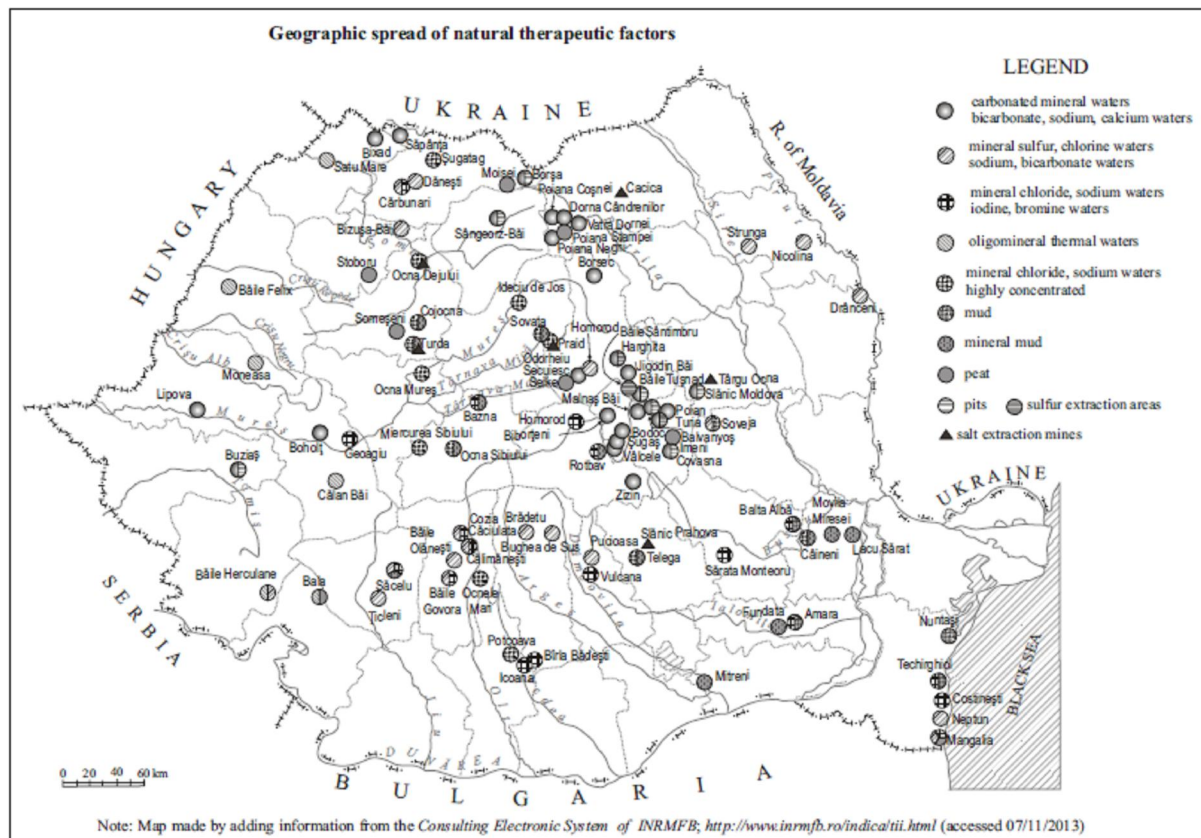


Fig. 1: Geographical spread of natural therapeutic factor

### 3. Results and discussion

#### Consumer characters

The survey is complete gained a total of 46 valid samples and 32 with intention to buy wellness have products. Table 1 shows the demographic characters of respondents.

**Table no. 1 Demographic description of wellness has products consumers**

Demographic variables	Categories	Subjects no.	Percent %
Gender	Male	31	37.80
	Female	51	62.20
Age	18-30	24	29.27
	31-40	29	35.37
	41-50	19	23.17
	51-60	6	7.32
	Above	4	4.88
	<primary school	1	1.22
Educational level	primary school	5	6.10
	junior school	18	21.95
	senior school	20	24.39
	≥college	38	46.34
Labour number of household	<3	41	50.00
	3	19	23.17
	4	21	24.39
	5	2	2.44
	>5	0	0.00

Samples has mostly female (62.20 %). Also features has more inclined to interest in wellness has products. Women show a higher sensitivity in health and are currently operating the propensity than referred to follow the recommendations for nutrition. This new HiFi components featuring however not always reflected by the high consumption of wellness has products higher in women than in men in Western Europe.

Age is often presented as an important factor determining oh demand for spa has product in general and more specifically the consumption (oh wellness has products. However, the demographic determinants such as age will also be correlated with other determinants such as interest and knowledge of health Topics or health status of person shooters. The interest in issues related to health and nutrition, for example increases with age. The most common age group was 31-40; educational level college (46.34 %). Less than 3 person shooter accounts for 50% in the labour number of household. The education level is correlated positively to the image of wellness has products.

### **Purchase behaviour**

Information plays important rolls in the process of consumer purchase. The survey research displayed consumers' main sources of wellness have products information coming from friends and relatives, 34.74 % consumers chosen this item. Wellness products has grape producers attach much importance to their brand reputation so as to retain their old customers and develop new customers, and then keep customers loyal on their brand, which is a successful marketing.

Purchase intention is widely believed that directly interrelated with purchase behaviour, it is the main index to forecast whether consumer will purchase (Zheng et al, 2010), so the wellness has products intention could imply the familiarity of whether consumer will choose a wellness has product in the future. Among the respondents, 32 described that also features considering purchase of wellness has products.

Price, sustainability aspects such as environmental risks (daring of the ecosystem, animal cruelty, etc.) is the main organizations agreeing in general for the consumers. Consumers like environment amongst their first preoccupations and declare to be ready to pay the price requested for a guarantee of quality.

### **The network of resorts**

If preceding the year 2000 defining resorts after taking account of the factors predominant natural and the size or network component of resorts have been neunitare, this time he creates At Romanian level a common language in the first place caused by/ by legislative framework; and even within the same specialization fields (medicine, enough climatology, geography, etc. ) were different ways for the designation and definition, classification, etc. with all that permanent acted toward unification.

At the level of 2002 legislative act and in respect definition classification and tourist resorts after natural factors predominant in subsidised spa resorts, resorts in resorts and climatic balneoclimatice, and after the level of interest in resorts resorts local interest and the national interest.

The sure thing is that the legislative body does no longer show any resorts belong to a certain category of the three, leaving this time the altitude of each this framing, as they do in the case other classification, i.e. the interest. In the period 1996-2002 has been attempted a nomination resorts by normative acts after a diet of natural factors, but without any coverage of all of those which are considered resorts in that period, probably as a result of the degree of difficulty.

It is yes rules tone conditions and procedures for the attestation of tourist resorts frame in order to improve the protection, conservation and exploitation of tourism resources. May be attested that tourism resort of national interest or local, as the case may be, the place or the part of a tourist localities with specific functions, in which economic activities are carried out only tourist product, which has the natural resources and tourist anthropogenic and is delimited on the basis of documentation of the territory management and urban, approved, and approved in accordance with the law, and which meets for one of these categories, minimum criteria laid down in normative acts.

Many scientific works were related to more than 160 of resorts and towns curativi natural factors at the beginning of 1990s the 8th of 2<sup>27</sup>

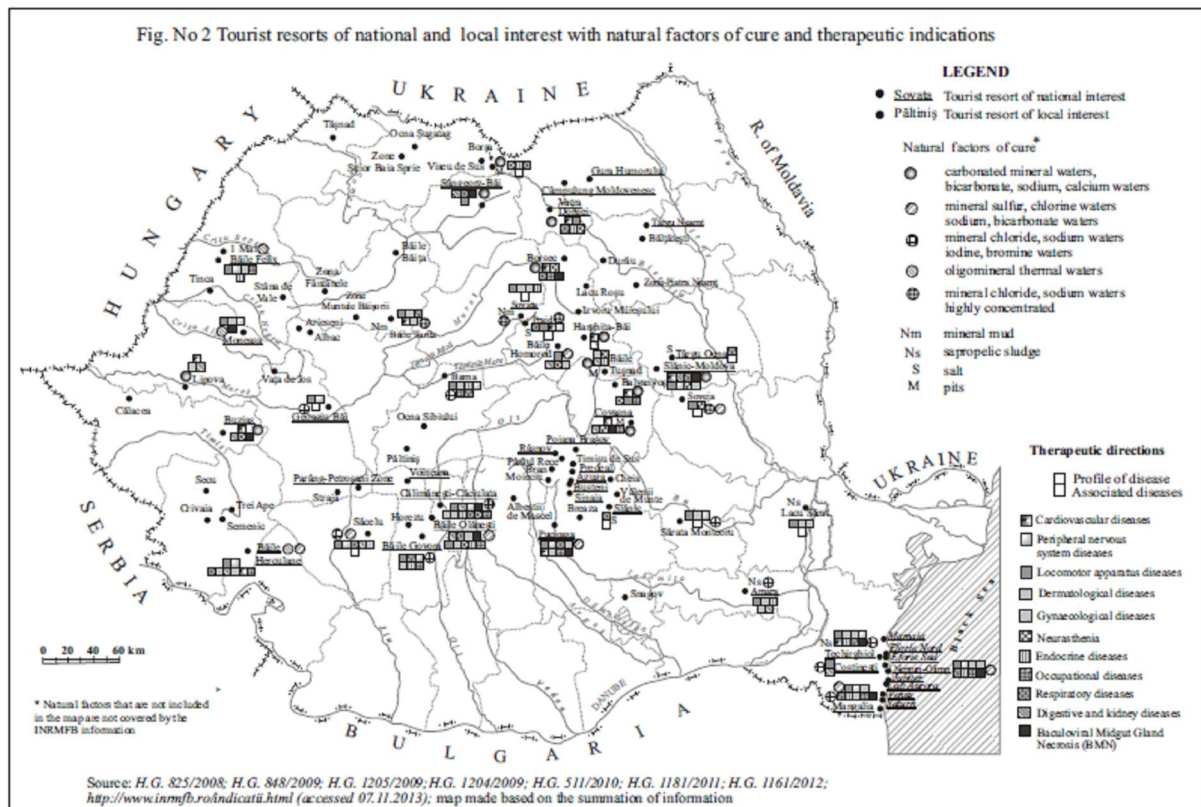
Starting in 2002 this network is structural change by means of a set of normative acts, as in the first wave (in 2002) shall be restraining, being named approximately 60 resorts of national interest and local,

<sup>27</sup> Nicolae Teleki, Laviniu Munteanu, Constantin Stoicescu, Elena Teodoreanu, Ludovic Grigore, *hasnt balneoclimatica in Romania*, Sport • Tourism Publishing House, Bucharest, 1984, p. 8



following so far to extend (fig. 2). Localities and/or areas determined as resorts are delimited by plans of urban design and development, and the test shall be carried out by Tourism Ministry together with the authorities of local public administration and shall be approved by a government decree.

Tourist resorts of national interest are included as a priority in annual program to promote tourism in the product development in the tourism and the development of general infrastructure.



**Fig. 2: Tourist resort of national and local interest with natural factors of legislature and therapeutic indication**

Romanian tourist resorts at this time by the factors of natural a diet provides a framework for the treatment and prevention a series of ailments, including those which characterise specific pathology current civilizations, such as "hipokinetic syndrome" (determined by sedentarism and the lack of prompt on physical effort in the professional activity, transport and life at home), "syndrome dezadaptare" (with the reduction of the thermostatic functions, in accordance with the conditions of the nature is not torn), then feeding disrupted and neigenica, effects of pollution air, water, etc.<sup>28</sup>

### **New requirements, new guidelines on health tourism market in order to increase attractiveness of subsidised spa products**

With all that, so far central and local authorities, trade unions, etc. , have sought to give a new dimension, a new vision tourism spend it remained with an image outdated, the legislature long for retired, the benefits "social", which only by means of a recovery efficiency of natural factors of a diet and not only to them, and with an involvement far deeper and on several plans, will connect to modern concepts and orientations of internationally.

Between the large-scale initiatives started and carried out include:

- Master Plan to the development of Tourism National 2007 - 2026 whose aim to the development of tourism in Romania (including the sector spend) has focused on identifying weaknesses of Romanian tourism industry and on drawing strategic directions on the way in which this can be restructured and in

<sup>28</sup> Nicolae Teleki, Laviniu Munteanu, Sorin Bibicioiu, Romania *balneara - guide to family doctors and practitioners, a work* edited by the employers' group of Tourism spend in Romania, with support from Ministry of Transport, Construction and Tourism, Bucharest, 2004, p. 51.52, 53

which can be secured necessary resources, as well as the manner in which may be regenerated to be able to compete effectively on the world market; Master the plan has been drawn up by a team of experts in the Organization of World Tourism, together with foreign counterparts in the name of the Romanian Government.

- The tourist development programs with aim of providing a broad range of services

And products (including increasing the number of tourists and revenue in the tourism sector), some of which have not found its purpose, other yes (being implemented over short periods of time) or they are just some are in progress, multiple editions. programs - "a week of recovery in the spas" and "decade balneara" (intended for all categories of age) - have remained generous under the aspect of services and prices.

For now, depending on the condition his tender, trends of demand and of the means to be deployed, Romania must make strategic choices if not for can be placed on all markets. If it is desired to have a clientele someone has different, you will need to be developed or refurbished equipment in the same general area distinct: for traditional care and wellness (from 150 to 300 customers a day), for playful practices center aqualudice recorded between 200 and 1,200 entries per day depending on their positioning local and regional). It is therefore necessary lest retraining traditional subsidised spa resorts, as they are, to a certain extent, social resorts. Spend product goes through a period of adjustment to deep existing supply of equipment, services and staff and by a step for the creation of new equipment for diagnosis, treatment and structures of the accommodation. SPAs can seamlessly integrate in medical assistance system in such a way that retriever treatment treating the chronic diseases to be performed predominantly in spas, while hospitals to return treatment of patients with acute illness, more for economic reasons and methodological opportunities.<sup>29</sup>

It seems to me that only print a proper deployment of "of the development strategy of tourism spend", recently drawn up, will be reset to a different position this form of tourism, competitiveness at European and international level, because it is looking at it from a different perspective, as a tourism of health, but without denying it, but only redefinindu it and while enriching your i the content and scope, opening it so new lines of action with a view to modernising and diversification of supply/products offered.

Many governments, international agencies, private health providers and even an enviable medical practitioners it as a means of economic that may cross-subsidise domestic health access and provide a competitive legislature for the problems facing the global health system.

It is necessary that a tourism market segmentation of health care. It is a strategy with 2 main objectives:

- Restoring confidence in the assembly tourism smuggling health with the following topics: legal and regulatory, vocational training and the value of therapeutic treatment;

- Development priority combinations product/market focused on the following topics: development of a tourist sectors "cities thermal spas", rehabilitation spend social sector, the creation of pilot resorts sector in fight against aging, providing assistance for the diversification spend sector (with the action lines: development talasoterapie centers, to encourage the development of component spa/wellness, to encourage the development medical tourism.

Specialisation resorts and/or bases treatment on prevention aging and belts anti-imbatranirie represents a viable solution, especially as the process of aging has become a problem of all the states in the European Union. A product of "medical tourism" and it is addressed to seniors, but to persons who want to pursue, Ana Aslan auction will be a basis for this purpose. Romania is likely to position as a country-pilot on his "aging slow and beautiful" and fight against aging and could create the first European cluster, starting with general medical examination, up to a diet and the production of cosmetic products and/or industrial sites. Locations that are recommended for this purpose Snagov, Mangalia or Techirghiol, Covasna county.

Also, in the implementation concept of resorts "cities thermal spas" are recommended as locations Snagov area (Bucharest), Mangalia (coastal zone), Baile Felix (in the west), League (in Transylvania), hearth a (in Bucovina) and Baile Herculane spa (in Banat).

### **Tourism facilities and attractiveness**

By looking at the situation of the tourist accommodation capacity, starting from the year 1994 (when take it seriously the process of the privatization and restructuring), on tourist destinations

<sup>29</sup> David sun, *Tourism - typology and destinations*, Transverse Publishing House, Targoviste, 2007, p. 154.

(subsidised spa resorts, resorts in the coastal zone, only constant city, resorts in mountain area, Danube Delta area, including Tulcea city, Bucharest and local towns, only Tulcea, other towns and tourism) to be determined by the National Statistics Institute Bucharest stands out a gradual reduction of the fund of the accommodation for the destination resorts across more obvious after 2002, by placing this destination in 2008, before installing economic crisis, on the place 4 (from 17,26 % in 1994 to 15,68 % in 2002.13 % in 2008 and well below this value in 2012) into other, place the front 2 In 1994.

But, the fund units of accommodation (most of 2 and 3 stars) has never known a speedier rejuvenation, visible, accentuated in the last 10 years, by means of the integration of smaller capacities (generally less than 80 accommodation), located as a rule in the extension of existing at the time of construction or less within city limits on places not built on or by substitution of old buildings which are in a high degree of degradation. A part of the units constructed before 1989 has been subject to selection criteria and modernization in accordance with the standards imposed and required tourist market, other part of old fund is located in a decayed, contrasting with the new and modernul, giving the impression any permanent foreign tourist or visitor that is located between the end of life stages of resorts and the beginning of another.

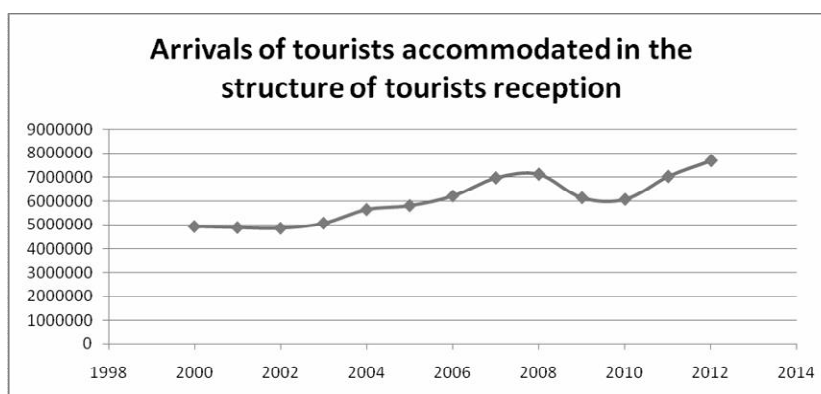
It seems to me that resorts with a tradition as well as sentiments, loneliest Baile Govora, Baile Herculane, etc. and they have lost from the old charm, in the atmosphere of resorts/cities with subsidised spa architecture, new appearing often as a kitsch.

The investments which have benefited from some spas, according to specific by conjunctural factors, money and interests, have been facing in general both in renovation and modernisation of care facilities with tourist accommodation functions (most hotels) with features catering, with features of treatment, and the construction of new units database hotel treatment or other units of accommodation in modern principles according to European standards imposed.

Then, through the facilities of crecut crecut jobs/days for tourist destination "subsidised spa resorts" on the categories of upper comfort and a decrease in lower categories. For example, in 2008 compared to 2001 were recorded following types of accommodation establishments: approximately 7 times the hotel in the category of comfort 4 star (the highest class of comfort for this destination) with number 212060 seats/days in 2008 to 31390 number seats/days in 2001.

S coaterea of partial precarious state of operation in which the treatment of resort by the process of modernization has created conditions of use complex natural factors of a diet in some resorts. Modernisation has met, in isolated cases, the disturbances in equipped and exploitation.

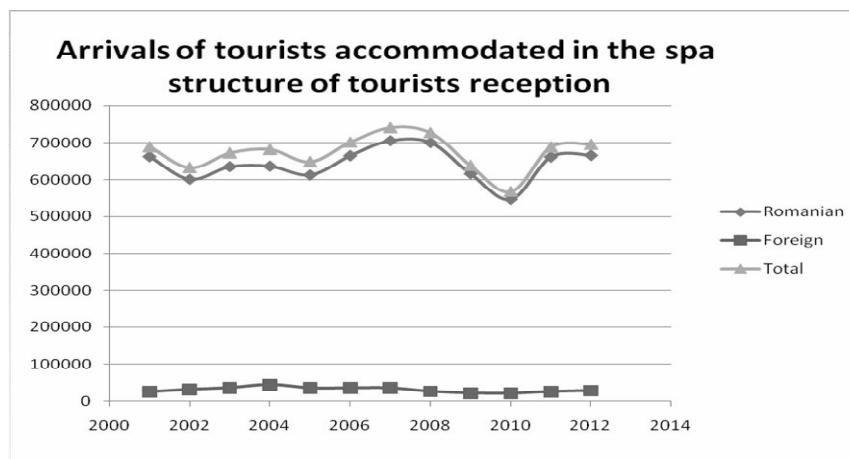
In some instances of care facilities inadaptilitateea tourist at the request of the tourist market balneara (all sorts of legislature and prophylactic procedures of treatment based on natural factors, activities for entertainment, treatments of maintenance - anti-stress, fitness, re-establishing the form, beauty, legislature, etc. ) are matters deficient in life tourist resorts.



**Fig. 3.A: Arrivals of tourists accommodated in the spa structure of tourists' reception**

*Source: National Institute of Statistics, 2012.*





**Fig. 3.B: arrivals of tourists accommodated in the spa structure of tourists' reception**

*Source: National Institute of Statistics, 2012.*

Statistics announced in general an increase in the number of tourists from 2000 to 2012 (Fig. no. 3.a and 3.b). In 2000 Romania has practiced by providing tourist services, an aggressive policy for the presentation of tourist products. Only during the period 2002-2003, participated in approximately 60 trade fairs and exhibitions annual international (of which 55 in Europe, two in the Middle East, two in North America and one in Japan) occasions by which 250 companies Romanian tourist was present, have exposed and have negotiated contracts for international tourism, and over 3.5 million visitors came to Romania stands.<sup>30</sup> Aggressive campaign to promote tourism spend it seems that has a positive effect on the destination "subsidised spa resorts", that each year of the period 2000 to 2004 was, at the time, characterised by a surplus of foreign tourists from the precedent, from 25512 persons in 2000 to 45080 people in 2004. It is not an accident that, in the "Study on merits of the development strategy of tourism in Romania's accession to the European Union, Phase I - tourism in Romania - analysis of the situation existing, Bucharest, September, 2005" show that in 2004 between all tourist destinations, spas were very well flows of foreign tourists, the issuing country main tourists to Romania, Hungary, Germany, Israel, Austria - held 74,93 % of the market, a percentage higher than the average net by country. And currently same remained issuing countries, only that the positions have changed.

In the category Romanian tourists, which will form the basis arrival lounges tourists in the structures of receipt with functions of tourist accommodation, with a consistent percentage shall be entered tourists attracted by the different types of subsidies supported by health insurance funds or the pension fund, the financial aid granted by trade unions of companies of the tenders launched by special tourist programs.

#### 4. Conclusions

Tourism spend will make up gradually and the full contribution to economic and social development of the country. Its debut positive effects in revitalising tourism spend, as a result of implementation of strategies and policies for national development, development spend tourism strategy and of its implementation, as well as successfully and the achievement of the objective set by "Master Plan for National Tourism Development 2007-2026", by efforts undertaken by the institutions of the Romanian state and national organizations specialized in collaboration with European ones are a guarantee on the sustainable development of tourism spend, the tourism in general. The increase in future growth opportunities to meet their foreign and Romanian tourists, has used wealth and diversity of natural factors perceived. In this way, Romania will become competitive at international level and he will regain fame certainly considered that the country of origin balneara.

The research results show spa has consumers have different perception of medical and wellness has. The information channels of brand has mainly from friends, relatives and neighbours, so word of mouth spreading is very important for a brand. The higher price of foreign Insightful fishery organic brands may reduce consumers' Insightful value and purchase intention to them.

<sup>30</sup> Constantin Anghelache, Romania 2004.economic status in election year, economic Publishing House, Bucharest, 2004, p. 265.

In conclusion, although this paper is an empirical study based on 46 valid samples, it provides a chance to understand consumers' awareness to different wellness has products brands in Romania. A further quantitative research with wider samples will be switch-in the future.

Terms of tourism medical and wellness applied inconsistently in the world, and this can cause confusion for the hospitality, consumers, and governments. Establish a clear certain definitions would improve marketing and the development of domestic tourism products, in order to reduce consumer confusion.

## References

1. Anghelache, Ctin. Romania 2004. Economic status in an election year, Economic Publishing House, Bucharest, 2004;
2. Global Spa Summit and SRI International. Spas and the Global Wellness Market. 2010. [http://www.globalspasummit.org/images/stories/pdf/gss\\_sri\\_spasandwellnessreport\\_rev\\_82010.pdf](http://www.globalspasummit.org/images/stories/pdf/gss_sri_spasandwellnessreport_rev_82010.pdf).
3. Hall, M., Health and Medical Tourism: Kill or Cure for Global Public Health?, 2011 (<http://cantenbury-nz.academia.edu/CMichaelHall/Papers/430045/>)
4. Horowitz, Michael and Rosensweig, Jeffrey. "Medical Tourism vs. Traditional International Medical Travel: A Tale of Two Models." International Medical Travel Journal. 2008. <http://www.imtjonline.com/articles/2008/medical-tourism-vs-traditional-international-medical-travel-a-tale-of-two-models/>.
5. Mazilu, Mirela, Romania Oscillating in the Shaping of the Tourism Destination Profile at a World Level, in „Recent Researches in Tourism and Economic Development”, Proceedings of the 1st International Conference on Tourism and Economic Development (TED '11), Editors Mirela Mazilu, Liviu Alexandru Sofonea, Craiova University Center Drobeta Turnu Severin, 2001;
6. Mueller, Hansruedi and Kaufmann, Eveline Lanz. "Wellness Tourism: Market analysis of a special health tourism segment and implications for the hotel industry." Journal of Vacation Marketing. Volume 7.1 (2001). [http://lanz-kaufmann.ch/doc/pub\\_art\\_vacationmeeting.pdf](http://lanz-kaufmann.ch/doc/pub_art_vacationmeeting.pdf).
7. Pricăjan, A., Airinei, St., Hydromineral spa richness of Romania, Bucharest, 1981;
8. Pricăjan, Artemiu, The therapeutic minerals substances of Romania, Scientific and Encyclopaedic Publishing House, Bucharest, 1985
9. Rabonțu, Cecilia Irina, Babucea, Ana Gabriela, Regional Offsets in Romanian Tourism from the Perspective of Accommodation Capacity, in „Recent Researches in Tourism and Economic Development”, Proceedings of the 1st International Conference on Tourism and Economic Development (TED '11), Editors Mirela Mazilu, Liviu Alexandru Sofonea, Craiova University Center Drobeta Turnu Severin, 2001;
10. Soare, Ionica Tourism - Types and destinations, Transversal Publishing House, Targoviste, 2007;
11. Soare, Ionica, Balneary Tourism and Sustainable Development on the Romanian Territory, in the Proceeding of the 9th International Conference, the Risk in the Contemporary Economy, „Dunărea de Jos” University of Galați, Romania, 29-30 November 2007;
12. Soare, Ionica, Costachie, S., Mazilu, Mirela, Dumitrescu, Daniela, The Repercussion of Romania's Integration in the European Union over the Spa Tourism Potential, in „Recent Researches in Tourism and Economic Development”, Proceedings of the 1st International Conference on Tourism and Economic Development (TED '11), Editors Mirela Mazilu, Liviu Alexandru Sofonea, Craiova University Center Drobeta Turnu Severin, 2001;
13. Stephano, Renee-Marie and Erazo, Christin. "Health Tourism – The Integration of Health and Medical Wellness." Health Tourism Magazine. July 15, 2009. <http://www.healthtourismmagazine.com/article-detail.php?issue=issue-1&article=Integration>.
14. Teleki, N., Munteanu, L. Bibicioiu S. Spa Romania - a guide for family doctors and speciality doctors, the paper published by the Organization of spa tourism in Romania with support from the Ministry of Transport, Constructions and Tourism, Bucharest, 2004 ;
15. Teleki, N., Munteanu, L. Stoicescu, Ctin., Teodoreanu, Helen Gregory, L. The balneoclimatic Spa Treatment in Romania, Sport – Tourism Publishing House, Bucharest, 2004;
16. Teleki, N., Munteanu, L., Stoicescu, Ctin, Teodoreanu, Elena, Grigore, L. Cura balneoclimatică în România, Editura Sport • Turism, București, 2004;
17. Teodoreanu, Elena, Dacos-Swobod, Mariana, Ardeleanu, Camelia, Enache, L. The bioclimat of balneoclimatic resorts of Romania, Bucharest, 1984;
18. [http://www.inrmfb.ro/index\\_filex/Page360.htm](http://www.inrmfb.ro/index_filex/Page360.htm)
19. [http://www.infotravelromania.ro/master\\_plan\\_turism/master\\_plan.pdf](http://www.infotravelromania.ro/master_plan_turism/master_plan.pdf)
20. <http://www.turism.gov.ro/ro/proiecte-minister/2/master-plan/>
21. [http://www.fptr.org/derefacere\\_decada.html](http://www.fptr.org/derefacere_decada.html);
22. <http://www.bloombiz.ro/turism/ministerul-turismului-anunata-program...>
23. [http://www.mdrl.ro/documente/turism/studii\\_strategii/masterplan\\_turism\\_balnear.pdf](http://www.mdrl.ro/documente/turism/studii_strategii/masterplan_turism_balnear.pdf)
24. [http://www.mdrl.ro/documente/turism/studii\\_strategii/masterplan\\_turism\\_balnear.pdf](http://www.mdrl.ro/documente/turism/studii_strategii/masterplan_turism_balnear.pdf)
25. [http://www.mdrl.ro/documente/turism/studii\\_strategii/masterplan\\_turism\\_balnear.pdf](http://www.mdrl.ro/documente/turism/studii_strategii/masterplan_turism_balnear.pdf)
26. <http://www.sindromania.ro/>
27. [http://www.spas.ro/birouri\\_in\\_strainatate/](http://www.spas.ro/birouri_in_strainatate/)
28. <http://www.spas.ro/statiuni/>
29. <https://statistici.insse.ro/index.jsp?page=tempo3&lang=ro&ind=TUR105b:TUR103C>
30. <https://statistici.insse.ro/index.jsp?page=tempo3&lang=ro&ind=TUR103C>
31. <https://statistici.insse.ro/index.jsp?page=tempo3&lang=ro&ind=TUR104C>