

ISSN 1857 - 92

INTERNATIONAL JOURNAL

Institute of Knowledge Management

KNOWLEDGE



Scientific papers
Vol. 14.3.

THE POWER OF KNOWLEDGE



IJK, V. 14.3. pp 859-1291, Skopje, 2016

<http://globalimpactfactor.com/knowledge-international-journal/>
Global Impact and Quality Factor 1.023 (2015)

KNOWLEDGE



***INTERNATIONAL JOURNAL
SCIENTIFIC PAPERS
VOL 14.3***

7-9 October, 2016

Agia Triada, GREECE



KNOWLEDGE

International Journal Scientific papers Vol. 14.3

EDITORIAL BOARD

Vlado Kambovski PhD, Robert Dimitrovski PhD, Siniša Zarić PhD, Maria Kavdanska PhD, Venelin Terziev PhD, Mirjana Borota – Popovska PhD, Predrag Trajković PhD, Jove Kekenovski PhD, Svetlana Trajković PhD, Zivota Radosavljević PhD, Margarita Koleva PhD, Mile Matijević PhD, Nonka Mateva PhD, Rositsa Chobanova PhD, Aleksandar Nikolovski PhD, Marija Knezević PhD, Snežana Miličević PhD, Irina Singaveskaya PhD, Dzulijana Tomovska PhD, Oliver Dimitrijević PhD, Nedzat Koraljić PhD, Nebojsa Pavlović PhD, Nikolina Ognenska PhD, Dimitrija Popovski PhD, Lisen Bashkurti PhD, Tome Naumov PhD, Trajce Dojcinovski PhD, Jana Merdzanova PhD, Zoran Srzentić PhD, Nikolai Sashkov Cankov PhD

Preparing and correction: Liljana Pushova

Print: GRAFOPROM – Bitola

Editor: IKM – Skopje

For editor

Robert Dimitrovski, PhD

KNOWLEDGE

International Journal Scientific Papers Vol. 14.3

ISSN 1857-92

Tenth International Scientific Conference
THE POWER OF KNOWLEDGE
7-9.10.2016, Greece

Dimitar Georgiev Shopov	1147
TELEMEDICINE: THEN AND NOW	1151
Marina Jovanovic Milenkovic Ph.D,	1151
Jovanka Vukmirovic Ph.D,	1151
Dejan Milenkovic Ph.D,	1151
Aleksandra Vukmirovic,	1151
INFORMATION AND COMMUNICATION TECHNOLOGIES FOR DISABLED PEOPLE	1157
Angelina Kirkova-Bogdanova	1157
Daniela Taneva	1157
Yordanka Tsokova	1157
MANAGEMENT OF GEOMEDICAL TOURISM	1163
Krassimira Staneva, Ph.D	1163
ENGLISH FOR MEDICAL STUDENTS: THE IMPORTANCE OF DEVELOPING CREATIVE ACTIVITIES.....	1169
Lela Ivanovska, MA.....	1169
NEW EFFICIENT METHOD OF APPROXIMATION OF IDEAL FUNCTIONS WITH RECTANGULAR SHAPES	1173
Peter Apostolov, ScD,.....	1173
Alexey Stefanov, PhD,.....	1173
Ludmila Taneva, PhD,	1173
Uliana Pascaleva, PhD,	1173
ENDANGERING THE SAFETY OF HIGH DAMS	1179
Mile Rakić, Ph.D.....	1179
Zlatan Filipović, Ph.D.....	1179
EXPERIMENTAL STUDY OF USING THE K-NEAREST NEIGHBOUR CLASSIFIER WITH FILTER METHODS.....	1191
Jasmina Đ. Novaković	1191
Alempije Veljović.....	1191
Marina Lakčević	1191
Jasmina Aleksić	1191
MODELING OF MECHANICAL PARTS IN AUTODESK INVENTOR	1197
Nebojsa J. Dimitrijevic, PhD	1197
Branislav B. Dimitrijević, BSc	1197
BASIS OF MAXIMUM QUALITATIVE UTILIZED SAWING IN CUTTING BEECH	1205

MANAGEMENT OF GEOMEDICAL TOURISM

Krassimira Staneva, Ph.D

University of Forestry- Sofia, Republic of Bulgaria, bagg.ks@gmail.com

Abstract: A special innovative tourism product including medical rehabilitation in forest environment, healthy walking, Geo Wellness /eco SPA and additional touristic services under medical control are presented. The key elements for creation of Geomedical destinations as duration of destination, seasonal conditionality, Geo medical information/ clients' health risk information, accessibility to the site, logistic information, accommodation information- wild and traditional type, recreation services information and additional touristic services information are described. The management of Geomedical tourism is connecting to logic framework, including an analysis of client's interest, resources potential and additional touristic services; planning with identification of target groups, touristic routes and touristic benefits; marketing-description of generating market and market allocation chart. The core of creation is Geomedical environmental assessment. Some management problems were outlined- management of HR, contractors and touristic infrastructures. The creation of market strategy has to be in line with brand positioning and product's positioning strategy including implementation of HSE certification.

Keywords: management, Geomedical tourism, HR, marketing, HSE certification

МЕНИДЖМЪНТ НА ГЕОМЕДИЦИНСКИЯ ТУРИЗЪМ

Доц. д-р Красимира Станева

Лесотехнически университет, София, bagg.ks@gmail.com

Абстракт: Представя се иновативен специализиран туристически продукт, който включва медицинска рехабилитация в природна среда, здравословно ходене, Geo Wellness, еко SPA и допълнителни туристически услуги, провеждани под медицински контрол. Основните елементи, необходими за разработване на такава дестинация като продължителност, сезонна предопределеност, геомедицинска информация за здравословния риск, достъпност до средата, данни за типа на базата за нощуване, рекреационните и допълнителните туристически услуги, които се предлагат на туристите са описани. Мениджмънтът на геомедицинския туризъм е свързан с логическа рамка, която включва анализ на средата и ресурсния потенциал, планиране на дейностите с идентификация на целевите групи туристи, маршрутите и ползите за участващите страни и маркетингова позиционираща стратегия. Същността на продукта е геомедицинската оценка на средата и изработване на индивидуален рекреационен план за клиентите. Разгледани са някои проблеми, свързани с организирането и предлагането на туристическия продукт, като са предложени решения, свързани с управление на персонала, контракторите и въвеждането на стандарти за HSE.

INTRODUCTION

Geomedical tourism is complicated system of different services of tourism, medical rehabilitation and entertainment's areas [1] The complex consists of tourism destination modeling, health tourism in natural environment, individual medical rehabilitation, geomedical assessment of outdoor and indoor environment, additional touristic services from alternative tourism range, tourist animation and Wellbeing industry elements: Geo Wellness, eco SPA [2], Wellment services [3], healing food and individual management of leisure time.

Geomedical recreation is balanced process joined clients to maintain their physical, psychoemotional and social function.

The core of Geomedical tourism is to consider the destination as a whole and general living system having its specific and distinguishing features that make it unique compared to the other rest. Geomedical tourism use interdisciplinary database from different areas of knowledge: Geosciences, Geomedicine (in sensu stricto), Landscape architecture, Climatology, Biodiversity, Medical rehabilitation, Public health, Management of tourism (fig. 1).



Fig. 1 Geomedical tourism and Interdisciplinary database

The Geomedical recreation is balanced process joined clients to maintain their physical, psychoemotional and social function. As an element of Wellbeing has a positive impact on people it could be brought to the special place in health prevention and quality of life [4]. On the basis of existing experience [5, 6, 1P, 2P, 3P] a new recreation geomedical concept is presented. It is aligned multi-dimensional model aimed at influencing the physical, spiritual, emotional and mental health. Based on a holistic approach integrating body and soul, geomedical touristic culture can describe as a special approach for improving of quality of life of population.

METHODS OF INVESTIGATIONS

- References review
- Comparing touristic products to geomedical tourism services
- Market research and assessment;
- Studying environmental and geological conditions
- Evaluation of prerequisites for development of Geomedical tourism destination;
- Developing/modeling of geomedical tourism destinations.

RESULTS AND DISCUSSION

Comparing Geomedical tourism to other touristic services as medical tourism, health tourism [7] and Forest medicine, we obtained the clear differences: the presented innovative product is aimed at a wide range of people which need to improve their quality of life. The main techniques are a combination of medical care and typical travel services. This is the main advantage of new touristic product. On the other hand, in Japan, the forest bathing trip, called "Shinrinyoku" with natural 2-3 days aromatherapy is the focus of Forest medicine [8, 9]. Obviously geomedical tourism contents similar elements of mentioned types of tourism, but it is combined touristic product of fascinated landscape, medical care/rehabilitation, health food and very new geomedical healing culture. In additional, our product is suitable for children with special education needs [10].

“Health tourism is more encompassing. Aside from medical tourism, it refers to people traveling to other countries for preventive and rehabilitative care. In fact, all forms of proactive and reactive healthcare including wellness initiatives are part of health tourism” [7].

- **Market's assessment**

The changes of healthcare globally are challenges for healthcare tourism development. Tourists' needs motivate the professionals to create suitable and attractive health care services.

The main generating market for Balkan countries 2015-2016 (fig.2). Challenges after some political, economic and natural crisis provoked all professionals to manage very new tourism product with respect to changed clients' interests, needs and possibility to invest in their health.



Fig. 2 Main generating tourism market for Balkan countries 2015-2016 (according to Bulgarian Association of Geomedicine and Geotherapy data)

More of Balkan respondents, joined to “KTIA_AIK_12-1-2013-004 Balkan Wellbeing Concept” prefer mountains, forests and natural treatment for remediation (fig.3). A good climate and thermal baths give them better treatment conditions.

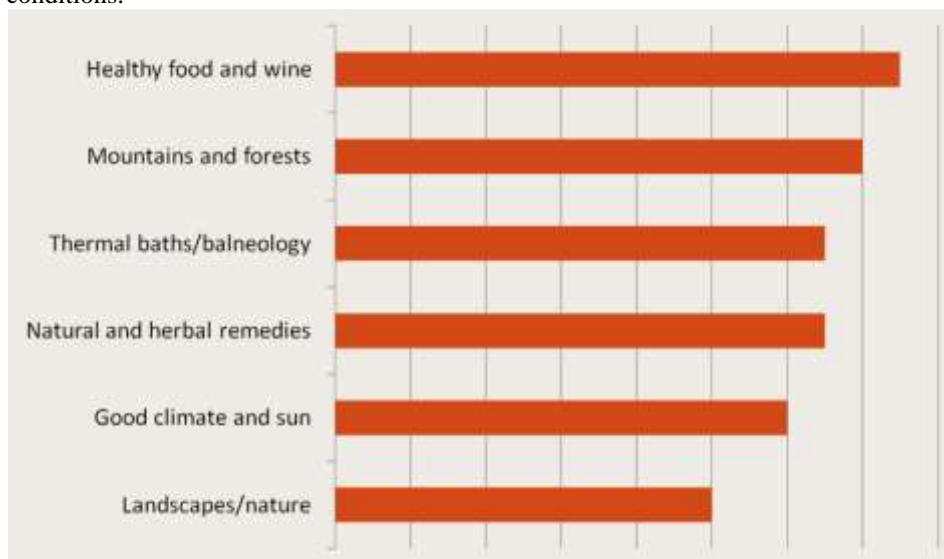


Fig. 3 Europa Tourism Market Allocation Chart (according to Wellbeing Concept 2013-2015)

Prerequisites for development of Geomedical touristic destination

The suitable combination between landscape, attractive geological view, mineral waters and heritage is the basement for geomedical destination development. There are touristic recourses which we can describe as main preconditions for development of successful geomedical tourism. (fig. 4). Specific integrity of medical rehabilitation and touristic services is main principle of the modeling. The complex interaction of different kind services aiming to recreation on body and psycho emotional level of clients obtain the synergy of each structural elements of geomedical tourism architectonics.

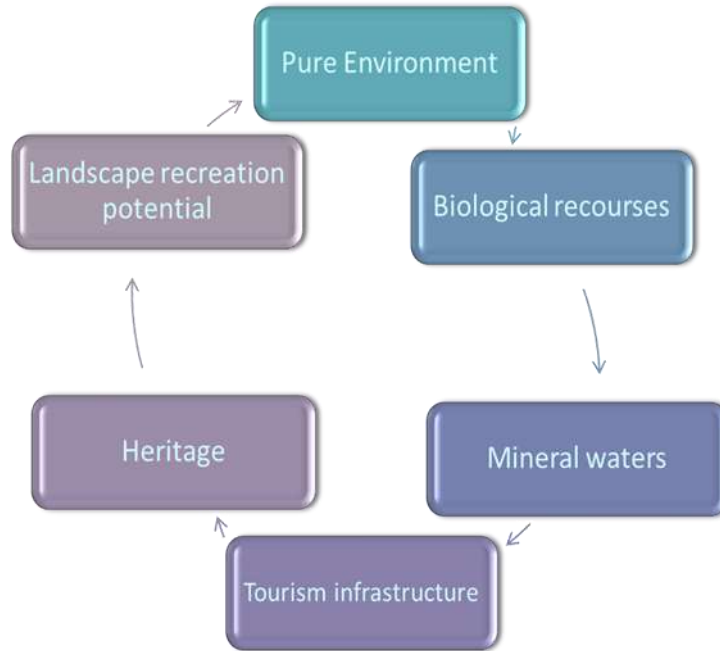


Fig. 4 Some preconditions for development of geomedical tourism destinations

But some outlined benefits of outdoor recreation including geopathic stress analysis and Applied Kinesiology test (AK) [1-5] can use as an additional key for Geomedical tourism destination's creation.

The core of preliminary research for creation of Geomedical tourism destination is a geomedical environment assessment. Resumed our experience (2007-2016), [10] we choose the following elements for those evaluation:

- Climate;
- Landscape recreation assessment;
- Environment assessment;
- Geopathic stress evaluation;
- Biological resources- herbs, woods, lichens;
- Geological places assessment
- Biomedical assessment of natural resources;
- Psycho emotional assessment of mountain environment;
- Wellbeing effect

Management of Geomedical tourism destinations (GMT)

Sequence of organizing elements Steps of modeling

The steps of modeling include some different types of analysis and evaluation of obtained results as analysis of clients' interests and resources in generally. When we try to describe the modeling process, we have to focus on "analysis of clients' profile, environmental resources, touristic infrastructure, touristic facilities and an additional helpful touristic information" (fig.5) .

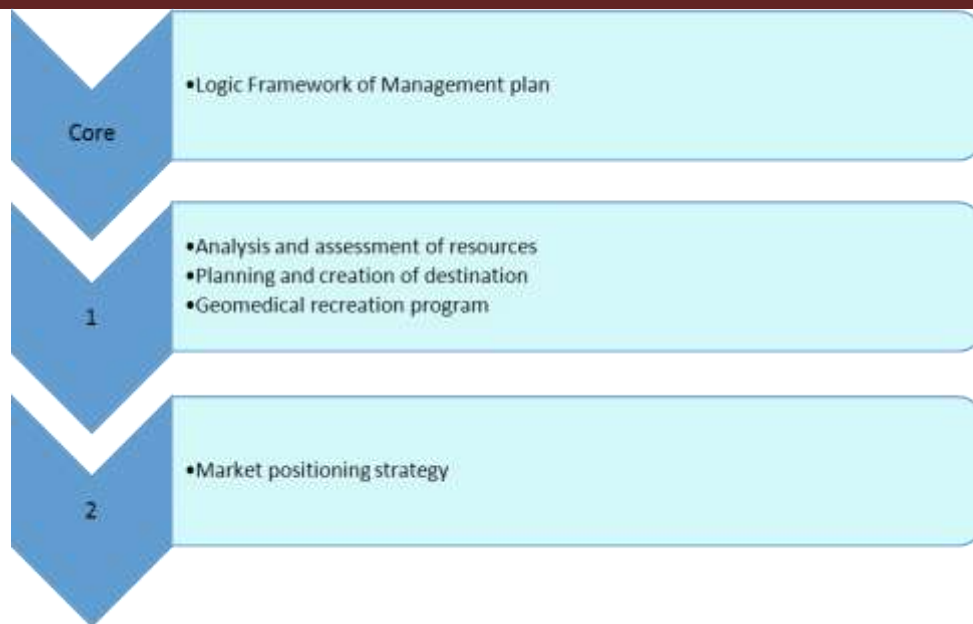


Fig. 5 Logic framework of modeling

Next step of creation is “Planning of GMT destination”. Our attention is in line with identification of touristic routes, target groups, offered services-basic and additional, clients’ and touristic company’s benefits. An individual rehabilitation/SPA program is the key of working with clients. Our attention is directed to the physical condition of each client and its specific needs and expectations for treatment. To achieve the Wellbeing effect we focus on additional tourism services as eco SPA, cultural events, healthy food, green energy relax, attractions and creation tourism. Special attention we paid on “geopathic stress free zone”[11] for touristic infrastructure and environment also. Some of Bulgarian hotels obtained the certificate for healing outdoor and indoor environment.

The Geomedical program depends on client’s interests, physical conditions and motivation for outdoor recreation. The focus of geomedical recreational programs is leisure activities outdoor. The geomedical programs are planned and organized according client’s health condition and interests to develop better social skills and new relationships with other people for stress’s reducing.

The third step of modeling is “Management of advertising program, positioning and branding”. We need to obtain the synergy effect of every construction elements as:

- Creation of promotional materials. Vision (logo)
- Maintaining of advertising environment
- Management of commercial interests
- Management of social importance of Geo medical tourism
- Creation of multi-functional impact on tourists

Comparing this step of the three most significant actions of destination modelling, we can make a list with attributes of management. The relationship between Geomedical and Forest tourism was explored by our research: healthy treatment in forest environment. But the big advances of new Geomedical tourism product is its special focus on combination/mix of different healing activities under medical control in line with an individual physiological condition of clients (fig. 5).

An identification of some management problems

The more often problems are in line with management of personnel. The lack of professional expertise, work experience, motivation and team’s Wellbeing culture are real prerequisites for lack of success. Using group interventions for basic recreation, we can lost the individual client’s-trainer connection. A detailed overview of physical condition and additional information about client’s interests can be gathered in very basic recreation level to ignore negative outcomes.

The implementation of HSE assessment risk analysis and ergonomic audit of work environment according to ISO standards was described as main solution for solving the problems. As additional solutions we outlined the management of HR, contractors and touristic infrastructure.

CONCLUSION

The core of Geomedical Tourism is to consider the destination as a whole and general living system having its specific and distinguishing features that make it unique compared to the other rest. The holistic approach of Geomedical tourism based on synergy of different areas of knowledge. Geomedical recreation consists various specific techniques for recreation practice as well as interdisciplinary methods. Applying the “holistic model of health (from "patient" to "partner") as well as greater emphasis on quality of life as the unifying focus for all health and human services professionals” [12], geomedical tourism is a new approach in the area of public health and tourism also.

Resuming our experience and client’s feedback we can conclude that Geomedical product is a highly efficient “anti-stress” product and effective for different target groups. It is a successful element of Wellbeing tourism with special focus on natural recreation of clients’ health condition and improving of their quality of life [13].

REFERENCES

- [1]. Станева, К.. Основи на SPA и балнеотуризма. ISBN 978-619-160-202-5. Авангард Прима, 2013.
 - [2]. Станева, К., Е. Маринов, В. Тодоров. Съвременни тенденции за развитие на Гео уелнес и Еко Спа туризма в България. Сборник научни трудове на Годишната университетска научна конференция в Националния военен университет “Васил Левски”, ISSN 1314-1937, 20-26. Изд. Комплекс на НБУ „В. Левски“, 2013.
 - [3]. Станева, К., С. Балтова, Ч. Георгиев, Е. Маринов, 2015. Wellment туристически услуги в България. Езотерични туристически дестинации в Родопите. НБУ, ISSN 1314-1937 (под печат). Изд. Комплекс на НБУ „В. Левски“, 2015.
 - [4]. Станева, К. Мениджмънт на уелнес туризма и качество на живот. Науч. конф. с международно участие Знанието-традиции, иновации, перспективи, Бургас, т. III, 369-374. ISBN 978-954-9370-97-3, 369-374, 2013.
 - [5]. Staneva, K. Geomedical Tourism- the beginning and new sollutions. Balkan Wellbeing 2 International workshop in Budapest, 2014 . <http://www.metropolitan.hu/en/about-us/160/balkan-wellbeing.html>
 - [6]. Staneva, K. Implementation of Forestry medicine in tourism, GMR., 29-35, 2015.
 - [7]. Russ, Alan. The Coming Boom In Health Tourism, 2016.
www.fl12.orbes.co12.m/sites/russalanprince/2016/05/02/the-coming-boom-in-health-tourism/#5f36e7133024.
 - [8]. Lee J. , Park B J. , Tsunetsugu Y. , Ohira T. , Kagawa T. , Miyazaki Y. Effect of forest bathing on physiological and psychological responses in young Japanese male subjects. Public Health. ;125(2):93-100, 2011.
 - [9]. Li Q. Effect of forest bathing trips on human immune function. Environ Health Prev. Med. 15(1):9-17, 2010.
 - [10]. Маринов, Е., К. Станева. Ерготерапевтични стратегии при деца с координационни нарушения разстройства на развитието. НБУ ISSN 1314-1937 (под печат) Изд. Комплекс на НБУ „В. Левски”, с. 18 – 23; ISBN 1314-1937, 2014.
 - [11]. Станева, К., Ем. Маринов, М. Маринов. Скрининг на гепатогенни зони –възможности и решения за неутрализирането им. Сп. ГМР, 7, 32-35, 2015.
 - [12]. Shank, J., C. Coyle. Therapeutic Recreation in Health Promotion and Rehabilitation, Venture Publishing, Inc., 2002.
 - [13]. Станева, К., Е. Маринов. Концептуален модел за устойчиво развитие на Wellbeing и Medical SPA в България, използвайки геомедицински индикатори. Тракийски университет, Мед. Колеж, 301-306., 2014.
- Projects sources:**
- 1 P. KTIA_AIK_12-1-2013-004, financed by Research and Technology Innovation Fund). Budapest, Hungary, 2013 – 2015
 - 2 P. Project “Our students - healthy by geomedical tourism”,financed by Bulgarian Association of Geomedicine and Geotherapy, 2010-2014. <http://www.medicalgeology.org/pages/public/imga/Bulgaria.html>
 - 3 P. Project “Our students - healthy by geomedical tourism”,financed by Bulgarian Association of Geomedicine and Geotherapy, 2010-2014. <http://www.medicalgeology.org/pages/public/imga/Bulgaria.html>