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INCENTIVE MEASURES FOR DEVELOPMENT OF HEALTH TOURISM: THE CASE OF THE REPUBLIC OF CROATIA

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In a current environment depicted by the process of globalization, technology development and knowledge society, a necessary condition for economic development is closer cooperation between academia, industry and the public sector in establishing a mechanism for joint action to achieve development goals. Moreover, strategies based on the triple helix perspective recognize and stress the importance of harmonization and cooperation between all stakeholders, as well as the importance of creating an enabling business environment and creating innovation. Health tourism represents a niche with a significant development potential. The aim of the paper is to present and analyze incentive measures for health tourism development on the example of the Republic of Croatia. The analysis has shown that it is necessary to provide scientific and research basis for successful governance of future development policies and to introduce quality programs and improved management in the overall system of healthcare and tourism supply. Several initiatives by the Ministry of Economy have been launched to encourage research, development and innovation and to build centers of excellence in the field of health tourism that should contribute to the strengthening the innovation capacity of the business sector; development and promotion of new information-communication technology solutions in health tourism, thus strengthening the competitiveness and export growth of the Croatian economy; and to linking academic, public and business sectors through the existing infrastructure in order to create the innovation value chain.

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RELATION BETWEEN TOURISM AND HEALTH: CASE STUDY AIDS IN LEBANON

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Each year, 600 million tourists travelled abroad to practice several types of tourism. Nowadays, whatever is the type of tourism practiced it considered as a real public health problem which can contribute the spread of several diseases such as AIDS, H1N1, NDM1 (Ricardo, Tejeida, Padillo, 2007). With regard to HIV/AIDS, Lebanon is always considered as a low HIV prevalence country. However, the potential risks associated with the mobility of the population, migration and tourism. The total number of cases reported by the ministry of health since 1989 until the end of 2011 is of 1455 cases, with an average of 85 new cases per year over the last three years. The main reason of the increased number is Travel and migration which represent 50% of the risks reported by cumulative cases. (Ministry of health). Given the interest of this kind of epidemic it would be interesting to study the Evolution of HIV/ AIDS and its relation with travel and tourism. The main aim of my research is to study in general the relation between tourism and health, more specific to understand the relation between Tourism and AIDS, the problem of the transmission of HIV in Lebanon, the ways of contamination and the countries in which these people are contaminated.

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