

Schedule of Events



10th ANNIVERSARY

European Wellness&SPA&Thalasso Education
in Bulgaria and the Balkans
National Sports Academy "V. Levski"



QUALITY
WATER
SERVICE



The Events are with the financial support of the Bulgarian Research Fund and the Ministry of the Education & Science.
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WELLNESS ACADEMY
PEĐA FILIPOVIĆ

WAPF

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(International Youth Movement - Bleu Cluster)

Asya Stoycheva, Doctoral student

(Wellness&Spa Benchmarking)

Yanica Tsareva, SPA-Master / Doctoral student

(International Spa Managers Club)

Live Stream:

Ivan Marazov

(Wellness & SPA Benchmarking and owner "Marazov, Ltd")

Media partners:

Wellness Media Club, Radio Programme Sofia

Pulse, Horizon Program, magazine "Tourism and

Leisure", np. Standart, 12 partners Web sites,

Corporate Health and Wellness Association,

Corporate Wellness, Worksite Wellness, ILHA-

Smart brief, Hospitality - hotel & Tourism, the

Sherpa, Life Steam on the web of the cluster

platform GWH - Facebook page: Global Water

health (for Android and iPhone) and our online

professional partners groups which are more than

10 000 supporters on our online Club.

PRESS RELEASE

The Event?

10th Anniversary of European Wellness&SPA& Thalasso Education in Bulgaria and the Balkans

Who are the participants?

National Sport Academy "Vassil Levski", Sofia Metropolitan Municipality and Global Water Health Cluster Platform, with the kind partnership of: the Balkan Cluster for Health, Wellness & Spa Tourism, Wellness Institute Bulgaria, The International SPA managers Club, the Ministries of: Youth & Sport, Education & Science, Tourism, Labour & Social policies, Economy, the Cluster for electro mobility EMIC and other NGO's in the field of recreation and tourism, like the: The International tourism consultancy agency - Stevens & Associates, The Spa and Wellness International Council in Russia, The International Dynamic Destinations Research Centre at the School of Management, Swansea University, The Med Spa Association of Montenegro, Aspire Academy Qatar, The Health Cluster of Montenegro, The Cluster Bridge Switzerland, The Federation of the sports pedagogues of Macedonia, Global Biomed, International Brand Kristoff and the Wellness Institutes of: Macedonia, Greece, Kauai (Hawaii), Kosovo, Albania and Serbia, International Association of Geomedicine and Geotherapy, and the Bulgarian partners: Enterprise touristic service of Sofia Municipality, Bulgarian Tourism Chamber, Varna and Bourgas Tourism Chamber, Natural Park "Golden Sands", International water bridge Bulgaria, Bulgarian Association of Geomedicine and Geotherapy, Association for quality of life, Bulgarian National Radio, Specialized magazine "Tourism and recreation", and 13 Universities participants **make up the panel to debate on the Jubilee Round table:** 10th Anniversary, of European Wellness&SPA& Thalasso Education in Bulgaria and the Balkans.

What kind of events?

There are organized on 2017, September 20th and 21th the Jubilee events.

September 20th 2017 at 16:30 h - **the Jubilee Round table with Award Ceremony**, which will present the Bulgarian achievements in science, education and business products through the "Innovations in the Recreative&Wellness industry and the Niche Tourism".

September 21th, 2017, at 09:30 h starts the International Scientific Conference with more than 70 presentations or Research papers. All events will be held in Sofia, Bulgaria, at the National Sports

Academy "V. Levski", under the patronage of the Mayor of Sofia, Mrs Jordanka Fandakova and the Rector of the National Sport Academy "V. Levski" - Prof. P. Geshev, PhD.

Why is it important to debate?

The debate should achieve consensus, with signing Agreement for the Inauguration of the 1st Balkan Health&Wellness&SPA Summit. There will be **Presentation of the action plan** for active steps to build knowledge-based economy through **"Innovations in Recreative&Wellness Industry"**, targeting investments to a Global Project for establishing the "Sofia Spa necklace" and the introduction of scientific innovations based on the unique potential of **the Memory of Bulgarian mineral waters**.

We will present for the first time, the Bulgarian achievements in the sector of global scientific developments based on water, the accredited Bulgarian educational model for training of specialized staff for the Wellness & SPA & Thalasso sectors and attracting young people to European and international professional developments through graduation in specialized educational programs. This will cover the business and social needs of the existing new professions and job positions like: Managing Director of SPA centre, Wellness manager, Thalasso managers, Wellness Instructor. We will present for the first time in Europe, the "Doctoral degree" program "Wellness - Health Promotion", the Wellness Instructor VET Course and the specialized program for High - School (8th to 12th grade) on "Technology and Entrepreneurship in Wellness Tourism".

Through volunteers, students from the programs of NSA "Vassil Levski" in "Wellness&SPA&Thalasso culture" and the partner network: International youth movement "Blue Cluster" and "Cluster Bridge", the organisers expect to spread a new kind of **Culture in communication with water** and empowering citizens for a Wellness lifestyle and responsibility of preserving and use efficiently the water on the Balkans, Europe and Globally.

What kinds of goals the forum has?

September 20th 2017 at 16:30 h there is the **Jubilee Round table with Award Ceremony** to celebrate the 10th Anniversary and gives honour and respect to experts with particular contribution. **September 21th 2017** at 09:30 h starts the **International Scientific Conference**. The main objective of the Forum is to present intelligent approaches to promote health,

prevention through social innovations to achieve a knowledge-based economy and to transform Bulgaria into a " **Water memory based Water Silicon Valley**", building the first "**Centre of Excellence in Creative and Recreative Industry in Sofia**" to support the introduction of scientific innovations in the everyday life.

We will present for the first time strategies, concepts, scientific innovations, creative business products, design tools and new policies to motivate cluster international responsibility on a culture of quality in the training of young people and using water for health, prevention, longevity and/or treatment. The International Scientific conference expects to launch an inclusive information campaign at national, European and international level for citizens and using the high potential of the partner's network of leading scientists, young researchers and the social media, reflecting the international forum (**Live stream on the Facebook: Global Water Health**) - civil society, business, industry, local and executive educational institutions, public figures. Bulgaria has launched a new global concept "**Wellness for All**" - "**Healthy life style for every citizen on the planet.**"

The specific objectives of the Forum:

1. To spread the opportunities for European and global professional development of young people in the Recreative&Wellness industry and the Niche tourism by cluster structures of the international youth movement "Blue Cluster" and all Cluster structures of the Balkan Region.
2. By Online Live stream spreading Smart Wellness quality culture into the "Education - Science - Products - Services" to attract people to apply the philosophy of healthy lifestyle "Wellness for all".
3. To formulate clear policies at national, regional and international levels for water use in support of a health and / or treatment with the memory of water.
4. The Cluster platform Global Water Health (*wich host the live streaming*) and the Balkan Cluster for Health, Wellness & Spa Tourism initiate the official signing of an "Agreement for partnership" between the Balkan partners for launching the first

Balkan Health, Wellness and Spa Summit and the next edition will be held in Sofia, on 2018, August.

5. The experts and doctoral Students from the National Sports Academy "V. Levski" to introduce the Smart Balkan concept "Wellness for All". This scientific innovation as a new idea is expected to be successfully implemented into practice with the efforts and support of the young people, educated and/or graduated in a way for healthy and Wellness life style.

The new concept of "Wellness for All" goes through the development of new Smart Wellness products, practices, services, production process of a new generation of Smart Wellness equipment or a new way of Smart organization in the Recreative&Wellness Industry and Niche Tourism.

This new idea can be seen as a good social practice equivalent to innovation. It is a first attempt to make it a major application with proven utility for every citizen on the planet - no matter of social origin, religious beliefs, ethnicity or rich / poor.

The scientific teams of the NSA, in collaboration with a wide range of partner organizations, universities, research institutes and representatives of institutions, NGOs, local authorities and business - has the following specific objectives:

- Stimulating private investment for research and innovation in the Recreative&Wellness industry and the Niche tourism;
- Encouraging the development and use of resources environmentally friendly, non-waste technologies that reduce pollution at source allowing recycling in reducing carbon emissions by applying in Bulgaria the concept "Smart Wellness destination";
- Developing and preserving the human potential and attracting talents in the Recreative&Wellness industry and the Niche tourism;
- Developing the infrastructure for research and innovation (including electro mobility infrastructure) for the Recreative & Wellness industry and the Niche tourism.

AGENDA WEDNESDAY AND THURSDAY, September 20-21th 2017

Round Table September 20th 2017,

"10th Anniversary-European Education on Wellness&SPA&Thalasso culture in Bulgaria"

16.30 - 17.00	Official Opening
17.00 - 17.15	Presentation of the Accredited programs for specialized staff in the Recreative and Wellness Industry and Niche Tourism
17.15 - 18.05	Awards Ceremony

18.05 – 18:15 Inauguration of the 1st Balkan Health&Wellness&SPA Summit
Official Ceremony for signing Agreement

18:15 – 18:25 Official Book Presentation – Prof. Anton Antonov, DSc, “The BG Water fundamental Research”

18:25 – 18:30 Official Closing

International Scientific Conference September 21th 2017
“Scientific Innovations in the Recreative&Wellness Industry and the Niche Tourism”

9:00 – 9:30 Registration and Welcome coffee

9:30 - 10:00 **Official Opening.** Presenting our motivation and Smart Wellness Conception.
Partners Congrats letters

10:00 - 10:40 **Section 1. Recreative&Wellness Industry and healthy life style**

Moderator: Assoc. Prof. Bistra Dimitrova, PhD - National Sports Academy

Coordinators: Prof. Alexadar Naumovski - President of the FSP Macedonia

Sandra Bojanic - Health Cluster Montenegro

D-r Aikaterini Ioannou – Secretary General Wellness Institute Greece

10:00 - 10:20 **Key note Speakers:**

10:20 - 10:40 **Elena Bogacheva, Phd** - President Inter.Wellness&Spa Council Russia

Prof. Terry Stevens, PhD –Vice-President of the Global Wellness Institute

10:40 -10:47 **Oral Presentations:**

10:47 -10:54

Assoc. Prof. Krasimira Staneva, PhD – President BAGG

Head Ass. Lilya Doncheva, Phd - National Sports Academy

Additional Research paper in the thematic field are:

Sandra Bojanic - Health Cluster Montenegro

Assoc. Prof. Irina Nesheva, PhD – Global water Health – Cluster Platform

Eng. Mincho Polimenov, PhD – The Bourgas University

"Prof. Dr. Zlatarov " and General Secretary of Wellness Institute Bulgaria

Assoc. Prof. Vessela Treneva, PhD – Wellness&Spa Benchmarking

10:55-11:15 Coffee break

11:15-12:15 **Section 2. Modelling Well-being technologies and Innovations for Smart Wellness products**

Moderator: Assoc. Prof. Krasimira Staneva, PhD

Bulgarian Association for Geomedicine and Geotherapy

Coordinators:

Prof. Malcho Malchev,DS - Shumen University "Konstantin Preslavsky"

D-r Athanasios Karmogiannis - Wellness Institute Greece

Mr.Ardit Dimo, PhD - Wellness Development Agency Albania

Ms.Sandra Bojanic - Health Cluster Montenegro

Key Note Speakers:

11:15 – 11:22

11:22 – 11:29

Assoc. Prof. Boriana Tumanova, PhD – Sofia University “St. Kl. Ohridski”

Assoc. Prof. Jordan Jordanov, PhD – Forestry University Sofia

Interactive Presentations of innovative Wellness methodologies:

11:30 – 11:40

11:40 – 12:00

12:00 – 12:20

As. Prof. Bistra Dimitrova, PhD - Smart Wellness Model – Project WELVET

Mr.Pedja Filipovic, PhD - Wellness Academy Serbia

Mr.Dusan Nenezic, PhD - "Atlas profilax metoda", Montenegro

	<p>Additional Research paper in the thematic field are: Assoc. Prof. Liuben Lalev, PhD – European College of Economics and Management., Plovdiv and President “Quality of Life” Association Vanya Pavlova, PhD&Ruska Paskaleva, PhD – Thracian University Stara Zagora Asya Stoycheva, doctoral student – National Sports Academy</p>
12:15 – 14:30	Lunch
14:30 – 15:30	<p>Section 3. A Competitiveness of the Wellness&SPA tourism on the Balkans</p> <p>Moderator: Ms. Sandra Bojanic - Health Cluster Montenegro Coordinators: Prof. d-r Diana Dimitrova, DSc - National Sports Academy Mr. Dusan Nenezic, PhD – Vice-President, MedSpa Association Montenegro Mr. Pedja Filipovic, PhD - Wellness Academy Serbia</p> <p>Oral Presentations: Prof. Olga Harizanova, DSc - Sofia University “St. Kl. Ohridski” Prof. Malcho Malchev, DSc - Shumen University "Konstantin Preslavsky"</p> <p>Additional Research paper in the thematic field are: Ivailo Prokopov, PhD - Sofia University “St. Kl. Ohridski” Prof. Stoyan Marinov, PhD - University of Economy Varna Yanitsa Tsareva, doctoral student – National Sports Academy Blagoy Kalfachki, PhD studen - Southwest University Blagoevgrad</p>
14:30 – 14:45 14:45 - 15:00	
15.00 - 15.20	Coffee break and friendly meeting
15.20 - 16.20	<p>Section 4: Poster session for PhD students and young scientists</p> <p>Moderator: Assoc. Prof. Bistra Dimitrova, PhD - National sport academy Evaluators: Prof. Terry Stevens, PhD – Vice-President of the Global Wellness Institute Elena Bogacheva, PhD - President International Wellness&Spa Council Russia Prof. Alexandar Naoumovski, DSc - President of the Federation of sports pedagogues in Macedonia and Wellness Institute Macedonia Ms. Sandra Bojanic - Health Cluster Montenegro Pedja Filipovic, PhD -Wellness Academy Serbia Ardit Dimo, PhD –Wellness Development Agency Albania Dusan Nezc - Vice-President, MedSpa Association Montenegro Prof. Georgi Chernev, PhD - President (Sofia Chamber of Commerce&Industry) Prof. Olga Harizanova, Dsc - Sofia University “St. Kl. Ohridski” Prof. Dr Jivka Vinarova, DSc – New Bulgarian University Prof. Malcho Malchev, DSc - Shumen University "Konstantin Preslavsky" Prof. Stoyan Marinov, PhD – New Bulgarian University Assoc. Prof. Jordan Jordanov, PhD – Forestry University Sofia Assoc. Prof. Liuben Lalev, PhD – EU College of Economics and Management, Plovdiv Eng. Mincho Polimenov, PhD – The Bourgas University "Prof. As. Zlatarov "</p>
16.20 - 17.30	Posters Awarding and Discussion
16.20 – 16:40 16:40 – 17:27	<p>Section 5. Experts Closing discussion Official closing ceremony and posters awarding Experts Closing discussion and Conclusions Moderator: Assoc. Prof. Bistra Dimitrova, PhD-National sport academy</p>
17:30	End

SPECIAL AWARDS

Prof. Terry Stevens - Honorary Professor on Wellness&Spa Culture Doctoral Program "Wellness – Health Promotion", NSA "V. Levski"



He is Founder & Director of the multi-award winning, international, tourism consultancy, Stevens & Associates. He is a member of the UNWTO's Global Tourism Performance Barometer Monitoring Group and he is the UNWTO's Technical Expert on Sport and Tourism and is currently part of the UNWTO and World Tourism Cities Federation Research Group. Prof. Stevens is a regular keynote speaker at global and international summits, including, most recently: The UNWTO Global Ministerial Summit on Sports Tourism in Sochi and Moscow; the Global Wellness Summits in Istanbul and Morocco; the Global Stadia Business Summits in Dublin, Barcelona, Cardiff and Madrid and the Advances in Destination Management Summit in Vail (USA). He has written extensively on the subject of tourism development (over 300 books and chapters in books as well as articles in magazines and journals). His new book: "LANDSCAPE WALES" was published in April 2016 and he is now writing a book on great destinations of the world.

Elena Bogacheva – Ambassador on Wellness&Spa Culture



She is President of the Spa and Wellness International Council, SWIC (*Russia*). She became the first Russian member of the Global Spa Association and devoted more than 15 last years to the theme of Wellness&Spa. She is Master Trainer of trainers and has developed several training courses for the spa staff. Bogacheva is the author of the book "Spa-mania - the diagnosis of the century", as well as a high number of methodical guides and articles on the theme of spa and wellness. Created the Russian Wellness NGO that is recognized today as a world spa community and helps the Russian spa business. She dreams of seeing Russia as a leader in the field of spa and wellness. She considers herself not just right, but also obliged to share knowledge, experience, skills in the field of wellness and spa culture.

Vlatko Stjepovic – Balkan Leader on Wellness&Spa Culture



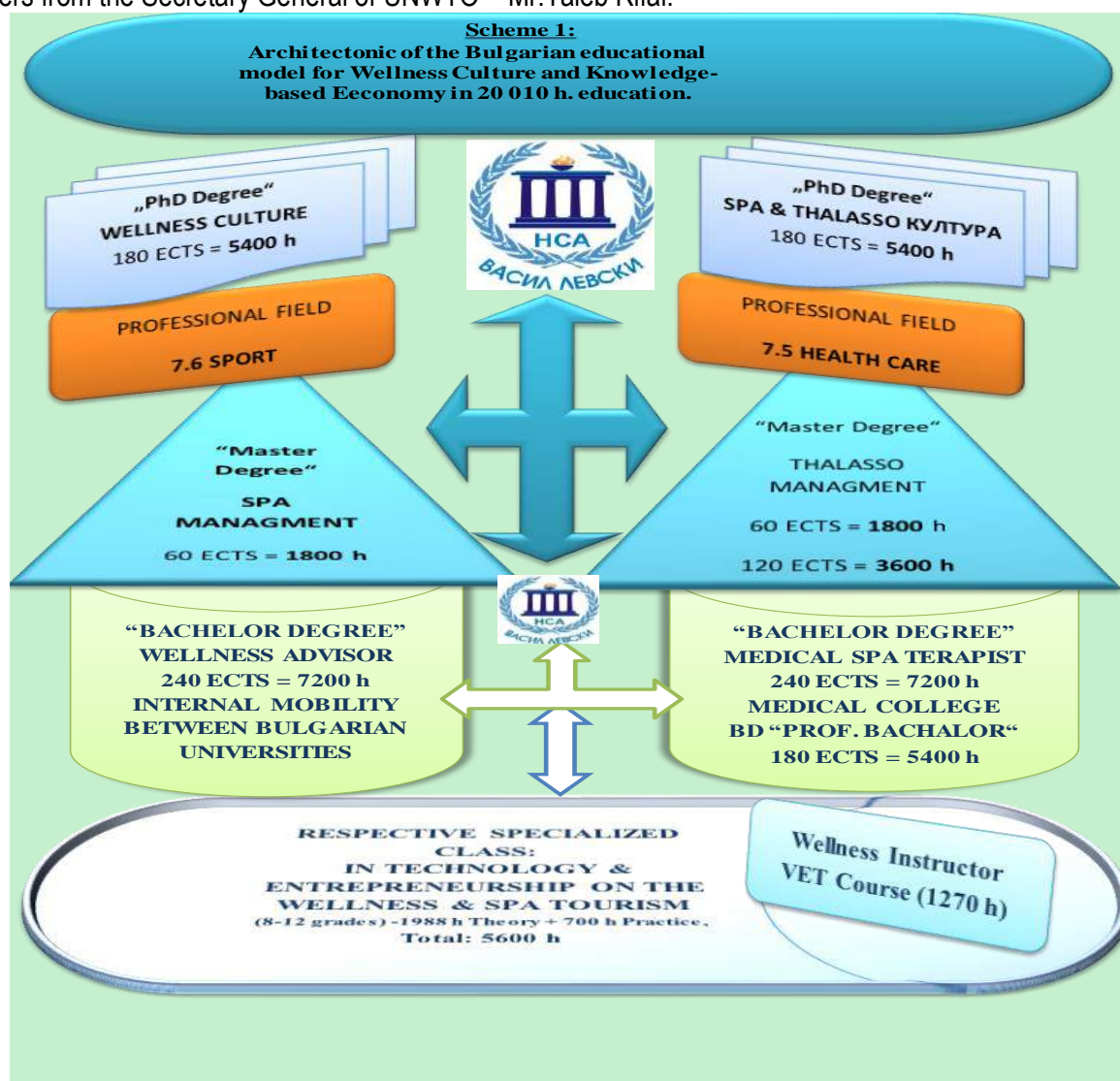
He is President of the MedSpa Association (*Montenegro*) and Founder & President of the Health Cluster Montenegro. He became member of the Cluster Platform Global Water Health and 2016 was elected for the first President of the Balkan Cluster. He devoted more than 12 last years to the Health&Wellness&Spa tourism. He is TV presenter of prime transmission for Health in Montenegro and has developed several new Concepts and Marketing Strategies for the Health Tourism on the Balkan Region. Stjepovic is the initiator of the NGO "Balkan Cluster for Health, Wellness&Spa Tourism", as well as a high number of governmental articles on the theme of health, wellness and spa tourism. He dreams of seeing the Balkan Region as a Global centre in the field of Health&Wellness&Spa tourism. He considers himself obliged to share knowledge, experience, skills in the field of MedSpa tourism and to leads the Balkans to become a Global Smart Wellness Destination.

Prof. Pencho Geshev–European Visionary on Wellness&Spa Culture



He is Rector of the National Sports Academy "V. Levski". He is one of the first initiators for the Educational Concept for Wellness&Spa&Thalasso Culture in Bulgaria. He starts to support and consulting the Wellness Program Council, when he was Dean of the Kinesitherapy faculty. He became the first European Rector with a clear Vision who to build the Entire Educational Model for the Wellness&Spa&Thalasso Culture and produce high level qualified specialist and staff for the Recreative&Wellness Industry. During the 2 mandates, as Rector of NSA "V. Levski", Prof. Geshev devoted more than 10 last years to create the Research&Education infrastructures and accredited programs in each educational level for the Wellness&Spa&Thalasso Culture in Bulgaria and the Balkans. Prof. Geshev is the winner of numerous national, regional, European and International Awards, Certifications and Titles of Global organizations working at the sector of the Recreative&Wellness Industry. In 2017, in

his capacity as Rector, he signed in a consortium agreement for the construction and equipment in Bulgaria "The first center of excellence in creative and recreational industries", under the European FP "Education&Science for Intelligent Growth". He is an active leader in the process of building a knowledge-based economy to ensure an inclusive smart growth. In the Scheme 1, we present the Educational Empire for Wellness&Spa&Thalasso Culture, of the National Sports Academy "V. Levski", and the Recommendation Letters from the Secretary General of UNWTO – Mr. Taleb Rifai:





The Secretary-General

UNWTO-GS/171/IG/ci/2015

Madrid, 21 November 2015

To Professor Pencho Geshev, PhD

Rector of the National Sports Academy "Vassil Levski", Sofia, Bulgaria

Dear Professor Geshev,

The creation of the "First centre of excellence in creative and recreational industries – Heritage BG" will contribute to the development of knowledge-based economy, provide intelligent inclusive growth and improve the quality of the tourism offer in the Balkans.

Moreover, I am convinced that its findings can be very useful and that the focus on scientific research will allow the Spa & Wellness business to constantly improve its services and to grow sustainably, as well as create jobs. I would add that Bulgaria, with over two millennia of thermal culture, is a highly appropriate leading force in this field.

As such, I strongly support the initiative to develop a research unit that will study health prevention and new therapies for the development of sustainable spa & wellness tourism in the region. Wishing you every possible success in this important work, please accept, dear Professor Geshev, the assurances of my highest consideration.

The Secretary-General:

Taleb Rifai



The Secretary-General

UNWTO-SG/99/IG/ci/2015

Madrid, 11 October 2015

To Assoc. Prof. Bistra Dimitrova, PhD

Founder of the Balkan Cluster for Health, Wellness & Spa Tourism

Dear Prof. Dimitrova,

I was delighted to receive your letter informing me of the initiative to create a Balkan Cluster for Health, Wellness & Spa Tourism.

Demand for health tourism is growing steadily and indeed the provision of good quality health tourism infrastructure and services can be a decisive criterion for many people when choosing a holiday. As such, destinations which meet these needs have a great opportunity to increase their tourism flows. Additionally, developing health tourism can also help destinations spread tourism across time and space, thereby boosting sustainable regional development. In this light, I strongly support the development of this Cluster, which certainly will serve to highlight the significant contribution of this sector to the development of tourism in the Balkans and to its social and economic growth as a whole. I am convinced that health and wellness tourism can encourage healthy lifestyles and, the countries of the Balkans, with their millennia-old thermal traditions and high quality medical and wellness treatment facilities, are certainly well equipped to take a lead in this important area. Wishing you every success in this important work, please accept, dear Professor Dimitrova, the assurances of my highest consideration.

The Secretary-General:

Taleb Rifai