



GREEK
HEALTH TOURISM INTEGRATION CONFERENCE

www.healthtourismintegrationconference.gr

22 – 23 February 2014

ATHENS - GREECE

Royal Olympic Hotel



For Immediate Release

Press Release Source:
Conference Organizing Committee

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PRESS RELEASE

The Greek Health Tourism Integration Conference
Athens, Greece, 22 – 23 February 2014
(Royal Olympic Hotel)

The Greek Health Tourism Integration Conference is scheduled to be staged in Athens, Greece on 22 and 23 February, 2014.

The Greek Conference is being staged as a “national version” of the International and Regional Health Tourism Integration Conferences scheduled to be regularly staged from 2014 onwards.

The Conference will be under the High Patronage and Auspices of a number of National and Local Governmental Organizations.

The Conference is co-organized by two leaders in their respective fields - healthCare cybernetics (UK) LTD and Zita Congress S.A.

The Conference Theme is: “Develop what you have to create what will be”.

The Conference will bring together the Greek stakeholders of the 8 Health Tourism Segments and the Sector-supporting industries.

The selected speakers, who have very generously agreed to come and speak at the conference, are *de facto* internationally recognized thought leaders, practitioners and “deep insiders”.

The Conference Participants will have the privilege of being addressed by some of those who have contributed to the development and promotion of successful Health Tourism Destinations, Services and Practices. These are also known as the “Health Tourism Vital Few”.

The Conference Program will address the issues of Fragmentation (with Integration), Further Development and Promotion – at the Destination and Enterprise levels.

The fundamental aim of the Conference (through knowledge-imparting presentations and discussions) is to:

- Fully reveal what Health Tourism is - and even more importantly, what it can be
- Promote the integration of the Health Tourism Segments and the Domain Stakeholders
- Demonstrate the benefits of the ht8 approach to integration, development and promotion
- Encourage the formation of International and trans-Segment Alliances
- Explain how Health Tourism Destinations are created
- Formally present "...health in GREECE" (the National-level Development and Promotion Master Plan)

The essential aim of Integration is to organize a Health Tourism Destination (and its "supply side" Stakeholders) in a way which spontaneously catalyzes efficiency and naturally encourages interaction, collaboration, alliance formation and development.

Today we have come to understand that "Health Tourism" is the collective term for health-related services involving some travel.

Furthermore, these services logically fall under 8 Segments or groupings (hence "ht8").

ht8 is all about creating a broader industry to address a wider market (meaning more business for all).

With the ht8 approach to Health Tourism Integration, Development and Promotion, every Tourist becomes a potential Health Tourist.

Health Tourism embraces 8 Tourism Segments related to Health:

- Medical Tourism
- Dental Tourism
- Spa Tourism (can include Thalassotherapy)
- Wellness Tourism
- Sports Tourism (not for spectators)
- Culinary Tourism (in the context of healthy cuisine)
- Accessible Tourism
- Assisted Residential Tourism (Ambient Assisted Living Abroad – or Retirement Housing and Care Abroad)

See: www.healthtourism8.com.

Health Tourism also embraces several Sector-supporting Industries (all of which will be prominently represented at the Conference).

The Conference has been designed and is coordinated by healthCare cybernetics (UK) LTD, (internationally recognized as a pioneer and leader in Health Tourism Innovation, Development and Promotion).

See:

- www.healthcarecybernetics.com
- www.healthtourismenterprise.com

The Professional Conference Organizer is Zita Congress S.A., one of the largest and most successful European companies in the fields of Conference Organization and Professional Tourism.

See: www.zita-congress.gr.

For further information regarding the Conference, contact:

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Conference Website: www.healthtourismintegrationconference.gr.

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About healthCare cybernetics (UK) LTD

The Conference is owned by healthCare cybernetics (UK) LTD – hCc - and has been designed by Dr. Constantine Constantinides, M.D., Ph.D. (the company's CEO).

hCc is internationally recognized as a pioneer and leader in Health Tourism Innovation, Development and Promotion.

hCc (through its Health Tourism Enterprise Division) is best known for its competence in:

- Designing Health Tourism Destination Development Master Plans
- Destination and Provider Promotion
- Investment Promotion
- Health Tourism Education
- Publishing
- Health Tourism Events Design (Conferences, Congresses, Forums, Exhibitions)
- Advisory Services
- Assessment and Rating

See:

- www.healthcarecybernetics.com
- www.healthtourismenterprise.com

About Zita Congress S.A.

The Professional Conference Organizer – and co-organizer of the event - is Zita Congress S.A., headed by Zacharias Kaplanidis (a visionary business pioneer and prolific author and publisher of journal articles on Tourism in Greece and abroad).

Zita Congress is one of the largest and most successful European companies in the fields of Conference Organisation and Professional Tourism.

Several of the 45 full time staff of the organization have been working with the ZITA Group of companies for over 20 years and have made their mark in its development.

Zita Congress has been organizing successful events (mostly related to Health) around the world for more than 10 years.

Furthermore, Zita Congress has the Administrative Management, Congress Organization and Publications of several major International Associations.

See: www.zita-congress.gr

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