

## New Books on the field



STANEVA, K. (2013). Prerequisites for Sustainability Management of Balneological and SPA tourism in Bulgaria. (In Bulgarian language). ISBN 978-619-160-203-2, Ed. Avangard Prime. Sofia.

STANEVA, K. (2013). Introduction in SPA and Balneological Tourism. (In Bulgarian language). ISBN 978-619-160-202-5. Ed. Avangard Prime. Sofia



КРАСИМИРА СТАНЕВА

ВЪВЕДЕНИЕ В ЗДРАВНИЯ ТУРИЗЪМ

БАЛНЕОЛОГИЧЕН, УЕЛНЕС И СПА ТУРИЗЪМ



СОФИЯ 2017

**STANEVA, K. (2017). *Introduction of Health Tourism, Balneological, Wellness and SPA tourism. (In Bulgarian language).*** ISBN 978-619-160-844-7. Ed. Avangard Prime. Sofia.

*The idea of sustainable development of health tourism in Bulgaria in relation to improving the quality of life is associated with environmental conditions, ergonomics risk analysis, electromagnetic certification and professional qualification of staff. The focus of SPA and Wellness Managers have to relate with certification systems in all level, which guarantees the achievement of positive results in two main areas- financial and marketing in the long term.*

доц. д-р Красимира Станева

УПРАВЛЕНИЕ НА ГОРСКИЯ  
РЕКРЕАЦИОНЕН ТУРИЗЪМ  
В ОБЩИНА ТРОЯН



**STANEVA, K. (2017). *Management of recreation tourism in Trojan Municipality. (In Bulgarian language).*** ISBN 978-619-160-841-6. Ed. Avangard Prime. Sofia.

*The combination of free spring's flow and specific climate conditions is a big advantage for development of high specialized tourism as medical SPA and Forest Recreation Tourism. The unique forest conditions were described for the first time in the monography. The main Wellbeing rules for holistic effect of treatment were described and on the base of the assessment of the medical SPA and SPA network and the market of these services in the Municipality, a new management concept was presented. The core of model is finding a good balance between interior, unique environment,*

*highly qualified personnel, quality of services and innovation products as Wellment and Geomedical tourism, will contribute to become Wellness and SPA tourism in successful business today. The necessity of certifying the medical SPA and SPA services and introducing the quality management system (QMS) and the health risk assessment system (HSE) is outlined with the view of promoting the specialized tourism product on the international market.*

**EDITOR IN CHIEF:**

*Prof. Bistra Dimitrova, D.Sc. (Bulgaria)*

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