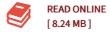# Health Tourism within the contemporary Hospitality Industry

By Anastasia Andreeva

Uni - Edition Gmbh Jun 2012, 2012. Taschenbuch. Book Condition: Neu. 213x152x10 mm. Neuware - In 2010 the Global Status Report on Noncommunicable Diseases (NCDs) published by World Health Organisation declared that of the 57 million deaths that occurred globally in 2008, almost two thirds were due to NCDs, comprising mainly cardiovascular diseases, cancers, diabetes and chronic lung diseases which are caused by four behavioral risk factors that are pervasive aspects of economic transition, rapid urbanization and 21st-century lifestyles: tobacco use, unhealthy diet, insufficient physical activity and the harmful use of alcohol (WHO, 2010:vii). Under these conditions medical costs grow inversely to the state of health. As diseases opposition wellness embodies the solving concept of the current issues of health deterioration. However, while the field of sickness was systemised and structured throughout the history the field of health preservation and retention was the subject of personal responsibility. The approach towards wellness and spa subject is challenging in terms of information overload. However, the scope of health tourism that is the main subject of interest within the present work is even more obscure due to its multi-aspect and multilevel structure. The whole work presents the following practical values: a) Overview of...

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