University of Forestry
Sofia

assoc. prof. Krasimira Staneva, PhD
Education profile “Tourism”

**BSc**
- Health Tourism (Medical SPA, SPA and Wellness)
  - Hunting and Fishing Tourism
  - Eco tourism

**MSc**
- Management of Health Tourism
  - Management of Hunting
  - Management of Rural Tourism

**Continuing education**
- Forestry Recreation Tourism
  - Geomedical Tourism
Forestry Education infrastructure

Our Business partners:
• 50 hunting lodges,
• 178 State Forest and Wildlife Hunting

Our Academic partners:
• Universities from 35 countries, 4 continents
• Mobility - Erasmus+ Project
Our experience

Our products

Our goals
Our experience in Tourism Projects 2013-2017

• Balkan Wellbeing Concept 2015
• Név KTIA_AIK_12-1-2013-0043
• The HSE Management System model in Spa and Wellness sector

“Mineral Water – a source of Health and Wellness – Wellspring”, financially supported by the Bulgaria – Serbia IPA Cross-Border Programme
Management of Wellbeing tourism

- Geomedical tourism
- Nature
- Health
- Quality of life
Balkan Wellbeing Concept Project

- Cross-border
  - Wellbeing trails (e.g., landscapes, spas)
  - Two centre holidays enjoying different cultures and cuisine
  - Greek and Turkish islands
  - Medical spas in Serbia and Bulgaria

- Networks
  - Network of thermal spas
  - Thalassotherapy network
  - Thematic routes (e.g., historic connections)

- Activities
  - Joint marketing
  - Research (e.g., collecting wellness data)
  - Exchange of ideas, knowledge, and best practice
  - Education and training

- Products
  - Geo-medicine - Bio electromagnetic field
  - Gastro-heritology
  - Medical plants and herbs
  - Local ingredients and treatments

- Concepts
  - Twin cities co-operation
  - Forest hammam rituals
  - Slow movement
  - Nature, culture and food

Студентският опыт
Geomedical Tourism product
Bulgarian Association of Geomedicine and Geotherapy - Innovative product

Геомедицински туризъм
Healthy from Nature ®, BAGG, UF

Healthy from Nature
Management of Spa and Wellness destinations - Geo Wellness
Management of Palaeontological Tourism Destinations - Innovative product
Our goals today

- Forest Recreation Tourism
- SPA and Wellness Tourism
Thank you!