



INTEGRATED TOURISM CONCEPT - "ALL IN ONE"

Gabriela Vlăsceanu¹, Floarea Nicolae¹, Marian Nicolae¹, Nicole Petculescu¹,
 Alexandra Morcovescu²

¹ Bioterra University, Gârlei 81 street, district 1, Bucharest, Romania

² Slănic Hotel, Slănic Prahova, Prahova county, Romania

Abstract: The holistic approach to the concept of tourism involves offering a varied range of services in a single location or perimeter. In this context, the following components can be implemented simultaneously: **medical tourism** (service packages with access to both modern medical facilities and wellness centers, ergonomic therapies, detoxification programs, or traditional treatments), **leisure and leisure tourism** (facilities for relaxation and recreation), **ecological tourism** (access to activities that promote the preservation of the environment and the exploration of nature), **cultural tourism** (access to local cultural attractions: museums, art galleries, historical monuments, festivals, to experience local traditions, gastronomy, and architecture specific to the region), **sports tourism** (facilities for horse riding, golf, hiking, cycling or extreme adventures, depending on location and resources), **scientific and creative tourism**.

• Introduction

A comprehensive strategy (a holistic approach to tourism by integrating various services and facilities within a single location) enhances the tourist experience by offering a diverse range of activities and amenities in one area, ensuring convenience and satisfaction.

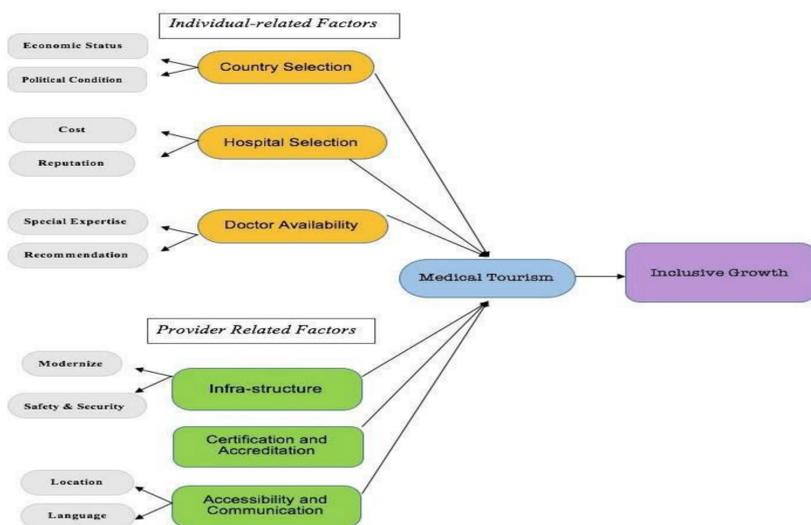


Figure 1. - A conceptual model of medical tourism.

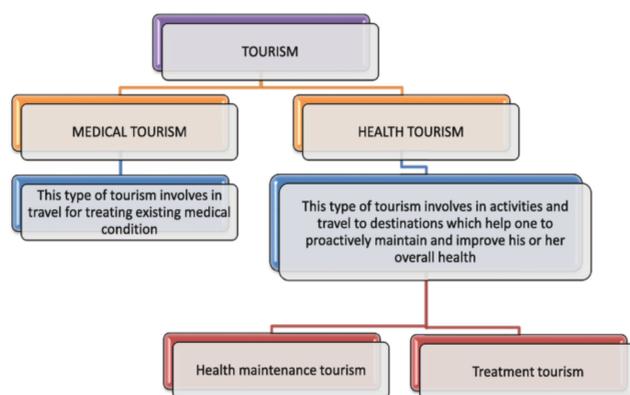


Figure 2. - Marketing and Economics of Medical Tourism

• Results and discussions

HOTEL ACCOMMODATION (ROMANIA 2016-2023)								
Indicator	2016	2017e	2018e	2019f	2020f	2021f	2022f	2023f
Hotel and restaurant industry value, RONbn	14.59	13.96	15.57	16.30	17.34	18.43	19.59	20.84
Hotel and restaurant industry value, RONbn, %y-o-y	21.8	-4.3	11.6	4.7	6.4	6.3	6.3	6.4
Number of hotels and establishments, '000	1.55	1.60	1.64	1.66	1.68	1.70	1.72	1.73
Total overnight stays, '000	4,186.1	4,538.5	4,560.4	4,593.7	4,664.4	4,757.9	4,794.4	4,872.2
Average length of stay, nights	1.9	2.1	2.2	2.1	2.1	2.1	2.1	2.1
Hotel rooms, '000	188.52	193.28	197.21	198.74	200.07	201.43	202.18	202.96
Occupancy rate, %	38.9	39.4	41.1	42.0	42.5	42.7	43.2	43.7

Key elements typically included in such a holistic tourism approach might be:

- **Accommodation:** Hotels, resorts, or rental properties for lodging.
- **Dining:** Restaurants, cafes, and bars offering local and international cuisine.
- **Entertainment:** Theatres, cinemas, nightclubs, and live music venues.
- **Recreation:** Sports facilities, adventure activities, and wellness centers.
- **Shopping:** Retail stores, souvenir shops, and markets.
- **Cultural Experiences:** Museums, galleries, historical sites, and cultural events.
- **Transportation:** Efficient public transit, car rentals, and shuttle services.
- **Nature and Environment:** Parks, nature reserves, and scenic spots for outdoor activities.
- **Safety and Security:** Medical services, police presence, and emergency services.

By combining these elements, the holistic approach aims to create a seamless and enjoyable experience for tourists, encouraging longer stays and increased spending, which benefits the local economy.

• Conclusions

The integration of these components in an "All in one" concept is beneficial both for tourists and for tour operators, who can attract and retain a wide segment of customers.

• References

- Beladi H, Chao C-C, Ee MS, Hollas D (2019) Does medical tourism promote economic growth? A cross-country analysis. *J Travel Res* 58(1):121-135, <https://doi.org/10.1177/0047287517735909>
- <https://www.linkedin.com/pulse/revealing-wellness-medical-tourism-opportunities-de-peuter-rutten/>