

# EUROPE: BULGARIA

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## **1. What is currently making news in your country when it comes to wellness or wellbeing?**

In Bulgaria is gaining speed the application by more big part of citizens the healthy lifestyle practices and going back to nature. Europe needs social innovations and the best high reserve (potential) is in the development and implementation of Wellness & SPA Industry, Well-being practices, Wellness Life Style, Healthy quality of life and Longevity. Therefore, in the century of information society arises the need for "health prevention of the healthy active taxpayer", which is the most important element in the system of an economy based on knowledge, and which alone can create smart and inclusive growth.

The Bulgarian government promises to invest over \$10 mill. to build a new National Research Center for the Study of mineral water, volcanic stones, mud, Peloids and herbs from protected areas. The ultimate goal is the development of new therapies, creative and recreational practices, aqua practices, well-being modeling technologies and advanced therapies by transmitting information to the memory of water. A parallel objective of the construction and equipment of this research infrastructure is the development of doctoral and master academic programs to form staff for the spa and wellness industry in Bulgaria and the Balkan region.

## **2. Please provide one sentence that describes what you think are important developments in your country for each of the following:**

Bulgaria has a vast potential for all types of Wellness, SPA, Thalasso and medicalspa tourism, with its hot springs and Peloids areas in all the country.

Black Sea climate and thalassotherapy resorts are famous. The most beautiful is the ability to apply simultaneously in one place 38-39 degrees sweet mineral water and 22-24 degrees sea salt water. Now over 1000 rehabilitation and recreational centers are expecting modernization with the financial support of the EU.

**Hot Springs Spas:** Bathing in hot springs within a therapeutic medicalspa experience is a burgeoning trend but in Bulgaria they have an historical tradition coming from the antiquity, since the Roman legions: Velingrad (water flow rate of 17 l / sec.), Petrich (water flow rate of 35 l / sec.), Sandanski (water flow rate of 29 l / sec.), Hissar (water flow rate of 22 l / sec.). Under the Capital Sofia exist 49 different mineral springs.

**Wellness Living Communities:** The Bulgarian NGO,s sector is attempts to identify measurable parameters for creates a standard for the “Bulgarian governmental Wellness index”, specific measurable parameters for the wellness touristic destinations and wellness workplace along with physical, mental, social, emotional, and other types of wellness.

**Hotel Spas:** Aromatherapy with the Bulgarian rose “Damascena” plays a role in pain or recreational therapies, beauty, Peloids treatments, improvement of cognitive function and therapy for the quality of sleep. Like a touristic Destination Bulgaria have more than 2000 Spas are looking beyond traditional pampering towards technology, swimming pools, spa suites, post-relaxation decks — all designed to make spa synonymous with luxury.

**Wellness Tourism:** A high number of the Bulgarian hotel brands are expected to fully integrate their wellness approach in harmony with the new Bulgarian Law for Tourism. Many already offer fitness rooms and spa treatments, but we will soon see hotels with innovative wellness offerings.

### **3. How would you describe the state of workplace wellness in your country?**

As a Member State of the European Union Bulgaria actively apply the horizontal policy of the “green philosophy”, “green thinking”, “green jobs” and others. The Bulgarians has a rich folk tradition. Over 83% of the population practices Bulgarian folk dances. In the tourism we offer programs for team building, which are based on the historical tradition and elements from old rituals (existing 1300 years ago). Folk songs contain musical phrases from the instrument bagpipes, whose vibration are close to 21MHz and have Recreational influence on the human body. From 3 years ago was introduced a national scheme for free distribution of 2 apples and 500 ml of water in all schools and government institutions. It’s only the beginning.....

### **4. What has been the general attitude about investing in spa/wellness in your country in 2015? Specific examples?**

Bulgaria has a flat tax (10%), which is interesting for the business and attract foreign investment annually. In the last five years, their respective market shares are over 60% directed to the spa and wellness facilities.

## 5. Whose responsibility is it to create a well world?

The responsibility for better and positive world belongs to everyone on Earth. Positive thinking and healthy lifestyle harmonize the bio-energetic balance of people, which instantly create a positive and harmonious social environment. Wellness lifestyle is especially important one for the young generation around the world, which teaching them how care about nature and courageous dreams in support of the social innovations.

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