

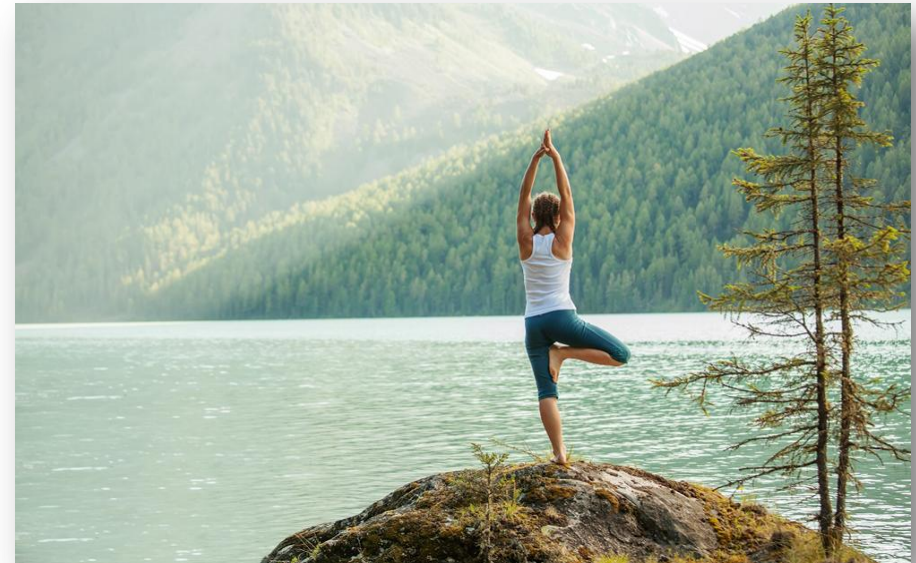
Tourism as a means of a Healthy Lifestyle

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CONTENTS

- Overview of the tourism and its influence on a health preservation
- Wellness tourism as a means of healthy lifestyle
- Wellness tourism in Russia



According to the Federal Tourism Agency there can be specified the following :



- Lifestyle has an influence on consumer behavior which includes tourism as well and it directly affects travel motives. Health preservation is a perfect business opportunity in tourism.
- Due to uppermentioned fact, wellness tourism became more popular nowadays.



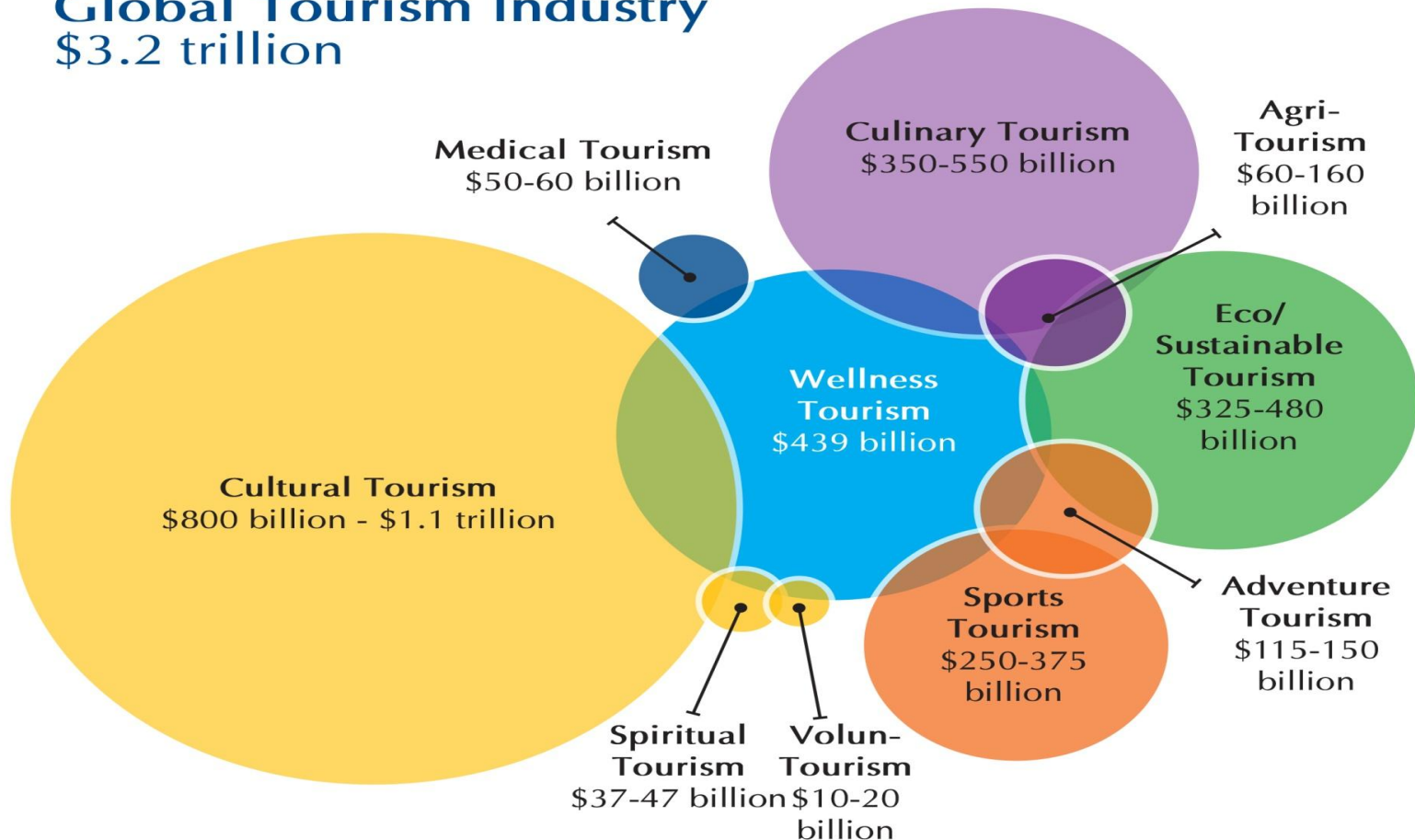
Consistent with the World Health Organization's definition of "health," the 2013 Global Wellness Tourism Economy report defines wellness as a state of complete physical, mental, and social well-being.





GLOBAL WELLNESS
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Global Tourism Industry \$3.2 trillion



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Wellness and curative tourism in Russia.

Among the strategic main tasks are the following:

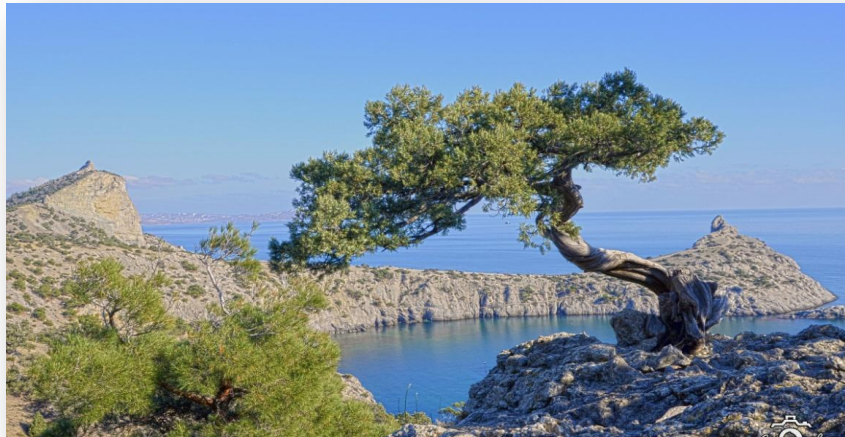
- the formation of an affordable and comfortable tourist environment;
- an improvement in the quality and competitiveness of Russian tourism products in the domestic and world markets;
- the development of social, health-improvement, child and youth tourism;
- the strengthening of the cultural-cognitive aspect of tourism;
- ensuring economic growth and quality of life for the population of the Russian regions, through the development of tourism.



Popular curative & wellness destinations in Russia

The most popular resort regions in Russia are:

- Caucasian Mineral Waters
- Krasnodar region
- Crimea



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Overview

- Healthy lifestyle is considered to be focusing on very important thing - preservation and promotion of consumers health
- Wellness tourism is an important part of global tourism and becomes more and more popular nowadays
- Russia is a promising region for wellness tourism and other healthy lifestyle-related kinds of tourism



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Thank you for your attention!



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