

MODELS IN HEALTH TOURISM

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The foundation principal of all alternative health therapies is that the human body has a natural predisposition to be balanced and totally healthy. In affect, our bodies have within themselves the power of self-healing.

By assisting our bodies to overcome a particular dysregulation, the self-healing process can be facilitated. "If you are suffering with a degenerative disease, chronic illness or general health imbalance... You can become well again!"

The first step is to identify the root-cause of your ill-health.

Alternative therapies promote natural healing in the body.

But the complexity of the human body and the uniqueness of each person can make it difficult to isolate a particular dysregulation. This requires the intervention of a physician to discover your own unique health factors and metabolic imbalances, which affect your health.

Alternative therapies are not just for detoxification, rejuvenation and restoration of good health... they are ideally for health maintenance, to prevent the occurrence of disease.

To help restore and maintain optimal health **360 TravelScape**, a travel agency owned by Platinum Resorts International has specialized in different holistic vacation packages that offer a variety of health treatments in different destinations around the world.

I would like you to discover some of the health destinations around the world. Our first stop is the spectacular Monte-Carlo.

It is no coincidence that Les Thermes Marins appeared in Monte-Carlo. Thousands of years before our time the Greeks and the Romans were aware of the beneficial therapeutic effects of the Mediterranean seawater.

In the 19th century, test on the Mediterranean seawatyer revealed that it contained a much higher content of iodine and trace elements than that found in the ocean.

The exceptional natural conditions of the surroundings contribute greatly the quality of the stay. Indeed, natural light therapy allows the body to restore its physical and chemical balance by stimulating the production of melatonin and vitamin D. in addition to this, the Mediterranean seawater, which is pumped 300 meters offshore at a depth of 37 meters, contains a unique concentration of negative ions.

These ions have fabulous purifying and relaxing effects. Due to its rich composition and strong resemblance to blood plasma, the water of Les Thermes Marins greatly regenerates the body.

Les Thermes Marins have distinguished themselves by their holistic approach to the therapies provided. There is no separate treatment of the physique, the physiology, and the mind since all three constitute part of greater whole. For this reason, relaxation, fitness, health, and beauty are all simultaneous aims pursued by each treatment program in order to establish the ideal equilibrium between the body and the mind.

Les Thermes Marins offer an original and modern solution to help individuals whose lifestyles create stress and imbalance. This solution includes an entire range of manual and relaxation therapies. For example: **Shiatsu** is a Japanese therapy based on ancestral energetic medicine. It consists of a soothing massage using the fingertips, like acupuncture without needles, aimed at restoring the balance of vital energy, improving the blood circulation and offering relaxation by relieving tension as well as physical and emotional stress. Another energetic and revitalizing massage is **Fasciatherapy**, which is designed to reinforce our own self-healing potential by loosening up the fascias, the connective tissues that are omnipresent in the body.

It is also intended to reactivate the life flows throughout the entire body.

The primary meridians of the body channel our vital energy down to our feet are the true mirrors of our physical, physiological and mental state. By using the fingertips to press specific zones of the feet, reflexology helps to restore the balance of our body's essential functions. Yet another **Harmonizing massage** make use of **essential oils** to add a relaxing olfactory dimension to the invigorating effect of the massage.

Les Thermes Marins de Monte-Carlo are experts in the field of relaxation therapies. In addition to the advantages offered by the climate natural settings. Les Thermes Marins de Monte-Carlo, apply their recognized expertise in the field of seawater therapies. With the leisure swimming pool, phlebology circuit and hydro massage booths with a view of the port, Les Thermes Marins have reserved an entire floor of the 6600 square meters complex for seawater therapies the treatments offered range from Dead Sea algae or essential oil baths to traditional marine aerosols. Included in these therapies, Les Thermes Marins de Monte-Carlo offer a four-handed effusion massage. This massage is given by two therapists combining the beneficial effects of a fine, warm sweater spray, essential oils, and a dynamic synchronized massage.

As an intrinsic part of the holistic approach adopted by Les Thermes Marins de Monte-Carlo, beauty receives attentive and professional care. This institute truly shines with a quality team and exceptional setting that overlooks the sea. The Sea Peel is an exclusive method that combines carefully selected Dead Sea salts with a high concentration of active trace elements with personalized essential oils.

More refined and docile, your skin will be prepared to receive the treatments indicated in your personal treatment plan.

Another stop along our way is a significant spa and tourist center in the city of Karlovi Vary, **Czech Republic**.

The Czech Republic has a great number of curative water and gas springs. These mineral and thermal springs, therapeutic muds and peats have given rise to the founding and building of some 40 curative baths which together with the beauty of the Czech Republic created a great power in balneotherapy.

Added to the traditional and experience is the intensive use of the most modern scientific knowledge and the use of modern methods of balneology and balneotherapy. The spa regime in Czech spas is flexible and thereby contributes to the pleasure of the treatment. Karlovy Vary is the best known destination which has reached world fame in spa care and therapeutical treatments.

Along side the classical spa treatments, Karlovi Vary offers alternative methods of treatment, plastic surgery, corrective dermatology, and stomatology.

Let us now travel further east to what is known as "God's own country" the city of Kerala, India.

Kerala offers prime treatments in Ayurveda. It also offers beaches that are among the best in the world.

Rejuvenation therapy includes body massage with hand and foot by two therapists with medicated oil and cream, internal rejuvenative medicines and medicated steam bath. This therapy is to rejuvenate mind, body and soul, to tone up skin, to strengthen all systems so as to achieve ideal health and longevity.

Body immunization / longevity treatment is the prime treatment in Ayurveda for reducing ageing process, arresting the degeneration of the body cells and immunization of the system.

Ayurveda includes psoriasis treatment; slimming treatment; beauty treatment; spine and neck care; a special treatment to keep your spine and neck healthy and to cure the problems related with it; a process of medicated fumes applies to the ears for 5 to 100 minutes which helps to clean the ears and avoids ailments associated to the ear; the cleaning process of the eyes which gives the cooling effect, prevents eye diseases and strengthens the optic nerve; massages including whole body massage with herbal oil or herbal powder by hand and foot which is good for rejuvenating the body, to reduce mental tension, sexual weakness and to improve vitality.

Alongside Ayurveda, Kerala also offers yoga and meditation therapy.

And now, after this exciting tour around the world, the question we need to ask ourselves is why not Lebanon?

Monte-Carlo prides itself for the Mediterranean seawater, the sun, and the climate, the Czech Republic prides itself for the culture and the beautiful architecture, and India presents mother nature at its bloom.

Lebanon can offer that and a lot more. It has always been considered as the Middle East center for medication and treatment.

360 TravelScape is getting ready to launch its "Spring Board Holistic Packages". We do have nearby destinations that offer health treatments, like the Four Seasons Hotel in Cyprus, and the Zara Spas in the Moven Pick, Jordan on the Dead Sea. The spring board program will offer tourists the chance to go to Cyprus for a few days for health treatment, then come to Lebanon for another few days for health treatment, then come to Lebanon for another few days for more health treatment. Or they could go to Jordan and come to Lebanon for the same purpose.

And here I would like to quote the words of His Excellency Dr. Karam Karam in a previous meeting where Platinum International hosted the Czech Lebanon Friendship Week," Our role is not to build borders between countries, our role should be to create bridges for tourism".

I would like to state that we have also introduced a web bases site called:

www.doctors4us.com

which could give the possibility for a tourist to schedule an appointment before arrival. It's a first step for a brighter future in health tourism.