

## SANOGENETIC REQUIREMENTS OF TOURISTS IN BALNEOCLIMATIC RESORTS

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### RESEARCH ARTICLE

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#### Abstract

*A characteristic feature of sanogenetic forces is that their mechanisms begin to function at a time when the body acted extraordinary stimulus and finish its function only when the body has recovered. The touristic activity in balneoclimatic resorts was profoundly influenced by the Covid 19 pandemic. Nowadays tourism started to regain pre-pandemic importance in the economic field, but growing touristic activity developed dependently to the requirements of tourist regarding hygiene in hospitality units. Both men and women pay attention to hygiene aspects in a more profound way after dealing with Covid pandemic. Usually women relate on their sight ability, while men evaluate things using other senses.*

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#### INTRODUCTION

Sanogenesis represents a branch of medicine that deals with ensuring the health of the population, studying the social environment as a pathological factor, the influence of housing and working conditions, the phenomena of urbanization, pollution etc. ([www.dexonline.ro](http://www.dexonline.ro))

Sanogenesis develops when exposed to the body of an extreme irritant, only when there is (or may be) disease. Usually, the body has a number of mechanisms that are specific function (providing excretion, selection, etc.). In a normal body, they do not perform any safety functions and only when exposed to the body of an extreme irritant transformed into sanogenetic. Sanogenesis - a complex mechanism of action throughout the pathological process (from pre-disease until recovery). A characteristic feature of sanogenetic forces is that their mechanisms begin to function at a time when the body acted extraordinary stimulus and finish its function only when the body has recovered. The sanogenesis and pathogenesis represent two parallel proceeding, closely related, but the opposite process for its biological orientation. Sanogenesis aimed at restoring the disturbed self-regulation body, focusing on the ability to rebuild the functions with a view to adapt to changing environmental conditions. In the pathology of this ability of the organism to an adequate self-regulation is violated, that is, the

body is not able to fully adapt to environmental changes. The whole complex sanogenetic are aimed at the restoration of the self-regulation of disturbed relationships.

Physiological systems are complex, that is, their properties are not confined to characteristics of their components and some new properties can emerge. Thus, fluctuations of individual elements and their combinations under the influence of gradual changes in conditions affecting these elements can lead to a qualitative change of the system in the point of bifurcation, where it switches from one to another more stable mode of functioning. (Alchimova I., 2021)

Regarding the sanogenetic mechanisms, they are divided into primary and secondary. The difference between these two groups from each other is as follows. The primary (physiological) mechanisms sanogenesis exist in a healthy body, and only when exposed to the body of an extreme irritant into play sanogenetic. Secondary (pathophysiological) sanogenetic mechanisms occur in the body in the development of a pathology that is generated based on the problems in the body "floor." (Наумова, Naumova et al., 2015)

As a social, economic and cultural phenomenon, the tourism development depends to almost all fields of activity of the society, while influencing them in their evolution, defining its criteria, concepts, forms and factors (Ionescu I., 1999). Tourism is considered to be one of the priority sectors of

the Romanian economy being included in government 's strategies (Marinescu R., 2020)

The National Association of Spa and Balneoclimatic Resorts in Romania was founded in 2006, with the aim of a national and international collaboration, with localities and agreements in the administrative field, the use of current legislative facilities as well as the promotion of specific legislative initiatives. (<https://activeecitizens.eu/partners/romania/>)

Before COVID-19, travel and tourism had become one of the most important sectors in the world economy, accounting for 10 percent of global GDP and more than 320 million jobs worldwide.

In 1950, at the dawn of the jet age, just 25 million people took foreign trips. By 2019, that number had reached 1.5 billion, and the travel and tourism sector had grown to almost too-big-to-fail proportions for many economies.

The global pandemic, the first of its scale in a new era of interconnectedness, has put 100 million jobs at risk, many in micro, small, and medium-sized enterprises that employ a high share of women, who represent 54 percent of the tourism workforce, according to the United Nations World Tourism Organization (UNWTO).

Tourism-dependent countries will likely feel the negative impacts of the crisis for much longer than other economies. Contact-intensive services key to the tourism and travel sectors are disproportionately affected by the pandemic and will continue to struggle until people feel safe to travel again. (Adam Behsudi, 2020)

All over the world, tourism-dependent economies are working to finance a broad range of policy measures to soften the impact of plummeting tourism revenues on households and businesses. Cash transfers, grants, tax relief, payroll support, and loan guarantees have been deployed. Banks have also halted loan repayments in some cases. Some countries have focused support on informal workers, who tend to be concentrated in the tourism sector and are highly vulnerable.

#### MATERIAL AND METHOD

Evaluating all these aspects, it is clear that people, travelers, tourists will require and will pay more attention to all the factors that may impact on their health and their medical safety. That is why we initiated this study to

associative structures, with the aim of a closer unity between its members, to protect, develop and promote tourism Romanian, through its objectives, convinced that the means by which it can achieve this goal is the conclusion of

evaluate tourists` requirements regarding hygiene in the hospitality units they stay during their travel. We requested the opinion of 156 tourists that visited the Felix and Băile 1 Mai balneoclimatic resorts, for a minimum 5 days, in the last 2 years. Out of the 156 tourists, 112 were women and 44 were men (all of them being above 18 years of age).

The statistical interpretation of the result was made using the t-Test calculator.

#### RESULTS AND DISCUSSIONS

For women, the main factors suggesting a hygienic environment to accommodate during they holydays are: clean toilets, freshly washed white towels, no residues on the floor.



Fig. 1. Main factors that represents sanogenetic requirements for women

Men are more demanding about clean sheets, no dust and clean floor.

Comparing men and women, 88 of female tourist evaluate hygiene based on the aspects they can see, while only 37 of men do the same thing. The rest of them consider other senses (e.g. smell, touch) when it comes to analyze de degree of hygiene.

According to t-Test calculus, this gender differentiation in evaluating environmental factors that are sanogenetic, there is a significant statistical difference ( $p < 0,05$ ).

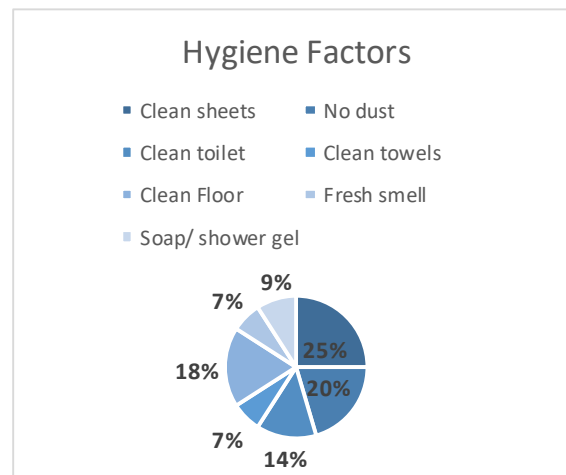


Fig. 2. Main factors that represents sanogenetic requirements for men

t-Test result:

1. t-Score: 3.9206
2. Standard Error of Difference: 17.9182
3. Degrees of Freedom: 3
4. Two-tailed p-Value: 0.0002
5. Confidence interval: 95%
6. Mean Difference: 70.25
7. Confidence Range: 13.2342-127.2658

When questioned about the attention they give to finding high standards hygiene condition, more than 85% of the tourist are paying more attention to these factors after the Covid pandemic, and they think that the hotels and hospitality units care more about assuring health safety. This is one reason for tourism rehabilitation after Covid pandemic.

According to UN Tourism, international tourism saw stronger than expected results in 2022, backed by large pent-up demand and the lifting or relaxation of travel restrictions in a large number of countries.

Over 900 million tourists travelled internationally in 2022, double those in 2021 though still 37% fewer than in 2019. International tourism recovered 63% of pre-pandemic levels, in line with UNWTO's scenarios published in May 2022.

Europe, the world's largest destination region, recorded 585 million arrivals in 2022 to reach nearly 80% of pre-pandemic levels (-21% over 2019). The Middle East enjoyed the strongest relative increase across regions in 2022 with arrivals climbing to 83% of pre-pandemic numbers (-17% versus 2019).

Africa and the Americas both recovered about 65% of its pre-pandemic visitors, while

Asia and the Pacific reached only 23%, due to stronger pandemic-related restrictions.

By subregions, Western Europe (87%) and the Caribbean (84%) came closest to their pre-pandemic levels.

The year 2022 saw a strong rebound in tourism spending, resulting in the recovery of pre-pandemic levels in income across many destinations. Looking ahead, international tourism is set to consolidate its recovery in 2023, backed by pent-up demand, particularly from Asia and the Pacific as destinations and markets open up.

The UNWTO Panel of Experts survey indicates that 72% of respondents expect better performance in 2023. However, most experts (65%) also believe international tourism will not return to 2019 levels until 2024 or later.

Based on UNWTO's scenarios for 2023, international tourist arrivals could reach 80% to 95% of pre-pandemic levels this year, with Europe and the Middle East expected to reach those levels. However, important risks remain ahead, especially economic and geopolitical.

## CONCLUSIONS

The Covid pandemic changed the demands on hygiene services and factors.

Women are tented to evaluate the level of hygiene in a touristic unit by clean bathrooms and utensils provided by the unit.

Tourists are expected to increasingly seek value for money and their traveling orientations are a response to the challenging social-economic environment (taking health influencing factors very seriously).

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