



# HESTOUREX

6-9 April 2017  
ANTALYA

WORLD HEALTH SPORT TOURISM  
CONGRESS & EXHIBITION



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## KONGRE BAŞKANI

Prof. Dr. Necat YILMAZ

Antalya Kamu Hastaneleri Birliği Genel Sekreteri

## GENEL SEKRETER

Doç. Dr. Burhanettin HACICAFEROĞLU

Antalya Gençlik Hizmetleri Spor İl Müdürü

## DÜZENLEME KURULU

Prof Dr. Gülbin GÖKÇAY

Yrd. Doç. Dr. Hüda HÜDAVERDİ

Prof. Dr. İmran AKPEROV

Prof. Dr. Kemal DEĞER

Prof. Dr. Ömer ÖZKAN

Prof. Dr. Tibet ERDOĞRU

## ORGANİZASYON KOMİTESİ

Damla ÖZMEN

Çisem İŞBUDAK

Yiğit BUGDAYCI

Işıl KALELİ ARSLANOĞLU

Serpil GÜNDOĞDU

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İl Sağlık Müdürlüğü Sağlık Turizmi Birimi





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## **KONU BAŞLIKLARI (alfabetik sıra ile)- 1**

**GERİATRİ - YAŞLI BAKIM**

**GÖÇ : EMZİRME ANNE SÜTÜ İLE BESLEME & BAĞIŞIKLIK KAZANDIRMA & ÇOCUK BESLENMESİ**

**GÖÇ VE SAĞLIK SORUNLARI**

*GÖÇ VE İNEFKSİYONLAR*

*GÖÇ VE KRONİK HASTALIKLAR*

*GÖÇ VE SAĞLIK MALİ SORUNLARI*

*GÖÇ VE SAĞLIK ORGANİZASYONU*

**GÜZELLİK : ESTETİK CERRAHİ : PLASTİK & DIŞ & SAÇ EKİMİ**

*RİNOPLASTİ*

*YÜZ GENÇLEŞTİRME UYGULAMALARI*

**MADDE BAĞIMLILIĞI**

**MARKALAŞMA & TANITIM & SÜRDÜRÜLEBİLİRLİK: SAĞLIK VE SPOR TURİZMİ**

**GERİATRİ - YAŞLI BAKIM**

**GÖÇ : EMZİRME ANNE SÜTÜ İLE BESLEME & BAĞIŞIKLIK KAZANDIRMA & ÇOCUK BESLENMESİ**

**GÖÇ VE SAĞLIK SORUNLARI**



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## **KONU BAŞLIKLARI (alfabetik sıra ile) – 2**

### **ÖZELLİKLİ CERRAHİLER**

KANSER & ONKOLOJİ

LAPOROSKOPİK & ROBOTİK CERRAHİ

OBEZİTE CERRAHİSİ

TRANSPLANTASYON

### **SAĞLIK TURİZMİ ÖRNEK MODELLER**

### **SAĞLIK VE SPOR TURİZMİNE EKONOMİK YANSIMALAR**

TEŞVİKLER - EKONOMİ BAKANLIĞI // SİGORTA MEVZUATI // YATIRIMLAR

### **SAĞLIK VE SPOR TURİZMİNE YÖNELİK EKONOMİK DEĞERLENDİRME**

### **SAĞLIK VE SPOR TURİZMİNİN SAĞLIK SEKTÖRÜ AÇISINDAN DEĞERLENDİRİLMESİ**

SPOR TURİZMİ : FUTBOL & TRIATLON & TENNIS

SPORCU SAĞLIĞI & SAĞLIK BAKIM MERKEZLERİ

TERMAL & WELLNESS & SPA

TÜRKİYE DE SAĞLIK VE SPOR TURİZMİ

TÜRKİYE NİN SAĞLIK & SPOR TURİZMİ LİDERLERİ



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## **ÇALIŞTAY OTURUMLARI**

SAĞLIK TURİZMİNDE ETİK VE HUKUK ÇALIŞTAYI

GELENEKSEL TAMAMLAYICI TIP ÇALIŞTAYI

TÜRSAB - SEYAHAT ACENTELERİ EĞİTİM PROGRAMI TANITIMI

SAĞLIK TURİZMİNDE MEVZUAT : STRATEJİ - POLİTİKA - MEVZUAT

## **HAP OTURUMLAR**

**FUTBOL**

**GOLF**

**GÜZELLİK & ESTETİK**

**OBEZİTE**

**SAÇ EKİMİ**

**TERMAL**

**TRANSPLANTASYON**



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## PAPER SUBMISSION -1

### HEALTH-THEMES

- Advancements in Medicine & Specialization
- Big Data & Analytics in Medical Tourism  
Biotech
- Brain Relaxation & Tourism
- Building a Top Global Healthcare Program
- Clinical Quality Improvement
- CME – Continuing Medical Education
- Digital Healthcare Technologies
- Ethical & Legal Implications for Patients
- Health Tourism
- Healthcare and Senior Care
- Healthcare Free Trade Zones
- Healthcare Investment
- Information Technology in Healthcare
- Medical and Healthcare Real Estate
- Medical Control and Tourism
- Medical devices
- Medical Insurance
- Medical Tourism Facilitators
- Medical Tourism Research
- Medical Tourism Trends & Best Practices
- New Developments for Transforming Healthcare  
Pharmaceuticals
- Successful Case Studies
- Sustainable Healthcare
- Telemedicine & Technology Advancements
- Travel Agents & Facilitators in Medical Tourism
- Understanding Buyers of Healthcare
- Wellness



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## **PAPER SUBMISSION -2**

### **OCCUPATIONAL HEALTH AND SAFETY**

- Occupational Hazards and Risks
- Occupational Health Services
- Principles of Occupational Health and Safety
- Occupational Medicine and Therapy
- Occupational Disease and Human Health
- Epidemiology & Infectious Disease
- Women Healthcare
- Agricultural & Environmental Safety
- Chronic Health, Industrial Food Safety and Management
- Construction & Ergonomics
- Biotechnology in Health Care
- Occupational Health & Safety Guidelines
- Health Promotion of Workers
- Prevention of Occupational Diseases



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## PAPER SUBMISSION -3

### SPORT-THEMES

- Beach and Coastal Management
- Branding and Global Best Practice Destinations in Health Tourism
- Coastal and Maritime Tourism
- Commercialization and Sport
- Consumer Behaviour in Tourism
- Destination Branding
- Developing Tourism through Sports Events
- Eco Tourism
- Ecologic Design
- Economic Impact of Sport Events
- Effects of Politics on Tourism
- Enhancing Customer's Experience
- Entrepreneurship ,Innovation and Creativity in Tourism
- Environmental sustainability in Sports
- Ethics and Sport
- Events and Sport Tourism
- Mobilizing the Winter Sports Community through Winter-Games
- Sport and Social Identity
- Sport Tourism
- Sport Tourism Bidding, Hosting & Measurement
- Sport Tourism Marketing & Innovation
- Sport Tourism Research
- Sport Tourism Resource Based Planning & Innovation
- Sports Fandom and Tourism
- Sports Management
- The Politics of Sport
- The Power of Sport and Sporting Events





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## PAPER SUBMISSION -4

### TOURISM-THEMES

- Assessment of Leisure/Hospitality Marketing Efforts
- Convention and Event Education
- Decision-Making Processes
- Emerging Technologies and e-Tourism
- Gambling Tourism
- Green Events
- Green Tourism
- History of Modern Sport
- Hospitality Education
- Hotel and Restaurant Management
- Hotel & Food Services Quality Engineering
- Innovations in Leisure/Hospitality Marketing
- Leisure /Hospitality Marketing Promotional Programs
- Leisure Creation and Sports
- Leisure/ Hospitality Product Development
- Leisure/ Hospitality Product Management
- Medical Tourism
- Meeting ,Incentives, Convention and Exhibition
- MICE marketing and Management
- Movie and drama Tourism
- New Tourism Products
- Ontology of Sport Research in Leisure/Hospitality Marketing
- Quality and Accreditation in Healthcare Organizations in Turkey
- Resolving Differences With Tourists
- Service Quality Management in Hotel and Restaurant
- Shopping Tourism
- Smart Tourism
- Sociology of food Studies and Food Security
- Sustainable Tourism
- Sustainable Tourism Development Strategies



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## PAPER SUBMISSION -5

### TOURISM-THEMES - 2

- Target Markets in Health Tourism, New Markets and Marketing Strategies
- Tourism and the Environment
- Tourism Destination Competitiveness
- Tourism Destination Image
- Tourism Economic and Forecasting
- Tourism Information Services
- Tourism Policy
- Tourism Sustainability
- Tourist resource Management
- Travel and Tourism
- Trends in MICE

### PSYCHOLOGY-THEMES

- Public Administration
- Industrial & Organizational Psychology
- Social & Organizational Networks
- Social Complexity
- Social Computing
- Social Network Analysis
- Social System Dynamics
- Social Work
- Social- Psychological, Social, Organizational, and Technological systems
- Socio- Cognitive- Technological Systems



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## PAPER SUBMISSION -6

### BUSINESS-THEMES

- Business Information Management
- Business Information Systems
- Business, Economics, Management and Marketing
- Business, Finance and Tourism Management
- Cognitive, Psychological & Behavioral Sciences
- Communication & Information Technologies in Social Sciences
- Communication, Communities and e- societies
- Computational Methods in Social Science
- Confluence of Social Networks, Artificial Intelligence, Complexity in Countries Studies
- Data Mining in Social Science
- Economics, Financial And Industrial Systems
- Economics, Markets & Systems

### EDUCATION-THEMES

- Business Education
- Technical & Vocational Education
- Contemporary Issues in Education
- Curriculum
- Distance Education
- Educational Leadership
- E- Learning
- Educational Psychology
- Education Management
- Adult Education
- Engineering Education
- ESL
- Health Education
- Higher Education
- International Education



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KAYIT & KONAKLAMA PAKET FİYATLARI	3 Gece / Konaklama-Kayıt 4**** Otel	3 Gece / Konaklama-Kayıt 5***** Otel
<b>NORMAL KATILIMCI</b> (Akademisyen & Doktor & Çeşitli Meslek gruplarından Katılımcılar)	€ 450,00	€ 550,00
<b>ÖĞRENCİ</b> (Asistan & Doktora öğrencileri bu kapsamda değerlendirilecektir)	€ 350,00	€ 450,00
<b>KONAKLAMASIZ KAYIT BEDELİ</b>	€ 150,00	€ 150,00
<b>İLAVE GECE / KONAKLAMA BEDELİ</b>	€ 90,00	€ 140,00
<b>REFAKATÇİ FARKI / GECE BAŞI KİŞİ BAŞI</b> (iki kişilik odada olmak kaydı ile)	€ 60,00	€ 90,00
<b>REFAKATÇİ / DIŞ KATILIMCI TÖRENİ KATILIM BEDELİ</b>	<b>AÇILIŞ</b> € 25,00	€ 25,00
<b>REFAKATÇİ / DIŞ KATILIMCI EĞLENCESİ KATILIM BEDELİ</b>	<b>GALA</b> € 45,00	€ 45,00



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## PAKET FİYATLARA DAHİL OLAN HİZMETLER

- \* 3 gece tek kişilik odada konaklama
- \* Havaalanı - Otel - Havaalanı transfer hizmetleri
- \* Otel - Fuar Alanı - Otel günlük transfer hizmetleri
- \* Kongre & Fuara Katılım
- \* Kahve Molaları
- \* Öğle aralarında Lunch Box ve Snack ikramları
- \* Açılış Töreni Davetiyesi
- \* Gala Yemeği & Eğlence Davetiyesi
- \* Kongre & Fuar alanlarında yapılacak etkinliklere katılım hakkı
- \* Kongre Program Kitapçığı
- \* Yaka Kartı
- \* USB Bellekte Kongre Bildirisi
- \* Kongre Çantası

Konaklamasız sadece kayıt yaptıran katılımcılar için konaklama/transfer haricindeki tüm hizmetler kayıt bedeline dahildir.

## ***BİLDİRİ / MAKALE***

**Bildiri sunmak isteyen tüm katılımcıların 150 EURO Kayıt Bedelini ödemesi gerekmektedir.**

**Bu bedel kapsamında 1 kişi 2 Bildiri sunma hakkına sahiptir.**

**Bildiride yer alan tüm katılımcıların kayıt bedelini ödemesi zorunludur.**

**Aynı kişinin 3. Bildiri sunması halinde, ilave bildiri için EURO 150,00 ödemesi gerekecektir.**

Bildiri konu başlıkları & Makale Gönderimi & Son teslim tarihleri için [www.hestourex.com](http://www.hestourex.com) sayfasından detaylı bilgi almanızı rica ederiz.

Sorularınız için [hestourex1@aktuevent.com](mailto:hestourex1@aktuevent.com) & [hestourex3@aktuevent.com](mailto:hestourex3@aktuevent.com) adreslerine mail ile ulaşabilirsiniz.

**Yukarıda belirtilen fiyatlara % 18 KDV dahil değildir.**



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## SON TESLİM TARİHİ

**Kayıt Ücreti**

EURO 150.--

**Son online kayıt tarihi**

4 Nisan 2017

**Bildiri son teslim tarihi**

24 Şubat 2017

**Bildiri kabulü/reddi bildirim tarihi**

10 Mart 2017

**Makale son gönderim tarihi**

21 Mart 2017

**Kongre Tarihi**

6 – 9 Nisan 2017