

SCIENTIFIC PROGRAMME
18 DECEMBER 2009, FRIDAY

SPA & HISTORY

10.00 – 11.00

Moderators

Baths and Bathing in Classical Antiquity in Anatolia
Cleaning in Turkish Culture
Traditions of Bathing in Ottoman Empire
Role of History in SPA Concepts

Prof. Dr. Emine G. NASKALI
Prof. Dr. Hakkı ACUN

Fikret K. YEGÜL
Emine G. NASKALI
Hakkı ACUN
C. Rumi ÇELEBİ

WATER

11.00 – 12.00

Moderators

Water in Turkish Art
Water and Health
Applications with Water

Prof. Dr. Mustafa TAYAR
Lect. Gülseren ÇETİN

Vildan ÇETİNTAŞ
Mustafa TAYAR
Gülseren ÇETİN

SPA & WELLNESS EDUCATION

12.00 - 13.00

Moderators

Gazi University SPA Manager Training Programme Draft
Balneotherapy
Wellness Counseling Certificate Programme in Germany
Acupuncture Education and Problems in Turkey

Prof. Dr. Cemal ÇEVİK
Prof. Fatma ÖZTÜRK

Şehriban ATEŞ
Zeki KARAGÜLLE
Mehmet H. ERGÜVEN
Cemal ÇEVİK

LUNCH BREAK

13.15 – 14.00

Book Signature Hour: Dr. Yasemin Fatih AMATO

14.00 – 14.30

SPA MARKET

14.30 – 15.30

Moderators

World SPA Market and Trends of 2009
Turkish SPA Market and Trends of 2009
Turkish Domestic Tourism Demand Profile
What is Destination Marketing?

Asc. Prof. Dr. Z. KUŞLUVAN
Dr. Mehmet H. ERGÜVEN

Mila ALEXANDROVA
Cengiz YÜCEL
Zeynep KUŞLUVAN
Mehmet H. ERGÜVEN

SPA MANAGEMENT

15.30 – 16.30

Moderators

Fundamentals of SPA Management
SPA Management Strategies
Quality Management in Hotel SPA's
Essential Forms and Check-Lists for SPA's

Prof. Dr. Mary TABACCHI
Asc. Prof. Dr. Mehmet YEŞİLTAŞ

Rifat AYTAR
Mary TABACCHI
Muharrem TUNA
Orhan UZEL

NEO-SPA

16.30 – 17.30

Moderators

SPA Concepts
New SPA Products
New SPA Instruments and Equipments
Architectural SPA Design

Dr. Orhon UZEL
Mrs. Mila ALEXANDROVA

Ayşe & C. Rumi ÇELEBİ
Mila ALEXANDROVA
Orhon UZEL
Ayhan GEVELİ

OPENING CEREMONY

18.30 – 19.00

President of Anatolian Touristic Hotel Owners Association
President of Ankara Chamber of Estheticians
President of Turkish Clay And Skin Health Study Group
President of Turkish Smell Study Group
Chairman of Gazi University Tourism Management Education Department
Chairman of Gazi Uni. V.E.F. H.and B.C. Edu. Dpt./Pre. of Turk.Soc.Cosm.Lect.
Dean of Gazi Uni. Vocational Education Faculty
Culture and Tourism Ministry Represent, Republic of Turkey
Rector of Gazi University

Mr. Seçim AYDIN
Mrs. Elif Şebnem TÜRE
Prof. Dr. Asuman TÜRKMENOĞLU
Prof. Dr. Engin ŞARER
Asc. Prof. Dr. Mehmet YESİLTAŞ*
Asc. Prof. Dr. C. Rumi ÇELEBİ
Prof. Dr. Fatma ALİŞİNANOĞLU
Mr. İbrahim YAZAR
Prof. Dr. Rıza AYHAN

MUSIC, MOTION and WATER THERAPY CONCERT

Turkish Music Research and Presentation Group (TÜMATA)

Director: Asc. Prof. Dr. R. Oruç GÜVENÇ

19.00 – 19.30

Handicrafts in Turkish Hamam Culture Exhibition Opening Ceremony

19.30 – 20.00

OPENING COCKTAIL

20.00 – 21.30

19 DECEMBER 2009, SATURDAY

SPA APPLICATIONS

10.00 – 11.00

Moderators

Mrs. Christine Shelah FISK
Asc. Prof. Dr. İlkey ORHAN

Thalassotherapical Use of Seaweeds
Indian Head Massage
New Trends in Phytotherapy
Hamam Massage Techniques

Gamze TURAN
Christine Shelah FISK
İlkey ORHAN
Nihat AYÇEMAN

SPA KITCHEN

11.00 - 12.00

Moderators

Prof. Dr. Mustafa TAYAR
Yrd. Doç Dr. Yasemin DEMİRCİOĞLU

Nutrition and Life Quality
Management of SPA Kitchen and Menu Developing
Alimentation Culture in Turkish Hamams

Mustafa TAYAR
Mary TABACCHI
Yasemin DEMİRCİOĞLU

"SPA&WELLNESS IN TURKISH TOURISM STRATEGY" PANEL

12.00 - 13.00

Moderator

Mr. İbrahim YAZAR

Mr. Vural ÖGER
Mr. Seçim AYDIN
Mr. Mustafa KUTLU
Mr. Abdurrahman BALTA
Dr. Dursun AYDIN
Prof. Dr. Zeki KARAGÜLLE
Doç. Dr. Muharrem TUNA
Mr. Hüseyin BARANER
Asc. Prof. Dr. C.R.ÇELEBİ
Sn. Levent KARAFİL

Öger Türk Tour GmbH CEO
Pre. of Anatolian Touristic Hotel Association
Rixos Royal SPA YK. Bşk.
Sanitas SPA Manager
President of Medical Tourism Society
İ.Ü. Medical Ecology & Hydroclimatology Dep.
Gazi Üni.T.T.E.F., Dekan Yrd.
Pre. of European Turkey Tourism Business Co.
Chairman of National SPA&Wellness Con.
Doğuş Cosmetics CEO

LUNCH BREAK (SATELLITE SYMPOSIUM)

13.15 – 14.00

Book Signature Hour: Prof. Dr. Emine G. NASKALİ

14.00 – 14.30

MEDICAL SPA

14.30 - 15.30

Moderators:

What is Medical SPA? How can be Created?
Integrated Medicine
Mesotherapy
Legal Status of Beauty Centers in Turkey: 2009

Dr. Yasemin F. AMATO
Dr. Bülent ÇİVİTÇİ

Yasemin F. AMATO
John BRAZIER
Bülent ÇİVİTÇİ
Elif Şebnem TÜRE

SCENTS AND SPA

15.30 - 16.30

Moderators

Essential Oil Plants of Turkey
Turkish Smell Study Group Presentation
Aromatherapist Training Programme Framework
Interactive Scent Education

Prof. Dr. Engin ŞARER
Prof. Dr. Belma KONUKLUGİL

Belma KONUKLUGİL
Engin ŞARER
Emine Seren AYKUT
Ömür UÇAR & Ruşen AKMAN

CLAY AND SPA

16.30 - 17.30

Moderators

Thermal Tourism Regions in Turkey Tourism Strategy Action Plan
"Medicogeological Examination of Turkish Thermal Muds and
Determination of Their Impacts on Human Skin" Project
Use of Geothermal Energy in the Thermal Tourism
Turkish Clay And Skin Health Study Group Presentation

Prof. Dr. Asuman TÜRKMENOĞLU
Asc. Prof. Dr. Gülçin CELEP

Eda ÜNVER & Elçin BARIN

Gülçin CELEP
Orhan ERDEN
Asuman TÜRKMENOĞLU

GALA DINNER AND 2009 SPA AWARDS CEREMONY

20.00 – 23.00

20 DECEMBER 2009, SUNDAY

TURKISH HAMAM SPECIAL

10.00 - 11.00

Moderators

Hamam Bowl: The Symbol of Cleansing Culture
Hamam Loofahs and Mitts : Elazığ Samples
Turkish Hamam Peşkir and Towel Samples
Achitectural Evolution of Turkish Hamam
A Touristic Hamam Presentation: Cağaloğlu

Prof. Dr. Fikret K. YEGÜL
Prof. Dr. Tevhide ÖZBAĞI

Ergül ÖNGE
Nihal ÜLGER
Nursel BOYKOSOĞLU
Fikret K. YEGÜL
Çağ ÇAĞDAŞ

HONORARY LECTURES

11.00 - 13.00

Moderators

SPA Marketing Strategies
Rules of Feeling Good
Raising Revenues in SPA's
European Standard SPA Therapist Certificate
Sensory Science, Production and Aromatherapy
Sports for Everyone
Miniature Painting from Turkish Hammam Culture

Prof. Dr. Fatma ALİSİNANOĞLU
Prof. Dr. Fatih YILDIZ

Mary TABACCHI
Nurselen TOYGAR
John BRAZIER
Jean Eric KNECHT
Fatih YILDIZ
Erdal ZORBA
Gülsün PARLAR

LUNCH BREAK

13.15 – 14.00

Book Signature Hour: Prof. Dr. Fikret K. YEGÜL

14.00 – 14.30

SPA&WELLNESS IN EURASIA

14.30 - 15.30

Moderators

British Holistic Therapists Fed. Organization Model
SPA & Wellness and Education in France
SPA & Wellness in Iran
SPA & Wellness in Bulgaria
SPA & Wellness in Kosovo

Lect. Sheyda EMAMİ
Mr. Jean Eric KNECHT

Christine S. FISK
Jean Eric KNECHT
Sheyda EMAMİ
Mila ALEXANDROVA
Vali GJINALI

UNWANTED CONDITIONS IN SPA CENTERS

15.30 - 16.30

Moderators

What is Sensitive Skin?
Side Effects of Solarium Practices
Hydrotherapy Complications
Mobbing
Unwanted Conditions In Spa Centers and Solutions

Lect. Tülay KAHRAMAN
Lect. Zuhal AKBABA

Tülay KAHRAMAN
Umut KAYA
Zuhal AKBABA
Asiye Toker GÖKÇE
C. Rumi ÇELEBİ

FREE PRESENTATIONS

16.30 – 17.30

Moderators

SPA Applications in Body Care
Alzheimer's Disease and the Salvia Sp.
Wine Therapy Applications in SPA Market
Influence of Turkish Bath Culture on the Design of SPA & Wellness Venues
Profiting Cultural Values of Turkish Bath and Traditions in Tourism
Hygiene in SPA's
What is Cristal Therapy?
Effect of Ads. on Consumption of Cosmetic Products
SPA Market Investigation in Terms of the Marketing Mix Elements
New Age Energy

Prof. Dr. Ayten ULUSOY
Prof. Dr. Tuba VURAL

Tamer SÖKMEN
F.Sezer ŞENOL & İlkay ORHAN
E.N. ÖNDOĞAN & S.Ş. BENLİ
Banu APAYDIN BAŞA
Düriye BOZOK
Hatice ŞEHİRLİOĞLU
Mehmet DEĞER
S. Ş. BENLİ & E.N. ÖNDOĞAN
S. Ş. BENLİ & E.N. ÖNDOĞAN
Bülent YILDIZ

CLOSING REMARKS

18.00

* *All Congress Sessions will be held at Hall I*

** *Book signing Hours will be performed in Cosmetology Lecturers Association Stand.*

SPA THERAPIST TRAINING COURSE
(18-19 December 2009)

Directors: Prof. Fatma ÖZTÜRK, Asc. Prof. Dr. C. Rumi ÇELEBİ, Inst. Sheyda EMAMİ

18.12.2009

10.00-10.30	What is SPA & Wellness?	Asc. Prof. Dr. C. Rumi ÇELEBİ (Gazi Üni. V.E.F.)
10.30-11.00	Fundamentals of Nutrition	Ass. Prof. Dr. Y. DEMİRCİOĞLU (Gazi Üni. V.E.F.)
11.00-11.30	Phytocosmetics	Asc. Prof. Dr. İlkay ORHAN (Gazi Üni. Ecz. Fak.)
11.30-12.00	Acupuncture and Chinese Medicine	Dr. Setenay MİT (Gazi Üni. Acupuncture Prog.)
12.30-13.00	Energy Based B.C.T./ Reiki Initiation	Lect. Z. Betül GÜREL (Gazi University V.E.F.)
14.30-15.00	Chromotherapy	Lect. Nehir MADEN (Mersin University)
15.00-15.30	Water Based Body Care Techniques	Lect. Gülseren ÇETİN (Adnan Menderes University)
15.30-16.00	Thalassotherapy Basics	Dr. Orhon UZEL (FLAVIUS Training Director)
16.00-16.30	Exercise Based Body Care Techniques	Ass. Prof. Dr. Tamer SÖKMEN (Gazi University)
16.30-17.00	Solarium and Practices	Dr. Nalan AKYOL (Gazi University)
17.00-17.30	Reflexotherapy Basics	Lect. Sheyda EMAMİ (Gazi University V.E.F.)

19.12.2009

10.00-10.30	Integrated Medicine	Dr. John BRAZIER (British Hol. Ter. Fed. Vice Pre.)
10.30-11.00	Physical and Mental Purification Practice in Hamam	Lect. Nihat AYÇEMAN (Akdeniz University)
11.00-11.30	Instrumental Body Care Techniques	Mr. Fuat SERTBAŞ (Gazi University)
11.30-12.00	Massage Techniques	Mrs. Christine Shelah FISK (British Hol.T. Fed. Vice Pre.)
12.00-12.30	Removal of Unwanted Hair	Lect. Sema Benli ŞİMŞEK (Ege University)
12.30-13.00	SPA Professionals and Customer Relations	Inst. Şehriban ATEŞ (Gazi University)
13.00-13.30	Aromatherapy	Lect. Zuhul Sultan AKBABA (Çukurova University)

SPA MANAGER TRAINING COURSE
(20 December 2009, 10.00-17.30)

Directors: Prof. Dr. Tuba VURAL, Asc. Prof. Dr. C. Rumi ÇELEBİ, Inst. Şehriban ATEŞ

10.00-10.30	Sultans of the Body Climate: SPA & Wellness	Asc. Prof. Dr. C. Rumi ÇELEBİ (Gazi Üni. VEF.)
10.30-11.00	SPA Therapies Updated	Asc. Prof. Dr. C. Rumi ÇELEBİ (Gazi Üni. VEF.)
11.00-11.30	Applied SPA Management Software Presentation	Mr. Erdal ÖZKAN (Senkron B.T. Manager)
11.30-12.00	Market and Marketing Research in SPA Business	Ass. Prof. Dr. Dr. Mehmet BAŞ (Gazi Üni. İİBF.)
12.00-12.30	Financial Reorganization in Business	Prof. Dr. Aydın KARAPINAR (Gazi Üni.)
14.30-15.00	SPA Management Strategies	Prof. Dr. Mary TABACCHI (Cornell Uni)
15.00-15.30	Equipment and Product Choosing in SPA Business	Dr. Orhon UZEL (FLAVIUS AŞ. Edu. Dir)
15.30-16.00	SPA and Human Resources	Mrs. Mila ALEXANDROVA (SPA Consultant, Bulgaria)
16.00-16.30	Body Language in Customer Com.and Eff. Speech	Asc. Prof. Dr. Ertuğrul YAMAN (Gazi Üni. VEF.)
16.30-17.00	Developing a SPA Design Concept : A Case Study	Asc. Prof. Dr. C. Rumi ÇELEBİ (Gazi Üni. VEF.)
17.00-17.30	Creative SPA Packages and Solutions	Mr. Jean Eric KNECHT (SPA Academy Dir., France)

- * SPA Therapist Training Course is theoretical.
- * Organisation have rights to make changes in Course Programmes without prior notice.
- ** Accession documents will be given after the Courses.
- *** All Course Sessions will be held at Hall II