

MODERN TRENDS IN HEALTH PROTECTION

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The strategy of the modern society for getting the Nature under control and bringing it into line with human needs, expressed in searching for new sources of energy, technologies, communications and high rate of activity, created prerequisite for negative influence on human health such as permanent hypodynamia, stress and etc. The impact of these factors in combination with uncontrollable feeding, smoking, and narcotic addiction, leads to severe psycho-physical disharmony in the bio-social nature of mankind and provides a basis for the most widespread diseases of the civilization – cardio-vascular and cancer diseases, diabetes, psychic disorders, damages of the locomotory system.

The extreme development of the technical process and the industrialization concentrated the settlement of the human population in bigger and bigger agglomerations. There are dozens of cities having population of over 20 million inhabitants. Man's living environment in the big city presents a complex system of social and ecological impact on the human organism during the different stages of his development. Most of this impact bears negative sign of value due to the unfavorable trends in civilization aspect, characteristic for the present century:

- **Accelerated rate of development** in the social-economic, technological, cultural and scientific spheres of life. These processes result in air pollution, lost ecological balance, unfavorably affecting human health.
- **With the growth in the scientific-technical process** the modern society is striving for relieving the different types of labor and expanding and modernizing of transport. These

urbanizing processes are leading to replacing the muscle work and the physical activity in all areas of life and to permanent manifestation of “Hypodinamia”.

- **A process of “domestication” can be observed** – reduced biological ability for human organism adaptation to the changes of the meteorological conditions of the environment, which leads to more frequent respiratory and infectious diseases caused by the decrease of the protective forces of the organism. It is due to the pampered lifestyle, to the formation of thermo sub comfort, to the overheated work and living premises, to the long hours spent in the conditions of “housing environment”, isolated from the natural environment.

Within the structure of the human system of values, where the object of value is set in order according the criterion of “significance”, health is arranged in one of the first places. One of the ways for its preservation is to use the methods of **recreation**.

Recreation is connected to the prophylaxis and prevention of a number of diseases, which is something economically more profitable for the society than their treatment. The term “**recreation**” (from Latin *recreation*) in a narrow sense means “regaining strength”. In a broader sense by recreation it is understood as that human activity in the spare time, which aims at regaining and reinforcing the physical and psychological strengths, at physical and spiritual development of human personality. The active regulation is a matter of choice of lifestyle, maintenance of a good health status, esthetical looks in combination with pleasant experiences. In this topical for the society activity it is necessary for both the particular individual and the managerial staff of the companies and the government to undertake changes in the way of thinking and acting.

Recently a differentiation has been made between the demand and supply of recreational services. They form a combination of activities, meant for maintenance of a good health condition, development of the physical ability and recreation by means, methods and forms of the traditional and alternative medicine, physical culture, sports and tourism. Because of their significant mission for the society, actually every single person is a possible consumer of such services. The main objective is the complex, holistic impact on disease prevention and maintenance of healthy psychological and physical harmony, wakening of the personal activity for health reproduction.

Natural medicine is known under many names: “non-orthodox”, “unconventional”, “alternative”, however, it is most appropriate to define it as “complementing”, because its task is to enrich rather than to substitute the achievements of the orthodox medicine. It considers the psyche and the body as integral and self-restorable and able to gain control over the health; it treats the patient as a “whole” and encourages the natural healing processes through the methods of the traditional Chinese medicine, the Indian “Ayurveda” medicine, reflex therapy, chiropractics, kinesiology etc. In the recent years a unique philosophy for good health gained ground – *Wellness*. *Wellness* is connected not only with the pleasant experiences during vacation time, enjoyment, comfort, but also with active live behavior, where the health care is primary. *Wellness* is associated with harmony in the environment, success in the business field, in the lifestyle. *Wellness* tendency has gained recognition in the tourism, sports, in fulfilling goals and skills, new technologies and numerous programs for fitness, new recreation sports. Their practicing gives enjoyment and satisfaction as well as self-confidence.

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