

STRATEGIES OF HEALTH TOURISM IN ASIA

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Abstract

The people of the East have always sought to treat not only the body, but also the soul. Therefore, the methods of modern and traditional medicine are often intertwined with spiritual practices here - what is needed for lovers of moderate exoticism. Asian countries show year after year a stable dynamics of growth in demand for health programs in these regions.

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Let us briefly characterize the most popular destinations for Central Asian tourists. Bangkok, Thailand. There are luxury spa centers in almost every part of the kingdom: Koh Samui, Phuket, Chiang Mai and Bangkok itself. There are many reputable medical centers in Bangkok that offer comprehensive diagnostics and a range of procedures, as well as meditation, nutrition and exercise courses. If we talk about health tourism in a more medical way, it is worth noting the Bumrungrad Hospital, where foreigners come to treat specific diseases. Bangkok is also famous for its ophthalmology and cardiology clinics, as well as rehabilitation therapy centers - today they are considered the best in Asia.

Kerala, India. This warm green state stretches along the coast of the Arabian Sea in the south of the country. The calm, measured life of Kerala attracts families with children, elderly tourists and seekers of peace of mind, for whom the popular Goa seems too party-like. There are many Ayurvedic medicine centers in Kerala that offer Panchakarma cleansing programs, Abhyanga oil massage, vegetarian food and yoga classes. Wellness treatments can be diversified with outdoor activities such as kayaking and surfing. Maldives. A heavenly place located on 26 atolls. Ayurveda, herbal medicine, various types of massage are the basis of rejuvenating and relaxation programs. In some centers it is possible to undergo spa treatments together, which is very useful for newlyweds who spend their honeymoon in the Maldives. Seoul, South Korea. In the past 10 years, local medicine has developed intensively thanks to powerful government support, and is now rightfully considered one of the best in Asia. And prices with high quality of treatment and service remain significantly lower than in Europe and the USA.

People from all over the world come here for treatment in many areas: plastic surgery and aesthetic medicine (these areas are experiencing a real boom in the country, being very popular primarily among the Koreans themselves), dermatology and cosmetology, dentistry, orthopedics and traumatology, cardiology and cardiac surgery, gastroenterology, neurology, ophthalmology, hematology, surgery and neurosurgery, gynecology and obstetrics. Limassol, Cyprus. The pride of Cyprus is thalassotherapy. Spa and thalassotherapy centers in Limassol are located at hotels, most programs are designed for a

period of one to six days. Procedures are performed on the basis of algae, sea water and salt. Also used are essential oils, mud and minerals from the Dead Sea, products of well-known French cosmetic companies. Local centers offer primarily relaxation and beauty programs. But there are also wellness procedures: people come to Limassol to treat arthritis, arthrosis, rheumatism, varicose veins, insomnia, asthenia. Hainan, China. People come to the main Chinese resort to treat diseases of the gastrointestinal tract, pulmonary, skin and urological diseases, rheumatism, osteochondrosis and hypertension. In Hainan, they treat without resorting to surgical intervention. They use only traditional Chinese medicine and modern natural medicines. The local thermal springs of the Zhujiang Nantian complex are very popular. On its territory there are more than 30 pools with water of different temperatures and chemical composition. Nha Trang, Vietnam. In the suburbs of Nha Trang, there are hot mineral springs and the popular Thap Ba mud bath.

People come to local health centers to treat gastrointestinal diseases, migraines, rheumatism, arthritis and disorders of the nervous system. In addition to the treatment of serious ailments, local specialists can also carry out a general strengthening of the body, toning the skin, and increasing immunity. In Vietnamese centers, herbal medicine, acupuncture, and massages are actively used [1,3]. Ein Bokek, Israel. In Ein Bokek, diseases of the musculoskeletal system, respiratory, cardiovascular and nervous systems, gastrointestinal diseases, skin problems and some immunological syndromes are treated. The local climate itself contributes to healing due to a combination of several natural factors at once, which include a high content of oxygen, salts and minerals in the air, warm weather all year round and therapeutic mud. Wellness centers are most often located at hotels. Qualified doctors work there, who carry out diagnostics and draw up an individual treatment plan. Also, almost every hotel has a spa center, which, however, is not surprising, because there are practically no hotels below 4 stars in Ein Bokek. Bali, Indonesia. Bali spa centers specialize in programs that improve blood circulation, get rid of body fat and cellulite, and moisturize the skin. Relax and anti-stress programs are also popular. The main procedures are a swimming pool with therapeutic sea water, a hydromassage bath, underwater therapy, Charcot's shower, herbal medicine, body wraps and many types of massage. Procedures are carried out using algae, salts and sea mud. Sri Lanka. Ceylon is famous for its Ayurvedic programs, which are carried out in spa centers scattered throughout this small island. It may be better to go to some other resort for serious treatment, but if your goal is to strengthen the body in general, relieve stress and find blissful tranquility, then Sri Lanka is perfect. Aromatherapy, massages, cleansing programs - all this contributes to the peace of the spirit and the well-being of the body.

Research results. Next, let's turn to the study, it was attended by 61.2% of men and 38.8% of women aged 16 to 45; by age, the respondents were distributed as follows: 18-24 years old - 43.3%. The rest are 25-40 (25.4%), 40 and above (16.4%), and up to 18 (14.9%). The largest percentage is in the category of respondents aged 18 to 24, because at this age, there are most opportunities and moments to go somewhere to relax, while there are no strongly binding moments. The majority of respondents are people who are in a romantic relationship, 46.3% in total, 35.8% have families and 17.9% are alone. When choosing health-improving programs, apart-hotels, apartments, detached houses were the most popular - 57.6%. This is due to the fact that in these places of residence there are more opportunities to relax and abstract, this is very important for a wellness holiday. Inns, hotels, boarding houses are no less popular (42.4%), despite the fact that, as a rule, there are many guests around. The star rating of hotels is clearly very clear, everyone wants to rest with complete comfort, respectively 5 * - 34.8%, the rest are ready to relax in a 4 * hotel (28.8%) and in a 3 * hotel (1.6%), and 34, 8% do not attach importance to the status of the hotel. 39.4% of respondents prefer BB meals, this is due to the fact that there are a lot of procedures on a wellness vacation, and you can simply not get 3 meals. Everyone likes different foods, and the buffet is a great solution to the problem, which is why it takes 2nd place (36.4%). Everyone will take what he wants. Meals "breakfast and dinner" amounted to only 24.2%. Perhaps this is due to the fact that in the evening tourists want to see the city, take a walk in the evening and unwind.

Unfortunately, in the modern world, many people do not follow the simplest rules of a healthy lifestyle. Some become victims of inactivity, others overeat, and some do not know how to relax, be distracted from industrial and domestic worries, are always restless, nervous, suffer from insomnia, which ultimately leads to numerous diseases, so procedures to improve well-being (53%) are slightly rejuvenation turned out to be less important (28.8%), and rest in a medical tour turned out to be unimportant - 18.2%.

The survey made it possible to identify the preferences of tourists when choosing health programs in Asian countries, as well as what factors and preferences can affect the choice of a vacation spot in this segment. The uniqueness of health programs and the originality of the destination make it possible to form a competitive tour. This product should be saturated not only with procedures, but also with a cultural program. Regarding saturation, the tourist product should take into account the combination of a high level of service and the filling of a tourist day. All this contributes to the formation of a unique product in the health tourism segment, which would be relevant for the target audience. Thus, it can be concluded that the uniqueness and originality of the health-improving medical centers of the Asian region are the components for the formation of an inclusive product for people interested in maintaining their health.

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