

THE IMPORTANCE OF WELLNESS AND HEALTH TOURISM IN THE DEVELOPMENT OF SUSTAINABLE TOURISM.

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Abstract - The World Tourism Organization UNWTO classifies medical goals are among the main motivations for tourist trips. The number of tourists traveling for wellness and health purposes is constantly growing. According to UNWTO data on the share of international tourism flow (indicator of the number of arrivals), medical tourism takes not less than 1% in global tourist turnover, and in the structure of income more than 5%, being one of the most profitable sectors of the tourism business.

Key words: health tourism, wellness tourism, tourism, resorts, travel, spa.

I. Introduction

Health and wellness tourism, as a type of ecological tourism, is a type of spa treatment and considers the organization of population health from the point of view travel technologies. This is achieved by forming tourism product, which is based on medicinal or health technology that improves the quality of life through complete satisfying the need for rest, health improvement and treatment with using various components of the natural complex.

Wellness tourism is a dynamically developing industry, involving more and more people expecting to receive impeccable service and improve your health. Today more than 1.3 million people per year visit health centers in countries such as Switzerland, Germany, Israel, France, Italy, Greece and Thailand, Czech Republic and Slovakia, Finland and Malta, Estonia and Lithuania, Ukraine and Belarus and a lot of others. These countries offer countless options alternative medicine, luxury apartments, unforgettable cultural and entertainment programs, sightseeing routes sightseeing and

shopping. It is known that the tourist wants get high service, low cost of travel and effective healing result.

Medical tourism is carried out with the aim of improving health and involves staying in sanatorium-resort institutions. Target “treatment” is distinguished separately and in the classification of traveler’s persons recommended by the WTO [1].

Wellness tourism aims to prevent health and rest. It is characterized by a longer travel time, visiting fewer cities and longer duration staying in one place. The purpose of “rest” along with leisure and recreation present in the classification of travelers recommended by the WTO [2].

II. Literature review

According to many researchers, in the world there are more than 4 thousand resorts, but not all of them have natural healing factors. In a broad modern sense, a resort is a place of varied recreation, and not just treatment and recovery based on natural healing factors. The scientific approach to the study and use of natural healing factors led to the fact that, on the one hand, resort the matter fell more and more into the sphere of influence of medicine and healthcare. At the same time, an opposite trend has emerged in the development of resort areas as places of recreation, entertainment, social life, i.e. tourism. Some resorts became especially famous for the entertainment they provided: the casino of Baden-Baden, the social life of Bath or the royal court in Brighton, the music salons of the resorts of the Vienna Woods, etc.

In modern English-language literature on tourism, the concept of “health tourism” is used - “tourism for health, wellness tourism”. It strongly overlaps with the concept of “recreational tourism,” the main purpose of which is also rest and restoration of the body’s strength. However, there are different points of view on the relationship between concepts in the field of health tourism.

For example, E.L. Dracheva believes that recreational tourism includes travel for recreational purposes, and the activities of enterprises engaged in health, medical and medical tours, tours for recreation and rehabilitation, as well as tourism with recreational purposes [Dracheva E.L., 2008]. According to V.A. Nabedrik’s main

concept is “medical tourism”. This is a set of relationships and phenomena that arise during travel and stay of people whose main motivation is examination, treatment and rehabilitation of the body, and also disease prevention [Nabedrik V.A., 2005]. Main sub-sectors of medical tourism are medical tourism itself (medical) and wellness tourism.

III. Results

Actually medicinal (medical) tourism is aimed at obtaining highly qualified care in clinics, therapy, rehabilitation after severe diseases (i.e., in fact, this is part of healthcare). Health tourism is aimed at maintaining the body in a healthy state and can be very diverse. An important factor in dividing these types of tourism is the discrepancy between their distribution across the territory.

A.M. generally agree with this point of view. Vetitnev and A.S. Pieces that indicate that medical tourism is worth sharing for “therapeutic resort tourism”, including tourist trips to the resort for the purpose of receiving medical services on the basis of sanatorium and resort organizations, as well as for “therapeutic clinical tourism”, including trips to clinics for specialized treatment outside the framework of guaranteed medical care on the initiative of tourists. They also emphasize that the concepts of “therapeutic tourism” and “health tourism” refer, in fact, to different types of tourism activities and they should not be mixed. Although in the same work the authors emphasize that in the last decade there has been an active combination of treatment and recreation within resorts [Vetitnev A.M., 2009]. Despite the fact that the organization of treatment in such conditions is changing significantly, getting rid of this has already become practically the global trend is impossible.

IV. Discussion

It is worth recognizing that the main direction of development of health tourism at the present stage is associated with the transfer center of gravity from its “therapeutic” component to “health” with corresponding changes in the composition and coverage of consumers of this type of tourism services, their content, as well as related activities.

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Western literature has developed a slightly different point of view on the content of the concept of “therapeutic/health” tourism, which includes such new concepts for the industry as “wellness tourism”, “spa tourism”, etc. At the same time, it is formed and successfully “medical tourism” is developing, which reflects new trends in the consumption of medical services and represents the movement of patients across borders in order to obtain medical services or treatment (more accessible or cheaper than in their own country).

In this regard, the structure of medical and health tourism can be represented as follows (Fig. 1)

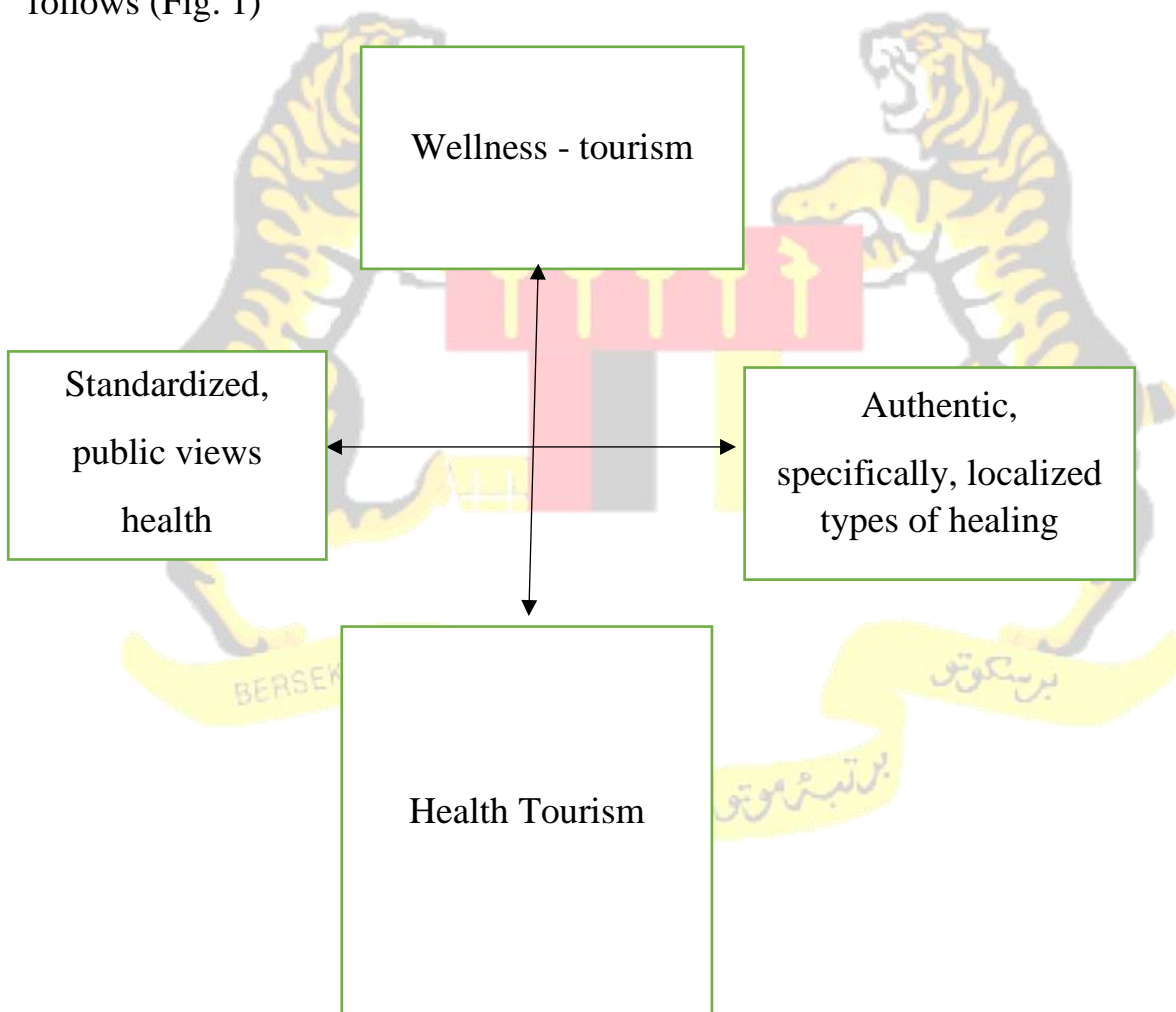


Fig. 1 – Correlation of different types of tourism activities, aimed at improving the health of tourists [Wellness ..., 2011]

V. Conclusion

In order to develop wellness tourism, it is necessary to create favorable conditions for intensive modernization of wellness infrastructure and industry management, which will increase regional incomes and simultaneously stimulate the development of other areas, as well as develop infrastructure of wellness and recreational areas and improve health population, preserve natural healing resources and cultural heritage. In addition, it is very important to conduct more wellness research - biological mechanisms of the influence of natural factors on health, develop treatment standards for medical institutions, meeting modern requirements.

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