



THE ROLE OF MEDICAL TOURISM IN THE DEVELOPMENT OF THE MARKET OF MEDICAL SERVICES

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Annotatsiya. Maqolada mamlakatda xizmatlar sohasi rivojlanishida turizmning rivojlanish masalalari keltirilib, bu borada O'zbekistonda olib borilayotgan islohotlar o'rganilgan. Undan tashqari, tibbiy turizm tushunchasi ilmiy tomonidan chuqur taxlillar asosida muallif tomonidan mustaqil ishlab chiqilgan jadvalda aks etgan.

Kalit so'zlar: turizm, tibbiy turizm, turizm xavfsizligi, spa-turizm, spa-sentr, kumush iqtisodiyot

Аннотация: В статье освещается развитие туризма в развитии сферы услуг в стране, проводимые в Узбекистане реформы. Широко освещен опыт ведущих стран мира в сфере медицинского туризма. В результате фундаментального исследования концепция медицинского туризма была тщательно проанализирована ученым и отражена в таблице, независимо разработанной автором.

Ключевые слова: туризм, медицинский туризм, безопасность туризма, курортный туризм, спа-центр, серебряная экономика

Annotation: The article reviews with the reforms implemented for the development of tourism service in the republic of Uzbekistan. In addition, the author's personal concept developed by on the basis of in-depth scientific analysis on medical tourism is reflected in table of scheme.

Keywords: tourism, medical tourism, tourism security, spa tourism, spa center, silver economy.

Introduction

All over the countries of the world medical tourism is being developed with new trends in the new era. This will allow the population not only to live a healthy life, but also to be treated with high quality medical services. The medical tourism has impact on human health by combining simultaneously with several areas - basic elements such as health, recreation, transport, nutrition, treatment, and human health.

In the context of globalization, a man may face with unexpected dangers. The daily stress and disruption of the normal routine of healthy life for some reason may increase



the demand for medical services. However, as a result of a significant increase in the level of risk when traveling abroad, ensuring the safety of tourists in the international tourism market is a priority. Therefore, one of the important elements of the organization of any type of tourism is to ensure the safety of life and health of tourists. A tourism safety means the personal safety of tourists, the safety of their property and the safety of the natural environment during travel. Ensuring safety involves a number of measures within the framework of national legislation to ensure the safety of movement of tourists in the territory of the state, the safety of their accommodation, health, life and property. In modern circumstances, one of the most important social tasks - the protection of human health, especially those who live in urban areas and those who are actively engaged in economic activity - can be restored in the future. With the assistance of prevention of the negative effects of Rehabilitation, a care and rehabilitation are carried out in medical institutions located in different regions and create conditions for medical tourism.

Research methodology

This research study examines comparative analysis, the history of medical services, and its comparison with highly developed countries. In particular, the development of the market of medical service in the country is widely studied as a direction of research, that is, the concept of the market of medical services, In addition, the impact of the development of health services on the economy will be examined by means of analysis. The terms are related to the industry. Experience of different models of health care systems in foreign countries has been learned by means of allocation of priority directions.

Analysis and results

According to the World Tourism Organization, the international tourism market in 2025 grew by 8% to \$ 1.6 trillion. The number of medical visitors was 16-19 million.[1] According to the World Travel & Tourism Council statistics in consular tariffs in 2018, the international tourism market accounted for 10.4% of the world economy. Medical tourism as a new direction in the international market has developed rapidly in the United States and generated a profit of \$ 13 billion in 2024.[2] According to the Global Wellness Institute, the United States is expected to have the largest share of the international tourism market by 2025 - \$ 140 billion.

Medical tourism is a term that refers to the practice of providing medical care outside the place of residence, combining vacation abroad with highly qualified medical care. For some authors, medical tourism is the best that is not available to the patient in their home country is considered to indicate the possibility of gaining experience. Medical



tourism is a journey for treatment through the best prices and high quality medical services. In this regard, many scientists have given different definitions to the concept of medical tourism. Hereby below there is the consideration on it[3]:

Different approaches in defining the concepts of medical tourism

Table 1

The Term and its Interpretation	Basic Rules	Source
Health tourism	Tourism, the main purpose of which is recreation and restoration of physical and psychological health (Recreation and Recreation Tourism)	A. M. Vititnev
Recreational tourism aimed at restoring the health of people in the community in the short term (24 hours)	Restoring or improving health Tourism	S. M. Hall
A trip outside the place of permanent residence for the purpose of business improvement or rehabilitation	Save, improve or health rehabilitation tourism	P. M. Carrera, J. F. Bridges
Health tourism for prevention and recreation.	It is characterized by longer travel times, fewer cities, and stay in one place Disease prevention and recreational tourism	E. L. Dracheva, Yu.V. Zabaev, D.K.Ismaev
Medical tourism.	An international event that characterizes long-distance travelers for entry	Economic and social UN Commission



	is usually used by people with high health care costs to travel for tourism purposes, people with queues in the health care system, or people with disabilities.	Ocean for Asia and the Pacific
Medical tourism - the impact of organized travel on the national health system improve or restore health through medical care	Improving or restoring health tourism	P. M. Carrera, J. F. Bridges
Medical tourism Departure from a temporary permanent residence	Health and heuristic goals	A. M. Vetitnev, L.B.Juravlev
Health tourism	Strengthen the desire to maintain or promote the health of travel to the spa, which is the main motivation Save or strengthen health	H. Müller, E. L. Kaufman
Spa tourism	Health tourism is a unique type of tourism. Health care involves going to various recreational spa zones, and wellness with other treatments.	A. G. Gergishan

After his research on tourism, A. Sharman describes medical tourism as a global phenomenon where citizens enjoy high quality and affordable medical services while G.Y. Shchekin the term “medical tourism” implies the idea of arranging the provision of medical services to patients outside their permanent place of residence. Medical tourism in the narrow sense can traditionally be understood as the movement of patients to a place of treatment, rehabilitation and recreation in any region or country. Many

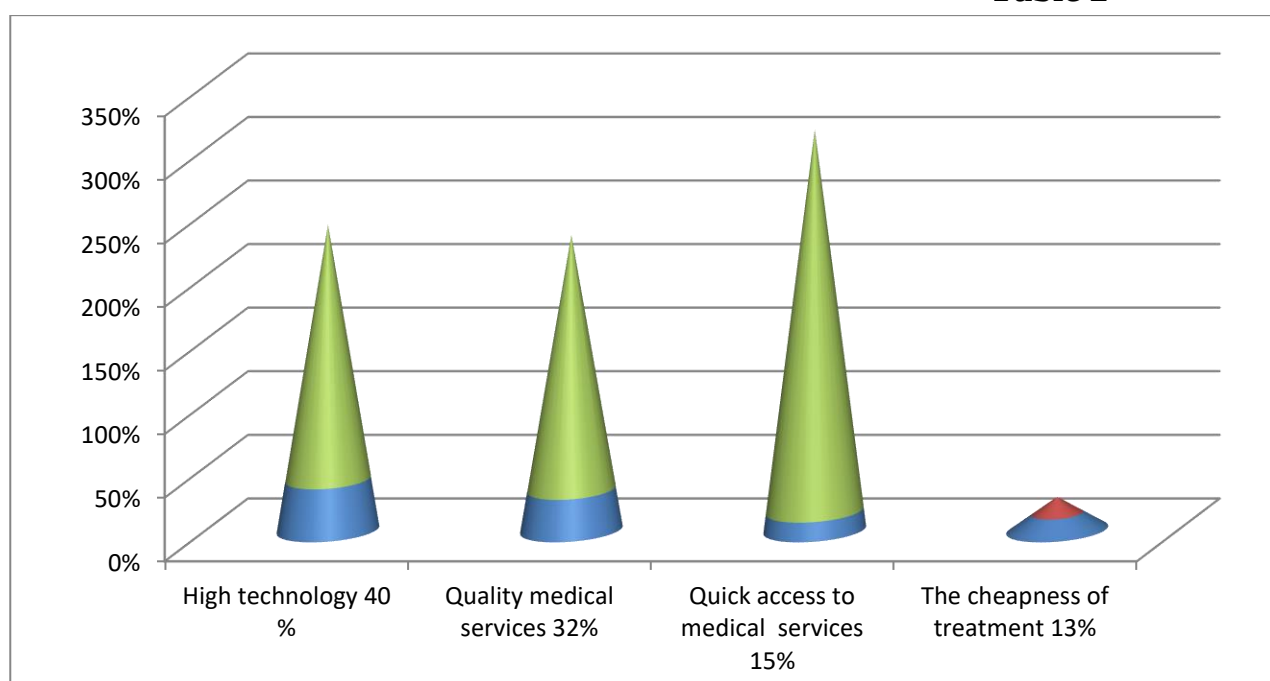


scholars structurally distinguish between the concepts of “health tourism” and “medical tourism”.

Health tourism - covers all areas of tourist activity. Medical tourism includes recreational and rehabilitation activities and medical tourism itself, which is gradually becoming a specific type of tourist activity and is distinguished by a purely clinical component.

According to E.V. Pecheritsa the medical tourism is what people call a trip in their own country or abroad to get one or another type of high-quality medical service at affordable prices. When studying the offers of intermediary companies engaged in this activity, it has been stated that “medical” trips can be made in two different directions, such as health tourism and medical tourism. According to “McKinsey and Company” research, the medical tourism should have the following main benefits[4]:

Table 2



Conclusion

The concept of medical tourism, which has been studied for several years, has gained its own attractiveness in the field of tourism in the world. In particular, the countries of Europe and Asia have begun to lead in medical tourism. European countries have the opportunity to provide medical services such as ophthalmology, neurosurgery, plastic surgery, transplantation with the help of innovative technologies. In modern medical care, the country of Israel also has sufficient experience in providing services such as neurosurgery, oncology, ophthalmology, and cardiology. Germany is a country that uses its natural resources in the provision of medical services around the world as well.



The treatment of diseases is carried out effectively. The United States has the ability to provide high-tech diagnostic and treatment-based medical care. Singapore, Malaysia, Thailand and China also provide medical and rehabilitation services from Asian countries[5].

The priority is to organize the market of medical services in our country on the basis of world experience and to create a system of quality services. The directions of development of medical tourism in Uzbekistan are as follows[6]:

1. Defining the target market, taking into account the tourist potential of Uzbekistan, the implementation of measures aimed at restoring the health of the elderly (this science is also called "silver economy").
2. Organization of medical services as a result of creating a recreational advantage by strengthening the industrial integration in the regions.
3. Analysis of the development modes.
4. Enrichment through innovation of development mode.
5. Creating a legal framework for the development of the industry.

Based on the above analysis and experience, as a result of the development of medical tourism in Uzbekistan, improve the quality of health care and medical services; investment and private investment in the development of medical infrastructure at public expense; increase in revenues to the state budget (tax revenues) to provide new jobs; business development; emergence of opportunities for the development of other sectors of the economy; recognition of the country in regional and international markets, active marketing strategy, participation in various international exhibitions and forums, international integration for foreign tour operator.

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