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УДК 338.48

DOI 10.33514/BK-1694-7711-2022-1(2)-221-227

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**КЫРГЫЗ РЕСПУБЛИКАСЫНДА МЕДИЦИНАЛЫК ТУРИЗМДИН АБАЛЫ
СОСТОЯНИЕ МЕДИЦИНСКОГО ТУРИЗМА В КЫРГЫЗСКОЙ РЕСПУБЛИКЕ
THE STATE OF MEDICAL TOURISM IN THE KYRGYZ REPUBLIC**

Аннотация: Кыргыз Республикасында медициналык туризм акыркы жылдары эле популярдуу боло баштады. Бирок биздин өлкөбүз медициналык туризмди өнүктүрүү үчүн абдан чоң потенциалга ээ. Макалада туризмдин бул түрүн ийгиликтүү өнүктүрүүнүн жолдорун табуу менен, аны жайылтуурагы проблемаларга токтолуп жана келечекте кандайча өнүгүш керек экендиги жөнүндө өзүбүздүн ойлорубуз менен бөлүшөбүз. Биздин оюбузча медициналык туризм абдан пайда алып келүүчү туристтик бизнес болуп саналат. Бул болсо өлкөбүздүн ИДПгы туризм тармагынын үлүшүн көбөйтүүнүн бирден бир жолу деп эсептейбиз.

Аннотация: В Кыргызской Республике медицинский туризм приобрел популярность сравнительно недавно и имеет большой потенциал развития. Однако медицинскому туризму в настоящее время уделяется мало внимания, чем и обусловлено его слабое развитие.

В данной статье рассматривается состояние медицинского туризма в Кыргызской Республике, выявлены проблемы и даны рекомендации его дальнейшего развития как перспективной и прибыльной отрасли в туристическом бизнесе. Считаем, что, развивая медицинский туризм, можно увеличить долю туристической отрасли в ВВП республики.

Abstract: In the Kyrgyz Republic, medical tourism has gained popularity relatively recently, mainly developing external medical tourism. However, Kyrgyzstan has great potential for the development of domestic medical tourism, which is currently receiving not enough attention, and as a result is very poorly developed. This paper tries to discuss the issues of medical tourism successful development in the Kyrgyz Republic identifies problems and gives recommendations for its further development, since this kind of tourism has significant potential for development. Moreover, this area is one of the ways to increase the overall tourism level in the country's GDP.

Негизги сөздөр: туристтик бизнес, туристтик агым, медициналык туризм, жаратылыш ресурстары, медициналык туризмдин инфраструктурасы, медициналык туризмдеги меймандостук.

Ключевые слова: туристический бизнес, туристический поток, медицинский туризм, природные ресурсы, инфраструктура медицинского туризма, гостеприимство медицинского туризма.

Keywords: tourism business, tourist flow, medical tourism, natural resources, medical tourism infrastructure, medical tourism hospitality.

Medical tourism compared to other types of tourism has been developed relatively recently, assuming the combination of recreation with highly qualified medical service. Including health and diagnostic tourism, medical tourism can pursue different goals: prevention, health improvement and treatment. Health tourism refers to travel for the purpose of recovery, improve health and appearance. Diagnostic tourism is aimed at examination of the body in order to establish the correct diagnosis. The main goal is medical tourism and treatment. The structure of medical tourism is dominated by health tourism, including SPA tourism (numerous procedures related to using mineral, fresh or sea water), which accounts for 41% medical tourism market.

Despite its recent emergence, medical tourism is a rapidly growing field in international tourism business. The global medical tourism market today is estimated by experts at more than \$15 billion.

Medical tourism has a trend of regional development. It favorably develops in the USA, Germany, Japan, France and Austria. The share of these countries is 63% off global medical tourism market. Meanwhile, countries such as India, Singapore, Mexico, Thailand, Brazil, Israel,

Turkey, South Korea are the leaders in admission of medical tourists from Europe and North America. According to Global Spa & Wellness Summit, by 2017, 50% of the medical tourism market was in Asia, Latin America and the Middle East. In these countries, in addition to low prices and quality treatment of patients is also attracted by the high level of development of the tourism industry. In Arab countries popular clinics are in Dubai and Jordan.

According to research by the international consulting company “McKinsey and Company” the main incentives for medical tourism are low cost of treatment, quick access to medical services and other percentage indicators which are shown in Fig.1

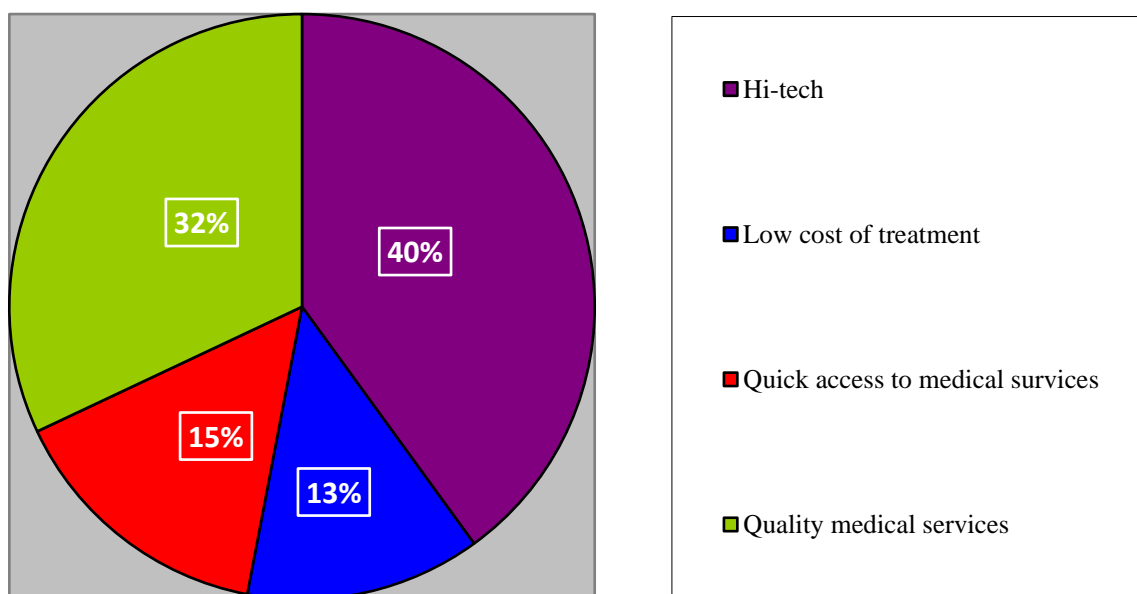


Fig.1. The main motives for the treatment of citizens of Kyrgyzstan abroad

Following trend is observed in the development of medical tourism in Kyrgyz Republic. The majority of Kyrgyzstanis are increasingly sent abroad for treatment, mainly for the purpose of clarifying the diagnosis and getting a chance for recovery. Inhabitants of Kyrgyzstan go for treatment to such countries as Germany, Israel, which are leaders in the development of medical tourism. However, they do this less frequently than residents of other countries. The main reason is the high cost of medical services in these countries. For example, ordinary residents of Kyrgyzstan go to Germany to mostly for charity.

Among the Asian countries where Kyrgyzstanis go for organ transplantation with medical indications, India, Turkey, China and Pakistan are in the lead. For example, a liver transplant qualitatively and relatively inexpensively is done in India. If in Turkey such operation costs from 85 thousand dollars, then in India - from 50 thousand dollars. Kidney transplantation is also cheaper – price starts from 18 thousand dollars. In Turkey, for a similar operation, along with rehabilitation, the patient spends 35 thousand dollars. That is, those who do not have a related donor go for a transplant to Pakistan or China. Patients with heart defects who could not be operated on by doctors of Kyrgyzstan are heading to Russia.

The analysis of the state of medical tourism in Kyrgyzstan shows that this type of tourism is in the implementation phase. There is a trend of increasing visits to our country by foreign citizens. So, if 314.1 thousand of foreign tourists had a rest in Kyrgyzstan in 2010, in 2019 this figure increased almost 4 times.

According to statistics, in 2019 the number of foreign citizens crossed the border of the Kyrgyz Republic, amounted to 4.7 million people, 1.4 million of which belongs to vacationers. The main flow of foreign tourists is observed from neighboring Kazakhstan (52%), Russia (14%) and the lowest rate was noted in India - only 0.6% (Fig. 2).

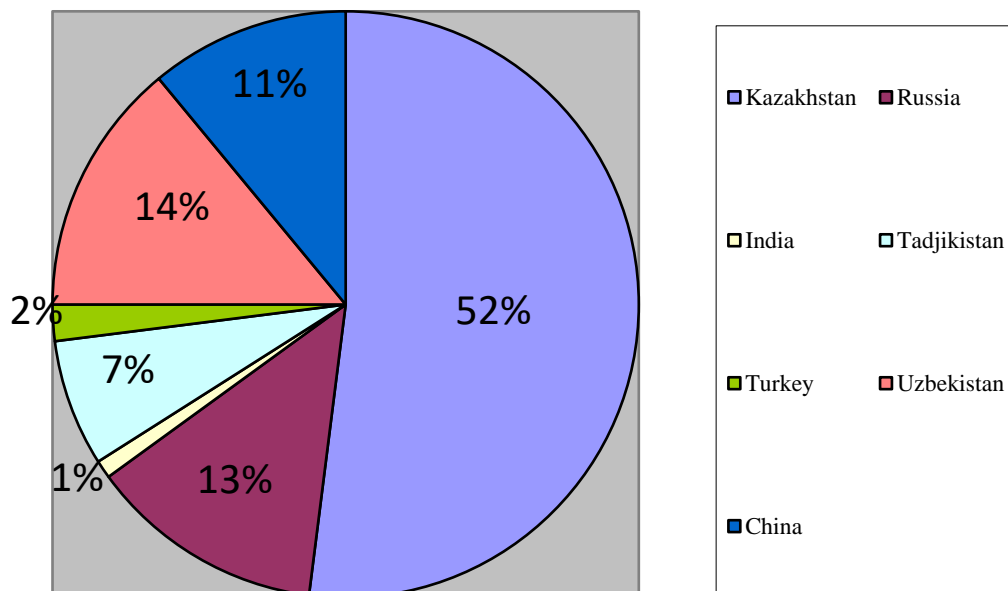


Fig. 2. The share of tourists who visited Kyrgyzstan from the Great Silk Road countries in 2019.

If we analyze the number of tourists who came to the Kyrgyz Republic from abroad, they make up a small share: tourists from Turkey - 1.2%, Germany and the USA - 1%. Unfortunately, there is no exact data regarding their arrival with the purpose of recovery.

The presence of natural objects in Kyrgyzstan (mountains, gorges, lakes, caves, mineral springs, etc.) provides a real opportunity to develop medical and health tourism. The country is famous as the land of resort and tourist attractions, including the widest range of services offered: holidays in sports and health camps, sanatoriums, boarding houses, ski resorts, hiking along mountain tourist routes, hunting, etc.

The main tourist flow falls on the lake Issyk-Kul, rich in mineral sources and other natural resources for the development of medical tourism.

At present, Kyrgyzstan has unique natural resources, presenting interest for the development of medical tourism as a promising industry of economy, where it is possible to provide services for the treatment of diseases of the cardiovascular and musculoskeletal system, respiratory system, urinary system, gynecological diseases, gastrointestinal tract, liver, biliary tract and many other diseases.

The natural resources of the Kyrgyz Republic make it possible to create nature reserves and national natural parks, which provide an even greater opportunity to attract foreign tourists in need of recovery.

The number of reserves in 2019 compared to 2015 has been increased by 15.8%, over the same period, the number of tourism enterprises and recreation institutions increased by 14.7%, and sanatorium-and-spa institutions - by 11.1%.

At the time being, the medical tourism infrastructure is represented by various objects of tourism and recreation. Consider the dynamics of the development of sanatoriums and recreation facilities in the country for 2014-2018

Table 1. Dynamics of development of health-improving and sanatorium institutions of Kyrgyz Republic at the beginning of the year (units)

	2015	2016	2017	2018	2019	2019 in % or r. to 2015
Sanatoriums	13	13	15	13	13	100
Children's sanatoriums	5	5	4	5	6	120
Sanatoriums and dispensaries	10	10	12	11	10	100
sports and recreation camps	4	5	8	10	9	2.25
Boarding houses with treatment	2	3	5	5	5	2.5
Baby wellness complexes	26	29	27	22	24	92.3
Total	60	65	71	68	67	111.7

Source: Tourism in Kyrgyzstan, 2015-2019: Statistical compendium. - Bishkek: National Statistical Committee of the Kyrgyz Republic, 2020.

The data in the table shows that the main place in these objects is occupied by sanatoriums. A positive trend is observed in the emergence of boarding houses with treatment and an increase in the number of sports and health camps, a negative phenomenon is the reduction in the number health-improving complexes for children (in 2018, compared to 2014, it decreased by 7.7%).

The most revealing are the results of marketing opinion research for foreign tourists regarding the purpose of their visit to Kyrgyzstan (Fig. 3): 34% of tourists come to meet friends and relatives, who are also mostly potential clients of health facilities, and 29% of these tourists are already real clients, as they directly indicate the purpose of the visit as a health resort.

The results of the above analysis prove the possibility of a promising development of medical tourism in the republic in the direction of prevention and rehabilitation.

Along with the positive aspects, there are also negative ones that impede development of medical tourism in Kyrgyzstan. Medical condition leaves much to be desired industries of the republic. By all indicators, Kyrgyz medicine lags behind foreign countries. These include poor technical equipment of clinics, a small staff of highly qualified personnel, outdated medical facilities, health resorts, underdeveloped logistics of medical tourism, poor condition of roads, air transportation, etc.

In Kyrgyzstan, with the creation of modern medical clinics and development in the country cardio surgical and neurosurgical care the need for foreign treatment has significantly decreased, and for foreigners there was an opportunity to receive medical services in Kyrgyzstan according to international standards. It is gratifying that medical centers are being created together with Turkish, Chinese, Korean businessmen in the field of medicine. Establishment of a medical tourism association, which was made in 2018, in our opinion, will contribute to the further development of this industry.

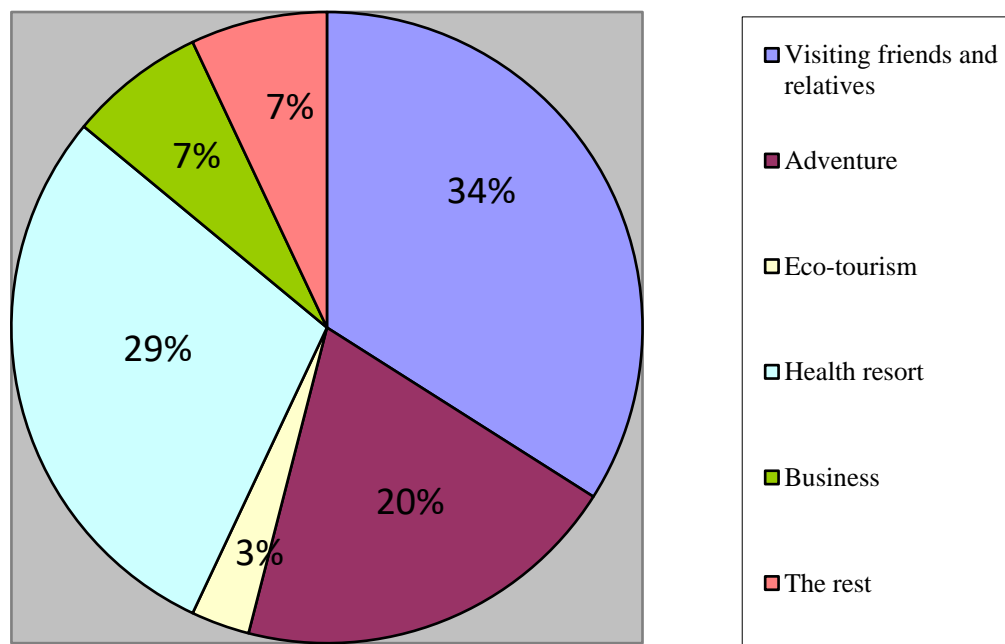


Fig. 3. The main purposes of the arrival of foreign tourists in Kyrgyzstan

For the sustainable development of medical tourism in the Kyrgyz Republic in the future it's necessary to:

- develop a "Concept for the development of medical tourism in the Kyrgyz Republic for perspective";
- attract investments for the medical tourism market;
- create marketing laboratories to attract customers, competent promotion medical services; introduce a recognizable domestic brand of medical services to the international market, medical tourism oriented;
- improve infrastructure and product development for medical tourism;
- improve the quality of services and hospitality in medical institutions;
- provide staff with the opportunity to learn foreign languages;
- to be included in the curricula of universities in the direction of "Management", "Marketing", "Business Management" discipline "Medical Tourism".

Summing up, we can conclude that in the Kyrgyz Republic, medical tourism gained popularity relatively recently, and mainly the external medical tourism. However, Kyrgyzstan has a large resource potential for the development of domestic medical tourism, which is currently receiving undeservedly little attention.

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УДК: 339.137.3

DOI 10.33514/BK-1694-7711-2022-1(2)-227-234

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**АТААНДАШТЫК МАМИЛЕЛЕРДИ ӨНҮКТҮРҮҮ ДИНАМИКАСЫ
ДИНАМИКА РАЗВИТИЯ КОНКУРЕНТНЫХ ОТНОШЕНИЙ
DYNAMICS OF DEVELOPMENT OF COMPETITIVE RELATIONS**