

Modern Medical Tourism

Kateryna Yampolska, Olena Kokhan

National University of Food Technologies, Kyiv, Ukraine

Introduction. Medical tourism is the provision of medical services for tourist abroad or the combination of vocation and high-qualified health services. Medical tourism is well-developed in the world but it is still a new tendency. Nowadays there is a great selection of health services with all the needed: accreditation, travel agencies and specialists of medical tourism. This new tendency helps progressing of the health care due to developing new technologies and services.

Materials and methods. Theoretical and methodological basis of research is the system analysis of the problems ensuring the competitiveness of the tourism industry, theoretical principles of economic science in the field of the necessity of medical tourism and management of tourist flows.

Results. It is possible for everyone to find the best and the most qualified variant because of the wide selection of services in medical tourism. The lead countries of health services for Ukrainians are: the USA, Germany, Israel, Poland, Lithuania and Turkey. At the same time Ukraine provides numerous health and wellness options for Middle Eastern travelers from the Gulf and Arabic states, as well as it is one of the most beautiful vacation destinations in the world. The increased demand for affordable and high-quality medical care in Ukraine has produced some of the finest doctors and surgeons in the region providing Middle Eastern, European and African travelers with top-quality options where to choose from. The most popular, yet patient-centered, treatments services for medical travellers are: Dental Care, Plastic and Cosmetic Surgery (including reconstructive), Fertility Treatments and Reproductive Technologies, Cancer Care, Stem Cell Technologies. All medical care in Ukraine is top-quality, and provides excellent results.

Ukraine takes part in the global migration of the tourists of health services as a host. More than 50 thousand foreign patients pay almost 125 million dollars a year for the Ukrainian medical services. However, more than 150 thousand Ukrainians a year go abroad for taking health services. Most of the foreigners (25%) visit Ukraine for sanatoriums and SPA-centers which are a good value for money there. Also visitors (18%) are interested in the Ukrainian dentistry and ophthalmology. The others try reproductive medicine, plastic surgery, cardiac surgery and cellular technologies in Ukraine. That is because our country is a cheap one comparing to the others.

Nowadays there are 35 cardiac surgery centers where the treatment is pure and safety (at the European level) in Ukraine. However, surgery is not a common there : only 211 in 1 million of patients. Besides, a lot of Ukrainian surgeons have a qualification of The European Association of Cardiac, there is no needed medical accommodations in Ukraine for patients from Europe and the USA.

Conclusions. To summarize, medical tourism in Ukraine needs all-around development: modern equipment, well-qualified doctors and surgeons and ,of course, the reconditioning of hospitals and clinics. Moreover, the government should solve the problem of submitting visas for the tourists from the Arabic countries for them to be able to visit Ukraine as a country of health services.