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## World trends in the development of health tourism

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### Аннотация

This paper deals with investigation of world trends development in health tourism. The definition of health tourism is disclosed. The main methods and directions of world health tourism trends development are explored. The role of health treatment purposes among the main reasons for international people travelling is revealed. The different reasons to visit other regions and countries are highlighted. The main directions of health tourism in the world are analyzed. The main types of services needed by tourists in the international health sector are systemized. The main statistical indicators for world health tourism market development are observed. The number of health tourism arrivals, receipts and expenditures are calculated. The main health tourism trends in 2022 explored by Medical Tourism Association are highlighted. The most recent trends of global Wellness tourism development prepared by GWI Global Wellness Economy Monitor are investigated. The main wellness and SPA world tourism trends in different regions of the world are highlighted. The world's top wellness destinations in 2022 are revealed. The most visited health tourism and wellness destinations in the USA, Canada, the United Kingdom, France, Finland, Serbia, Costa Rica, Turkey, Jordan, Israel, Iran, United Arab Emirates, China, Hong Kong, India, Malaysia, Pakistan, Singapore and Thailand are explored. The main health tourism trends development in above mentioned countries are investigated. The forecasting of worlds trends development in health tourism is proposed.

**Ключевые слова:** health tourism, Wellness, SPA, health destination, scientific forecasting

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<sup>1</sup> **Introduction.** Every year the popularity of health tourism is growing, and more and more people around the world are discovering new opportunities for this type of tourism. Therefore, health tourism performs all important social functions related to treatment, disease prevention and various activities aimed at protecting the health of the population. From an economic point of view, the introduction of this type of tourism for the state — this is what allows you to enter new markets for tourism services and, thus, to receive more income.

<sup>2</sup> Yet, the health tourism segment is still not well defined, with differences based on geographical and linguistic characteristics and the large and wide variety of related cultural traditions. Furthermore, data is fragmented and limited.

<sup>3</sup> Health tourism is considered nowadays to be an emerging, global, complex and rapidly changing segment that needs to be comprehended to a greater extent in order to leverage opportunities and better address challenges.

<sup>4</sup> **The purpose of the study** is a deep analysis of world trends in the development of health tourism, identification of their problems and investigation of different opportunities and prospects for further development.

<sup>5</sup> **The objectives of the study include:** investigations of health tourism definition; the substantiation of the main methods and directions of world health tourism trends development; researching the role of health treatment purposes among the main reasons for international people travelling; systemization of the main directions of health tourism development in the world as well as the main types of services needed by tourists in the international health sector; statistical investigation of the world health tourism market development; observation of the main health tourism trends in 2022 and the most recent trends of global Wellness tourism development; systematization of the main wellness and SPA world tourism trends in different regions of the world; revealing the world's top wellness destinations in 2022; substantiation of the main health tourism trends development as well as forecasting of worlds trends development in health tourism.

<sup>6</sup> **Scientific state of problem knowledge and the novelty of the study.** The analysis of recent scientific publications showed that investigations of world health tourism trends development are proposed by different famous Ukrainian scientists: A. A. Beydyk, O. A. Lyubitseva, V. S. Kylivnuk, T. I. Tkachenko and others. In particular, the peculiarities of location and organization of world health tourism destinations are disclosed in the works of V. V. Baev, O. M. Kravets, A. A. Ryabev, A. Levchenko and also P. M. Gahlinger, M. D. Horowitz, J. A. Rosensweig. C. A. Jones, O. Tompkins and others. However, further investigation of world health tourism trends development will be connected with researches of possible ways for improving the health tourism services in different destinations all over the world.

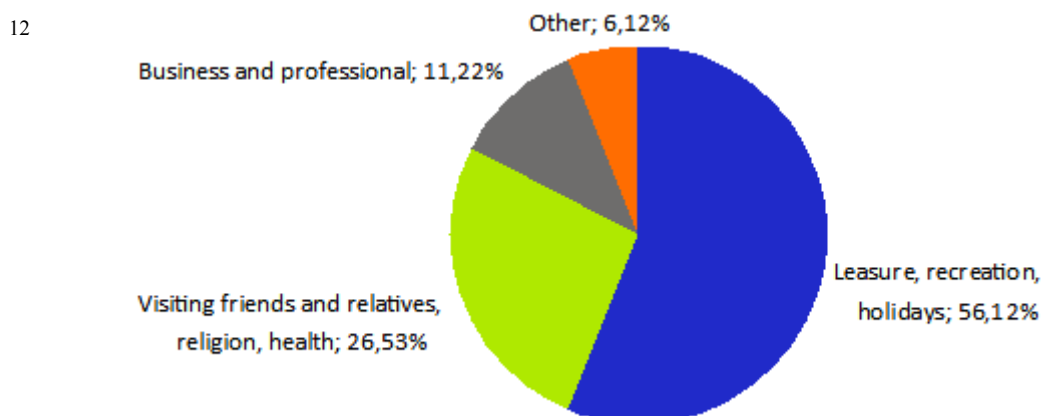
7        **Research information base.** The proposed investigation is based on free analytical, statistical and informational papers downloaded from open-access Internet resources of the Global Wellness Institute, Global Spa Summit, UNWTO, Medical Travel Market, Medical Tourism Association Magazine, as well as from a number of free open-access bulletins of different national and international companies and organizations related to tourism development researches. We have used the number of qualitative and quantitative methods. The process of the scientific research is based on the review of existed literature on this topic, analysis of current state and further development of world health tourism destinations. The next research methods were used: analysis, synthesis, statistical analysis, comparison, chart's creation, mapping. In this scientific work the new forecasting of world health tourism trends development was explored as well as the complex of improvement measures for health tourism industry was proposed.

8        **The results of investigation.** The hospitality industry recognized the growing demand and interest in health or wellbeing, and an increasing number of operators either have reshaped their services or launched new brands adapted to the new demand trend (e. g., in the form of healthy options) [11].

9        Health, wellness and medical tourism have grown exponentially in recent years and are becoming increasingly relevant in many established and emerging destinations around the world [5].

10       Health tourism is considered nowadays to be an emerging, global, complex and rapidly changing segment that needs to be comprehended to a greater extent in order to leverage opportunities and better address challenges [16].

11       International tourism statistics show that the purpose of travel for health is among the main reasons for people to visit other regions and countries (Fig. 1). Moreover, if for statistics, the world is dominated by travel for leisure purposes, then for the Middle East (Iraq, Lebanon, Israel, Saudi Arabia, Qatar, etc.) it is dominated by travel to visit relatives and friends, religious and importantly, wellness<sup>1</sup>.

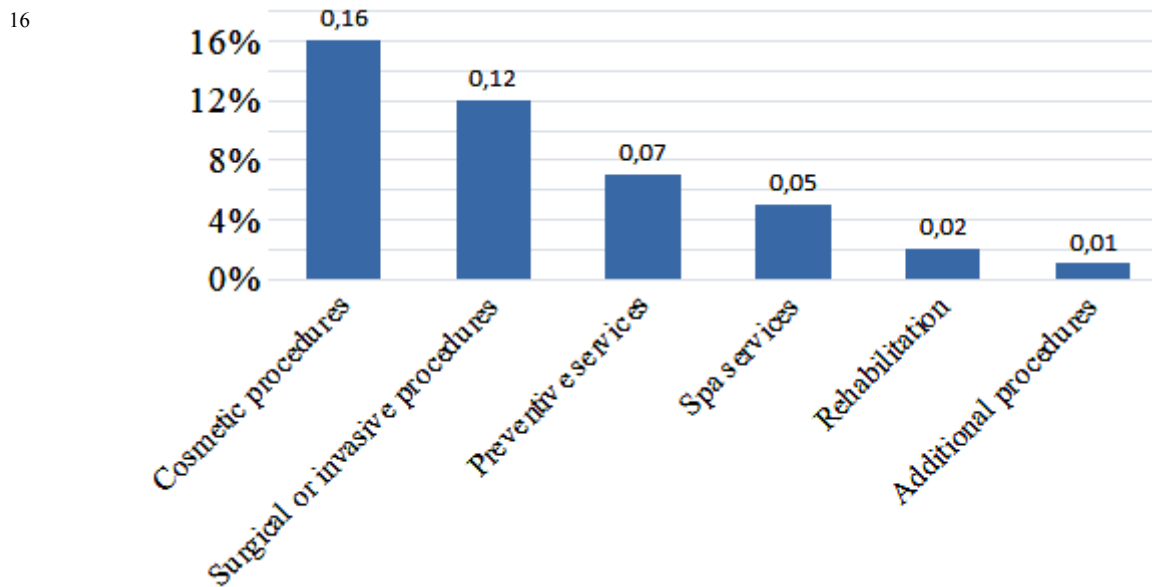


13       **Fig. 1.** Reasons to visit other regions and countries. Source: [2; 7; 9]

14       When a person travels abroad to a country of residence for medical procedures or treatment, then she/he becomes a consumer of medical tourism services. Moreover, in this case, this type of service belongs to the field of tourism because it is assumed that such clients often stay in the country of treatment before and after surgery, procedures,

etc. for travel and recreation. Also, many countries have health resorts that provide recreation in a healthy region to prevent disease and prolong life. Therefore, with the growing popularity of the concept of healthy living, which will only gain momentum.

15 The main directions of health tourism in the world are: medical tourism, thermal tourism (SPA & Wellness-tourism), tourism for the elderly, trips to clinics for treatment; receiving cosmetic and dental services; sanatorium treatment and rehabilitation (Fig. 2)<sup>2</sup>.



17 **Fig. 2.** The main types of services needed by tourists in the international health sector. Source: [4; 7]

18 There are no exact statistics from the world market of medical and health tourism. In the world, domestic health tourism dominates the outbound flow. In the European Union, domestic medical tourism accounts for 77 %. According to the Global Spa Summit, the global market for medical tourism is \$50 billion, health — \$106 billion. The world leaders in the number of medical tourists — Americans (1.6 million (76 %)) [4].

19 Medical tourism is a \$439 billion global market and every year there are around 50 million medical tourists that receive treatment that they are unable to get at home or for a cheaper price. In 2020, the global medical tourism market was around \$44.8 billion U. S. dollars. This is expected to increase to \$54.4 billion in 2022. Medical tourism statistics [8; 10]: – medical tourism increased from 750,000 in 2017 to 1.4 million in 2017; – research shows that medical and dental tourism is a \$439 billion global market; – according to recent data, there are around 50 million medical tourists worldwide annually; – in 2019, Thailand was very popular for medical tourism with a market share of 22 % and received 1.8 million visitors; – \$3800–6000 is the average cost of each medical visitor every visit; – 20 % of the medical tourism market in Thailand is from U. S. citizens; – weight loss surgery is the most popular procedure by U. S. and Canadian citizens when they visit Cancun, Mexico; – India is very popular for medical tourism and the market share is expected to rise from 18 % to 20 % in 2022 (after the COVID-19 Pandemic); – U. S. citizens can save between 91–95 % on a heart bypass by getting the

procedure in India; – Brazil and the U. S. are home to the most plastic surgeries in the world<sup>3</sup>.

<sup>20</sup> According to the global Medical Tourism Index, which ranks countries in terms of their attractiveness to people seeking medical treatment abroad, Canada, the United Kingdom, Israel, India and Singapore were the most popular destinations in 2019. Such data were obtained by rating experts who interviewed more than 4,000 people from different parts of the world planning treatment abroad, and about 400 members of the International Medical Tourism Association.

<sup>21</sup> The Medical Tourism Association highlights the following medical tourism trends in 2022 [1]: – Development of large multidisciplinary centers. Foreign patients are attracted by clinics, where they can receive medical advice, diagnostics and procedures in various medical areas. – Increased demand for treatment in Asia. Experts from the Medical Tourism Association believe that the flow of patients to this region will increase. This is due to the fact that Asian clinics maintain high quality standards in treatment and service, have high-tech equipment that is constantly updated, and a flexible pricing policy. – Increase in the number of qualified specialists [2; 6]. The development of the industry requires more medical personnel: doctors, nurses, translators. – Development of new directions. In recent years, Turkey, Greece, South Korea, Thailand have already competed with traditional medical tourism destinations such as Germany and Israel [3; 13].

<sup>22</sup> Top of the list of the most demanded procedures are oncology treatment, cardiovascular surgery, dental procedures, kidney dialysis, cosmetic and plastic surgery, organ transplants<sup>4</sup>.

<sup>23</sup> The Global Wellness Institute (GWI) is recognized as the leading source for authoritative wellness industry research. Updated data and trends are provided in the most recent GWI Global Wellness Economy Monitor: – wellness tourism is a \$639 billion market in 2017, projected to reach \$919 billion by 2022; – wellness tourism grew by 6.5 percent annually from 2015–2017, more than twice as fast as tourism overall (3.2 percent annually, based on Euromonitor data); – world travelers made 830 million international and domestic wellness trips in 2017, representing 17 percent of all tourism expenditures; – international wellness tourists on average spent \$1,528 per trip, 53 percent more than the typical international tourist. Domestic wellness tourists spent \$609 per trip, 178 percent more than the average domestic tourist; – secondary wellness travelers account for 89 percent of wellness trips and 86 percent of expenditures.

<sup>24</sup> With personal health on everybody's mind, wellness tourism is expected to be the biggest trend in travel in 2022. As governments across the world prepare to open their borders to visitors once more, the travel sector is gearing up to cater to an unprecedented demand for physical, spiritual and mental wellbeing packages. At the recent Global Wellness Summit, experts were predicting that the demand for wellness therapies may surpass that for medical treatments.

<sup>25</sup> Top wellness travel trends for 2022<sup>5</sup>: – immunity booster vacations; – stress and anxiety relief holidays; – social distance wellness trips to far flung Destinations. holidays in remote eco-locations like jungles, private beaches and mountains; – fitness

and weight loss holidays; – family-friendly wellness breaks; – bio-hacking your way to optimal health. It is based on determining the eating patterns and lifestyle best suited for the individual body type. When combined with a relaxing environment, it can offer the opportunity to detox and create a wellness routine through intermittent fasting, red light therapy, supplements and music therapy; – sustainable travel & eco-tourism. Sustainable living has been in the spotlight in 2020, as forest fires, floods and droughts made people more aware of the need to reduce their carbon footprint and be mindful of their environment; – digital detox holidays; – working remotely on holiday to stay healthy – vegan friendly vacations [10].

<sup>26</sup> Every destination has its own distinct flavors in relation to wellness, linked with its local culture, natural assets, foods, etc. Some travelers may be satisfied with a generic massage, exercise class or smoothie. The more discerning and sophisticated wellness travelers — especially those in the millennial generation — are interested in what the destination offers that is different from someplace else. These unique and authentic experiences can be built upon indigenous healing practices; ancient/spiritual traditions; native plants and forests; special muds, minerals, and waters; vernacular architecture; street vibes; local ingredients and culinary traditions; history and culture; etc. Because each destination is different, there is always something unique to offer wellness travelers (Fig. 3).

<sup>27</sup> World's top wellness destinations in 2022: Bali, The Dolomites, Greece, Sri Lanka, Costa Rica, Tuscany, India, Thailand.

<sup>28</sup> The anxiety and stress due to COVID-19 can be resolved with holidays in wellness-focused places that offer the essence of these holistic therapies and spirituality and well-being. Preventive healthcare is a good way to combat diseases. And after the pause in international travel due to COVID-19, health tourism will become more relevant than ever.

## Every Destination Has Something Unique to Offer



Source: Global Wellness Institute, *Global Wellness Tourism Economy*, November 2018



30 **Fig. 3.** Wellness tourism destinations. Source: Global Wellness Tourism Economy [4; 18]

31 We can highlight the main wellness and SPA world tourism destinations in different regions of the world. The United States is the largest wellness travel market, spending \$180.7 billion annually on international and domestic consumption. With 7.1 million international inbound trips, the U. S. is the top destination for international wellness travel. High-income countries in Europe and Asia are a major source of health tourists to the United States.

32 A McKinsey & Company report found that 60,000 to 85,000 medical tourists travel to the United States for hospitalization. The same McKinsey study estimated that 750,000 U. S. medical tourists traveled from the United States to other countries. Availability of advanced medical technology and sophisticated training of physicians are cited as the driving factors driving foreign travel to the United States for medical care, while low hospitalization costs and major/complex procedures in Western-accredited foreign medical institutions are considered driving factors. Known as the main driver of American travelers [15].

33 Several major medical centers and teaching hospitals offer international patient centers to meet the needs of foreign patients seeking treatment in the United States. Many of these organizations provide service coordinators to assist international patients with medical care, accommodation, finances and transportation, including air ambulance services.

34 Patients in Canada can save 30 % to 60 % on health care costs compared to health care costs in the United States. In the early 1990s, the illegal use of counterfeit, borrowed or fake Canadian health insurance cards for Americans to obtain free health care in Canada became a serious problem due to the high cost.

<sup>35</sup> Europe is the second-largest market for wellness travel, with annual international and domestic spending of \$158.4 billion; the region recorded the most wellness trips at 216.2 million, compared to 171.7 in North America in 2013. Europeans have long believed in the health benefits of mineral baths, saunas, thalassotherapy and other natural and hydrotherapy treatments. Spa resorts and hotels in Turkey and Hungary cater to wellness tourists, many of which are subsidized by host countries such as Norway and Denmark seeking to mitigate costs of medical procedures for patients with chronic conditions requiring expensive surgeries.

<sup>36</sup> UK National Health Service (NHS) patients have been treated in France since 2002 to reduce waiting lists for hip, knee and cataract surgery. France is a popular tourist destination, but is also ranked by the World Health Organization as the top healthcare system in the world. The European Court of Justice has ruled that the UK National Health Service must reimburse UK patients. Currently, the number of patients is growing and in 2016 France was ranked 7th in the Medical Tourism Index.

<sup>37</sup> Health tourists in the UK are said to often turn to the NHS for free immediate treatment, which is said to cost as much as £200m. A 2013 study concluded that the UK is a net exporter of medical tourists, with 63,000 UK residents travelling abroad for treatment and around 52,000 patients being treated in the UK. Medical tourists, treated as private patients by NHS trusts, are more lucrative than private patients in the UK, generating almost a quarter of their income from just 7 % of caseloads. UK dental patients mainly go to Hungary and Poland. Fertility tourists travel mainly to Eastern Europe, Cyprus and Spain. In the summer of 2015, Border Force immigration officers were stationed at the NHS Trust at St George's University Hospital, training staff on how to identify "potential paying patients". In October 2016, the trust announced plans to require photo identification or proof of their right to remain in the UK, such as asylum status or a maternity visa. Those unable to provide satisfactory documentation will be sent to the Trust's overseas patient team "to liaise with the UKBA (Border Agency) and the Home Office for expert document review". An estimated £4.6 million is spent caring for ineligible patients [15; 17].

<sup>38</sup> Every year Pregnant mothers, the right to health care is granted and at the same price as all citizens of the city. On December 9, 2013, the City of Helsinki decided that all minors under the age of 18 and all pregnant women living in Helsinki without a valid visa or residence permit are entitled to the same price as all citizens from Helsinki healthcare. City. The service will be launched in early 2014. Volunteer doctors at Global Clinic try to help these people who previously only had access to acute care. This means that the Finnish healthcare system is open to everyone from outside the EU. Services include special child care, maternity hospitals and specialist medical care, and are almost free. It's unclear if this will increase so-called health tourism, since you just have to come to Helsinki as a tourist and let your visa expire. The Global Clinic in Turku provides free medical care to all undocumented immigrants.

<sup>39</sup> In Serbia there are a large number of medical tourism clinics in the field of cosmetic surgery, dental care, fertility treatment and weight loss procedures. The country is also a major international hub for sex reassignment surgery [12].



<sup>40</sup> Asia and the Pacific is the third-largest region, spending \$6.4 billion annually for international and domestic health tourism. Wellness traditions in the region date back thousands of years, and some of these wellness practices (e. g. Ayurveda, Traditional Chinese Medicine (TCM), Yoga, Hilot, Thai Massage) include preventive, curative and therapeutic aspects that are somewhere between health, wellness and medical tourism.

<sup>41</sup> In 2012, 30,000 people came to Iran for medical treatment. In 2015, an estimated 150,000 to 200,000 healthy tourists came to Iran, and this number is expected to increase to 500,000 annually. Iran has a low prevalence of HBV and HCV infection and has a unique experience in controlling these infections that can be offered to people in the Middle Eastern countries. Pharmaceutical companies in Iran manufacture the drugs needed to fight HCV and HBV infections.

<sup>42</sup> The “China 2016 Online Medical Tourism Report” pointed out that the number of tourists registered through its overseas medical tourism platform has increased by 5 times year-on-year, and more than 500 Chinese health tourism tourists are expected to participate. The top ten medical tourism destinations are Japan, South Korea, the United States, Taiwan, Germany, Singapore, Malaysia, Switzerland, Thailand and India. In 2016, regular health checkups accounted for the majority of medical tourism in China and more than 50 % of all medical tourism by Chinese tourists.

<sup>43</sup> Since early 2001, 12 private hospitals in Hong Kong have been accredited and accredited by the UK Trent Accreditation Scheme.

<sup>44</sup> Wellness tourism is a growing sector in India. India is emerging as the second largest medical tourism destination after Thailand. Chennai is considered “India's Wellness City” as it attracts 45 % of Indian wellness tourists and 40 % of domestic wellness tourists. Medical tourism in India is expected to grow at a compound annual growth rate of 30 % by 2012, reaching \$2 billion by 2015. With medical costs skyrocketing in developed countries, especially the United States, Westerners are finding the prospect of international travel medical care increasingly attractive. An estimated 150,000 people travel to India every year for inexpensive health treatment. Cosmetic surgery, bariatric surgery, kneecap replacement, liver transplant and cancer treatment are the most sought after medical tourism procedures chosen by foreigners.

<sup>45</sup> Malaysia reportedly admitted 641,000 foreign patients in 2011, 728,800 in 2012, 881,000 in 2013 and 882,000 in 2014. The figures include all registered patients with foreign passports, and by default also immigrants, business travelers and vacationers, whose health care may not be the primary motivation for their stay. The number of Malaysian medical institutions accredited by the Malaysian Medical Travel Council (MHTC) has been increasing year by year (e. g. 35 in 2009, 49 in 2011, 63 in 2012, 72 in 2013 and 78 in 2014) and is increasing the number of official medical institutions for foreign patient's data. Pakistan is seen as an untapped market that could turn into a huge opportunity if the government “focuses on key issues”. According to Pakistani medical experts, Pakistan has “great potential” to become a regional hub for medical tourism, comparable to many other countries around it. Medical tourism in Pakistan arranges potential travel for many healthcare and nursing procedures. In major cities such as Islamabad, Karachi and Lahore, there are many modern hospitals that are well-equipped with the latest medical technology. Many doctors and surgeons in

Pakistani hospitals are usually qualified abroad. However, security issues and an overall below-par health infrastructure have challenged the growth of the industry.

<sup>46</sup> However, safety concerns and an overall sub-par healthcare infrastructure have challenged the industry's growth. There are more than a dozen JCI-accredited hospitals and health centers in Singapore. Medical expenses for medical tourists were S\$832 million in 2013, down 25 % from S\$1.1 billion in 2012, mostly related to more complex medical procedures such as heart surgery in the country. There are 39 JCI hospitals in Thailand. Established in 1994, the Dental Council of Thailand is the main governing body for dental practices in Thailand. He has now established uniform competency requirements for dentists, thus having a direct impact on teaching programs in medicine and dentistry. The Ministry of Health plays an important role in developing health care to promote science education. In addition, the Thai government has taken a more prominent role in the public health plans of its citizens. This made Thailand a popular destination for medical tourism, attracting an estimated 2.81 million patients in 2015, up 10.2 percent.

<sup>47</sup> Latin America and the Caribbean is the fourth largest health tourism region in terms of number of trips and spending. Domestic travel accounts for approximately 71 % of health tourism travel and 54 % of health tourism spending.

<sup>48</sup> Costa Rica has two Joint Commission International (JCI) accredited hospitals. Both are located in San Jose, Costa Rica. When the World Health Organization (WHO) ranked the world's health systems in 2000, Costa Rica was number one. 26, higher than the United States, and tied with Dominica for the top spot in Central America.

<sup>49</sup> The Middle East and Africa is currently the region with the smallest health tourism, with international tourists accounting for the majority of health tourism and wellness spending. The Middle East has a long tradition of bathing associated with the Turkish bath, and some older facilities are being modernized to serve spa-bound tourists. Tourism has generally grown in the region, with government and private developers investing heavily in amenities and amenities, especially those aimed at wealthy travelers.

<sup>50</sup> Healthcare costs in Turkey are quite affordable compared to Western European countries. As a result, thousands of people travel to Turkey for treatment every year. In particular, Turkey is becoming a center for hair transplantation<sup>6</sup>.

<sup>51</sup> Through its Private Hospital Association, Jordan managed to attract 250,000 international patients and more than 500,000 companions in 2012 with a combined revenue of over \$1 billion. Jordan was named Medical Destination of the Year at the 2014 IMTJ Medical Travel Awards.

<sup>52</sup> Israel is a popular destination for medical tourism. Many medical tourists to Israel come from Europe, especially the former Soviet Union, as well as the United States, Australia, Cyprus and South Africa. Medical tourists come to Israel for a variety of surgical procedures and treatments, including bone marrow transplants, cardiac surgery and catheterization, oncology and neurology treatments, orthopedic surgery, car accident rehabilitation, and in vitro fertilization. Israel's popularity as a medical tourism destination stems from its status as a developed country with high-quality medical

services, while its medical costs are lower than many other developed countries. Israel is particularly popular as a destination for bone marrow transplants for Cypriots because the procedure is not available in Cyprus, and for orthopedic surgery in the United States, because orthopedic surgery in Israel costs about half as much as in the United States. Israel is a particularly popular destination for those seeking IFV treatment. Medical tourists in Israel use public and private hospitals, and all major Israeli hospitals offer medical tourism packages that are often less than comparable procedures at facilities with a similarly high standard of care. An estimated 50,000 medical tourists came to Israel each year in 2014. There have been reports of these medical tourists being given preferential treatment for damages endangering local patients. Also, some people come to Israel to visit resorts on the Dead Sea and Lake Kinneret.

<sup>53</sup> The United Arab Emirates, especially Dubai, Abu Dhabi and Ras Okanaeh, are popular destinations for medical tourism. Dubai health authorities especially medical tourism in the UAE. However, hospitals offering medical tourism are spread across the 7 emirates. The UAE is differentiated by having the highest number of JCI accredited hospitals (under various headings). Both medical tourists and those who come for medical treatment come to the UAE. Inbound tourism usually comes from African countries such as Nigeria, Kenya, Uganda, Rwanda, etc. Outbound tourism can be divided into two parts — the local population (UAE citizens) and the expatriate. Locals prefer to travel to European destinations such as the UK and Germany.

<sup>54</sup> In Africa, wellness tourism is concentrated in a few regions and is dominated by international tourists. South Africa reports significant domestic health tourism. Tunisia and Morocco have well-developed spa industries, mainly serving leisure holidaymakers from Europe.

<sup>55</sup> **Conclusions.** Today, health tourism is one of the leading places in the tourism industry, as a significant increase in income of economically developed countries, the development of transport, environmental pollution due to industrial development and active promotion of healthy lifestyles makes many seek health and recreation in others, environmentally friendly favorable regions. Health tourism includes tourist trips, where the main motivating factor for tourists is the desire to maintain and improve the state, which is defined by the complex concept of “health”. Every year the number of health tourists grows, due to numerical factors: time spent on leisure activities (including health care) has increased, over-burdened health care, urbanization, cross-border mobility, the concept of brain drain, technological development, protection of personal health data.

<sup>56</sup> Health tourism is the umbrella term for the subtypes: wellness tourism and medical tourism. Wellness tourism is a type of tourism activity which aims to improve and balance all of the main domains of human life including physical, mental, emotional, occupational, intellectual and spiritual. Medical tourism is a type of tourism activity which involves the use of evidence-based medical healing resources and services (both invasive and non-invasive). This may include diagnosis, treatment, cure, prevention and rehabilitation.

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# World trends in the development of health tourism

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## **Abstract**

This paper deals with investigation of world trends development in health tourism. The definition of health tourism is disclosed. The main methods and directions of world health tourism trends development are explored. The role of health treatment purposes among the main reasons for international people travelling is revealed. The different reasons to visit other regions and countries are highlighted. The main directions of health tourism in the world are analyzed. The main types of services needed by tourists in the international health sector are systemized. The main statistical indicators for world health tourism market development are observed. The number of health tourism arrivals, receipts and expenditures are calculated. The main health tourism trends in 2022 explored by Medical Tourism Association are highlighted. The most recent trends of global Wellness tourism development prepared by GWI Global Wellness Economy Monitor are investigated. The main wellness and SPA world tourism trends in different regions of the world are highlighted. The world's top wellness destinations in 2022 are revealed. The most visited health tourism and wellness destinations in the USA, Canada, the United Kingdom, France, Finland, Serbia, Costa Rica, Turkey, Jordan, Israel, Iran, United Arab Emirates, China, Hong Kong, India, Malaysia, Pakistan, Singapore and Thailand are explored. The main health tourism trends development in above mentioned countries are investigated. The forecasting of worlds trends development in health tourism is proposed.

**Keywords:** health tourism, Wellness, SPA, health destination, scientific forecasting

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