

TRENDS IN THE DEVELOPMENT OF HEALTH RESORTS IN THE REPUBLIC OF BELARUS

Health tourism has a great potential for development in the Republic of Belarus, which is primarily represented by sanatorium-resort treatment for all age groups of the population. The purpose of this article is to show the influence of sanatorium business that can lead to increasing our country's profit.

The health resort industry in Belarus is currently operating in market conditions, and enterprises are striving to expand the volume of services provided. At the same time, the system of health resort services performs important social functions, ensuring the organization of affordable medical recreation for the population of the Republic of Belarus.

Sanatoriums combine several main areas of activity: medical, rehabilitation, and recreational. There are various types of health resorts: for adults, children, and parents with children. There are general sanatoriums and specialized ones.

Trends in the development of health resorts in the Republic of Belarus reflect changes in the needs and preferences of visitors, as well as modern technologies in the field of medical and health tourism. In recent years, there has been an increase in demand for sanatoriums with a high level of service, medical procedures and opportunities for active recreation.

One of the main trends is to avoid the stereotypical representation of sanatoriums as places of recreation for elderly people with disabilities. Modern health resorts in the Republic of Belarus strive to attract a young audience, offering a variety of entertainment activities, sports sections and excursions.

Another important trend is the strengthening of the medical base of sanatoriums. Many health resorts in the Republic of Belarus update their equipment, introduce the latest methods of treatment and rehabilitation, and expand the range of medical services.

Another important area of development of health resorts in the Republic of Belarus was the renewal of infrastructure and comfort of living. Many health resorts carry out reconstruction and modernization of their buildings, improve living and food conditions, as well as introduce modern security and communication systems.

Another important trend is the development of programs for corporate clients. Many health resorts in the Republic of Belarus offer special packages of services for holding corporate events, conferences and trainings, which makes them attractive for business tourism.

Thus, trends in the development of health resorts in the Republic of Belarus indicate a desire for modern standards of service quality, medical level and comfort for visitors, which contributes to strengthening the country's position as a center of medical and health tourism.

In general, health resorts in Belarus offer high-quality treatment at affordable prices. They usually have a high level of service and offer a variety of health and wellness services. They are often located in picturesque places surrounded by nature, which contributes to relaxation and restoration of health.

Sanatoriums also play an important role in the tourism industry, especially in the field of healthy lifestyle and tourism. Their main purpose is to provide recreation and treatment opportunities for visitors suffering from various diseases or simply seeking to improve their health. In addition, health resorts are becoming popular places for tourist trips when people are looking for a peaceful place to relax in nature with a favorable climate. Belarusian health resorts are in great demand among foreigners, because for them the services provided by Belarusian sanatoriums are quite profitable, which for us becomes an influx of foreign exchange capital in return.