

HEALTH TOURISM

Health tourism represents one of the fastest-growing sectors within the global tourism market. This field encompasses a wide array of services and activities designed to enhance or maintain an individual's health and well-being. This thesis highlights the scope of health tourism, its various forms, the leading destinations worldwide, and the increasing number of travelers participating in this sector.

Health tourism involves traveling abroad to access medical treatments, procedures, or wellness experiences. People engage in this practice for diverse reasons, including financial savings, access to specialized care, shorter waiting times, or the chance to blend healthcare with leisure activities.

There are several categories of health tourism we are going to talk about. Medical tourism focuses on traveling for medical treatments, such as surgeries, dental work, fertility procedures, or cosmetic enhancements. Many providers offer comprehensive packages that may include treatment costs, transportation, and accommodation. Wellness tourism emphasizes experiences that foster physical, mental, and spiritual health, such as spa therapies, yoga retreats, and mindfulness programs. Preventative healthcare tourism centers on proactive health management, where travelers seek routine check-ups, diagnostic tests, or alternative therapies to address potential health concerns.

Several countries are recognized as global leaders in health tourism for their ability to combine high-quality healthcare with attractive wellness services. Thailand is known for advanced medical facilities and affordable treatments. India offers cost-effective, high-quality care across a range of medical fields. Singapore is renowned for its excellent healthcare system and wellness services. Turkey is popular for affordable cosmetic and dental procedures. Hungary is leader in dental tourism and medical spa experiences. Costa Rica combines healthcare services with natural beauty for recuperation. South Korea is famous for cutting-edge medical technologies and cosmetic surgeries. Malaysia offers a blend of medical and wellness tourism at competitive prices. Brazil is known for expertise in cosmetic and dental procedures. Spain provides modern healthcare services at reasonable costs within Europe.

The number of individuals engaging in health tourism has grown significantly. The Medical Tourism Association reported that the industry was valued at \$58.6 billion in 2020, with about 14 million patients traveling annually for medical care. Projections suggest this market will grow at a compound annual growth rate (CAGR) of 12 %, reaching \$142.2 billion by 2025.

Health tourism has become a vital component of the global tourism industry, driven by the demand for affordable treatments, specialized care, and wellness experiences. As the industry expands, countries are investing in healthcare infrastructure to attract international patients. To ensure the continued success of health tourism, collaboration among healthcare providers, governments, and tourism organizations is essential. Emphasis on high standards of care and sustainable practices will be key to maintaining growth and meeting the diverse needs of health tourists.

Reference

Health tourism: Emerging trends and global destinations / J. Smith, R. Johnson, K. Lee [et al.] // Journal of Tourism and Health. — 2021. — Vol. 15, № 3. — P. 45–68.

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MODERN TRENDS IN THE DEVELOPMENT OF WORLD ECONOMY

Modern world trade is undergoing significant changes under the influence of technology, economic factors and changes in consumer behavior. The relevance of the topic is due to the need to understand new trends for successful business. In recent years, there has been an increase in the importance of small and medium-sized enterprises, which are becoming important players in the international arena due to access to digital platforms. These enterprises successfully compete with large companies by using online channels to enter new markets, which promotes innovation and product diversity. Many countries are implementing programs to support small and medium-sized enterprises, which contributes to their development.

The introduction of technology also plays a key role in the transformation of trade. Artificial intelligence and machine learning are used to analyze consumer data, predict trends, and optimize supply chains. Automation of processes in logistics and inventory management increases the efficiency of operations and reduces costs. Blockchain technology ensures transparency and security of transactions, which is especially important for international trade.

Sustainable consumption is becoming increasingly relevant as demand for environmentally friendly and ethically produced goods grows. Companies must consider ethical issues in order to meet consumer ex-