ПЕРСПЕКТИВИ ВИКОРИСТАННЯ УКРАЇНОЮ ЄВРОПЕЙСЬКОГО ДОСВІДУ ДЛЯ РОЗВИТКУ МЕДИЧНОГО ТУРИЗМУ

Актуальність. Медичний туризм є однією з провідних сфер туристичної діяльності, яка в останнє десятиріччя зазнала значних трансформацій - від високих темпів розвитку до майже повного їх падіння. Наїбільше на розвиток туристичної діяльності вплинули заходи пов'язані із встановленням пандемічних обмежень, що спричили нестабільність та зміну векторів туристичних потоків. Зараз туристи значну увагу стали приділяти подорожам до країн де забезпечується високий рівень надання медичних послуг та в яких активно розвиваються інноваційні медичні технології. В умовах мобільності у громадян з'явилася можливість отримувати медичні послуги за межами своїх країн, що досить часто є більш якісною та доступною за ціною опцією.

Мета та завдання. Метою є обґрунтування кращих практик європейського досвіду щодо розвитку медичного туризму для подальшого його застосування в Україні.

Результати. У статті проаналізовано такі поняття як: медичний туризм, лікувально-оздоровчий туризм, оздоровчий туризм, бальнеологічний туризм. Наведено класифікацію видів медичного туризму за такими ознаками як: мета лікування, масштаб надання послуги, спосіб надання лікування; досліджено сучасні види медичного туризму за спеціалізацією та окремими країнами Європи; досліджено найбільш використовувані заокругленим організаційно-економічні форми реалізації медичних послуг, зокрема кластери медичного туризму (Лондонський та Баварський медичні кластери, Genolier та Hirslanden (Швейцарія) та асоціація приватних клінік «НСА Інтернаціонал» (Велика Британія)).

Висновки. Європейський туристичний регіон має сприятливі передумови для розвитку туризму та активно використовує це перевагу, займаючи лідируюче місце на ринку та приваблюючи своїми здобутками та інноваціями у медичній сфері медичних туристів. Серед найбільш ефективних інструментів маркетингу медичного туризму визначено: створення висококласного клієнтського сервісу; створення інтернет-сайтів та громадських платформ для офіційних сайтів провідних клінік; залучення цифрового контенту (он-лайн трансляцій, відеоматеріалів). Обґрунтовано доцільність членства України у міжнародних асоціаціях медичного туризму, що дало б змогу отримувати правову, методичну, освітню, організаційну і, навіть, фінансову підтримку.

Ключові слова: медичний туризм, державно-приватне партнерство, європейський досвід, вакцинація.

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PROSPECTS OF USE OF UKRAINE EUROPEAN EXPERIENCE FOR THE DEVELOPMENT OF MEDICAL TOURISM

**Topicality.** Medical tourism is one of the leading areas of tourism activity, which has undergone significant transformations in the last decade - from high rates of development to their almost complete decline. Most of all, the development of tourism activities was influenced by measures related to the establishment of pandemic restrictions, which led to instability and a change in the vectors of tourist flows. Now tourists have begun to pay considerable attention to traveling to countries where a high level of medical services is provided and in which innovative medical technologies are actively developing. In terms of mobility, citizens have the opportunity to receive medical services outside their countries, which is quite often a better and more affordable option.

**Aim and tasks.** The aim is to substantiate the best practices of European experience in the development of medical tourism for its further application in Ukraine.

**Research results.** The article analyzes such concepts as medical tourism, medical and health tourism, wellness tourism, balneological tourism. The classification of types of medical tourism is given according to such criteria as: the purpose of treatment, the scale of the provision of services, the method of providing treatment; were researched modern types of medical tourism by specialization and individual countries of Europe; the most used organizational and economic forms of medical services implementation abroad, in particular, medical tourism clusters (London and Bavarian medical clusters, Genolier and Hirslanden (Switzerland)) and the association of private clinics NSA International (Great Britain) were studied.

**Conclusion.** The European tourism region has favorable conditions for the development of tourism and actively uses this advantage, taking a leading position in the market and attracting medical tourists with its achievements and innovations in the medical field. Among the most effective marketing tools for medical tourism are: the creation of high-quality customer service; creation of mobile applications for official websites of leading clinics; attracting digital content (on-line broadcasts, video materials). The expediency of Ukraine’s membership in international associations of medical tourism is substantiated, which would allow to receive legal, methodological, educational, organizational and even financial support.

**Keywords:** medical tourism, public-private partnerships, European experience, vaccination.

**Problem statement and its connection with important scientific and practical tasks.** In recent years, the tourism business has been developing rapidly in European countries, and medical tourism is not the least important. According to Health Care Insights, revenues from medical tourism are growing by almost a quarter each year, and turnover is nearly $ 60 billion annually [1]. Tourists go abroad in search of more affordable medical care, the most popular of which are: appearance improvement surgeries, cardio surgeries, organ transplants, dentist services).

The best examples of the development of both medicine and medical tourism are, among others, European countries. Germany, Switzerland, Italy, and Great Britain are widely known for their medical and pharmaceutical fields. These countries have significant material and human resources and are ready to accept patients from other countries and for the convenience of customers, this can be done through medical tourism. In European countries, this is a solid field that includes medical tourism clusters - one of the options for comprehensive provision of the full range of necessary services: transportation, settlement, translation, consulting, diagnosis, treatment, rehabilitation and more.

In recent years, Ukraine has been developing both tourism and the medical sphere, some areas of which may be of interest to citizens of other countries. Therefore, there is an urgent need - the development of medical tourism. To develop this type of activity it is necessary to use the best practices in marketing, promotion, advertising, attracting patients, which have already been successfully developed by European...
countries. It is important in this regard to use the experience of building the regulatory framework for medical tourism. Ukraine still does not even have a law on medical tourism, and EU countries use Directive 2011 / 24EC of the European Parliament and the Council of Europe of 09.03.2011 on the use of patients' rights to cross-border healthcare [2].

There are a number of international medical tourism associations in the world community, it is important to ensure Ukraine's participation in the work of these institutions, membership in which would allow our country to receive legal, methodological, educational, organizational and even financial support.

**Analysis of recent publications on the problem.** The development of medical tourism is widely covered in many scientific articles by Ukrainian [3, 4] and foreign experts. Thus, Johny Besand [5] describes the services of medical tourism in Austria, noting the presence of highly qualified doctors, the most modern equipment, and the comfortable atmosphere of clinics. The medical centers of Bavaria are considered separately [6], which offer, in particular, services for the treatment and care of the elderly, especially in the context of the corona crisis. Examples are given of the Royal Marsden Cancer Charity, which is engaged in raising funds to support the world's leading cancer center [7]. The experience of Switzerland is analyzed as one of the leading directions of medical tourism, which has a highly developed tourism sector, high quality of medical care in private medical clinics, relatively cheap treatment in more than 500 hospitals, including more than 40 hospitals with private medical centers [8]. There are hospitals with JCI accreditation and ISO certification in the country. Currently, about 12 hospitals in the country are undergoing JCI accreditation.

As an example, the experience of Greece in attracting tourists for recreation and rehabilitation to the resorts of the country is given [9]. Features of the development of not only medical, but also other types of tourism are described in the works of both Ukrainian and European scientists [10, 11, 12].

**Formulation of research objectives (problem statement).** The purpose of the study is to explore the best examples of European experience in the development of medical tourism for its further application in Ukraine.

**An outline of the main results and their justification.** According to WHO forecasts, by 2022 medical tourism will become one of the leading areas of world tourism. Currently, the medical tourism industry is nearly $700 billion [1]. The main countries in the development of medical tourism are the United States, Canada, Germany, France, Great Britain, Turkey, India, Thailand, as well as Mexico, Costa Rica, Japan, South Korea, the Philippines, South Africa and others.

Our country, too, is a provider of medical services with an attractive price / quality ratio and has already established itself well in the international market of medical services. In addition, our Ukraine is distinguished by its tourist potential, countless recreational and balneological resources that allow tourists to get vivid impressions.

In 2020, the Verkhovna Rada of Ukraine registered Bill №4162 on Amendments to the Law of Ukraine “On Tourism” [13], which was adopted in the first reading at the end of April. This bill defines the concept of medical tourism as "receiving medical services within the country and abroad." So far, the legislation of Ukraine does not distinguish medical among other types of tourism.

The closest in content is the type of health tourism, although the goals of these types of tourism still differ (Table 1).

Medical tourism can also be considered as a narrow field of medical tourism. The concept of "medical tourism" covers two separate areas:

- sanatorium rest. It is based on the natural and climatic resources of a particular region - it is the most popular tourist product offered by tour operators and travel agencies;
- treatment in clinics [14].

Medical tourism can be attributed to the field of clinical treatment. Types of medical tourism can be classified according to the following characteristics:

1. In order to:
   - diagnostic - clarification of the diagnosis and examination;
   - medical - treatment of diseases and pathologies;
   - health - disease prevention, recovery.
2. By scale: individual, group;
3. By method: traditional, non-traditional [4].
Comparison of the concepts of "medical and health" and "medical" tourism

<table>
<thead>
<tr>
<th>Medical and health tourism</th>
<th>Medical tourism</th>
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<tr>
<td>involves the movement of residents and non-residents within state borders and beyond state borders for a period of not less than 20 hours and not more than 6 months for health purposes, to prevent various diseases of the human body. Medical and health tourism is based on balneology [10].</td>
<td>involves the departure of an individual outside the settlement where he resides, to obtain medical services of therapeutic, diagnostic, rehabilitation and preventive nature [4].</td>
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<tr>
<td>Medical and health tourism is carried out in order to promote health and involves staying in sanatoriums. The purpose of health tourism is disease prevention and recreation. It is characterized by longer travel times, fewer places and longer stays in one place, ie together with leisure involves recreation [11].</td>
<td>Medical tourism is the temporary migration of people for treatment both inside and outside the country. In the case of travel abroad, consumers have the opportunity to use medical services in other countries that are not available at home, prohibited, expensive or not regulated by law [12].</td>
</tr>
</tbody>
</table>

Source: compiled by the authors based on data [4, 10, 11, 12].

A significant segment of consumers focuses on receiving medical services abroad. The reasons are different: most do not have the opportunity to receive qualified treatment in their homeland, so they go to neighboring countries:

- for certain types of treatment (medical tourism);
- to clarify the previously made diagnosis and examination (diagnostic tourism);
- to improve the appearance and health (health tourism).

The experience of recent years related to the pandemic and the need for vaccination is interesting. In the context of the covid-19 pandemic, a new type of medical tourism has emerged - a vaccination trip. In the early stages of vaccine shortages in Ukraine, such tours were organized from Odessa to Romania for free vaccination with one dose of Johnson & Johnson vaccine. In the summer, foreign tourists were vaccinated free of charge, and vaccination centers were opened in the most popular tourist destinations, such as Bran Castle (known as Dracula's Castle). However, Romania has now effectively stopped free vaccinations of foreign tourists.

Also, tourists traveling to the United States could get the same vaccine for free. Some citizens of the South of Ukraine, who were subjected to Russian propaganda, went to Transnistria on their own to be vaccinated by the Russian Sputnik V.

Instead, some Russian citizens who intended to travel abroad as tourists, at work or for family reasons, have sought and continue to seek opportunities to be vaccinated with WHO-approved means. This is called "vaccine tourism". These tours are not officially vaccinated.

The situation is on the verge of absurdity: in Russia they are vaccinated with their own vaccine ("for health"), and abroad - with another (to obtain an international certificate).

So far, tour companies offer two destinations - Serbia and Germany. Vaccination is not officially mentioned in the tour program. As a rule, these are two-four-day "excursion and health-improving" tours to Serbia, which cost from $ 500 and above, which is much higher than the cost of other and longer tours to this country. There are direct flights to Serbia from Russian, Russian tourists do not need a visa. Free vaccination of foreign nationals with WHO-recognized vaccines is available in Serbia: Pfizer, BioNTech, Astra Zeneca and Sinopharm. Tourists can come to the country on their own, but you can sign up for vaccination only through a hotel registered in the E-turista system. Vaccination applications are filled in only by hotel staff after check-in. The problem is that Serbia is not a member of the EU, and vaccination certificates for this country (as well as for Montenegro and Armenia) need to be converted into a European certificate. There is another option for individual tours - the conversion of a vaccination certificate in France. There is a special procedure for obtaining a QR-code, which can be used by tourists who have not been vaccinated in the EU, but received doses of WHO-recognized vaccines.

It is possible to get vaccinated in Germany without a travel agency, but it is quite difficult. Germany is currently not open to tourism, so entry is possible only under certain conditions: family reunification, work visa, study, residence permit or medical treatment. Vaccination for a foreigner with a single dose of Pfizer costs almost 600 euros, and a one-component American vaccine Johnson & Johnson - more than 850 euros (excluding airfare, accommodation, etc.).
Another popular destination was medical tourist tours to Croatia. You can get vaccinated here free of charge and without prior appointment in specially designated places for tourists. Russian citizens need a visa (Croatian or Schengen) and a PCR / antigen test to enter Croatia.

Vaccination for foreign tourists in France is free. Everyone is vaccinated without prior registration in the square near the town hall - Hotel de Ville Red Cross service. After the injection, a certificate with a QR code is printed out in 15 minutes.

Also, foreign tourists can get vaccinated without prior registration in Hungary and Italy.

Medical tourism (medical tourism, maternity tourism, health tourism, health tourism,) - one of the types of tourism, the main purpose of which is the treatment or stay in medical institutions outside of their permanent residence.

Medical tourism is developing both within the country and abroad. The peculiarity is that the prices for medical services in some countries are lower, which is an incentive to clarify the diagnosis or treatment outside their country (Table 2).

<table>
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<tr>
<th>Types of medical tourism</th>
<th>Directions of development</th>
<th>Countries</th>
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<tbody>
<tr>
<td>Medical tourism</td>
<td>General surgery, oncology, dentistry, cardiac surgery, infertility treatment, ophthalmology, etc.</td>
<td>Canada, Israel, Germany, Italy, USA, and others.</td>
</tr>
<tr>
<td>Check-up. Diagnostic tourism</td>
<td>Laboratory tests, diagnosis of the body) - diagnosis of diseases in the early stages</td>
<td>USA, Canada, Israel, Germany, Italy and others</td>
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<tr>
<td>Rehabilitation tourism</td>
<td>Rehabilitation and recovery</td>
<td>Austria, Finland, Israel, USA</td>
</tr>
<tr>
<td>Beauty tourism</td>
<td>Plastic surgery, appearance care and cosmetology</td>
<td>Switzerland, Italy, USA, Russia, Baltic countries</td>
</tr>
<tr>
<td>Medical and health tourism</td>
<td>Balneological, climatic, mountain, desert</td>
<td>Mediterranean countries, Baltic countries</td>
</tr>
<tr>
<td>Balneological tourism</td>
<td>Use of mineral water and medical and health-improving procedures carried out under medical supervision</td>
<td>Czech Republic, Germany, Ukraine, Hungary, Georgia, Russia</td>
</tr>
<tr>
<td>Thermal tourism</td>
<td>Treatment on mineral and thermal springs</td>
<td>Germany, Turkey, Hungary, USA, Italy, Slovenia,</td>
</tr>
<tr>
<td>Dental tourism</td>
<td>Dental treatment or stay in dental institutions outside your country.</td>
<td>Baltic countries, Israel, Ukraine, Russia</td>
</tr>
<tr>
<td>Drug tourism</td>
<td>Its main purpose is to visit countries related to the drug industry.</td>
<td>The Netherlands, Mexico, the Czech Republic, Colombia, Tajikistan.</td>
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<tr>
<td>Maternity tourism (also known as “birth tourism”)</td>
<td>Travel to another country for the birth of a child in order to obtain newborn citizenship of that country</td>
<td>USA</td>
</tr>
<tr>
<td>Reproductive tourism</td>
<td>Infertility treatment is not in your country.</td>
<td>USA, India, Thailand</td>
</tr>
<tr>
<td>Surrogate tourism</td>
<td>Surrogacy.</td>
<td>India, Thailand, Russia, Ukraine and the US states of California and Florida</td>
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<tr>
<td>Abortion tourism</td>
<td>Artificial abortion</td>
<td>Poland, the Baltic countries, Moldova, Ukraine, Germany, the Netherlands</td>
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<tr>
<td>Tourism for gender reassignment</td>
<td>Gender reassignment</td>
<td>India, Thailand</td>
</tr>
<tr>
<td>SPA &amp; Wellness tourism</td>
<td>Tours to SRA-resorts (hotels with SRA - centers are equipped with health resorts with swimming pools and therapeutic baths, massage rooms).</td>
<td>Israel, Czech Republic, Hungary, Austria, Switzerland, Germany.</td>
</tr>
</tbody>
</table>

Source: compiled by the authors based on data [10,15]
The combination of efforts and finances of the tourism and medical spheres (Table 3) will in the near future create a new global industry that will significantly affect not only the tourism market, but also affect the overall health of the population.

### Directions of development of world medical tourism

<table>
<thead>
<tr>
<th>Subdirection, focused on providing medical care</th>
<th>Subdirection of improving the quality of life</th>
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<tbody>
<tr>
<td>Diagnosis and treatment (including surgery).</td>
<td>SPA and Wellness tourism.</td>
</tr>
<tr>
<td>Rehabilitative treatment in rehabilitation and</td>
<td>Beauty tourism (including plastic surgery).</td>
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<tr>
<td>physiotherapy centers.</td>
<td>Thermal tourism (sanatorium treatment at</td>
</tr>
<tr>
<td>Reproductive and cellular medicine.</td>
<td>mineral and thermal springs).</td>
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<tr>
<td>Palliative care for the terminally ill.</td>
<td>Balneological tourism.</td>
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<tr>
<td>Dental tourism (provision of treatment services,</td>
<td>Medical tourism for the elderly</td>
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<tr>
<td>prosthetics, cosmetic dentistry).</td>
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</tbody>
</table>

Source: compiled by the authors based on data [5]

World medical tourism tends not only to grow rapidly but also to globalize. In the world's leading countries with a developed health care system, the revenue from inbound health and medical tourism is hundreds of millions of dollars annually and becomes the leading link in the replenishment of national budgets. In recent years, medical tourism accounts for almost 2% of world GDP.

The world market of medical tourism already has the appropriate infrastructure: medical management; accreditation bodies; medical tourism agencies, specialists in the field of medical travel. The number of insurance companies willing to pay for the treatment of their clients in foreign medical institutions is growing [5].

International organizations that coordinate relations in the field of medical tourism include:
- Medical Tourism Association (AIT);
- World Healthcare Travel Council (GHTC);
- Association of Travel Insurance Intermediaries;
- European Medical Tourism Alliance (EEIG);
- International Medical Travel Association (IMTA);
- Council on Global Integration of Healthcare (CGIH).

In Europe, the most popular countries for the development of medical tourism are Germany, Switzerland, France, Spain, Great Britain and Belgium [16]. According to statistics, 90% of EU citizens are treated in their own countries, but 53% tend to use health services in other countries. Every year the number of medical tourists in Europe grows (Table 4).


The directive defines the procedure for financing medical care abroad, the specifics of providing services, offering information, provides for mutual recognition of prescriptions issued in other EU member states. The directive encourages member states to develop medical tourism and does not prohibit countries from making a profit from the provision of medical services.

The legislation of Ukraine contains an almost complete list of patients' rights, which is present in the legislation of the EU. However, Ukraine has not yet developed tools to influence the activities of intermediary structures for the provision of medical services, as well as price analysis of services of foreign medical institutions [11, p. 99].

As there is no law on medical tourism in Ukraine, tourism market operators do not need to obtain licenses to conduct specific activities. At the same time, there is no state body that could defend the interests of the industry. The number of Ukrainian citizens going abroad for treatment is difficult to count, as such trips are organized by various agencies: the Ministry of Health, local authorities, charitable foundations, citizens in person.

Medical tourism in Europe and the world will continue to develop for a number of reasons:

1. The patient's desire to receive the necessary high-quality treatment - thanks to innovations and leading technologies of European medicine, the quality of treatment is much higher.
2. The desire to receive services (treatment, diagnosis, procedure, rehabilitation) is not
Factors in the development of medical tourism in Europe

<table>
<thead>
<tr>
<th>Factors</th>
<th>Characteristic</th>
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<tbody>
<tr>
<td>Health fashion</td>
<td>Today, &quot;health systems are a reflection of a globalized consumer culture.&quot; People all over the world are concerned about health as an integral part of life. 48% of Ukrainians and Poles, 41% of Germans, 40% of Italians, and 35% of Swedes named health as the most important personal problem (after financial difficulties).</td>
</tr>
<tr>
<td>Accumulated experience of medical practice and science in Europe</td>
<td>University clinics in Europe have been known as centers of medical science for over two centuries. Manufacturers of medical equipment and pharmaceutical companies in Europe are among the world's leading and create a favorable environment for innovation. Topical areas of European medicine are the treatment of cancer by cryosurgery, radiation oncology, transplantation, cell therapy, laser cosmetology and dermatology, artificial insemination, laparoscopic surgery, as well as well-developed diagnostics.</td>
</tr>
<tr>
<td>Erasing differences in the level of development of national health care systems</td>
<td>According to the EuroHealth Consumer Index, the best healthcare in Europe is the Netherlands. Second and third places are occupied by Denmark and Iceland. Among the countries whose rating has risen by 5 or more steps since 2008 are Bulgaria, Romania, Lithuania, Slovakia, Greece, Hungary and Estonia. Thus, the differences in the quality of medical services between Western and Eastern Europe disappear, but while maintaining the latter moderate prices.</td>
</tr>
<tr>
<td>The European Parliament's health policy</td>
<td>EU legislation encourages the movement across the border of medical services, health professionals, mutual recognition of certificates and qualification standards. In April 2009, the European Parliament legitimized the country's free choice of treatment, regardless of place of residence, with the right to reimbursement.</td>
</tr>
<tr>
<td>Demographic structure of the European population</td>
<td>2010-2020 is the period when the most numerous generation of the &quot;baby boom&quot; of 1946-1964 will move into the older age groups. Today, the ability of Europe's existing health systems to address the growing needs of an aging population remains questionable. Medical tourism is an alternative mechanism for overcoming these problems without expanding the local capacity of health care.</td>
</tr>
<tr>
<td>Information and innovation processes</td>
<td>€ 23 million has been invested in eHealth in the EU to enable the electronic exchange of patient information and treatment between EU Member States.</td>
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</tbody>
</table>

Source: compiled by the authors based on data [16]

available in their country for certain reasons. Medical services abroad are most often used by patients from countries where medicine is still underdeveloped or the necessary medical technologies are lacking. Most often, for such people, treatment abroad becomes the only hope for recovery or correct diagnosis [16].

Procedures that are prohibited and, as a result, unavailable in the home country include:
- artificial insemination (IVF);
- surrogacy;
- donation and use of stem cells;
- organ transplantation;
- abortion (abortion), etc.

Thus, many patients from medically well-off countries in Western Europe, especially Germany, Italy, Sweden, France and some others are sent to India, Ukraine, USA, Thailand.

Abortion tourism is used by women living in countries that do not legally allow abortion for religious or ethical reasons. In Poland, abortion is allowed only if the pregnancy endangers the life and health of the woman; the woman is the result of rape or if the fetus has severe developmental disabilities. According to statistics, 15% of abortions are performed by Poles outside the country. Abortions are completely banned in Nicaragua, the Dominican Republic, the Republic of El Salvador, Malta and the Vatican.

3. Quick achievement of results. This reason is due to the presence of innovations, advanced medicines. Namely: diagnostic equipment of expert class, computer means of control of operations, and also competent rehabilitation, procedures of preparation for operation. In the presence of these factors, the procedure itself or treatment without intervention, take place in a shorter time. As a result, the patient recovers in a few weeks, while at home he would be treated for years.

4. Urgency of complex procedures. This reason is typical of situations where surgery needs to be performed as soon as possible. In Ukraine, such operations are usually always high, especially when it
comes to donor organs, prosthetics or the implementation of complex measures that require special equipment or ultra-high professionalism.

5. Increasing the incidence of certain serious diseases. The number of cancer patients, including children, is increasing, especially leukemia, lymphoma, malignant tumors of the brain and other types of nervous system. More and more people need the services of transplantation, reproductive medicine.

6. Visa facilitation. On June 11, 2017, the law on granting visa-free entry for Ukrainian citizens to the Schengen area officially came into force. In addition to the Schengen countries, such EU member states as Bulgaria, Romania, Cyprus, and Croatia become visa-free for Ukrainians [15].

7. Creation and development of companies engaged in "medical management" and registration of the necessary supporting papers. More and more companies are currently organizing medical tours, offering tourists to prepare a complete package of documents, select the necessary medical institution, open a visa, provide patient support if necessary, and provide many other additional services.

8. The patient's desire for privacy. Secrecy is extremely important for the patient during certain procedures. For example, in plastic surgery, complex surgeries, as well as transplant services [17].

9. The desire to save money on treatment. Often the cost of surgery, surgery, dental treatment abroad is much cheaper for patients from highly developed European countries than at home.

Based on the above reasons influencing the development of medical tourism, certain medical clusters and medical tourism clusters have emerged in Europe. Denmark and Sweden have established the Medico Valley cross-border cluster; in 2005 the multinational cluster "Scandinavian Honey Coast" was established, in 2006 - "Bio Valley Basel" - a joint program of Switzerland, Germany and France to develop a cross-border biotechnology cluster; in Switzerland, the Medical Cluster Bern in Bern or the Basel Park in Basel in the north.

Experience of some countries in the development of medical tourism.

German medicine is the undisputed leader in Europe in offering medical services: diagnosis, treatment of a wide range of diseases, rehabilitation. However, medical services in Germany are expensive, often unaffordable for Ukrainians. Almost 250,000 foreign patients from 177 countries are treated in Germany every year. Revenue from medical tourism is estimated at more than 1.2 billion euros per year.

Bavarian medical facilities are especially popular with patients. The Bavarian Medical Cluster has about 400 hospitals that provide high quality services in the field of cardiology, cardiac surgery and orthopedics. Here are specialized centers for the treatment of breast cancer, strokes, burns. There are almost 300 preventive and rehabilitation institutions with a total capacity of 30 thousand seats [6].

Swiss medical institutions provide a full range of medical services and are branded. Switzerland is a leading country in Europe in the field of innovative pharmacology, chemotherapy for oncology. Plastic surgery and rehabilitation after strokes have a high authority in the world. In the country, medical services are offered by both public and municipal, private and mixed facilities. Medical tourism clusters have been established, which include university hospitals, public and private clinics, which carry out joint research, consulting and exchange of treatment methods.

The United Kingdom is a cluster of medical tourism, formed on the basis of specialized institutions in London. The country is a world leader in surgery. The most famous medical institution is the Royal Marsden Clinic, which was founded in 1851 and specializes in the treatment of cancer. In second place in popularity in the country - the Association of Private Clinics "NSA International". The organization specializes in oncology, neurology, cardiology, pediatrics and others. [7]. The UK attracts medical tourists thanks to its innovative medicine, although the cost of medical services here is one of the highest. There are many patients from the Middle East, India, Pakistan, Greece, Turkey, Cyprus. More than 30% of London's private hospitals come from foreign patients.

France specializes in plastic surgery, oncology, rehabilitation and diagnosis. Well-known medical institutions in France are the American Hospital in Paris, the Curie Institute Clinic (specializing in cancer) and the Clinic du Rond Point on the Champs Elysees (leader of aesthetic medicine and cosmetic surgery) [17]. Prices for treatment in France are much lower than in Germany and Switzerland. In addition, French medicine provides a narrow specialization of doctors, which for many patients is a decisive factor in choosing the country of treatment.

Austria is a world leader in providing services such as rehabilitation of patients after injuries; has great achievements in reproductive medicine and gynecology. The Vienna Private Clinic and the Dobling Clinic in Vienna have a good reputation in the medical services market. The share of medical tourists annually is 10% of the total [16].
Italy provides reproductive health treatment and quality surgery, although other medical services are at a high level. The leader is the Center for Reproductive Health in Naples and the clinic at the Medical Faculty of the University of Rome "Agostino Gemelli". In Milan, a diagnostic center equipped with the latest advances in science and technology [17].

Greece has a rich history of medical tourism, which began with the use of healing properties of nature (thalassotherapy - sea treatment) [9]. Currently, medical tourism is actively developing here in such areas as neuro-, cardio-, plastic surgery. The country expects an active influx of medical tourists from the orthopedic field, as in recent years Greece has gathered many specialists in this field, and favorable natural conditions will provide the best rehabilitation programs for foreign patients.

The Scandinavian countries are not in great demand among patients, because high-quality multidisciplinary medicine is focused mainly on meeting the needs of its own population.

As for the countries of Eastern Europe, their entry into the EU has had a positive effect on increasing the flow of medical tourists to countries such as Poland, the Czech Republic, Hungary, Lithuania, Croatia, Romania, Slovakia, Slovenia.

Hungary has already established itself in the field of medical tourism thanks to a wide range of dental treatment and plastic surgery services at low prices. Due to the availability of dental services, the country is called the "dental office of Europe". In addition, Hungarian dental clinics have their own counseling centers in Ireland, Great Britain, where anyone can undergo a preliminary examination [17].

Poland is known for the treatment of diseases of the circulatory system, digestion, musculoskeletal system. The center is the University Clinic of the Jagiellonian University in Krakow. Here the treatment is combined with balneotherapy in the resorts of Krynica, Dushniki, Polyanitsa, Bochnia, Lendek, Wieliczka.

Croatia receives foreign patients at Dr. Tonsik's clinic in Zagreb, at the Trident Center for Aesthetic Dentistry and Implantology in Rovinj, and at clinics in Dubrovnik on the Adriatic coast.

The Czech Republic specializes in plastic and cosmetic surgery. The largest multidisciplinary institution is the University Clinic in Motol at the Medical Faculty of Charles University. The Gomolka Clinic has received international accreditation and is a center of cardiovascular medicine and neurosurgery. Rehabilitation Center "Monar" is known for its treatment of drug addiction [16].

It should be noted that a new cluster of medical tourism in the Baltics has recently begun its development. The countries are known for their achievements in cardiology, laser ophthalmology, cosmetology and dentistry. Prices for medical services, for example, in Latvian clinics are significantly lower than in Germany and even Turkey. Thus, check-up diagnostics in Cluster clinics will cost from 170 to 1,100 euros, depending on the diagnostic package. The most expensive package of 1,100 euros includes all diagnostic procedures, including molecular genetic.

Conclusions and prospects of further research. The analysis of the European region as a provider of medical tourism services allowed us to draw the following conclusions:

The European region has favorable conditions for the development of medical tourism. The medical field in Europe is so developed that medical tourism clusters have already been formed in many countries, such as the London and Bavarian medical clusters. Also known are such well-known networks of medical institutions as Genolier and Hirslanden (Switzerland) and the association of private clinics "NSA International" (UK).

Marketing policy in Europe is organized in such a way as to attract more and more foreign tourists. Among the effective marketing tools used by leading European clinics: customer service orientation, optimization of official websites for mobile devices, use of the latest gadgets, emphasis on interesting content (video distribution), use of personalization, availability of intermediaries in other countries and more.

The main reasons for the leadership of the European region in the field of medical tourism are as follows:
- the patient's desire to receive high-quality treatment, diagnosis, procedures or rehabilitation of high quality, provided that these services are not available in their own country for certain reasons;
- guaranteed end result;
- simplification of the visa regime; availability of companies engaged in "medical management" and preparation of the necessary supporting documents;
- the desire for privacy on the part of some customers;
- the opportunity to save money on treatment compared to the costs in your own country.

At present, the leading regions in medical, health and medical tourism have already been formed in Ukraine: Lviv, Odesa and Zakarpattia. So far, state support is felt only by the Ukrainian Association of Medical Tourism. In the distance you need:
- to strengthen the promotion of medical tourism as one of the perspective direction that combines tourism and healthcare;
- work on creating a positive image of the country;
- constantly engage in the development and promotion of leading areas of Ukrainian medicine;
- pay more attention to advertising, marketing, active cooperation with the media.

**REFERENCES**


