

## **Chapter 5. Conclusions and recommendations**

The sale of a Thai tourist product in the Russian market should be more professional and specialized. The sale of health-improving tours to Thailand in places of sale of beach packages is absolutely inefficient, even harmful, as it does not form a serious attitude to health tourism in Thailand among the Russian consumers. We suggest it is logical to consider, in the framework of the TAT the option of opening the Internet offices for the sale of Thai health products in the framework of the national strategy for promoting the tourist potential of the Kingdom. These Internet offices must constantly consult Russian-speaking consumers, recommend them to choose a place of treatment or rehabilitation in Thailand, as well as options for acquiring tours (only through Russian affiliated travel agencies in order to follow the law of the Russian Federation).

It is also advisable to establish cooperation between the Russian office of TAT and the Russian Association of Sanatorium and Resort Treatment (SANKUR) in order to organize an effective platform for cooperation between Thai medical organizations and specialized Russian tour operators. It is also worthwhile, with the help of the state, to form networks of interaction between modern hospitals and large medical institutions with tourist operators and diagnostic centers in Russia capable of generating a tourist flow in the direction of Thailand (for example, through state co-financing of Thai hospitals and clinics participation in medical tourism exhibitions held in Russia).

Based on the advantages of the Thai health product, highlighted by Russians, we believe that in its promotion it is worth emphasizing the excellent, but high-tech service. Advertising should not show smiling nurses and chic wards in hospitals, but certificates, achievements, equipment ... What is able to symbolize Thai medicine as the most advanced. For example, the text of an advertising message such as "we conduct ten operations of coronary shunting every day", "equipment like ours can be found in ten

only countries of the world" or "we have legal stem cells" should be more preferable than traditional "with love and care in single rooms with a park view".

To simplify the procedure for choosing the place of treatment and diagnosis, we consider it logical to propose a national system for assessing the achievements of hospitals and clinics in various areas of medicine, and to make hospital rankings based on the number of patients accepted and cured, patient reviews, compliance with international and national standards, and so on. The official rating can be determined every or two years, is freely available, so that any tourist in the world can see in advance which hospitals in Bangkok perform the best operations on the heart, and which - platics of the chest.

A very important problem limiting the growth of Russian medical tourism in Thailand is the failure to accept Thai documents by Russian doctors. The reasons for this non-acceptance may be language, inconsistency of standards, unwillingness of Russian doctors to lose budgets for diagnostics. Problems one and two are easily solved through the introduction of a system for adapting Thai documents and diagnostic standards (this does not require significant expenditure, and each hospital can implement it independently after a series of consultations with Russian specialists, for example, within a single conference or congress). The third problem should be solved by the Russian partners. Options for its solution are seen only through the intensification of interstate cooperation in the field of medicine, the development of partnership between Thai and Russian medical institutions.

We can also recommend testing the economic and marketing effectiveness of a business model of a sanatorium in Thailand, that is, a modern accommodation facility that offers, in addition to traditional services, dietary and medical services (not medicamental, but for example, aromatherapy, homeopathy, physiotherapy, laser therapy, water, hydrotherapy, inhalation and soon). This model will be somewhat more expensive than the construction of a traditional hotel, but unlike the hotel, it will have a

set of strong competitive advantages in the Russian (and in the future, world) sales market, will be able to actively earn additional services (diagnostics, treatment), use with the benefits of a medical facility in Thailand. This model, if successfully implemented, will open new prospects for the development of health tourism in Thailand, form a whole industry directly related to hospitality and medicine, offering an export tourist product with a strong demand.