

Abstract

Population of Russia has a big potential for health and medicine services consumption. A very important feature of these markets is a broad perspectives for foreign (firstly, westerner, after – Asian) medical services supply. By this specify Russian markets are very differing from the markets of Western Europe, USA or Japan. In these condition Thailand (what health industry has some global advantages) gets a well chance to partly share these markets, to provide a stabile income from medical tourists, to differentiate a National Tourism product. Paper identifies the role of medical services in Thai national tourist product differentiating; offers special medical tours in Thailand for citizens of Russia, evaluates the limits of demand for Thai national medical tour-product in Russia, the features of Thai medical tours promotion and sales in Russia market.

Keywords: medical tourism, healthcare, medical services, insurance, Thailand, Russia