

THE STRATEGY OF THAI MEDICAL SERVICES PROMOTION AT RUSSIAN MARKETS

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Abstract

This paper identifies the role of medical services in the process of Thai national tourist product differentiation and describes some of the special medical tours in Thailand developed for the citizens of Russia specifically. The author also evaluates the limits demand for Thai national medical tour-product in Russia, taking into account the features of Thai medical tours' promotion and the potential sales at Russia market.

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

Introduction

More than 50 countries of the world see the provision of medical services to international patients as the top-priority area of their national development. Under conditions of globalization, the level and the quality of medical services are become rather levelled in many countries, thus, only the price factor becomes a determinating factor of country's competitiveness when it comes to medical services' provision at the world markets. In this regard, gradually forming is the flow of patients from the countries with well-developed healthcare systems to the emerging markets with the opportunity to obtain good quality medical services at more competitive prices (Table 1).