

STRATEGIC METHODS FOR THE DEVELOPMENT OF
HEALTH TOURISM IN ARMENIA

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Main Sections

The research is divided into 4 main sections:

1. Literature Review
2. Methodology
3. Research Findings and Analyses
4. Recommendations

Health Tourism

The main characteristics of modern health tourism are:

- The number of patients traveling in pursuit of medical treatment.
- Customers usually travel from developed countries to less developed ones in order to gain from a combination of prices and quality.
- All information about the facilities, clinics, and doctors, is available in online guidelines.
- The promotion of medical tourism needs the interaction of both governmental, and private infrastructures.

- **Key Findings**

- There is a range of treatments that are the most famous in countries that have a developed medical system for people coming from abroad, including:
 - Dentistry
 - Diagnostics (General check)
 - Gender reassignment
 - Cosmetic treatments
 - Eye surgery
 - Transplantations of organs and tissues
- Being very expensive types of health care, clients prefer to go to countries that have good, and relatively less expensive, services with high quality.

Statement of Central Research Questions

- RQ 1: What are the main advantages and benefits of health tourism for Armenia?
- RQ 2: What are the strengths and weaknesses of the Armenian market as related to medical tourism?
- RQ 3: What strategic tools should be used to increase worldwide awareness about Armenian medicine?

Advantages and Benefits of Medical Tourism for the Armenian Economy

	2006	2007	2008	2009	2010	2011	2012	2013
Tourists Hosted by Hotels	54	59	71	66	70	124	137	149
of which by purpose								
Business	18	22	27	26	31	36	41	47
Leisure and entertainment	13	12	11	13	15	27	29	41
Education	0.230	0.016	0.025	-	0.019	0.016	0.019	0.023
Treatment	0.323	0.130	0.190	0.143	0.579	1.187	0.618	0.558
Other	22	25	32	27	23	60	66	60

The table shows tourism categories, including treatment tourism, for a period of 7 years, from 2006-2013. During these years, a dramatic increase in that number can be seen. The statistics show the growth of tourism in Armenia over 7 years. We can see that it had an increasing tendency, and after 2013 Armenia welcomed even more tourists to the country.

In 2013, health tourism brought 42,737 million AMD to the economy. Taking all of this information into consideration, it can be affirmed that health tourism will bring a massive contribution to the economy of Armenia.

Impact of Health Tourism

- GDP
- Employment
- Service Quality
- Integrity
- Infrastructures

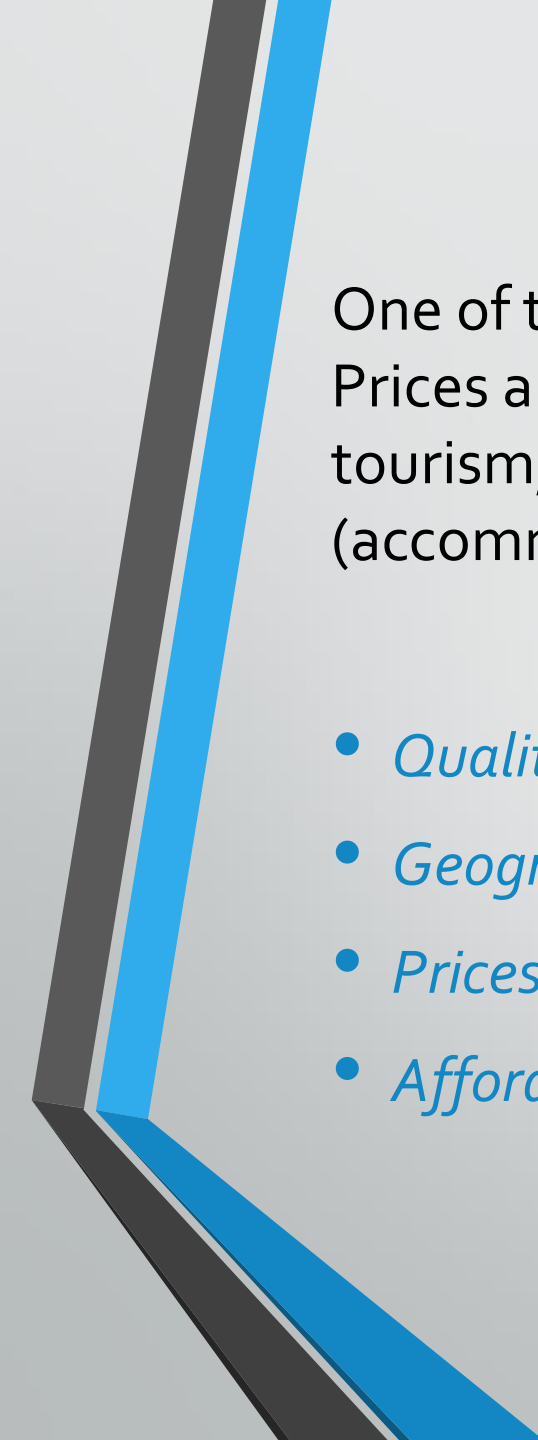
Strengths and Weaknesses of the Armenian Market

- As per the survey (55 professionals, average age-range 25-30), the best destinations for medical tourism are:
- Germany
- Thailand
- Israel
- Belgium
- Hungary (Questionnaire)

85% of the participants affirmed that Armenia is a good destination for medical tourism. 78% of them knew a person who had travelled to Armenia for medical purposes. The services that are included in the table are the types of treatments sought by the participants.

Service Prices (in USD)

Service/Country	Germany	Thailand	Israel	Belgium	Hungary	Armenia
Face Lift	2000	1200	1500	1800	2500	1200
Breast Implant	3000	2000	2500	3000	3000	2000
Rhinoplasty	5000	2000	3000	6500	4000	1500
Breast reduction	5500	2500	3500	6000	4500	2200
Cardiology diagnosis	600	200	300	500	450	150
Dental Implant	1000	700	700	1000	600	400
Eye laser treatment	5000	1500	2500	4500	4500	1000
Body Laser hair removal	1000	600	750	1000	1000	600
Artificial Insemination	2950	2300	2500	3000	2500	2000



One of the advantages of the Armenian market is the structure of the process. Prices are relatively low and reasonable, which will compensate travel costs of tourism, and in whole, the total cost will be less than the cost of the treatment (accommodation, transport, food, sightseeing).

- *Quality*
- *Geographic Barriers*
- *Prices*
- *Affordability of accommodation and food*

Disadvantages for Medical Tourism

- The low level of investment into health equipment
- Low support from the government to existing hospitals (building programs)
- Facilitation of private investments in Armenia
- Low awareness of the country in the world



Strategic Tools

- Brand Awareness
- Implementation
- Medical Tourism Presentations and Workshops
- Special Training
- Online Guidance

Special Training

- Consumers of medical services request awesome administration, incredible restorative care, and extraordinary encounters. The research team should organise:
- On-line and on location courses
- Blended learning choices (on location, on-line, virtual)
- Workshops, classes, and introductions
- Topics to enhance the nature of medical tourism
- Cross-cultural training
- Building an outstanding International Patient Department.

Online Destination Guide

- The organization of an online network assumes an imperative part of medical tourism. The creation of an online guideline will help to spread the message to international patients through mail, welcome them on social websites, and persuade them to take part in medical tourism in Armenia. This special online guideline will help patients to choose medicinal tourism goals, as per their needs and spending plan. This can incorporate the treatment achievement stories of individuals, which can help potential medicinal voyagers to choose better treatment opportunities with the best doctors and facilities in Armenia.
- Advanced publicizing of medical tourism can help potential medicinal vacationers to assure that their chosen goal meets every one of the principles and prerequisites that they require.

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Thank you for your time and consideration!