



Development of Healthcare and Wellness Tourism Marketing

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ABSTRACT

The present article is concerned with the study of marketing development prospects for tourism organizations and healthcare and wellness tourism (HCWT) companies as a means for creating their competitive advantages at different management levels. The directions for the intensification of HCWT development in Kazakhstan sanitarium-resort facilities have been substantiated. The review and collation of national and foreign scientists' works have made it possible to determine the main peculiarities of HCWT development. The definitions of tourist activities in the area under consideration have been classified. Based on the research carried out on the people, consuming healthcare and wellness services provided by the sanatorium Rakhmanovskiye Kluchi, the preferences of Kazakhstan HCWT consumers have been analyzed. Moreover, marketing development measures, both for a specific company and tourism organizations and companies of healthcare and wellness area as a whole, have been suggested.

Keywords: Healthcare and Wellness Tourism, Wellness, Spa, Health Promoting Resources, Healthcare and Wellness Program

JEL Classifications: L83, I19, M31

1. INTRODUCTION

Tourism is a service industry. It is often referred to as the "human interaction industry." This is the sector where the state-of-the-art technology cannot reduce the number of jobs. It is also an industry which contributes to eliminating barriers between people of different cultures and nationalities and creates the atmosphere of peace and understanding between nations. Tourism can be used for preserving and improving the environment. At the same time, such tourism, especially in no-industrial regions, can provide local population with a possibility to earn a certain income. Tourism can enable positive changes in economics, culture and ecology, thus contributing to Kazakhstan overall development.

Healthcare and wellness tourism (hereinafter referred to as HCWT) is one of the highest priority directions of Kazakhstan tourism market; however, it requires support and coordinated development. The available and potential reserves of curative resources, with regard for their qualitative and quantitative characteristics, are currently supposed to encourage social practices of human health rehabilitation, active ageing period extension and implementation of healthy lifestyle. As was stated by Dariga Nazarbaeva: "We have

mineral springs and we have curative muds, that is, our land is rich in this respect" (Lechebno-ozdorovitel'nyy turizm predlagaetsya razvivat' v Kazakhstane [Healthcare and Wellness Tourism is Suggested to be Developed in Kazakhstan], 2014).

Considering, on the one hand, the availability of recreational potential in Kazakhstan, and, on the other hand, taking into consideration substandard condition of sanatorium-resort industry in Kazakhstan, as well as the existing tendency for the increase in the morbidity rate of the population, the issues of HCWT effective marketing are becoming urgent enough.

Under current conditions, the public demand for high quality HCWT services, rendered by the entities of the recreation and sanatorium-resort complex, is growing. The primary purpose of such entities implies the provision of extensive health rehabilitation as the leading productive force and ultimate objective of economic development.

According to Alikulova (2012), the development of new health promoting complexes, the improvement of service rendering process will have positive effect on the enhancement of tourism

industry in Kazakhstan as a whole, as well as on the international rating of the tourist product of the country. It should be also taken into consideration that the development of domestic tourism will have a positive impact on the salubrious climate of the country.

The conventional therapeutic orientation is still predominating at health promoting institutions of the Russian Federation; however, an intensive growth of a new generation of HCWT institutions is in progress due to both internal investment and to the entry of recognized global brands.

One of the major global trends of HCWT industry development shows that the natural resource base does not constitute any more the determinative factor when choosing a location for the construction of prospective HCWT facilities. This trend is especially typical for industrial districts requiring daily short-term HCWR service.

Studying travelers' motivation is a determining factor when planning new offers for tourists. Understanding of these motivations is quite closely connected with the possibility of satisfying customers' needs. Therefore, marketing research into HCWT consumers' needs are extremely popular with the owners/directors of such facilities and are widely used by them for correcting marketing companies and promoting their brands.

Thus, nowadays HCWT is a significant global market which is booming and outgrowing other tourism sectors, as well as is having a great economic effect on other industries. HCWR industry is characterized by a much lower dependence on seasonal and recessionary trends.

The worldwide industry development is ensured by high capital investment. Intense competition makes HCWT companies actively create new products and reformat the existing ones, apply brand new marketing know-how and use new distribution channels, get to new consumer groups. The global HCWR market is at the rapid growth stage.

Recently the growth of tourists' interest to HCWT has been observed. Rapid pace of life, lots of stressful situations, increase of information flow, and unfavorable environmental situation in most countries makes people apply to this type of tourism. According to "Medical Travel," the scope of global industry of medical tourism amounts to about 30 million travels per year. The largest browser Google registers 138 million requests for information on medical treatment abroad daily (UNIMED Medical Center, n.d.).

Today HCWT industry is not only one of the global tourism market segment, but also an independent sector of economy with its own established supply and demand, rules and regulations.

HCWT development in the Republic of Kazakhstan, closely connected with the state of the sanatorium-resort sector, is, under the current conditions, undergoing certain difficulties which involve the decrease of the number of sanatorium-resort complexes, lack of their funding, obsolescence and wear of medical equipment, etc. So far, the investment projects related

to HCWT development have been mostly aimed at the creation of infrastructure facilities: Construction of private hotels and other places of accommodation, working out and development of therapeutic routes, opening of specific healthcare and wellness facilities: Spa salons, health and cosmetic centers, baths, as well as educational and training events. Each of the above facilities is, undoubtedly, important in itself, but none of them can ensure comprehensive healthcare and health promotion process, as well as the obtainment of appropriate effect. However, this notwithstanding, Kazakhstan has rich recreational and tourism potential and has sufficient prerequisites for the formation of highly developed recreation-resort economy.

The sanatorium-resort institutions of the Republic of Kazakhstan are distinguished by their diversity. Within the territory of Kazakhstan there are 47 deposits of mineralized water intended for therapeutic and drinking, balneological and table purposes. Actually, the sanatorium-resort network covers the territory of the whole country. The largest sanatorium-resort institutions of Kazakhstan are located in Almaty and Akmola regions. Unlike many West European highly specialized sanatorium-resort institutions, the sanatorium-resort institutions of the Republic of Kazakhstan are characterized by their commitment to cure a wide variety of diseases (Ministry of National Economy of the Republic of Kazakhstan Committee on Statistics, n.d.).

However, according to some researchers, Kazakhstan model of sanatorium-resort practice has a number of disadvantages: Low level of accompanying service; neglect of animation and leisure component in the structure of the sanatorium-resort product; insufficient attention of the state to the issues of sanatorium-resort sector; gradual obsolescence of therapeutic base and infrastructure; relatively high cost of sanatorium-resort packages (Moldasheva, n.d.).

Taking into consideration all the above issues, the organization of the marketing of recreation, wellness and rest, preventive measures, health promotion for the population of different age groups is of key importance. Therefore, the issues of developing an efficient marketing mechanism for the sanatorium-resort sector and updating the development of HCWT in particular are deemed as rather challenging.

2. METHODS

The definition of tourism in its essence, based on the relationships occurring between tourists and goods and service providers, has been suggested by the International Association of Scientific Experts in Tourism. In accordance with this definition, tourism constitutes a combination of the relationships and events occurring in the course of people's moving and staying at the places, differing from their permanent places of residence and work. This definition is recognized by the majority of scientists (Horowitz and Rosensweig, 2008. p. 12).

The works of Vetitnev and Zhuravleva (2006), Bokov et al. (2001) and other researchers analyze the issues of HCWT terminology and typology, its essence and place within the system of economic

sciences. The results of this research contribute significantly to the development of the tourism science.

The notion of HCWT cannot be expressly interpreted. A simple definition can be formulated as follows: HCWT is travelling to a resort location with the aim of healthcare and wellness. HCWT objective is in integrated use of natural therapeutic factors and exercise. It is clear that HCWT is often combined via a related travel objective and the implementation of this objective by using the same base.

With the aim to understand the notion of HCWT clearly, a range of notions characterizing its basic features has been reviewed (Table 1).

HCWT can be divided into therapeutic tourism, aimed at the treatment, therapy and rehabilitation after diseases, and preventive tourism (“wellness,” wellness-tourism), aimed at maintaining human organism fit, as well as maintaining balance between physical and psychological health of a person. Wellness-tourism, in its turn, can be active (sport and fitness) and passive (beauty programs).

The term “wellness” appeared in scientific literature comparatively not so long ago and means a perfect state of both human body and soul, relaxation, organism revival via active recreational activities (Smith and Kelly, 2006). Additionally, such terms as “wellness tourism,” “healthcare tourism,” “cure tourism,” “holistic tourism,” “well-being tourism,” “spa tourism,” “medical tourism,” “health and wellness tourism,” etc., are also used in English Language professional literature. At the same time, the domestic and Russian-language professional literature uses the terms “healthcare tourism,” “sanatorium and healthcare tourism,” “wellness tourism” “medical tourism.” Such terms as “spa-tourism,” “wellness-tourism” and other interpretations are met as well (Smith and Puczko 2008).

Today “spa” is a package of health procedures which implies the use of water having curative properties (mineral, sea, fresh), as well as sea weed and salt, therapeutic muds and curative plants. The effect of spa procedures is intended to revitalize and relax human organism as a whole. According to Crebbin-Bailey, “spa” constitutes integrated health promoting and aesthetic programs, technology and procedures intended to support a human’s health

and beauty by affecting all his 6 senses: Sight (natural landscapes), hearing (composition of sounds and silence, music), smell (aromas or their total absence), touch (warmth, coldness, tactile effects); taste (balance of four basic tastes: Sweet-bitter-sour-salty), intuition and subconsciousness (forms a final feeling of satisfaction and comfort) (Crebbin-Bailey et al., 2010).

While HCWT (more conventional therapeutic, sanatorium-resort, medical/clinical) is intended to cure specific diseases, rehabilitation and body sculpting, “spa” and “wellness” (wellness) tourism constitute fundamentally new directions intended for people sound of body and mind, and aimed to maintain overall health and social well-being (Table 2).

We are of the opinion that “wellness” tourism should not be associated with healthcare tourism, whereas it provides for primary disease prevention, while healthcare tourism includes preventive measures of the second and the third levels, and sometimes even rehabilitation, aimed to prevent the progression of already existing diseases or rehabilitate the lost health. In its turn, “wellness” sometimes is equal to “health promoting tourism.”

Based on the above, the notion of HCWT is a general category covering wellness health promoting (spa, wellness) and healthcare tourism (more conventional therapeutic, sanatorium-resort, medical).

Based on the travel classification, healthcare tourism can be conventionally referred to special types of tourism, namely, tourism with healthcare purposes. Such definition does not only cover resort travels. It is also extended to other travels with healthcare purposes, for example, for being operated in a foreign clinic (international tourism).

Therefore, HCWT can be considered as travelling for rest, health promotion and healthcare, which is performed with the direct use of natural climate properties, mineralized waters, therapeutic muds, picturesque landscapes and other resources with its further restructuring into healthcare and wellness rest. In this case, health promotion needs can be satisfied at recreation facilities of general specialization, while healthcare needs can be satisfied at specific purpose facilities. When satisfying recreation and health promotion needs, some healthcare procedures are used, and vice versa, healthcare tourism involves the elements of active recreation.

Table 1: Definition of “HCWT”

Author	Definition
Vetitnev et al. (2012)	HCWT provides for the movement of residents and non-residents, within state boundaries and out of state boundaries, for a period of not <20 h and not more than 6 months, with the aim of improving health and preventing human organism diseases
Kazakov (2002)	HCWT constitutes a kind of both individual and group rest proving for the implementation of specific rehabilitation and therapeutic procedures
Aslanov (2011)	HCWT assumes the achievement of definite purposes related to rest, recreation, therapy and health improvement
Razumov et al. (1999)	HCWT is a journey with the purpose of rest, health improvement or therapy, which involves the use of natural properties of the climate, mineral waters, mud, picturesque landscapes and other resources
Shcherbakova and Orlova (2014)	HCWT is the organization of inpatient/outpatient accommodation for tourists in order to combine services intended for the treatment of a certain disease and rest

HCWT: Healthcare and wellness tourism

Table 2: HCWT classification

HCWT			
Health promoting tourism		Healthcare tourism	
Spa	Wellness	Sanatorium-healthcare	Medical

HCWT: Healthcare and wellness tourism

However, the central place in recreational tourism is occupied by healthcare (resort and healthcare, healthcare and wellness) tourism which is considered to be a traditional type and is developed in the districts with favorable climate and curative resources, or in the places where treatment technology for certain diseases is well-developed.

The main health promoting resources used in HCWT process are: Climatic therapy - treatment through the use of the climate favorable for specific organism; balneotherapy implying treatment with mineralized waters; pelotherapy - treatment with special application curative muds; thalassotherapy - treatment with favorable properties of sea water; air therapy - health promoting procedures implying the use of mountainous air; speleotherapy - use of cave microclimate; herbal therapy - use of curative properties of herbs.

Thus, it should be noted that most specialists tend to believe that HCWT shall be defined based on singling out three basic categories - therapeutic and rehabilitation, valeologic (health promoting) and recreational. The first two components are medical in its essence, while the third component comprises rest and entertainment services. Rendering healthcare and health promoting services is performed by dedicated institutions - resorts, sanatoriums, recreation houses, etc.

Modern HCWT market includes accommodation facilities offering treatment services (sanatoriums, resort clinics, spa hotels), travel operators (intermediary companies providing these services) and tourists themselves (holidaymakers).

Depending on the objectives, the resorts can perform the following functions: Sanatorium-resort treatment, medical rehabilitation of patients, health promoting rest and disease prevention, cultural and therapeutic, as well as leisure recreation.

Due to the peculiarities of providing services, certain forms of health care and wellness have been created: Health promoting exercises, instructor-led and independently performed therapeutic exercises, tourist activities (walks, short-distance tourism, trips, etc.), sun, water and air bathing, active games, etc.

HCWT programs provide for the measures which can be divided into the following groups:

1. Excursion and information events: Excursions (diverse in subjects, means of travel and venues);
2. Cultural events and shows: Visiting concerts, theaters, art festivals, folk programs, etc.;
3. Entertainment events: Different competitions, animation programs, amusement rides, games, quizzes, auctions and celebrations, visiting some entertainment facilities (aqua- and theme parks), etc.;

4. Recreational sports: Doing different kinds of sports or learning them; doing health promoting exercises; massage and acupuncture; going to saunas, baths or swimming pools, fitness centers; organizing sporting events, active competitions and games; river and sea trip; one day or many days long hiking; rafting, yachting, darts, diving, kayaking, paraplannerism, horse riding, etc.

Based on the conducted review, we can summarize as follows: HCWT is a kind of tourism activity which is based on the creation of healthcare, diagnostic, rehabilitation, preventive and health promoting service for tourists, and pursues the aim of health reproduction.

HCWR institutions of the Republic of Kazakhstan require improvement (turning around) - material, financial, marketing, managerial. Given that, researchers from different countries have submitted numerous substantiations for the "recipes" of modernization, stabilizing, improvement of these companies' activities: Some of them suggest working out target programs of developing sanatorium-resort institutions (Zhambekova and Sheozhev, 2012), other researchers note the importance of carrying out measures intended for the development of not separate healthcare and wellness facilities, but of integral complexes of recreational facilities (Orlova and Shcherbakova, 2014).

HCWR industry marketing serves to identify customers' needs, create attractive tourism and health promoting services, familiarize prospective guests with the products available for them, inform about the place where such services can be purchased.

Therefore, the practical purpose of marketing includes: Market research, product planning, its advertising and promotion, demand creation and sales promotion. Only after performing the above mentioned activities, a company of hospitality industry can expect to earn profit and achieve its objectives.

In order to succeed in the market, a detailed and well thought out product strategy is absolutely required. The strategic decisions about the product are the main decisions within the framework of the overall marketing strategy of HCWT company. It is connected with the fact that the tourism product is an effective means of impacting the market, main concern of the company and a source of profit. Besides, it is the central element of marketing mix.

When carrying out its marketing activities, a company should pursue its objective. Products and services which can satisfy the consumers of the target markets to the highest extent will be produced. In order to determine target segments of the market, there has been carried out a marketing research on Rakhmanovskiye Kluchi customers' feedback through a written questionnaire survey.

The sanatorium Rakhmanovskiye Kluchi is situated within the botanic and mineralogical wildlife area and Katon-Karagay State National Natural Park of east Kazakhstan region, in the heart of the Altai mountains, at the altitude of 1760 m above sea level, and offers a wide range of therapeutic and health promoting procedures

for curing and preventing the problems related to musculoskeletal system, central and peripheral nervous system, cardiovascular system, endocrine system, gastrointestinal tract, as well as skin, kidneys and respiratory organs. The main curative factor includes natural mineral thermal ground radon water, used for curing various diseases, as well as pantotherapy. The maral breeding farm, where those who wish can take a course of pantotherapy, is located at the distance of about 15 km from the sanatorium. According to ancient legends, bathing in maral antlers broth returns vital force and provides high energy to men. This procedure can be carried out within 1 month only, namely: During the period of maral horns cutting off (starting from the end of May and through June). Besides, one should bear in mind that this procedure cannot be carried out in any other region of Kazakhstan but the eastern region. Tourists stay at the sanatorium Rakhmanovskiye Kluchi and combine antlers therapy with radon therapy.

The results of HCWT consumers research survey, carried out based on the sample of 130 people, who are active consumers of the tourism product in question, and who were staying at the sanatorium Rakhmanovskiye Kluchi, are set forth below.

3. RESULTS

The tourists travelling on healthcare and wellness purposes visit the sanatorium-resort institution with the following frequency: 1 time a year - 17%, once every 2 years - 21%, once every 3 years - 24%, once every 4 years - 17%, ones every 5 years - 21%. This suggests that HCWT is a popular, though periodic type of tourism.

About 53% of the respondents stated they enjoy family holidays with kids - this is a segment of people aged 25-45. 41% of the respondents enjoy staying at the sanatorium with friends; 6% of the respondents prefer taking health promoting procedures alone - these are people aged 56-65.

When thinking about the reasons for choosing a place of treatment, 38% of the respondents said that the main factor determining applying to this or that healthcare and wellness complex is their friends and acquaintances' references. This segment includes middle-aged people (35-40 years old).

As regards choosing a place for health promotion, 11% of the respondents stated that the reputation of the facility is a significant factor for them - they are middle-aged people; previous experience (11%); cost of treatment and health promotion (11%) - they are mostly people aged 56-65. 8% and 8% of the respondents are attracted by the location and the specific offer interesting for them respectively.

Nearly 38% stated that they prefer taking health promotion and treatment procedures in spring, 24% - in summer, 14% - in autumn, while 24% of the respondents prefer resting in winter season.

Most of the respondents, 40% to be exact, receive advertising information about tourism from the Internet, 14% of the respondents get information from TV news, 14% - from newspapers and magazines, 17% of the respondents get information from friends

and other respondents - from the radio (2%), street adds (2%), postal mailing (2%), distributed leaflets (2%).

When selecting a healthcare and wellness complex, the choice of the environment was crucial for all respondents, no exclusion. 42% of the respondents preferred to get health promoting procedures out of town, 58% of all respondents stated they would prefer to spend this time in the immediate proximity to curative resources. The vast majority - 98% preferred staying at snug guests' houses (cottages) when taking health promoting procedures, and only 2% of the respondents would prefer staying in bedroom blocks of hotel type.

Supplementary services the tourists would like to be rendered in addition to treatment and health promotion: Food and beverage (87%) and phyto bar (4%), gym (24%), sauna and bath (15%), horse riding (15%), beauty salon (10%), tabletop games, billiards (2%), interesting entertainment and excursion programs (56%) (the choice was limited to three items).

The majority, 57% of the respondents to be exact, indicated 2-3 weeks as the period they could spend on recreation purposes, 14% preferred 1 week, and 9% would like to take health promoting procedures for 3-4 weeks.

Thus, the research on the consumers of healthcare and wellness services made it possible to conclude as follows:

- Sanatorium-resort services are in great and stable demand at the tourism market, and, as the survey results show, every sixth responder has travelled on health promoting purpose, however, as is known, the cost of healthcare and wellness procedures is lower than in most foreign countries, that means that the market has the tendency to growth;
- Most tourists find out about a new tourism product via the Internet, as well as from TV, magazines, newspapers, street adds and other sources;
- The main reasons for visiting this or that health promoting institution are friends' recommendations. The choice is also significantly influenced by the cost and previous recreation experience;
- Natural environment is also of great importance when choosing a place for health improvement. Most prospective consumers prefer the facilities located out of town;
- Nowadays a strong tendency of patients' high demand for staying in detached guest houses is being observed, which confirmed by the survey results. 99% of the respondents stated they would like to stay in cottages;
- The fact that most tourists prefer resting with families and children appeared to be interesting, therefore it is crucial to organize children's leisure at the healthcare and wellness facility as well;
- The prospective consumers of healthcare and wellness services are middle-aged people (35-45 years old) and elderly people (56-65 years old).

4. DISCUSSION

The review of the customer survey results made it possible to single out 3 main segments of the consumers of the sanatorium

Rakhmanovskiy Kluchi: “Guests with children,” “friends group,” “single people.”

A number of proposals on improving the product offer for the complex have been worked out:

- “New Year Family” service package for the segment “guests with children,” organizing of special family events during New Year vacations and at other holidays;
- Organizing weeks of different countries and regions cuisine at the restaurant is proposed for the “friends group” segment, as well as the use of appropriate national symbols and coloristics all over the hotel. A special menu shall be made up and a special program shall be worked out for each holiday;
- It is viable to work out a permanent package for the “single people” segment, which would include payment for food and beverage at special prices, as well as “good morning” massage in the room and sauna session.

Package offers are, first of all, a possibility to attract customers valuable for the hotel, and to benefit not only from accommodation sales, but also from extra services. It is recommended to carry out price promotion by providing accommodation discounts to both, intermediate agents and regular customers, within the range of from 5% to 20%. A specific card - silver, gold and platinum, shall be applied to each discount category. This will enhance the guest’s image and increase the number of his repeated arrivals and stays at the facility.

Having reviewed the research on the consumers of healthcare and wellness services, we can make the conclusion that under the given preferences, it will be profitable for the sanatorium Rakhmanovskiy Kluchi to:

- Extend the range of extra services due to the use of new treatment technology and methods, as well as dedicated services for different consumer segments;
- Enhance the prestige of the recreation and treatment at the sanatorium Rakhmanovskiy Kluchi, as well as its market share, through the use of a massive advertising campaign in mass media intended for upper-middle-income customers and high-income customers.

The product strategy of HCWT company shall be concentrated on the development of such services which could increase profit of the company, especially during low season. It is assumed that the application of the worked out practical recommendations intended to form the product strategy for the sanatorium “Rakhmanovskiy Kluchi” will contribute to the achievement of the market share increase objective, sustainability and profit growth of the complex concerned.

On the whole, the programs of visiting resorts are becoming more diverse and provide for all sorts of cultural and sportive events and offer a wide range of health promoting services.

Tourists inquiries play an important role when working out tourists’ stay programs, whereas the customer type directly influences the structure of a HCWT, as well as setting an objective and selecting a resort on the world map.

In order to attract foreign tourists’ attention, Kazakhstan resorts have to solve a number of problems related to funding, management and modernization. State-of-the-art technology, improving life quality, must be taken as a basis for forming (designing) a tourism product of Kazakhstan resorts.

In this regard, it is recommended to:

- Work out brand-new approaches to sanatorium operations based on borrowing market management experience from international resort hotels;
- Most fully satisfy the needs of consumers (holidaymakers, guests, tourists, recreants) for rest and relaxation service during their stay at this or that resort.

One of the most important HCWT tasks includes the development of tourism specialists’ skills and abilities for designing healthcare and wellness programs at sanatorium-resort facilities as per the approved international standards. The development of healthcare and wellness programs shall be performed in accordance with the integrity and completeness principles which provide for scientifically substantiated and practice-oriented training of specialists on the activities performed by the sanatorium-resort facilities.

The model of the healthcare and wellness program is a task-oriented specialists’ training program in a specific activity. A block-modular technology has been used as a basis for designing a healthcare and wellness program complex. The module shall be created for service consumers. The creation and integration of the modules into the domestic resorts practice will allow, in our opinion, to identify advantages in developing healthcare and wellness programs for every holiday maker in particular.

Based on international practice of running spa resorts, we have developed the below general marketing recommendations for the directors of domestic sanatorium-resort complexes, which will enable the sanatorium-resort facilities of Kazakhstan to actively implement advanced international HCWT principles and standards:

- Work out variable subscriptions for integrated healthcare and wellness services (number of trainings from 1-2 to 3-4 times per week);
- Take a due note of making up (developing) individual training programs with further trainer’s control;
- Carry out strength and aerobic trainings and personal trainings at the gyms;
- Offer different kinds of aerobics for holidaymakers (customers) with different preparation levels, as well as combined trainings for men and women, aimed at the development of stretching and other abilities;
- Run aqua-aerobics for different ages in the swimming pool (at different depth levels);
- Improve the system of healthcare and wellness service by new programs complying with a specific infrastructure;
- Intensify organization of short-distance tourism under the conditions of sanatorium-resort therapy;
- Systematically improve the network and develop new routes for hiking, bicycle touring, horse-riding tourism, terrainkur routes, Nordic walking;

- When designing and constructing new sanatorium healthcare and wellness infrastructure the interests and demand ratings of each service shall be taken into consideration;
- Develop health promoting hiking tourism, hypo-therapy;
- Special attention shall be drawn to the use of the infrastructure of the sanatorium and health promoting complex during “low seasons.”

The social consequences of implementing new HCWT approaches into sanatorium-resort operations are as follows:

1. The formation of innovative “relaxation” and “active recreation” functional subsystems within the national healthcare system;
2. Rise in profitability of the domestic sanatorium-resort industry due to the implementation of international tourism business laws and marketing technology of individual service processes. In this regard, the development of new ways of service organization is required with the aim to most fully satisfy not only highly specific therapeutic, but also overall relaxation needs of a holidaymaker during his stay at the resort.

5. CONCLUSION

Today’s tourist prefers resting in unpolluted environment and searches for the possibilities of active rest, cultural enrichment and self-education. Kazakhstan, as a whole, and its specific regions, in particular, the coast of the Caspian sea, the spurs of the Tien Shan range, the resort zone of Burabay, which is also called Kazakhstan Switzerland, can offer such kinds of rest. These regions have unpolluted environment, clean air, lakes and mountains. Such characteristics are not typical to many other regions of the world. It is supposed to increase the number of tourists. Unfortunately, this does not happen due to several reasons.

- Unavailability of funds for carrying out marketing events, and that means the absence of any possibility to familiarize the world with these amazing places. Foreign tourists have to apply for visas when going to Kazakhstan. This fact makes the first negative impression on prospective tourists;
- Kazakhstan does not create appropriate competition and, besides, does not carry out active marketing policy in respect of tourism services and products.

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