

Annotation

Subject matter of the dissertation:

«Innovative opportunities for positioning health resorts in the region of the KMW on the market of medical and health tourism»

Author of the master's dissertation:

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Topicality of the research:

Caucasian Mineral Water is a balneotherapeutic, mud, climatic, specially protected ecological region, where there is a variety of mineral water, therapeutic mud, exotic landscapes, favorable climatic conditions, because of this the region is unique not only for Russia, but for the whole world. The infrastructure of the health resort, which is based on the curative mineral waters and therapeutic mud of the lake Tambukan has no analogues in the Russian Federation. Increased the role of the Caucasian Mineral Waters and Spa facilities of the region on the market of medical tourism due to increased demand for domestic tourism. Front of health resorts of the region has a goal to position itself as a modern health resort institution, not only in terms of the Russian standards, but also international.

Objective:

Development of recommendations for the possible positioning of spa – resort establishments on the basis of modern innovative technologies.

Tasks:

- to study the specifics of spa establishments as an important element of medical and health tourism;
- to give the classification of spa establishments, to identify their types and to define the features;
- to analyze foreign experience in the sphere of positioning of spa establishments;
- to identify the specific features of functioning of spa resort establishments in the region of KMW;
- to develop a program for promoting spa resorts of the KMW region through the introduction of innovative positioning elements;
- to define possible ways of introducing and promoting the proposed program at market health tourism in the region KMW.

Theoretical and practical significance of the research:

Theoretical and practical significance of qualification work is the possibility to analyze medical and health tourism and spa resort business, their types and specifics, analyze foreign experience in the sphere of positioning of the Spa facilities, to consider the specifics of the operation of health resort of Caucasian Mineral Waters and develop these enterprises promote the program through the implementation of innovative forms of positioning in the therapeutic market of the

Russian Federation. Also, this work can be used as a practical guide for health resorts of the KMW with the aim of improving the process of providing medical and health services.

Results of the research:

In the practical chapter of our work, we have developed a program of promotion of spa resort of Caucasian mineral waters region through the introduction of innovative elements positioning. The proposed program consists of the introduction of modern information, technical, organizational, legal, socio-cultural and environmental innovations, which may have economic, scientific – technical, social and environmental effects on development and positioning of spa resorts of the Caucasian Mineral Waters on the market - medical and health tourism as a modern tourist cluster.

Recommendations:

Analyzing the health resort base in the region of Caucasian Mineral Waters. It was found that the existing potential of resort infrastructure in the region in the face of a favorable climate, unique therapeutic resources and the rich scientific and practical experience combined with the latest innovative technologies as technical terms, and legal and socio – cultural will significantly increase the quality and the process of providing health services, which will lead health resort to a new level of positioning.