

## OPPORTUNITIES FOR THE DEVELOPMENT OF MEDICAL TOURISM IN BUKHARA REGION

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**ABSTRACT:** The article discusses the need to create a unique medical tourist destination for Bukhara, rich in ancient, not only material, but also intangible cultural and natural resources. The author discusses the tasks facing the government and society to create this location, the need to fulfill them, and offers some ideas on the effective use of natural resources of the region in the development of medical tourism.

**KEYWORDS:** medical tourism, spa, medicine, balneotherapy, health centers, e-medicine

### INTRODUCTION

Uzbekistan's natural potential for medical tourism is very high. The issue of developing medical tourism as a strategic sector of the country's economy is quite relevant. The economic realities of Uzbekistan reflect a certain degree of specialization in medical tourism. An attractive factor for foreign consumers will be the shift in domestic demand and supply towards the decline in the cost of medical services in the field of folk medicine and plastic surgery.

The diversity of natural resources allows the country to compete with global providers of medical and spa services:

- with Austria - in the field of treatment with thermal, chloride-hydro carbonate and sodium mineral waters flowing in the Tien Shan mountains near the capital.
- With Israel and Hungary - in the field of balneotherapy-mud therapy. Balikli district (Jizzakh region) and the capital district (Chinabad sanatorium).
- With Essentuki - "Tashkent" on the quality of alkaline mineral water.
- With Switzerland - For the purity of the high mountain air on the slopes of the Turkestan, ridge in the Zaamin region.
- With Israel and Jordan - on treatment with Todakol radon water in Bukhara region.

### Literature review

The challenges of improving medical tourism have been studied by many experts. The world's leading scientists in the field of tourism Groshev IV, Tastanbekova Sh.O, Harahsheh SS, Yuhanis A., Khairil A., Zaiton S., Zulhamri A., Joana A.Q., Anabela C., Carlos C., Vetitnev A. , Dimanche F., Kelley E., Behrmann J., Smith E., Gomes de Sousa F., Silva J.B.P., Gomes J.H. , Kahveci A., Okutmuş E., Amodeo, J., Lunt, N. Klimova B., Kuca K., Connell J., Pocock NS, Phua KH. , Maksimov D.V. , Kovaleva I.P. A number of foreign authors, such as, have focused on medical tourism in their research. Also from Russian scientists Bakhtin VA, Ignatova Ye. V., Shokin G. Yu, and other scholars have given their scientific and practical insights into solving problems in the development of medical tourism in their research.

### Research methods.

The article analyzes the term "medical tourism" using monographic methods and methods of scientific abstraction, as a result of using the method of systematic analysis to determine the components of medical cultural resources in the transformation of Bukhara into a medical tourism destination, medical analysis for Bukhara using the method of analysis and synthesis The research also used methods such as observation, comparison, economic-mathematical analysis, statistical grouping. Using the natural climatic and cultural resources of Bukhara, one of the ways to restore the medical school created by the great Abu Ali ibn Sino over the centuries in the Bukhara region was developed and suggested ways to bring it to life.

### Results and Discussion

The opening of the Ibn Sina Medical College in Bukhara with the support of Istanbul University has helped Uzbekistan become one of the leading countries in the field of medical personnel, which will increase the effectiveness of reforms in Uzbekistan.

In the context of "Economy-Medicine-Tourism", the coordination of the three independent goals of the National Strategy of the Republic of Uzbekistan is reflected in the Order of the Ministry of Health dated January 9, 2019 No. 5 on the promotion of medical services in the international market. It envisages a radical overhaul of reforms to improve the functioning of the General Directorate for Tourism and Health Development. The Department of Medical Tourism Development was established to regularly monitor consumer demand and monitor the quality of education, clinical training and the pace of introduction of advanced technologies in medicine.

The projects of the Bukhara regional branch of the Ministry of Tourism and Sports for 2021-2022 were also bold steps in improving medical tourism. A total of 17 projects worth 94 billion soums are planned to be implemented, including the establishment of a tourist center for 1,034 medical tourists, which will create 243 vacancies. This will also allow the development of infrastructure of local social significance through the expansion of medical tourism.

Gafur Saidov, head of the Bukhara regional health department, said in a 2021 report that the number of patients leaving the region for medical treatment abroad had decreased by 60%, while the number of visits by foreign patients had increased by 40%.

In order to improve the quality of medical services through the creation of modern computerized systems in medical institutions, it is planned to introduce information systems

"Electronic Polyclinic" and "Electronic Hospital". In turn, the information system "Laboratory", aimed at creating a single electronic register of analysis, images and other results, can become a scientific and practical basis for research and development in the field of health.

As stated in the Decree of the President of the Republic of Uzbekistan dated October 5, 2020 No PF-6079 "On approval of the Strategy of Digital Uzbekistan - 2030 and measures for its effective implementation" "Digital Uzbekistan - 2030" In the framework of the strategy, the information systems "Electronic Polyclinic" and "Electronic Queue" were introduced in the central polyclinic of Karakul district of Bukhara region. With the help of these systems, citizens can make an appointment at a convenient time, without leaving home, get information about the institutions and doctors in their area, as well as evaluate the quality of medical services received. In turn, the advantages of this system for clinics are the possibility of automated data registration, maintenance of a single electronic outpatient medical card in family clinics. In addition, the system has the following additional features: the formation of information about the location of medical institutions and their working hours, the electronic service "Registration for a doctor's appointment" and the formation of the schedule of doctors. On July 17, 2020, the Ministry of Innovative Development and the Ministry of Health in cooperation with the Republican Specialized Pediatric Research and Practice Medical Center launched the first telemedicine practice in the country. The Bukhara Regional Oncology Dispensary, which has made great strides in recent years, is a clear proof of this. The facility receives hundreds of patients each year. The majority of patients come from remote regions of the country, including Kashkadarya, Surkhandarya and Navoi.

The telemedicine practice at the dispensary has eased the plight of medical tourists who travel such long distances. The doctor not only sees the patient in real time from a distance video, but also changes in his internal organs (ultrasound), skin (dermascope), ENT diseases (autoscopy), cardiovascular diseases (stethoscope, tanometer, pulse oximeter and ECG). , eye diseases (ophthalmoscope) and other equipment, it is possible to diagnose and treat the patient using the same quality examination methods as the examination performed next to the patient.

Telemedicine has been around for decades, but now the COVID-19 pandemic has changed the existing order. Telemedicine allows us to communicate with our oncology patients without the need for face-to-face visits or personal examinations. It is time for mass admission, and today more and more patients are asking for a virtual visit with their oncologists.

STQ 4 under the State Unitary Enterprise "Center for Certification of Sports and Tourism Services" by the Technical Committee for Standardization "Tourism and Sports" Uz DSt ISO 22525: 2021 (ISO 22525: 2020, IDT) The state standard "Medical tourism. Service requirements" has been developed. This state standard was adopted by the order of the Agency of the Republic of Uzbekistan on Technical Regulation No. 05-1369 dated January 17, 2022. This standard defines the requirements and recommendations for intermediaries and providers of medical services in the field of medical tourism. is designed to provide quality services to meet the needs of tourists traveling for a variety of reasons. The standard has been implemented from April 1, 2022.

There are a number of proposals for further development of medical tourism in the region.

- Establishment of a "folk medicine center" and a "village of Ibn Sina" in the village of Afshona, Peshku district;
- Further development of the Joyzar Health Center;
- Further expansion of the Moxi Xosa Health Center;
- To acquaint the population with the activities of the Korean Medical Fund Sangwon Clinic Himchan.

As part of the new development strategy of Uzbekistan for 2022-2026, in the village of Afshona, where the world-famous sultan of medical science Abu Ali ibn Sino lived, known as "Avicenna", the center "Ibn Sina Zamonasi" It is planned to put it on. In order to increase the potential of medical tourism in Bukhara region in 2022-2026 through the establishment of private clinics in major areas such as oncology, diagnostics, neurology, cardiology, therapy, medical radiology, medical tourists from neighboring republics will be able to visit. zlangan.

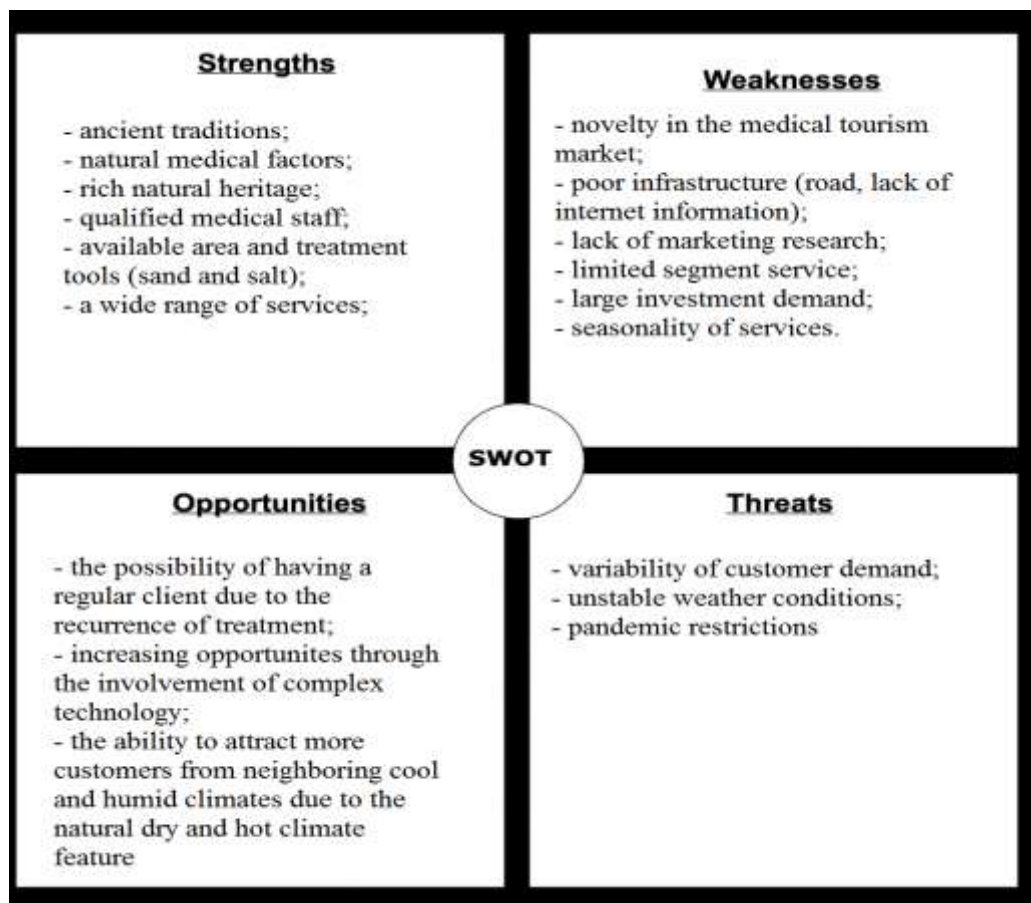
Tourism development is developing not only in the historical part of Bukhara, but also in rural and desert areas. In particular, the recently launched beach tourism facility on the shores of the Tudakul Reservoir near Bukhara, tourist bases on the shores of Karakir, Agitma, Shurkul, Zikri, Devxona, Khadija lakes, ecotourism of Jayran Nature Reserve, Alat The salt lakes and sand dunes in the region are a striking example of this.

There is a climatic and balneological resort "Sitorai Moxi Xosa" in Bukhara region. It is located in the oasis of the Zarafshan River, 500 meters above sea level, on the eastern outskirts of the city of Bukhara, in a quiet place on the territory of the former residence of the Emir of Bukhara. Therapeutic agents are the dry hot climate of the region and 45 ° C sodium sulfate chloride mineral water from a depth of 1,500 meters, which is used in diseases of the kidneys, nervous system, movement and digestive organs. In May, June, July and August, tourists from the CIS countries are treated here.

The sanatorium has modern diagnostic and treatment rooms, physiotherapy, laser therapy, mud therapy, physical education, massage, phytobar and dietary nutrition to restore the health of patients.

In the area of the shrine of Khoja Ubban ibn Usman ibn Affon, located in the Romitan district, 50 km from the city of Bukhara, patients with bone, joint and skin diseases are treated with hot sand baths.

The development of medical tourism in Uzbekistan, especially in Bukhara region, requires a lot of reforms, as its development depends on the unity of the whole system. If the reforms are effective and implemented in a timely manner, it will be possible to promote medical tourism in Bukhara. Based on our study of the world experience of medical tourism, we can say that a number of measures need to be taken in the development of this industry. We looked at the strengths and weaknesses of the industry for the development of medical tourism in Bukhara, the risks or weaknesses expected from it, through a SWOT analysis.



**Table 1. SWOT analysis of the establishment of a medical tourism center in Bukhara region**

**Conclusion**

If we want to turn Bukhara into an excellent medical and health destination, we must look at, study, and promote it as an important source of natural and climatic resources.

All this will create opportunities for the further development of tourism in Bukhara region, especially medical health tourism, increase the flow of local and foreign tourists, create additional jobs for the local population and thus improve their well-being.

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