

Issues of Establishing a Medical Tourism Cluster in Alat District of Bukhara Region

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Abstract: *Bukhara region has long been known for its alternative medicine. A vivid example of this is the world-famous Abu Ali ibn Sina, who was born in Bukhara, where he studied and developed medicine, science. In particular, Book 2 of his Laws of Medicine describes the more than 800 medicines derived from plants, animals, and minerals at that time, as well as their therapeutic properties and methods of use. These herbs are still used by doctors today. In this way, the region provides convenient opportunities for medical and physiotherapy.*

Keywords: *treatment with salt and sand, travel for treatment, weeding, medical tourism center.*

Introduction

The salt lake, located near the Turkmen border in the Alat district, has been a treatment for various ailments for several hundred years. Here are the salty remains of an ancient lake. In the summer - in the middle of the scorching heat season, these places become crowded with tourists. The desert parts of this region, where the temperature rises to + 50 ° C, are also very useful for patients with skin and joint diseases. According to locals, the healing salt has been around for 300 years. For centuries, joint pains have been treated here.

Research methods

The article analyzes the term "medical tourism" using monographic methods and methods of scientific abstraction. The research also used observation, comparison methods. Using the natural climatic and cultural resources of Alat district, 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.

Literature Review

The challenges of improving medical tourism have been studied by many experts. The world's leading scientists in the field of medical 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., Kahveci A., Okutmuş E., Amodeo, J., Klimova B., Kuca K., Connell J., Pocock NS, 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.

Discussion

Wellness tourism is undoubtedly a specific form of health tourism because it is based in health/spa towns and resorts with recognized “spa status” (places and areas exclusively dedicated to overall wellbeing through a wide range of treatments and services). They all have special location, climate and natural resources used in treatments and strictly protected.

In 2020, a working group consisting of officials from Bukhara region conducted a study at a natural salt and sand treatment center in the Alat district. The center currently has 7 national tents and is visited by hundreds of visitors a day. At this facility, guests have the opportunity to enjoy a unique ointment, along with natural treatments with salt and sand. We have developed our own proposals to improve the condition of these tents:

- The available tents are not enough to accommodate the growing number of patients in recent years. If they were at least doubled in number, it would be more convenient for the patients.

They rest in the tents after being buried in salt and sand. But taking a bath is not advisable. There are no washbasins in the tents, at least not for hand washing. It would be convenient for patients coming for treatment of joint pain if washbasins and a table and chairs were arranged for having a meal.

- It is necessary to provide the tents with toilets, taking into account that they will stay here for 4-5 hours. This is very important in terms of both hygiene and convenience.

The government should also provide subsidies and loans to locals living in the area to build exemplary guesthouses. In order to increase the flow of medical tourists in the region, it is necessary to use the natural resources of the region. In other words, it is possible to create a tourism cluster in Alat district. In Alat district, the total area of 40 hectares is neglected and abandoned. We propose to build a tourist cluster there. It would include a hotel, 210-seat treatment and recreation centers, 100-seat ecotourism and agro-tourism centers, extreme tourism facilities, fishing and wildlife hunting grounds, a golf course in the sand, camel, livestock and horse breeding centers can be added. Along with the clinic, which has the capacity to use modern advanced technologies, there is also a spa resort, which specializes in the treatment of hot sand and salt, typical of the Alat region. The expected results of the project are as follows: 150 new jobs will be created, 4-5 billion a year from the total cluster income and the ability to attract 60,000 local and foreign tourists a year.

This place is a promising area for the development of medical tourism in Uzbekistan. Based on the following factors, we propose to turn Alat district into a medical tourism center for the treatment with hot sand and salt:

- A large number of natural healing resources;
- Historical traditions of treatment and recreation in sanatoriums;
- The scientific basis for the treatment of natural factors in the spa.

The use of these conditions should be considered as a source of income for tourism authorities at all levels and other stakeholders, ie tourism businesses, sanatoriums and health resorts, medical institutions, transport organizations, and appropriate steps should be taken in this direction.

At the same time, we do not ignore the existing problems:

- ✓ Insufficient development of infrastructure;
- ✓ Low economic efficiency of sanatoriums as a business model;
- ✓ Low quality of resort services;

- ✓ Insufficient state support for the sanatorium complex;
- ✓ Threats from foreign competitors (spas and medical clinics).

However, Bukhara has good opportunities for the development of international inbound medical tourism:

- Unique natural healing factors and methods not found in other countries (hot sands of Alat district and Dengizkul salt beach, healing mineral wells of 'Yeti pir' shrines, mineral water of Mohi Khosa sanatorium, 600 meters depth on the shores of Tudakol healing radon water);
- Scientific basis and medical support of spa treatment;
- Implementation of traditions and innovations of different countries and cultures in Bukhara.

The future development and growth of international medical tourism will depend on the following issues:

1. Simplification of the visa system for international tourists.
2. International certificate for medical services and natural treatment.
3. Availability of domestic remittances in Uzbekistan and the level of population capacity.
4. Improving the number and skills of English-speaking medical staff.
5. Promotion of medical and health products of Uzbekistan in the target world markets.

Conclusion

Some of these issues are related to medical tourism, while others are related to Uzbekistan's geopolitical and international tourism development position.

The project we are proposing will be the first step in popularizing the above tourism cluster and making it an expected source of income in the future.

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