

**ДИСКУСІЙНА ПЛАТФОРМА 4  
МАРКЕТИНГОВІ ІННОВАЦІЇ  
В ДІЯЛЬНОСТІ СУБ'ЄКТІВ РИНКУ**

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**MARKETING INNOVATIONS IN THE TOURIST PRODUCT  
OF THE SPHERE OF HEALTH AND TREATMENT**

Health tourism is a priority area of development at the national level, as it is a formative element of such an essential component as the quality of life. The Global Healthcare Travel Council estimates the global market for health-related tourism segments at \$ 439 billion in 2019. According to international experts, it will grow by 10–20% over the next ten years [1]. The changes in consumer sentiment caused by the COVID-19 pandemic and the even greater desire to take care of one's health give grounds to claim that the forecasts by 2029 will come true. From these positions, the urgent tasks for marketers working at different levels to bring the tourist offer to the end consumer are to develop a tourism product with updated elements that best meet demand, the formation of an innovative marketing system to promote domestic health services for tourists, strengthening brands enterprises operating in this area, etc.

Generalization of domestic and foreign achievements in a particular field of research [2–6] showed that innovative marketing approaches to promote health tourism services include the creation of a unique health tourism product filled not only with well-known treatment and wellness services but also related supply units such as health practices (for example, animal therapy, which is used in Ukraine by national zoos); innovative forms of interaction with consumers (for example, Internet distribution, which allows potential customers to present information about the offer of services at any level of detail and in that period when it is convenient for them); diversification of the tourist product as a change of already existing tourist products); maximum use of the advantages of direct marketing and human potential in promoting health services (for example, forming a brand of a doctor, fitness trainer, etc.).

All marketing innovations in the field of health tourism can be classified as follows:

1. commodity, namely: product (updating of tourist products, the emergence of new services, their qualitative improvement and expansion of fullness, for example, Ukraine deservedly is the leader in cancer therapy and reproductive medicine where new methods and approaches appear day after day) or supplementing the tourist offer with related products (for

example, retail sale of bottled mineral water with medicinal properties from the place of destination, where tourists are); technological (with the use of innovative equipment and technology) (in particular, today patients in Ukraine can receive high-tech treatment using the technologies of cyber loss, gamma knife or da Vinci robot);

2. market (improvement of marketing strategies to promote products, the introduction of innovative tools of marketing communications (for example, nowadays WOM is widespread, and its use in the international market becomes possible due to the growing popularity of online travel directories, blogs, forums for travelers, etc.);

3. sales (introduction of modern technologies for tourism product promotion, in particular reservation systems, support of corporate sites of health tourism market participants, etc.).

Marketing innovations are a prerequisite for survival and strengthening their competitive position in the market of health tourism [7]. According to statistics, companies concerned about this issue have a more massive influx of customers, of course, provided that the criterion of sufficiently high quality of service is met. The following are fundamental in the value chain for clients in the field of health tourism: "the quality of services – the completeness of the tourist offer and its comprehensibility for most consumers – informing customers" [8].

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