

HEALTH AND WELLNESS RESORT AREAS OF KAZAKHSTAN. PROSPECTS OF DEVELOPMENT WITH THE USE OF INNOVATIVE THECHNOLIGIES

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Abstract: *this article discusses the problems of the development of sanatorium complexes in Kazakhstan. The level of attendance of sanatorium-resort complexes of the country.*

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The emergence and development of health and wellness complexes began long before the history of Kazakhstan's independence. According to the calculations of the Statistics Department, at the moment there are more than 350 sanatoriums on the territory of our country. In each region there are many sanatoriums, hospitals that treat all kinds of diseases, both with the help of medicines and in the folk way. As for the specifics, most people who have undergone various types of diseases, operations, injuries, as well as people suffering from joint diseases, etc., urgently need a sanatorium, and they play a lot of important role in auxiliary medicine. Due to the deterioration of the air, there are a lot of different types of diseases, after which the human body weakens and becomes unstable to stress and external types of viruses. We also get tired of daily work, in which we are practically in a stressful state and it is becoming increasingly difficult for us to cope with our official duties. In such a situation, treatment and rest in the sanatorium complex will allow you to restore all the lost strength and health, both physical and psychological condition. It all helps to get out and continue your work in the usual rhythm. Timely treatment in the sanatorium allows you to prevent the transition of any diseases to the chronic stage. If a person is healthy and rested, then, accordingly, he is a good worker. Thus, if the state develops such sanatorium-resort complexes in the country and pays attention to the simple, necessary needs of people, finances, financially supports all complexes, then this is, of course, a long-term investment in the future. And what is meant by sanatorium treatment? This is a comprehensive therapeutic and preventive care provided in specialized institutions that are based on natural factors of the sanatorium zone, for example: mineral waters, mud treatment, thermal springs, etc. But in sanatorium complexes, not only therapeutic methods are used, but also therapeutic massage, physiotherapy procedures, dietary nutrition, as well as many other types of treatment, types of treatment can be very different and, accordingly, are prescribed for each patient individually, depending on the type of disease. Most medical sanatoriums are divided into different directions and profiles. Basically, they are single-profile and multidisciplinary. Single-profile are engaged in only one type of disease. Multidisciplinary sanatoriums, respectively, have various departments, in which each department is engaged in a certain type of treatment. Depending on how the patient was examined, studied and directed, the direction depends. In Kazakhstan, there are various sanatorium organizations, institutions, various types of property and records, both located on the territory and beyond its 100 borders, which carry out medical and recreational activities. The development of tourism in the country, sanatoriums and resorts is important for every resident of our country, as it is primarily about the health of the nation. Economic and environmental social factors are closely interrelated in this problem. As for sanatorium-resort areas, this business is ineffective in Kazakhstan, notable achievements of success have not been achieved at all, the infrastructure of medical zones is depleted and is gradually being reconstructed, there is also no movement to create the necessary conditions for the development of the market of sanatorium-health services. Monopolism prevails in most zones, as a result, vouchers are expensive, for such a sum of money, very poor service. For example, it can be said that the citizens of Kazakhstan prefer a vacation in Turkey rather than a vacation in their native country. As an example, let's consider the dynamics of trips of citizens of our country to Turkey in 2017 - 2021 (Fig. 1) [1]. If we calculate and conduct statistical examples regarding the sanatorium recreation of residents of our country, then we can consider the main indicators of the Turkish industry.

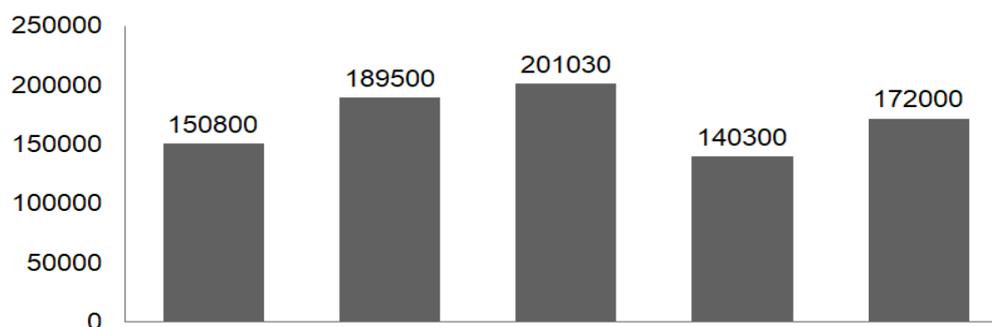


Fig. 1. Dynamics of those leaving for Turkey for the period from 2017 to 2021 (compiled by the author)

The table considers only a few indicators, these are 2017 and 2021. You can notice the demand for health resorts. Key indicators of Kazakhstan's tourism industry for 2018 and 2021.

Table 1. Service level

№		2017	2018	2019	2020	2021
1	Quality of customer service, thousand people	14900,1	17200,9	700,5	1200,2	15961,2
Of these:						
2	Tourist organizations	955,2	1130,1	214,7	292,1	3080,1
3	Sanatorium-resort institutions	412,3	389,1	57,8	97,1	1708,6

Citizens of our country prefer holidays abroad than in their native country. Table 2 below shows the desires of two groups of consumers [2]. Where we can find out the opinions of people who are divided into two, some want to rest in the country, others abroad. Presumably, the fact that Kazakhstanis do not know about most of the existing places of recreation and sanatoriums, as a result of which they choose to rest abroad or do not rest at all. And as for prices, for most people, the prices of travel agencies are unacceptable (Tours to Egypt from 250,000 tenge, to the UAE from 95,000 tenge, to Thailand from 180,000 tenge. ht.rz). Although many residents of our country can afford to rest in local sanatoriums, where there is both rest and treatment, in principle (Alakol 8000 tenge per day, Borovoe 9500 tenge per day, Balkhash 5000 tenge. Per day [1]).

And in this way, it is possible to understand those who want to rest and be treated in our country is also enough, but we are faced with such a problem as advertising. People just don't know where and what prices of treatment and rest we have. The most important thing you need to know is what you need for those who want to be treated: what a sanatorium should be, what should be the level of examination or service. And it is imperative to find out the purpose of people's trip, for treatment or rest. In accordance with this, and develop what can attract to our enterprises. By exploring the market, you can find out and make a portrait of vacationers. Of course, first of all you need to make up the number of vacationers by age, gender, social status and form of financial payment. To fulfill all of the above tasks, first of all, you need the patronage of the state. And all this will lead to a minimum of sick, disabled people.

Conclusion: after studying the above data, it becomes clear that it is necessary to develop domestic sanatorium-resort areas, create all conditions for residents of the country and tourists.

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