

**HEALTH IMPROVEMENT PROGRAM FOR FOREIGNERS IN BELARUS**

*A.A. Vlasava, T.G. Zholoh, 1<sup>st</sup> year of studies*  
*Scientific supervisor – V.N. Lavrushchik*  
*Polessky State University*

During the last decades due to the development of intercultural relations between European countries and the intensification of international tourism in Eastern Europe tourists who visit Belarus can combine traditional program with health improvement program, medical treatment or public consultation. Knowledge of foreign languages is essential and extensive tutoring at Russian and Belarusian language courses are at foreigners' disposal.

Why Belarus? The fact is Belarus is now catching up in tourism and has become attractive for enticing offers of cheaper prices, shorter flights and cutting edge technology.

We offer up-to-date Medical tourism. It is also known as Medical Travel, Surgical Tourism, Health Tourism, etc. Traditionally medical tourism has been associated with elective procedures (procedures not seen as strictly necessary) such as cosmetic, dental and plastic surgery. Over the last few years non-elective procedures such as knee and hip replacements, cardiac procedures and neurosurgery have rapidly been gaining ground and are soon expected to overtake seemingly "trivial" pursuits such as searching for the perfect smile.

It is the process of traveling abroad to receive superior medical, dental and cosmetic care by highly skilled surgeons, who are also responsible for intercultural relations while communicating in order to avoid misunderstanding. Medical Tourism has become more and more popular in different countries of the world and our republic is not an exception. It is now rapidly gaining acceptance by European and American or Russian public and medical communities as a real solution to the high cost of healthcare in their own countries. In fact, many guidelines and recommendations for medical tourism patients of different countries in accordance to their cultural rapid time and customs peculiarities were issued.

Our rapid time doesn't permit us to take care of our health, and our vacation is too short to be spent on visits to doctors. From the almost forgotten folktales and legends the deep-rooted belief in the healing power of nature is becoming stronger and stronger. And the belief is not naïve: the beauty of the virgin Belarusian nature with its unique healing sources of mineral water and healing muds steadily beckons tourists.

Belarus provides exclusive conditions for the climatic therapy: the summer is drier and warmer here than the one in the West (Poland and the Baltic Sea countries), the winter is frosty and stable, and wet periods of snow melting are traditionally short.

Mineral water and healing mud are widely used in treatment courses. Belarusian mineral waters of healing power are nitrogenous.

All health resorts are located in pine woods, on the banks of rivers and lakes, where the air itself has health improving power, while Belarusian temperate – continental climate provides possibility to have vacations here all year round. We are always ready to communicate, to accept guests from all parts of the world. Guests will appreciate comfortable accommodations, high level of medical services and excellent food. A haunt of fashion of international class became a network of health resorts located on the banks of the most beautiful lake Naroch. Both, grown-ups and children come here. There is a unique health resort in Soligorsk, where tourists have procedures in salt mines. The air there contains valuable microelements that have positive impact on lungs. If you wish, you may order not only traditional medical procedures, baths and massages, mud and mineral water therapies, but also genuine health-improving programs such as "Healthy spine", "Anti-cellulites", "Men's health" and many others, which are available in almost all health resorts.

Then Belarusian health resorts invite you to improve your health and recuperate and at the same time have an excellent vacation entertaining in our traditions.

Apart from it, in Minsk dental clinics doctors use cutting-edge painless methods of teeth correction, restoration, bleaching and implantation. First-class materials from Western Europe and the USA, which have Hygienic Quality Certificates and are allowed in Belarus, are widely used.

"Dental tour" is a part of so called targeted tourism. You will come to Belarus to consult the best dentists and get further treatment.

Get-to-know travels to the most beautiful places of our country, which possesses a huge cultural heritage, could be organized for our clients. Being on a treatment course in Belarus, our clients can visit thea-

tres and museums of the Republic, they have the possibility to get acquainted with reach cultural traditions of the ancient Slavic people, and it's possible to get to know national cuisine and Belarusian music.

The complex of health-improving actions may include visiting the principal national parks of the Republic and of course the pearl of Belarusian nature – Belavezhskaya Puscha, which is referred by UNESCO to a number of the natural monuments of universal importance. The unique beauty of virgin lakes, grandeur of rivers and extremely fresh air of the Belarusian forests will promote the fastest recovery and restoration of your strength.

We suppose it renders only qualitative medical services in the leading clinics of Belarus, occupies by right the leading position on the Republican market of medical tourism. The best advertisement for us is sincere gratitude of the people, who took use of this service.

A complex method of rendering services, European level of service, flexible price policy and, what's more, cordial approach to everyone – are the main rules for the company's operation, which attract every person, willing to rest or take medical treatment course in Belarus.

Our Medical tourism oriented companies also provide the patients with translation of medical documents from Russian/Belarusian into their native languages, visa support, reservation and booking tickets for the flights to Belarus, airport meeting and transfer organization, choice of a suitable clinic for patients, escort provided by a professional medical interpreter during your stay in Belarus, placement of attendant, absolute confidentiality of medical, financial and private information is guaranteed by our company, purchase of recommended medicines and provision with dietary products if needed.

It is very important to have knowledge of culture consumer habits, manners of behavior and language experiences before hand therefore our agents are always at our customers' service.

## **Literature references**

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