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Role of the health tourism for the tourism development of Latvia 2021-2027



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Republic of Latvia

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HEALTH TOURISM

- Plays an important role in tourism development
- Has been valued as one of the main and strategic tourism product groups in LATVIA
- Focused on development of subcategory: medical tourism
EXPORT
- Shows growing role in Covid-19 conditions



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Tourism policy in Latvia

- **Ministry of Economics of the Republic of Latvia:** responsible for the development of tourism policy in Latvia. Its main responsibilities are determined by the 1998 Tourism Law, under which it is charged with the development, organization and co-ordination of national tourism policy.
- **Investment and Development Agency of Latvia:** is responsible for the implementation of tourism policy as well as the promotion of Latvia as a tourism destination at both national and international levels.
- Medical tourism development coordination council joins Ministry of Economics, it`s competent subordinate authorities, Ministry of Health and it`s competent subordinate authorities

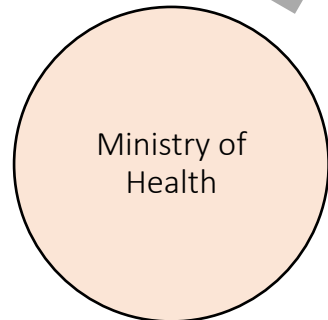
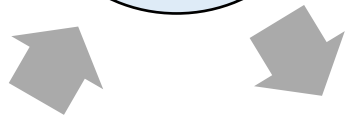
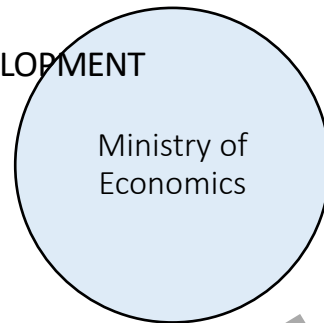


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CROSS-GOVERNMENTAL COOPERATION

TOURISM POLICY
EXPORT PROMOTION
MARKETING
PRODUCT AND ENTREPRENEURSHIP DEVELOPMENT



HEALTH POLICY



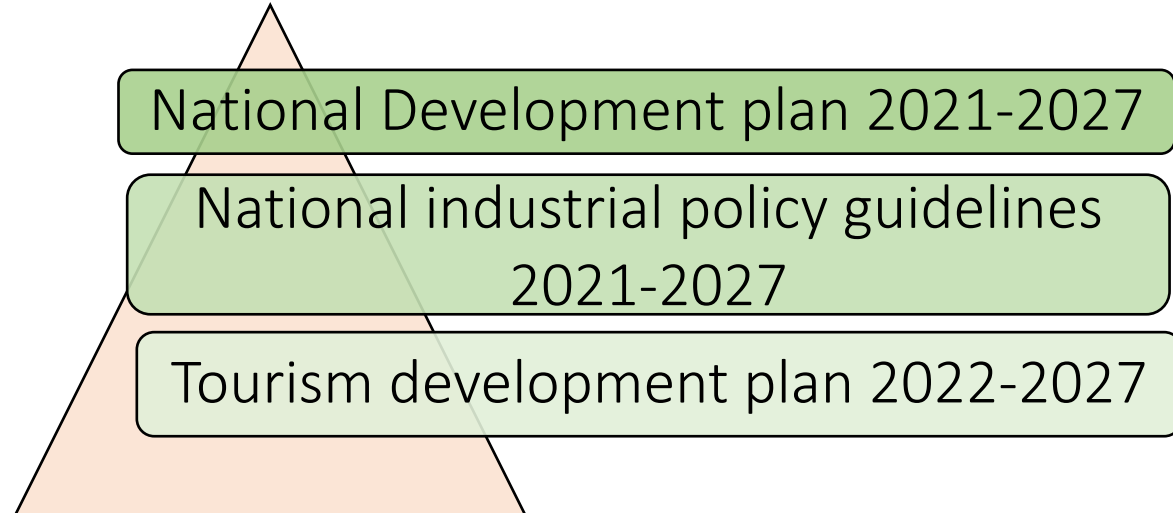
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POLICY FRAMEWORK

Health Services
Export
Development Plan
for 2019-2023



Tourism marketing strategy 2018-2023
[2021 revised]



TOURISM LAW

- Regulates tourism industry and binding areas, but relatively obsolete
- Regulates the acquisition of resorts and granting status for resort areas

CABINET REGULATION

- Cabinet regulations governing the granting of resort status No 905 “Procedures for Granting and Cancellation of the status of a resort” [[adopted on 18 December 2012].
- Regulates detailed the acquisition status of a resorts and resort areas





PREVIOUSLY 2014-2020 [MFF]+[REACTCT-EU]

- Different approach to policy planning (non sectoral approach)
- Different approach to the distribution of funds or investments
- 6,5 MLN straight investments [non sectoral approach]

NEXT 2021-2027 [RRF] [MFF] [JTF]

- Cluster program incl. Health tourism cluster
- Export marketing activities
- Activities for development of high priority tourism products (incl.health tourism)
- Minimized infrastructure

COVID -19 has created dual role for health tourism



MEDICAL TOURISM DEVELOPMENT COORDINATION COUNCIL

- Fosters the development of medical tourism and increase the export of medical services
- Improves the value of medical services exports
- Established 2019 jointly by the Ministry of Health and Ministry of Economics together with advice from the Health Tourism Cluster – which includes representatives from the medical sector and other relevant institutions.
- Medical tourism is a priority tourism sector in Latvia as there is a large potential for growth in medical services exports due to the availability of high quality medical services and comparatively low prices.
- The Council has developed an Action Plan which includes agreed tasks and objectives that members of the Council will carry out. The Plan includes three main goals:
 - 1) actions to ensure sustainability;
 - 2) defining the strategic medical tourism target markets/countries;
 - 3) establishing the image of Latvia as the leading country for health services.
- Health Services Export Development Plan for 2019-2023





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Conclusion:

The level of quality, professionalism, fast access to services and excellent value for money make Latvia an appealing destination for medical and health tourism



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THANK YOU!



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