

# THE ANALYSIS OF THE OFFERS OF MEDICAL TOURISM IN SERBIA

*Svetlana Ignjatijević<sup>1</sup>, Miroslav S. Čavlin<sup>2</sup>*

## Abstract

*Health tourism deals with offering health services that range from the most complex surgical procedures in specialized health institutions, and traditional treatments in the spa resorts to a variety of spa and wellness services. The subject of this research is to analyze the potential of Serbia as far as the development of medical tourism is concerned, in order to examine the situation of medical tourism in the world and in Serbia. In the research, we analyze the factors that influence the development of medical tourism and the level of supply and demand. We particularly consider a cluster organization of medical tourism sector and point out the potential of dental tourism in Serbia. The research results show that medical tourism in Serbia needs a new development concept in line with modern trends in the tourism market.*

**Keywords:** *medical tourism, medical services, dental tourism, wellness*

## Introduction

Medical tourism is a branch of tourism that arose as a result of the fast life-style and social policy of developed countries. As opposed to current practice where patients from less developed countries travel to developed countries to undergo tests, interventions or surgery, medical tourists move in the reverse direction - patients from developed countries travel to less developed ones to use professional health care providers under more favorable conditions.

There are different opinions about the definition of the concept and types of medical tourism. International Union of Touristic Organizations defines health tourism as health-care facilities that use natural resources

---

1 Svetlana Ignjatijević, Faculty of Economics and Engineering Management in Novi Sad, Cvećarska 2, 21000 Novi Sad; E-Mail: ceca@fimek.edu.rs

2 Miroslav S. Čavlin, Faculty of Economics and Engineering Management in Novi Sad, Cvećarska 2, 21000 Novi Sad; E-Mail: cmiros@gmail.com

of the country, above all mineral water and climate. However, this definition is too narrow, since it allocates only mineral resources and climate and does not include a complete natural healing factor, an integral part of health tourism, which includes sea water, sun, radioactive sand, mineral mud and other factors.

In studies dealing with the importance and impact of tourism on the economy, special emphasis was placed on the impact of medical tourism, as pointed out by Ignjatijević and Čavlin (2014). According to the Ignjatijević et al. (2010), the medical tourism offer of Serbia and neighboring countries goes in two directions. The first one is the traditional offer of spa treatments and the second one is the offer of medical services. Domestic users show the greatest demand for dentists, ophthalmologists, plastic surgeons, orthopedic surgeons and GPs, cardiologists, but also for rehabilitation in spas (Serbia has over 50 major natural spas, but at the moment this type of tourism is stagnating). Health tourism includes two types of consumers, with rather similar if not the same way of meeting their health needs. The first group of consumers, in the strict sense, is those with the need of natural healing factors, medical infrastructure and trained personnel. The second group is consumers of medical tourism in the broader sense, who want services and activities in order to improve, maintain and promote health. These patients are mobile and they visit local events, museums, galleries, or are interested in the customs and culture, gastronomy, sport and recreation (Milićević, 2013).

The frequently asked question is the difference between health and medical tourism. It can be said that health tourism is a broader concept than medical tourism. A further question might be whether this difference is only terminological one. In that case, the practice suggests that the difference is still greater than the terminology. In fact, medical tourism, on one hand can be seen as a higher category (where medical tourism is one of the components), while on the other hand, it could mean a type of a network providing services that emphasize spa tourism, wellness & spa and so on. When it comes to medical tourism, it is clear that those are services in the field of medical procedures, regardless of whether it comes to dentistry, internal medicine, gynecology, in vitro fertilization, abdominal, cardiac or cosmetic surgery, etc.

Health tourism, as a broader term, describes the general health care and a variety of methods of disease prevention. Health tourism includes categories such as: **Medical tourism** - refers to the treatment of diseases,

surgeries and medications; **Prevention tourism** - here everything starts from the conscience of every person and includes your own risk and prevention of health in conjunction with the operation of the bad health habits; **Wellness tourism** - includes a combination of travel and wellness, beauty and cosmetic treatments, feeling good, relaxed, healthy and fit; **Fitness, bio market and "Functional Food"** - prevention and healing, and improvement the general body condition; **Plastic surgery** - on one hand, it finds a role in improving the functionality of human body parts while, on the other hand, certain aesthetic procedures contribute to patient's mental satisfaction; **Lifestyle drugs** - a group of drugs which are not prescribed for the treatment of serious illnesses and do not belong to therapeutics, and make it a means to increase potency, body weight reduction and other.

### **Medical tourism in Serbia and abroad**

The main reasons why patients decide for medical services outside the country are primarily of a financial nature. Prices, which are twice as lower, and the possibility of staying in a tourist destination are only some of the motives. However, there are some cases when patient, due to specific required procedure that cannot be performed in his country because of technological or legal reasons, must ask for this service abroad.

According to Spalević (2014), a combination of medicine and tourism is a relatively new form of tourism with a positive annual trend. According to Monte Medical (Agency for Medical Tourism in Montenegro), the growing trend will continue in the future. Today, 5% of all international travel is related to medical tourism. The structure of the current total turnover of medical tourism is 40% in dental services, 42% in orthopedics, cardiology, cardiac surgery and neurosurgery, and 15% in cosmetic surgery.

Treatment abroad has experienced a boom in recent years with the strengthening of international hospitals and a growing number of users from Russia and the Arab countries. In choosing a medical tourism destination, the price certainly plays a key role, as well as the standard of medical services, expertise and equipment of the hospital. In the process of making a decision on the implementation of treatment abroad, the first phase is to obtain detailed information about the estimated state, the necessary medical procedures, the estimated duration of the medical

procedure/stay, doctors who will be the holder of the consulting team during the stay in a given country, the language of correspondence, accompaniment for the patient and others. India and Thailand are leaders in medical tourism and offer a combination of health and classic tourism (Čavlin & Ignjatijević, 2014). People from all over the world come there to undergo plastic surgery, dental treatment, rehabilitation, which is combined with a tour of the ancient temples, beaches and traditional restaurants. Malaysia and the Philippines have a strategy to attract customers with low prices. Sometimes it is a service that is not legal in the country of the tourist (e.g. abortion), or the patient asks for anonymity, which can be provided by unknown environments (e.g. in cases of detoxification of alcoholic from some Islamic countries). Some destinations are even 'specialized' in certain procedures, for example Hungary (dentistry) or Thailand (sex change surgery). And Latin American countries, especially Argentina, Bolivia, Brazil and Colombia, are known for plastic surgery. Their services are also used by the local population.

Serbian health care is the foundation of competitive advantages of Serbia in providing services in medical tourism. Potential of supply in medical tourism in Serbia is enormous, but with numerous limitations in the promotion and presentation of the possibilities of health services provision. That is why the number of foreign visitors and the effects of these visits are significantly below expectations. Serbia is not well positioned in this area, even though it has huge potential to become one of the leading countries on the world map of medical tourism. Serbia is visited by patients from Switzerland, Germany, Austria, Belgium, Sweden, Canada and Australia, but it should be noted that the services of our doctors are still mostly used by migrant workers or citizens of the former Yugoslav republics.

Serbia offers more than 2,000 medical services, even though the greatest interest is for local dentists, ophthalmologists, plastic surgeons, orthopedic surgeons and physiatrists, cardiologists, as well as for rehabilitation in spas (over 50 major natural spas; although a lot has been done to modernize spas in recent years, this type of tourism is stagnating at the moment).

In comparison with the east European countries, medical tourism in Serbia, unfortunately, has not been developed sufficiently. Unlike us, Hungary took advantage of this opportunity by joining the EU, and earns

one billion Euros per year, while Serbia earns that amount from all forms of tourism. In Serbia, the problem is legislation. Because of this, at this moment, mainly private health institutions have some benefits.

The reasons for the medical tourism in Serbia being underdeveloped are the following:

- System of state health insurance prevents foreigners to use medical services in Serbia in large numbers. The reform of the health insurance system would create better conditions for the usage of medical tourism, although individual macroeconomists argue that it is easier to control costs of health when there is one source of funding (e.g. taxes and contributions), than in cases where funding is fragmented, from multiple sources.
- Disorderly and inefficient regulatory system that hampers the operations of government health institutions in terms of providing additional medical services. At the same time, the focus of management of state hospitals is mostly on the provision of additional funds that is critical point of the managing process. Namely, when managers believe that everything can be fixed with money, it often happens that providing an additional funding becomes their only mission (Čavlin et al., 2015).
- Poor transport infrastructure is another limiting factor in the development of medical tourism. The choice of hotels is poor and patients generally have expensive hotels or hostels, which often do not have adequate apartments.
- The big problem is the poor advertising and promotion of medical tourism and a lack of private-public partnerships in the field of health.

The problem that we have been facing for many years is the departure of key medical personnel abroad, which results in deficit of both specialists and managers.

However, the trend is increasing when it comes to involvement of people from the fields of marketing, finance, or management in the medical tourism organization. The cooperation of private clinics and medical practice is being established with the Diaspora and the agencies around the world. Private insurance companies are showing interest to make contract with our health institutions to provide services for their clients. World hospital chains are interested in investing in health in general and especially health tourism in Serbia (medical corporations in Korea, Malta, Turkey, Germany, and Russia).

The most important areas for the development of medical tourism are dentistry, orthopedics, physical medicine and rehabilitation in spas. It is worth mentioning that some public health institutions are equipped and ready to offer their services to foreigners, such as the Military Medical Academy. Serbia has great potential in this area: 300 natural water sources, 39 spas and 25 rehabilitation centers, 65,000 beds and 7,500 beds are located in specialized hospitals. Hungary has made foreign currency inflow, which represents 30% of the total earnings from tourism.

European trends in the field of health care, the rapid tempo of technological development and a number of other economic and non-economic factors impose the need for establishing effective instruments for monitoring, control, management and establishing a satisfactory level of transparency in the work of medical institutions at all levels of health care. Beside the above mentioned, it is necessary to constantly work on the promotion of the Republic of Serbia, particularly the field of health and medical tourism.

Many medical institutions will definitely apply for accreditation for engaging in this activity, such as LPG Centre in Belgrade for the treatment of connective tissue and mesotherapy without needles.

**Table 1:** *Comparative review of the price of medical services in Serbia and abroad*

Medical services	Serbia	Foreign countries
Colonoscopy	200€	2.000€ (England)
Dialysis	120€	150€ (Slovenia)
Cataract surgery	1.200€	2.300-4.000€(France and England)
Lip augmentation	400€	800€ (Europe)
Nose correction	2.500€	10.000€ (Europe)
Implants	2.500-3.000€	15.000€ (Germany)
Teeth whitening	200-270€	1.400-2.300€ (England)
Tooth extraction	20€	100€ (Europe)
Fixed prosthesis	600-1.000€	3.000€ (Europe)

**Source:** <http://www.belmedic.rs/General-hospital/107/pricelist.shtml>

Serbia is becoming increasingly important destination for European tourists, who come in order to improve their appearance and health. At the top of the list are cosmetic treatments, dental care and sex changing surgery. The users of medical tourism in Serbia are Swedes, Spanish,

Germans and Englishmen for aesthetic intervention, and Italians, Germans, Canadians and Swedes for dental. Foreign patients have the opportunity to establish contact via the internet with a doctor, to get informed about the price and schedule medical services in the following areas: surgery, cosmetic surgery, abdominal surgery, gynecology, and radiology. Foreigners come mainly to the correction of the eyelids, ears and nose, Botox, hyaluronic acid, mesotherapy, facelift and breast augmentation. Sex changing surgery in Serbia costs around 3,500 Euros, while in Germany, for example the price is 10,000, in America 30,000 dollars. Foreigners are interested in heart surgery, and often they perform these interventions in recognized centers, such as the Institute for Cardiovascular Diseases "Dedinje". Most foreign patients come to this institution from the countries of former Yugoslavia, as well as from Russia and Albania.

**Table 2:** *Medical services that are offered in Serbia*

Medical services	Clinics
Internal medicine (cardiology, rheumatology, endocrinology ...)	Institute "Dedinje" Transforma, Bel medic, Afeja
Surgery (cardiac surgery, plastic surgery, vascular ...)	Institute "Dedinje", Transforma, Bel medic, Afeja, Hertz
Gynecology	Transforma, Bel medic, Afeja
Urology	Transforma, Bel medic, Afeja
Pediatrics and children's surgery	Transforma, Bel medic, Afeja
Ophthalmology	Transforma, Bel medic, Afeja
Physical medicine and rehabilitation	Transforma, Bel medic, Afeja
Aesthetic medicine	Transforma, Bel medic, Afeja
Dermatology	Transforma, Bel medic, Afeja
Dentistry	Transforma, Bel medic, Afeja
Plastic surgery	Bel medic, Afeja
Spa treatment	Transforma

**Source:** <http://www.ikvbd.com/>

The growth of medical tourism in Serbia has been launched by the crisis in the health systems of developed countries. However, the most common foreign clients in our surgeries are people from Serbian Diaspora. Patients from the region mainly come to visit the relatives, and use the opportunity to perform a systematic review or any dental service. Systematic screening for adults in our private hospitals is about 100 Euros, and, in

Slovenia, it is six and a half times more. The clinics in Serbia are mostly visited by the middle class. The users of the medical tourism services mostly come from Europe. The offer of medical tourism includes the following: transfer from an airport to a hotel or hospital and back, accommodation, food and complete medical supervision for a couple of days. Special convenience for foreigners is that more and more private insurance companies refund these expenses to their clients in case of this kind of journey. The goal of insurance companies abroad is to provide quality service for less money to their clients, so they point them to other countries. Beside significantly lower prices, one of the most important factors in choosing Serbia as a destination of medical tourism is the speed of the inspection, intervention and operations, both emergency and elective. This convenience is especially significant in case when you have to wait too long for some operations in other countries. An increasing number of clinics and other organizations in Serbia recognizes the importance of medical tourism. There follows its further explanation.

**Vista travel** - The agency mediates in the choice of solutions to health problems. The primary objective is the quality of services that will meet the high standards of health services placed in highly developed countries, but at a considerably lower price. Upon request, they provide 24-hour patient care, and the care and monitoring of the postoperative course after returning to the patient's home country. The procedure is delivered to the patient medical records, medical history, the opinion of the local doctors and diagnosis. After necessary consultation, additional information or analyzes are required to propose further treatment and therapy.

**Bel medic** is a clinic that has recognized the modern trends in medical tourism. As the first private hospital in Serbia, it is dedicated to the treatment of both children and adults. International quality standard ISO 9001 was introduced in Bel Medic in 2003 by OQS, an Austrian company. Using the Internet, it is possible to make contact with top doctors and get medical treatment that is required quickly and efficiently without intermediaries. There, at one place, you can get all the information about medical services available in Belgrade, with an easy and quick solution of technical problems related to the stay. Quality medical treatment by highly skilled and experienced doctors is cheaper a few tens of percent, and dental services are cheaper up to 60% of the same services in some of the EU countries. There are no problems in communication. All the doctors as well as medical and other staff are fluent in English.



**Dental practice Cvejanović** – It is generally known that the dental services around the world are several times more expensive than in Serbia. The economic situation in Serbia affects the prices of services, which can be up to 80% lower than in Western countries. For example, metal-ceramics ordinary rosary beads in Specialist Practice Cvejanović Belgrade cost €80, while in Germany the price is €800, and in the USA \$1,000 per a dental crown; metal-free ceramic crowns is about €180 whereas at the West it is €1,500. Through dental tourism, Dentist Practice Cvejanović offers the overall organization, ranging from booking air tickets, accommodation and transportation services in Belgrade to entertainment and tourist sightseeing during the stay.

**Health and Medical Care Solutions** – They aim to connect individuals in need of health or medical assistance with medical institutions that are able to provide the required health and medical services at the highest possible level of quality. Their vision is to become recognized for their quality, reliability, and efficient organization of health services in Serbia, for both foreign and domestic customers. HMC Solutions connects healthcare institutions from Novi Sad with domestic and foreign patients. The strategy of action is education, business - technical and commercial contracting with existing and potential partners, transfer of knowledge and technology, attracting potential business partners and investors from home and abroad and cooperation with all relevant state and economic institutions. HMC Solutions has developed a concept of orientation towards the patient and the specific needs of each individual user.

**Panakeia Dental Clinic** – Their dentists are constantly perfecting following world trends. A team of doctors analyze and propose a treatment plan: a description of the intervention, duration, the number of arrivals and prices. For foreign citizens and persons residing abroad, invoices are issued for the purposes of reimbursement of costs of treatment on the basis of health insurance. The services are in the fields of cosmetic dentistry, prosthodontics, oral surgery, pediatric dentistry, periodontology, endodontics and dental disease.

**Private Specialist Dental Practice “Dr Kuljača”** was established in Belgrade in 1952. Foreigners come to this clinic from the Scandinavian countries: the Norwegians, Swedes, Icelanders, but also patients from the UK, Germany, France, Greece and America. These patients - tourists stay in Belgrade from five to seven days. The office offers a wide range of services: conservative, extraction, teeth whitening, treatment of

periodontal disease, upgrading of titanium implants, aesthetic dentistry, prosthetics and more.

**Colić hospital** – It was established in 1989, as the first private health institution in our country. In the hospital, there is the seat of the European Representation International Confederation for Plastic, Reconstructive and Aesthetic Surgery. There is also a Center for the treatment of obesity, as well as the Serbian Society for breast reconstruction. Hospital Dr Colic is the only hospital in our country that possesses American accreditation for performing surgical operations. A number of innovative surgical techniques were first performed in this hospital. Provided services include: breast surgery, body, face and transsexual surgery, treatment of obesity, skin cancer surgery and hand surgery.

### **Clusters in medical tourism**

A cluster organization as a non-profit organization has a most important role in medical tourism. Forming a cluster of medical tourism would lead to the improvement and development of medical tourism in Serbia. Medical Tourism Cluster, which is currently under formation, seeks to bring together all interested state and private entities in the field of medical and tourist services, i.e. spas, hospitals, clinics, institutes, offices, hotels, tourist agencies, carriers and other entities, especially those services that are tailored to the expectations and requirements of foreign visitors. The plan is to establish cooperation with relevant ministries and other relevant institutions. The specific objectives of medical tourism cluster are: media and other joint marketing and PR activities in order to improve the supply and development of medical tourism in Serbia; education of target groups and end-users of standards and trends in medical tourism; creating the first brochure with offers of medical tourism at the territory of Serbia; development of on line database of medical tourism in Serbia; promotion of domestic medical tourism in specialized trade fairs and conferences for medical and health tourism; creating a guide for medical tourism; organizing the conference of medical tourism in Serbia; the improvement of the international image of the country; Improving markets and developing a positive business climate; promotion of medical tourism cluster at the regional presentation of an international and national level; alignment with EU standards in building institutions, standards and legislation; and joining the International Association of Medical Tourism.

The aim of the cluster is to brand the Republic of Serbia as a destination for medical tourism, and offer its highly professional services to all those who are actively seeking information about medical treatment abroad. A person seeking medical service contacts with the provider of services, usually with intermediaries. In some countries this role is performed by specialized travel agencies. The patient is asked to submit a medical report, nature and history, the opinion of his/her doctors and all the diagnosis and, if necessary, to seek additional information. Based on the documentation, medical specialists give their opinion and suggest a therapy. Patient reviews the costs, choosing a clinic or hospital, as well as the destination. After signing the contract, patient gets the recommendation which embassy to visit to get a short-time visa. Then the patient can travel to a destination where he/she is provided with the person who takes care of accommodation and all the technical details of the stay.

### **Spa tourism as a representative of the Medical Tourism**

Although the National Strategy for Public Health has an area dedicated to health tourism, a detailed plan for the development of this area practically still does not exist. Basic comparative advantages of Serbian spa tourism, according to Milićević (2013), are reflected in an exceptionally rich natural medicinal resources, rich cultural and historical heritage, long balneological tradition, quality medical staff, skilled techniques of treatment, relatively low prices of accommodation and treatment as much as a variety of events that complement the stay of visitors. On the other side, the factors that slow Serbia on the way to the international market are inadequate transport and municipal infrastructure, large representation outdated supply, an inadequate health-tourism product, lack of awareness of health tourism in line with modern trends in the market positioning of health tourism are slowing Serbia.

### **Dental tourism**

Dental Tourism is a branch of medical tourism, which implies many people travelling beyond the borders of their own country to do a dental intervention. The main reasons that lead to a rise in the popularity of dental tourism are significantly lower rates of dental services in some countries and the possibility of quick and inexpensive travel to a chosen destination. Beside the above mentioned, it is also the possibility for exploring other countries and cultures. In a word – a blend of beautiful

and useful while saving significant sums of money. Advantage of dental tourism is the **low price**. Without a doubt, the greatest advantage of dental tourism is cost savings. Some countries, including Serbia, are able to provide the highest quality dental services at lower prices due to lower labor and administrative costs. **High quality** - The services that are obtained in dental offices in Serbia are equal to or even better than those in foreign countries. Dentists in Serbia are well educated and trained to use modern equipment and materials. **Speed of service** - Dental services at a time that best suits patients. **Travel opportunities** – Even though primary motivation for most customers is affordable dental care, for some people this is a great opportunity to combine dental care with travelling/vacation.

Serbia is very interesting country for dental tourists, because in addition to low prices it offers high-quality dental care. The geographical location and transportation infrastructure makes it very cheaply to reach the desired destination in a quick way. Dental Tourism is the subject of interest of many agencies in Serbia, which are able to attract more tourists to Serbia through various media - websites, trade shows, magazines, TV presentations. There is a large number of dental practices in Serbia, which in addition to local patients have patients from abroad. A larger number of patients are our people from abroad who get this intervention during the stay at home on vacation. This alone does not constitute a dental tourism since most dental practices on their websites do not have concrete offer for foreigners. And there is the problem of recording and a complete review of the status of dental tourism in Serbia. There are also dental clinics that have recognized the benefits of dental tourism, and in cooperation with a travel agency or by themselves they offer dental services (including price lists tailored to foreigners), including transport, accommodation for their patients as well as organizing short excursions.

In a recent study of dental tourism in Serbia, we analyzed 20 dental offices from all over Serbia, which created offers specifically for patients from abroad. Detailed supply and prices of services are shown in Table 4.

We conclude that there is a wide range of prices for the same type of service, which largely depends on the quality of services provided and the reputation of the dental practice. A larger number of analyzed dental clinics, beside medical service, provide patient transport services from the airport to the office or a hotel and even accommodation. Some of them

offer services such as booking a taxi service for the entire period that the patient will spend in the treatment.

**Table 3:** *Comparison of prices of dental services in Serbia and neighboring countries*

Services	Croatia	Hungary	BIH	Serbia
Conservative dentistry	€15-120	€25-65	€10-15	€8-150
Oral surgery	€30-980	€15-195	€10-100	€4-800
Cosmetic dentistry	€30-420	€30-195	€150	€4-300
Prosthetics	€30-900	€15-520	€10-450	€8-1.000
Orthodontics	€900-4.000	€130-520	€500	€10-2.100
Periodontics	€30-40	€30-300	€40-400	€10-270
Implants	€300-1.200	€80-780	€230-500	€100-1.000

**Source:** *The author, based on research*

Among the analyzed dental offices, a small part of them offers the provision of hotel accommodation. Some offer this service if the amount exceeds a certain price, while others, in cooperation with the hotels, provide a discount to the patient. Six dental clinics provide "real dental tourism service" because in addition to dental services, transport and accommodation they also provide optional excursions and hire a tour guide. Several offices, in order to attract more patients to certain dental services, give guarantees up to 10 years. In relation to the supply and prices of dental services in European countries and in the region, the offer in Serbia is extremely competitive, Table 3. However, the big problem is "bad" marketing of local dental offices and travel agencies. Dozens of foreign websites deal with dental tourism and combine offers from several countries, but there are no offers from Serbia.

**Table 4: Offer of dental services in the Republic of Serbia (in EUR)**

Service	Dr Bobić	"Minja"	Moja zubarka	Dental Petrović	Belville Dental care	Dr Maja Cvjetković	Dr Ljubojević	Biljaden	Pavlović	Dental implant
Pediatric and Preventive Dentistry					10-15	4-8	10-20	5	4-15	10-20
General dentistry	8-150	20-30	7-10	100	10-35	8-30		7-25	8-75	
Surgery	10-590	20-100	4-10	10-50	20-120	12-16	50-150	7-100	12-665	20-800
Prosthetics	80-315	80-450	12-16	40-350	5-250	5-290	100-1.000	5-180	4-290	20-390
Orthodontics	115-2.100			300-1.000			800-1.200		40-994	
Dental implants	590	700-900		600-700	500-800		100-650	200-500		390-490
Cosmetic dentistry	9-40	20-150	4	150	25-100	6-90	150-250	10-100	12-87	50-220
Periodontics				10-80	25-250			5-30	7-50	10-35
Endodontics						6-25				
Jaws Orthodontics								200-600		250-1.000
Hotel accomodation		90-1700								gratis
Taxi	gratis		gratis	gratis		gratis				gratis
	Dental Vision	Cvejanović	Panakeika	Dr Kuljača	Bel medic	Dr Cvjetković	Dr Popović	Mitrović dent	Dental M	Proestetik
Pediatric and Preventive Dentistry			10-20					20-25		10-20
General dentistry		20-180	10-60	20-40		23-26	20-40	10-70	16-33	10-35
Surgery	20-120	20-700	10-300	40-120	41-200		30-200	10-150	15-125	20-120
Prosthetics	10-200	80-320	5-400	65-80	7-450	4-332	20-350	10-400	5-400	20-350
Orthodontics			10-850			41-911				50-750
Dental implants	380	350-500	300-600	850	870-905	390-700	200-1.000	500-700	580	600-800
Cosmetic dentistry	50-220	30-200	30-180	50-180		8-40	20-100	100-300		30-250
Periodontics	20-120		5-250			8-41	30-50	5-270		
Endodontics					25-240					
Jaws Orthodontics	250-700						200-900	10-750	215-500	
Fixed prostheses		200-700								
Hotel accomodation	gratis									
Taxi	gratis	gratis	gratis	gratis	gratis		gratis	gratis		

**Source:** The author, based on research

## **Conclusion**

The merging of medicine and tourism, where every complex development of health tourism means an extensive coordination of touristic and health principles, has been recognized as a perspective branch in the world nowadays.

Based on everything stipulated in this study, we can conclude that nowadays tourism starts from traditional spa treatment (preventing, healing and rehabilitation) with natural healing factors, according to components of wellness tourism (spa and wellness treatment, recreation, healthy food, and similar) that every person needs for vacation and preservation of good health and physical condition, and also to medicine, which includes most complex medical procedures in specialized health institutions that have quality staff and medical equipment.

All the countries in the Balkan environment are included in a new trend in tourism, but Serbia is still not visible enough on the map of Health, especially when it comes to medical tourism. In Serbia, there is no travel agency that would seriously deal with mediation in medical tourism. Sporadic attempts to present domestic supply via the web portal do not give the expected effects. The largest part of the implemented visit was realized through informal channels or the results of initiative by visitors themselves. The situation in the health tourism in Serbia is vastly different. Despite the longest tradition in Serbian tourism, spa tourism has failed to develop in accordance with its potential. There are few examples in the world that a nation uses less than 5% of the own natural treasures.

Serbia is very interesting for dental tourists because beside the low price we offer high-quality dental care. Dentists in Serbia are among the most wanted professionals in the world because of the quality of education and practice gained during the study. In relation to the supply and prices of dental services in European countries and in the region, the offer in Serbia is extremely competitive. However, the big problem is "bad" marketing of local dental offices and travel agencies, as the dozens of foreign websites dealing with dental tourism combine offers from several countries, but not the offers from Serbia.

## References

1. Čavlin, M. and Ignjatijević, S. (2014): *CHALLENGES AND PROSPECTS OF MEDICAL TOURISM IN THE WORLD AND THE REPUBLIC OF SERBIA*, II international Conference “«Sustainable Development of Tourism Market: International Practice and Russian Experience» Stavropolj, Rusija, 40-47.
2. Čavlin, M., Ignjatijević, S. and Čavlin, G. (2015): *The modern concept of performance management of public health institutions in the Republic of Serbia*, Military job - the theoretical interdisciplinary scientific journal, the Ministry of Defence of the Republic of Serbia-Belgrade, 4, 301-316.
3. Ignjatijević, S., Carić, M. and Igić, S. (2010): *Small and medium-sized enterprises as economic entities of medical tourism*, 3rd The International Conference for Entrepreneurship, Innovation and Regional Development - ICEIRD 2010, May 27-29, Novi Sad: FTN, 289-294.
4. Milićević, S. (2013): *Health tourism - megatrend on the tourist market*, Megatrend Review, 10 (4), 163 – 175.
5. Rosić, I. (2003): *A National Macroeconomics*, Faculty of Economics, University of Kragujevac, Beograd.
6. Spalević, M. (2014): *Sports tourism as a special form of tourism - features and importance*, Specialized work, Faculty of Mediterranean business studies - FMS Tivat.
7. <http://www.belmedic.rs/>
8. <http://www.ikvbd.com/>
9. UNWTO, <http://wtd.unwto.org/en>
10. <http://www.tourism.rs>
11. <http://www.healthandmedical.eu/>
12. <http://www.transforma.rs/>
13. <http://www.zubnaordinacijabeograd.com/>



14. <http://www.vistatravel.rs/>
15. <http://data.sf.bg.ac.rs/>
16. <http://www.clusterhouse.rs/>
17. <http://www.dr-colic.com/>
18. <http://scindeks-clanci.ceon.rs/>
19. <http://www.medical-tourism-in-belgrade.com/>
20. <http://www.srbija.travel/destinacije/banje-i-klimatska-mesta/>
21. <http://www.croatia-medical-travel.com/Sto-je-zdravstveni-turizam>
22. <http://www.pks.rs/Dogadjaji.aspx?idjezik=1>
23. <http://drivabobic.com/>
24. <http://www.ordinacijaminja.com/>
25. <http://www.mojazubarka.co.rs/>
26. <http://www.dentalpetrovic.com/>
27. <http://www.belvilledental.com/>
28. <http://www.stomatologmajacvetkovic.rs/>
29. <http://www.implantologijabeograd.com/>
30. <http://biljadent.co.rs/>
31. <http://www.stomatologijapavlovic.com/>
32. <http://www.dentalimplant.rs/sr>
33. <http://www.dentalvision.rs/>
34. <http://www.panakeia.rs/>

35. <http://dentaltourism.rs/>
36. <http://drpopovic.com/>
37. <http://ordinacijamitrovicdent.com/>
38. <http://www.dental-m.rs/>
39. <http://www.proestetik.rs/dentalni-turizam.php>
40. <http://drtomanovic.net/>
41. <http://eurodentiste.fr/2014/>
42. <http://www.dentalworld.com.ph/>