



www.turkishstudies.net/social

Turkish Studies - Social Sciences

eISSN: 2667-5617

Research Article / Araştırma Makalesi



INTERNATIONAL
BALKAN
UNIVERSITY

Sponsored by IBU

Reviews on the Shining Star of Turkish Tourism Sector: Healthcare Tourism

*Türkiye Turizm Sektörünün Parlayan Yıldızı: Sağlık Turizmi Üzerine
Değerlendirmeler*

Elnur Hasan Mikail* - Hakan Çora**

Abstract: To become a country with a high market share in the international health tourism market, it is necessary to compete with the other countries in the sector. In this competitive environment, the current position of Turkey in the health tourism sector has both weak and strong sides. In this respect, the reasons for the countries competing in the developing health tourism market to increase their investments in this field need to be reviewed. Health tourism is to travel from one's usual place of residence to somewhere else to receive therapeutic, preventive, health-promoting or rehabilitation-oriented health services. It is seen that some countries stand out in terms of having places to visit in relation to this type of tourism. Among the countries that stand out in the health tourism sector are: India, Singapore, USA, South Korea, Turkey, Cuba, Malaysia, Thailand, Brazil, Argentina, Germany, South Africa, Mexico, Hungary, Greece, France, Spain, Italy, Poland and United Arab Emirates. Health tourism has many positive effects on the economies of countries and regions. The income obtained from the tourists visiting the country to benefit from this type of tourism, this income advancing the economies of the country and the region, offering different social and cultural exchanges between countries and the exchange of skills, information and technology are some of these. The focus of this review is to cultivate the current situation of health tourism, which is rapidly developing all over the earth, in Turkey, to determine the necessary aspects and needs and to present tourism recommendations. In this framework, the objective of the analysis is to determine Turkey's current situation in health tourism based on data, evaluate the developments, and propose suggestions for the future studies and researches as a compilation. A portrait of Turkey's medical tourism sector has been presented using the data by the Republic of Turkey Ministry of Health. Furthermore, in light of the developments across the world and in Turkey, suggestions have been proposed regarding what steps Turkey should take in the future about health tourism.

Structured Abstract: To become a country with a high market share in the international health tourism market, it is necessary to compete with the other countries in the sector. In this competitive environment, the current position of Turkey in the health tourism sector has both weak and strong sides. In this respect, the reasons for the countries competing in the developing health tourism market to increase their investments in this field need to be reviewed. The theme of this analysis is to acquire the current situation of health tourism,

* Doç. Dr., Kafkas Üniversitesi, İktisadi İdari Bilimler Fakültesi, Uluslararası İlişkiler Bölümü
Assoc. Professor, Kafkas University, Economic and Administrative Sciences Faculty, Dept of International Relations
ORCID <https://orcid.org/0000-0001-9574-4704>

emikail@turansam.org

** Dr. Öğretim Üyesi, İstanbul Okan Üniversitesi, İşletme ve Yönetim Bilimleri Fakültesi, İşletme Bölümü
Asst. Professor, Istanbul Okan University, Faculty of Business and Administrative Sciences, Dept of Business
ORCID <https://orcid.org/0000-0001-5780-549X>

corahakan@gmail.com

Cite as/ Atıf: Mikail, E. H, Çora, H. (2020). Reviews on the shining star of turkish tourism sector: Healthcare tourism.
Turkish Studies - Social, 15(4), 2023-2043. <https://dx.doi.org/10.29228/TurkishStudies.41722>

Received/Geliş: 11 February/Şubat 2020

Accepted/Kabul: 20 June/Haziran 2020

Copyright © INTAC LTD, Turkey

Checked by plagiarism software

Published/Yayın: 25 June/Haziran 2020

CC BY-NC 4.0

which is rapidly developing all over the area, in Turkey, to determine the necessary aspects and needs and to present tourism recommendations.

In this perspective, the purpose of the review is to deliver recommendations for the development of health tourism that has an significant place in global economy and is continuously increasing in value, by increasing its awareness in Turkey. In this paper, the health tourism and its present condition in Turkey are examined by considering the sub-branches of this tourism. The strategic marketing methods of health tourism globally and in Turkey have been determined.

Within the scope of health tourism that has appeared as an alternate type of tourism, individuals travel to different countries to receive various medical or nonmedical treatments and have holidays in these countries. Therefore, health tourism can be considered as a type of tourism that combines health and tourism-related services.

The first thing that used to come to people's minds about tourism with respect to health in Turkey was the hotels established in the vicinity of hot springs and health institutions that offered thermal treatment. In latest years, substantial advancement has been achieved, particularly in the private sector, and Turkey has become the competitor of the leading countries in health tourism. Today, Turkey has become an important country in health tourism worldwide thanks to the technological progress achieved in both private and public hospitals.

Health related tourism in overall and medical tourism, to be precise, is quite a new field for the enterprises and academic environment in this country. Further studies on the subject can and need to focus on factors affecting medical tourism demand, what criteria medical tourists consider when selecting a destination, national and international competition in medical tourism, medical tourism service supply capacity, the suitability of hospitals for medical tourism, financial support given in foreign countries for medical tourism, and conventional tourism - health tourism - thermal tourism - medical tourism integration models.

Keywords: Business, Management, Health Tourism, Medical Tourists, Alternative Tourism

Öz: Uluslararası sağlık turizmi pazarında pazar payı yüksek bir ülke olabilmek için sektördeki diğer ülkelerle rekabet etmek gerekmektedir. Bu rekabet ortamında, Türkiye'nin sağlık turizmi sektöründeki mevcut konumu hem zayıf hem de güçlü taraflara sahiptir. Bu bağlamda, gelişmekte olan sağlık turizmi pazarında rekabet eden ülkelerin bu alandaki yatırımlarını artırma nedenlerinin gözden geçirilmesi gerekmektedir. Sağlık turizmi, terapötik, önleyici, sağlıklı geliştirici veya rehabilitasyon odaklı sağlık hizmetleri almak için olağan ikamet yerinden başka bir yere seyahat etmektir. Bazı ülkeler bu tür turizm ile ilgili olarak öne çıkmaktadır, buna göre sağlık turizmi sektöründe öne çıkan ülkeler arasında: Hindistan, Singapur, ABD, Güney Kore, Türkiye, Küba, Malezya, Tayland, Brezilya, Arjantin, Almanya, Güney Afrika, Meksika, Macaristan, Yunanistan, Fransa, İspanya, İtalya, Polonya ve Birleşik Arap Emirlikleri bulunmaktadır. Sağlık turizmi, ülke ve bölge ekonomileri üzerinde birçok olumlu etkiye sahiptir. Bu tür turizmden faydalanmak için ülkeyi ziyaret eden turistlerden elde edilen gelir, ülke ve bölge ekonomilerini ilerleten, ülkeler arasında farklı sosyal ve kültürel alışverişler sunan bu gelir, beceri, bilgi ve teknoloji değişimi bunlardan bazılarıdır. Bu çalışmanın konusu, tüm dünyada hızla gelişen sağlık turizminin mevcut durumunu Türkiye'de geliştirmek, gerekli yönleri ve ihtiyaçları belirlemek ve turizm önerilerini sunmaktır. Bu bağlamda çalışmanın amacı Türkiye'nin sağlık turizmindeki mevcut durumunu verilere dayanarak belirlemek, gelişmeleri değerlendirmek ve bir derleme olarak gelecekteki çalışmalar ve araştırmalar için öneriler sunmaktır. Türkiye Sağlık Turizmi verileri kullanılarak Türkiye sağlık turizmi sektörünün bir portresi sunulmuştur. Ayrıca, dünyadaki ve Türkiye'deki gelişmeler ışığında, Türkiye'nin sağlık turizmi konusunda gelecekte atması gereken adımlar konusunda önerilerde bulunulmuştur.

Anahtar Kelimeler: İşletme, Yönetim, Sağlık Turizmi, Medikal Turizm, Alternatif Turizm

Introduction

Health tourism is a comparatively new notion that surfaced as an outcome of medical developments (Connel, 2006). It is a sector where medicine and tourism are integrated. When

healthcare technology and services were not sufficiently developed in emerging countries, patients with sufficient financial means from developing and underdeveloped countries would travel to developed countries to receive treatment. However, since many developing countries, especially Turkey, have gained in recent years the ability to compete with developed countries in the global health tourism sector and since treatments are offered at a lower price in these countries than in developed countries, health tourism destinations across the world have started to change.

Doubtlessly, this relatively new situation indicates an important opportunity for developing countries. Therefore, countries create competitive strategies, design business models, make legal regulations, and invest in infrastructure in order to obtain a larger share from the global health tourism market. As an addition to the commercial feature of medical tourism, which attracts great interest from public and private sectors, it has started to attract considerable scientific interest. In health tourism, where scientific research has only recently started to be conducted, further research has yet to be carried out. The foremost motive for this is the problems arising from a lack of facts that may be used in study and the dominance of the international aspect of health tourism. Therefore, only descriptive studies have been carried out so far. Taking this as a starting point, this paper aims to define the present-day situation of medical tourism in Turkey and to evaluate its future direction. In other words, this study attempts to present a picture of Turkey's medical tourism sector and, based on this picture and global developments in medical tourism, to make suggestions to increase the international competitiveness of Turkey's medical tourism sector. This study will also make suggestions to increase the international competitiveness of Turkey's medical tourism sector.

Both the primary data on health tourism in Turkey together with the improvements over the globe were taken in light of information attained from various sources such as the internet, libraries, YOK (Council of Higher Education) Documentation Center, and the World Health Organization. The first report on Turkey's medical tourism was published in 2011. The report was based on the 2010 data and was limited to only presenting some figures related to the medical tourism sector. This study, on the other hand, attempts to determine Turkey's medical tourism sector based on the 2018-2019 data, to identify important changes in the sector by comparing the data to that of the prior year, and to make strategic suggestions for Turkey to achieve a competitive advantage in medical tourism.

From this point of view, the data attained from the Turkish Ministry of Health shall be analyzed and evaluated. The primary data analyzed and evaluated in the study was obtained as follows:

- Data and information requested from all public and private hospitals under the headings of "medical tourism" and "health of tourists" with the official letter dated January 16, 2012, and numbered 2082 sent by the Ministry of Health to 81 Provincial Health Directorates.
- Monthly medical tourism data entered by all the hospitals in 81 cities to the "Foreign Patient Tracking System" web portal of the Turkish Ministry of Health, Health Tourism Department.

This study has two important constraints. First, the Ministry of Health cannot provide all the data on medical tourism. Therefore, the data from small-scale health institutions not included in the Ministry database and data on unregistered medical tourists were not evaluated. Second, the Ministry has only recently started to collect data (after 2010) and 2019 and 20 data are not yet fully available. Since limited years of data are available, further analysis (trend analysis, factor analysis, etc.) could not be made. Nevertheless, this study is expected to contribute greatly to future research through both assessments and suggestions to be made. Furthermore, the current and potential effects of Novel Coronavirus (COVID-19) emerged Wuhan in China and spread globally as a pandemic needs to be reviewed due to its direct influence on the medical tourism.

The Definition and Scope of Health Tourism

Throughout history, people have often traveled to different places from where they lived for different reasons. While most of these travels were for commercial and religious purposes, some were for health purposes (Özel and Kozak, 2012). One of the reasons that led individuals to travel for tourism purposes was health. This sometimes occurred for the purpose of regaining lost health, and occasionally for the resolution of being able to continuously maintain one's health (Öztürk and Bayat, 2011).

Recently, in most developed countries, most citizens have brought international travel to their agenda to receive health-related services such as more appropriate and quality medical treatment, regeneration, care and rehabilitation. The idea of obtaining health services in a natural environment in tourism regions and simultaneously reaching well-being and rehabilitation have managed to the appearance of the “health tourism” sector.

The environmental problems and air pollution faced by developed and developing as a outcome of urbanization and industrialization have created a living environment that harms one's health and reduces labor productivity (Ülker, 1994). To protect the health and labor productivity of individuals, practices such as seawater, hot spring and climate treatments have integrated with domestic and foreign tourism and formed a basis for health tourism. This tourism type is the provision of nutritional, accommodation, relaxation and entertainment needs of individuals in places they have visited for treatment and care. Health cures and treatments can be done throughout a year and have a distinct charm with their requirement of a minimum of weeks (Hacıoğlu and Şahin, 2008). Health tourism is one of the most rapidly developing parts of global tourism. Because, health is the leading factor that directs people to tourism and travel. Individuals want to prevent diseases, be healthier and preserve or increase their beauty (Özel and Kozak, 2012).

In health tourism, rather than entertainment, the phenomena of getting away from business life and regaining health in hot climates and waters come to the forefront. The term health tourism generally covers all the concepts of staying fit and healthy, while the term medical tourism includes medical interventions and tourism concepts aimed at being treated (Usta, 2009). Health tourists are primarily persons who go out looking for health services that they have not found in their place of residence. Thus, the predominant aspect in this person is their tourist identity. In addition to health-related services, this tourist purchases products and services that will preserve their current health or eliminate their health problems for the purpose of eliminating the busyness in life through activities such as leisure, education and sports (Pekin, 2011).

In its most general sense, health tourism is defined as planned trips that individuals make from their place of residence to somewhere else for health services (Aydın, Şeker and Şahan 2011). In accordance with the definition of the Republic of Turkey, Ministry of Health (2018) health tourism is to travel to a foreign country to get the medical treatment that people need, to use thermal water resources, rehabilitation services or services that will make them feel healthier and more relaxed. Hofer et al. (2012). They refer to health tourism as people going to a different place to receive medical services, physical exercises or therapy for the purpose of maintaining or improving their health.

Health tourism includes travels that make the individual healthier. Individuals who move from place of residence to another place for a certain period of time with the general aim of improving or maintaining health use natural resources and meet their entertainment, rest, nutrition, accommodation and curing needs. (Bahar and Kozak, 2015; Çelik, 2013). Health tourism includes a touristic facility offering health care services among other tourist activities to attract tourists. For this, herbal treatment, acupuncture, special tools and medical care with nurses and specialist doctors can be used (Roney, 2011).

These services include facilities or areas that provide special care and beneficial services for a particular disease, weight control clinics that serve for preventive health applications and SPAs and renowned clinics that treat a particular disease differently from other health centers (Gülen and Demirci, 2012). Since health tourism is a kind of tourism that offers personal and individual experiences, it attracts great international attention today. Therefore, the share of health activities in tourism is increasing and becoming more important (Güneş and Dülger, 2017).

In the continental European literature and by the EU, health tourism is referred to as "cross-border health care". This tourism is carried out in 3 different ways: first are basic or emergency operations. Examples of these include cancer treatment, bypass surgery, organ transplantation, partial or full hip operations, eye-related procedures and oral and dental health interventions. Secondly, it covers non-compulsory, i.e. optional medical operations such as plastic surgery. Finally, it includes cures with interventions within the framework of hot springs (SPA and wellness therapy (Gemalmaz and Ertan, 2015). Health tourism does not have the same meaning as the concepts of tourism health and tourist health. As a matter of fact, tourism health is the suitability of the conditions in regions visited by tourists as long as they are there. Tourist health is the concept that arises when tourists need medical services as a result of sudden illnesses during their vacations (Temizkan, 2015).

Health tourism is preferred for different reasons. For example, the same health service is preferred by patients in England for its more affordable costs, by patients in Canada for its shorter waiting periods and by patients in Bangladesh because they cannot find adequate health services in their country. Some patients prefer health tourism activities to combine treatment and vacation (Gülen and Demirci, 2012). The main reasons for choosing this tourism can be given as follows (Baş, 2016):

- a) Lack of advanced technology, health care or qualified human resources in medical services,
- b) The idea of taking a vacation in places where they receive treatment,
- c) Choosing the better price for the purchase of health services,
- d) The idea of receiving more qualified medical services,
- e) Ensuring confidentiality in the medical service received (plastic surgery, infertility treatment, etc.),
- f) The idea of taking a vacation in a place where there are plenty of healing water facilities,
- g) The idea of being treated in places with natural beauty (forests, plateaus, cultural and historical riches, etc.),
- h) Lack of thermal facilities and thermal tourism opportunities where people originally live,
- i) The request of some patients (the elderly, those with chronic diseases, the disabled, those with substance dependence) to be treated elsewhere.

Nowadays, in health tourism, emerging as a new type of tourism, individuals prefer other countries to regain their lost health or to preserve their current health and take vacations where they visit. Therefore, health tourism is defined as "a type of tourism that provides health and tourism services together for the purpose of traveling to a country other than one's home country" (Çevirgen, 2014). According to Özkurt (2007), health tourism is for people to leave their places of residence and travel to a different place for health reasons. This definition includes cosmetic and aesthetic operations, alternative health services and complementary therapies in addition to conventional health services. As stated by Gülmez (2012), health tourism means for individuals with the purpose to protect or improve their health to go to natural resources within a certain period of

time (usually twenty-one days) and to meet their cure, nutrition, accommodation and entertainment needs.

The classification of tourists in terms of health tourism is examined in five main groups. These are (İçöz, 2009):

- a) Tourist only: People who receive no medical services in the countries they visit.
- b) Tourists treated on vacation: People receiving health care due to an illness or accident encountered during their vacation.
- c) Tourists for vacation and treatment: People who choose a region for treatment but whose sole purpose is not receiving medical care.
- d) Patients on vacation: People who visit the designated place for treatment and take a vacation after their recovery or treatment.
- e) Patients only: People who visit said places to get a medical service and not to take a vacation.

Concepts Related to Health Tourism

Health can be defined as being well in physical, social and psychological terms (Aktepe, 2012). Tourism is the product and service sector that includes accommodation, travel, eating and drinking activities and social, cultural, physical and psychological needs of individuals without the purpose of permanently staying in the places they have visited (Özer and Songur, 2012). When health and tourism are related, it should not be ignored that touristic travels are not considered as departing from daily life altogether. This tourism is not a completely new phenomenon but is a search for a solution that has been going on for years (Gülen and Demirci, 2012).

Health tourism includes the partnerships between the two service sectors, tourism and medicine. This type of tourism, which emerged as a niche market, enables individuals to travel across continents for health and tourism purposes (Aydın and Şeker, 2011). The distinction that needs to be considered here is the difference between the concepts of tourism health and tourist health. Protecting the health of tourists and ensuring that they return from their vacation in a healthy way is related to tourist health. However, tourism health, unlike tourist health, is concerned with regional and environmental conditions rather than with people. Tourism health is ensuring that the regions, environments and current conditions in the places visited by tourists are suitable for tourism as long as they are there.

A healthy tourism environment means a touristic system where accommodation, environmental and living conditions, facilities and all other touristic opportunities help the guests spend their time in a beautiful way and where the potential problems to be encountered when entering and leaving the country are minimized. Tourism health has a healing effect on the tourist health and health tourism (Kusen, 2011). For people who go from one place to another without the purpose of getting any treatment or rehabilitation to receive medical services by getting ill in the place they visit is called tourist health. Tourist health includes the healthiness of people who go from one country to another to have healthy entertainment, to rest and to see the riches in the country they are visiting (Kozak, 2012).

Findings Related to Healthcare Tourism in Turkey

The increase in the number of private hospitals with high service quality and standards played an important role in increasing the number of medical tourists visiting Turkey. While 24% of the tourists who received healthcare services in 2015 in Turkey preferred public hospitals, 76% preferred private hospitals. In 2016, 77% of tourists received treatment from private hospitals and 23% from public hospitals. In 2017, the proportion of tourists receiving treatment from public

hospitals rose to 30% due to the increase in the quality of healthcare services provided by public hospitals. In 2018, on the other hand, 73% of tourists received treatment from private hospitals and 27% from public hospitals. Overall, due to the legal regulations in health tourism, the increase in the number of private hospitals, the increase in the quality of healthcare services of public hospitals, the number of medical tourists treated in public and private hospitals increased by approximately 52% between 2015 and 2018.

Table 1: Distribution of Tourists Who Received Healthcare Service in Turkey by Years

	2015	2016	2017	2018	TOTAL
PRIVATE	56,276	70,519	77,003	114,329	318,127
PUBLIC	17,817	21,442	32,675	41,847	113,781
TOTAL	74,093	91,961	109,678	156,176	431,908

Source: Turkish Ministry of Health (2018), Research on Medical Tourism in Turkey

In 2018, a total of 156.176 tourists received treatment in Turkey (Table 1). 62% of these tourists received treatment during their visit for purposes other than treatment (during their holidays). On the other hand, 38% visited Turkey to receive healthcare services while only 9% health tourists preferred public hospitals, 91% preferred private hospitals. Of the tourists visiting Turkey for purposes other than treatment, 38% preferred public hospitals, while 62% preferred to be treated in private hospitals.

Before proceeding with further analyses, it should be noted that different meanings are attributed to health tourism in practice and in the literature. Tourists who visit Turkey for purposes other than receiving treatment (for holiday, traveling, business, etc.) might have to receive treatment from public or private health institutions due to illnesses or accidents during their stay in Turkey. In order to obtain more accurate results in the present study, it would be more appropriate to examine these tourists in a separate category (the category of ‘health of tourists’). In this study, those who visit our country to receive healthcare services will be discussed under the category of “health tourism,” while those who present to hospitals during their stay in Turkey will be examined under the category of “health of tourists.”

Distribution of Medical Tourists by Hospital Types

Hospitals in Turkey are divided into two main categories according to the institution with which they are affiliated or their purpose of establishment:

- Public hospitals (state hospitals, training and research hospitals, and university hospitals)
- Private hospitals

According to 2018 data, health tourists visiting Turkey preferred to receive healthcare services from 165 hospitals located in various Turkish cities. Of these hospitals, 72 are public hospitals, 14 are training and research hospitals, 10 are university hospitals, and 69 are private hospitals. On the other hand, the hospital type that is most preferred by health tourists is private hospitals, with an average of 754 patients per hospital. Also, an average of 61 patients visited public hospitals, while an average of 60 patients visited training and research hospitals. Finally, an average of 19 health tourists presented to university hospitals in 2018.

Table 2: Number of Health Tourists and Types of Preferred Hospitals

PUBLIC HOSPITAL		TRAINING AND RESEARCH HOSPITAL		UNIVERSITY HOSPITAL		PRIVATE HOSPITAL	
Number of Hospitals	Number of Patients	Number of Hospitals	Number of patients	Number of Hospitals	Number of Patients	Number of Hospitals	Number of Patients
72	1172	14	841	10	196	69	52043

Source: Turkish Ministry of Health (2018), Research on Medical Tourism in Turkey

Distribution of Medical Tourists by Departments

Turkey has made significant progress in the quality of healthcare services and has achieved modern technology standards in all branches of medicine. The number of medical faculties providing education in English has increased rapidly, and in this way, developments in medicine are followed more closely. Aiming at effective, quality and sustainable healthcare, the Ministry of Health initiated the nationwide “Health Transformation Program” to achieve this goal (<http://www.medical-tribune.com.tr>). Many private and public hospitals with highly trained, quality healthcare professionals and state-of-the-art technology render service in various regions of Turkey. Table 3 presents the departments of public and private hospitals that health tourists visited in 2018.

Table 3: Departments of Public and Private Hospitals that Health Tourists Visited

	CS	Oncology	Neurosurgery	Ophthalmology	Plastic	Dental	Orthopedics	Other
Public	291	172	131	596	30	198	449	3622
Private	3603	8444	2094	8663	1643	1249	5941	20177

Source: Turkish Ministry of Health (2018), Research on Medical Tourism in Turkey

According to the table, 11% of health tourists visiting Turkey received dental treatment. This is followed by orthopedics (8%) and CS (cardiovascular surgery) (5%), which is a branch that is developing rapidly with internationally and nationally renowned doctors. Also, it can be inferred from the table that tourists visited Turkey to undergo plastic surgery and present to oncology departments. Finally, most of the tourists preferred private hospitals for these branches.

Table 4: Distribution of Health Tourists by Public Hospital Departments and by Cities

CITY	CARDIOVASCULAR SURGERY (CS)	ONCOLOGY	NEUROSURGERY	OPHTHALMOLOGY	PLASTIC SURGERY	DENTAL	ORTHOPEDICS	OTHER
ANKARA	92	28	22	207	7	44	48	2394
ISTANBUL	51	113	18	172	1	4	128	1194
KOCAELI	14	3	6	7	4	2	8	2
ANTALYA	0	0	0	0	0	0	0	0
MUĞLA	2	0	6	8	0	16	32	0

SAMSUN	4	1	8	3	2	4	42	0
ADANA	27	0	0	0	1	0	2	0
AKSARAY	0	0	0	0	0	0	0	0
IZMİR	2	0	0	0	0	4	6	0
NEVŞEHİR	14	0	28	9	0	0	124	9

Source: Turkish Ministry of Health (2018), Research on Medical Tourism in Turkey

From the table, it can be inferred that most health tourists visiting the public hospitals in Istanbul in 2018 presented to orthopedics departments. While 172 health tourists preferred the orthopedics departments of public hospitals in Istanbul, 3178 preferred to visit private hospitals for these departments. In Kocaeli, on the other hand, only 3 health tourists preferred to receive oncology treatment from public hospitals. In Ankara, departments other than mentioned ones welcomed most health tourists, and there is not a big difference in terms of the number of health tourists presenting to the mentioned departments.

Table 5: Distribution of Health Tourists by Private Hospital Departments and by Cities

CITY	CARDIOVASCULAR SURGERY (CS)	ONCOLOGY	NEUROSURGERY	OPHTHALMOLOGY	PLASTIC SURGERY	DENTAL	ORTHOPEDICS	OTHER
ISTANBUL	598	161	507	6046	945	936	3179	11032
KOCAELI	1653	7971	497	178	201	9	361	45
ANKARA	134	18	78	206	12	102	235	4093
ANTALYA	164	17	369	1389	56	68	581	3943
MUĞLA	372	0	341	251	0	76	772	354
SAMSUN	127	49	82	133	144	35	141	3
ADANA	228	142	88	128	203	15	202	21
AKSARAY	0	0	0	0	5	0	0	574
IZMİR	31	0	18	38	68	16	63	66
NEVŞEHİR	14	0	28	9	1	0	124	9

Source: Turkish Ministry of Health (2018), Research on Medical Tourism in Turkey

Table 6: Distribution of Regular Tourists visiting Public and Private Hospitals by Medical Departments

	Emergency Department	Internal medicine	Pediatrics	Surgery	Other	Ambulance Services
Public	18589	2717	1446	4408	9132	69
Private	14074	9487	7564	15245	12351	2258

Table 7: Distribution of Regular Tourists by Public Hospital Departments and Cities

CITY	Emergency Department	Internal medicine	Pediatrics	Surgery	Other	Ambulance Services
ANKARA	2289	389	28	265	164	0
ANTALYA	6362	289	501	1696	5232	4
ISTANBUL	867	1128	119	538	277	4
MUĞLA	1259	82	22	238	253	14
IZMIR	1574	105	118	655	294	1
AYDIN	646	82	71	162	344	5
TRABZON	598	28	78	58	306	1
BURSA	323	16	25	28	179	0
NEVŞEHİR	42	0	0	0	76	0
KONYA	213	88	93	73	305	5

Table 8: Distribution of Regular Tourists by Private Hospital Departments and Cities

CITY	Emergency Department	Internal medicine	Pediatrics	Surgery	Other	Ambulance Services
ANTALYA	7287	5177	5677	9001	5361	
ISTANBUL	3116	1253	554	1916	4619	350
MUĞLA	1842	1696	559	2343	128	593
IZMIR	243	121	149	827	398	0
ANKARA	44	10	0	9	11	0
AYDIN	103	491	277	319	315	16
TRABZON	28	7	6	44	102	0
BURSA	82	43	30	16	348	0
NEVSEHIR	537	35	7	6	0	213
KONYA	29	17	6	24	16	0

Source: Turkish Ministry of Health (2018), Research on Medical Tourism in Turkey

It is an expected result that in most cities, the number of regular tourists presenting to the emergency departments of both public and private hospitals is greater than the number of those presenting to other departments. This is because these tourists visit hospitals in cases of emergency

such as accidents. Also, it is not surprising that regular tourists preferred private hospitals for their planned treatments in other departments.

The 2018 data indicates that health tourists mostly visited the ophthalmology, dental, and orthopedics departments, followed by cardiology, oncology, plastic surgery, and neurosurgery departments. Of the patients who presented to ophthalmology departments, 5% preferred public hospitals while 95% preferred private hospitals. On the other hand, public hospitals were preferred by 44% of those who presented to dental departments and 24% of those who presented to orthopedics departments. Also, of those who presented to oncology and neurosurgery departments, 20% preferred public hospitals while 80% preferred private hospitals. Besides, only 12% of those who presented to departments of plastic surgery preferred public hospitals: the vast majority of tourists preferred private hospitals to undergo plastic surgery. Finally, the rates in other departments are similar.

The 2018 data also indicates that 65% of health tourists received outpatient treatment, while 25% received treatment from emergency departments. In addition, 5% underwent surgeries, and 4% received inpatient treatment.

Distribution of Medical Tourists by Countries of Origin

This section discusses the distribution of tourists receiving treatment in Turkey by countries of origin, the categories of “health tourism” or “health of tourists,” type of hospitals visited, and the medical departments visited. Below is the distribution of health tourists visiting Turkish public hospitals by countries (Table 9a-b).

Table 9-a: Distribution of Health Tourists by Countries of Origin- Public Hospitals

Azerbaijan	Germany	Bulgaria	Georgia	Iraq	Russia	Turkmenistan	France	Iran	Syria
22%	21%	10%	10%	9%	8%	7%	5%	4%	4%

Source: Turkish Ministry of Health (2018), Research on Medical Tourism in Turkey

It can be inferred from the table that 449 Azerbaijanis received treatment from Turkish public hospitals. This figure corresponds to 22% of all the health tourists treated in Turkish public hospitals. This rate is followed by health tourists from Germany with 21%. The role of Turkish expatriates living in Germany can be considered to be great in Germany’s taking second place. On the other hand, a great majority of the health tourists who received treatment from the private hospitals in Turkey were from Germany and Bulgaria. Also, a considerable number of health tourists visited Turkey from developed countries such as England and the USA.

Table 9-b: Distribution of Health Tourists by Countries of Origin-Private Hospitals

Germany	Bulgaria	Iraq	Romania	Libya	Azerbaijan	England	The Netherlands	The USA	Russia
17%	16%	12%	12%	11%	8%	8%	8%	4%	4%

In the category of “health of tourists,” it was previously stated that 38% of regular tourists who had to present to hospitals during their stay in Turkey preferred public hospitals. A great majority of those regular tourists were from Germany, Azerbaijan, Russia, and Georgia. Due to the close connections between Turkey and Azerbaijan, every year, many Azerbaijani citizens visit Turkey for holidays, entertainment, or business. Similarly, 10% of the regular tourists who received treatment from public hospitals were from Georgia. Faced with an economic crisis in recent years, Georgians travel to Turkey to work in jobs such as nursing elderly people or baby-sitting. Therefore, Georgians working in Turkey who do not have social security inevitably prefer public hospitals. So, we must note that the number of Georgian tourists includes those who visit Turkey for work.

Table 10-a: Distribution of Regular Tourists visiting Turkish Public Hospitals by Countries of Origin

Germany	Azerbaijan	Russia	Georgia	The Netherlands	Iran	Syria	Denmark	France	England
28%	17%	13%	11%	8%	8%	5%	4%	4%	4%

Source: Turkish Ministry of Health (2018), Research on Medical Tourism in Turkey

On the other hand, considering the regular tourists who visited private hospitals during their stay in Turkey, the greatest number of those tourists was from Germany, which has a strong economy. Russia follows Germany with 28% (a total of 11338 patients). Also, considering the fact that the tourists from Afghanistan, one of the poorest countries in the world, and Syria, which has recently experienced a serious economic bottleneck, visit Turkey mostly to work, it is not surprising that they preferred only public hospitals to receive treatment.

Table 10-b: Distribution of Regular Tourists visiting Turkish Private Hospitals by Countries of Origin

Germany	Russia	The Netherlands	France	Iraq	Azerbaijan	Ukraine	Belgium	Kazakhstan	Libya
33%	29%	13%	5%	5%	5%	3%	3%	2%	2%

Source: Turkish Ministry of Health (2018), Research on Medical Tourism in Turkey

When we look at the medical departments preferred by health tourists, we can see that cardiology departments were mostly preferred by visitors from Iran and Azerbaijan, two neighboring countries. Iranian and Azerbaijani health tourists preferred cardiology departments of private hospitals more than those of public hospitals. Also, oncology departments were mostly preferred by Bulgarian health tourists, who mostly preferred to receive treatment from private hospitals. It is possible to say that our country has made significant progress in the field of ophthalmology in recent years and has started to compete with developed countries. The majority of patients from Germany, Azerbaijan, and Iraq visiting Turkey to receive ophthalmology treatment preferred private hospitals. Also, considering the tourists who visited Turkey to receive orthopedics treatment, the number of tourists from Germany is greater than the number of other nationals (Table11).

Germany is the country that hosts the most Turkish expatriates, which is naturally reflected in the number of health tourists from Germany visiting Turkey. When we look at the table below,

the number of tourists from Germany who visited Turkey to receive ophthalmology treatment is greater than the number of those who visited Turkey for other treatments. On the other hand, the number of tourists from Germany who preferred private hospitals to receive ophthalmology treatment is almost 42 times the number of those who preferred public hospitals. This difference between public and private hospitals is almost the same for other departments. The number of tourists who preferred private hospitals for cardiology departments is approximately 18 times the number of those who preferred public hospitals, and the number of tourists who preferred private hospitals for orthopedics departments is almost 22 times the number of those who preferred public hospitals. Besides, according to the 2018 data, no one from Germany visited the oncology departments in Turkish public hospitals. This is also true for plastic surgery and neurosurgery departments. However, there is not such a big difference between public and private hospitals in terms of the number of tourists visiting dental departments. The number of tourists from Germany who preferred private hospitals to receive dental treatment is only 5.6 times the number of those who preferred public hospitals. The data indicates that the vast majority of patients from abroad came from Germany. Germany is followed by the Netherlands. Also, tourists from France, Cyprus, and Austria visited Turkey to receive treatment. Finally, according to 2019 data, tourists mostly preferred private hospitals.

Table 11: Distribution of Medical Tourists by Departments (Public and Private Hospitals)

	Cardiology		Oncology		Neuro Surgery		Ophthalmology		Plastic Surgery		Dental		Orthopaedics		Other	
	Public	Private	Public	Private	Public	Private	Public	Private	Public	Private	Public	Private	Public	Private	Public	Private
Germany	11	207	0	33	0	282	37	1558	0	131	12	68	22	514	329	2580
Bulgaria	13	301	2	4169	4	257	75	132	1	48	6	7	70	53	32	64
Iraq	37	594	10	359	14	225	29	515	2	60	1	51	25	385	66	1668
Azerbaijan	62	335	10	312	18	83	100	550	0	92	14	29	34	119	211	1132
Russia	8	50	5	162	3	32	17	200	2	14	7	42	35	103	76	545

Source: Turkish Ministry of Health (2018), Research on Medical Tourism in Turkey

According to the table, oncology departments mostly welcomed health tourists from Bulgaria (4169 preferred private hospitals while 2 preferred public hospitals). Similarly, health tourists from Iraq, Azerbaijan, and Russia preferred private hospitals. The number of patients visiting the departments of private hospitals did not exceed 600, and only 29 Azerbaijani patients visited private hospitals in our country to receive dental treatment. In addition, 2580 health tourists from Germany, 1668 health tourists from Iraq, and 1132 health tourists from Azerbaijan received treatment in other departments in private hospitals. Also, the number of health tourists visiting the departments of public hospitals varies between 1-100. An exception to this is the number of tourists from Germany (329), who presented to other departments in public hospitals.

In the category of “health of tourists,” about 2/3 of the regular tourists from Germany presented to the emergency departments of public hospitals during their stay in Turkey. On the other hand, the numbers of regular tourists from France who presented to the emergency departments of private and public hospitals are almost the same. As mentioned above, for planned treatments, regular tourists from Germany and France mostly preferred private hospitals to receive treatment from internal medicine departments, departments of pediatrics, surgery departments, etc. Finally, while 130 tourists from Germany preferred private ambulance services, only 2 preferred public ambulance services (Table 12).

Table 12: Distribution of Regular Tourists visiting Hospitals by Departments (Public and Private Hospitals)

	Emergency		Internal medicine		Pediatrics		Surgery		Ambulance Services		Other	
	Public	Private	Public	Private	Public	Private	Public	Private	Public	Private	Public	Private
Germany	2451	1819	213	2494	246	1625	831	4419	1278	2358	2	130
Russia	1454	4018	78	943	64	2827	244	2074	562	1474	0	18
The Netherlands	548	699	89	945	44	386	322	1067	482	861	2	1201
Azerbaijan	1122	204	998	224	61	86	477	379	535	741	8	110
France	500	493	22	294	72	197	47	367	77	454	718	142

Source: Turkish Ministry of Health (2018), Research on Medical Tourism in Turkey

According to the table, tourists from Russia and the Netherlands preferred private hospitals more than public hospitals in emergencies or for other outpatient treatments. Also, a great majority of Azerbaijani patients preferred to present to the emergency and internal medicine departments of public hospitals. Similarly, for surgery departments, Azerbaijani patients mostly preferred public hospitals. By contrast, the number of Azerbaijani patients who preferred private hospitals for departments of pediatrics, ambulance services, and other departments is more than the number of those who preferred public hospitals.

Conclusion and Final Remarks

Within the scope of health tourism, which has emerged as an alternative type of tourism, individuals travel to different countries to receive various medical or nonmedical treatments and have holidays in these countries. Therefore, health tourism can be considered as a type of tourism that combines health and tourism-related services.

The first thing that used to come to people's minds about health tourism in Turkey was the hotels established in the vicinity of hot springs and health institutions that offered thermal treatment. In recent years, considerable progress has been achieved, particularly in the private sector, and Turkey has become the competitor of the leading countries in health tourism. Today, Turkey has become an important country in health tourism worldwide thanks to the technological progress achieved in both private and public hospitals.

According to data provided by the Ministry of Health for the first six months of 2018, the number of tourists visiting Turkey for health tourism is around 178,000. Approximately 178 thousand tourists (67%) preferred private hospitals and 56 thousand tourists (24%) preferred public hospitals. On the other hand, 9% of incoming tourists preferred university hospitals. A systematic health system, advanced technology equipment, a modern health infrastructure, and qualified health professionals draw attention as the most important strengths of Turkey in health tourism. These important qualities of Turkey have attracted more attention after the participation of Turkish health institutions in international fairs, congresses, and conventions. Among medical, thermal and geriatric tourism types, Turkey has significant advantages especially in terms of thermal tourism.

The most important indicators of the quality of life of a country are the indicators of the health system in that country. In addition, information about a country's health system can be obtained from variables such as a reduction in disease rates, an increase in life expectancy, and timely prevention of epidemics. People who pursue a long and healthy life have engaged in a constant effort to achieve this. Therefore, expenditures and investments made in this field are of great importance. People's efforts to protect and improve their health have led to the continuous

development of health science. Following health reforms in Turkey, more foreigners started to visit Turkey for health tourism. Recently, the enterprises that have invested in publicly supported fields, and many health institutions benefiting from technological opportunities have started to gain a place among the health institutions preferred by foreigners.

Although health tourism has only recently begun to develop in Turkey, Turkey is in competition with other developed countries in this field. The global health tourism market has expanded 6-fold, leading Turkey to be involved in efforts to increase its share in the global health tourism market. Therefore, international congresses on health tourism have been organized in Turkey for the last three years. The congresses organized also increased the number of public and private sector institutions and organizations competent in health tourism.

The Government of Turkey, Ministry of Economy included provisions to facilitate patient mobility in the service trade negotiations with the target regions and countries. Service trade negotiations on the terms of the agreement to be established with the aim of facilitating patient mobility from countries considered as potential markets were initiated and recommendations were made. Negotiations aimed to ensure that the patients receiving treatment in our country can receive support from the health assurance systems in their own countries and to establish cooperation areas related to health services. The legislation on the pricing of health services provided by public and private health institutions within the scope of health tourism was last regulated by the regulation dated July 2017. The Ministry of Health stipulated that health institutions providing services within the scope of health tourism should enter data in order to apply the tariff for health tourism. In addition, the Health Tourism Patient Tracking System provides assistance and counseling services to health tourists and keeps records of health tourists regularly.

In Turkey, 50% of the income from health tourism is exempt from corporate tax. In addition, in order to promote health tourism, the Ministry of Finance introduced a new Value Added Tax (VAT) regulation and introduced a VAT exemption for healthcare services received by foreign patients. This gave Turkey an advantageous position among the countries with which it competes in health tourism. In addition, the incentives to be provided by the Ministry of Finance will facilitate the private sector's investments in health tourism. The change in Turkey's health system in the last fifteen years has been reflected in the quality of healthcare services provided in public hospitals as well as in private hospitals. The number of private health enterprises in Turkey is increasing day by day. Private hospitals, which also took advantage of Turkey's advantages, sought to increase their share in the health tourism market and reached the level of service provision at European standards. The provision of quality health services positively affects the state institutions in terms of both patient satisfaction and the development of the country (Sengor and Cora, 2020).

It is envisaged that the scope of health tourism will gradually expand in line with the varying demands of individuals. It is stated that the global annual trade volume of health tourism is over 100 billion USD and more than 20 million individuals travel for this purpose. These figures have begun to attract the attention of all countries. Therefore, for the sustainability of the tourism sector, it is considered that it is very important to develop health tourism, which is an alternative type of tourism with high added value, especially for tourism countries. Turkey, as in other sectors, focuses solely on service/production in health tourism and therefore ignores two important elements such as advertising and marketing. This situation has a negative impact on the income obtained from health tourism. The promotion of Turkey's qualified health system and its advantages in health tourism through an effective advertising and marketing strategy is of great importance (Kördeve, 2016).

The health tourism sector in Turkey has only recently begun to develop; therefore, there is still a need for an effective audit and recording system and standardization. Due to frequent amendments to the relevant legislation, health institutions have difficulties in showing compliance,

which reduces the quality and speed of the service provided. It is expected that the permanent and definitive amendments to be made will provide a significant benefit in these matters. Turkey has a wide range of quality hot springs and spas; however, despite these natural resources that make effective cure treatments possible, facilities and infrastructure are said to be insufficient. Improving the quality of the facilities and increasing the number of inspections will be beneficial. It is clear that Turkey's strong position in tourism will also have a significant impact on health tourism. An emphasis on Turkey's health tourism in ads and marketing related to Turkey's especially sea tourism will have significant effects on the development of health tourism.

It can be said that the incentives for health tourism are insufficient. It is thought that the increase in the number of incentives to this sector will boost the progress in this sector. Similarly, private hospitals have a sufficient number of employees who speak foreign languages, while public hospitals do not. Therefore, courses should be organized for employees in public hospitals to learn foreign languages. Due to the insufficient number of physicians in Turkey and the limited number of trained employees to take part in the practices, some of the branches have deficiencies. Increasing the number of institutions providing training in this subject and directing the new generation to health tourism will help to overcome the deficiencies in this subject.

It is seen that the tourists who visit Turkey to get health services mostly prefer the private sector. The reason behind this is the fact that private hospitals can offer more personalized healthcare services and treatment to patients. Another reason for this is that doctors employed in public hospitals may prefer to work in private hospitals after some time because of low salaries, which leads to an insufficient number of doctors in public hospitals. In order to increase its share in the global health tourism market, Turkey will inevitably compete with other countries. Turkey has a number of weaknesses and strengths in this competitive environment. In order for Turkey to eliminate its weaknesses in health tourism and thus increase its share in the global health tourism market, it will be useful to implement the following strategic recommendations.

* Short and long-term goals should be set and priorities identified. Turkey should focus on countries that are considered as target markets. Countries that have easy transportation opportunities to Turkey and those with which Turkey has commercial agreements and cultural similarities should be selected as Turkey's target market for health tourism. Besides, Turks living abroad should be encouraged to receive their treatment in Turkey.

* Co-ordination among health institutions, insurance companies, the Ministry of Health and the Ministry of Culture and Tourism should be ensured. Together with this coordination, joint marketing activities should be carried out in target markets.

* When determining target markets, those that have direct flights to Turkey should be given priority and promotional activities should be carried out for target groups in these countries.

* Health institutions should participate in health tourism fairs abroad and information about the Turkish health system should be provided in these fairs.

* Events related to health tourism should be organized in congress centers or hotels of international standards; written and visual materials to be used in these congresses should be carefully selected, and the languages of the countries for which promotional activities are carried out should be carefully used.

Furthermore, the lack of accreditation institutions based on international standards is a serious disadvantage. It is very important to make the necessary arrangements in this regard. Health tourism in general and medical tourism, in particular, is quite a new field for the enterprises and academic environment in our country. Further studies on the subject can and need to focus on factors affecting medical tourism demand, what criteria medical tourists consider when selecting a

destination, national and international competition in medical tourism, medical tourism service supply capacity, the suitability of hospitals for medical tourism, financial support given in foreign countries for medical tourism, and conventional tourism - health tourism - thermal tourism - medical tourism integration models.

Also, to gain and sustain a global competitive advantage, farsighted and creative competitive strategies are necessary in place of improvised or cyclical resolutions. Because of the excessive value-added it creates, developed countries make great investments in health tourism, which, as a result, exacerbates the competition in the sector. In order to achieve and sustain a competitive advantage in such a highly competitive sector, it is necessary to (i) gain first-mover advantage, (ii) build competencies that are not easy to imitate, and (iii) make investments continuously to improve these competencies. In short, health tourism offers important opportunities for Turkey to move towards a knowledge-based economy. This will require a great deal of “vision and leadership.”

For this, there is a need for managerial studies that will position Turkey in the world, build corporate competencies, and develop effective business models. Furthermore, scientific research is urgently needed to address health tourism in terms of marketing, human resources, managerial and institutional capability and prospective external markets from foreign countries and to make international comparisons in health tourism.

References

- Altes, A.G. (2005): “The development of Health Tourism Services”, *Annals of Tourism Research*, 32(1) pp 262-266. <https://doi.org/10.1016/j.annals.2004.05.007>
- Akat, Ö. (2000): Pazarlama Ağırlıklı Turizm İşletmeciliği, Ekin Kitabevi.
- Akkor, E. (2008). İnsan seyahatinin yükselen trendi: sağlık turizmi, www.kibrisgazetesi.com/index.php/cat//col/116/art/9219, 8 Eylül 2008.
- Aydın, O. (2012). ‘Türkiye’de Alternatif Bir Turizm; Sağlık Turizmi’, *KMÜ Sosyal ve Ekonomik Araştırmalar Dergisi* 14(23) 91-96. <https://doi.org/10.18493/kmusekad.41898>
- Aydın D, Şeker S and Şahan S. (2011). Kamu Hastanelerinde Sağlık Turizmi ve Turistin Sağlığı Uygulama Rehberi, T.C. Sağlık Bakanlığı Yayınları.
- Aktepe C., (2013). Sağlık Turizminde Yeni Fırsatlar ve Türkiye’de Yerleşik Sağlık İşletmelerinin Pazarlama Çabaları, *İşletme Araştırmaları Dergisi*, 5(1): 170-188.
- Altın U., B. G., Antep Z., İrbán A., (2012). Sağlık Turizmi ve Uluslararası Hastalar İçin Türkiye Pazarı, *Acıbadem Üniversitesi Sağlık Bilimleri Dergisi*, 3(3):157-163. <https://doi.org/10.31067/0.2020.236>
- Aydın D. (2009). Türkiye’ de Sağlık Turizmi ve Ortadoğu’ daki Yeri, II. Uluslararası Sağlık Turizmi Kongresi, Ankara. <https://doi.org/10.26449/sss.841>
- Aydın O., (2012). Türkiye’ de Alternatif Bir Turizm; Sağlık Turizmi, *KMÜ Sosyal ve Ekonomik Araştırmalar Dergisi*, 14(23):91 – 96.
- Barca, M. Akdeve, E. Balay G., İklim. (2013). ‘Türkiye Sağlık Turizm Sektörünün Analizi ve Strateji Önerileri’, *İşletme Araştırmaları Dergisi*, 5(3), 64-92. <https://doi.org/10.26677/tr1010.2019.235>
- Bahar O ve Kozak M. (2015). *Turizm Ekonomisi*, Detay Yayıncılık.

- Baş. M. (2016). Common Constraints of Tourism Market Segments: Examples of Senior Tourism and Disabled Tourism. I. International Conference on Tourism Dynamics and Trends held in Antalya from 04-07 May 2016
- Belkayalı N., (2009). Jeotermal Enerji Kaynaklarının Sağlık, Turizm ve Rekreasyon Amacıyla Kullanımı ve Ekonomik Değerinin Tespiti: Yalova Termal Kaplıcaları Örneği, TMMOB Jeotermal Kongresi Bildiri Kitabı. 69-80. https://doi.org/10.1501/cogbil_0000000101
- Bies, W. and Lefteris Z. (2007): “Medical tourism: Outsourcing Surgery”, *Mathematical and Computer Modelling*, <https://doi.org/10.1016/j.mcm.2007.03.027>
- Bishop, R. A and James A L. (2000): “Medical tourism can do harm”, *BMJ* 2000; 320:1017 (8 April). <https://doi.org/10.1136/bmj.320.7240.1017>
- Chanda, R. (2001): “Trade in Health Services, Indian Council for Research on International Economic Relations”, Working Paper No. 70. New Delhi: Indian Council for Research on International Economic Relations. <https://doi.org/10.31439/unisci-34>
- Cohen, E. (2006): “Medical tourism in Thailand”, Turk-Kazakh International Tourism Conference: new Perspectives and values in World Tourism and Tourism Management in the Future, 20-26 November 2006, Alanya, Turkey, Conference Proceedings, pp.87-117. <https://doi.org/10.1080/13032917.2007.9687048>
- Connell, J. (2006): “Medical tourism: sea, sun, sand and surgery”, *Tourism Management*, 27 , 1093, 1100, www.elsevier.com/locate/tourman. 22.11.2019. <https://doi.org/10.1016/j.tourman.2005.11.005>
- Cooper, C., J. Fletcher, A. Fyall, D. Gilbert and S. Wanhill (1999): *Tourism: Principles and Practice*, Second Edition, Longman Publishing, Essex.
- Cumhuriyet Gazetesi (2009) , “Dünya Göz sağlık Turizmine Yönelde”, 30 September, p.12.
- Çelik A., (2009). Sağlık Turizmi Kapsamında Termal İşletmelerde Sağlık Hizmetleri Pazarlaması ve Algılanan Hizmet Kalitesi: Balçova Termal İşletmesinde Bir Uygulama, Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü İşletme Anabilim Dalı, Hastane ve Sağlık Kuruluşları Yönetimi Programı, Unpublished Masters Thesis.
- Çelik Y. (2013). *Sağlık Ekonomisi*, Siyasal Kitabevi.
- Çevirgen, M. (2014). Medikal turizm destinasyonu yönetimi kamu – özel karşılaştırması: Bursa ili destinasyonu. Yayımlanmamış yüksek lisans tezi, Beykent Üniversitesi.
- Çora, H. (2019). Definition and Scope of Health Tourism and Turkey. *TURAN-SAM (TURAN Stratejik Araştırmalar Merkezi)*, 11(44), 376–380. <https://doi.org/10.15189/1308-8041>
- Dünya Turizm Örgütü (UNWTO), <https://www.tursab.org.tr/tr/turizm-veriler> Erişim Tarihi: 24.10.2019
- Erdoğan, E. Aklanoğlu, F. (2008). ‘Termal Turizm ve Afyon-Gazlıgöl Örneği’, *e-Journal of New World Sciences Academy*, 3(1) 83-92.
- Gemalmaz, H, Ertan, İ . (2015). "Rabbim Cleveland Dedi": Sağlık Turizmi-İnsan Hakları İlişkisi Üzerine Başlangıç Notları. *Ankara Üniversitesi SBF Dergisi*, 70(4), 1003-1039. https://doi.org/10.1501/SBFder_0000002380
- Graham, K. (2005): “It was a big leap of faith”. *Guardian*, 21 June, 8-9’dan aktaran Connel (2006), a.g.y.
- Glinos I.A. and Baetan R. (2006). A Literature Review of Cross-Border Patient Mobility in the European Union, *Observatoire Social European*, Brussels p.18.

- Güleç D., (2011). Sağlık Turizmi Kapsamında Antiaging (Sağlıklı Yaşlanma) Uygulamaları ve Yaşlı Bakımı: Türkiye Değerlendirmesi, Gazi Üniversitesi Sosyal Bilimler Enstitüsü İşletme Anabilim Dalı Hastane İşletmeciliği Bilim Dalı, Yayınlanmamış Yüksek Lisans Tezi.
- Gülen G.K., Demirci S., (2012). Türkiye’de Sağlık Turizmi Sektörü”, İstanbul Ticaret Odası Yayınları, Yayın No: 2011-39.
- Gülmez Z., (2012). Türkiye’de Ve Dünya’da Sağlık Turizmi Ve Çeşitleri: Sağlık Turizminin Ülkemizdeki Mevcut Durumu Ve Bazı Ülkelerle Kıyaslanması, İstanbul Üniversitesi, Sosyal Bilimler Enstitüsü, Hastane Ve Sağlık Kuruluşlarında Yönetim Bilim Dalı, Yayınlanmamış Yüksek Lisans Tezi.
- Güneş G and Dülger A S. (2017). “Turizm Kavramı, Turizmin Tarihçesi, Ülke Ekonomilerine Katkısı ve Turizm İstatistikleri” (Ed. Tengilimoğlu D), Sağlık Turizmi. Siyasal Kitabevi.
- Gümüş, F. and Özge B. (2008): “Sağlık Turizminde Yeni Açılımlar: Tıp Turizmi”, III. Balıkesir Ulusal Turizm Kongresi, 17-19 Nisan 2008, Balıkesir. Congress Proceeding, pp. 433-442.
- Hacıoğlu N and Şahin M. (2008). Üçüncü Yaş Turizmi, Nobel Yayınları.
- Hanefeld J., Horsfall D., Lunt N., Smith R., (2013). Medical Tourism: A Cost or Benefit to the NHS?, PLOS ONE, 8 (10). <https://doi.org/10.1371/journal.pone.0070406>
- Hofer S, Honegger F and Hubeli J. (2012). “Health Tourism: Definition Focused on The Swiss Market and Conceptualisation of Health(i)ness” *Journal of Health Organization and Management*, 26 (1): 60-80. <https://doi.org/10.1108/14777261211211098>
- İçöz O., (2009). Sağlık Turizmi Kapsamında Medikal (Tıbbi) Turizm ve Türkiye’nin Olanakları, *Journal of Yaşar University*, 4(14):2257-2279.
- İlban M. O., Köroğlu A., Bozok D., (2008). Termal Turizm Amaçlı Seyahat Eden Turistlerde Destinasyon İmajı: Gönen Örneği, İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi, 13:105-129.
- Jones, P. Hunter (2005): “Cancer and Tourism”, *Annals of Tourism Research*, 32(1) 70-92.
- Kostak D., (2007). Turizm Hareketleri (Türkiye Örneği Üzerinden Sağlık Turizmi), Marmara Üniversitesi Sosyal Bilimler Enstitüsü İktisat Anabilim Dalı Uluslararası İktisat Bilim Dalı, Unpublished Masters Thesis.
- Kozak N., (2012). Genel Turizm Bilgisi, Anadolu Üniversitesi Açıköğretim Fakültesi Yayını, 152.
- Koyuncu, S. (2003): Turist Sağlığı Turist Sigortası ve Tüketicinin Korunması, Detay Yayıncılık, n.15.
- Kantar G. and Işık, E. (2014). ‘Türkiye’de Sağlık Turizmi’, *Sağlık Akademisyenleri Dergisi*, 1(1), 15-20.
- Kayın, Ö. (2008): “Termalizm ve Türkiye Ege Bölgesindeki ve İzmir’in Termal Turizmdeki Şansı”, www.egeturizmdernegi.tr.cx/, .
- Kördeve, M. K., (2016). ‘Sağlık Turizmine Genel Bir Bakış Ve Türkiye’nin Sağlık Turizmindeki Yeri’, *Uluslararası Sağlık Yönetimi ve Stratejileri Araştırma Dergisi*, 2(1), 51-61.
- Kuo, H. I. C. Chen, W. Tseng, L. Ju and B. Huang (2008): “Assesing impacts of SARS and Avian Flu on International Tourism demand to Asia”, *Tourism Management*, 29, (2008), 917 – 928. <https://doi.org/10.1016/j.tourman.2007.10.006>

- Lee C.G., (2010). Health care and tourism: Evidence from Singapore, *Tourism Management* 31: 486–488. <https://doi.org/10.1016/j.tourman.2009.05.002>
- Lee M., Han H., Lockyer T., (2012). Medical Tourism—Attracting Japanese Tourists For Medical Tourism Experience, *Journal of Travel & Tourism Marketing*, 29(1):69-86. <https://doi.org/10.1080/10548408.2012.638564>
- Moody, Michael (2008): “Medikal Turizm”, Sağlık Turizmi Bülteni, Sağlık Turizmi Geliştirme Derneği Yayını, Eylül-Ekim 2008, year 1, n 5, p.17.
- Mueller, H., ve Kaufmann, E. L. (2001). Wellness tourism: Market analysis of a special health tourism segment and implications for the hotel industry. *Journal of Vacation Marketing*, 7(1), 5-17. <https://doi.org/10.1177/135676670100700101>
- Newman, Byron Y. (2006). Medical Tourism, 1529-1839/06/2006, American Optometric Association. <https://doi.org/10.1016/j.optm.2006.10.006>
- Özel Ç. and Kozak N. (2012) Motive Based Segmentation of the Cultural Tourism Market: A Study of Turkish Domestic Tourists, *Journal of Quality Assurance in Hospitality & Tourism*, 13:3, 165-186, <https://doi.org/10.1080/1528008X.2012.645199>
- Özer Ö., Songur C., (2012). Türkiye’ nin Dünya Sağlık Turizmindeki Yeri ve Ekonomik Boyutu, *Mehmet Akif Ersoy Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 7, 69-81. <https://doi.org/10.20875/makusobed.542871>
- Özsarı S.H., Karatana Ö., (2013). Sağlık Turizmi Açısından Türkiye’ nin Durumu, *Journal Agent*, 24(2): 136 - 144.
- Özkurt, H. (2007). Sağlık Turizmi Tahvilleri. *Maliye Dergisi*. S. 152. Ocak- Haziran. pp. 121-142
- Öztürk M., Bayat M., (2011). Uluslararası Turizm Hareketlerinde Sağlık Turizminin Rolü ve Kalite Çalışmalarının Önemi Bir Literatür Çalışması, *KSÜ İİBF Dergisi*, (2):135-156
- Pekin F. (2011). Çözüm: Kültür Turizmi, İletişim Yayınları.
- Roney SA. (2011). Turizm: Bir Sistemin Analizi, Detay Yayıncılık.
- Ross, K. (2001): “Health Tourism: An Overview”, *HSMAI Marketing Review*, <http://www.hospitalitynet.org/news/4010521.search?query=%22health+tourism%22>.
- Sağlık Turizmi Bülteni (2008): Sağlık Turizmi Geliştirme Derneği Yayını, Eylül-Ekim 2008, Year 1, n 5.
- Schofield, P. (2004): “Health tourism in Kyrgyz Republic: The soviet salt mine experience”, In T.V.Singh (Ed.), *New horizons in tourism, strange experiences and stranger practices* (pp. 135-145), Wallingford: CABI Publishing. <https://doi.org/10.1079/9780851998633.0135>
- Selvi, Murat S. (2008). “Sağlık Turizmi”, *Turistik Ürün Çeşitlendirmesi*, (içinde) Editörler: N. Hacıoğlu ve C.Avcıkurt, Nobel Yayın. 275-295.
- Seyyar, Ali ve Serdar Orhan (2008): “Sağlık Turizminde Yeni Küresel Eğilimler: Bakıma muhtaç yaşlı Almanların sosyal bakım hizmetlerinin Türkiye’den sağlanması”, III. Balıkesir Ulusal Turizm Kongresi, 17-19 Nisan 2008, Balıkesir. Congress Proceedings, 5-11
- Smyth, F. (2005): “Medical Geography: Therapeutic places, spaces and networks”, *Progress in Human Geography*, 29, pp. 488-495. <https://doi.org/10.1191/0309132505ph562pr>
- Stolk M., (2009). Sun, Sea, Sand, Safari, and.... Surgery. Medical Tourism to South Africa, Student at NHTV Breda, University of Applied Sciences ITMC International Tourism Management and Consultancy Degree Program, Netherlands, (Supervisor: Tomas Mainil).

- Şengül C. and Çora H, (2020) “Healthcare Tourism In Second Decade Of 21st Century A Review Of Turkey As The New Global Center For International Patuents,” *Journal of Health Systems and Policies (JHESP)*, 2(1), 56–86.
- Şahbaz R.P., Akdu U., Akdu S., (2012). Türkiye’de Medikal Turizm Uygulamaları; İstanbul ve Ankara Örneği, *Balıkesir Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 15(27) <https://doi.org/10.9775/kausbed.2018.042>
- Taş İ., (2010). Avrupa Birliği’nde Sağlık Turizmi Kapsamında Sınır Ötesi Hasta Hareketliliği, Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü Avrupa Birliği Anabilim Dalı, Avrupa Çalışmaları Doktora Programı, Unpublished Doctorate Thesis.
- Tengilimoğlu D., Yalçın Balçık P., (2009). What Should Turkey’S Marketing Strategy Be In Health Tourism?, *Proceedings of the Annual Meeting of the Association of Collegiate Marketing Educators*. 66 – 81.
- Temizkan SP. (2015). Sağlık Turizmi, Detay Yayınları
- T.C. Turizm Bakanlığı (2001), “Sağlık Turizminde Yenilikler, Sağlık Turizmi”, Turizmde Gelişmeler. 7 Dec 2000. 25 Jan 2001
- T.C. Sağlık Bakanlığı (2018), Türkiye Medikal Turizmi Değerlendirme Raporu, <http://www.saglik.gov.tr>
- T.C. Sağlık Bakanlığı (2018), Medikal Turizm Araştırması, <http://www.saglik.gov.tr>
- Turner L., (2008). Cross-border Dental Care: Dental Tourism and Patient Mobility, *Bristish Dental Journal*, 204(10):553-554. <https://doi.org/10.1038/sj.bdj.2008.403>
- Uluslararası Sağlık Hizmetleri AŞ Bültenleri (USHAŞ) (2019)
- Usta Ö. (2009). Turizm: Genel ve Yapısal Yaklaşım, Detay Yayıncılık.
- Ülker İ. (1994). Sağlık Turizmi Kaynaklar, Planlama, Tanıtım, Turizm Bakanlığı Yayınları
- Wilder-Smith, A. (2006): “The severe acute respiratory syndrome: impact on travel and tourism”, *Travel Medicine and Infectious Diseases*, 4, 53-60. <https://doi.org/10.1016/j.tmaid.2005.04.004>
- Yıldırım, H. H. and Ümran A. (2006): “Türkiye’nin Sağlık Turizmi, www.healthtourism.com.tr/Page.asp?PageID=8
- Zengingönül O., Emeç H., İyilikçi D.E., Bingöl P., (2012). Sağlık Turizmi: İstanbul’a Yönelik Bir Değerlendirme, *Ekonomistler Platformu*. 3-63