

# Comparing Health Tourism Patterns Globally is an Introduction To Enhancing The Quality of The Urban Environment in Egypt

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**Abstract:** This research deals with the theoretical distinction of the terms of the types of medical tourism, and sheds light on the differences and confusions in the terms and different types of medical tourism, with the aim of determining the urbanization of patterns of medical tourism areas appropriate for the development of this sector based on the environment and available resources, and the research benefits from successful international experiences similar to the conditions and challenges of development in Egypt with the aim of enhancing the quality of the built environment in Egypt, and compares Egypt's performance in this field with developed countries. In addition, the research focuses on the development and diversification of the tourism product in Egypt to increase investments, provide job opportunities and improve the quality of life, with the aim of creating a sustainable urban environment for medical tourism visitors, which in turn will contribute to improving infrastructure and increasing urban tide movement through planning tourist cities and villages, paving and developing roads and extending networks, because of its benefits in the Egyptian economy, which leads to raising the standard of living and improving the quality of life, with the aim of creating an integrated urban environment that provides opportunities for tourism visitors. Therapeutic to relax and recover in a healthy and sustainable way.

**Keywords:** Health Tourism, Medical Tourism, Wellness Tourism, Health Tourism Patterns, Preventive Tourism, spas.

## 1. Introduction :

Health tourism is a powerful intersection between two

large and growing multi-trillion dollar industries:

Tourism and wellness Holistic health and prevention are increasingly at the heart of consumer decision-making, and people now expect to continue their healthy lifestyles and healthy routines when they are away from home. Health tourism is one of the ancient tourist patterns and was practiced by the pharaohs, Greeks and Romans. There are many types and resorts, and the means and methods of treatment used vary based on the type of disease and the patient's condition, health tourism is the movement of an individual from his permanent residence to another area with the aim of preventing or treating a disease. The reasons for healing depends on environmental factors such as the sun, water, sand, mud and mineral spring, and may be medical depending on modern facilities and equipment and medical expertise. [1]

Reducing tourist confusion and supporting improvements in data collection can improve the situation of marketing and product development, and most successful experiences in dealing with health tourism depend on political and financial support and an organized plan aimed at optimizing the environmental components and available capabilities. [2]

### 1.1 Research hypothesis:

The research focuses on proving the hypothesis that the activity of health tourism is one of the effective development activities in countries because of its direct impact on increasing the movement of urban tide through planning tourist cities and villages, paving and developing roads, extending networks, investing available economic resources and optimal use of environmental or local resources, and direct and indirect development in the development sectors associated with it.

The development of clear and consistent definitions of health tourism of all kinds contributes to the identification of appropriate areas for the establishment of medical tourism clusters based on the environment, available resources and the special needs of each type of health tourism.

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## 1.2 Research Objectives:

The research aims to study and analyze the concepts and definitions of medical tourism and health medical tourism, and will focus on the characteristics of travelers and their motives instead of the characteristics of the destination, and the second objective of the research comes in measuring the performance of the health tourism sector in Egypt and identifying gaps in it and benefiting from the successful experiences of Jordan and India in this field.

The goal focuses on benefiting from the classification of healthy tourism patterns to develop and diversify the tourism product in Egypt by identifying the appropriate areas for the establishment of medical tourism urbanization, directing investments and directing efforts towards meeting the needs of health tourism, which in turn contributes to raising the standard of living and raising tourism and environmental awareness among the local community, with the aim of creating an integrated urban environment that provides opportunities for health tourism visitors to relax and recover in a healthy and sustainable manner.

## 1.3 Search problem:

The research problem revolves around the definition of health tourism and the use of terms correctly, as the different types of medical tourism (medical / health / wellness / preventive / hospitalization / environmental healing / hotels and spas) are often confused due to the lack of full understanding of these markets, this increases confusion and leads to the use of the term "health tourism" to describe different medical and wellness services, and health tourism in Egypt needs to be developed due to the increasing demand for it and the economic benefits of the country. The problem also focuses on the difficulty of registering visitors and classifying them based on the purposes of their visit rather than the main purpose of travel.

Many promotional or analytical documents in certain countries refer to "health and wellness tourism" when in fact it means "medical and healing tourism."

## 1.4 Research Limitations:

The spatial boundaries of the research in the areas of health tourism in Egypt, the objective limits are represented in the presentation of global and local

Experiences, then the presentation of various studies in the field of strategy for the development of health tourism of various kinds, while the temporal limits of the research are represented in the current historical period.

## 1.5 Research Questions:

1. What is the difference between the patterns of urbanization of health medical tourism globally?
2. What are the theoretical and applied trends of health tourism concepts from the experiences of international countries?
3. What are the lessons learned from successful and similar global experiences of Egypt in the challenges in the field of health tourism?
4. What is Egypt's performance in the field of health tourism globally and how to benefit from the ingredients to enhance the built environment?

## 2. Research Methodology:

The first is the "descriptive inductive" approach and is used to collect relevant data from the literature and specialized studies, while the second approach is "comparatory" and is used in formulating the methodology of different global and local studies in research, and then extracting the general conclusions and recommendations of the research.

### Research Themes:

**The first axis:** Comparison of the theoretical concepts of the patterns of urbanization of global health tourism from the literature and research sources and determine the extent of confusion in the classification between species from the survey study of the concepts of medical tourism patterns, in addition to the mutual effects between health tourism, development and the urban environment.

**The second axis:** analysis and comparison of the concepts and orientations of different countries from the global and Arab experiences in the urban environment of health tourism, through the components of countries in this field.

**The third axis:** analyzing the components and measuring Egypt's performance in the built environment for health tourism and benefiting from the experience of Jordan and India in the field.

**The expected impact of achieving the research objective:**

- Increasing the number of tourists for the purpose of health tourism.
- Increase the rate of tourist spending and thus increase the returns from foreign currency.
- Providing new job opportunities in the field of tourism, this contributes to the elimination of unemployment.
- Ensure the revival and sustainability of natural resources for medical and preventive tourism.
- Clarity in defining health tourism patterns to avoid confusion resulting from confusion of terminology in this field.
- Derive clear concepts of health tourism patterns to solve the obvious confusion between the terms used in the field.
- Identify the appropriate areas for the establishment of medical tourism clusters and cities based on the environment, available resources and the special needs of each type of health tourism urbanization.
- Directing urban growth and development in therapeutic tourism cities in a sustainable manner that preserves the environment and achieves a balance between economic, environmental and social needs, reducing tourist confusion and supporting improvements in data collection,

**2.1 The first axis: Comparison of the theoretical concepts of the patterns of urbanization of global health tourism from the literature and research sources and determine the extent of confusion in the classification between species from the survey study of the concepts of medical tourism patterns, in addition to the mutual effects between medical tourism, development and the built environment:**

**2.1.1 The importance of classifying health tourism patterns in planning medical tourism urbanization:**

The classification of healthy tourism patterns is the process of classifying tourists and travelers according to their health needs and interests in travel, and this classification can be used in the design of medical tourism urbanization, an industry based on providing health and treatment services to tourists.

Classification of healthy tourism patterns helps in understanding the needs and preferences of tourists looking for health and medical trips, and based on this classification, the concerned authorities in urban planning for health tourism can provide appropriate and

appropriate services for this category of tourists.

For example, treatment hotels and resorts can be tailored to different types of tourists, providing services and facilities that meet their needs and match their preferences. Investments in therapy, well-being and leisure can also be directed towards the most popular and sought-after tourism patterns.

Categorizing health tourism patterns can help identify the health needs and desires of visitors, making it easier for health and treatment service providers in the health tourism industry to provide appropriate services to visitors.

Classification of healthy tourism patterns can contribute to improving the health experience of tourists and increasing their satisfaction with the services provided to them.

The classification of health tourism patterns can be used in the design of medical tourism urbanization by directing investments and directing efforts towards meeting the needs of health tourists and improving their health and treatment experience during their trip.

The role of urban planning in the design and planning of health tourism urbanization aims to create an integrated environment that provides opportunities for tourists to relax and recover in a healthy and sustainable manner.

**2.1.2 The impact of health tourism on the development of the surrounding built environment:**

- **Improving public infrastructure and facilities:**
  - health tourism attracts large investments in the development of infrastructure such as roads, airports and health facilities.
  - This development improves the quality of life for the local population and raises the attractiveness of the area.
- **Job creation and local economic development:**
  - health tourism provides direct job opportunities in the medical and hotel fields and indirectly in other sectors.
  - These opportunities contribute to increasing the income of the local population and improving their standard of living.
- **Improving social services and facilities:**
  - To attract medical tourists, health, recreational and cultural services are improved and developed.
  - This improvement benefits the local population and raises the quality of urban life.
- **Preservation of the natural environment and local**

**heritage:**

- Developing health tourism in a sustainable manner that contributes to the preservation of the natural environment and resources.
- Preserving the architectural and cultural heritage of local communities enhances their tourist attractiveness.

- **Diversification of urban uses and activities:**

- The development of health tourism leads to the establishment of specialized areas for health care and medical resorts.
- This contributes to the diversification of uses and urban activities in tourist areas.

**In conclusion**, medical tourism contributes positively to the development of the surrounding built environment by improving infrastructure and services, creating job opportunities, and preserving the natural environment and local heritage.

### 2.1.3 The impact of health tourism on urban growth:

- **Development of infrastructure and health facilities:**

- Health tourism attracts significant investments in infrastructure, health and hotel facilities.
- This development contributes to improving the built environment and increasing the attractiveness of tourist areas.

- **Providing job opportunities and stimulating economic growth:**

- Health tourism generates jobs directly in the medical and hotel fields and indirectly in other sectors.
- These opportunities contribute to the increase in income and economic growth of the targeted areas.

- **Improving the quality of life for local people:**

- Developing infrastructure and health facilities to attract medical tourists reflects positively on the local population.
- Improving services and the built environment raises the quality of life for the local community.

- **Diversification of urban uses and specializations:**

- The development of health tourism leads to the establishment of specialized urban areas for health care and health resorts.
- This contributes to the diversification of uses and urban specialties in tourist areas.

- **Promoting environmental and urban sustainability:**

- Developing health tourism in a sustainable manner that contributes to the preservation of the natural environment and resources.
- The application of sustainable building standards in health and tourism facilities enhances urban sustainability.

**In conclusion**, health tourism contributes positively to stimulating urban growth by developing infrastructure and health facilities, providing job opportunities, and improving the quality of life for local communities, thus enhancing urban sustainability.

### 2.1.4 The impact of tourism development on unemployment and urban development:

Tourism development plays an important role in the growth of countries' economies, as it provides additional financial resources and contributes to improving the balance of payments, and tourism exports are one of the factors of economic activity and are closely related to development, and contribute to solving unemployment problems by creating new job opportunities, and also contribute to the development of tourist areas by providing the necessary infrastructure and facilities, and tourism development affects the economic, social, cultural, environmental and political aspects of the tourist destination. [3]

Health tourism occupies the third place in the world after recreational tourism and business tourism, and health tourism represents one of the important types of tourism in Egypt, and its limited movement does not constitute a real reflection of Egypt's potential in this field, and it is necessary to rely on the characteristics and motives of travelers, not on the characteristics of the destination they visit. [4]

The research illustrates the importance of the health tourism industry and its challenges in facing global changes and implementing them in Egypt and indicates that the development of tourism of all kinds is not just an expansion of tourism infrastructure, but rather plays a key role in promoting comprehensive development within the country, and contributes to solving unemployment problems by creating new job opportunities. [5]

The importance of the tourism industry in Egypt and benefiting from the global trends for the diversity of health tourism products in international countries and the development of tourism development plans to keep pace with global developments in the field of development and their impact on the national economy and comprehensive development in society. [6]

### 2.1.5 Health Tourism:

- **The emergence and development of health tourism in the world:**

The tourist moving from his original home to another place is due to different motives, and health tourism has gone through several stages in its development, which we review as follows:

Health tourism in ancient times: that ancient civilizations knew the benefits and treatments of minerals found in hot springs and baths of sacred temples and the ancient Greeks were the first in the development of health tourism, where they established medical centers in their temples to worship the god of medicine Asclepius, and these centers were considered one of the best centers in the world, and were associated with the names of the rulers. [7]

#### • Medieval health tourism:

After the fall of Roman civilization, Asia became the main destination for medical tourism and the search for health care. Temples turned into hospitals to receive travelers seeking treatment and many new civilizations were founded in the region.

**Health tourism** in modern times to the present: The interest of countries in health tourism has increased due to the emergence of modern diseases such as psychological anxiety, nervous tension and heart disease. Ancient medicine was used in natural ways to prevent these diseases, such as using mineral water, taking advantage of areas with a healthy climate, and the shores of seas and lakes.

International countries compete in attracting tourists and developing health tourism, especially in countries that have the necessary infrastructure and components. The interest of countries in health tourism has continued throughout the twentieth century until the present, with a large number of visitors visiting famous health resorts such as Mont Catini in Italy and Vichy in France.

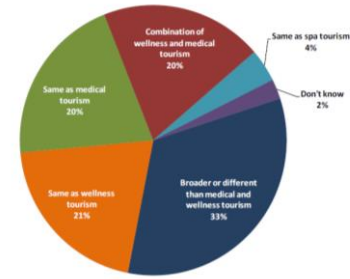
The movement of health tourism in tourist resorts has increased due to the development of transportation, an increase in the average income of individuals, an increase in paid vacations, the invention of jet aircraft, a reduction in operating cost and a decrease in the prices of airline tickets. Other factors that have driven this development are diseases that have arisen as a result of technological and cultural progress, the interest of countries in tourism activity for economic reasons, the continuous development of transportation and communications, the increase in the incomes of individuals and the increase in paid vacations. [8]

The importance of health tourism: Health tourism is economically important because of its impact on the health sector and economic and social development in general. Health tourism achieves an increase in investment and consumption, contributes to increasing foreign exchange revenues and reducing the problem of unemployment. Tourism spending in 2020 is expected to reach \$2,000 billion, prompting countries to exploit the sector with all their efforts. [9]

### 2.1.6 Survey study of the concepts of health tourism patterns:

These definitions encompass a formidable task indeed, in a survey of more than 200 members of the global spa industry:

89% felt that the terms medical tourism and wellness tourism are used and defined inconsistently around the world.



**Fig.1** Selected Country-Specific Definitions of Health Tourism & Wellness Tourism

Sours : RESEARCH REPORT: GLOBAL SPA SUMMIT 2011.(10)

95% felt that these inconsistent definitions cause confusion for consumers.

95% felt that the spa industry should work to establish and use common definitions for these terms. [10]

On the other hand and According to a survey of global spa industry participants to define health tourism terms using their own words, out of 138 respondents who answered this question :

the survey of global spa industry stakeholders for this study points to the confusion surrounding the term. When asked to define health tourism in their own words, participants were somewhat evenly divided in their ratings:

Industry analysts and researchers tend to use the term health tourism as a concept that includes both medical tourism and wellness tourism.

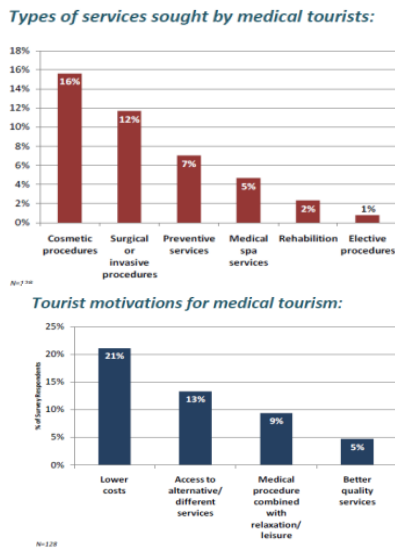
The survey of global spa industry stakeholders conducted for this study is indicative of the confusion surrounding the term. When asked to define *health tourism* in their own words, respondents were fairly evenly split in their assessments:

One-third of the respondents indicated that health tourism is different than medical and wellness tourism (e.g., either broader than these concepts or a subset of these concepts).

20% of respondents suggested that health tourism is a combination of medical and wellness tourism, 20% said

it is the same as medical tourism, and 20% said it is the same as wellness tourism.

the survey of global spa industry stakeholders for this study points to the confusion surrounding the term.



**Fig.2** Tourist motivations for medical tourism, Types of services sought by medical tourists.

Sours : RESEARCH REPORT: GLOBAL SPA SUMMIT 2011. [10]

When asked to define wellness tourism in their own words, participants were divided into in their assessments:

43% associated wellness tourism with visiting a spa.

Approximately one-quarter of respondents associated *wellness tourism* with each of the following concepts: health improvement or promotion; fitness and/or weight-loss; retreat/relaxation/rejuvenation; and alternative/complementary health practices/services.

2% stated that wellness tourism is the same as medical tourism.

the survey of global spa industry stakeholders for this study points to the confusion surrounding the term. When asked to define medical tourism in their own words, participants were divided into their assessments:

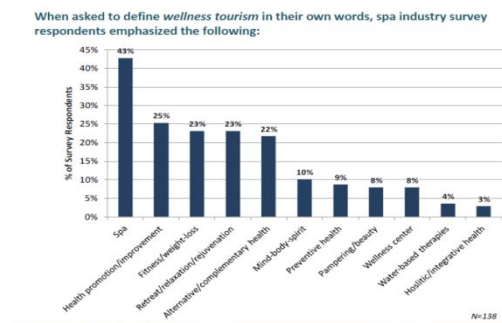
Among the 128 survey respondents who answered this question:

38% used a very general definition for medical tourism, stating that it involves travel for the purpose of obtaining some kind of medical or healthcare service or procedure.

**Table 1** shows some definitions from international bodies, organizations, and studies of medical tourism (medical,

34% emphasized tourists' motivations for engaging in medical tourism (e.g., lower costs, better quality, access to services not available at home, or combining medical procedures with relaxation/leisure).

38% emphasized the type of service sought by medical tourists (e.g., surgery/invasive procedure, elective



**Fig.3** Selected Country-Specific Definitions of Medical Tourism & Wellness Tourism

Sours : RESEARCH REPORT: GLOBAL SPA SUMMIT 2011. [10]

procedure, cosmetic procedure, preventive care, rehab, medical spa).

In addition, 2% of survey respondents stated that wellness tourism is the same as medical tourism.

**2.1.7 Final evaluation of the survey:**

The main assessment that can be made about the definition of the term health tourism is that there is no fixed definition, this term is used fairly widely among stakeholders in both the medical tourism and healing tourism sectors (not surprisingly, the term health precedes both concepts), it is sometimes used as an alternative to medical tourism, sometimes it is used synonymously with health tourism; sometimes it is used to mean both; sometimes it is used to refer to to a subset of them.

Many promotional or analytical documents in certain countries refer to "health and wellness tourism" when in fact it means "medical and healing tourism" so industry analysts and researchers tend to use the term health tourism as a concept that encompasses both medical tourism and wellness tourism.

preventive, and environmental recovery)		
	<i>The side</i>	<i>Concept and definition</i>
1	<b>It Institute Medical Tourism Global Health Institute for Medical Tourism</b>	It is travel associated with the pursuit of maintaining or enhancing the personal well-being of the individual. With so many diseases involved in travel today, health tourism brings promise to combat those negative traits and turn travel into an opportunity to maintain and improve our overall health. [11]
2	<b>Currently the World Tourism Organization (IUOTO) (1973).</b>	It is the use of therapeutic health preparations and facilities that facilitate the use of the state's natural resources, especially mineral water and climate. [12]
3	<b>UNWTO and European Travel Committee 2018</b>	A comprehensive term consisting of medical tourism and wellness-related tourism, medical tourism is a type of tourism activity that involves the use of evidence-based medical therapeutic resources and services, and this may include diagnosis, treatment, medication, prevention and rehabilitation [13]
4	<b>World Tourism Organization World Tourism Organization</b>	"Those types of tourism whose primary motivation is to contribute to physical, mental and spiritual health, through medical activities that increase the ability of individuals to meet their needs and work better in their environment." [14]
5	<b>(Saudi Ministry of Health–Environmental Healing Guide 2010)</b>	Wellness tourism is the travel of healthy people to other cities with the aim of maintaining their physical and psychological health by obtaining services in specialized facilities. [15]
6	<b>Organization of Islamic Cooperation, 2020,</b>	Medical tourism is a type of tourism activity that aims to improve and maintain physical, mental, emotional and spiritual health, and this is through the tourist's involvement in preventive activities to promote lifestyle such as fitness, healthy eating, relaxation, massage and healing treatments" [16]
7	<b>International Tourism Federation</b>	"It is all health facilities and services that can be used by the tourist in investing all natural resources such as mineral water, sand and climate for treatment and health purposes." [17]
8	<b>Mill and Morrison, 1985</b>	"Traveling in order to satisfy one's protective needs by taking care of the body and mind, in order to protect our bodies and maintain our continuity." [18]
9	<b>(Kipnis &amp; Abeles.1998.)</b>	"Social, psychological, natural conditions and many other means that can achieve healthy human health." [19]
10	<b>(Susan A. Aruko, 2011)</b>	Medical tourism is defined as travel outside the country, medical outsourcing and care for the purpose of treatment [20]
11	<b>(Tae Kyu Koo, 2012)</b>	Medical tourism was also defined as the development of the health system and the development of medical care, as well as the development of medical devices to apply the basic principles of medical tourism. [21]
12	<b>Hiyam, 2018,</b>	"The movement of an individual from his country to another country for a temporary period of time of not less than 24 hours and not more than 12 months for the purpose of preventing or treating a disease, and the reasons for his recovery may be environmental based on the elements of nature, and may be medical based on experience and medical devices" . [22]
13	<b>(Hanan Mohamed Ahmed 1997)</b>	Hospital tourism is associated with specific areas where specific natural characteristics are available that treat certain diseases as an alternative to treatment with pharmaceutical compounds and differs from hospital tourism free preventive tourism in that its activities take place within places designated for hospitalization and recovery and are called the name of hospitalization clinics are not subject to activities inside them under specialized medical supervision . [23]
14	<b>(Massad , 2008)</b>	Medical tourism is defined as the movement of an individual from his country to another country during a temporary period of time of not less than 24 hours and not more than 12 months with the aim of preventing treatment of a disease, and the reasons for his recovery may be environmental based on the elements of the natural environment, and may be medical based on medical devices and expertise. [24]
15	<b>(Wafa Ahmed Abdullah 1983,)</b>	Medical tourism is defined as the movement of a person from his country of origin to another country inside or outside his homeland in order to benefit from the natural elements created by God in the country in the field of treatment and hospitalization [25]

16	<b>(Heba Allah Atef Ibrahim Ahmed Al-Akhras 2010)</b>	Medical tourism is a type of modern tourism aimed at treating skin diseases in particular. This tourism depends on the springs and sulfur wells found in some countries. The importance of this type of tourism is due to the technological development and the fast life we live, which led to the spread of mental illnesses and respiratory diseases. Therefore, healers use natural treatment methods such as mineral and sulfur eyes, sand baths, hot water and sunlight. [26]
17	<b>(Hassan Rajab, 1966)</b>	"Tourism to areas famous for their preparations in hospitals, sanatoriums, and treatment homes for certain types of diseases, such as chest diseases, liver, rheumatism and others, such as Monte Catini in Italy, Vichy and Evian in France, and Helwan in Egypt." [27]
18	<b>(Salah al-Din Eid al-Wahhab, 1984)</b>	"Tourism whose purpose is treatment, convalescence, or entering various sanatoriums to take care of public health, or frequenting places that have certain healing properties, such as: mineral or sulfur water springs, mud baths, radioactive sand, or hot water fountains. [28]
19	<b>Helmy, E. (2005).</b>	The concept of medical medical tourism refers to it as involving travel for treatment for physical illnesses and relaxation, lasting for a period ranging from one to thirty days. Medical tourism involves the use of modern centers and hospitals equipped with medical devices and specialized and qualified human teams with sufficient skills to provide the required treatment. The main goal of medical tourism is to treat individuals who resort to these health institutions, and then return to their country after treatment of the disease. [29]
20	<b>Smith and Puczko (2009), <i>Health and Wellness Tourism</i>3</b>	Medical tourism can be defined as traveling to certain destinations to undergo medical treatments such as surgery or other specialized interventions... Medical tourism [...] can have two main forms: surgical and therapeutic. There is a clear difference between the two. Surgery certainly involves certain operations(s), while treatment means participation in healing treatments. Smith and Bukzko (2009), <i>Health and Wellbeing Tourism</i> . [30]
21	<b>Medical Tourism Association</b>	Medical tourism is where people living in one country travel to another country to receive medical, dental, and surgical care while simultaneously receiving care equal to or greater than they would have received in their home country, and travel for medical care due to affordability, improved access to care, or a higher level of quality of care. [31]
22	<b>Medical Tourism Association</b>	"Domestic medical tourism" is where people living in a country travel to another city, region, or state to receive medical, dental, and surgical care while simultaneously receiving care equal to or greater than what they would receive in their home city, and travel for medical care due to affordability, improved access to care, or a high level of quality of care. [31]
23	<b>Jagyasi (2008), <i>Medical Tourism Magazine</i>5</b>	Medical tourism is the set of activities in which a person often travels long distances or across borders to benefit from medical services with direct or indirect participation in entertainment, work, or other purposes. Jagiasi (2008), <i>Journal of Medical Tourism</i> . [32]
24	<b>National Wellness Institute8</b>	Wellness is an active process by which people become aware of a more successful existence and make choices about it. National Institute of Health . [33]
25	<b>Constitution of the WHO</b>	Health is a state of complete physical, mental, and social well-being, not just the absence of illness or disability. (Definition of WHO Constitution). [34]
26	<b>Mueller and Kaufmann (2001),</b>	Medical tourism is the sum of all relationships and phenomena resulting from the journey and stay of people whose main motivation is to maintain or promote their health. They stay in a specialized hotel that provides appropriate professional knowledge and individual care. They need a comprehensive service package that includes fitness/beauty care and healthy nutrition/diet and relaxation/meditation and mental activity/education. Müller and Kaufman (2001), <i>Journal of Holiday Marketing</i> . [35]
<b>Conclusion</b>		Medical tourism is: "The movement of an individual outside the country of residence for a period of not less than 24 hours and not more than a year in order to obtain better health services compared to his home country, whether those services are medical,



hospital or preventive."

The World Health Organization's definition of "health" is a convenient, internationally recognized description that captures the broad tenets of wellness. This definition – adopted by the WHO in 1948 –

Source : Researcher compiled from sources (from 11–35)

### 2.1.8 Types of health tourism:

Those interested in health tourism differentiate between three basic types: the first is what is known as preventive tourism or preventive, the second is therapeutic tourism or curative tourism, and the third is what is known as medical tourism, knowing that some studies use the term health tourism to express medical tourism only, that is, they confuse the two terms.

#### Preventive Tourism:

This type of tourism aims at the tourist to raise the level of normal functioning of the body and mind and this tourism may be free or without medical supervision and may be in sanatoriums and under medical supervision. [36]

Preventive tourism involves tourist trips aimed at improving the normal functioning of the body and mind. The tourist chooses to stay in places where the necessary ingredients are available. Preventive tourism can be free and carried out by the individual of his own free will without organized medical supervision, or it can be organized. [37]

Tourism Preventive Controlled includes many activities related to free preventive tourism and takes place within hospital clinics under medical supervision. These activities include structured nutrition, recreation, culture, and healing exercise, and bring health, psychological and mental benefits to the individual. They are also complementary activities for some patients during the recovery period, as doctors recommend practicing them after recovery for at least a month and include exercise, recreation and visiting the cultural attractions of the host country. [38]

#### Medical Tourism:

In this type, natural environmental sources are used that may be available in resorts to be an alternative to treatment with pharmaceutical compounds and for environmental hospitalization, including mineral water therapy - steam therapy - burial treatment in sand or silt.

#### Wellness tourism:

means traveling to certain areas that have specific natural characteristics and are used to treat certain diseases rather than medicine. Hospital activities take place within the healing clinics where they are monitored and treated by a specialized medical team. Healing treatment involves the use of the marine

environment Thalassotherapy, such as bathing in seawater or exposure to sea air. Many diseases such as dermatology, arthritis, anemia, allergic rhinitis, respiratory tract, and digestive disorders can be improved through hospitalization. [39]

#### Medical health tourism

Medical health tourism is the travel of people to different destinations to receive medical treatment such as surgery, and for the purpose of curing diseases or performing surgeries. The cost of this type of tourism varies from country to country, and includes cosmetic procedures and eye surgeries are among the most common in this field. Factors such as the growing demand for treatment in developed countries and medical development in developing countries as well as the availability of services at low prices in countries such as Thailand, India and Jordan are driving the growth of the industry. Companies specializing in medical tourism and online booking also contribute to the development of this sector. [7]

### 2.1.9 Types of spas :

Health resorts are classified into three types. The first are the spa resorts to which patients go for treatment of diseases, for rest after surgery or for preventive treatment. The second is preventive spas that help stay away from bad habits such as smoking, drinking alcohol, overeating or to treat some nervous diseases and insomnia. The third are therapeutic hospitals that provide medical treatment to patients. [23] Here is the difference between the types of spas :

**Medical tourism:** It is concerned with poor health, injury and disease, and treats these cases. For example, traveling elsewhere for surgery or dental treatment because it is less expensive, higher quality, or not available in the home country.

**Wellness Tourism:** It cares about wellness, maintains a healthy lifestyle, reduces stress and promotes well-being. Wellness travel varies by destination, culture and natural origins. Travelers are interested in unique and authentic experiences built on local healing practices from ancient traditions regarding wellness and linked to its local culture, natural origins and foods, local plants and forests, clay, minerals and water, local architecture, ingredients and local culinary traditions, history and culture and each destination has different features. [23]

Table. 2 shows the differences and comparison between

the types of health tourism according to purpose, motivation and activities: [40]

**Table 2** shows the difference between medical tourism, preventive medical tourism, and environmental hospitalization (medical and non-medical)

	<b>PROACTIVE protection</b>	<b>REACTIVE reaction</b>
	<b>Wellness Tourism</b>	<b>Medical Tourism</b>
Purpose	Travel to maintain, manage or improve health and well-being.	Travel for treatment to diagnose illness, illness or condition, or to seek reinforcement
motive	Motivated by the desire for a healthy life, disease prevention, stress reduction, and management of bad lifestyle habits, and/or authentic experiences.	motivated by a desire to reduce the cost of care, higher quality care, and improve access to care, or care not available in the home country.
Activities	Activities are proactive, voluntary, non-medical in nature.	Activities are a reaction to diseases, medically necessary or under the supervision of a physician.

Source: Global Wellness Institute, Global Wellness Tourism Economy, November 2018 [40]

**Table.3** shows the difference between medical tourism according to purpose, motivation and activities [40]

**Table.3** explains the concepts Continuity of Health Continuum

	<b>Optimal State Of Well-being</b>	<b>Poor Health</b>
	<b>Wellness Tourism - Wellness Paradigm</b>	<b>Medical Tourism - Medical Paradigm</b>
Purpose	Flourishes	feel better
motive	Maintaining and improving health	Treatment and treatment of the disease
Activities	Preventive	Corrective
	College	Accidental
	Individual Responsibility	Clinical Responsibility
	Integrated into life	Fragmented

Source: Global Wellness Institute, Global Wellness Tourism Economy, November 2018 [40]

**Table 3** shows a More Detailed Description of Medical Tourism and Wellness Tourism

<b>Medical Tourism</b>		<b>Wellness Tourism</b>
<b>Traveler Characteristics</b>		
Sick person	<b>Who is traveling?</b>	Healthy or “well” person
Treat a specific disease, condition or ailment, and to access:	<b>What is the person’s motivation for travel?</b>	<input type="checkbox"/> Proactive interest in maintaining or enhancing health / wellness / well-being?
<input type="checkbox"/> Lower cost medical care?		<input type="checkbox"/> Access to different, authentic, or location-based offerings not available at home?
<input type="checkbox"/> Higher quality medical care?		<input type="checkbox"/> Seeking to practice a certain lifestyle?
<input type="checkbox"/> Different medical care?		Participation is voluntary
Treatment may be medically required		
<b>Destination Characteristics</b>		
Within own country?	<b>Where is the person traveling to?</b>	Within own country?
Different country?		Different country?
Hospital? Clinic? Medical spa?	<b>What specific places is the person visiting?</b>	Spa? Resort? Wellness center? Retreat?
Only a site with a trained doctor or medical personnel?		Ashram? Thermal/mineral bath? Cruise?
<input type="checkbox"/> Surgery or medical intervention?	<b>What activities, experiences, services, or products is the person interested in?</b>	<input type="checkbox"/> Wellness/health-enhancing treatments (e.g., massage) ?
<input type="checkbox"/> Elective surgery or treatment?		<input type="checkbox"/> Fitness/exercise?
<input type="checkbox"/> Cosmetic/plastic surgery?		<input type="checkbox"/> Relaxation/retreat/rejuvenation?
<input type="checkbox"/> Dentistry?		<input type="checkbox"/> Pampering/beauty?
<input type="checkbox"/> Fertility treatments?		<input type="checkbox"/> Meditation, yoga, or other mind-body-spirit practices?
<input type="checkbox"/> Other health-enhancing services (e.g., massage, acupuncture)?		

Other non-medical tourism experiences (e.g., spa, beach, safari, sightseeing)?

- Preventive care?
- Traditional/culturally-based therapies and products?
- Water-based therapies?

**Source:** Global Wellness Institute, Global Wellness Tourism Economy, November 2018 [40]

**2.2 The second axis: Analysis and comparison of the concepts and orientations of different countries from the global and Arab experiences in the built environment for health tourism, Wellness Tourism and Medical Tourism through the components of countries in this field, and benefiting from the experience of Jordan and India in the field.**

The research reviews the study and analysis of the outlook and trends of some countries in the concepts of health tourism (medical) and tourism (wellness); to

**Table.5** shows the comparison between health tourism trends and medical tourism trends in some international countries:

derive the distinction between the terms and concepts of the types of health tourism and the lessons learned from each experience, and focuses on trends and visions related to the patterns of health tourism in each country, the main factors driving this growth, and the lessons that can be learned from successful health tourism destinations in each country. Experiences (Australia, Austria, Brazil, Canada, Hungary, India, Indonesia, Jordan, Morocco, Philippines, South Africa, Thailand),

Diverse global experiences were selected in the research to showcase the variety of ways in which countries look at medical tourism and/or health (wellness) tourism, which are as follows:

Coun try	States' view of the concepts of medical and/or wellness tourism	Wellness Tourism Trends	Medical Tourism Trends
<b>Austr alia</b>	<p>Australia is developed and has many commonalities with other Western countries. Its focus is on health tourism, spas and comprehensive retreats. New Zealand follows suit by adding the use of hot springs</p> <p>Population (2011): 21.8 million International tourist arrivals (2009): 5.6 million International tourism receipts (2009): US\$25.6 billion</p>	<ul style="list-style-type: none"> <li>• Wellness tourism in Australia is primarily domestic, short-break travel, with in-country spa retreats becoming increasingly popular.</li> <li>• The number of domestic tourists taking a spa/wellness/health-related holiday ranged from 229,000 to 497,000 annually in 2006-2008.</li> <li>• Domestic tourists often visit a spa as part of their holiday, but it's not the primary focus.</li> <li>• International tourists to Australia are not primarily motivated by wellness, but some may visit a spa during their trip.</li> <li>• STCRC estimates around 590 suppliers of "health and wellness tourism" in Australia, many of which are new businesses.</li> </ul>	<p>Australia's Medical Tourism Market</p> <ul style="list-style-type: none"> <li>• Limited medical service suppliers to international visitors.</li> <li>• 2010 Sustainable Tourism Cooperative Research Centre study: 7,000 international medical tourists annually from 2006-2008.</li> </ul>
<b>Austr ia</b>	<p>The country of Austria shares with other Alpine countries the use of its climate, mountains and lakes as part of its health tourism product. Other German-speaking countries such as Germany and Switzerland are very advanced in the development of resorts and thermal baths. Facilities in these countries are sophisticated and high quality. Tourism focuses</p>	<p>Austria's Wellness Tourism Industry Overview</p> <ul style="list-style-type: none"> <li>• Developed wellness tourism industry, primarily dominated by domestic tourists.</li> <li>• 11% of all Austrian tourists make health-oriented holidays, a significant market for wellness tourism.</li> <li>• Wellness tourism has grown steadily in the last 5 years, particularly in thermal spas.</li> <li>• 989 spa/wellness hotels in Austria in 2010, generating EUR1.15 billion</li> </ul>	<p>Austria's Healthcare System and Medical Tourism</p> <ul style="list-style-type: none"> <li>• World-class healthcare system with state-of-the-art facilities and qualified medical personnel.</li> <li>• Attraction to medical tourism due to high care quality, short waiting times, and excellent post-care facilities.</li> <li>• Popular treatments include cosmetic and reconstructive surgery, elective surgery, dentistry, and cancer treatment.</li> <li>• Austria has 200 private clinics and</li> </ul>

	<p>more on healing than therapeutic, with the concept of medical wellness expanding widely</p> <p>Population (2011): 8.2 million International tourist arrivals (2009): 21.4 million International tourism receipts (2009): US\$19.4 billion.</p>	<p>annually.</p> <ul style="list-style-type: none"> <li>• Many of these hotels offer healing thermal/mineral waters.</li> <li>• Tourism promotion website promotes both "Alpine Spas" and "Thermal Spas," alongside Austria's natural environment and outdoor activities.</li> </ul>	<p>rehabilitation centers.</p> <ul style="list-style-type: none"> <li>• Four organizations with JCI accreditation offer post-procedural care.</li> </ul>
<p><b>Brazil</b></p>	<p>Brazil focuses on medical tourism, especially in the field of plastic surgery. There is growth in the number of spas, but countries in the region are more focused on medical tourism. Interesting directions is the development of adventure resorts such as (which use the dramatic landscapes of Brazil, Argentina and Chile), as well as eco-health resorts (located in the jungles of countries such as Costa Rica and Ecuador).</p> <p>Population (2011): 203.4 million International tourist arrivals (2009): 4.8 million International tourism receipts (2009): US\$5.3 billion</p>	<p>Brazil's wellness and spa tourism market is underdeveloped, with few spas and holistic retreats. However, ecotourism is gaining interest, and the private/public sectors could potentially package eco-spas or retreats with wellness tourism offerings if there is interest in doing so. This small niche could be effectively promoted in Brazil's tourism industry.</p>	<p>Brazil's Medical Tourism Market Overview</p> <ul style="list-style-type: none"> <li>• Brazil is a leading player in the medical tourism market, with cosmetic surgery being the most popular.</li> <li>• The country has 4,500 licensed cosmetic surgeons, many of whom were trained and certified in the US.</li> <li>• Brazil is expanding its medical tourism offerings beyond cosmetic surgery, including eye surgery, fertility treatments, dermatology, obesity surgery, neurosurgery, cardiac surgery, dentistry, and hair transplants.</li> <li>• Medical procedures in Brazil are lower than in the US but higher than in other key destinations in Asia or Latin America.</li> <li>• Brazil has 25 hospitals and medical centers accredited by JCI and the Consortium for Brazilian Accreditation (CBA).</li> <li>• Local estimates suggest that 48,000 medical tourists visited Brazil in 2005/2006, growing to 180,000 in 2009.</li> <li>• Major source countries for medical tourists include the US, Angola, Italy, France, Portugal, UK, Japan, Netherlands, and Germany.</li> <li>• Language barriers and lack of internal structures and staff skills pose challenges for further development.</li> </ul>
<p><b>Canada</b></p>	<p>Canada is similar to the United States and Nordic countries in focusing on health tourism and outdoor recreation. Although the number of spas in Canada has increased, health tourism is not common, and is used more by local residents than foreign tourists..</p> <p>Population (2011): 34.0</p>	<p>Canada's Wellness Tourism Overview</p> <ul style="list-style-type: none"> <li>• Wellness tourism in Canada is relatively new, with no distinct national brand.</li> <li>• Spa sector and retreats are key players in the wellness tourism market.</li> <li>• Wellness services focus on hydrotherapy, algetherapy, angetherapy, sudation, exfoliation, pressure, and massage.</li> <li>• Health is increasingly emphasized,</li> </ul>	<p>Canada's medical tourism is primarily a result of American visitors seeking cheaper treatments and Canadian expatriates returning for treatment. The high cost of treatments makes it unlikely to grow, except for American visitors. Canada is a major source of outbound medical tourism, often due to lengthy waiting times for certain procedures.</p>

	<p>million International tourist arrivals (2009): 15.8 million International tourism receipts (2009): US\$13.7 billion</p>	<p>with lodges, resorts, and retreats introducing "wellness centers." • Canada has 2,000+ conference and retreat centers offering health, wellness, and spirituality. • Sports, fitness, and outdoor recreation are being combined with spa, wellness, and retreat-based offerings to attract international tourists. • There is a growing emphasis on wellness-related offerings based on Canada's First Nations traditions.</p>	
<b>Hungarian</b>	<p>Hungary is typical of the Central and Eastern European region, as it has a large number of thermal baths with hygienic properties (sometimes called "health resorts"). Spas in this region are sophisticated and quality but are often used simultaneously by local medical tourists and international wellness tourists (especially in capitals), and are used by domestic and international tourists. The governments of former socialist countries in the region support thermal bath tourism.</p> <p>Population (2011): 10.0 million International tourist arrivals (2009): 9.1 million International tourism receipts (2009): US\$5.6 billion</p>	<p>Hungary's Wellness Tourism Growth • New wellness hotels built with over US\$175 million EU/state subsidies. • Wellness tourism primarily involves visits to wellness hotels. • Hungary's 92 wellness hotels offer thermal water pools, wet areas, pampering treatments, fitness, beauty services, and healthy cuisine. • Visits primarily from domestic tourists (500,000 in 2009). • Guest nights at wellness hotels increased by 400% from 2004-2008. • Wellness tourists mainly come from Germany and Austria.</p>	<p>Hungary's Medical Tourism Market Overview • Tied to thermal/medical baths, historic bathing culture, or natural healing assets. • Mainstream medical tourism focuses on dental treatments, plastic surgery, and orthopedic surgery. • Involves tourists using medically prescribed services at medical baths or hotels. • Hungary's 32 medical hotels must have doctors and trained staff. • Visits to medical hotels are split between international and domestic tourists. • Major medical tourists come from Germany, Austria, the UK, and Russia.</p>
<b>India</b>	<p>India is considered one of the oldest countries in the field of health tourism and is now considered a leader in this field. Exporting many Indian traditions to other countries, health tourism programs include different types of therapies such as meditation, yoga and Ayurveda. India is a model for many other Asian countries that practice body-mind-spirit balance and use comprehensive lifestyle-based medical regimens.</p> <p>Population (2011): 1.2 billion</p>	<p>Wellness Tourism in India: Tradition, Promotion, and Attraction • India's wellness tourism is rooted in its long tradition of yoga, meditation, Ayurveda, and other spiritual practices. • The Ministry of Tourism promotes Ayurveda, hi-tech healing, spas, yoga, meditation, wellness centers, naturopathy, Panch karma, and Siddha. • Historically, many ashrams offer yoga and meditation, attracting wellness tourists. • The Ministry of Tourism is investing in infrastructure development and wellness centers.</p>	<p>Medical Tourism Market in India • Attracts international tourists seeking medical and surgical treatments. • Services include heart surgery, eye care, plastic surgery, dental care, orthopedics, organ transplantation, and infertility treatments. • 17 internationally accredited hospitals and medical centers accredited by the Indian National Accreditation Board for Hospitals and Healthcare Providers (NABH). • Predicted to become a business worth US\$2.3 billion by 2012. • 150,000 medical tourists visited India in 2005. • 500,000 medical tourists in 2006, increasing from South Asia and the</p>

	International tourist arrivals (2009): 5.1 million International tourism receipts (2009): US\$11.1 billion	<ul style="list-style-type: none"> <li>Wellness tourists in India are high-end travelers from North America, Europe, the Middle East, and wealthy Asian countries.</li> </ul>	Middle East. <ul style="list-style-type: none"> <li>Growing number of American, European, and African patients.</li> </ul>
<b>Indonesia</b>	Indonesia is an important country in this study because of the emerging health tourism and medical tourism industries. It has great potential in these markets and is already well established as a tourist destination (especially Bali). Indonesia is likely to develop rapidly as a tourist destination for health and wellness resorts due to its beautiful landscapes and beaches, although if it follows the path of other Asian countries such as Thailand or Malaysia, it can also become a strong in medical tourism with the right support.  Population (2011): 245.6 million International tourist arrivals (2009): 6.3 million International tourism receipts (2009): US\$6.3 billion	Indonesia's Wellness Tourism and Spas Development <ul style="list-style-type: none"> <li>Indonesian government focuses on wellness tourism and spas.</li> <li>Bali leads in spa tourism with major hotels offering facilities.</li> <li>World-class attractions include local healers and stunning landscapes.</li> <li>Spa holidays are a new concept, with 2.5 million tourists arriving in 2009.</li> </ul>	India's Medical Tourism Market Overview <ul style="list-style-type: none"> <li>Focuses on international tourists seeking medical and surgical treatments.</li> <li>Popular treatments include heart/cardio surgeries, eye care, cosmetic treatments, dental care, orthopedic surgeries, organ transplants, and infertility treatments.</li> <li>India has 17 internationally accredited hospitals and medical centers, with 69 NABH-accredited hospitals nationwide.</li> <li>Projected to become a US\$2.3 billion business by 2012, with 150,000 medical tourists visiting in 2005.</li> <li>Majority of medical tourists come from South Asia and the Middle East, with growth in U.S., European, and African patients.</li> </ul>
<b>Jordan</b>	Jordan focuses mainly on medical tourism and has a long history of high-quality facilities, services and treatments. Jordan also has the unique resource advantage and also has the Dead Sea which makes it an ideal location for spa hotels and resorts. Dead Sea resorts can promote medical treatments, especially for skin diseases.  Population (2011): 6.5 million International tourist arrivals (2009): 3.8 million International tourism receipts (2009): US\$2.9 billion	Jordan's Wellness Tourism Overview <ul style="list-style-type: none"> <li>Natural resources like the Dead Sea, Ma'in hot springs, and Zarqa Ma'in thermal springs support wellness tourism.</li> <li>Promotion of wellness tourism focuses on the Dead Sea, including spas and resorts, alongside Ma'in hot springs and other natural/adventure offerings.</li> <li>The Dead Sea region is considered the "world's largest natural spa."</li> <li>Other wellness-related offerings include medical spas, hammams, yoga, and meditation retreats, but are underdeveloped and unpromoted.</li> </ul>	Jordan's Medical Tourism Development <ul style="list-style-type: none"> <li>Jordan has been developing medical tourism for decades, with Arab patients visiting since the 1970s.</li> <li>Leading in the Middle East for medical tourism due to low costs, highly-qualified doctors, and good English and other language skills.</li> <li>55-60 private hospitals are involved, with 7 JCI-accredited hospitals.</li> <li>An estimated 250,000 medical tourists visited Jordan in 2007, with average expenditures of JD83 per day.</li> <li>Medical tourism contributed an estimated JD1.9 billion to the economy in 2008, a 25% increase from the previous year.</li> <li>Popular treatments include cardiovascular surgery, transplants, cancer treatment, orthopedic surgery, and plastic surgery.</li> <li>Jordan is attracting more patients from other Arab countries.</li> </ul>
<b>Morocco</b>	Morocco and Tunisia have	Morocco's Wellness Tourism	Morocco's Medical Tourism Sector

<b>cco</b>	<p>been chosen as examples of African countries that are developing rapidly in the field of medical tourism, health resorts (especially hammam, thalassotherapy) and to a lesser extent the medical tourism industry, and Tunisia is developing rapidly in this regard, there is a similarity between them and Mediterranean destinations in terms of baths and thalassotherapy.</p> <p>Population (2011): 32.0 million International tourist arrivals (2009): 8.3 million International tourism receipts (2009): US\$6.6 billion</p>	<p>Overview</p> <ul style="list-style-type: none"> <li>• Promotes health and wellness offerings to tourists since the 1970s.</li> <li>• Wellness tourism is defined as providing physical, emotional, and spiritual experiences within the host culture.</li> <li>• Moroccan National Tourist Office promotes water-based offerings like spas, hammams, balneotherapy, thalassotherapy, and sand baths.</li> <li>• Morocco was the first African country to provide thalassotherapy in 2005.</li> <li>• Health resorts focus on body-mind-spirit offerings, typically located in natural environments or major cities.</li> <li>• Spas, beauty and fitness services, addiction treatment, and weight loss are also offered.</li> </ul>	<p>Overview</p> <ul style="list-style-type: none"> <li>• New and developing sector.</li> <li>• Key offerings: plastic surgery and orthodontics.</li> <li>• Several cosmetic surgery clinics opened recently.</li> <li>• Highly trained doctors from Europe or U.S.</li> <li>• Modern, high-standard medical facilities.</li> <li>• Medical tourists mainly from Europe and Middle East.</li> </ul>
<b>Philip pines</b>	<p>The Philippines is a unique case study in the field of medical tourism. The Philippines shares its landscapes and resources suitable for health and wellness tourism with other tourist destinations in the world, such as islands in the Caribbean and the South Pacific. The Philippines also has a culture of hospitality and a relaxed atmosphere similar to that of other tourist destinations. However, an interesting development in the Philippines can be the promotion of medical tourism with the support of the government and other agencies involved..</p> <p>Population (2011): 101.8 million International tourist arrivals (2009): 3.0 million International tourism receipts (2009): US\$2.3 billion</p>	<p>Philippines' Spa Industry and Wellness Market</p> <ul style="list-style-type: none"> <li>• The spa industry is a key part of the wellness sector in the Philippines.</li> <li>• The local wellness tourism market is estimated to be worth US\$25.3 million annually, with foreign tourists contributing about two-thirds of these revenues.</li> <li>• Spas and wellness tourism are gaining promotion over medical tourism.</li> <li>• Many hospitals have wellness centers providing after-care for medical tourists.</li> <li>• The government supports these developments by encouraging the medical community to understand and support spa and alternative therapies.</li> </ul>	<ul style="list-style-type: none"> <li>• Foreigners in the Philippines are increasingly seeking medical services such as executive check-ups, cardiovascular care, cancer care, joint replacement surgery, weight management, eye care, dental care, aesthetic surgery, and long-term care/retirement.</li> <li>• The Department of Tourism predicts medical tourism to reach \$3 billion by 2015, with 100,000 medical tourists in 2008 and 200,000 foreign patients annually. The Central Philippines tourism super-region has 44 accredited hospitals and health facilities, with 3 JCI-accredited hospitals. The country also has three JCI-accredited hospitals.</li> </ul>
<b>South Afric a</b>	<p>South Africa is unique in Africa because it has a tradition of hot spring tourism, a thriving health tourism and spa industry, and high-quality medical tourism developments. In terms of landscape and spa</p>	<p>South Africa's Tourism Overview</p> <ul style="list-style-type: none"> <li>• Promotes "Health &amp; Wellness" products under "Vinotherapy," "Unusual facials," "Massages in the bush," and "Africa-inspired treatments."</li> <li>• Wellness tourism often combines</li> </ul>	<p>South Africa's Medical Tourism Growth</p> <ul style="list-style-type: none"> <li>• South Africa is a major medical tourism destination, offering a variety of treatments including cosmetic surgery, organ transplants, heart surgery, orthopedic surgery, obesity</li> </ul>

<p>developments, it may have greater similarities with other countries with similar geography and climate (such as Australia) compared to other African countries, and Kenya is also developing medical and health tourism..</p> <p>Population (2011): 49.0 million International tourist arrivals (2009): 7.0 million International tourism receipts (2009): US\$7.5 billion</p>	<p>outdoor activities like adventure, safari, and beaches.</p> <ul style="list-style-type: none"> <li>• Numerous spa resorts combine spa visits with safaris, golf, wine tasting, and nature-based tourism.</li> <li>• Vinotherapy is growing in areas with world-famous vineyards and wine routes.</li> <li>• Indigenous plants and traditional African healing rituals are incorporated into spa treatments.</li> <li>• Thalassotherapy is a popular treatment in spas.</li> <li>• Spiritual retreats offer alternative therapies, meditation, wellbeing workshops, and spiritual guidance.</li> </ul>	<p>surgery, dentistry, and fertility treatments.</p> <ul style="list-style-type: none"> <li>• Medical costs in South Africa are 40-60% of those in the U.S./Europe, but still higher than some leading Asian medical tourism destinations.</li> <li>• South Africa's strength lies in its tour packaging, often incorporating safaris, spa treatments, and activities.</li> <li>• In 2008, 410,000 medical tourists visited South Africa, representing 4.3% of all international inbound tourists.</li> <li>• Main source countries for medical tourism are European countries, with an increasing number of patients from other African countries.</li> <li>• South Africa has three major private healthcare firms managing hospitals and offering international patient facilitation services.</li> </ul>	
<p><b>Thailand and</b></p>	<p>Thailand has a great development in medical and health tourism, and is a leading destination in this field. Many tourists stay in spa hotels and resorts in Thailand and enjoy the beautiful landscapes and beaches. Thailand also offers some fun wellness traditions such as Thai massage and Buddhist meditation. Some Asian countries have different traditions such as Chinese medicine and Japanese springs, and these traditions have become popular all over the world. Korea places great emphasis on medical tourism, but also offers emerging specialties such as marine medical tourism (or thalassotherapy).</p> <p>Population (2011): 66.7 million International tourist arrivals (2009): 14.1 million International tourism receipts (2009): US\$15.9 billion</p>	<p>Wellness tourism in Thailand is primarily driven by relaxation and pampering, with resorts and spas being the primary attraction. The country's promotional approach links wellness tourism to the spa industry, with luxury spas and retreats attracting international tourists. Thai holistic and healing practices are becoming popular, with tourists visiting resorts, hotels, or destination spas. Thai massage is a standard offering in spas worldwide. Meditation retreats are also popular, often located in quieter rural areas, away from mass tourism destinations. These retreats and temples allow visitors to experience Buddhist traditions firsthand, making them a popular choice for international tourists.</p>	<p>Thailand's Medical Tourism Success</p> <ul style="list-style-type: none"> <li>• Thailand holds a 38% stake in the global medical tourism market.</li> <li>• Services include tropical and infectious diseases, cardiac surgery, cosmetic surgery, dentistry, bone-related ailments, and cataracts.</li> <li>• Cost-saving treatments attract medical tourists.</li> <li>• Excellent tourism infrastructure, well-qualified doctors, and good English skills attract tourists.</li> <li>• Bangkok is the main hub for medical tourism, with Bangkok General and Bumrungrad hospitals receiving the most international patients per year (with an est. 150,000 and 400,000 patients, respectively).</li> <li>• Approximately 30 hospitals in the country cater to medical tourists, and there are 14 hospitals accredited by JCI.</li> <li>• Thailand receives 1.0-1.5 million medical tourists annually.</li> <li>• Majority of medical tourists come from other Asian countries, the Middle East, United States, Western Europe, and Australia.</li> </ul>
<p><b>Indonesia</b></p>	<p>Both medical and wellness tourism are new and developing sectors in Indonesia (especially as compared to other Asian countries), although the</p>	<p>Wellness tourism and spa visits are emerging in Indonesia, with the government actively promoting these concepts. Bali, a key region, has become a leader in luxury spa tourism, with top hotels offering world-class</p>	<p>Indonesia's Medical Tourism Growth</p> <ul style="list-style-type: none"> <li>• Not ranked among top medical tourism destinations like Thailand, India, Singapore.</li> <li>• Known as a significant source of outbound medical tourists to Asian</li> </ul>



reputation and image for spa tourism has grown rapidly in Bali.

□ Indonesia has many ancient wellness and healing traditions. As the country's medical and wellness tourism markets grow, there is interest in integrating the traditional treatments and herbal preparations into both medical and wellness tourism services/products.

Population (2011): 245.6 million

International tourist arrivals (2009): 6.3 million

International tourism receipts (2009): US\$6.3 billion

facilities. Attractions for spa and wellness tourism include skilled local therapists, abundant local ingredients, and unique natural landscapes. A significant portion of Bali's spa tourists come from other Asian countries, such as Japan, India, Taiwan, and China. Spa holidays are still relatively new outside of Bali, and wellness tourism is still negligible outside the country. In 2009, an estimate suggests 2.5 million spa tourist arrivals were made in Indonesia.

countries due to lower costs and better quality.

- Strengths include low treatment costs, highly qualified doctors, and modern hospitals.

- Currently has 4 JCI-accredited hospitals.

- Efforts to differentiate from neighbors include integrating Western and Indonesian traditional medical practices.

Source : Researcher compiled from sources [from 54-57]

Researcher compiled from sources [from 15-17] & [from 22-28] & [from 41-54]

## **The experience of the Kingdom of Jordan in the field of health tourism:**

### **• Reasons for choosing the status of the study:**

Jordan is the largest medical travel destination in the Middle East, with 265,000 medical tourists visiting it in 2022. Related revenues exceed one billion US dollars. [58]

Jordan is fairly typical of the Middle East in that it focuses mainly on medical tourism and hospitalization and has a relatively long history of high-quality facilities, services, and treatments. However, like Israel, Jordan also has the unique resource advantage – the Dead Sea – which is an ideal location for spa hotels and resorts. Since the Dead Sea has some healing properties, even spas in this region can promote medical treatments (for example, for skin diseases), it attracts a large number of tourists who come to it for therapeutic and preventive hospital purposes. From countries with fewer medical services, thanks to the development of long-term strategies to develop the medical tourism industry, which includes hospitals, resorts, hotels and qualified human cadres, in cooperation with the private sector and other relevant authorities. [9], this industry employs a lot of labor, and this industry contributes to achieving sustainable development by coordinating these economic and social activities.

Patients from 84 different nationalities were recruited for treatment in Jordan. It surpassed Jordan's reputation in the Middle East region and reached European countries, America, Britain and Africa. The number of patients is more than 250,000, including 1,800 from the

United States, 1,200 from Britain, 300 from Russia, 350 from France, 400 from Canada, in addition to Arab countries. Agreements have been signed with private Jordanian hospitals and American companies in the field of health insurance and medical tourism management.

Economic indicators showed that Jordan's tourism income increased by 11% in the first half of 2008, reaching about 835 million dinars, and rising to one billion dinars at the end of the year. Jordan also ranked first in the field of health tourism in the region, and was considered one of the top five countries in this field in the world. In 2007, the number of Arab and foreign patients who chose Jordan for treatment increased by 80%.

Global investments in health tourism are estimated at around \$56 billion globally. Health tourism revenues in Jordan in 2020 are expected to be around one billion Jordanian dinars. The medical services sector is one of the important and vital sectors in Jordan, where Jordanian hospitals play a major role in providing medical services, and occupancy rates in all hospitals indicate that more patients are received by about 64.2%. The revenues of medical services provided to about 120,000 foreign patients are estimated at about \$650-700 million per year. The medical tourism sector in Jordan makes a significant contribution to economic growth. [59]

### **• Factors that made Jordan a leader in health tourism?**

Jordan has important elements in health tourism, which are summarized as follows :

**Health hospitals:** Jordan has 106 hospitals, including 64 private hospitals, many of which have been accredited by the Joint Commission International for Quality of Health Service (JCI) Information indicates that Jordanian hospitals play a key role in attracting tourists, as they are considered a destination for many of the world's population who travel for treatment purposes. King Hussein Medical City (KHMC) is one of the most important medical centers in the region and the world, hosting a number of internationally renowned doctors and surgeons. [9]

**Availability of physiotherapy sites:** Jordan has many natural treatment sites that have been prepared to become one of the famous natural treatment centers around the world, including: Dead Sea region (skin diseases around the world) - Afra baths (hot water in Hammamet from more than 15 springs, and its temperature ranges between 45 - 48 degrees Celsius, baths are used to treat infertility, atherosclerosis, anemia, rheumatism and other chronic diseases) - Ma'in Baths (It is considered the largest therapeutic tourist resort in the Middle East used by tourists The resort to heal and relax in the mineral waters. [60]

Jordan, thanks to the efforts of the government and the private sector, especially after the political events and wars in the past decade, in which the tourism income reached 4108.2 million dinars in 2019, and investment in tourism companies increased and the development of electronic systems to keep pace with global developments. E-marketing and organizing sales trips and tourism exhibitions were intensified, which led to an increase in the number of tourists coming to the Kingdom by 12.2% and 15.9% in 2020. Tourism spending is lower than income, suggesting that more tourists arrive in Jordan than Jordanians leaving the country.

The number of people employed in the tourism sector increased from 48,132 in 2013 to 53,488 in 2019, indicating the sector's role in creating jobs. However, the sector was negatively affected by the Corona pandemic as it lost about 12,380 jobs in 2020. [61]

The number of tourist nights increases with the increase in the number of tourists, and medical tourism contributes significantly to the increase in the number of tourist nights due to the presence of escorts for visiting patients, and the results of a study showed that 50.8% of patients bring with them one companion, 17.7% come without an escort, and 31.5% come with more than one companion. 62.3% of patients stay for two weeks or more, while 23.1% stay for less than a week. [61]

The period of stay and the number of escorts are influential factors in increasing tourist nights and thus increasing tourism income. The longer the stay, the

larger the patient spends amounts.

#### • **Reasons for the success of health tourism in Jordan:**

In Jordan, the tourism industry is very important and depends on its ability to save foreign exchange and create new competitive opportunities. This effectiveness is increased through the implementation of partnership policies between the government, the private sector and civil society to encourage individual initiatives and the establishment of private projects aimed at improving the social situation, increasing the profits of the tourism sector and contributing to state revenues. [62]

Jordan has been able to occupy a prominent position among the countries of the world in the field of medical tourism, especially in recent years, and the most important reasons for the success of this type of tourism can be summarized as follows: Interest in developing the health sector: The quality of medical services and their low price: Availability of physiotherapy resorts: High level of tourism awareness: Advanced infrastructure: Political and security stability: [60] Compatibility of the health strategy with the tourism strategy [63]

#### • **Lessons learned from Jordan's experience in the field of health tourism:**

Jordan is famous for health tourism thanks to the availability of advanced treatment services at competitive prices, where thousands of medical tourists come annually to receive treatment and recreation in health resorts that provide the necessary care and attention.

The health sector in Jordan has been successfully developed thanks to several factors, the most important of which is Jordan's possession of important natural tourist sites such as the Dead Sea area, interest in developing the infrastructure of the health sector and providing high-quality health services. Political and security stability and citizens' tourism awareness also contribute to the success of the Jordanian experience.

Jordan's tourism sector contributes 11% of GDP, and global investments in health tourism amount to about \$56 billion. Jordan aims to be one of the world's leading tourist destinations for body and soul treatment. [64]

Jordan is a leading destination in the field of medical tourism, and is characterized by the availability of advanced hospitals and prestigious doctors. Al Hussein Medical City and the capital Amman are among the most prominent medical centers in the region and attract many international cases, the Kingdom also provides natural healing through mineral springs, waterfalls and volcanic mud, hospitals in Jordan treat various medical specialties such as cancer, heart disease, ophthalmology, infertility,

family medicine and others.

The tourist coming for treatment can be sick or be in good health, and in both cases accompanied by escorts, and it is preferable to stay in the city of treatment for a long period ranging from two to four weeks. Because of the length of his stay with his companions, he spends ten times more money than ordinary tourists. [9]

### The experience of the State of India in the field of health tourism:

India is considered one of the oldest countries in the field of health tourism and is now considered a leader in this field. Exporting many Indian traditions to other countries, medical tourism programs include different types of therapies such as meditation, yoga and Ayurveda. India is a model for many other Asian countries that practice body-mind-spirit balance and use comprehensive lifestyle-based medical systems, and it is estimated that 150,000 medical tourists visited India in 2005, and the numbers are constantly increasing every year.

India's medical tourism sector is fast-growing, with high-quality, affordable treatment options and improved travel and transportation infrastructure, supported by large-scale promotional campaigns.

Medical Visas and Expanded E-Tourist Visas – Medical visas are provided to those seeking long-term medical treatment in India; in addition, the eVisa includes short-term medical treatment and 60-day yoga sessions.

Launch advertising campaigns focused on medical tourism, such as "Amazing India".

The 'Made in India' initiative, launched by the Indian government, has promoted the development of hospitality and wellness centres across the country's various tourist destinations. This includes promoting medical and preventive treatment methods such as Ayurveda, Yoga, Onani, and Sidha.

### Lessons learned from India's experience in health tourism:

Although India has similar problems as in Egypt, such as overpopulation, poverty and environmental degradation in urban areas, it has managed to be at the forefront as a leading destination for medical tourism, due to several factors, including a strong focus on developing healthcare infrastructure and providing modern and well-equipped facilities, as well as the availability of highly qualified and highly experienced medical staff. India also offers affordable medical services and lower treatment costs than many other countries. In addition, India is well positioned in the

field of medical technology and advanced scientific research, making it a reference in the treatment of diseases and conditions that are difficult to treat in some other countries. Taken together, these factors have made India an attractive destination for medical tourism, with patients from all over the world flocking to receive appropriate treatment, close monitoring and excellent healthcare, with the opportunity to enjoy tourism and discover Indian culture and heritage.

## 2.3 The third axis: analyzing the components and measuring Egypt's performance in the built environment for health tourism and benefiting from the experience of Jordan and India in the field.

### 2.3.1 Measuring the performance of health tourism in Egypt according to international statistics: health tourism and economics:

The Global Wellness Institute is the official source of research into the GWI global wellness economy. The institute provides data and analysis for all eleven health sectors and for more than 200 countries around the world. According to world rankings, [65]

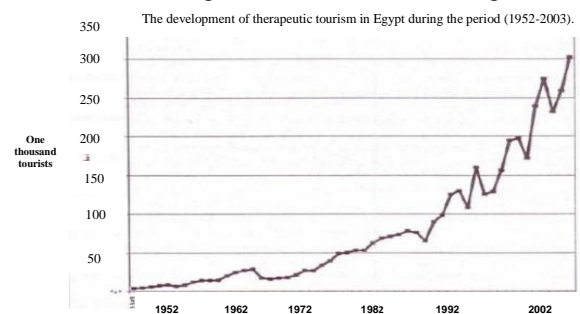
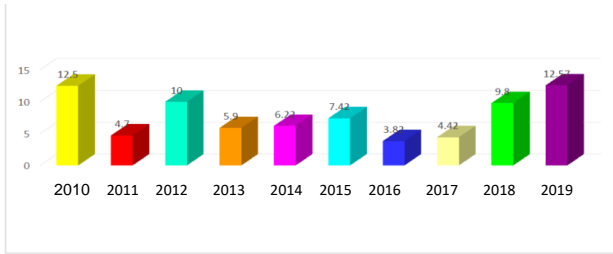


Fig.4 The development of therapeutic tourism in Egypt during the period (1952-2003). Source : [65]

#### • The health tourism economy includes eleven sectors and annual spending rates globally:

Personal Care and Beauty (\$955 billion), Healthy Eating, Nutrition and Weight Loss (\$946 billion), Physical Activity (\$738 billion), Health Tourism (Medical) (\$436 Billion), Traditional and Complementary Medicine (\$413 billion), Public Health, Prevention and Personalized Medicine (\$375 billion), Real Estate Wellness (\$275 billion), Mental Health (\$131 billion), Spas (\$68 billion), Workplace Wellness (\$49 billion), Thermal/Mineral Springs (\$39 billion dollars).



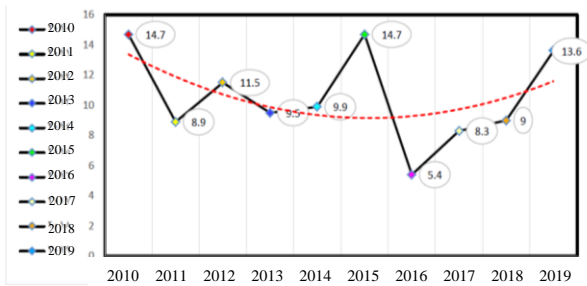
**Fig.5** The volume of tourism income at the level of the Arab Republic of Egypt from the year 2010 AD until 2019 AD in billion : [66]

### 2.3.2 Measuring the performance of health tourism in Egypt:

According to available data and statistics, the presentation shows the development of the health tourism movement in Egypt from 1952 to 2003, and this presentation is based on an estimate of the percentage of health tourism in Egypt during this period, which ranges from 5% to 10% of the global tourism traffic. This is followed by a presentation for the period from 1990 to 2003, according to data published from the Ministry of Tourism.

Egypt lacks world-class spa resorts and the medical services available in it do not live up to the standards found in developed countries. Therefore, 5% of tourists coming to Egypt for the purpose of treatment may be close to reality. Medical medical tourism does not represent a large percentage of the number of tourists coming to Egypt and there are no contracts with foreign health insurance to attract patients .[66]

The number of tourists coming to Egypt for medical treatment during the study period reached 42 million tourists over 52 years. However, this number is considered modest compared to Egypt's potential in this field.



**Fig.6** Number of international tourists arriving to the Arab Republic of Egypt in the period from 2010 AD to 2019 AD, in million . Source : [3]

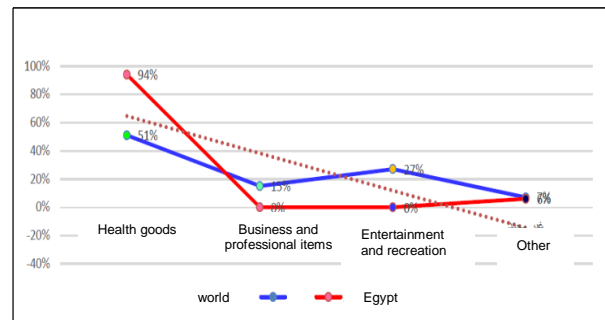
During the fifties, 14% of the total arrivals were provided for treatment in Egypt, while 5% were in the sixties and 10% in the seventies. This means that only three decades contributed about one-sixth of the total

volume of health tourism.

According to Central Bank of Egypt's statistics, tourism revenues in Egypt increased by \$2.7 billion to \$12.57 billion in the 2018/2019 fiscal year compared to \$9.8 billion in the 2017/2018 fiscal year. Egypt is working to increase the volume of tourism traffic, develop its tourism revenues and support its balance of payments due to the importance of tourism economically, socially, culturally, politically and civilizationaly . [67]

According to the United Nations World Tourism Organization (UNWTO), Egypt's tourism sector grew by 21% in 2019, with the country welcoming 13.6 million tourists. A figure was presented showing the number of international tourists arriving in Egypt from 2010 to 2019

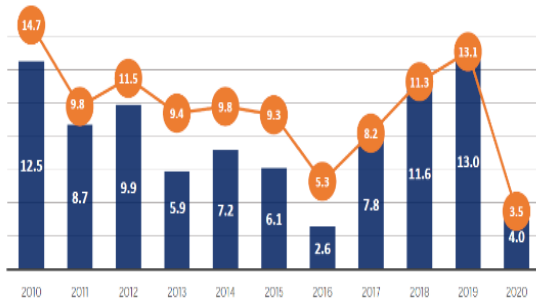
Figure [6] shows the number of international tourists coming to the Arab Republic of Egypt in the period from 2010 to 2019 in millions.



**Fig.7** shows tourism according to the purpose of visit in Egypt and the world in 2007. Source : [3]

The Information and Decision Support Center (IDSC) of the Council of Ministers points out that in the past tourism in Egypt relied mainly on Egyptian cultural heritage to attract tourists. With the rapid development of tourist sites in the Red Sea and South Sinai regions, recreational and beach tourism activities have become the basis for increasing the number of tourists. In 2007, recreational activities and beach tourism accounted for 94% of the 10 million international tourists visiting Egypt. This indicates the importance of recreational and recreational tourism in Egypt and around the world, and attention must be paid to this important type of tourism. [68]

Egypt's tourism industry is characterized by its high growth compared to other economic sectors, but the contribution of the tourism sector to GDP is not commensurate with this growth. This is due to the orientation of tourism spending to sectors other than recreational tourism in hotels, villages, tourist resorts and tourist beaches in the Red Sea and South Sinai.



**Fig.8** However, Egypt ranks 43rd and 8th in the health tourism markets in the Middle East and Africa. However, Egypt lags far behind other countries on the list topped by the UAE, Morocco, Israel, Jordan, Bahrain, Saudi Arabia and Oman. Source : [3]

### 3. Special components in the field of medical tourism and environmental healing in Egypt:

The Egyptian environment in the field of health tourism and environmental healing was characterized by the presence of many areas that contain mineral and sulfur water springs used for treatment purposes. Helwan, Bahariya Oasis, Siwa, New Valley, Aswan, Red Sea and Sinai Peninsula all have a dry climate and natural water containing mineral elements necessary for healing. These areas use environmental therapy effectively to treat many diseases such as rheumatoid arthritis, gastrointestinal, dermatological, respiratory and many other diseases.

The number of mineral and sulfur springs in Egypt reached 1356 eyes, of which five in the eyes of Helwan, 3 in Ain Al-Sira, 36 in Fayoum, 4 in Wadi El-Rayan, 33 in the Sinai Peninsula, 315 in the Bahariya Oasis, 106 in Siwa, in addition to a huge number estimated at 564 in the Dakhla Oasis, 188 in Kharga, 75 in Farafra, and the rest spread in the Gulf of Suez, Qattara, Wadi El-Natroun and the neighbor.

The availability of sand dunes in the Egyptian desert and containing safe and highly useful ratios of radioactive elements, and treatment by burying the body or the painful situation of it with sand for studied and specific periods has led to unprecedented results in the treatment of several rheumatic diseases such as rheumatoid disease, pain caused by spinal diseases and other causes of acute and chronic pain.

### Special components in the field of health tourism in Egypt:

The availability of advanced and advanced scientific capabilities, hospitals and medical centers with

international standards and international accreditations such as the accreditation of the Joint Commission International for Quality of Health Service (JCI). Modern services and technologies are available in Egypt, including robotic surgery techniques, high-precision radiotherapy, stem cell therapy, laser cosmetology, and other qualified medical cadres and expertise, and competitive prices for treatment, as Egypt is considered one of the cheapest countries in the cost of treatment.

## 4. Results and discussion :

### 4.1 Results for the first axis (theoretical study):

We conclude from the theoretical study some lessons learned to develop some basic foundations and concepts of health tourism terminology in an attempt to solve the confusion and overlap between the concepts of health tourism as follows:

**Table 9** Explains the three types of health tourism, The three types of health tourism

Medical tourism	Medical wellness tourism	Wellness tourism
The focus in this context is on medicine and healthcare, and basic services include surgery and treatments. These services are mainly provided by sophisticated healthcare providers such as hospitals, clinics, diagnostic centers and specialized medical centers..	This harmonious combination of medical treatment and tourism offers healing, recreation and treatment programs using natural resources or environmental assets.	The activity focused on physical, physical and spiritual rejuvenation through the use of a "feeling happy" approach, such as body massages, herbal bath, mud bath, beauty and facial treatments, and fitness programs such as massage, hydro exercise, sauna and others.
The tourism aspect requires three different ways to facilitate travel arrangements and provide all related services to and from destinations. This includes offering some recreational, cultural or recreational tours and activities as part of the medical	Usually, all activities offered at spas take place under medical supervision. However, clients receive medical wellness programs at independent health facilities such as spas or medically	The listed activities can be offered at a hotel or resort as a convenience. These activities can be provided at the hotel's resort, cruise ships, at an urban day spa or at an independent spa.

program in the recovery phase.	oriented spas .	
It aims to provide tourism programs for people accompanying patients to provide an opportunity for companions to relax and entertain during their accompaniment period, and to provide a positive experience that helps them deal with the pressures of medical care and change their daily schedule.	The marketing and promotional strategies of each property emphasize the concept of a spa, based on its distinct standards in providing special therapeutic/therapeutic products such as weight loss, detoxification, stress therapy, aromatherapy and thalassotherapy.	Wellness tourism clients may not necessarily need a medical or health program, and use spa healing facilities freely. The main goal of travel for these clients may be non-health, such as business.

Establish basic and flexible definitions and types of spas that can be used and applied worldwide, especially types that can capture the evolving nature of the medical and wellness tourism markets.

The term medical wellness, in all its diverse forms, is an industry that cannot be defined in a few words. The combination of the medical and scientific aspect and the holistic preventive approach to health, leaves a wide gap in interpretation making it difficult to define the industry as a whole, and can be combined together to create an experience. For example:

Wellness Tourism: Basic facials or day spa massages/ Weekend yoga session at a hotel spa in New York City/ Meditation and yoga rejuvenation in India's historic ashram/ Alpine spa visit and hydrotherapy in a beautiful mountainous setting in Austria. Medical Tourism: Cardiac surgery in the hospital/cosmetic procedure in a medical resort/specialized medical treatment based on traditional Chinese medicine and using local ingredients/postoperative recuperation period at a spa located near the beach in the Philippines, with therapeutic treatments based on local herbal remedies.

Based on this classification, the concerned authorities in the planning of health tourism can provide appropriate and appropriate services to this category of tourists.

Clarity in defining patterns of health tourism to avoid confusion resulting from confusion and confusion of terminology in this field.

Benefiting from the classification of health tourism patterns in urban planning, such as the classification of health tourist areas in Egypt and setting the planning requirements for each type of private medical gatherings, medical resorts, and tourist medical cities.

The promotion of medical tourism can contribute to the development of specialized urban areas for health care and medical resorts.

Design standards and requirements must be taken into account when planning each type of health tourism, because each style requires special design and planning based on the needs of visitors and the services provided.

Determine the appropriate areas for the establishment of medical tourism based on the environment, available resources and special needs of this type of tourism.

Develop plans and designs for hospital and preventive tourism in a way that meets the needs of tourists and provides them with a suitable environment for relaxation and recovery.

Providing the necessary infrastructure for medical tourism, such as hospitals, medical centers, hotels and resorts.

Directing urban growth and development in healthy tourist cities in a sustainable manner that preserves the environment and achieves a balance between economic, environmental and social needs.

Cooperating with the concerned authorities to ensure the effective implementation of urban planning plans and the achievement of objectives.

## 4.2 Results for the second axis (analytical study of global experiences):

In a number of countries, the government's attention has been so focused on medical tourism that additional pressure may be needed to raise the bar of medical tourism and mobilize more government support for the sector (e.g., places like India, Jordan, and Thailand). However, in a few countries, recent government attention and support has been more focused on wellness tourism developments than medical tourism (e.g., Austria, Canada, Indonesia) – perhaps because these countries recognize that they have more assets to develop health-related offerings, and do not feel competitive in the medical tourism market.

Benefiting from the experiences of developed developing countries in health tourism despite their similar conditions to Egypt in the challenges of poverty and overpopulation .... Etc.

International therapeutic cities have developed now, where each city has specialized in a specific type of treatment for specific diseases and has become containing medical research centers, for example, to study the properties of water, its effects, climate and

other treatment methods.

## **Lessons learned from successful global experiences in the field of health tourism and similar to Egypt in the challenges:**

Challenges and opportunities Medical tourism faces many challenges and opportunities. Challenges include ensuring the quality of medical care, protecting patients from exploitation, and coordinating care across borders. Opportunities include developing new markets, strengthening international cooperation, and leveraging technology.

In terms of promotion and development, nearly half of the countries are developing and promoting medical and/or preventive tourism for at least 5-10 years (or more) – including Austria-Hungary, India, Jordan, Morocco and Thailand.

### **4.3 Results for the third axis (components and measurement of Egypt's performance to promote health tourism in Egypt):**

Diversification of tourism offerings: Egypt must diversify its tourism offerings to vary between cultural, desert, and health tourism to attract different tourism segments and sectors.

Services provided: Egypt must improve the quality of services provided to medical tourists in terms of medical, health, preventive and hospitality level.

Leverage technology: Egypt can invest in technology to facilitate marketing and booking processes and improve the tourist experience.

Tourism promotion: Egypt should develop targeted promotional campaigns to attract medical tourists from around the world.

The importance of developing a strong regulatory framework, ensuring the quality of medical care, and providing clear and reliable information to patients

Develop a strategy to promote medical tourism in general, and attract more tourists and visitors seeking rest, relaxation and treatment in various health destinations.

### **4.4 Results of global trends and future research in the field of health tourism**

As the health tourism industry gains popularity, health tourism is expected to be positively affected. With

globalization and hybridization of practices, the medical health industry is entering the new millennium and providing the services that modern customers need. Spas and medical health facilities focus on the overall improvement of quality of life that harmonizes all elements of body and soul in a single built environment.

## **5. Recommendations**

The research recommends developing a strategy capable of helping Egypt reach a competitive level similar to developing and leading countries in this field such as Jordan.

The research recommends the development of basic and flexible definitions and types of spas that can be used and applied worldwide, especially those that can capture the evolving nature of the medical and wellness tourism markets.

The research recommends paying attention to the participation of the local community in the development of recreational tourism and avoiding conflict of development goals with the interests of the local population. Encouraging tourism integration movements at the local and regional level. Forming agreements and treaties between Egypt and tourist countries in the same region to avoid competition.

The research recommends taking advantage of the results of global trials, as some of the leading developing countries in health medical tourism such as India have similar problems as in Egypt.

The research recommends improving and expanding data collection efforts for the spa industry, as well as for the medical and wellness tourism sectors, where improved metrics, standards and statistics contribute to reducing confusion between consumers, industry and governments by establishing clear and consistent definitions of medical tourism and wellness tourism, focusing on the differences between the two terms.

## **6. Conclusion**

The results and recommendations are summarized in the development of some mechanisms and procedures that must be activated to promote medical tourism directed to the competent authorities:

Improving health infrastructure: Egypt must develop its health infrastructure to meet the needs of medical tourists and provide high-quality health care.

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