

Study of Tourism Industry in Urban Planning with Priority of Medical Tourism in Iran

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Abstract

Urban planning is important in any industry, especially the tourism industry. Health tourism is a fast growing industry and includes two medical and health tourism industries, and global statistics show the profound effects of this type of tourism in the economies of the countries, especially in developing countries. The need for better care has increased significantly in recent years. In addition, increasing the cost of health care and ... in countries like the United States and most European countries, many patients have been forced to seek medical treatment abroad, which has created demand for medical tourism. This study will help to better understand medical tourism and the reasons for the emergence of this type of tourism and the factors affecting the decision of the decision of medical tourists are considered. This research is based on library and e-library resources and the study of various scientific journals, reports, books and articles, and a review of medical rehabilitation and factors affecting the decision of medical tourists. In order to advance in this industry and to benefit from its positive economic effects, it should be familiarized with medical tourism and factors affecting the decision of medical tourists, and then considered in planning. The results indicate a strong link between the demand for medical tourist's decisions and the factors such as price, quality of service, availability and timeliness, and non-life insurance policies. Considering the special boom in medical tourism in recent years, the country of Iran is considered one of the most important areas of the world in the field of health tourism, especially medicine, due to its specialized medical facilities and tourist attractions. And with proper planning, we can improve the health and medical tourism in Iran. In the end, the most important four strategic factors based on the SWOT model are introduced and based on which decisions can be made to improve the provision of medical tourism services in Iran.

Keywords: Cities, Urban Planning, Medical Tourism, Tourism Industry, Iran

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1. Introduction

Tourism is one of the important factors in the dynamics of the economy and the sustainable development of each country. The study of the history of travel from the past centuries confirms that humans traveled to various motivations such as commerce, education, pilgrimage, religious affairs, adventure, and political tasks [8]. Familiarity with medical medicine and medical knowledge transfer around the world has created a branch of the tourism industry as Health tourism has been [9]. Health tourism is an organized travel journey from the environment of one's life to another, in order to maintain, improve and regain physical and mental health of the individual [8]. This type of tourism includes health tourism, natural health tourism and medical tourism [13]. Medical tourism is a developing market that can generate more than \$ 60 billion per year [1]. Many countries have developed and implemented various legal and operational programs for servicing in this sector. Also, the number of countries with a full range of facilities to provide medical facilities is increasing. These medical services on the international level have provided a great economic potential [2]. Ramirez DiAlrano 2007, the investment in this sector boosts revenue, improves services, creates a more balanced balance of trade, and boosts the tourism industry. Ramirez DiAlrano 2007, the investment in this sector boosts revenue, improves services, creates a more balanced balance of trade, and boosts the tourism industry. Currently, due to the low cost and high income of this industry and the strengthening of the healthcare system of the country, many countries interested in the development of tourism focus their attention on this sector of tourism industry and plan for it. Slow [2.9]. In Iran, in order to solve the problems arising from the dependence on the export earnings of foreign exchange earnings, it is necessary to invest in the production and export of those products and services that can generate foreign exchange earnings. Iran has, in some cases, defined the products and services set with

potential facilities that can be converted into capital by investing them and used them as a source of foreign exchange earnings Put [2, 10].

The medical tourism industry is one of these. Diversity, high quality, low price of health services in Iran due to the geographical conditions of Iran on the borders of the country, is an effective factor in attracting Iranian tourists. In addition, the brilliant and ancient history of medical medicine and the presence of well-known and well-known doctors in various fields are important factors in attracting foreign tourists in the field of health in the country [11].

Given the vast amount of money this way, many private sector investors tend to spend their money on this opportunity if they are provided. Increasing investment by the private sector leads to economic development and employment creation [2,8,21]. The growth of medical tourism and the achievement of a suitable place depends on the recognition of medical tourism and the factors affecting its various aspects and the correct planning. This study firstly defined the medical tourism and the reasons for the advent of medical tourism and the size of the medical tourism market and then specifically addresses the factors affecting the demand for medical tourists decision.

2. Medical Tourism

Throughout history, people were traveling for health reasons. Ancient Greeks were probably the first foundation of a medical tourism network with a temple building for their goddess of medicine. These temples have become an established organization of healthcare that people traveled from throughout the ancient world. Since the end of the 20th century, there has been a steady increase in the movement of patients, medical technology, financial assistance and investment, and healthcare professionals across national borders, indicating the internationalization of the provision of medical services. This phenomenon is known as 'medical tourism' (or sometimes medical travel), which has many roles in the development of this phenomenon. Patients travel to other countries for reasons such as high health costs in their country, excessive delay in access to treatment or surgery, and reasons for such treatment [7]. Medical tourism is relatively new (previously known as health tourism) and a group of specialist tourists who travel with a specific purpose, such as improving their health status. The World Tourism Organization defines medical tourism as

follows: Medical tourism is a move that provides patients with sickness recovery services abroad for a period of less than 24 hours and more than one year. It does not help, and does not have a patient, reluctance to work or permanent residence in that country. It usually includes leisure time, entertainment, and relaxing activities, as well as health and health care services. It will be. Medical tourism is a recent example of alternative tourism, with the rapid increase in international travel in search of cosmetic surgery and finding solutions to various medical conditions and providers of medical care, local economy and The tourism industry benefits [14]. The concept of medical tourism can be combined with two types of health tourism. It is believed that medical tourism is an umbrella that improves health and this is the main driver of travel across borders, including reactive or invasive methods and medical check-up. On the contrary, the method Previously, health and well-being tourism tends to be of greater health and well-being. Medical tourism is often considered as the source of the movement of patients from developed countries in the north to the less developed countries in the south for medical care, due to the combination of costs, access, services and quality in advancing They are involved. However, earlier in the late 20th century, many people traveled to countries such as Britain and Germany to take advantage of medical care. Different definitions of medical tourism have been made: International travel for the sake of health (Bucman Bokman). Definition of Wikipedia: An international journey that was later changed: Traveling people to other countries with access to To medical treatment in that country. From the point of view of the industry, it is briefly stated as follows: Medical tourism is the patient who travels to other countries for affordable, affordable, high-quality care and affordable access [5]. Medical tourism includes all types of beauty tourism, dentistry, infertility, organ transplantation, open heart surgery and nature therapy.

2.1. Size of the medical tourism market

The size of the medical tourism market is twofold

- The number of incoming medical tourists
- The amount of income received by countries in this area [18]. Due to the lack of global statistics in this regard, we will provide statistics

and information to get a general overview of the size of the tourism market in the world.

2.1.1. Incoming medical tourists

Republic de Costa Rica: The very small country of Costa Rica is able to treat 150,000 foreign patients annually [16].

Czech Republic: The country employs 200,000 healthcare tourists every year, most of them Slavs [15].

Taiwan: The market for therapeutic tourism has increased by 7% from 2012 to 2015 [20]. According to available statistics, between January and August 2012 more than 60,000 tourists visited Taiwan hospitals for treatment [20].

Turkey: In 2005, the country attracted 20,000 health tourism [1].

U.S.A: One percent of tourists entering the United States are medical tourists, which equals 247,000 people [3]. The other one expresses much more than this number. It is said that 5 million Mexicans travel to the United States for medical treatment [1].

India: The leading Asian countries in the field of medical tourism, whose 22 hospitals have been awarded the JCI Certificate. India's medical tourism is so famous in the world, the main reason for the attraction of tourists to India is cheap services compared to other countries. Also, India has issued a M visa application, a visa issued to Indian embassies in other countries to travel to India to receive medical services [20].

The following table shows the rates of medical services and prices in the United States and India:

Table 1: Significant difference in medical services in the United States and India

Type	USA	India
Angioplasty	47 000	11 000
Cardiac valve operation	150,000	9,500
Nose beauty surgery	4 500	2 000
Tooth Replacement	1. 188	1. 100
Knee transplantation	48,000	8,000
Hip joint	47 000	9 000

Source: American Medical Journal. 2017

2.1.2. Income from medical tourism

The annual income of medical tourism in Cuba is \$ 40 million. Latin American countries receive \$ 6 billion annually Medical services abroad. In 2006, medical tourists received \$ 1.828 in income [1,3]. Perhaps the best saying about the future of medical tourism is Mike Henderson's speech. "In the first decade of the twenty-first century, it

will earn ten to twenty times what IT will earn in the 1990s." It can be said that the reason for this growth in medical tourism is the following factors:

1. Geographical factors (people live together)
2. Medical agents (noncommunicable diseases requiring specialist treatment or emergency treatment are increasing)
3. Economic factors (increasing the proportion of cash income and sometimes having valid insurance in the destination countries).
4. Social factors (people are more likely to have more information from other countries than before, and the inclination to travel abroad has increased overall).

People pay less for medical services, or for better medical services. An increase in the provision of medical tourism services is the liberalization of trade in services, the growing cooperation between the public sector and the private sector, the easy dissemination of information and the strong link between tourism and medicine in this area [1].

2.2. Reasons for the emergence of medical tourism

Bookman and Milica in (2006) state four reasons for the advent of medical tourism:

1. The outsourcing phenomenon is one of the drivers of medical tourism. American law firms have Indian lawyers for work Ordinary lawyers are hired around the employee. Educational institutions use teachers from other countries for online education. Outsourcing in the United States is so widespread that it is expected that a fifth of the software engineers in the country will be unemployed in the next few years. In the twenty-first century, there are almost no transnational or multinational companies that do not outsource. The health sector of the West is being relocated to developed countries. Countries offering a wide range of services or high quality. This spectrum includes financing, biotechnology, information technology, and so on. Consumers are lagging behind in using new opportunities for the global economy. They provide their products and services from around the world. One of these services is medical services provided in other countries. In fact, it is a hospital and a doctor who is outsourced [4, 6].

2. Another reason for the increase in medical tourism is the internationalization of medical services providers in developed countries. At present, staff in hospitals in developed countries are from a brain surgeon to a simple recruiter from developing countries. They have survived in advanced countries and have been absorbed through attractive job opportunities. The Philippines sends 15,000 nurses every year to the world, and it is estimated that one out of every five Filipinos is working outside the country. A study by Gupta, Flower, and Msiter shows that only 48% of Indian doctors who go to study in the western countries are returning, and the rest are busy there. In addition, out of every five, a doctor is an Indian. In such a situation, Western patients, for example, are treated with Philippine doctor and Chinese nurse. In this situation, one more step in the provision of medical services is the emergence of the medical tourism phenomenon [1].

3. Another reason for the increase in medical tourism is the increase in demand in the global market. This increase is related to population growth. The global population of 2050 will be around 9 billion.

4. Children after the Second World War, of which only about 80 million people are in the United States, will remain young. As Henderson has said, there is a significant tendency between the post-war generation to be balanced and ideally maintained and resist aging signs. The result is that 60% of the customers are post-war generation mineral springs. Of course they are not alone. People older than their generation are keen on spending their money on the health and wellness market. In the countries of the Organization for Economic Cooperation and Development, 100 million people are over the age of 60, and this number is expected to reach 200 million by 2030. At that time, at least half the cost of health would be on their behalf, and some would like to receive health services from cheaper destinations [1].

2.3. Effective factors on the demand for medical tourists decision

There is a wide range of motivations for international clients. Health tourism growth is due to changes in population, lifestyle, new forms of tourism, and increased demand for health care in major markets. There are six important factors influencing the decision of individuals for medical trips:

- Price

- Quality
- Availability
- Timeliness
- Out-of-Insurance treatment
- Differentiation

2.3.1. price

The main motive of many clients, such as customers of other goods and services, is the low price. The high cost of medical care in advanced countries leads the clients to developing countries offering far more affordable products. Lack of coverage in many advanced countries for some citizens makes this market hotter. In the US, 40 million people are out of coverage. In such a situation, it's very difficult to pay high medical expenses for American insured persons. Therefore, there is a significant potential market for medical service providers in the country. An inexpensive airline ticket price, facilitating internet connections and the ability to compare prices and quality, plus added benefits to treatment, such as tourism, increases the total package price [1].

2.3.2. Quality

The goal of many therapists is the quality of the treatment. The flow of this kind of treatment is from developed countries to developed countries. Some hospitals and hospitality companies active in developing countries have also opted for a global quality strategy and local price [1].

2.3.3. Availability

Some treatments are not available in many countries for a variety of reasons. This situation creates good prospects for countries with vast medical facilities. Of course, at present, hospitals have been able to offer a lot of costly treatments, independent of state-level facilities. For example, until recently, New Zealanders went to Australia for kidney transplantation, but now it's being done in New Zealand. Cultural, legal and ethical factors are available from other dimensions [1].

2.3.4. Timeliness

Extended queues for medical services in some advanced countries such as Canada, which may take up to fifteen weeks to complete the application phase, may encourage caregivers to get more timely and

affordable services in other countries. Slow Based on a study at York University in England, the reason for the decision of eighty-seven percent of English therapists for health tourism is due to receiving health care in the destination countries [19].

2.3.5. Out-of-Insurance treatment

Many insurance schemes in the treatment regimen declare a bunch of treatments outside of their insurance obligations. Of course, these types of treatments and their types are different in different health care settings and type of insurance companies, both private and public, and the type of coverage of the above, but these treatments may include cosmetic surgery, dentistry, Ophthalmology, infertility treatment, orthopedic treatment, weight loss, and drug abuse treatment. In addition, many of the rules put restrictions on treatment prescriptions, post-treatment care, and pre-operative conditions. With these conditions, the number of people who get their own treatment outside of their insurance coverage is high. 40% of Americans who travel abroad for treatment are due to the use of selective therapies [1].

2.3.6. Differentiation

Some treatments and prescriptions are not licensed in some countries. These categories of treatments may not be approved by official institutions or are still in the laboratory or research phase or have just been approved. Such treatments are usually available abroad. An example of these treatments is the knee surface, which is a very convenient and inexpensive option, especially for those who want to replace the knee joint. This treatment, which has been taking place in Europe and Asia for more than a decade, has recently been approved in the United States and there are still no approvals regarding its therapeutic procedures. While hundreds of patients have suffered from this problem, they have been able to use the therapeutic, used, and related prescriptions that have been used in India in standardized procedures in India [1].

3. Findings of the research

In order to provide strategies and policies for developing medical tourism in Iran and to identify the four factors of the SWOT model with internal and external examinations, 39 items of strengths and weaknesses, opportunities and threats were used by the interview process and The distribution of questionnaires was made among the

statistical community and then, using these factors, appropriate strategies were used for development.

3.1. Internal factors affecting medical tourism in the country

The purpose of this phase is to measure the effects of the internal environment of the study area to identify the strengths and weaknesses in order to achieve the objectives of its planning and implementation. The number of internal factors affecting tourism in the country under study was 19 factors (11 strengths and 8 weaknesses). After reviewing the necessary information, these factors were considered in the matrix of the strengths and weaknesses of the quantitative and weighting. The tables (1 and 2) are presented. According to the results of table (2), the most important points that the study area has in terms of tourism are ranked respectively: the location of historical cultural cities in it, the existence of high-tech treatment centers with a weight score of 9 / 0, there are numerous historical monuments with a weighting of 0.64, the variety of medical services provided in various fields with a weight of 0.36 in the next rankings of the region's strengths in tourism development. Other strengths are described in Table (2).

Table 2: Analysis of internal factors in strengths

Points	Degree The category	Weight	Strengths (S)
1	5	0/2	s1: The location of historical cultural cities in it
0/9	5	0/18	S2: Presence of high medical centers
0/64	4	0/16	S3: There are many historical monuments
0/36	4	0/09	S4: Variety of Medical Services Provided in Various Fields

Source: Research findings. 2017

According to table (3), it can be said that ineffective management and lack of coordination of related organizations in the field of medical tourism with a weight score of 76% lack of health facilities in some hospital centers and the weakness of advertising for the development of medical tourism and

Tourism has been developed. The lack of financial resources for medical tourism and the lack of participation of the public and private sectors were rated at 0.58, 0.6 and 0.42, respectively. The most important weaknesses of the study area in the field of medical tourism development Country.

Table 3: Analysis of internal factors in weaknesses

Points	Degree The category	Weight	Weaknesses (w)
0/76	4	0/19	W1: Ineffective management and lack of coordination of related organizations in the field of medical tourism
0/58	4	0/17	W2: Lack of health facilities in some hospital centers
0/6	4	0/15	W3: The weakness of advertising for the development of medical tourism
0/42	3	0/14	W4: Lack of medical tourism resources and lack of public-private partnerships

Source: Research findings. 2017

3.2. External factors affecting medical tourism

The purpose of this phase is to study the effects of the external environment in the studied area to identify the opportunities and threats that the country faces in relation to tourism development. According to the results of this research, the most important opportunities facing the country in the field of medical tourism include: employment creation and income generation in the country and cities of Iran with a weight of 0.85 as the first opportunity, the ability to become a tourist destination in Middle East and even the world with 0.64 points as the second opportunity and opportunity to attract investors and investors with a weight of 0.6% as the third opportunity for the development of tourism in Abarkouh (Table 4)

Table 4: Analysis of external factors in opportunities

Points	Degree The category	Weight	Opportunities (O)
0/85	5	0/17	O1: Employment and Income in the Country and Cities of Iran
0/64	4	0/16	O2: Ability to become a tourist destination in the Middle East and even the world
0/6	4	0/15	O3: The ability to attract capital and domestic and foreign investors

Source: Research findings. 2017

Also, the analysis of the results of Table (5) shows that the components of warm, dry and desert climatic conditions in most of the country's corals and low level of service facilities with a weighting of 0.75 as the first threat, a small investment in The medical tourism section with a score of 0.56 was identified as the second threat and placed within the framework of regional competition with a weight of 0.52 as the third threat to tourism development in the study area. There is also the risk of illegal activity such as the sale of unauthorized drugs with a weight of 0.4, including other factors that threaten the tourism of the region.

Table 5: Analysis of external factors in threats

Points	Degree The category	Weight	Threats (T)
0/75	5	0/15	T1: Hot, dry and desert climate conditions in most cities of the country
0/75	5	0/15	T2: Low level of health facilities
0/56	4	0/14	T3: Low investment in medical tourism
0/52	4	0/134	T4: Placing in the framework of regional competition
0/4	4	0/1	T5: The risk of illegal activity such as the sale of unauthorized drugs

Source: Research findings. 2017

3.3. Strategic factors analysis

Analysis of internal and external factors and their composition in tables (1 to 4) were presented. In Table (6), the most important four strategic elements of the SWOT model are presented.

Table 6: Summary of Strategic Factors Analysis

planning			Points	Degree The category	Weight	Strategic factors
Long term	Medium term	short term				
*	*		1	5	0/2	S1
*		*	0/9	5	0/18	S2
*	*		0/64	4	0/16	S3
*		*	0/76	4	0/19	W1
*		*	0/51	3	0/17	W2
*		*	0/6	4	0/15	W3
			0/56	4	0/14	W4
*	*	*	0/85	5	0/17	O1:
*	*		0/64	4	0/16	O2
	*	*	0/6	4	0/15	O3
*	*	*	0/75	5	0/15	T1
*		*	0/75	5	0/15	T2
*	*	*	0/56	4	0/14	T3

Source: Research findings. 2017

Based on Table 5, each SWOT component is distinguished by weaknesses (W), Strengths (S), Opportunities (O) and Threats (T) prioritized as their downside, and then interfered with Each factor contributed to the development of various competitive-invasive SO strategies, ST variations, WO revisions, and finally WT defensive strategies.

4. Conclusion

Iran In 2012, 30,000 people came to Iran to receive medical treatment In 2015, It is estimated that between 150,000 and 200,000 health tourists came to Iran, and this figure is expected to rise to 500,000 a year. Iran has low endemicity for Hepatitis B virus and Hepatitis C virus infections and there is a unique experience of control of these infections that can be presented to people in Middle East countries.

The pharmaceutical companies in Iran produces the drugs needed for control of HCV and HBV infection such as Tenofovir disoproxil, Peg Interferon, Sofosbuvir/daclatasvir and Ledipasvir with very low prices and high efficacy [20].

Today, the economy in medical tourism is one of the best forms of income generation and employment creation, and from an economic point of view, it is one of the fastest ways of returning capital and has the highest coefficient of capital accumulation. Having a long history of having historic works and buildings from the distant past, Iran has been considered as one of the most important residential centers in the world. The existence of historical monuments and historical background as well as primitive nature with geomorphologic complications has enabled Iran to have the ability to become one of the major tourism centers when planned. In this study, SWOT matrix has been used to investigate and analyze the capabilities, opportunities and threats of medical tourism in the country with regard to having specialized and advanced centers in health care services. The results of the analysis of the questionnaire indicate that in addition to tourism attractions, buildings and historical monuments as well as health-related attractions with very low and suitable costs for foreign tourists can make this country one of the most important tourist centers. Through the development of medical and therapeutic sections.

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