The expansion of medical tourism

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Abstract

This article provides a brief overview of what is medical tourism, and the differences between health tourism and medical tourism. It examines why people prefer to go abroad, and what are the services that allow the expansion of medical tourism.

Introduction

Nowadays where the crisis is in many countries, the medical treatment always more expensive, and the willingness of staying young healthy and beautiful is everywhere. Todays the importance of the wellbeing has reached its top level. The growing competition, and the affordable prices around the world, makes the medical tourism a new trend which grow everyday.

Analysis

Tourism

Tourism has a purpose of taking time for us, taking care and having fun, in order to recharges one’s battery and feeling good. The beginning of tourism was already for health purpose. As the example of Switzerland, when people come to cure the tuberculosis in Leysin, because of the sun and the mountain air.

Health tourism and medical tourism

It is important to differentiate, the definition of health tourism and medical tourism. In fact, it is not the same thing. Health tourism is a way of taking time, in a natural and healthy area, in order to put our body and our mind in a better environment. Health tourism emphasizes leisure activities, entertainment in a good climate, outdoors activities, and spa all kind of general activities that lead to well being. Medical tourism is regarding all kind of intervention.

It is important to understand the purpose and the element of each kind of tourism, to have a better target on the customer demand. This type of tourism has a growth increase this few years, and it will continue in the future. Medical tourism is a new industry, for a new niche target market.
Why going abroad?

To understand why it is a growing industry, and how is it more and more successful, we need to understand what does it concern. People are going abroad for medical care, for several reasons:

• For economic purpose, in fact, medical tourism is especially in rich country that drives to high costs.
• The waiting list, the non-urgent operation are schedule with a long delay. In another country, it will be possible to have an appointment immediately.
• The anonymity. The fact of being away, allow the customer to feel free.
• The operation maybe available in certain country and not in others (as the sex changes for example)

If we take the case of cosmetic surgery, a person is going to go abroad, because it can be cheaper, but also by the fact that as said above, being in another country, allow the person of not saying the purpose of the travel, the entourage does not need to know the purpose of the journey, and the time the person recover, and nobody will notice that something have been done. It allows being discreet.

The destinations

More and more destinations that offer this kind of service, it is growing a market. Countries try to develop and seek on specialization in medical treatments. It leads to a global interest, and to more competitiveness. We cannot cite all the destinations, but some are really famous and really successful, as Asia and Latin America

The evolution:

Over the years there is always new patients, new customer and new trends. The medical interventions are costly and were before accessible only for the elite of this world. Now with the expansion of the medical tourism, makes the services more accessible to the public with a large difference of prices and a big competition always improving of new or better offer.

Government:

With the success of this market, the government appreciate the development of this kind of tourism, allowing to develop the region, but also the demand and the supply on this region and to make work a lot of different sectors.
Drivers:

With the easy internet connectivity of nowadays, it allows to have a lot of information not only on the medical care offer, but also in international change currencies, cross borders provision, all the advertisement. Those Internet platforms are organized and a companies that do not have anything to do with medical or health care, organize negotiation between the customer and the establishment.

Conclusion

As we seen in this paper, people are nowadays, well informed, by media, but first of all with internet. This emerging market is benefic for countries, it allowed to develop themselves, but this can be a problem is Switzerland. In fact Switzerland cannot have prices as we find in Tunisia, or in another destination. The country is expensive, and then cannot survive with cheap services. The importance of the wellbeing is more important than ever, and then people are ready to pay, but if they can have service with cheapest price, it is clear, they are not going to hesitate. Switzerland should find a product or a service that differentiate it than others.

Sources


