



Literature Review and Academic Review on Health Tourism, Demand and Related Problems

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Abstract



People's awareness of health issues has increased recently [in connection with the pandemic caused by the new coronavirus known as COVID-19]. Consumers are more receptive to potential health hazards, such as health problems associated with COVID-19, and are more interested in health



tourism. For example, a recent study has shown the moderate impact risk communication plays in health tourism to improve both the physical and emotional health of those affected by the COVID-19 pandemic. As a result of the successful containment of the pandemic in various countries and places, there is a possibility that the tourism sector will have greater hopes for the growth of health tourism. For example, a recent study revealed the huge demands of offering various health tourism packages for various customer groups. As a result, it is expected that the travel behavior of tourists may change after the pandemic and the expected changes may require tourist service companies to take more responsibility for the health concerns of their customers. As a result, a thorough review of health tourism will find existing research gaps that will ultimately contribute to the growth of the health tourism business. useful for This can be conducted by finding potential future research areas. Numerous research projects have been to investigate health tourism considering its explosive growth. Smith outlines some of the key lifestyle aspects that have had a significant impact on the health tourism sector (such as spas, health hotels, nursing homes, and medical facilities) in developed Western countries. Additionally, Smith and Puczkó conducted research on health tourism and balneology in Hungary. India is generally considered a successful medical destination due to its low-cost skilled workforce in addition to the latest medical technology, standards, and high-quality medical services. Also, English is widely used in Indigenous culture. More specifically, India offers a wide range of medical services, including both alternative treatments such as ayurvedic medicine and yoga, and complex procedures such as heart surgery, joint replacements, and hip resurfacing. On the other hand, South Korea has an excellent reputation and is highly competitive when it comes to supplying minor medical procedures such as cosmetic surgery.

Keywords: *Health Tourism, Demand Reasons for Health Tourism, Health Tourism Problems, Development of Health Tourism*

1. Introduction

Yan and He used Bama perennial villages in China as case studies for their research, which took the form of an actor-network analysis to explore the co-evolution of therapeutic landscapes and



health tourism. Both Kaoula and Bouchair used life cycle analysis to assess the effects of various hotel structures on the surrounding environment. However, in the future, because of the acceleration of the aging process and the changes in people's lives, there is a possibility that health tourism will meet obstacles even though the opportunities exist at the same time. Although China's health tourism sector started late compared to its growth in western countries, it is expanding rapidly due to many regulations. In addition, the Chinese government has offered enough aid to make Hainan province a prime health tourism destination and an important source of international medical tourism.

As a result, China's health tourism is constantly moving towards this trend. Therefore, the Chinese government attaches considerable importance to the growth of health tourism in China, especially health tourism from abroad. It is reasonable to guess that after the pandemic, Chinese medical tourism may see a surge in popularity , including traditional Chinese medicine-centered medical tourism .

However, unlike many studies on health tourism in other countries or regions, research on health tourism in China is not well known outside of China. Consequently, it is extremely important to explore the growth of health tourism in China to point the way to new research lines in the field of health tourism and to add to the existing knowledge in this field. As a result, this research supplies a summary of the relevant studies on health tourism in China from its start and fills the gap in terms of in-depth knowledge of the evolution of health tourism in China. Also, unlike most other bibliometric studies, this research blends bibliometric results with policies to explore the inner workings of its evolution more thoroughly.

2. A Tourism Centered Literature Review

starts with a literature review centered on health tourism . Following this, the "methods" part of the paper supplies an in-depth introduction to data collection and analytical processes. Discussions, conclusions, and conclusions are presented after a comprehensive analysis of health tourism related articles, topics and hotspots conducted in the findings section.



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As a result, the pursuit of better health and access to better medical treatment has been a major factor in international travel for thousands of years. People still travel for leisure as well as for reasons related to health, wellness, and general well-being. To meet the ever-increasing demand for medical, health and wellness tourism experiences, nations, healthcare providers as well as hospitality and tourism companies are adjusting expand the range of options available to tourists. The idea of visiting a destination to seek medical treatment or improve one's well-being is a relatively new idea in the world of tourism research. Although it is said that travel medicine has been around for the last quarter century, most of the research on this subject has traditionally focused on the medical aspects of the subject and has not been given sufficient attention.

The main distinction that can be made between medical, health and wellness tourism is whether the experience is necessary for the visitor or optional for them. Forced travel may occur when necessary medical care is not available or prohibited in the traveler's home country.

As a result of this situation, the passenger may need to go to a different location to receive the necessary services. Elective travel is often scheduled for the most helpful rates and times, and treatments may be accessible even at travelers' homes. Other studies have categorized several types of travel and tourism depending on the purpose of the treatment, such as IVF treatment, hip and knee replacements, ophthalmological operations, cosmetic surgery, heart care, and organ transplants. There is not yet a consensus on health tourism, health tourism and how these three types of tourism interact with each other, especially how they can overlap.

In the field of tourism research, health tourism, medical travel, and tourism, also known as wellness tourism, and other conceptually related words (such as maternity tourism, cosmetic surgery tourism) and dental tourism are often studied independently. Although published research on this topic may sometimes seem disjointed, medical-health and wellness tourism has become significantly more popular for several reasons, including those related to economics, culture, lifestyle, and leisure. Due to the increasing growth of several types of tourism, it is important to make an in-depth assessment of the definitions, history, typologies, drivers, and prospects for these types of tourism. This study begins by conducting a meta-analysis of earlier academic research on tourism and its effects on medicine, health, and wellness to analyze previously published findings.



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procedure followed to analyze the information from the ISI Web of Science, followed by a discussion of the investigation results. In the last part of the article, Chapter 5, the findings of the study, its limitations and future research prospects are explained.

Research. Current literature studies tend to be quite comprehensive, covering a wide range of topics such as health-oriented tourism, medical tourism, sports and fitness tourism, adventure tourism, well-being (Yang sheng in Chinese) tourism, cosmetic surgery tourism, spa. Many medical tourists (primarily from the United States, Canada, and Western Europe) seek access to care, often in Asia, Central and Southern Europe, and Latin America. This is often due to the prohibitive costs of healthcare, long patient waiting lists, or a lack of access to new treatments in some countries.

There is a possibility of exposure to nosocomial infections and biosecurity threats when traveling abroad for medical treatment .

The researchers found that much of the Australian media coverage of medical tourism is geographically based in Asia, with an emphasis on cosmetic surgery treatments and treatments not normally found in Australia. They came to this conclusion by evaluating the articles. However, individuals often take part in medical tourism practice for a wide variety of reasons. In some cases, the most crucial factor is either an increase in service quality or a decrease in overall treatment costs. In other cases, treatments may not be readily available in the area or there may be long patient waiting lists for medical care that are not considered urgent. Nearly one hundred publications were randomly selected and analyzed according to the medical procedures described in them, before being divided into various forms of medical tourism. These procedures included dentistry, cosmetic surgery, and reproductive work.

These articles were the subject of a research. Through this research, it was possible to find the most essential elements of its growth, as well as better knowledge about medical tourism in Korea. Another research study analyzed the experiences of patients traveling for medical treatment, the



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decision-making process, the reasons, the dangers involved, and first-hand testimonies. According to the findings of a literature review on international travel for cosmetic surgery tourism, it was found that the medical travel literature lacks focus on the non-surgical morbidity of these tourists. This review was made as part of a research project on international travel for cosmetic surgery tourism. Another group of authors presented their definition of "health tourism", which they defined as "a subset of tourism in which individuals go to specific therapies or seek to improve their mental, physical, or spiritual well-being". The purpose of this comprehensive literature study is to decide how valuable a destination's natural resources and activities are for the field of health tourism. It has been said that most of the research on health tourism focuses on travels from developed countries to less developed countries and there is a need to research travels between developed countries.

In addition to this line of work, the critical issue is health tourism. A research study examining recent developments in the field of health tourism research concluded that marketing for tourism has not been successful in penetrating the deeper meaning of well-being as a concept. The growth of health and wellness tourism, along with the social, political, and economic forces associated with it, has been explored. According to the findings of a study examining the evolution of health tourism through the lens of the concept of holistic health tourism, the increasing popularity levels of this tourism can be directly attributed to the beneficial effects it has had. In general, although earlier literature reviews have supplied especially useful information on the subject, few studies have taken a comprehensive approach to medicine, health, and health tourism.

The aim of this study is to restore a sense of balance by making a comprehensive review of relevant earlier research, considering the following aims:

- (1) *To conduct research on articles published in international journals covering all types of tourism mentioned above.*
- (2) *influential academics who have made significant contributions to this field ; and*
- (3) *markets, industry development and promotion , as well as policy making and impacts.*



To achieve this goal, a comprehensive review was conducted to examine the research publications published in the field of medicine-health-health tourism over a 50-year period starting in 1970 and ending in 2020:

As a result of the strategy used, the creation of a publication database for use in analysis using CiteSpace was conducted in two stages. The first thing to do was to look for relevant and adequately peer-reviewed publications in the field of medical tourism. Using a predetermined list of key terms, relevant publications in the medical-health-health tourism field were searched in a database of academic journals, some specific to the tourism and hospitality industries, others covering a wider range of topics. Both ISI Web of Science and Scopus were considered eligible for this effort due to the widespread acclaim and coverage each of these related databases had. By the methodological recommendations for conducting a systematic literature search, we also examined the validity of all the articles included in the reference lists of the articles ultimately selected for this research.

The inclusion of these references resulted not only in the inclusion of more relevant articles in the database, but also in an increase in the representativeness level of the database. The second phase required the use of relevant, authoritative, and representative search terms. The terms "medical tourism", "health tourism", "health tourism" and "spa tourism" were used to search for related articles.

The healthcare industry is thriving and is intricately linked to a variety of other markets, including the travel and tourism, healthcare and information, communications, and technology industries. It has become a major trend in the last ten or two decades, because of the convergence of the health and tourism industries . It has made an extraordinary improvement in the human movement all over the world. In fact, the idea of traveling for medical treatment can be traced back to ancient times when people traveled far and looked to distant places for the most reputable medical facilities.

3. Ancient Cultures and Healing Powers



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Thermal medicine, hot springs, and bathing in sacred temples were all considered to have healing powers by ancient cultures (Gianfaldoni et al., 2017). While the Sumerians built their first health centers near the hot springs around 4000 BC, the ancient Greeks built the Temple of Asklepia in honor of their god of medicine, Asklepios. Both structures are in the spa area (Health-Tourism.com, 2020). People from all over the world sought treatment for their ailments at the temple, which served as one of the first medical facilities ever set up, attracting visitors from a wide variety of cultures. Since ancient times, the ancient Greeks are credited with laying the first foundations for an extensive traveling health network. As a result of patients needing time to rest and recover, medical travel in the modern era has expanded to include activities that improve well-being as well as pleasure. Due to this development, destination marketers now need to conduct a new research on the reasons why health tourists visit a particular place. The idea of health tourism finally appeared because of the intersection of medicine, travel, the tourism industry, and wellness. Since the 17th century, people have referred to this phenomenon as “health tourism” or “medical tourism” (Yusof et al., 2019). The terms "health tourism", "medical tourism" and "health tourism" are often used interchangeably; however, it is important to emphasize that each of these terminologies is different from the others (Wong & Musa, 2013).

Therefore, the term "health tourist" in this context refers to tourists who go to a different location to look for and receive health, medical and/or wellness services for assorted reasons. However, new diseases always require new treatments, and these treatments may not always be available in the person's preferred area or place (Allen, 2019; Lobo, 2020). Although the healthcare industry is always slowly evolving with medical technologies, it is important to note that new diseases always require new treatments. Therefore, the development of technology is not only improving the accuracy and quality of medical treatment, but also bringing healthcare closer to patients and more accessible, redefining the need to travel for medical care.

The need for advanced and cultured medical treatments as well as medical tools equal to specially prepared ones has been steadily incorporated into health tourism (Bhattacharyya, 2020; Hong, 2016; Medical Technology, 2020). The phrase "Industrial Revolution 4.0", often spelled "IR 4.0", has received a lot of attention in recent years in this tech-driven economy.



The first Industrial Revolution promoted steam-powered and mechanical methods to increase output, while the second Industrial Revolution made widespread use of electricity and mass production techniques. The third industrial revolution (IR) managed starting the first wave of digitization of technology that allowed economies to expand more rapidly beyond political and geographic boundaries. Most recently, the fourth Industrial Revolution (IR), an expansion of Industry 3.0 (Bernasconi, 2016), in which the physical, digital, and biological domains are integrated, continues to change corporate processes and the lifestyle of society. Internet of Things (IoT), automation, robots, virtual reality, artificial intelligence (AI), cloud solutions and big data analytics are some of the technologies that are part of Industrial Revolution 4.0. Even though technological developments are beneficial not only to the growth of the health tourism business, but also to the tourism industry in general, the main emphasis of this article will be made in the earlier context. With a powerful change in the concept of mobility development, IR 4.0 is creating a storm in the healthcare industry and shaking it to its core (Landman, 2018). Mobile healthcare is expected to make healthcare cheaper, accessible, and easily accessible while keeping levels of security. Telemedicine, wearable devices, digital sensors and biotelemetry, remote patient monitoring, virtual rehabilitation and smart tissue are some examples of mobile health equipment and infrastructure that help define the future.

Not only was it beneficial for large numbers of patients, but it also made it possible for healthcare practitioners to simplify procedures, synthesize information, and supply real-time updates. The latest innovation in health technology will supply a significant competitive advantage, especially in terms of developing both faster and more effective treatments (Bernasconi, 2016).

Telemedicine is one of the first stages of cooperation in the health sector that information technology allows. The benefits of the practice of telemedicine have been widely recognized and acknowledged by professionals working in the healthcare industry, particularly in relation to the management of chronic diseases. It digitally improves the mobility of patients by reducing the importance of their physical location as a determining factor in their access to healthcare. Patients living in secluded places can now access top-quality medical care at the push of a button on their smartphone. A study conducted at the Mayo Clinic in the United States showed that mobile



technology has received surprising acceptance. More than eighty percent of patients expressed an interest in using mHealth apps, according to the study's findings.

In 2011, the United States Department of Health and Human Services Secretary recognized mobile healthcare as one of the most important developments in health-related technology (Nehra et al., 2017). Technology is very convenient and useful for health tourism, especially in strengthening the pre- and post-operative care process, both in terms of the medical industry and customer service (Medical Tourism Magazine, 2020). Even when health tourists are physically present in their home countries, anesthetists and surgeons can evaluate their patients' wound and recovery rates using teleconsultation. Teleconferencing and other telehealth applications allow health personnel in the health tourism destination to stay in touch with patients' primary care physicians and patients with other local health care providers in their own countries. This makes traveling to the United States for medical tourism significantly easier and more comfortable (Hong, 2016). Wearables, digital sensors, and biotelemetry are just some of the related digital products that are being innovated as part of the mobile healthcare industry. Checking blood glucose levels, electrocardiograms, pulse and blood pressure readings, and blood oxygen saturation levels are just some of the diagnostic procedures that can be performed digitally using wearable devices and sensors .

4. Mechanism

After the data is digitally collected, it will be connected to the mobile application that the user (in this case, a health tourist) has installed on their smartphone. Regular health progress can then be reported to healthcare professionals who can prescribe initiative-taking steps to users that can be done digitally and remotely. These measures are aimed at improving health control. The Internet of Things is rapidly permeating all aspects of human existence and the work environment. The healthcare industry is no exception to this rule.

Wearable devices and sensors, both components of the Internet of Things, have been shown to be helpful for healthcare practitioners who derive effective benefits from their use (Junata and Tong, 2018). The use of devices such as fitness tracking bands, smart watches and smart textiles makes



it possible to conveniently collect data on the health status of patients and interact with medical professionals found in various parts of the world. Although these technological devices can be applied to any person, their use is most common among health tourists. Health tourists can choose to consult remotely with their doctors in another country, and the data can be transmitted to these doctors in real time (Psiha and Vlamos, 2017).

The information collected by the sensor was then sent to an IoT sensor platform where it was received by a custom android application installed on a Google Nexus 5X smartphone. Despite this, the development is not yet compatible with alternatives available on smartphones. One use of such technology in the medical field is the development of cloud-based, wearable Internet of Things sensor systems. These devices check the exposure of asthma patients to aldehydes in real-world settings (Li et al., 2019).

Recent developments in 5G medical technology have further enhanced the production and consumption patterns of health tourism services such as active device location tracking and smart wearables (for example, garments that measure heart rate, blood pressure, body temperature and skin moisture). (Psiha and Vlamos, 2017). Such an innovation is universally applicable and beneficial to the field of health tourism, as it enables continuous communication and data updates via cloud computing between patients taking part in health tourism in their home country and medical professionals taking part in health tourism (in a health tourism destination). In the next step, the health tourism business will also enjoy the benefits of virtual rehabilitation . It is a system that combines wearable motion sensors and checks the user's range of motion. Therapists use mobile devices to recommend patients based on analysis of data (e.g., tablet, smartphone) they receive from patients . In 2016, the National University of Singapore began offering an Internet of Things (IoT)-based rehabilitation program for stroke survivors. However, despite Singapore being one of the world's leading health tourism destinations , there are relatively few studies on the acceptance rate of these innovations among the local population and health tourists. Other types of technology used for rehabilitation include robotics (Department of Health, Abu Dhabi, 2020; Mann, 2013) (for example, Cleveland Clinic Abu Dhabi has been using robotic surgery since 2017) and assistive technology (AT) (Carlson and Ehrlich, 2005) .



5. Further Enhance the Offerings of Health Tourism Destinations

Inability (such as severe paralysis) to communicate thoughts and intentions to other technologies (such as computers) in their immediate surroundings (Ghovanloo & Huo, 2014). These technologies further enhance the offerings of health tourism destinations and increase the competitiveness of these places to attract health tourists. Medical tourism is a critical issue in terms of both national health systems and global health. This is because we live in an age where medicine is increasingly global, and it is now easier than ever to travel abroad and access health information online. Patients in countries around the world are displaying an increasing degree of autonomy over their choices in healthcare, by collecting information from sources other than regular healthcare providers and, in some cases, deciding to pursue care alternatives not provided by their national institutions. Medical System. The term "medical tourism" refers to a broad and all-encompassing concept that encompasses a wide variety of different activities [3]. It is often distinguished from both care looked for unplanned medical emergencies occurring abroad and from formal bilateral medical trade agreements. It is defined as "the practice of traveling to another country for the purpose of receiving health services (elective surgery, dental treatment, reproductive treatment, organ transplantation, health checks, etc.)".

medical tourism is not a new phenomenon , changing patient flow patterns and growing acceptance of the complex ethical, social, economic, and political challenges it poses highlight increasing attempts to explore this phenomenon and its future. Part of the emphasis currently focused on medical tourism is on the potential problems and consequences that medical tourism can support individual patients and health care systems. Medical tourism has a separate impact on both the health systems of importing countries and the health systems of exporting countries [14]. There are many ways to talk about the business of supplying medical services. To this discussion, we will use the terms "import" and "destination" to describe healthcare delivery systems where patients come from other jurisdictions to receive treatment.

On the other hand, we will use the term "export" to describe the process by which individuals leave their home country's healthcare system to seek treatment in another country. Concerns about



import or arrival systems include, but are not limited to, inequality in access to high-paying visitors for residents, and ethical questions about the "brain drain" of local talent to private, nonprofit organizations that focus on non-resident caregivers. . This is so despite significant knowledge gaps, the need for definitional clarity, and more empirical work to understand the effects of medical tourism on the countries concerned. Concerns about import or destination systems, on the other hand, are challenges faced by export systems often focus on consequences for local healthcare professionals, patients' ability to bypass domestic waiting lists, and follow-up costs. For example, a study conducted in Alberta, Canada shows that the financial costs of treating complications from medical tourism for bariatric surgery are significant and that complication rates are significantly higher than those saw in Alberta.

6. Assistive Technology

In fact, assistive technology acts as an intermediary by allowing people. These studies show that comparative research is important and can supply learning in finding both the unique and most pervasive policy challenges faced by each nation. Indeed, this process can ease policy learning (terms associated with policy learning include lesson learning, policy transfer, diffusion, and convergence). Policy learning is the process by which ideas, policies, or practices (for example, regulatory instruments) in one authority inform or shape another. However, a full agreement on its definition has not yet been reached by the parties concerned. In general, health tourism is a subset of tourism, which consists of all natural and cultural resources, rehabilitation and sports activities, facilities and places with services related to the health sector and tourism sector, serving people traveling for physical purposes (Huiyur, 2020). There are many diverse types of activities that fall under the umbrella of "health tourism". The visitor's choice will decide whether participation is mandatory or voluntary. It is known as compulsory travel that tourists are forced to go somewhere because the necessary therapies are not offered in the place where they are. On the other hand, on-demand travel takes place whenever passengers want, although the service can be offered in their own region (Jones and Keith, 2006). Based on the purposes they serve, further studies classify health tourism as such things as health tourism, leisure-focused tourism, cosmetic surgery tourism,



health tourism, and Chinese medicine-oriented tourism (Han et al., 2018; Gongmei et al., 2021). As predicted by several trusted global NGOs (such as the World Health Organization, Patients Without Borders and Medical Tourism Association), people will continue to travel in hopes of improving their health and the worldwide income from health tourism.), important and increasing. Medical travel has appeared as an important contribution to the economies of industrialized countries (Lee and Li, 2019). However, the most recent expansion has been in the developing countries of Latin America, Eastern Europe, South and Southeast Asia, and the Middle East (Kamassi et al., 2020). In addition, Asia occupies a sizable part of the global market for health tourism, with many countries in the region such as Thailand, India, Malaysia, and Singapore, and are recognized as leading destinations for travelers interested in seeking medical treatment (Han et al., 2018; Tingfang and Shengtian, 2021).

The health tourism sector is still in its infancy and as a result, neither strategic planning nor systematic implementation is available. Consumers' willingness to spend on health is the primary factor deciding health tourism (Jiang et al., 2022). Tourists are recognized as the most crucial factor in the financial success of healthcare providers in every location (Kamassi et al., 2020). Therefore, research conducted on the part of customers will be very necessary. However, earlier research has examined health tourism from a more macro perspective (Pocock and Phua, 2011). The concept of medical tourism can be seen as a subset of the broader concept of patient mobility, which in turn can be divided into the following categories:

Health care for tourists is financed in a variety of ways, including the European Health Insurance Card (available to EU nationals for occasional or emergency treatment in EU countries), private insurance, and out-of-pocket expenses. These people include people who are on holiday abroad, who receive help from health services because of an accident or sudden illness. These people are seen as "unfortunate tourists", not "medical tourists"! There is a growing influx of EU citizens choosing to retire in countries other than their country of origin, both within and beyond the EU borders (Rosenmoller et al., 2006), and there are increasing changes. Working-age citizens in Europe choose to retire in countries other than their country of origin, both within the EU and beyond. Citizens of these residents may be eligible for health care services that are financed in many ways.



7. Conclusion

criteria for the "medical tourist" category . Countries that share common borders have the potential to work together to offer international public funding for healthcare provided by providers found in other countries (Rosenmoller et al., 2006). There are patients who choose to be sent abroad by healthcare organizations using international purchasing agreements, and typically such agreements are due to long waiting lists and a lack of specialist and specialized equipment available in the home country. These patients often travel relatively short distances and contract services (both public and private) are more likely to be subject to robust safety audits and quality assurance (Lowson et al., 2002; Burge et al., 2004; Glinos et al., 2006, Muscat et al. , 2006). (“(PDF) Medical Tourism: Treatments, markets, and health system ...”) These individuals may be described as 'mass' medical tourists, even if they are government or agency sponsored , rather than acting as individual consumers in the traditional sense . Medical tourism mostly refers to patients acting of their own free will, and such patient mobility is the focus of this report. Such medical tourists do not enjoy EU rights (here this phenomenon is commonly known as 'cross-border care') but choose to pay out-of-pocket and thus better play a role as consumers rather than individuals exercising their European citizenship rights. (Lunt and Carrera, 2010). It also captures the health sector element as well as the broader economic impact of such travel. (“(PDF) Medical Tourism: Treatments, markets, and health system ...”) Such a focus makes it easier to understand which individuals are going where, why and for what, and what effect this has on whom. While we agree that medical tourism may have little to do with general tourism (cf Glinos et al., 2011), the term emphasizes the commodification and commercialization of health travel. (“(PDF) Medical Tourism: Treatments, markets, and health system ...”) Medical tourism also emphasizes the role of industry, advertising issues, supplier-driven demand and goes beyond the concept of "willingness to travel". Health policies and health delivery have traditionally been constrained by the nation-state or federal levels of government. Significant economic, social, and political changes in recent years have spurred a more transnational and international role for health policy development.



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