

Situation Analysis of Türkiye According to Health Tourism Revenues and Projection For Future

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INTRODUCTION

Medical tourism is linked to temporary travels and the desire to benefit from health services. Changes in income levels, technological advances, and tax policies can lead to an increase in health expenditures, which can lead to problems in countries' health systems.

Covid-19 pandemic has adversely affected tourism sector and health tourism around the world. Türkiye is trying to attract the attention of international patients by promoting the "Health Türkiye" brand in order to increase the share of health tourism. These efforts reflect Türkiye's goal of highlighting potential of health tourism and strengthening the sector despite the challenges of the pandemic.

The aim of the research is to examine the situation and economic effects of Türkiye in health tourism and to evaluate its future potential. The sub-objectives include identifying Türkiye's strengths and weaknesses, identifying its prominent branches, examining the impact of Covid-19 pandemic, and assessing the economic dimension of the sector.

METHOD

This study aims to examine Türkiye's economic position in the health tourism sector, the effects of Covid-19 pandemic and suggestions for future development. The limitations of the research conducted using the survey method and SWOT analysis are within the scope of data sources. The research covers the period 2015-2023 and focuses on predictions about the future of health tourism.

CONCLUSIONS

Health tourism is a sector consisting of a combination of health and tourism sectors. Türkiye focuses on the goals it has set to progress in the health tourism sector. Contributing significantly to the realization of these goals, TUSKA is a health services organization that aims to become an international quality and accreditation brand. Accreditation contributes to the development of health services and the improvement of the quality of care. After Covid-19 pandemic, health tourists tend to prefer health institutions with accreditation certificates. Türkiye specializes in cosmetic surgery, hair transplantation, IVF treatment, and dental treatment; Their success in these areas gives confidence to health tourists. Türkiye has identified centers of excellence for state-of-the-art treatments with the studies it started in 2018. Turkish Implementation Model (TIM), prepared in 2019, makes a significant contribution to the development of health tourism and the alleviation of health expenditures. Quality and accreditation studies are the key elements that will enable Türkiye to successfully achieve its future goals of equality and change.

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